

CONFIRMED

The Health Professions Council

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MINUTES of the twenty second meeting of the Communications Committee held at **11.00 am on Monday 25 February 2008** in the Council chamber at Park House, 184 Kennington Park Road, London, SE11 4BU

Present

Professor A Turner (Chairman)
Mr P Acres
Mr O Altay
Mrs M Clark-Glass

Ms C Farrell
Professor S Griffiths
Mrs D Haggerty
Mr M Woolcock

In attendance:

Dr A van der Gaag, President
Mr M Seale, Chief Executive
Mr G Ross Sampson, Director of
Operations
Ms N O'Sullivan, Secretary to Council

Ms R Tripp, acting Director of
Communications
Ms E Gayle, Communications Manager
Mr M Potter, CPD Communications
Manager
Mr S Rayner Secretary to Committees

Item 1.08/01 Apologies for absence

- 1.1 No apologies for absence were received.
- 1.2 The Chairman welcomed Ms Gayle who had taken over the role of Communications Manager while Mrs V Smyth was on maternity leave. The Committee congratulated Mr Potter whose secondment as CPD Communications Manager had been extended for 12 months, and made into a full-time position. The Committee welcomed Mr Rayner to his first meeting as Secretary to the Committee.

Item 2.08/02 Approval of agenda

- 2.1 The Committee approved the agenda.

Item 3.08/03 Minutes of the Committee of Thursday 12 September 2007

- 3.1 It was agreed that the minutes of the twenty first Communications Committee should be accepted as a true record and signed by the Chairman subject to amendment of 2.1 to show that apologies were received by Mr Acres.

Item 4.08/04 Matters arising from the twenty first Committee

- 4.1 The Committee noted that the ratification of the election of the Chairman and Vice-Chairman would be taken at the Council meeting of March 27 2008. The Committee noted that the proposal for an additional communications event would be discussed at item 8.
- 4.2 The Committee noted that that the Committee could discuss the inclusion of a communications expert among its membership at the workshop planned for October.

Action SR: Include in agenda for 16 October

Item 5.08/05 Director of Communications Report

- 5.1 The Committee received the Director of Communications Report, noting that it included items not already mentioned in the strategy or work plan.
- 5.2 The Committee noted that the CPD Communication Manager post had been made full time and that Mr Potter had agreed to extend his secondment to the post from six months to a year.
- 5.3 The Committee noted that events had been taking place to increase knowledge of and interaction with HPC by the employers of Health Professionals. Events have focussed particularly around fitness to practise, registration and CPD. The cycle of employers' events had been completed and initial feedback from participants had been positive. The Public Affairs Manager would report to the next meeting of the Committee.

Action NB: Report to Committee of 21 May

- 5.4 The Committee noted that updates on both the website and on publications would be presented to the May Committee.

Item 6.08/07 Communications Strategy 2007-2011

- 6.1 The Committee received a paper from the Executive requesting that it discuss and approve the draft strategy and agree to keep it under review.
- 6.2 The Committee noted that the strategy document was intended to be read in parallel with the work plan attached as item seven on the agenda.
- 6.3 The Committee noted that the strategy was an update of the previous year's document, with the same key themes. The Committee were directed to the communications objectives as the key part of the strategy and to the key messages which underpin the work of the Department.
- 6.3 The Committee noted that there was no specific reference to the upcoming changes to the governance of the Council, and that this should be added to the work plan.

Action RT: To include changes to Council to the Communications work plan by May

- 6.4 The Committee noted that the notion of the Council consisting of representatives of the constituent professions was still widely held, and also that messages to registrants about HPC needed to include the HPC's structure as well as information about other issues including CPD and revalidation.
- 6.5 The Committee agreed that guidance on the changes to the Council's structure and their implications should be sent to registrants with the Code of Ethics. Guidance should also be given the professional bodies to allow them to cascade information about the changes.

Action RT: To arrange for above guidance to be developed and sent to registrants

- 6.6 The Committee noted the need to measure and evaluate progress, and agreed to discuss this issue at the discussion event in October.
- 6.7 The Committee noted the objectives set by the strategy, and discussed whether it would be helpful to set more detailed, quantitative objectives. The Committee agreed that setting objectives could also be part of the agenda at the discussion event in October.
- 6.8 The Committee approved the strategy and agreed to keep it under review.

