

## Communications Committee 5 November 2009

### Events update

### Executive summary and recommendations

#### **Introduction**

This update is intended to provide an overview of the events schedule since the last Communications Committee meeting on 7 May 2009.

#### **Decision**

The Committee is requested to note the document. No decision is required.

#### **Background information**

Since the last report, the HPC has continued to have a presence at a range of stakeholder and registrant facing exhibitions and conferences across the UK. This includes taking a stand and having speaker slots at the following:

- Council on Licensure, Enforcement and Regulation (CLEAR) Congress 2009, Dublin
- Division of Counselling Psychology Annual Conference, Warwick
- British Association of Sport and Exercise Sciences Annual Conference, Leeds
- Division of Health Psychology, Aston
- Independent Living Scotland, Glasgow
- Division of Clinical Psychologists Faculty of Children and Young People Conference, Royal Holloway, London
- British Association of Dramatherapists, Oxford
- Biomedical Science Congress, Birmingham

Over the next few months the HPC will be attending and exhibiting at the following events:

- Chartered Society of Physiotherapists, Liverpool
- NHS Employers, Birmingham
- NHS Education for Scotland (NES) AHP Consensus Conference, Murrayfield
- Society of Chiropodists and Podiatrists, Harrogate
- Psychological Therapies in the NHS: Science, Practice and Policy, London
- Division of Clinical Psychologists, London

Since we opened the Register to practitioner psychologists in July this year we have secured a presence at all of the seven divisional annual conferences. Details of these conferences are included in the paper 'Communications for organisation-wide activities and projects'.

We are continuing to draw employees from across departments to represent the HPC at these events to ensure we have representatives with the right expertise and knowledge to answer the broad range of questions we receive whilst at these events.

Following the success of Naidex in April, the HPC was invited to be a show partner at Naidex's sister show in Glasgow, Independent Living Scotland. In addition to having an exhibition stand, Mark Potter, CPD Communications Manager, gave presentations on both days. This was part of the CPD seminar programme. Independent Living Scotland is a homecare, disability and rehabilitation exhibition and attracted approximately 3000 delegates, including physiotherapists, speech and language therapists and occupational therapists as well as representatives from care homes and members of the public. Feedback from this exhibition and other HPC events is included in the appendices attached.

We are now part way through our series of Listening Events. Since the last report Listening Events have been organised in Darlington, Scarborough and Milton Keynes. Attendance at these Listening Events has increased due to greater efforts in promoting the events by contacting local hospitals, allied health professional, department and clinical leads as well as HR contacts to disseminate posters and emails to staff. Changes were also made to the invitation letters to include more details of the event and an email reminder is now sent to all delegates a week prior to the event. All three events and the forthcoming event in Eastbourne were fully booked within a very short period of time.

As with previous Listening Events we received positive feedback from the registrants who attended. However, we are always seeking to improve these events to ensure they are valuable and worthwhile for registrants. With this in mind, changes have been made to the feedback forms for the Milton Keynes event which will enable us to identify other relevant topics and areas of interest to our registrants.

Further Listening Events are planned for February and March 2010 in Exeter, Truro, Shrewsbury and Swansea.

The HPC organised an information event for registrants on the Isle of Man. Although the Isle of Man falls outside the United Kingdom all Allied Health Professionals there are required by their government to register with the HPC. There are just over 250 registrants on the Isle of Man, all of whom were invited to attend one of the two sessions run on 1 October. Marc Seale gave a presentation on the HPC's background, functions and standards, fitness to practise process and current and future developments in regulation. This was followed by Mark Potter's presentation which included an in-depth look at the CPD standards and audit process. A detailed question and answer session followed both presentations. Copies of relevant HPC literature were also available for registrants to take away.

The feedback from this event was again extremely positive, with a number of registrants commenting that they were pleased we had made the 'effort' to come to them and they appreciated the opportunity to meet HPC representatives.

## **Resource implications**

Activities in this report are set out in the 2009-10 communications workplan.

## **Financial implications**

Activities set out in this paper are accounted for within the 2009-10 communications workplan budget.

## **Appendices**

Events schedule 2009 – 2010

Summary evaluations from Darlington and Scarborough Listening Events, the Isle of Man information event, the Independent Living Scotland event and the Biomedical Science Congress event.

