

Council – 11 February 2015

Communications Report

Executive summary and recommendations

Introduction

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken across the range of communication channels.

Decision

The Council is requested to discuss the document.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2014-15.

Financial implications

None

Appendices

Communications Report

Date of paper

30 January 2015

Communications – management commentary

Events

Meet the HCPC events: The next event will take place in Royal Leamington Spa on 25 February. Responses have been extremely encouraging with the afternoon session fully booked. This event will provide the first opportunity for our registrants to hear and discuss the Preventing small problems becoming big problems in health and care research findings.

Employer events: We will be speaking to employers in Leeds on 4 February and again on 11 March in Edinburgh. At the Edinburgh event we plan to introduce more practical guidance for employers on how and when to refer as well as detailed FtP case studies. This is as a result of feedback from previous events and supports the publication of the new guidance for employers.

Media

Press releases and statements: have been issued on:

- the announcement of Anna van der Gaag's CBE;
- the four new members who were appointed to Council; and
- partner recruitment.

Statements and reactive lines: have been produced for:

- the Department of Health's response to the Croisdale-Appleby report on social work education;
- the Burstow Commission Report 'Key to Care';
- the UK Government's response to the Law Commissions' report on the regulation of health and social care professionals; and

- the outcome of the Department of Health's consultation on the regulation of public health specialists from non-medical backgrounds.

Articles: The following articles have appeared:

- Community Care - update on the suitability scheme;
- myHCPC app - regional press and social media coverage;
- Locum Today – meeting to agree a range of articles.

Publishing

Publications: During this period:

- work focused on preparing the research report, Preventing small problems from becoming big problems in health and care, in time for its launch event on 12 February 2015;
- we also worked with the Chair of Council to produce a poster for the IHI National Forum on Quality Improvement in Health Care in Orlando, Florida;
- revised standards of proficiency for biomedical scientists and clinical scientists were published on 1 December 2014; and
- updated guidance on our Approval process was published on 6 February 2015.

HCPC In Focus: The December issue included information on the number of social workers in England and operating department practitioners who successfully renewed their registration, guidance on how to respond to one of our ongoing consultations and an events update covering opportunities to meet with HCPC representatives.

Communications – management commentary

HCPC Education Update: Our new look January edition of HCPC Education Update included information on professional indemnity, guidance on when to raise a concern about an approved programme and a Council members' comments section, with quotes from Robert Templeton and Joy Tweed on their experience of recent approval visits that they attended.

Stakeholders

Working with the professions: During this period, we met with representatives from the British Association of Art Therapists, the British Association of Dramatherapists and the British Association for Music Therapy. This meeting explored joint working around the promotion of the protected titles for these professions, and raising awareness of statutory regulation of these groups amongst employers of arts therapists.

We also held our annual meeting for our Chief Executive and Chair with the Association for Perioperative Practice (Tuesday 27 January 2015).

We attended the Westminster Social Policy Forum conference on the Future of Social Care (Thursday 22 January 2015) at which Chief Social Worker for Adults Lyn Romeo spoke in favour of the regulation of social workers in England by the HCPC, and Paul Burstow MP spoke in support of the HCPC's suitability scheme for adult social care workers.

We also met with the newly appointed Head of Member Services and External Affairs at the College of Social Work to discuss joint communications working.

Parliamentary and international work

Gibraltar: On Wednesday 14 January 2015 we signed a Memorandum of Understanding with the Gibraltar Health Authority. This formalises the regulation of health and care professions by the HCPC in the territory and makes provisions for the sharing of information. We attended an event, hosted by the Medical Regulation Board of Gibraltar, where we had an opportunity to meet many of our registered professionals. Separate Memoranda were also signed by other health and social care regulators including the General Chiropractic Council and the General Osteopathic Council.

Scotland: From Tuesday 13 to Thursday 15 January 2015 we took part in an exhibition in the Scottish Parliament which was well-attended by Members and others working in the Parliament. The event is an annual showcase and opportunity for the UK health and social care regulators to raise their profile and engage on developments in regulation.

Wales: On Monday 26 January 2015, we attended the Welsh Concordat Forum in Merthyr Tydfil. The group is made up of representatives of UK-wide health and social care regulators and Welsh audit, inspection, regulation and improvement bodies and exists to share information and best practice. This meeting marked the formal approval of a revised Concordat Agreement and Terms of Reference.

On Tuesday 3 February 2015 we attended a joint exhibition and reception in the Welsh Assembly for Members and their assistants and researchers, alongside representatives from other health and social care regulators.

Communications – management commentary

Westminster: We are continuing to monitor the progress of Jeremy Lefroy MP's The Health and Social Care (Safety and Quality) Bill, which was introduced to the House of Lords on Monday 12 January 2015. It received its third reading in the House of Commons on Friday 9 January 2015. The date of the second reading in the Lords is yet to be scheduled.

Reports: On Thursday 29 January 2015, we noted publication of the government's response to the Law Commissions' review of the legislation governing the UK health and social care regulators, and Winterbourne View: Transforming Care Two Years On. On the same day the Department of Health published the outcome of the consultation on the regulation of public health specialists, which will see the HCPC register this group and protect the title 'registered public health specialist', subject to legislative approval.

On Wednesday 21 January 2015 the Health Select Committee published their report on Complaints and Raising Concerns, following a consultation which the HCPC responded to. In this period, we also noted publication of a government update on the response to the Croisdale Appleby report on social work education and the Burstow Commission Report 'Key to Care'.

Web, digital and social media

Video content: We launched new registrant guidance for claiming tax back on HCPC registration fees, and also a new promotional video for the myHCPC app. Filming and draft edits for Education Seminars and Council Chair recruitment have also been completed.

Web requests: We had a total of 99 web and digital requests including a review of the Welsh language section, a refresh of the Education web pages and new Council members' profiles.

Web deployment: Development has started on our latest project. The work includes a revision to our home and audience pages, making them more engaging and mobile friendly.

Internal communications

A review of Internal Communications has been conducted and priorities for the Internal Communications Strategy agreed by the Executive Management Team (EMT).

Overall, the review found that the foundations of an Internal Communications function are in place and findings were in line with the 2013 all employee survey results and culture away day action plan. Key priorities include: increasing news and information about projects, departments' and from the EMT; developing feedback from employees to management; and providing more information and support to line managers for communicating organisational information to teams.

Key themes of collaboration, recognition and employee engagement will be important elements to the strategy as well to support the HR team in their activities.

The Internal Communications Strategy will be presented to EMT in March for approval.

Communications – management commentary

Organisation-wide activities

Disengagement research dissemination: We have devised a communications plan to disseminate the findings of the research report Preventing small problems becoming big problems in health and care. Activities are centred around the fully-booked invitation-only event at Park House on Thursday 12 February and include a blog piece, short film clips, media release, social media promotion and securing editorial coverage in specialist and professional body journals and websites.

Chair recruitment: We have developed a communications plan to support the recruitment of a new Chair. Activities planned are a press release which will go out to professional body and trade journals, a film with Anna talking about the role of the Chair as well as using social media to promote the recruitment.

Partner recruitment: A communications plan has been devised to support the recruitment of partners. We are planning to send out a range of press releases to specific professional press and professional body media.

Registrations – practitioner psychologist renewal: We have developed a communications plan for practitioner psychologist renewal and will be doing a range of communications to help during the renewal period. This will include sending out a press release to relevant trade press and professional body journals and using social media to highlight specific renewal and CPD web pages.