Item 7.08/07 Communications Department Draft Work Plan 2008-2009

Date	Ver.	Dept/Cmte	Doc Type	Title	Status	Int. Aud.
2008-02-26	a	SEC	MIN	20080225 Communications Committee minutes	Draft DD: None	Public RD: None

- 7.1 The Committee received a paper from the Executive asking that it agree the Communications work plan for 2008-2009.
- 7.2 The Committee was given an outline of the work plan, noting that the objectives were linked to the risk register which was overseen by the Audit Committee.
- 7.3 The Committee noted that the work plan was in the format agreed by the Council.
- 7.4 The Committee noted that the work plan did not include a specific engagement with professional bodies over the changing structure of the Council. This would be added to objective four.
- 7.4 The Committee agreed the priorities, principles and projects outlined in the work plan subject to the above addition to objective four and the inclusion of an additional key message for registrants about the changes in structure to registrants. The Committee agreed to keep the document under review, and request the Executive amend the work plan accordingly.

Action RT: To amend the work plan as above by May

Item 8.08/08 Proposal from communications discussion event

- 8.1 The Committee received a paper from the Executive asking it to agree recommendations for a discussion event to follow the Committee of 16 October 2008.
- 8.2 The Committee noted that October was the ideal time for such a meeting as the discussion could feed into the draft work plan and budget planning for 2009-2010.
- 8.3 The Committee agreed that the agenda should include:
 - Objectives
 - Challenges
 - Evaluation
- 8.4 The Committee agreed to the event should include members of the Committee and members of the Communications team and other internal staff.

Action SR: To liaise with Communications to deliver October event.

Item 9.08/09 Communications Draft Budget 2008-2009 Headline Figures

- 9.1 The Committee received a paper to note from the Executive.
- 9.2 The Committee noted the draft budget, and that the October event would be a good time to discuss the impact possible strategic changes would have on the work plan and therefore the budget for 2009-2010.

Item 10.08/10 CPD Communications Update

- 10.1 The Committee received a paper to note from the Executive.
- 10.2 The CPD Communications Manager outlined the process and progress of his six month secondment, communicating the CPD audit process to registrants and employers. Mr Potter outlined the objectives he faced and the feedback that was being received from many sources.
- 10.3 The Committee noted that there was a high degree of apprehension amongst registrant groups about CPD but that the knowledge that HPC is committing resources to ensuring that registrants understood the process had generally been very well received.
- 10.4 The Committee noted the development of the explanatory DVD about CPD, and that this was probably a first for regulation. The work was also a good example of cross-departmental working within HPC. The DVD would be shown to the Committee at the first meeting after completion and would be made available on the members extranet if this was possible.

Action SR: To update the members extranet to include DVD

- 10.5 The DVD would be made available at conferences and, when the technology was available via a link on the HPC website. It would be made available for HPC employees, Council members and stakeholders to show to registrants. The Committee noted that it would be an excellent tool to ensure consistency of message about CPD.
- 10.6 The Committee noted that the DVD would be ideal to cascade to upcoming graduates, Practice Educator Facilitators and Professional Bodies.

Item 11.08/11 Bi-annual opinion polling headline results

- 11.1 The Committee received a paper to note from the Executive.
- 11.2 The Committee noted that every two years HPC commissioned independent research in order to evaluate the success of its communications strategy. The Director of Communications presented the results to the committee outlining that a great deal of the feedback had been positive, and that results had

contributed to the work plan (for instance in the decision to make the CPD Communications Manager post full time).

11.3 The Committee noted that registrants' understanding of HPC was limited and asked whether more use could be made of the "10 benefits of registration" booklet, perhaps as part of the general message to registrants about restructuring.

11.4 The Committee noted the perception from stakeholders that HPC should be seen to work more closely with other regulators. The Committee discussed the importance of cross-regulatory work, but also agreed that HPC was different because it was a multi-professional regulator with a remit to regulate more professions in the future.

Item 12.08/12 Public Affairs Update

12.1 The Committee received a paper from the Executive for information updating it on the public affairs work recently undertaken.

Item 13.08/13 Events update

13.1 The Committee received a paper from the Executive for information updating it on events.

13.2 The format for engagement events to receive feedback from registrants (Listening Events) had recently been changed as a result of feedback. The changes had incorporated smaller working groups and had been well received. The Events Manager would present a report to the Committee after the next two events.

13.3 The Committee noted that once feedback had been received from subsequent Listening Events in the new format, a paper summarising the feedback and making recommendations would be brought to a meeting by the Events Manager.

ACTION TH: Paper to meeting of May

Item 14.08/14 Media coverage report

14.1 The Committee received a paper from the Executive for information detailing the media coverage since the October meeting.

Item 15.08/14 Any Other Business

15.1 There was no other business.

Item 16.08/16 Date and time of next Committee

16.1 The next Committee would be held at 11.00 am on Wednesday 21 May 2008

16.2 Subsequent Committees would be held at 11.00am on

Thursday 16 October 2008,
Wednesday 21 January 2009,
Monday 4 May 2009

Chair:

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Date:

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Confirmed