Communications Committee 25 February 2008

Draft Communications committee work plan

Executive summary and recommendations

Introduction

The attached document is the communications department's draft work plan for 2008 – 2009. It details our main areas of work and how we will work towards achieving the objectives of the communications strategy.

Decision

The Committee is asked to discuss the draft work plan, agree the contents and agree to continue to keep the document under review.

Background information
This document details the staff and their roles within the department, our headline activities and how these activities link to the communications objectives set out in the communications strategy.

This document is intended to supplement the Council's strategic intent document and sits alongside other departmental-level strategy and work plan documents such as IT, Operations, Policy and Standards and Fitness to Practise.

Resource implications
The resource assumptions that underpin the work plan in terms of employee numbers are detailed in the Communications employees section of the document, and this is consistent with the draft HPC budget for 2008 – 2009.

Financial implications
The draft Communications budget headline figures form another paper on this agenda; the activities that form this work plan were used to determine the budget.

Appendices
Draft Communications work plan 2008 – 2009.

Date of paper
13 February 2008

Communications Workplan 2008 – 2009

Contents

Introduction

The communication workplan for 2008 - 2009 details our main areas of work and sets out how we will work towards achieving the objectives of the communications strategy.

The communications department is both proactive and reactive in its work and requirements may change, particularly in light of business needs. Significant issues may arise during the course of the year and the department will need to be flexible in the delivery of its workplan in order to respond accordingly.

This document

This document is divided into several sections. It details our resources, the communications tools we will use as well as our priorities for the year and how our activities link to the communication objectives set out in the communication strategy.

Communications Department

The communications department consists of seven employees as follows:

Jacqueline Ladds	Director of Communications
Sarah Giles	Communications Officer
Thomas Heiser	Events Manager
Victoria Smyth	Communications Manager
Tony Glazier	Web Manager
Philippa Richardson	Publications Manager
Nina Blunck	Public Affairs Manager
Mark Potter	CPD Communications Manager

The Director of Communications is responsible for the overall management of the team, the day to day running of the department, the development of the strategy and workplan and the development of new projects. It should be noted that Jacqueline Ladds is on maternity leave until mid June 2008. In her absence, the Director of Policy and Standards, Rachel Tripp, will be acting Director of Communications.

The Communications Officer provides support to the department across all its activities, particularly press, events and publications as well as responding to requests for information, the organisation of staff social events and the co-ordination of the student talks programme.

The Events Manager organises all the HPC's internal and external events, particularly the Listening Events, our attendance at exhibitions, all employee meetings and awayday and the co-ordination of the external presentation and talks programme.

The Communication Manager leads on our public facing campaigns, press and media activity and the development of the internal communications function. It should be noted that for the duration of the 2008-2009 workplan, Victoria Smyth will be on maternity leave. Her post will be covered by a one year contract position.

The Web Manager is responsible for maintaining and developing the HPC website, the HPcheck microsite as well as the Council extranet and employee intranet.

The Publications Manager leads on all aspects of the publications process, including the visual identity and house style, provides support to departments in the production of publications and produces the registrant facing HPC - In Focus newsletter.

The Public Affairs Manager is responsible for developing and co-ordinating communications with a range of stakeholder and opinion formers, in particular government and is also responsible for devising and co-ordinating communications programmes with key stakeholder audiences including employers and professional bodies.

The CPD Communications Manager is responsible for managing a range of communications initiatives designed to inform and educate registrants and employers of the HPC's CPD audit requirements. This includes a programme of talks, presentations and workshops, working with professional bodies and raising awareness of the CPD standards through the professional press and the literature we produce. This post has been created as a twelve month secondment position.

Communication Activities

There are eight main areas of work undertaken within the Communications Department. The following paragraphs summarises each.

The Health Professions Order 2001 sets out our statutory responsibility to inform and education the public and registrants of the work we do. We also have a statutory duty to consult other stakeholders, for example when setting standards or issuing guidance.