Registrations – UK applications: We are working with the Registration Department to review and improve guidance for those applying to be on the Register. The aim is to make the process easier to understand, so reducing the number of incoming calls and incorrectly completed application forms.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
February 2015

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Media

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Publishing

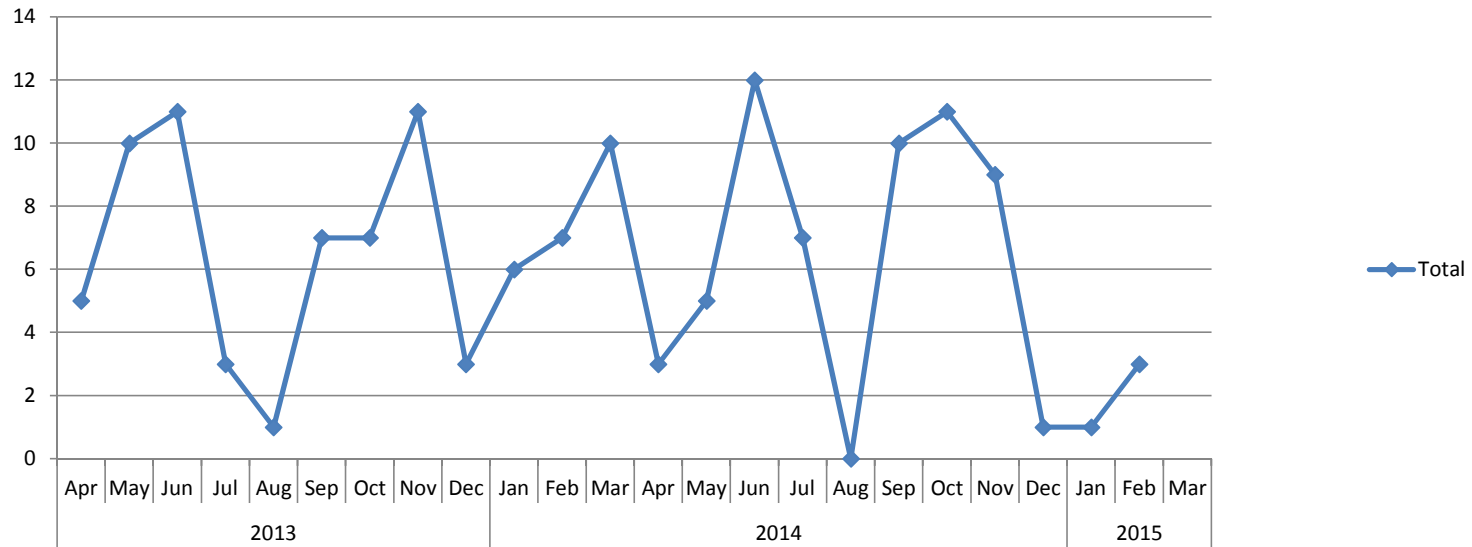
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Web

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Digital and social media

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	2013			2014							2015							2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 YTD							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug						Sep	Oct	Nov	Dec	Jan	Feb	Mar
Exhibition stands	1	1	2	0	0	2	1	1	0	0	1	1	1	1	1	0	0	0	0	1	0	0	0	0	32	26	16	10	4
Presentations, talks and seminars (1)	2	6	6	3	1	3	3	6	2	5	2	5	1	3	9	7	0	8	4	5	0	0	0	23	16	47	44	37	
Meet the HCPC (2)	2	0	0	0	0	1	1	0	0	0	1	2	0	0	1	0	0	1	1	0	0	0	1	8	9	10	7	4	
Employer events	0	1	1	0	0	0	0	1	0	0	1	1	0	1	1	0	0	0	1	0	0	0	1	5	6	6	5	4	
Education seminars	0	0	0	0	0	1	2	1	0	1	1	0	0	0	0	0	0	0	5	2	1	0	0	6	6	12	6	8	
Stakeholder events	0	2	2	0	0	0	0	2	1	0	1	1	1	0	0	0	0	1	1	0	0	1	1	0	0	0	3	9	5
Total	5	10	11	3	1	7	7	11	3	6	7	10	3	5	12	7	0	10	11	9	1	1	3	68	63	94	81	62	

(1) Presentations, talks and seminars given to any stakeholder group (including webinars)

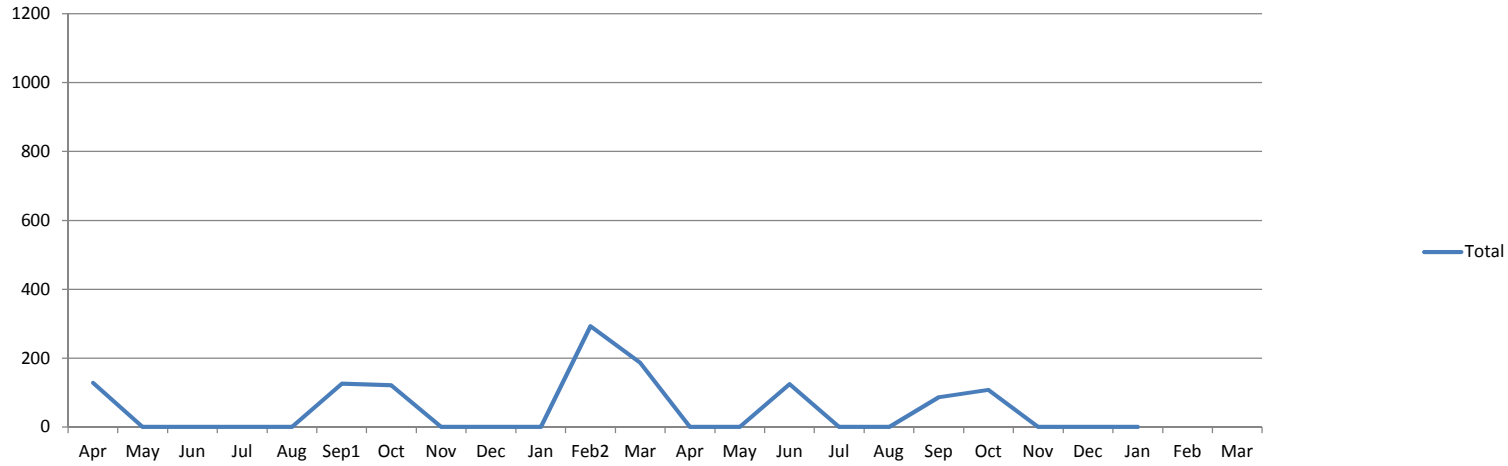
(2) 2 events on 1 day

2009-2012

Exhibitions stands and talks given at exhibitions, conferences, party conferences and fringe events are grouped together. From 2012 separated into exhibition stands and presentations

Presentations given to any stakeholder group, including, amongst others, students, registrants, professional groups, members of the public, etc.

