

Council – 13 May 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 2015-16.

**Financial implications**

None

**Appendices**

Communications Report

**Date of paper**

5 May 2015

# Communications – management commentary

## 1 Communications projects and activities

**Arts therapist campaign:** A press release was issued to around 100 press contacts, and to a large volume of NHS employers. A paid-for advertising campaign will be rolled out between April and September. We have had a good response via social media and have received some excellent comments from our followers and the click-through rate has been good with 247 to the Arts Therapists webpage, and 191 to the specific case studies.

**Stakeholder Contact Management System:** This project has initiated. We have interviewed and appointed a business analyst to assist us with the requirements gathering phase, and held the Initiation Workshop on Wednesday 22 April 2015.

## 2 Communications expertise to departments

**Disengagement research dissemination:** In addition to sending sent out a press release to professional media, we had good engagement on social media with 536 people visiting the publication page. To date, 206 people watched the film with 118 of those coming from our social media. We also published a blog piece and ten professional body magazines and The Guardian Social Care Network have committed to publishing an article written by Anna van der Gaag.

**Chair recruitment:** Specific activity during this period included: 331 views of the chair recruitment film on HCPC's YouTube channel; good engagement on Twitter, Facebook and LinkedIn; 211 views of the Chair vacancy on the website; ten pieces of coverage including Ambulance Today, Institute of Biomedical

Science and The British Psychological Society amongst others. We also published a blog piece from Anna van der Gaag. In addition to this, information was sent to a wide range of stakeholders through our stakeholder email.

**Partner recruitment:** We sent out 18 press releases in support of the recruitment drive and secured coverage in media such as the Society of Radiographers and the Institute of Biomedical Science amongst others; reviewed the Partner website pages; exceptional engagement on Twitter, Facebook and LinkedIn with 2405 people clicking through to the partner recruitment page.

### **Practitioner psychologist registration renewal:**

Communication activity included a news story on the HCPC website at the start of the renewal period, along with a media release circulated to professional bodies and relevant media outlets, including The Psychologist magazine. We published two articles about the renewals process and CPD audit in the February and April editions of In Focus, and have continued to post links to the renewals page and relevant YouTube videos via our social media channels. As of Friday 1 May, 80.7% of practitioner psychologists had renewed their HCPC registration.

**Education:** The 2014 Education Annual Report was published on Tuesday 5 May. As part of its dissemination we have worked with the Education Department to produce a video summary of the report's key findings and trends. The video will be published on our YouTube channel and promoted via our social media channels. We have also included a story about the Education Annual Report in the May edition of Education Update, and will publish a news story on the HCPC website and myHCPC app once the report and video are live.

## Communications – management commentary

**FtP employers information:** Working with the Fitness to Practise Department, we have undertaken a programme of work to enhance our communication with employers about the FtP process, with particular focus on when and in what circumstances they should refer concerns to us. The following resources were updated.

- **The fitness to practise process brochure** – revised brochure published on 20 April 2015.
- **Employer events** - updated fitness to practise session has a new presentation to reflect the revised brochure; new case studies to highlight issues employers told us were of particular concern to them; and one to one sessions with case managers, for employers to discuss specific questions or issues on a face to face basis.
- **Fitness to practise section of the website** – updated information for employers and managers pages which reflects the revised brochure as well as new case study and a useful links pages.

We have promoted this activity on the website and also via social media. We are also planning further dissemination including a mailing with information to employers.

**Proposed fee changes consultation:** We sent out a press release and achieved wide-spread coverage in the professional press. 232 people visited the fees consultation page from Twitter, Facebook and LinkedIn. We also published a news story at the start of the consultation, spotlighted it on the web homepage and highlighted the consultation to stakeholders via our e-bulletin.

**SCPE consultation:** We have undertaken a number of activities to support the policy consultation, including:

- **Media and social media** – we sent out a press release to professional press and achieved coverage in a variety of publications. We also had nearly 300 visits to the consultation page on the website from Twitter, Facebook and LinkedIn
- **Website** – news story and spotlight published on home page
- **Stakeholder** – information included in stakeholder email
- **Service user and carer consultation events:** In May and June we are holding four events (Edinburgh – 19 May, Belfast – 9 June, Birmingham – 17 June and Cardiff – 18 June) to consult with service users on the proposed revised standards. In addition to recruiting participants ourselves, we are also working with partner organisations including Scottish Health Council, Healthwatch Birmingham and Board of Community Health Councils in Wales.

### 3 Business as usual communications activities

#### Events

**Meet the HCPC events:** Almost 100 registrants attended the event in Leamington Spa on 25 February. A presentation on preventing small problems becoming big problems formed part of the standard programme. 38% of delegates rated the event as excellent and 58% as good. The next Meet the HCPC event will take place in Middlesbrough on 2 June. Currently 157 registrants have booked to attend.

**Employer events:** On 11 March we ran an Employer event in Edinburgh. 40 delegates attended the event. 61% delegates

## Communications – management commentary

rated the event as excellent and 39% as good. This was the first event where we delivered an updated presentation on registration, CPD and the fitness to practise process. The next Employer event is in Newport on 21 May and so far there have been 27 registrations.

**Exhibitions:** On 28 – 30 April we attended NAIDEX in Birmingham. We had a presence via a stand and presentations as part of the conference programme. The Stakeholder Communications Manager presented on disengagement and CPD. We met over 700 attendees across the three days. Detailed analysis of the event is currently being collated.

**FTP costs analysis event:** We are holding an event on the costs of fitness to practise: a study of the Health and Care Professions Council report on 14 May 2015 for external stakeholders. Stuart Redding of Primary Care Health Sciences will be presenting on the analysis findings. This will be followed by a workshop and discussion.

### Media

**Statements and reactive lines:** have been produced for:

- Which's report on 'Making complaints count'
- Dept of Health's report on culture change in the NHS
- Dept of Health's decision on the future funding of the PSA
- UK Govt's response to the Law Commissions report on the regulation of health and social care professionals
- Freedom to Speak Up independent review

**Articles:** The following articles have appeared:

- Journal of Podiatric Medicine (HCPC Report)
- Podiatry Now (Understanding the HCPC's fitness to practise process)
- Locum Today (Registration Special)
- Locum Today (monthly column for March)
- Complete Nutrition (monthly column)
- National Health Executive (WHAT? Arts Therapist campaign)

### Publishing

**Education annual report 2014:** The latest report covering the approving and monitoring of education programmes during the academic year 2013–14. Published 5 May 2015.

**The costs of fitness to practise: a study of the Health and Care Professions Council:** A study to generate statistical information for different features of the HCPC's fitness to practise processes and to address questions regarding the factors which impact on cost. To be published 14 May 2015.

**HCPC In Focus:** Articles included an update on the registration renewal of practitioner psychologists, the consultation on registration fees and a focus on professional indemnity.

**HCPC Education Update:** Articles included the consultation on the standards of conduct, performance and ethics, new standards for podiatric surgery and the review of the standards of education and training.

## Communications – management commentary

### Stakeholders

**Meetings, conferences and exhibitions:** The Stakeholder Communications Manager attended the launch of the Resolution Foundation report into working conditions and pay for care workers (Tuesday 3 March 2015). He also attended the Care Show (25 and 29 March 2015) and met with representatives of Skills for Care, the National Care Forum, Care England, and the Care Quality Commission. We were also represented at the Advancing Healthcare Awards (Friday 17 April). The Stakeholder Communications Manager also spoke at the British Psychological Society Annual Conference on Wednesday 6 May 2015 and at Community Care Live on Tuesday 12 May 2015.

**Working with the professions:** During this period, we held annual meetings with the British and Irish Orthoptic Society (Tuesday 24 March 2015) and the College of Occupational Therapists (Thursday 9 April 2015).

**Scotland:** Work is underway with the Scottish Government to organise speakers and sessions at the Annual Scottish Regulation event which will take place on Monday 2 November 2015 and planning meetings were held in March and April 2015.