Events: April 2009 – March 2010

April	May	June	July	August	September	October	November	December	January	February	March
1-3, BPS Annual Conference, Brighton	8-9, ODPs, Merry Hill, Birmingham	5-6, BSHAA Congress, Harrogate International Centre	2-3, CLEAR, Dublin		1, British Association of Sport and Exercise Sciences Annual Conference, Leeds. Michael G presenting, we need to send publications for him to give out (no stand)	1, Isle of Man Event, Keyll Darree	3-5, NHS Employers, ICC, Birmingham	1, Employer Event, Belfast	13-15, Occupational Psychology Conference, Brighton	2 & 3 Listening Event, Exeter and Truro	1 & 2, Listening Events, Shrewsbury and Swansea
21, Care Provider Conference, Gisborough Hall	15, All Employee Away Day	8-10, UKRC (Radiology) Manchester	8, All Employee Meeting		9-11, Division of Health Psychology, Aston University	5-8, Conservative Party Conf, Manchester	9-10, NCF,	2, Employer Event, Glasgow	13-15, Educational and Child Psychology Conference, Bourneouth	15, All Employee Meeting	5-7, Scottish Lib Dems, Perth
24-25, Welsh Labour Spring conf, Swansea	12, Care Provider Conference, St Mellion	16-17, NHS Scotland, Glasgow	9-11, Division of Counselling Psychology AC, Warwick		9-10, Independent living Scotland, SECC Glasgow	13, Ambulance Service Network annual conference & exhibition, London	12, All Employee Meeting	9-11, Division of Clinical Psychologists, London		18-19, World Health Professions Conference on Regulation, Geneva, No stand but poster.	9-10, Health and Wellbeing @ Work,
28-30, Naidex 2009, NEC	13, Care Provider Conference, Rookery Manor	20, BIOS AGM, Michael G giving a CPD talk	17, Summer BBQ		10, HPC Annual Meeting, Park House	15, Listening Event, Milton Keynes	12-13, NES, AHP, Scotland	18, Christmas Lunch			
	14, Educators of Paramedics Conference, Coventry (Abi from Education was speaking - no stand)	24-26 College of OTs, Brighton	23, HPC-Statutory Reg and CPD awareness session (Mark Potter), The Division of Forensic Psychology, London		10-11, DCP Faculty for Children & Young People Annual Conference 2009, Royal Holloway, University of London	15-18, SNP Conference, Eden Court Theatre, Inverness	12-13, The Welsh Connection 2009, Cardiff				
	20-21st: Primary Care 2009, NEC				11-13, Brit Assoc of Dramatherapists, Oxford (Very small events, just have stand for half the first day)	16-17, CSP Liverpool	18, Listening Event, Eastbourne				
	27, AHP Conf, Scotland				15-17, BDA, University of Manchester	27-28, Scottish Regulation Event, Edinburgh	19-21, SCP, Harrogate				
					18, All Employee Meeting		21, DUP, Belfast				
					19-23, Lib Dems Party Conf, Bournemouth		19-21, AEP Annual Conference, (probably wont attend - flyers?) Liverpool				
					23 & 24, Listening Events, Darlington and Scarborough		24, Employer Event, London				
					27-11, Labour Party Conf, Brighton		26, Employer Event, Cardiff				
					28-30 Biomedical Science Congress, ICC Birmingham (Marc is speaking on Monday 28th)		26 - 27, Psychological Therapies, Savoy Place, Londn				

Key	Total	
(White)	Stakeholder Events	10
	Listening Events	8 + 1 Isle of Man
xxxxxxx	HPC / internal event	7
	Potential conference / exhibition	2
	Confirmed exhibition	32

33 inc Paramedics, no stand just speaker

Listening Event Report Darlington  
23 September 2009

<b>Invitations mailed to:</b> 4479		
<b>Mailing date:</b> Friday 24 July to land by Wednesday 29 July, giving 8 weeks notice.		
<b>Venue:</b> Blackwell Grange Hotel, Grange Road, Darlington, DL3 8QH		
<b>Session:</b>	<b>1.45 – 4.00</b>	<b>5.45 – 8.00</b>
<b>Attendees</b>	52	57
Registered	61	65
No-show	19	15
On the day	10	7
Arts therapists	1	0
Biomedical scientists	0	4
Chiropodists/podiatrists	1	4
Clinical scientists	1	0
Dietitians	5	1
ODP	0	0
OT	10	16
Orthoptists	0	0
Paramedics	0	1
Physiotherapists	9	6
Practitioner Psychologist	13	4
Prosthetists & Orthotists	0	0
Radiographers	3	8
SLT	1	0
Unknown	8	13
<b>Evaluation Marks:</b>	94	100
Registered (% yes)		
Travel time (average mins.)	30	27
Easy to find (% yes)	96	100
Number of colleagues to be reported back to (average)	10	8