Listening events

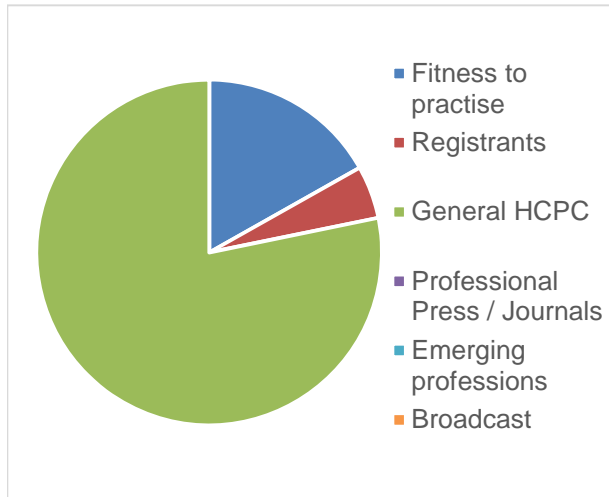


	2013					2014							2015											
	Apr	May	Jun	Jul	Aug	Sep ¹	Oct	Nov	Dec	Jan	Feb ²	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	1	0	0	0	0	7	10	0	0	0	0	2	0	0	2	0	0	10	1	0	0	0		
Biomedical scientists	7	0	0	0	0	9	19	0	0	0	8	3	0	0	7	0	0	1	4	0	0	0		
Chiropodists	11	0	0	0	0	15	10	0	0	0	14	19	0	0	13	0	0	7	3	0	0	0		
Clinical scientists	0	0	0	0	0	7	4	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0		
Dietitians	4	0	0	0	0	3	2	0	0	0	5	4	0	0	0	0	0	10	6	0	0	0		
Hearing aid dispensers	0	0	0	0	0	2	2	0	0	0	2	6	0	0	2	0	0	3	0	0	0	0		
Occupational therapists	6	0	0	0	0	22	10	0	0	0	23	21	0	0	9	0	0	5	34	0	0	0		
Operating department practitioners	1	0	0	0	0	2	1	0	0	0	2	5	0	0	4	0	0	5	3	0	0	0		
Orthoptists	0	0	0	0	0	0	1	0	0	0	1	2	0	0	2	0	0	0	4	0	0	0		
Paramedics	4	0	0	0	0	10	11	0	0	0	6	7	0	0	8	0	0	8	11	0	0	0		
Physiotherapists	17	0	0	0	0	16	21	0	0	0	23	38	0	0	8	0	0	6	7	0	0	0		
Practitioner psychologists	8	0	0	0	0	2	15	0	0	0	3	9	0	0	6	0	0	9	14	0	0	0		
Prosthetists / orthotists	0	0	0	0	0	3	2	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0		
Radiographers	10	0	0	0	0	11	6	0	0	0	18	6	0	0	5	0	0	6	5	0	0	0		
Social workers in England	52	0	0	0	0	5	1	0	0	0	79	47	0	0	58	0	0	0	3	0	0	0		
Speech and language therapists	3	0	0	0	0	2	2	0	0	0	3	9	0	0	0	0	0	2	3	0	0	0		
Other/Unknown	4	0	0	0	0	9	4	0	0	0	105	8	0	0	0	0	0	14	8	0	0	0		
Total	128	0	0	0	0	125	121	0	0	0	293	187	0	0	124	0	0	86	108	0	0	0		

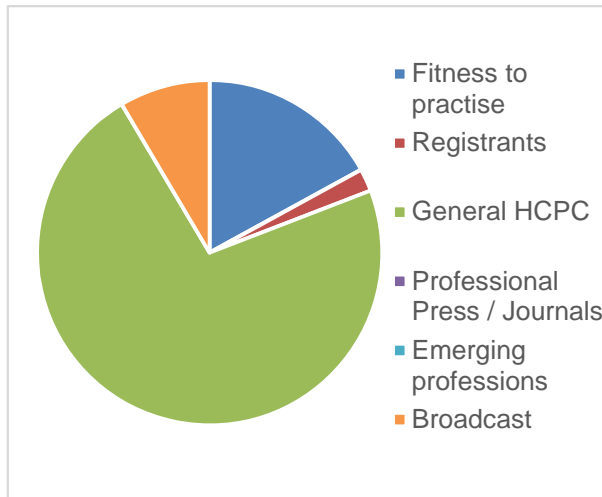
2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 YTD
8	17	9	20	13
54	57	22	46	12
115	63	28	69	23
15	12	1	11	2
20	18	10	18	16
34	13	5	12	5
162	181	71	82	48
22	13	6	11	12
9	6	5	4	6
77	46	15	38	27
196	129	51	115	21
60	34	17	37	29
7	3	0	7	0
57	35	29	51	16
0	0	2156	184	61
37	21	9	19	5
22	28	7	130	22
895	676	2441	854	318

- 1. Online and in person attendees - Meet the HCPC Perth
- 2. Online and in person attendees - Meet the HCPC Preston (online- 102 views in total)

Media coverage - November 2014

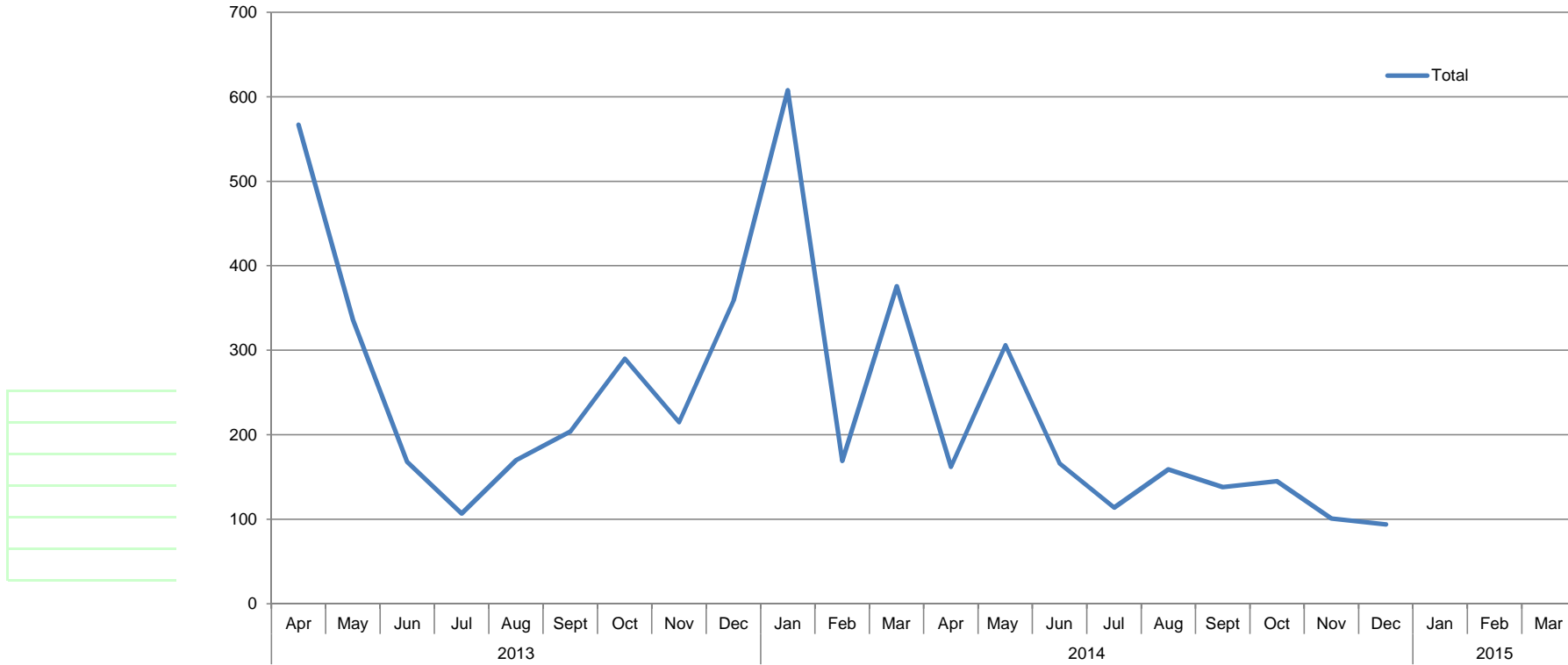


Media coverage - December 2014



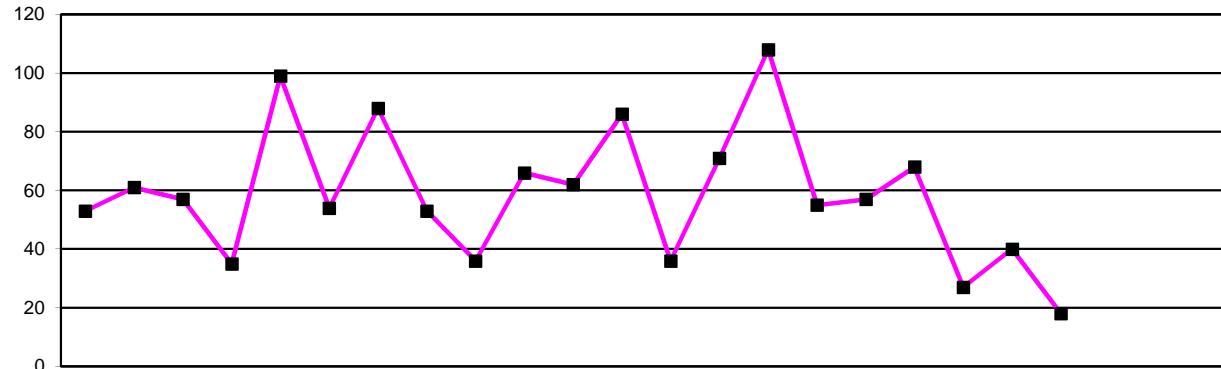
Month: November	
Category	Volume
Fitness to practise	17
Registrants	5
General HCPC	79
Professional Press / Journals	
Emerging professions	
Broadcast	
TOTAL	101