**Wales:** We are monitoring the progress of the Regulation and Inspection of Social Care (Wales) Bill, including the proposal for a new licencing model for specific groups of care workers in Wales, which is being proposed by the Care Council.

**Northern Ireland:** The Stakeholder Communications Manager supported a visit to Belfast (Monday 13 to Tuesday 14 April)

where our Chief Executive and Chair met with representatives of Department of Health, Social Services and Public Safety, the Public Health Agency, the Northern Ireland Social Care Council and the Pharmaceutical Society of Northern Ireland.

**Westminster:** We have monitored the mentions of health and social care in the manifestos of the three main political parties.

### Web, digital and social media

**Video content:** Videos launched on YouTube included myHCPC app promotion, Chair recruitment, Service user and carer involvement and promoting the latest HCPC research report.

**Web requests:** Requests included updates to employer guidance and a complete revamp of the education section.

**Web deployment:** Latest development includes making the home and audience pages responsive for mobile devices. Development is complete and testing is underway.

### Internal communications

Priorities for Internal Communications for the coming months are:

- Content strategy and planning for the new SharePoint intranet
- Reviewing and refining the briefing mechanism for line managers

# **Communications Department Management Information Pack**

Jacqueline Ladds, Director of Communications

May 2015

**Events**

Overview of events	9
Attendees at Meet the HCPC events – delegates by profession	10

**Media**

Media coverage – by month	11
Media coverage – to date	12

**Publishing**

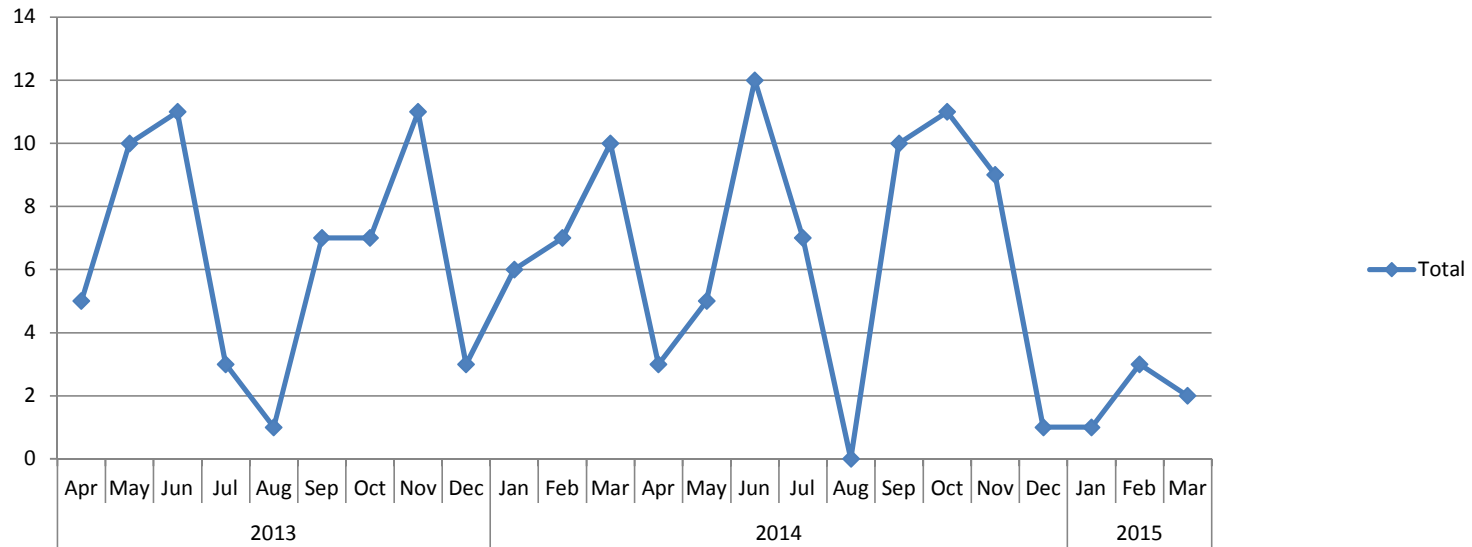
Public awareness packs requested	13
HCPC in Focus – number of new subscribers	14
HCPC registration logo – number of downloads	15
Top five requested publications	16
Standards of proficiency – hard copies requested, by profession	17

**Web**

HCPC website visits	18
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**Digital and social media**

HCPC mobile app – active users	20
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Twitter - followers	23
Twitter - followers vs tweets	24
Facebook	25



	2013			2014									2015									2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						Jan	Feb	Mar	
<b>Exhibition stands</b>	1	1	2	0	0	2	1	1	0	0	1	1	1	1	1	0	0	0	0	1	0	0	0	0	0	32	26	16	10	4
<b>Presentations, talks and seminars (1)</b>	2	6	6	3	1	3	3	6	2	5	2	5	1	3	9	7	0	8	4	5	0	0	0	0	23	16	47	44	37	
<b>Meet the HCPC (2)</b>	2	0	0	0	0	1	1	0	0	0	1	2	0	0	1	0	0	1	1	0	0	0	1	0	8	9	10	7	4	
<b>Employer events</b>	0	1	1	0	0	0	0	1	0	0	1	1	0	1	1	0	0	0	1	0	0	1	1	1	5	6	6	5	5	
<b>Education seminars</b>	0	0	0	0	0	1	2	1	0	1	1	0	0	0	0	0	0	5	2	1	0	0	0	0	6	6	12	6	8	
<b>Stakeholder events</b>	0	2	2	0	0	0	2	1	0	1	1	1	1	0	0	0	1	1	0	0	1	1	1	1	0	0	3	9	6	6
<b>Total</b>	5	10	11	3	1	7	7	11	3	6	7	10	3	5	12	7	0	10	11	9	1	1	3	2	68	63	94	81	64	