**1.45 - 4.00 (% rounded up)**

	Poor	Fair	Good	Excellent
Presentation	0	7	63	30
Group discussions	0	12	66	22
Q & A Session	4	20	58	18
Venue	0	6	57	37

**5.45 – 8.00 (% rounded up)**

	Poor	Fair	Good	Excellent
Presentation	0	4	62	34
Group discussions	0	4	68	28
Q & A Session	0	4	70	26
Venue	0	6	58	36

**Evaluation Comments:****Darlington 1.45 – 4.00**

- More information is needed for students. How to register for example.
- The materials provided were excellent. Though the session was more comforting than informative and the Q & A section merely repeated what was said in the group discussions.
- Good to have the event in a local location.
- I am much more confident about CPD now.
- More information prior to the event about what will be covered in a listening event would have been helpful. This would make it easier to decide whether to attend or not.
- The first presentation was extremely long winded.
- A useful event which has clarified a number of points for me.
- Further event like this for Practitioner Psychologists would be helpful.
- Guidance presented appears to be straight forward and clear.
- Useful information to feed back to other members of staff.
- Well presented and I feel supported by the HPC.
- Useful in terms of understanding the CPD audit process.
- The presenters talked common sense.
- Approachable presenters.

**Darlington 5.45 – 8.00**

- Profession specific listening events would be useful.
- Group sessions far too long.
- Diminished the worries about CPD.
- A later start time would be helpful.
- Very useful and informative.
- Great opportunity to meet with members of the HPC.
- Would have been useful to have had a more focused group discussion.
- CPD presentation was excellent, very clear and concise.
- Would be useful to record the presentations and put them on the website.
- Good opportunity for experience sharing.
- Do you have a notice board that HPC members can use to share their experiences of CPD?

Listening Event Report Scarborough  
24 September 2009

<b>Invitations mailed to:</b> 4479		
<b>Mailing date:</b> Friday 24 July to land by Wednesday 29 July, giving 8 weeks notice.		
<b>Venue:</b> Royal Hotel, St Nicholas Street, Scarborough, YO11 2HE		
<b>Session:</b>	<b>1.45 – 4.00</b>	<b>5.45 – 8.00</b>
<b>Attendees</b>	48	45
Registered	58	59
No-show	14	19
On the day	4	5
Arts therapists	0	1
Biomedical scientists	2	6
Chiropodists/podiatrists	5	6
Clinical scientists	0	0
Dietitians	1	0
ODP	0	1
OT	14	9
Orthoptists	1	0
Paramedics	3	1
Physiotherapists	1	4
Practitioner Psychologist	6	6
Prosthetists & Orthotists	0	0
Radiographers	0	2
SLT	3	1
Unknown	12	3
<b>Evaluation Marks:</b>		
Registered (% yes)	100	90
Travel time (average mins.)	32	44
Easy to find (% yes)	100	97
Number of colleagues to be reported back to (average)	9	27



**1.45 - 4.00 (% rounded up)**

	Poor	Fair	Good	Excellent
Presentation	0	0	48	52
Group discussions	11	9	47	33
Q & A Session	9	17	47	20
Venue	0	14	45	41

**5.45 – 8.00 (% rounded up)**

	Poor	Fair	Good	Excellent
Presentation	0	0	31	69
Group discussions	0	15	51	34
Q & A Session	0	15	63	22
Venue	0	11	63	26

**Evaluation Comments:****Scarborough 1.45 – 4.00**

- I feel more confident in terms of CPD now and less concerned about audits.
- I feel that I now understand the purpose of the HPC better now.
- HPC seek to support their registrants as well as protect the public.
- Thank you for visiting us locally.
- Very approachable – less scary than I had thought.
- Profession specific events would be useful, especially for practitioner psychologists.
- A useful and informative session.
- As feared, small group discussions offered little opportunity to get into any real detail on the more contentious aspects of registration. Much more interface with Occupational Psychologists is needed.
- As a new profession to the HPC I found the event very informative and helped to reassure me.
- It would have been helpful to have known what to expect before we signed up for this event.
- It's good to know that the HPC has a human and friendly face.

### **Scarborough 5.45 – 8.00**

- I would recommend colleagues to similar events.
- It was useful to hear clearer information and I was pleased that the HPC was reaching out to regional areas.
- CPD is not quite so scary now.
- Very reassuring.
- Very well presented.
- It was interesting to meet other professions.
- I feel assured that the HPC is a caring regulatory body and that it seeks to help its members.
- Profession specific sessions would be useful.
- This session highlighted the positive aspects of auditing to improve our professional profiles.
- A good networking opportunity.
- Make these events more frequent.
- Concerns about CPD for my profession as it is distinctly different from the rest of the professions regulated by the HPC (Occupational Psychologist).
- No information on the benefits of being registered.