Month: December	
Category	Volume
Fitness to practise	16
Registrants	2
General HCPC	68
Professional Press / Journals	
Emerging professions	
Broadcast	8
TOTAL	94



Coverage type	2013												2014												2015																						
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar											
Fitness to practise	515	261	97	50	65	101	225	103	292	517	69	293	45	212	74	49	102	37	59	17	16																										
Registrants	2	20	30	11	28	44	19	26	17	25	22	21	15	28	25	20	15	8	11	5	2																										
General HCPC	37	29	5	11	47	24	19	19	5	19	26	10	80	29	40	26	12	89	75	79	68																										
Professional Press / Journals	12	21	32	31	30	33	22	30	39	39	45	52	21	37	27	19	20	1	0	0	0																										
Emerging professions	0	2	3	4	0	2	0	4	1	7	3	0	1	0	0	0	9	3	0	0	0																										
Broadcast	1	3	1	0	0	0	5	33	3	1	4	0	0	0	0	0	1	0	0	0	8																										
Total	567	336	168	107	170	204	290	215	359	608	169	376	162	306	166	114	159	138	145	101	94																										

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2588	611
	265	129
	251	498
	386	125
	26	13
	51	9
	3569	1385



■ Number of packs requested

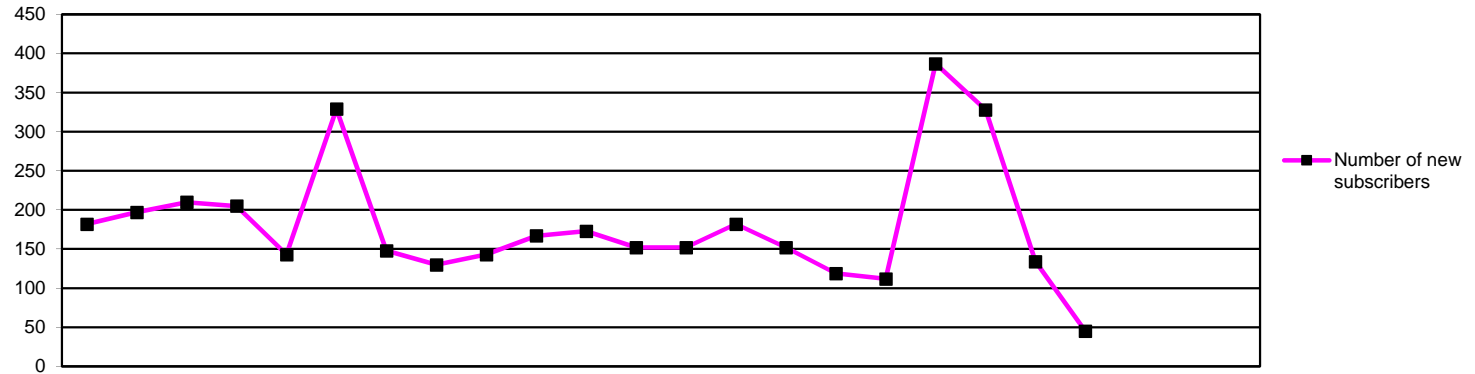
	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	53	61	57	35	99	54	88	53	36	66	62	86	36	71	108	55	57	68	27	40	18			

2012/13	2013/14	2014/15
FYE	FYE	YTD
	750	480

One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

Number of packs requested per month by profession

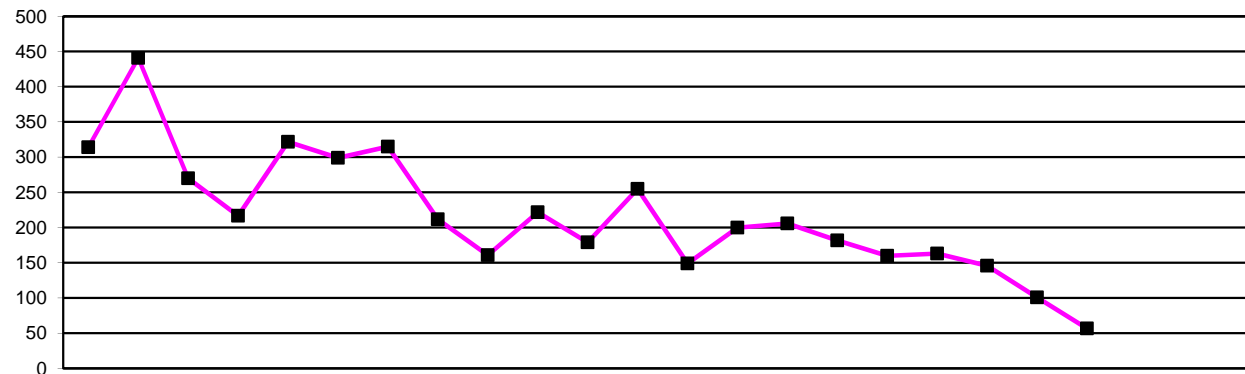
Profession	2013			2014									2015									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	3	0	0	0	0	2	5	0	0	0	6	1	4	6	1	1	3	4	2	0				22
Biomedical scientists	1	3	4	0	2	1	6	5	0	2	3	0	2	0	12	0	1	5	0	0	0				20
Chiropodists	19	16	6	7	27	14	16	13	10	20	1	16	7	17	25	32	25	19	3	4	1				133
Clinical scientists	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	4	0	0	0	0	0	1			6
Dietitians	0	0	3	0	1	0	0	0	1	1	0	2	0	11	2	0	0	0	0	0	0	0			13
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0			8
Occupational therapists	0	3	4	1	14	12	6	4	1	3	0	0	1	0	0	1	2	1	6	0	0				11
Operating department practitioners	2	1	0	0	10	0	4	1	0	0	12	3	0	0	5	0	0	5	0	0	1				11
Orthoptists	0	0	1	0	2	0	0		0	0	0	0	0	0	5	0	0	0	0	0	0				5
Paramedics	5	3	3	4	4	1	1	0	2	4	0	6	0	2	5	0	0	4	0	0	0				11
Physiotherapists	9	8	11	6	14	10	13	9	4	6	27	32	8	15	19	1	4	6	2	5	0				60
Practitioner psychologists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0				3
Prosthetists / orthotists	0	0	2	0	0	2	2	0	0	0	0	0	0	0	3	0	0	0	0	0	0				3
Radiographers	0	0	0	0	1	0	1	1	3	14	2	7	4	1	0	0	0	0	0	0	0	2			7
Social workers in England	4	5	2	5	4	3	13	3	7	6	14	9	7	6	6	6	5	9	5	18	6				68
Speech and language therapists	0	0	0	5	6	8	4	5	5	1	0	0	0	1	0	0	5	1	0	0	0				7
Other	12	19	21	7	14	3	18	7	3	9	3	5	6	14	11	10	14	15	7	8	7				92



	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of new subscribers	182	197	210	205	143	329	148	130	143	167	173	152	152	182	152	119	112	387	328	134	45			