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

(2) 2 events on 1 day

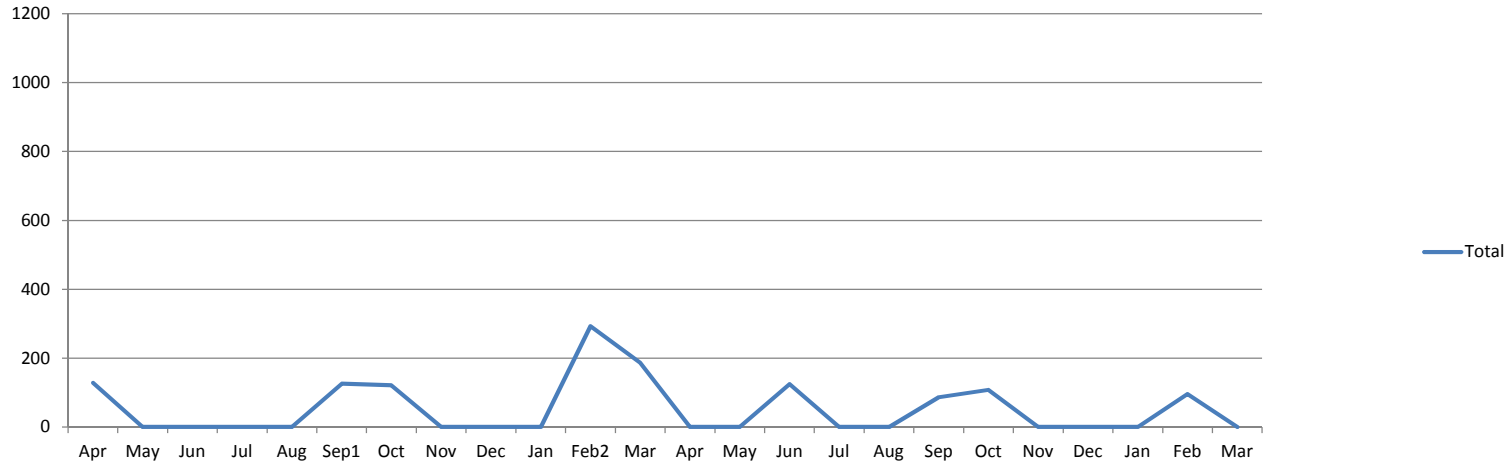
2009-2012

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



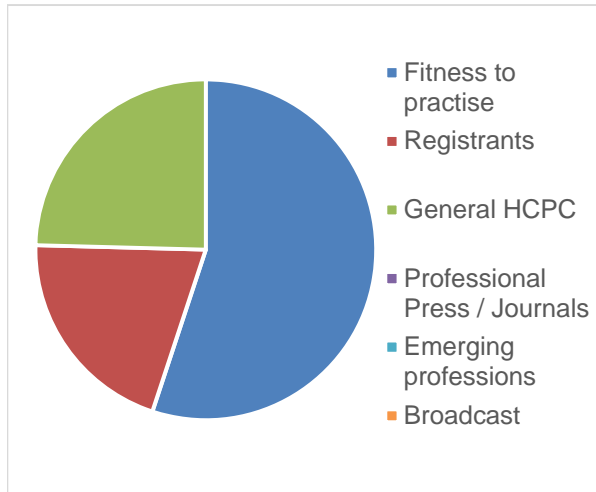


	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep <sup>1</sup>	Oct	Nov	Dec	Jan	Feb <sup>2</sup>	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	1	0	0	0	0	7	10	0	0	0	0	2	0	0	2	0	0	10	1	0	0	0	5	0
Biomedical scientists	7	0	0	0	0	9	19	0	0	0	8	3	0	0	7	0	0	1	4	0	0	0	7	0
Chiropodists	11	0	0	0	0	15	10	0	0	0	14	19	0	0	13	0	0	7	3	0	0	0	6	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	2	0
Dietitians	4	0	0	0	0	3	2	0	0	0	5	4	0	0	0	0	0	10	6	0	0	0	5	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	2	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	10	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	5	0
Orthoptists	0	0	0	0	0	0	1	0	0	0	1	2	0	0	2	0	0	0	4	0	0	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	1	0
Physiotherapists	17	0	0	0	0	16	21	0	0	0	23	38	0	0	8	0	0	6	7	0	0	0	10	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	8	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	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	1	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	27	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	2	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	5	0
<b>Total</b>	<b>128</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>125</b>	<b>121</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>293</b>	<b>187</b>	<b>0</b>	<b>0</b>	<b>124</b>	<b>0</b>	<b>0</b>	<b>86</b>	<b>108</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>96</b>	<b>0</b>

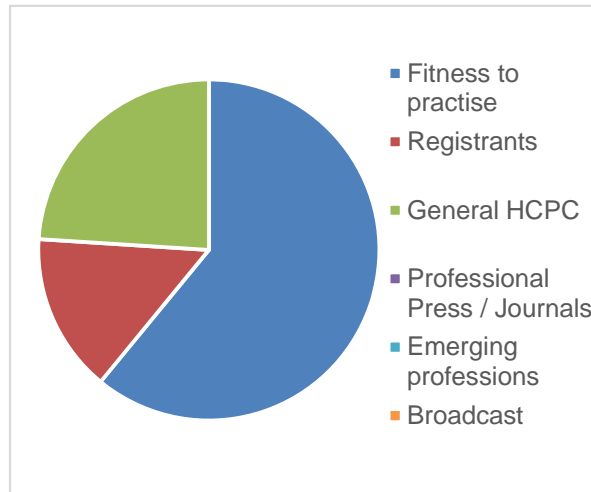
2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE
8	17	9	20	18
54	57	22	46	19
115	63	28	69	29
15	12	1	11	4
20	18	10	18	21
34	13	5	12	7
162	181	71	82	58
22	13	6	11	17
9	6	5	4	6
77	46	15	38	28
196	129	51	115	31
60	34	17	37	37
7	3	0	7	0
57	35	29	51	17
0	0	2156	184	88
37	21	9	19	7
22	28	7	130	27
<b>895</b>	<b>676</b>	<b>2441</b>	<b>854</b>	<b>414</b>

- 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)

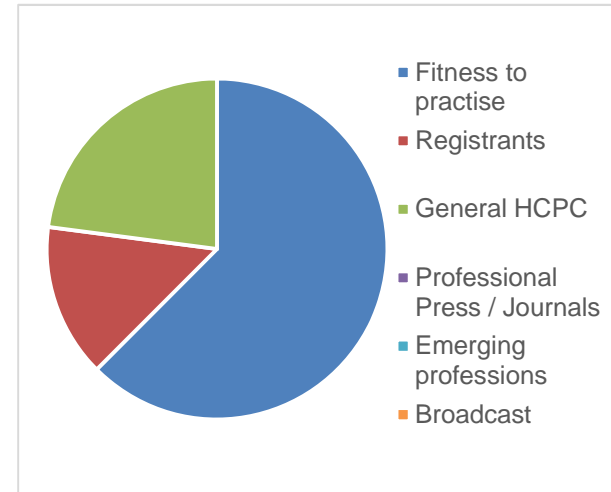
**Media coverage - January 2015**



**Media coverage - February 2015**



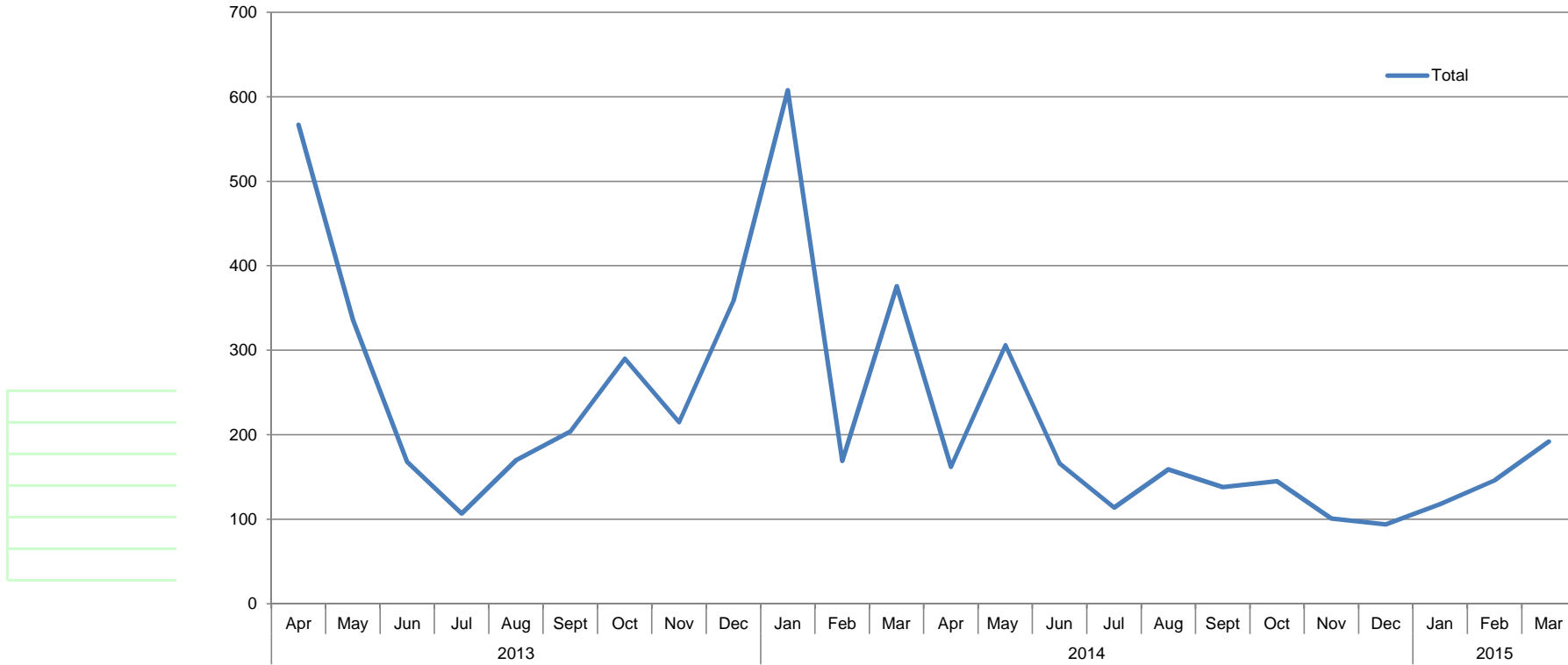
**Media Coverage - March 2015**



<b>Month: January</b>	
Category	Volume
Fitness to practise	65
Registrants	24
General HCPC	29
Professional Press / Journals	
Emerging professions	
Broadcast	
<b>TOTAL</b>	<b>118</b>