In order to fulfil our responsibility to inform the public about our work, members of the public should have access to information which promotes the importance of using a regulated health professional, and how to check as well as how to make a complaint when things do go wrong. We take a proactive approach when communicating with the public and much of this is undertaken through the public information **campaigns** we organise.

The **media** is an important tool, particularly in promoting our work through the national, regional and professional media and provides opportunities to promote the HPC and our public protection role. We have an ongoing contacts programme to build relationships with key journalists, we issue media alerts and news releases based on the Fitness to Practise hearings to promote our public protection role through the regional and national media, we have an ongoing programme of releases and articles to the professional press and we issue general organisation wide press releases on a range of issues.

The **web** is an important method of providing comprehensive information to all our audiences in a cost effective and efficient way. We have the main www.hpc-uk.org website which receives approximately 80,000 hits per month, the public facing www.hpcheck.org microsite as well as the Council extranet and the employee intranet.

The **publications** we produce provide an important source of information to all our audiences. Brochures include the Standards of Proficiency for each profession, the Standards of Conduct Performance and Ethics as well as the three corporate annual reports and information and guidance on registration, fitness to practise and continuing professional development (CPD).

Events are an increasingly important opportunity for us to engage face to face with all our audiences and provide opportunities to present information about the HPC, listen and seek views. We have a programme of Listening Events across the UK which are public events but focussed at communicating with our registrants, we exhibit at a range of external conferences and have an active talks and presentation programme where HPC employees have speaking opportunities at key conferences and events.

Employees play an active role in getting messages to our audiences and should be considered as ambassadors for the HPC. Our **internal communications** programme includes the employee intranet, an annual all employee awayday, bi-monthly all employee briefings, which are led by the CEO, and team building events in the summer and winter.

In carrying out our UK-wide role we work closely with a number of other organisations, including professional bodies, government, employers and patient and consumer groups. We have already established good working relationships and our **public affairs** activities include building relationships with Parliamentarians through face to face meetings and briefings and the dissemination of information to constituency offices to ensure they are informed of our public protection role. We are also developing a co-ordinated approach to stakeholder activities, focusing on employers and professional bodies through the

development of issue specific events, targeted briefings and dedicated information on the website.

We also support organisation-wide **projects** by delivering effective communication plans and activities for projects which may be major areas of change or development for the organisation. Major projects which require communications input include Continuing Professional Development; the regulation of new professions and registration fees.

Priorities and issues for 2008 – 2009

The priorities for 2008 – 2009 have been put together in order to build on those of the previous financial year, and also to respond to the HPC's bi-annual opinion polling. 2007's opinion polling, undertaken by MORI, included seeking information from registrants, members of the public and stakeholders, and hence provides a broad range of opinions and inputs from which issues and activities have been drawn.

Registrants

Key messages to communicate to registrants this financial year include the ongoing need to communicate the CPD standards and audit requirements, and the benefits of regulation. Informing registrants about our relationship with the professional bodies was another area that came up from the opinion polling, as was the importance of ensuring registrants know about our public information campaigns. It is evident from the research that informing the public is key, not only because it helps to raise awareness, but also because being seen to do so is another way of raising our 'credibility' with registrants, and helping registrants to understand the importance of regulation, including how registration fees are spent.

Areas of the workplan below which address these issues include the work of the CPD Communications Manager, the content of Listening Events (which has been and will continue to be more specifically refined to address the areas registrants identify as particularly useful), media work with the professional journals, and public affairs work with the professional bodies.

Stakeholders

Feedback from the opinion polling was generally positive, with a good feedback from stakeholders about the organisation generally, and many stakeholders demonstrated a good understanding of our role. Many believed we ware going in the right direction, and that the way forward is for HPC to expand and to regulate more professions. Our overall objectives of influencing the regulatory agenda is also important here, both in contributing to cross-regulatory work as well as sharing our expertise with others where appropriate.