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2179	1611

Total number of subscribers to HCPC In Focus (includes unsubscribes)	24,504
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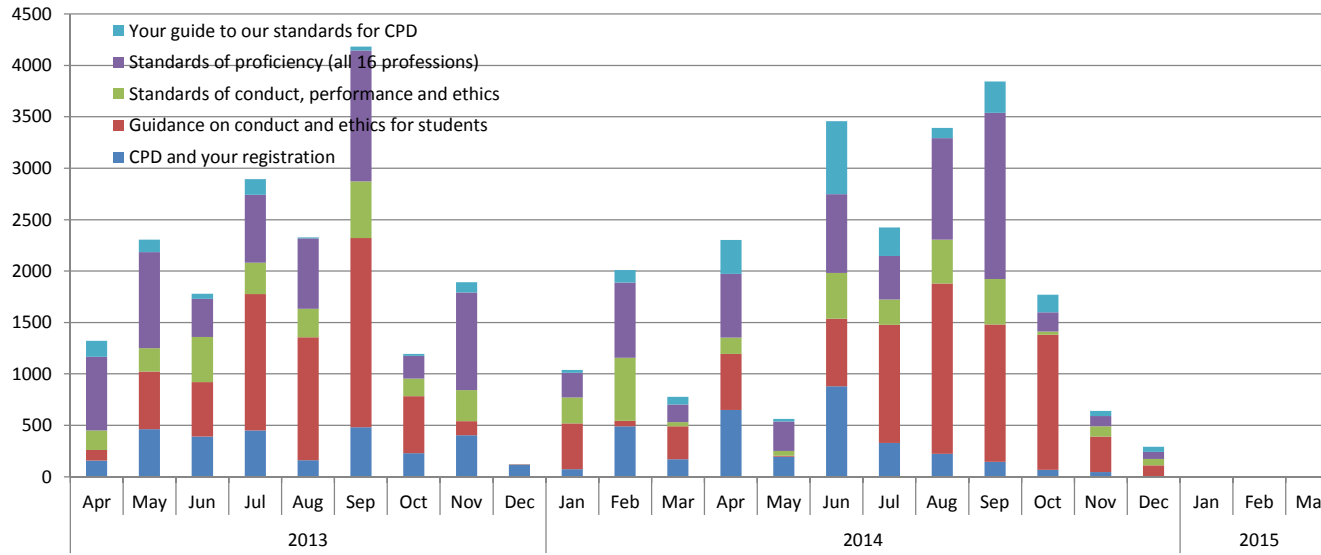
■ Number of downloads

	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	314	441	270	217	322	299	315	212	161	222	179	255	149	200	206	182	160	163	146	101	57			
Number of unregistered downloads	1	0	0	0	0	1	2	0	1	0	0	1	0	1	0	0	0	0	0	0	0			

2012/13	2013/14	2014/15
FYE	FYE	YTD
	3207	1364
	6	1

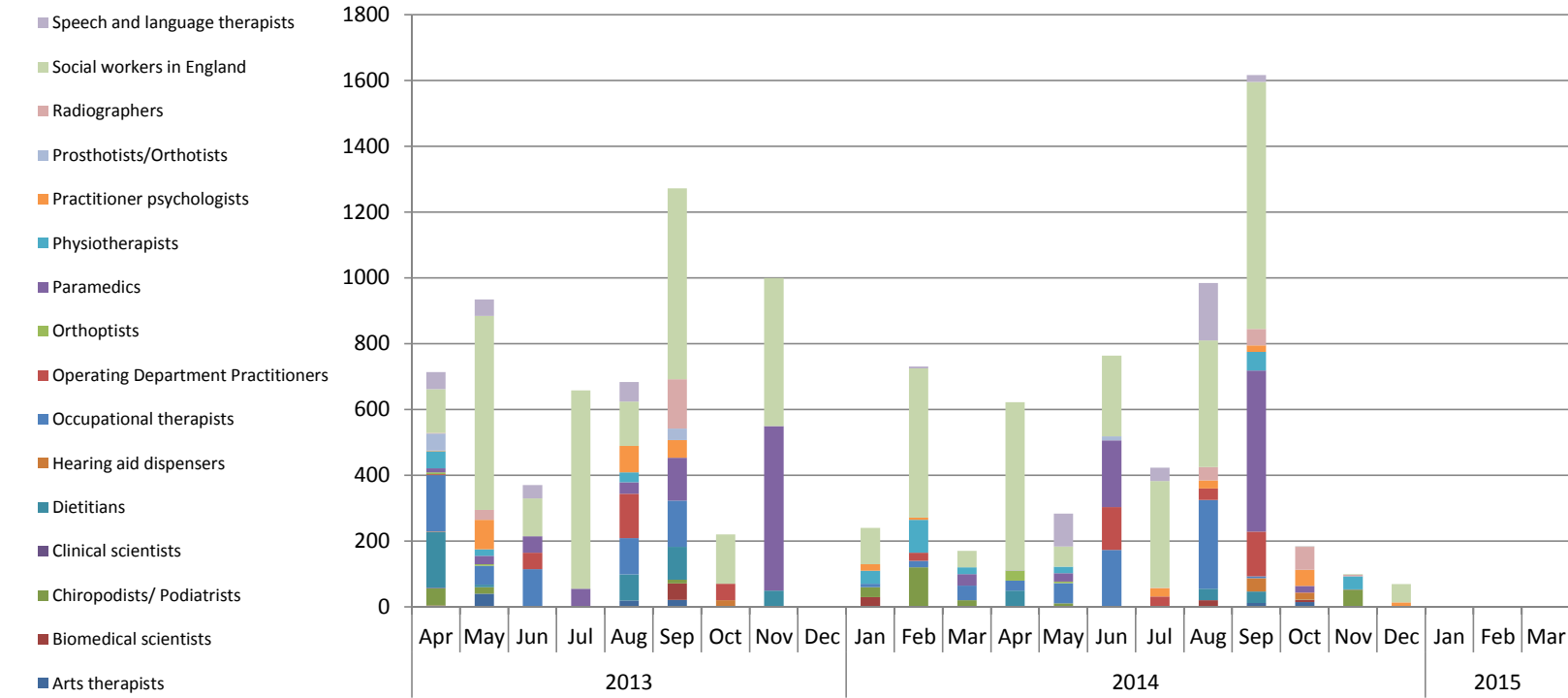
Downloads by profession

	2013			2014									2015									Total				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	
Arts Therapists	16	15	20	6	9	18	17	13	8	23	10	16	12	23	17	12	15	11	8	11	3				112	
Biomedical scientists	4	5	4	2	4	0	4	13	6	4	2	0	1	0	1	1	1	1	2	1	0					8
Chiropodists	42	31	21	26	43	29	49	33	31	24	14	32	14	36	39	47	43	27	21	17	9				253	
Clinical scientists	1	0	11	1	1	14	6	7	5	3	0	4	1	0	0	2	1	2	0	0	2				8	
Dietitians	18	9	10	7	10	7	6	8	6	12	2	10	12	13	16	10	9	11	8	4	3				86	
Hearing aid dispensers	9	5	3	4	3	3	1	4	0	1	2	6	0	0	6	1	6	2	1	1	1				18	
Occupational therapists	23	12	8	13	15	18	55	16	17	8	12	17	5	7	17	13	9	9	9	13	5				87	
Operating department practitioners	1	0	1	0	3	0	3	2	0	1	5	0	0	3	2	0	1	3	1	1	1				12	
Orthoptists	1	0	0	0	5	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0				1	
Paramedics	24	14	31	30	78	39	20	15	9	9	6	19	15	14	16	12	9	9	8	4	4				91	
Physiotherapists	17	42	40	54	29	32	39	30	17	38	41	46	32	34	36	29	20	28	20	15	7				221	
Practitioner psychologists	51	243	89	49	68	61	62	41	34	46	58	74	38	38	34	32	31	29	32	26	11				271	
Prosthetists / orthotists	8	3	0	1	0	6	0	1	2	1	0	1	0	5	0	0	0	0	0	0	0				5	
Radiographers	24	5	3	2	2	1	3	3	3	16	4	2	2	3	2	1	3	0	2	2	2				17	
Social workers in England	14	28	13	8	17	16	19	11	17	16	10	9	5	14	5	14	9	25	28	3	6				109	
Speech and language therapists	61	29	16	14	35	53	31	15	6	10	13	19	12	9	15	8	3	7	6	3	3				66	