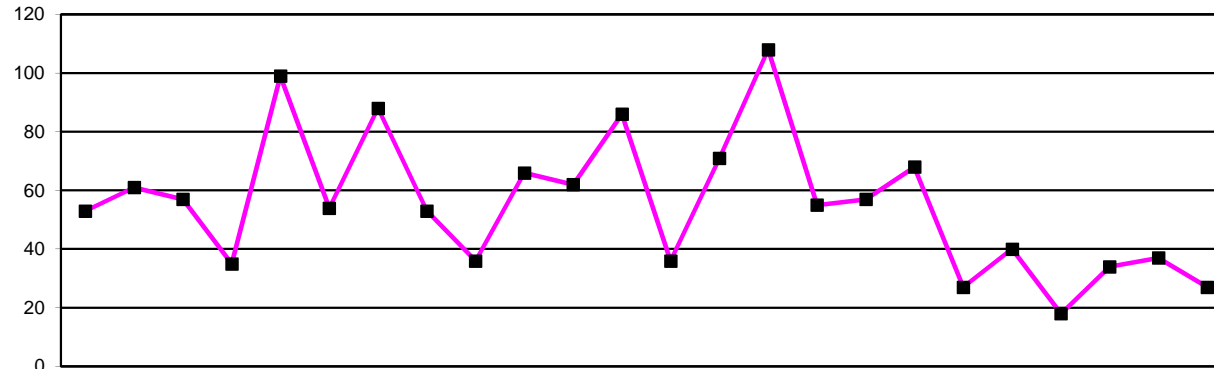
<b>Month: February</b>	
Category	Volume
Fitness to practise	89
Registrants	22
General HCPC	35
Professional Press / Journals	
Emerging professions	
Broadcast	
<b>TOTAL</b>	<b>146</b>

<b>Month: March</b>	
Category	Volume
Fitness to practise	120
Registrants	28
General HCPC	44
Professional Press / Journals	
Emerging professions	
Broadcast	
<b>TOTAL</b>	<b>192</b>



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	65	89	120	162	306	166	114	159	138	145	101	94	118	146	192
Registrants	2	20	30	11	28	44	19	26	17	25	22	21	15	28	25	20	15	8	11	5	2	24	22	28	162	306	166	114	159	138	145	101	94	118	146	192
General HCPC	37	29	5	11	47	24	19	19	5	19	26	10	80	29	40	26	12	89	75	79	68	29	35	44	162	306	166	114	159	138	145	101	94	118	146	192
Professional Press / Journals	12	21	32	31	30	33	22	30	39	39	45	52	21	37	27	19	20	1	0	0	0				162	306	166	114	159	138	145	101	94	118	146	192
Emerging professions	0	2	3	4	0	2	0	4	1	7	3	0	1	0	0	0	0	9	3	0	0	0			162	306	166	114	159	138	145	101	94	118	146	192
Broadcast	1	3	1	0	0	0	5	33	3	1	4	0	0	0	0	0	0	1	0	0	0	8			162	306	166	114	159	138	145	101	94	118	146	192
<b>Total</b>	<b>567</b>	<b>336</b>	<b>168</b>	<b>107</b>	<b>170</b>	<b>204</b>	<b>290</b>	<b>215</b>	<b>359</b>	<b>608</b>	<b>169</b>	<b>376</b>	<b>162</b>	<b>306</b>	<b>166</b>	<b>114</b>	<b>159</b>	<b>138</b>	<b>145</b>	<b>101</b>	<b>94</b>	<b>118</b>	<b>146</b>	<b>192</b>												

2012/13	2013/14	2014/15
FYE	FYE	FYE
	2588	885
	265	203
	251	606
	386	125
	26	13
	51	9
	3569	1841



■ Number of packs requested

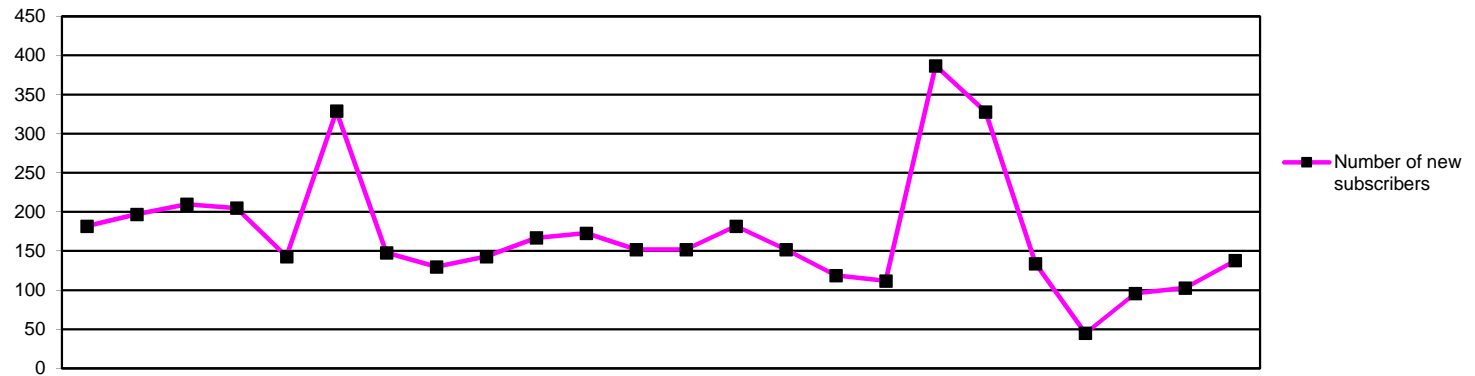
	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	53	61	57	35	99	54	88	53	36	66	62	86	36	71	108	55	57	68	27	40	18	34	37	27

2012/13	2013/14	2014/15
FYE	FYE	FYE
	750	578

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**

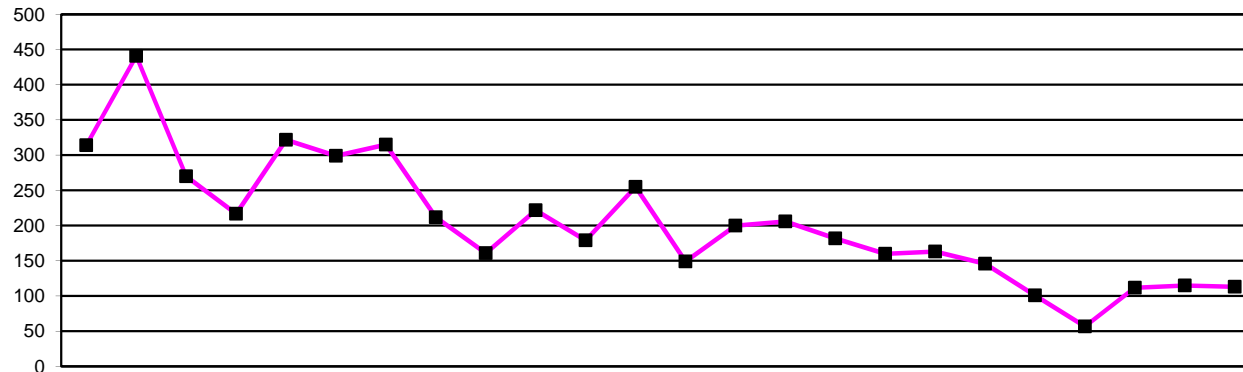
Profession	2013			2014									2015									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	3	0	0	0	0	2	5	0	0	0	6	1	4	6	1	1	3	4	2	0	0	0	0	22
Biomedical scientists	1	3	4	0	2	1	6	5	0	2	3	0	2	0	12	0	1	5	0	0	0	5	3	0	28
Chiropodists	19	16	6	7	27	14	16	13	10	20	1	16	7	17	25	32	25	19	3	4	1	5	18	10	166
Clinical scientists	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	4	0	0	0	0	1	0	0	0	6
Dietitians	0	0	3	0	1	0	0	0	1	1	0	2	0	11	2	0	0	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	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	6	0	0	17
Operating department practitioners	2	1	0	0	10	0	4	1	0	0	12	3	0	0	5	0	0	5	0	0	1	5	0	2	18
Orthoptists	0	0	1	0	2	0	0		0	0	0	0	0	0	5	0	0	0	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	1	0	4	16
Physiotherapists	9	8	11	6	14	10	13	9	4	6	27	32	8	15	19	1	4	6	2	5	0	0	4	0	64
Practitioner psychologists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	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	0	0	1	4
Radiographers	0	0	0	0	1	0	1	1	3	14	2	7	4	1	0	0	0	0	0	0	2	1	0	6	14
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	1	4	0	73
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	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	10	8	4	114