Interestingly here, as with registrants, work with the public was emphasised as a key part of our future work, and a way to ensure we are seen by stakeholders to be fulfilling our role.

The workplan below addresses these areas largely through the campaigns and public affairs areas of work. In particular, the stakeholder work outlined for the coming year with professional bodies, employers, and other stakeholder groups, will be an important way of responding to the feedback obtained.

Members of the public

A small increase was noted in the percentage of members of the public who have heard of HPC, from 13% two years ago to 15%. There remains the need to do more to raise awareness with this group.

The majority of the public expressed a preference for information to be provided to them in GPs' surgeries, or on the internet. The former preference was further reinforced by the information that the majority of members of the public stated that they would see a health professional through referral from their GP.

The workplan addresses these areas largely through the Campaigns areas of work, particularly the ongoing dissemination of public-facing literature (including the second-wave information to GPs' surgeries), the internet campaign and the campaign targeted at older people. This latter campaign is particularly important in communicating with a hard-to-reach

group that are likely to be users of registrants, and part of HPC's commitment to being accessible.

Issues and priorities conclusion
Overall, drawing from the findings of the Ipsos MORI polling, our focus for the 2008 - 2009 workplan will continue to be our public information campaigns and the work we are undertaking to raise awareness amongst the public of the HPC and its role and the importance of using a registered health professional. We will also continue to focus on our communications with registrants, in particular promoting the benefits of registration, explaining the requirements of the CPD audits. A further key area of work for 2008 – 2009 will be developing our presence in Scotland, Wales and Northern Ireland.

A more detailed approach to achieving the communication objectives is set out below.

Achieving the communication objectives in 2008 - 2009

The Communications Strategy identifies five overall objectives in our communications work. In 2008 – 2009 we will undertake the following activities in support of these objectives.

Communication Objective 1:

To raise awareness and understanding of the HPC's role in regulation across all our audiences, we will:

- maximise the opportunities to increase coverage about the HPC in the national, regional, professional and consumer press;
- continue to promote the Fitness to Practise hearings to the regional media;
- continue to ensure the consistent application of the house style and visual identity across all literature and media;
- play a key role in the production of all brochures and literature, including the corporate annual reports ;
- co-ordinate HPC's external talks programme, researching and increasing opportunities;
- continue the ongoing development and improvement of our web presence; and
- continue to respond to requests for information and publications.

Communication Objective 2:

To extend our reach to the public enabling them to easily access information about the HPC, we will:

- ensure the continued dissemination of public information literature;
- undertake 2 public information campaigns which promote HPC's public protection role, particularly an internet campaign and a campaign focusing on older people ;
- continue ongoing advertising through existing channels, eg Yellow Pages, Yell.com; and
- continue our involvement in the joint UK health regulator's PPI group and map consumer associations and patient groups and develop organisation-wide channels of communication.

Communication Objective 3

To influence the regulatory agenda through ongoing dialogue and engagement with key stakeholders, we will:

- develop our presence and profile in the home countries and devise channels of communication with key stakeholder groups;
- continue the programme of work designed to keep Parliamentarians informed and fully aware of our work and role in healthcare regulation; and
- continue the programme of work designed to keep key stakeholder audiences informed and engaged with the HPC across all activities and on specific issues.

Communication Objective 4

To engage with our registrants to ensure they understand the benefits of regulation, the work of the Council and what is required of them, we will:

- continue to communicate HPC's work and activities in the professional press;
- continue the production and distribution of HPC - *In Focus;*
- develop an information programme for students on HPC approved courses;

- develop a welcome pack for new HPC registrants;
- research and develop a "registered with the HPC" concept and promote it to registrants;
- support the regulation of new professions to the HPC Register;
- support the communication of CPD standards and guidance to registrants and employers;
- organise Listening Events across the UK giving registrants the opportunity to hear about the HPC's activities and provide feedback;
- support the communication of renewals requirements to registrants and employers; and
- support the communication requirements of IT development, for example online applications, online renewals and online authentication.