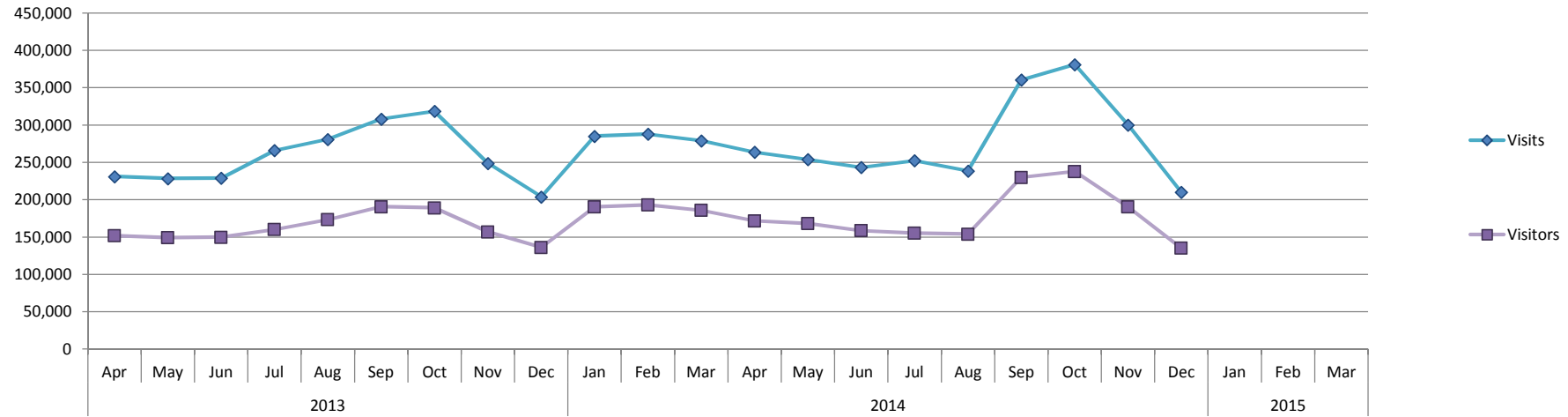
	2013												2014												2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	157	464	390	450	160	480	230	405	114	75	492	170	651	195	880	330	222	145	67	47	4				651	195	880	330	222	145	67	47	4			
Guidance on conduct and ethics for students	102	560	530	1328	1196	1842	555	137	4	445	51	321	543	11	656	1147	1656	1337	1315	345	108				543	11	656	1147	1656	1337	1315	345	108			
Standards of conduct, performance and ethics	192	226	440	305	278	550	170	300	2	250	615	40	158	46	447	248	428	441	31	98	60				158	46	447	248	428	441	31	98	60			
Standards of proficiency (all 16 professions)	714	935	370	658	684	1272	220	950	2	240	731	170	622	284	764	423	985	1617	185	100	69				622	284	764	423	985	1617	185	100	69			
Your guide to our standards for CPD	158	120	50	154	8	40	20	100	0	30	120	75	330	25	712	276	100	302	171	49	51				330	25	712	276	100	302	171	49	51			

2012/13	2013/14	2014/15
FYE	FYE	YTD
	3587	2541
	7071	7118
	3368	1957
	6946	5049
	875	2016

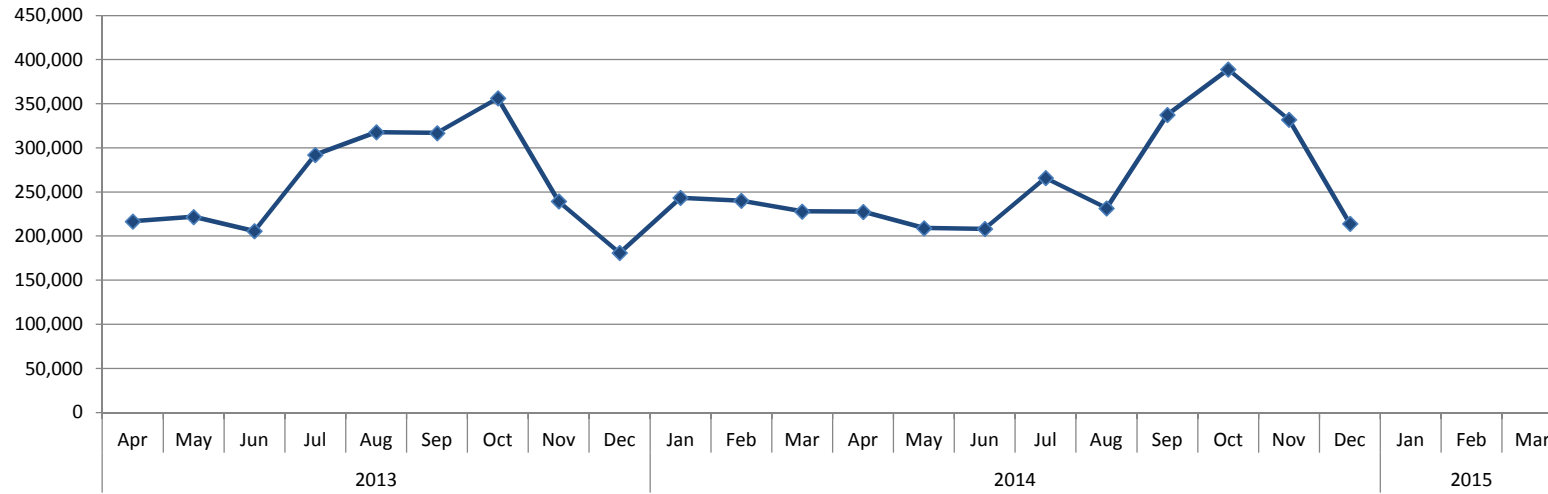


	2013											2014											2015																			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar						
Arts therapists	2	40	0	0	19	21	0	0	0	0	0	0	0	1	0	0	0	12	15	0	0																					
Biomedical scientists	2	0	0	0	0	50	0	0	1	30	0	0	0	0	0	0	20	0	6	2	2																					
Chiropodists/ Podiatrists	52	20	0	0	0	12	0	0	0	30	120	20	0	10	0	0	0	1	50	0																						
Clinical scientists	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0																					
Dietitians	169	8	0	0	80	100	0	50	0	0	0	0	50	0	0	0	35	35	0	0	0																					
Hearing aid dispensers	2	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0	40	21	0	0																						
Occupational therapists	172	57	115	0	110	140	0	0	0	10	20	45	30	61	173	0	270	6	0	0	0																					
Operating Department Practitioners	2	0	50	0	135	0	50	0	0	0	25	0	0	0	130	32	35	136	1	0	0																					
Orthoptists	6	5	0	0	0	0	0	0	0	0	0	0	30	5	0	0	0	0	0	0	0																					
Paramedics	12	25	50	55	35	130	0	500	0	0	0	35	1	25	203	0	490	20	1	0																						
Physiotherapists	52	20	0	0	30	0	0	0	0	40	100	20	0	20	0	0	56	0	40	0																						
Practitioner psychologists	2	90	0	0	80	54	0	0	0	20	6	0	0	0	0	25	25	20	49	0	12																					
Prosthetists/Orthotists	52	0	0	0	0	35	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0																					
Radiographers	2	30	0	0	0	150	0	0	0	0	0	0	0	0	0	1	40	50	70	5	0																					
Social workers in England	133	590	115	603	135	580	150	450	0	110	454	50	511	62	245	325	385	751	1	2	55																					
Speech and language therapists	52	50	40	0	60	0	0	0	0	0	6	0	0	100	0	40	175	21	1	0	0																					