Isle of Man Event Report  
01 October 2009

<b>Invitations mailed to:</b> 258 (all registrants on the IoM)		
<b>Mailing date:</b> 1 August 2009		
<b>Venue:</b> Lecture Theatre, DHSS Education and Training Centre, Keyll Darree, Strang, Douglas, Isle of Man IM4 4RH		
<b>Session:</b>	<b>1.40 – 4.00</b>	<b>5.40 – 8.00</b>
<b>Attendees</b>	80	44
Registered	96	61
No-show	20	20
On the day	4	3
Arts therapists	2	0
Biomedical scientists	5	8
Chiropodists/podiatrists	6	6
Clinical scientists	0	0
Dietitians	6	0
ODP	1	1
OT	15	4
Orthoptists	0	0
Paramedics	3	4
Physiotherapists	21	6
Practitioner Psychologist	3	3
Prosthetists & Orthotists	0	0
Radiographers	12	10
SLT	2	1
Unknown	4	1
<b>Evaluation Marks:</b>	99.2	97.7
Registered (% yes)		
Travel time (average mins.)	10	14
Number of colleagues to be reported back to (average)	3	3

**1.40 - 4.00 (% rounded up)**

	Poor	Fair	Good	Excellent
Opening Presentation	0	6	44	50
CPD Presentation	0	1	29	70
Q & A Session	0	8	54	38

**5.40 – 8.00 (% rounded up)**

	Poor	Fair	Good	Excellent
Opening Presentation	0	2	34	64
CPD Presentation	0	0	25	75
Q & A Session	0	0	30	70

**Evaluation Comments:****1.40 – 4.00pm**

- A good presentation, I feel well informed.
- You clarified the work of the HPC.
- The only improvement that could be made would be to go through an example of a CPD profile for a physiotherapist.
- Nice to be remembered here on the Isle of Man.
- The CPD presentation answered many questions.
- You are very well organised.
- A useful and informative session.
- Surprised at how simple the CPD audit is.
- I didn't really know much about your organisation before, so this was very useful.
- Q&A got side tracked with specific areas and problems.
- Not so daunting if I get chosen for audit now.
- I can slim down my CPD file now.

**5.40 – 8.00pm**

- A good professional presentation.
- I found the presentation very informative.
- It would have been really useful to have had this presentation a few months earlier (prior to our audit).
- It was good to hear that you are talking to the department of health.
- Thank you for taking the time to visit the Isle of Man.
- You kept to the point with appropriate facts and figures.
- Could I be audited twice, once as a radiographer and again as a sonographer?
- Reassuring.
- Very useful in showing us about CPD profiles.
- I would like this event repeated in the future.
- A worthwhile event.
- Excellent.

## External Exhibition Evaluation Report

**Name of Event:** Independent Living Scotland

**Date:** 9-10 September 2009

**Location:** Scotland Exhibition and Conference Centre (SECC), Glasgow

### **Details:**

The HPC were show partners at this bi-annual exhibition which attracted an estimated 3000 delegates. As well as having a stand at the event Mark Potter gave a CPD presentation on both days. The stand was manned by Susan Carini, Jonathan Dillon (FTP) and Mark Potter. The refreshed version of the pop up banner was used. This was the first time we had used the new container with the table top and logo to display the lap top on, this worked well. We also used the glass zed up stands to display the publications and had a small coffee table and chairs.

### **Visits to the stand:**

- Wednesday – approximately 134 visits to the stand
- Thursday – approximately 138 visits to the stand

### **Number of delegates at CPD presentations:**

- Wednesday – approximately 82
- Thursday – 47 (the presentation was scheduled earlier on this day and may have resulted in fewer attendees at the presentation)

### **General thoughts:**

The exhibition was a good size and had a good feel to it. There was lots of interest in the stands. The HPC stand was not in the best location, closer proximity to the CPD Seminar Theatre would have been better. However, we were able to display a lot of information and so appealed to a wide range of the delegates. Many were occupational therapists, physiotherapists and speech and language therapists all of whom were pleased to see us at the event. Many students attended the event and it was useful for us to be there to promote the HPC early in their careers and also to answer any questions they had.