	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	96	103	138

2012/13	2013/14	2014/15
FYE	FYE	FYE
	2179	1948

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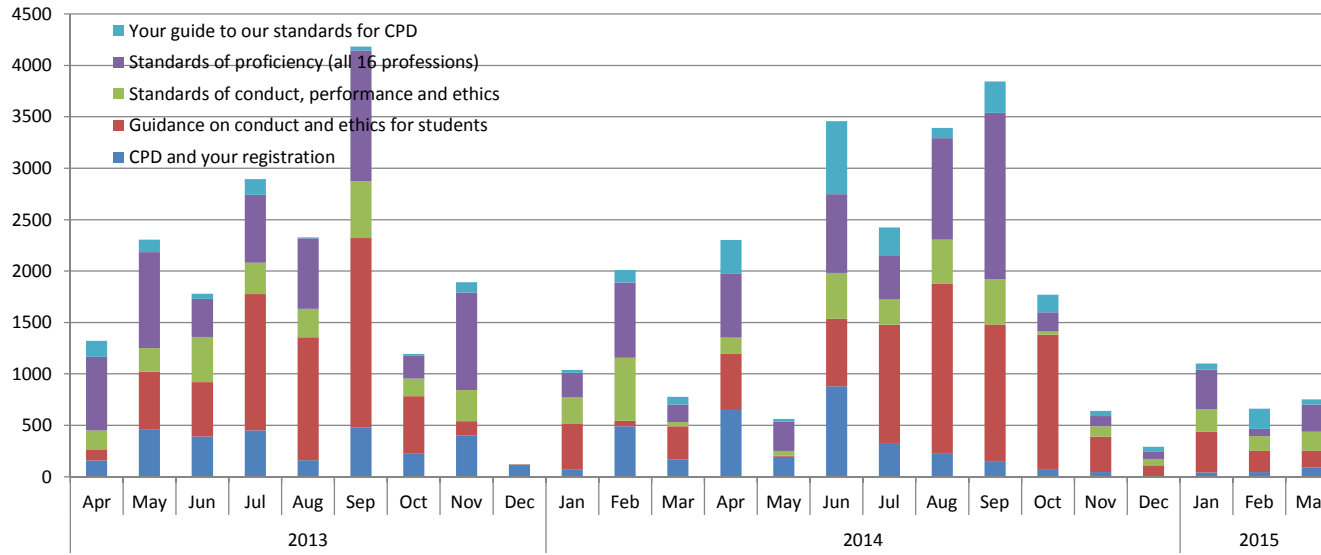
■ Number of downloads

	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	112	115	113
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	0	0	0

2012/13	2013/14	2014/15
FYE	FYE	FYE
	3207	1704
	6	1

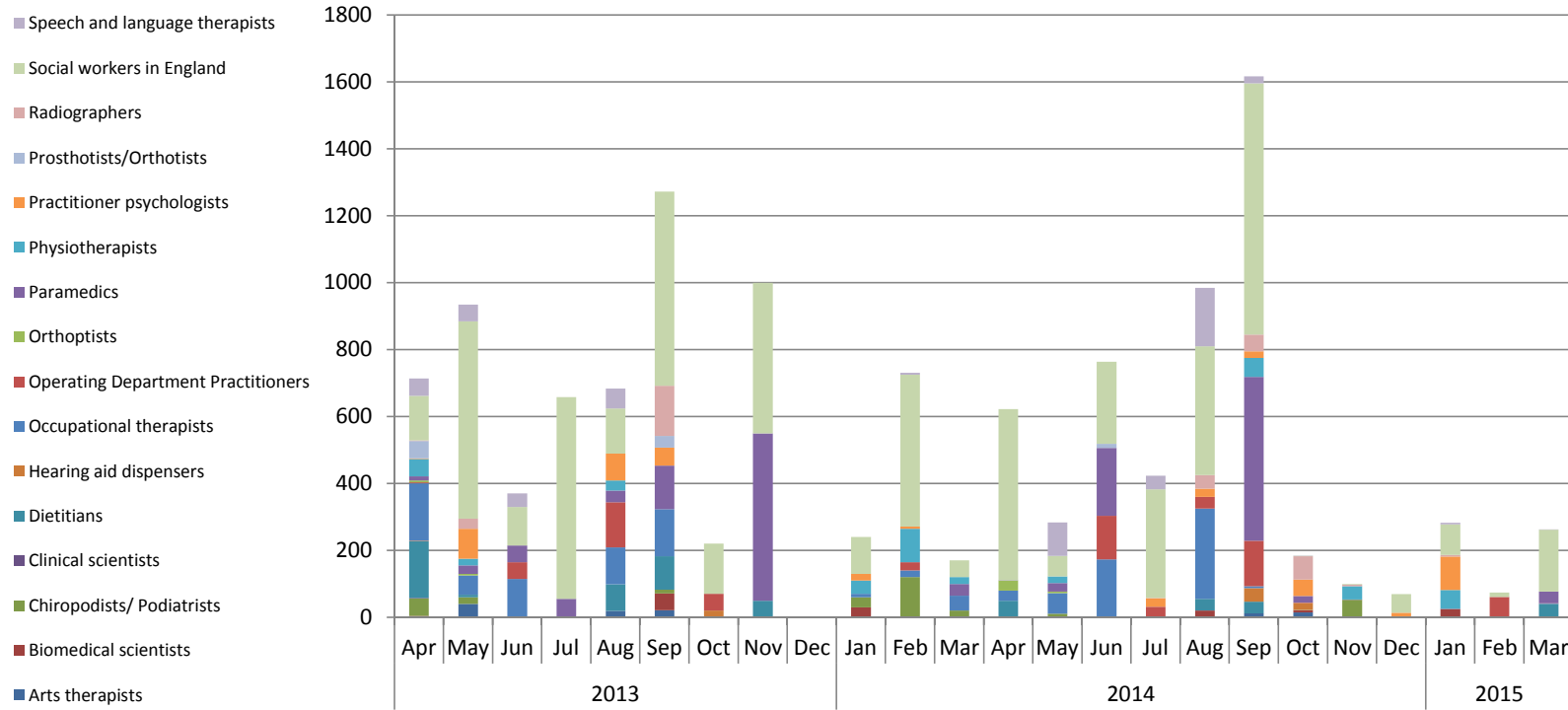
Downloads by profession

	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	6	6	8	132
Biomedical scientists	4	5	4	2	4	0	4	13	6	4	2	0	1	0	1	1	1	1	2	1	0	0	1	0	9
Chiropodists	42	31	21	26	43	29	49	33	31	24	14	32	14	36	39	47	43	27	21	17	9	21	16	19	309
Clinical scientists	1	0	11	1	1	14	6	7	5	3	0	4	1	0	0	2	1	2	0	0	2	0	0	0	8
Dietitians	18	9	10	7	10	7	6	8	6	12	2	10	12	13	16	10	9	11	8	4	3	6	7	6	105
Hearing aid dispensers	9	5	3	4	3	3	1	4	0	1	2	6	0	0	6	1	6	2	1	1	1	2	1	1	22
Occupational therapists	23	12	8	13	15	18	55	16	17	8	12	17	5	7	17	13	9	9	9	13	5	6	13	8	114
Operating department practitioners	1	0	1	0	3	0	3	2	0	1	5	0	0	3	2	0	1	3	1	1	1	2	0	2	16
Orthoptists	1	0	0	0	5	2	0	0	0	0	0	0	0	1	0	0	0	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	4	6	7	108
Physiotherapists	17	42	40	54	29	32	39	30	17	38	41	46	32	34	36	29	20	28	20	15	7	20	15	22	278
Practitioner psychologists	51	243	89	49	68	61	62	41	34	46	58	74	38	38	34	32	31	29	32	26	11	30	40	29	370
Prosthetists / orthotists	8	3	0	1	0	6	0	1	2	1	0	1	0	5	0	0	0	0	0	0	0	1	0	1	7
Radiographers	24	5	3	2	2	1	3	3	3	16	4	2	2	3	2	1	3	0	2	2	2	2	0	1	20
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	6	3	3	121
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	6	7	6	85