Communication Objective 5

To further strengthen and ensure effective internal communications within the organisation, we will:

- continue to maintain the intranet ensuring it is up to date and an accessible information tool for all staff;
- continue to organise strategic all employee briefings, Chief Executive led strategic briefings, ad hoc briefings on specific issues;
- develop a consistent team briefing model for the organisation;
- continue to organise all employee events; and
- continue to develop the extranet for Council members, and investigate the potential for an extranet for Partners.

2009 - 2010

Beyond the financial year 2008 – 2009, there are further objectives for our communications work, and these are set out below:

- A third round of opinion polling, further to our commitment to undertake this exercise every two years.
- Further campaigns with hard-to-reach groups, building on the coming campaign focussed on older people. This could include work looking at communicating with people from ethnic minority backgrounds, and disabled people.
- The on-boarding of new professions continues to be important, particularly in the light of the government's intentions as stated in the White Paper of February 2007. Communications activities will continue to play a vital role in the successful onboarding of new professions, communicating not only with aspirant professional associations, but also with future registrants, and with members of the public.
- Raising HPC's profile in the home countries will continue to be an important focus for our work, including revisiting the question of whether we should have some kind of physical presence outside England, and if so what form this should take.
- Continuing to raise HPC's profile outside the UK, particularly with key audiences in the European Union, will also be a key future objective. Building on the various pieces of work already undertaken across the organisation, including by the Chief Executive, the Policy & Standards department, and the Registration department, it will be important to be involved in future pieces of European legislation at an early stage, in order to influence how they progress. Continued membership of the Alliance of UK Health Regulators on Europe provides a solid foundation for this work.

Risk

The key risks for HPC which relate to the Communications department are failure to inform public, loss of support from the professional bodies, and inability to inform stakeholders following crisis.

The management of these risks is inherent through the whole of the Communications workplan , but particularly through:

Campaigns and the Website
These activities help to inform the public and also help to raise our profile with the professional bodies. Likewise, the effective maintenance of the website, including the ability to update it remotely, helps to mitigate the risk of not being able to communicate with stakeholders after a crisis.

Public Affairs
This area of activity is important in indirectly raising our profile with the public (for example with members of the public who attend their MPs surgeries and may seek information on how to complain about the care they have received), but particularly important in developing our relationships with professional bodies.

Disaster Recovery
Although not situated in Communications, the HPC's approach to disaster recovery is an ongoing piece of work, and the disaster recovery plan is regularly reviewed and updated. Through the Executive Management Team, the Director of Communications contributes to its ongoing currency, and this provides an important safeguard against the risks posed to the organisation by any disaster occurring.

Appendix 1:
Communications Department Activities Table 2008- 2009

The table below sets out the communications department's day to day activities in the delivery of the communication strategy and its objectives.

It is split into eight sections, in order to mirror the eight main different types of communications activities undertaken by the department, as outlined on page 4 of this workplan. For each activity, the workplan details:
- **Main activity**: the activity headline
- **Key deliverables**
- **Description** of activities that will be undertaken, including for example research, designs, roll-out of technology, etc.
- Timeline
- **Lead**: the employee in Communications who will be responsible for the work. Initials are given for brevity. Please see employee details on page 2 for full names.

1   Campaigns

Main activity	Key deliverables	Description	Timescale	Lead
Ensure the continued dissemination of public information literature	Promotion of public protection role -- focussed, cost effective way of reaching the public	Further test public literature through Connect focus groups Identify further outlets, namely CHCs in Wales, Citizens Advice Bureaux and second wave GPs Link with public affairs activities	April 2008 October 2008	VS/SG
Run 2 public information campaigns which promote HPC's public protection role, in particular an internet campaign and a campaign focusing on older people	Promotion of public protection role Reinforce messages, focused, cost effective way of reaching the public	Research, write briefs, set objectives, identify and secure partner(s), agree visuals/literature and methods, project manage, evaluate Link with public affairs activities Ensure media to support campaigns	Older people campaign: September 2008 Internet campaign: January 2009	VS
Research and develop a "registered with the HPC" concept, promote it to registrants and ensure continued access and usage	Engaging with registrants and working with them to promote public awareness	Undertake registrant/public research, appoint agency to develop ideas, test on registrants/public through focus groups, roll out concepts through all media	December 2008	VS/PR
Continue ongoing advertising through existing channels, eg Yell.com	Continued reinforcement of public protection role	Maintain a presence on Yellow Pages, Yell.com and Google adwords	Ongoing	VS