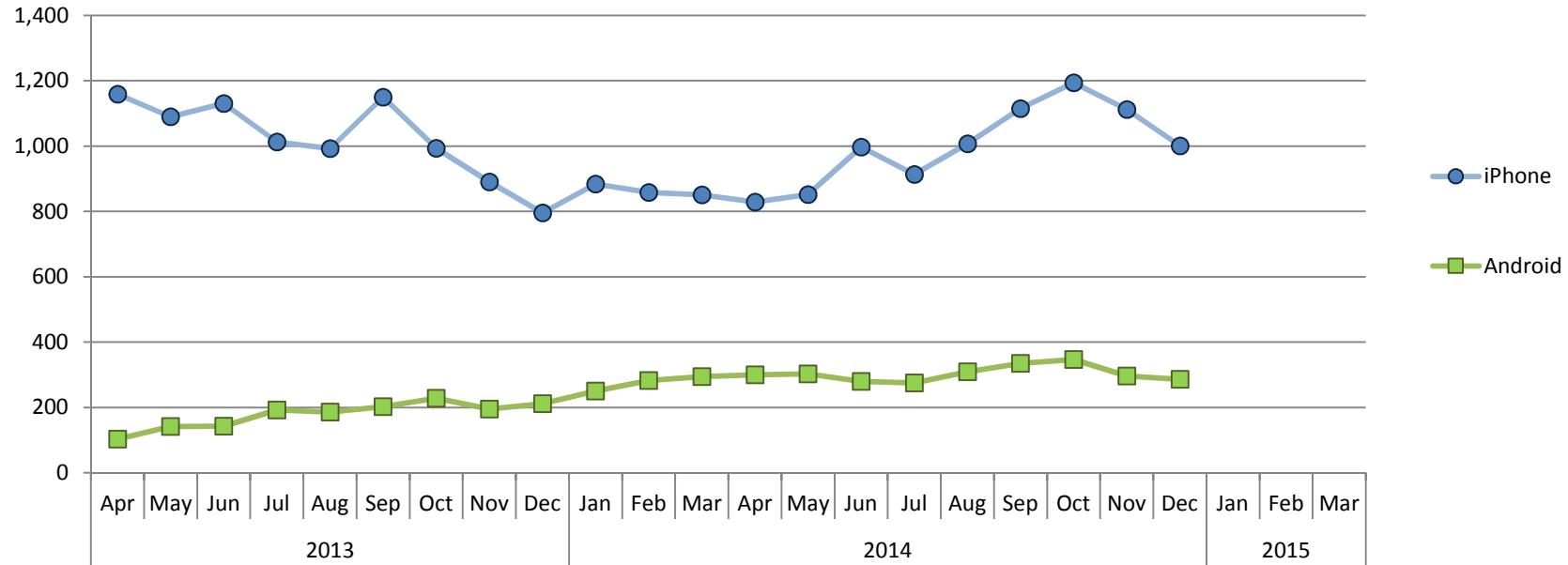
	2012/13 FYE	2013/14 FYE	2014/15 YTD
		82	28
		83	30
		254	61
		3	0
		407	120
		22	61
		669	540
		262	334
		11	35
		842	740
		262	116
		252	131
		87	13
		182	166
		3370	2337
		208	337



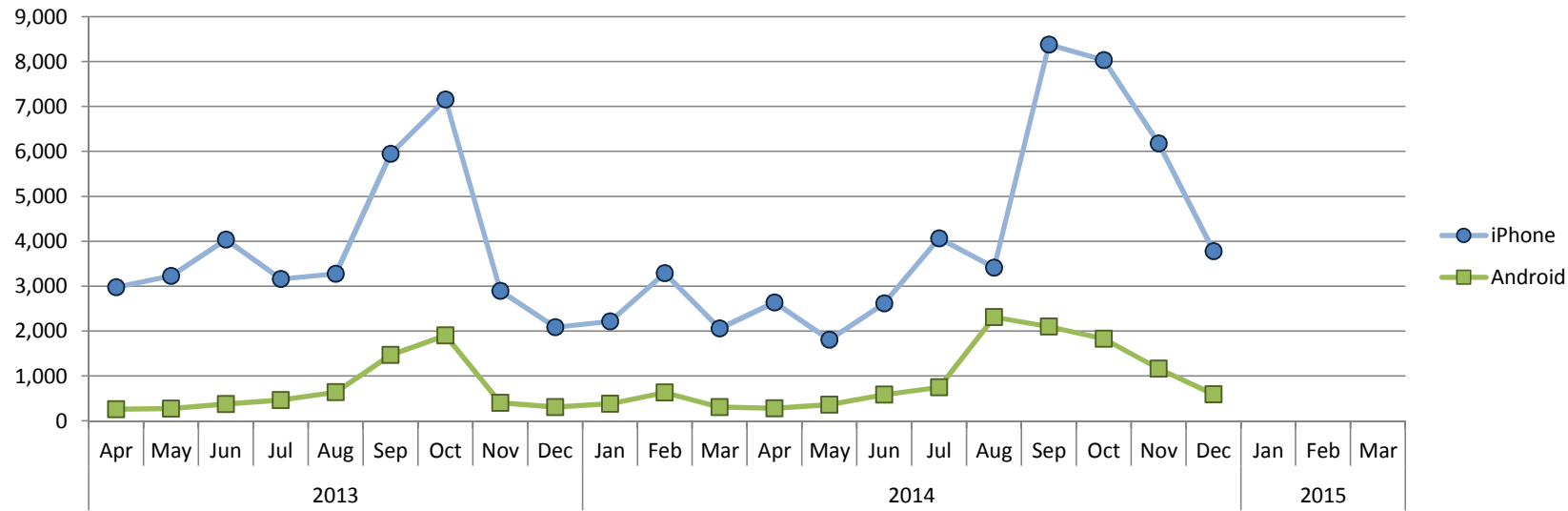
	2013			2014									2015			2010/11	2011/12	2012/13	2013/14	2014/15																					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD												
Visits	231,030	228,388	228,865	266,063	280,954	308,193	318,600	248,792	203,797	285,118	287,890	279,097	263,666	253,958	243,223	252,284	238,619	360,521	380,987	300,185	210,076										1,398,434	1,644,537	2,509,129	3,166,787	2,503,519						
Visitors	151,735	149,184	149,801	160,105	173,343	190,585	189,121	156,871	136,109	190,299	192,973	185,921	171,593	168,112	158,654	155,280	153,941	229,904	237,801	190,382	135,276																938,149	1,142,036	1,634,799	2,026,047	1,600,943



	2013			2014									2015									2010/11	2011/12	2012/13	2013/14	2014/15					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD		
Page views	216,705	221,799	205,684	292,324	317,873	316,866	356,272	239,490	181,046	243,448	240,197	228,034	227,751	209,093	208,276	265,876	231,569	337,663	389,022	331,914	214,034								3,882,409	3,287,489	2,415,198

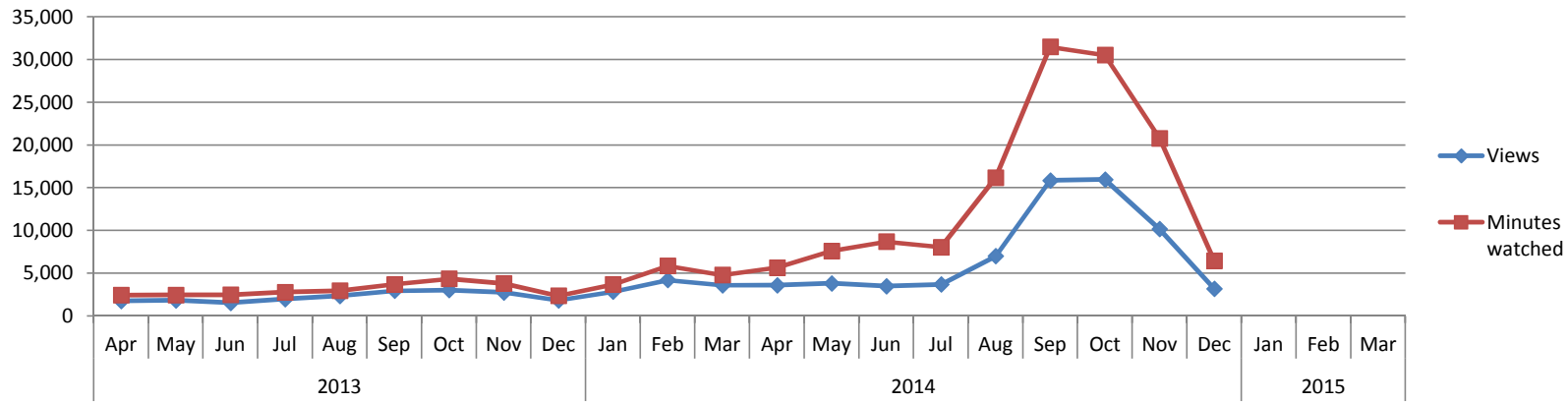


	2013			2014									2015			2010/11	2011/12	2012/13	2013/14	2014/15										
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD	
iPhone	1,159	1,090	1,130	1,013	992	1,150	993	890	796	884	858	851	829	852	997	913	1,007	1,115	1,194	1,112	1,001									
Android	103	142	143	192	186	202	228	195	212	250	282	294	300	303	280	275	309	335	347	296	286									