### **Publications distributed:**

- What happens if a complaint is made about me?
- How to make a complaint
- CPD (long guide)
- FTP process
- CPD (short guide)
- SOP's
- SCPE
- Public facing materials
- Disabled persons guide

- 'Is yours in the post' renewal posters
- Confidentiality
- FTP annual report
- Returners to Practise
- Joint regulation leaflets
- Be healthwise (older people) campaign materials
- HPC In Focus
- Joint Regulator leaflets

**Contact made:**

- No specific contacts were made that can be taken forward after the event

**Questions raised and comments received:**

In addition to general questions focusing on who we are, what we do, CPD and renewals, the following queries and comments were raised:

- Occupational therapists were very interested in CPD (OT's were renewing at the time of this event).
- Are the HPC appropriate to regulate Occupational Psychologists, who do not have contact with the public in a clinical setting?
- Were pleased to see the HPC at the event and were surprised that the NMC were not there.
- Interest in how close hearing aid dispensers were to joining the register.

**Benefits:**

This was a very beneficial event to take part in especially as we were show partners and the cost of the stand was discounted. We had a contra deal with the event organisers and as a result we received a lot more exposure, e.g:

- Section on Partners and Sponsors page of IL Scotland website (comprising logo, text and link to HPC site)
- Logo in IL Scotland Visitor Ticket (200,000 produced)
- Logo in IL Scotland Show Guide (11,000 produced)
- Seminars in the CPD Seminar Programme
- HPC branding on all adverts & marketing material

In return we were required to do the following:

- Mention in events schedule on HPC website, comprising logo, text (100-120 words)
- Mention in bi monthly newsletter in lead up to IL Scotland (July-September) in the "come and meet us section" with link to IL Scotland website
- Button on HPC website with link to IL Scotland website

There were a lot of people at the event, lots of visits to the stand and lots of interest in the work of the HPC. Those registrants who were present will take away a positive impression of the HPC and a feeling that we are working to promote the importance of regulated professions. We also came across as a professional and competent organisation thanks to the knowledge and enthusiasm of the people on the stand. Those visitors who did not know about the HPC will have gained insight into our work and will be more aware that professions are regulated and that it is good to check. We also had a lot of 'sign ups' to HPC In Focus.

**Drawbacks:**

There were no specific drawbacks to this event.

**Conclusions:**

This was a good event offering a good amount of contact with open and responsive delegates. The event provided the opportunity to reach registrants, members of the public and other health professionals. Being a show partner offered the HPC many advantages especially as much of what we were required to do as our part of the deal is standard for most external events that we attend.

**Recommendations for the future:**

- Location of the stand should be in a more prominent position and closer to the CPD seminar theatre if we are presenting.

**Repeat the Exhibition?:**            Yes / ~~No~~

## External Exhibition Evaluation Report

**Name of Event:** Biomedical Science Congress

**Date:** 28 - 30 September 2009

**Location:** International Convention Centre, Birmingham

### **Details:**

This professional body event highlighted the latest developments in Biomedical Science. HPC had a 2m x 2m stand. We used the large pull up banner a trestle table and chairs. The event was expected to attract around 3500 delegates. The stand was manned by Tony Glazier (Communications) and Melanie Harel (Registrations) on 27-28 and David Waddle (Registrations) and Alan Shilabeer (Fitness to Practise) on 28-30. Marc Seale gave a presentation on the first day of the event. The majority of the delegates were registered Biomedical Scientists but there were also some students.

### **Publications distributed:**

- What happens if a complaint is made about me?
- CPD (long guide)
- CPD (short guide)
- BS SOP's
- SCPE
- Public facing materials
- Disabled persons guide
- 'Is yours in the post' renewal posters
- Confidentiality
- FtP annual report
- Returners to Practice
- Joint regulation leaflets
- Be healthwise campaign materials
- HPC In Focus

### **Visits to the stand:**

- Monday – approximately 88 visits
- Tuesday – approximately 100 visits
- Wednesday – approximately 70 visits

### **Contact made:**

- No specific contacts were made at this event.

### **Questions and comments raised:**

- CPD and renewal queries.
- Students looking for information on registration.
- International route of registration.
- People were happy to hear that we were moving towards online renewals.



- Returners to Practice

**Benefits:**

The event took place during their renewal period and so it was helpful to be there to answer any renewal specific queries. The high number of visits to the stand and amount of literature distributed clearly demonstrate that attendance was beneficial.

**Drawbacks:**

It was hard to find volunteers from the Registration Department to help man the stand as they were in a busy period of processing renewals.

**Conclusions:**

It was extremely valuable to have a presence at the professional body conference for Biomedical Scientists.

**Repeat the Exhibition?:** Yes