

**Strategy and workplan**

The Communications strategy and workplan are on the Council agenda for the Council’s consideration and approval.

**Events**

HPC will have a stand at the HR in the NHS conference, held in Birmingham from the 25<sup>th</sup> – 27<sup>th</sup> April. Employees from the Communications and Fitness to Practise Departments will attend the conference.

Listening events will be held in Scotland and Northern Ireland in June.

**Publicity**

The HPC will launch an advert ‘e-kit’ that will be available to registrants on the HPC website. Registrants will be able to download the HPCCheck logo and guidance on how and when to use the logo. Market research will take place in Birmingham with members of the public before the kit is launched at the end of May.

In April, the HPC mailed posters to 2,500 hospitals aimed at health professionals and the public to raise our profile to registrants and members of the public.

**Media relations**

The next piece of planned public relations will be surrounding the Foster and Donaldson Reports when they are published.

**Website**

The Council extranet was launched on 23<sup>rd</sup> March. Council members should now have private log-in details. All members of the Executive Management Team will be encouraged to update the site. Council members can feed their comments back via Tony Glazier.

**Customer Service**

The Customer Service function no longer sits within the Communications Department, the position now sits within the Operations Function.

**Electronic Newsletter/Publications**

The fourth edition of the electronic newsletter was published in early April. There are currently 1,500 people signed up to receive the newsletter, this number is expected to rise sharply following the special edition sent to all registrants that will accompany the CPD brochure in early May.

**Stakeholder Management**

Tamsin Leigh has recently joined the Communications Department as Stakeholder Manager.

**Staff**

The department is currently recruiting for the following roles: Director of Communications, Communications Officer and Team Administrator.



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