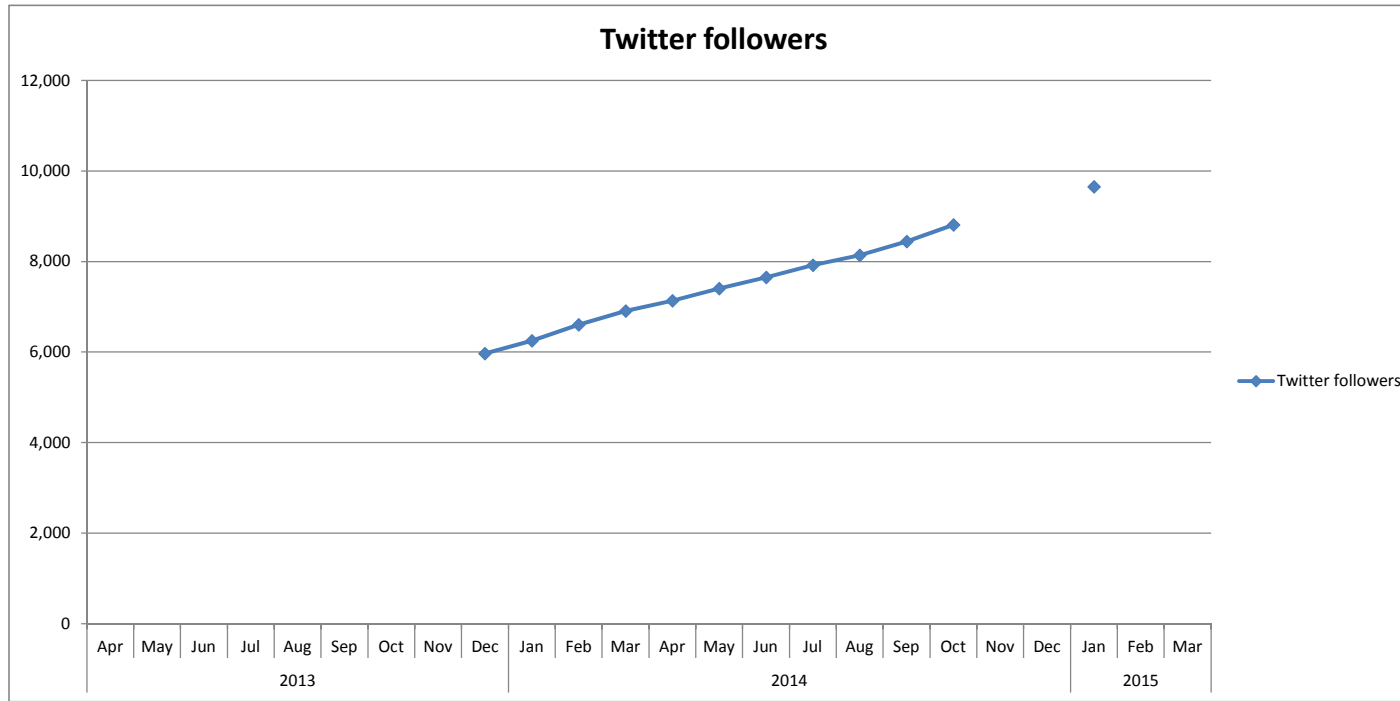
	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
iPhone	2,982	3,231	4,037	3,165	3,278	5,948	7,157	2,899	2,091	2,216	3,289	2,061	2,636	1,808	2,619	4,065	3,411	8,379	8,035	6,182	3,779			
Android	261	272	375	464	643	1,467	1,904	400	310	380	635	306	279	363	588	753	2,314	2,104	1,830	1,165	593			

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
		46,844	42,354	40,914
			7,417	9,989



	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Views	1,753	1,820	1,526	1,978	2,341	2,945	3,028	2,745	1,833	2,831	4,199	3,600	3,595	3,819	3,479	3,684	6,996	15,861	15,957	10,167	3,195			
Minutes watched	2,439	2,457	2,469	2,790	2,940	3,709	4,352	3,799	2,364	3,682	5,863	4,795	5,653	7,604	8,699	8,047	16,194	31,483	30,534	20,795	6,448			

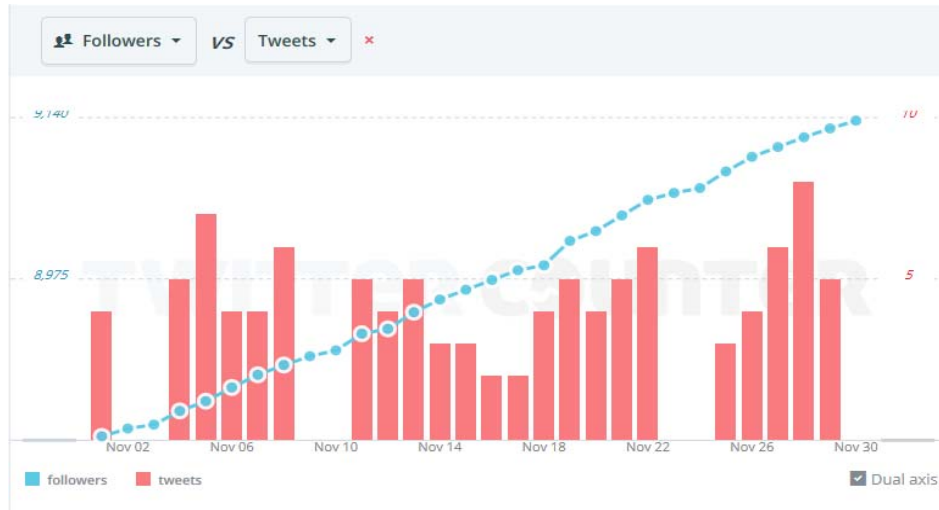
2010/11	2011/12	2012/13	2013/14	2013/14
FYE	FYE	FYE	FYE	YTD
			30,599	66,753
			41,659	135,457



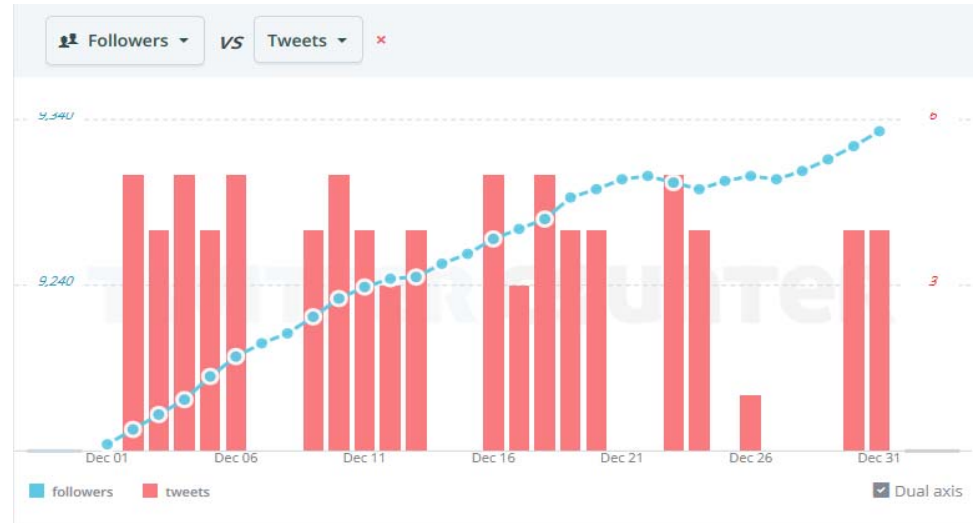
	2013			2014			2015																
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar											
Twitter followers									5966	6247	6602	6906	7134	7404	7650	7919	8141	8441	8807				9650

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
			25,721	65,146

Nov



Dec



Nov



Dec