2   Media

Main activity	Key deliverables	Description	Timescale	Lead
Continue to promote the Fitness to Practise hearings to the regional media	Increased level of coverage in regional media and increased promotion of public protection role	Weekly alerts Issue releases Number of articles	Ongoing	VS/SG
Maximise the opportunities to increase coverage about the HPC in the national, regional, professional and consumer press	Coverage reflects better understanding of issues by journalists and supports our leading regulator role	Work with departments, identify news stories, issue releases, write articles, issue releases	Ongoing	VS
Continue to communicate HPC's work and activities in the professional press	Improved understanding of what we require of registrants and increased level of coverage	With departments identify news/stories, issue releases, write articles	Ongoing	VS
Ensure senior management and Council members are equipped to deal with media interviews through training and briefing	Provide relevant media training as appropriate	Identify need Source appropriate training Provide briefing materials for media interviews	Annually	VS
Continue to provide the infrastructure to manage the media ensuring an accurate and consistent approach	Consistency of messages Strong infrastructure to support all our media work	Subscribe to press cuttings, media disk Log press calls Maintain accurate contacts database	Ongoing	VS/SG

3   Web

Main activity	Key deliverables	Description	Timescale	Lead
Continue to maintain the intranet (in line with the internal communications workplan) ensuring it is up to date and an accessible information tool for all staff	Improved internal communication Provide information which enables employees to deal efficiently and effectively with enquiries	Feedback on Phase 1 from employees, develop ideas, proposals and determine elements of next phase	Ongoing	TG
Proactively develop the website and its content by working with departments to support their requirements and identify opportunities for development	Increased understanding of the HPC and transparency	Develop website by in particular improving the navigability, and search function. Add sections for specific audiences, eg: new registrants, and students. Develop ideas, proposals Cost and prioritise	October 2008	TG
Maintain and develop the Council extranet and increase its usage	Improved internal communication with Council Increased ability to share information with Partners	Work with Secretariat and departments Develop ideas, proposals Cost and prioritise	January 2009	TG
Develop the extranet for Partners	Improved internal communication with Partners Increased ability to share information with Partners	Work with Partner Manager and departments Develop ideas, proposals Cost and prioritise	March 2009	TG
Write guidance/process for content management and approval process for website and intranet	Improved accuracy	Work with other departments, including EMT Develop guidance Develop sign-off process Explore technology solution to implement process	May 2008	TG
Provide statistics and reports which will inform activities and strategies for development	Value for money	Agree requirements Produce regular reports for planning and reporting	Ongoing	TG