	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	44	46	93	651	195	880	330	222	145	67	47	4	44	46	93
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	393	206	157	543	11	656	1147	1656	1337	1315	345	108	393	206	157
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	222	141	188	158	46	447	248	428	441	31	98	60	222	141	188
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	383	74	263	622	284	764	423	985	1617	185	100	69	383	74	263
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	60	195	50	330	25	712	276	100	302	171	49	51	60	195	50

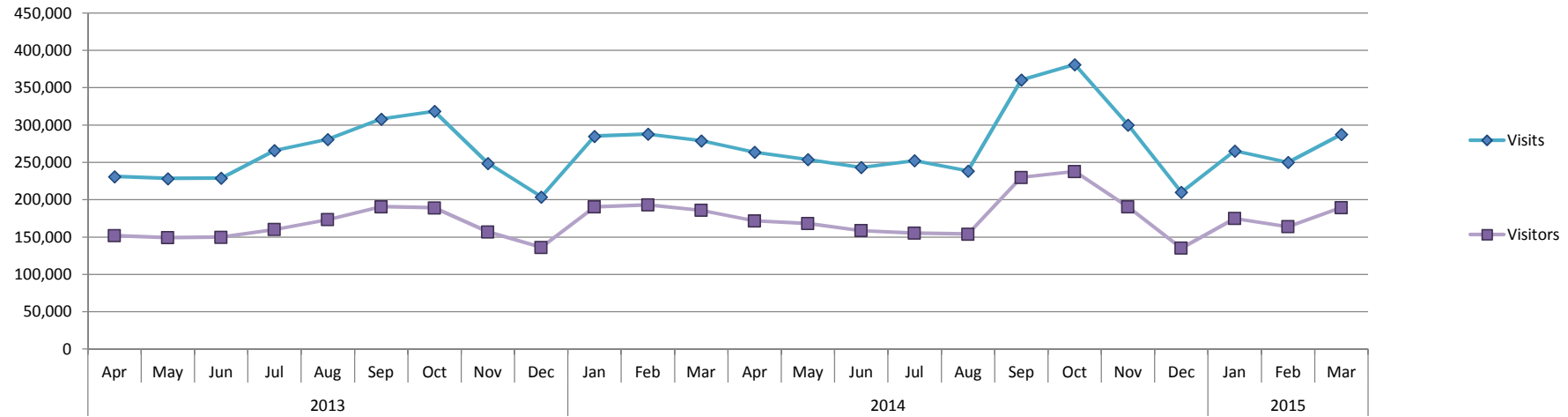
2012/13	2013/14	2014/15
FYE	FYE	FYE
	3587	2724
	7071	7874
	3368	2508
	6946	5769
	875	2321



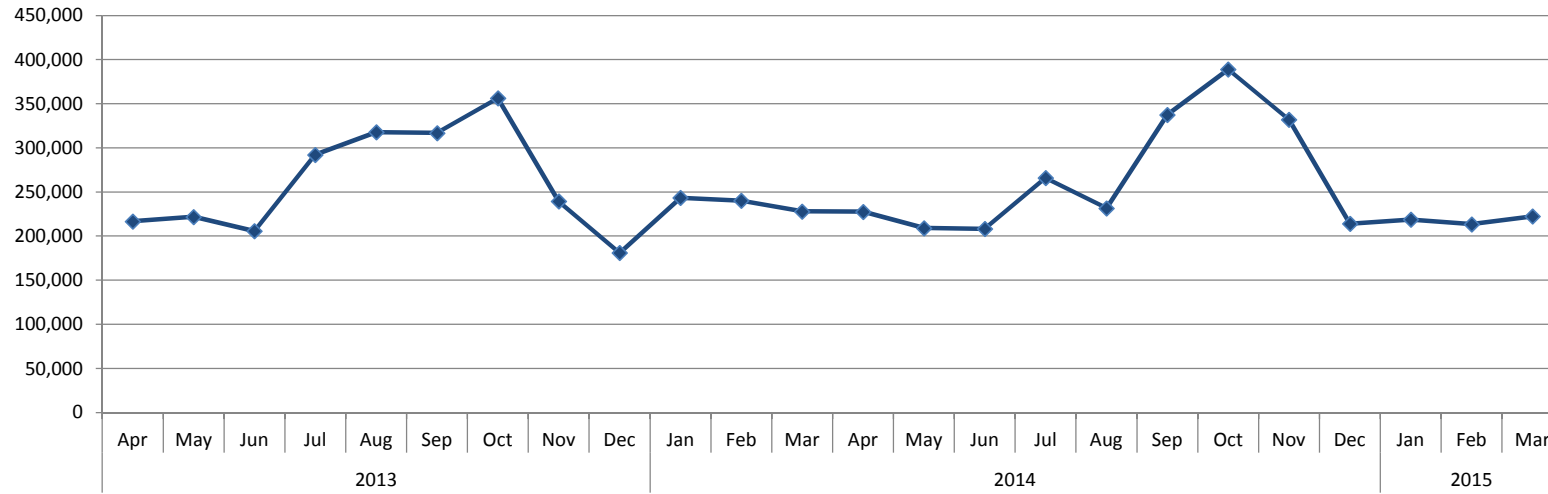
	2013												2014												2015																
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar					
<b>Arts therapists</b>	2	40	0	0	19	21	0	0	0	0	0	0	0	1	0	0	0	12	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
<b>Biomedical scientists</b>	2	0	0	0	0	50	0	0	1	30	0	0	0	0	0	0	20	0	6	2	2	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Chiropodists/ Podiatrists</b>	52	20	0	0	0	12	0	0	0	30	120	20	0	10	0	0	0	0	1	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Clinical scientists</b>	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Dietitians</b>	169	8	0	0	80	100	0	50	0	0	0	0	50	0	0	0	35	35	0	0	0	0	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	40			
<b>Hearing aid dispensers</b>	2	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0	0	40	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Occupational therapists</b>	172	57	115	0	110	140	0	0	0	10	20	45	30	61	173	0	270	6	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>Operating Department Practitioners</b>	2	0	50	0	135	0	50	0	0	0	25	0	0	0	130	32	35	136	1	0	0	0	60	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>Orthoptists</b>	6	5	0	0	0	0	0	0	0	0	0	0	30	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Paramedics</b>	12	25	50	55	35	130	0	500	0	0	0	35	1	25	203	0	0	490	20	1	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Physiotherapists</b>	52	20	0	0	30	0	0	0	0	40	100	20	0	20	0	0	0	56	0	40	0	56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Practitioner psychologists</b>	2	90	0	0	80	54	0	0	0	20	6	0	0	0	0	0	25	25	20	49	0	12	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>Prosthetists/Orthotists</b>	52	0	0	0	0	35	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Radiographers</b>	2	30	0	0	0	150	0	0	0	0	0	0	0	0	0	1	40	50	70	5	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
<b>Social workers in England</b>	133	590	115	603	135	580	150	450	0	110	454	50	511	62	245	325	385	751	1	2	55	92	13	185	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Speech and language therapists</b>	52	50	40	0	60	0	0	0	0	0	6	0	0	100	0	40	175	21	1	0	0	5	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