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**4	Publications**

Main activity	Key Deliverables	Description	Timescale	Lead
Ensure the consistent application of the house style and visual identity across all literature and media	Promote a professional and positive image of the HPC	Ensure all publications are produced in visual identity, develop policy on third party usage of logo. Update employees and communications committee on roll-out of visual identity.	Ongoing	PR
Manage the publications process and support departments in the production of publications and literature, including the corporate annual reports and other literature	Present a positive image of the HPC and understanding of its role Increased transparency and accountability and improved profile with stakeholders	Liaise with departments including FTP and Education on annual reports. Liaise with HR regarding possibility of Partner newsletter Manage process, advise on content, edit, proof, gain feedback from public/patients/stakeholders where relevant, ensure effective dissemination.	Ongoing	PR/SGdepts
Communicate with registrants through HPC - *In focus*, developing its content and circulation	Increased distribution Better informed registrants	Work with depts on content, continue to identify opportunities to increase distribution through for example adverts in professional journals, A5 flyer with certificates, sign up sheets at talks etc.	Six times a year	PR/SG
Develop an information programme for students on HPC approved courses	Improved understanding of HPC requirements of registrants	Work with Registrations, Approval and Monitoring Identify needs of audience Develop ideas including cd rom, literature, presentations, web, information pack	September 2008	PR/depts/ comms
Develop a welcome pack for new registrants	Improved understanding of HPC requirements of registrants	Work with Registrations, Approval and Monitoring Identify needs of audience Develop ideas including cd rom, literature, presentations, web, information pack	November 2008	PR/depts/ comms
Continue to distribute publications and brochures on request and ensure availability of publications in large print, Braille, Welsh etc	Improved understanding of HPC requirements Increased accessibility	Respond to requests within reasonable timescale, log requests, maintain stock levels	Ongoing	SG/PR

5   Events

Main activity	Key deliverables	Description	Timescale	Lead
Continue participation in external exhibitions by taking stands, research new opportunities and ways of encouraging visitors	Communication of messages Opportunity to listen to feedback and raise HPC profile and present positive image	Ensure balance across all audiences, particularly public (focus on campaigns), registrants (cpd and renewals) and stakeholder specific (eg employers	10 per year	TH/SG
Organise Listening Events across the country for registrants	Opportunity to listen to feedback Improved understanding of the HPC's role and activities	Review presentation, develop interactive format, ensure cross country presence, source and brief panel, book venues, issue invitations and produce evaluation reports	8 UK wide 4 London specific	TH/SG
Co-ordinate HPC's external talks programme, researching and increasing opportunities	Increased profile Improved understanding of the HPC's role and activities	Map current activity, research new opportunities, source and implement, devise tracking and feedback mechanism, provide support and materials to presenters	Ongoing	TH/SG/depts
Continue to support to departments on corporate events where appropriate, including planning for stakeholder events	Increased accountability and transparency Opportunity to communicate key issues to stakeholder audiences	Meet departments to determine requirements	Ongoing	TH/depts
Organise all employee events (in line with the internal communications workplan)	Improved internal communications and understanding of the HPC's aims and direction	Set dates, book venues Agree format, speakers, issue invitations Evaluate	4-6 All Staff Summer bbq Christmas dinner All employee (in May 2007)	TH/SG

6   Internal Communications

Main activity	Key deliverables	Description	Timescale	Lead
Develop a programme of communications which ensures Partners are up to date and informed	Improved understanding of HPC's ongoing work and activities a	Extranet, bi-annual newsletter, sign up to HPC In Focus and series of training and events (in conjunction with Partner Manager/departments).	December 2008	JAL
Continue to organise and develop all employee briefings and ad hoc briefings on specific issues	Improved understanding of HPC's ongoing work and activities and the Council's direction	Agree purpose/format Set dates Evaluate	6 All Staff Ad hoc briefings as required	TH
Develop a consistent team briefing model for the organisation	Improved internal communication	Research models, map existing activity (all employee, emt update) develop proposals, consult EMT/MMG, pilot and roll out	November 2008	JAL
Maintain the intranet (in line with the web workplan) ensuring it is up to date, business led and an accessible information tool for all staff	Provide information which enables employees to deal efficiently and effectively with enquiries	Liaise with departments re: currency of information, and updating information. Gain feedback from employees on content. Develop processes and content in response.	Ongoing	TG
Organise all employee events (in line with the events workplan) including social events	Improved internal communications	Set dates, book venues Agree format, speakers, issues invitations Evaluate	Summer bbq Christmas dinner	SG
Organise the annual all employee awayday	Improved understanding of the HPC's strategic aims and direction	Set dates, book venue Agree format, speakers, issues invitations Evaluate	May 2008	TH

7   Public Affairs

Main activity	Key deliverables	Description	Timescale	Lead
Develop HPC's presence and profile in the home countries and devise channels of communication which ensure stakeholders are informed and fully aware of our work and role in healthcare regulation	Improved understanding of the HPC's role in healthcare regulation	Work with Policy, continue to research contacts and ideas Develop contact programme, physical presence and encompass public affairs work across all stakeholder audiences, including Parliamentarians, employers, professional bodies (see points below)	From May 2007	NB
Continue the programme of work designed to keep Parliamentarians informed and fully aware of our work and role in healthcare regulation	Raised awareness and improved signposting of our public protection role	Contact programme, attendance at all Party Conferences (including Health Hotel), written briefings, Parliamentary Roadshows, attendance at conferences, speaking engagements, exhibitions, development of e-politix and advertising/editorial opportunities in relevant magazines and publications	Ongoing	NB/TH
Continue the programme of work designed to keep key stakeholder audiences (eg employers, professional bodies) informed and engaged with the HPC across all activities and on specific issues	Promote the HPC's key messages to defined audiences Improved understanding of HPC's role eg learning from Fitness to Practise	Contact programme, stakeholder events, rolling programme of news items in bulletins, information on website, attendance at conferences, speaking engagement, exhibitions and advertising/editorial opportunities in relevant magazines and publications	Ongoing	NB/TH
Develop new programmes of work to ensure key stakeholder audiences (eg local authorities, consumer associations and patient representative groups) are informed and engaged with the HPC	Improved understanding of HPC's role	Contact programme, stakeholder events, rolling programme of news items in bulletins, information on website, attendance at conferences, speaking engagement, exhibitions and advertising/editorial opportunities in relevant magazines and publications	Ongoing	NB

8   Projects/Business Needs

Main activity	Key deliverables	Description	Timescale	Lead
Continuing Professional Development	Communication of CPD standards and guidance to registrant and employers	Manage communications element of project plan, participate in project meeting, co-ordinate comms activity across team and ensure usage across full range of functions, media, newsletter, web etc. Manage and undertake programme of presentations. Evaluate	Ongoing	MP
New Professions	Communication of registration requirements	Write plan, timetable, production of publications, use of web, newsletters, events	Dependant on White Paper timetable	NB
Renewals	Communication of requirements, support lower lapse rates	Liaise with registration regarding the ongoing renewal of professions' registration. Feed information into ongoing communications with employers and professional bodies. Ensure clear information provided online.	Ongoing as professions renew	NB/TG
Revalidation	Communication of government proposals to registrants. Gaining feedback from registrants to feed into HPC's work.	Liaise with Policy & Standards department regarding Professional Liaison Group on Ongoing Fitness to Practise. Feed theme of revalidation into other communications activities as appropriate, for example stakeholder contact, Listening Events, etc. Gather information and feed back to Policy.	Ongoing	NB/TH
Fee Rise 2009	Clear communication to registrants of future changes in fees. Clear communication to registrants regarding what fees pay for, and why independent regulation is important.	Participate in project group, ensuring that communications, particularly with registrants, are appropriately built-in to the work of the group. Liaise with Policy & Standards re consultation document and decisions. Co-ordinate publication of decisions via website, and other channels as appropriate.	March 2009	VS
Safeguarding vulnerable groups	Communication to registrants about requirements of SVG and	Participate in project group, ensuring that communications, particularly with registrants, are appropriately built-in to the work of the group.	August 2008	MP

	PVG legislation. Communication to stakeholders on what HPC is required to do and why.	Liaise with FTP and Policy regarding requirements. Co-ordinate publication of information via website and other channels as appropriate.		
Equality and diversity data collection	Communication to registrants about our equality and diversity work, why we are doing it, and what we have achieved.	Manage communications element of project plan, participating in project group.	Ongoing	VS
Online applications and online renewals	Communication to applicants and registrants about online facility.	Manage communications element of project plan, participating in project group.	Ongoing	TG