	2012/13 FYE	2013/14 FYE	2014/15 FYE
		82	28
		83	55
		254	61
		3	0
		407	160
		22	61
		669	543
		262	395
		11	35
		842	775
		262	172
		252	231
		87	13
		182	170
		3370	2627
		208	343

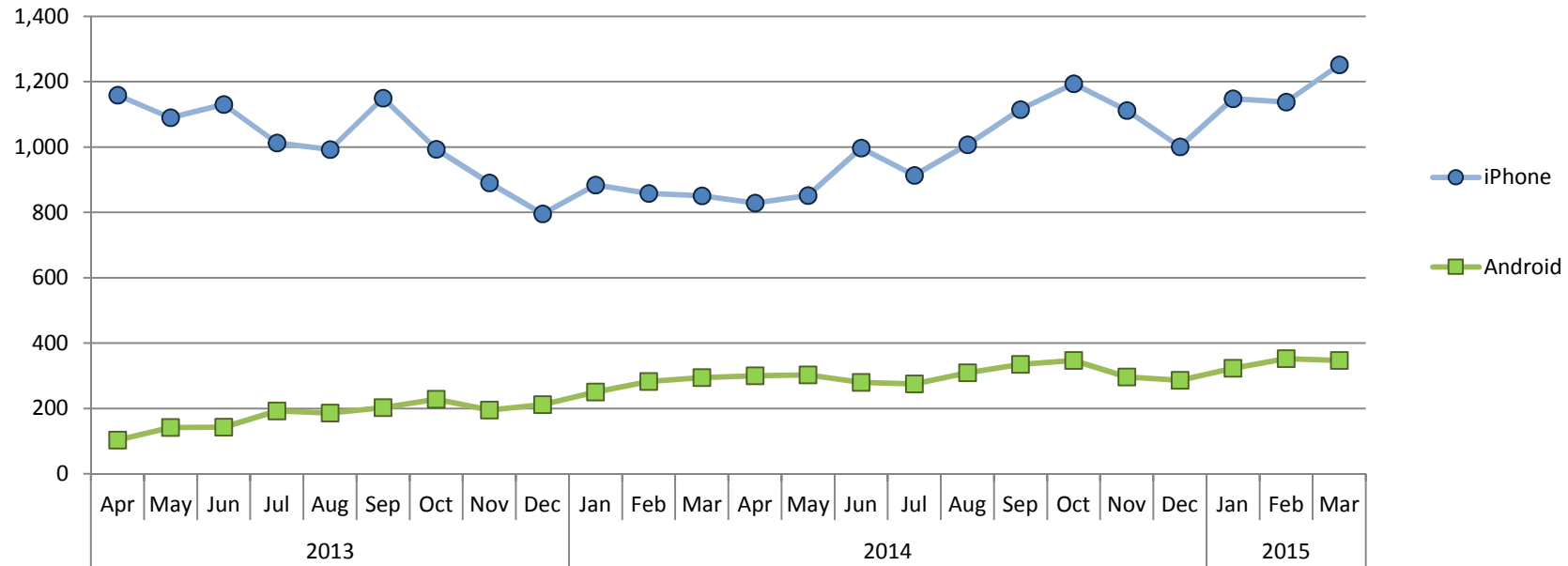




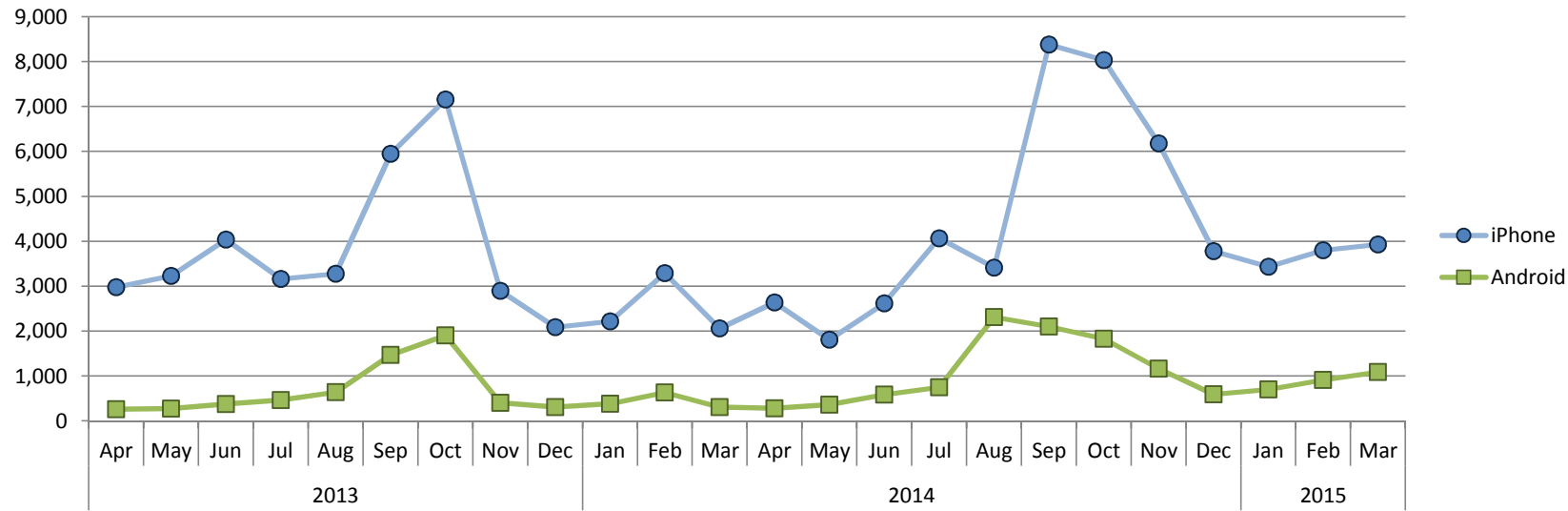
	2013			2014									2015									2010/11	2011/12	2012/13	2013/14	2014/15			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	FYE
<b>Visits</b>	231,030	228,388	228,865	266,063	280,954	308,193	318,600	248,792	203,797	285,118	287,890	279,097	263,666	253,958	243,223	252,284	238,619	360,521	380,987	300,185	210,076	265,475	250,057	287,465	1,398,434	1,644,537	2,509,129	3,166,787	3,306,516
<b>Visitors</b>	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	174,942	163,973	189,360	938,149	1,142,036	1,634,799	2,026,047	2,129,218



	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	FYE
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	218,706	213,501	222,400			3,882,409	3,287,489	3,069,805

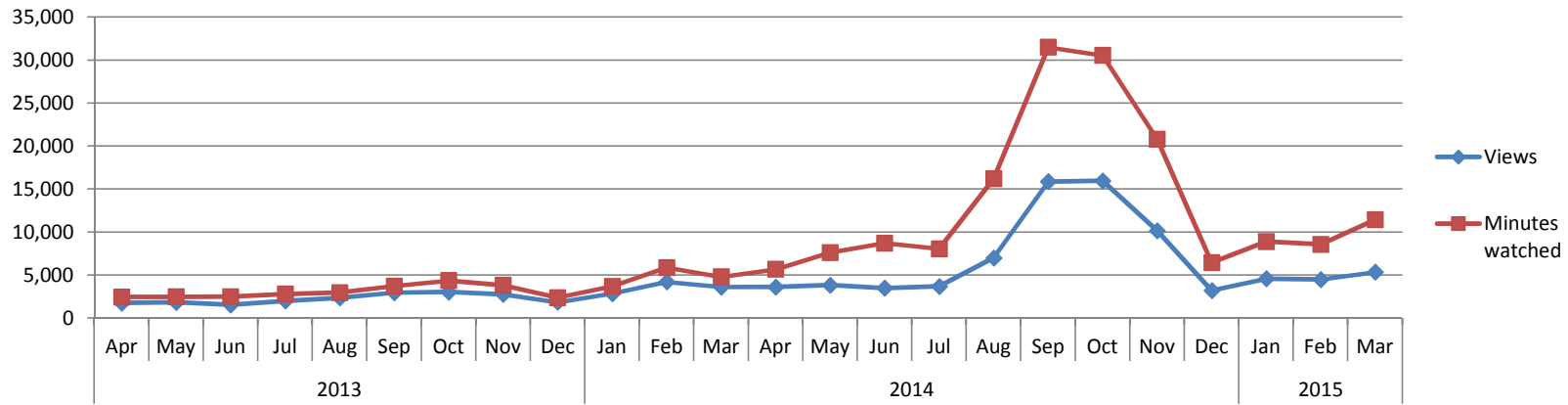


	2013			2014									2015									2010/11	2011/12	2012/13	2013/14	2014/15			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	FYE
<b>iPhone</b>	1,159	1,090	1,130	1,013	992	1,150	993	890	796	884	858	851	829	852	997	913	1,007	1,115	1,194	1,112	1,001	1,148	1,138	1,252			11,452	11,806	12,558
<b>Android</b>	103	142	143	192	186	202	228	195	212	250	282	294	300	303	280	275	309	335	347	296	286	323	352	347				2,429	3,753



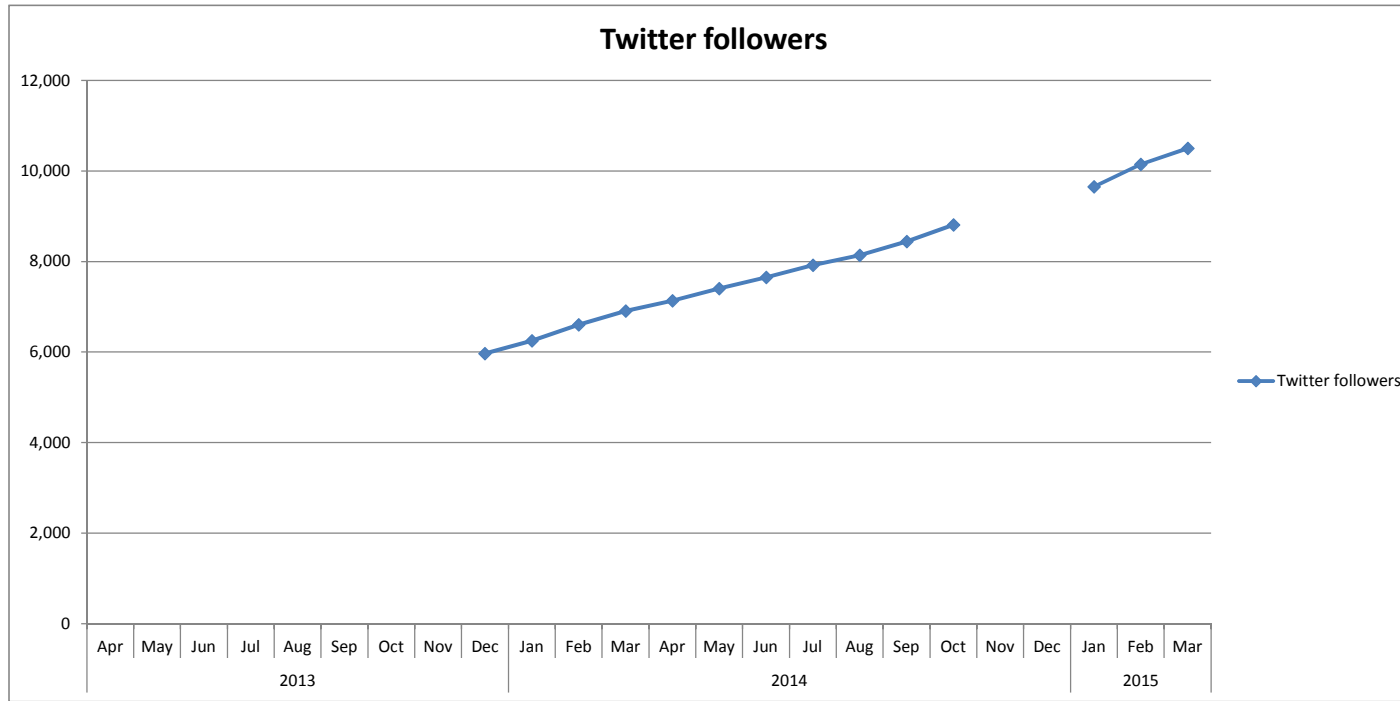
	2013			2014			2015																	
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>iPhone</b>	2,982	3,231	4,037	3,165	3,278	5,948	7,157	2,899	2,091	2,216	3,289	2,061	2,636	1,808	2,619	4,065	3,411	8,379	8,035	6,182	3,779	3,435	3,799	3,931
<b>Android</b>	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	701	912	1,088

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	FYE
		46,844	42,354	52,079
			7,417	12,690



	2013			2014			2015					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Views</b>	1,753	1,820	1,526	1,978	2,341	2,945	3,028	2,745	1,833	2,831	4,199	3,600
<b>Minutes watched</b>	2,439	2,457	2,469	2,790	2,940	3,709	4,352	3,799	2,364	3,682	5,863	4,795

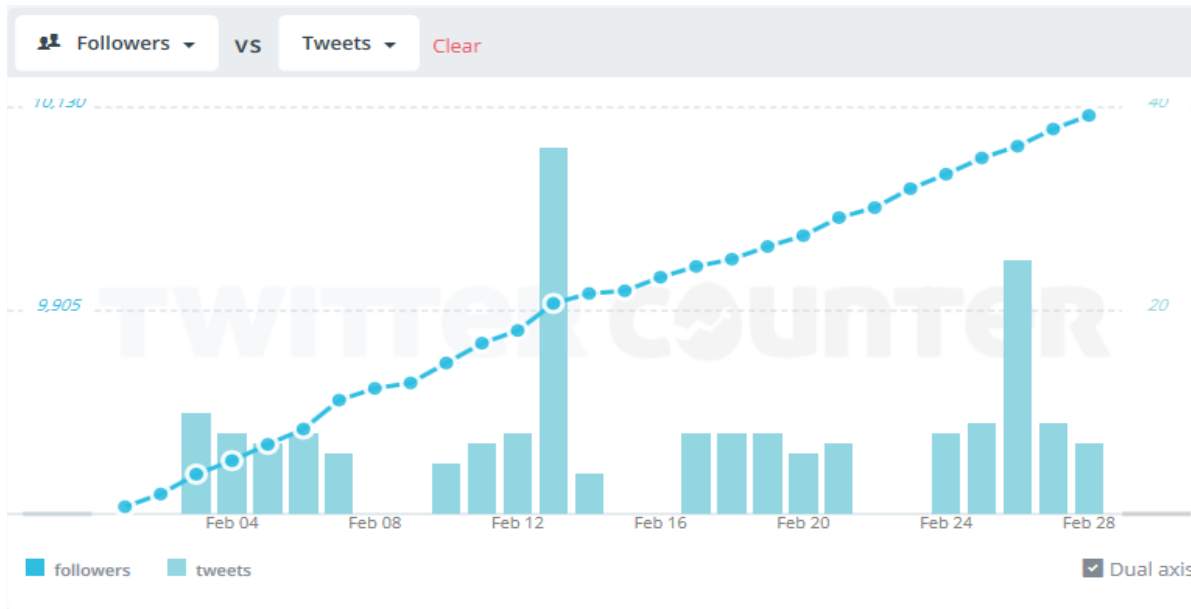
2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2013/14 FYE
			30,599	81,138
			41,659	164,331



	2013			2014			2014			2015			2015												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun										
Twitter followers									5966	6247	6602	6906	7134	7404	7650	7919	8141	8441	8807				9650	10,145	10,498

2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE
			25,721	85,789

Feb



March

