

CONFIRMED

The Health Professions Council

Chief Executive and Registrar: Mr Marc Seale

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MINUTES of the twenty fourth meeting of the Communications Committee held at **11.00 am on Wednesday 16 October 2008** in the new Council chamber at Park House, 184 Kennington Park Road, London, SE11 4BU

Present:

Professor A Turner (Chair)

Mr P Acres

Mr O Altay

Mrs M Clark-Glass

Ms C Farrell

Mrs D Haggerty

Miss M MacKellar

Mr M Woolcock

Mr S Wordsworth

In attendance:

Dr A van der Gaag, President

Ms J Ladds, Director of Communications

Ms N O'Sullivan, Secretary to Council

Mr S Rayner Secretary to Committees

Mr M Seale

Item 1.08/31 Apologies for absence

- 1.1 There were no absences from the Committee.

Item 2.08/32 Approval of agenda

- 2.1 The Committee approved the agenda.

Item 3.08/33 Minutes of the Committee of 21 May 2008

- 3.1 The minutes were agreed as a true record of the twenty third meeting of the Committee and were signed by the Chairman.

Item 4.08/34 Matters arising from the Committee of 21 May 2008

- 4.1 The Committee received a paper from the Executive asking it to note the actions taken in relation to matters arising from the meeting of 21 May 2008.
- 4.2 The Committee noted the actions.

Item 5.08/35 Director of Communications Report

- 5.1 The Committee noted that the Director of Communications had not submitted a written report because the updates given by the Communications Managers were comprehensive.
- 5.2 The Committee noted that the Communications team was not present at the meeting because there were members attending the Scottish National Party Conference and the Chartered Society of Psychotherapists Congress. This was typical of the increase in attendance of profession specific events undertaken by the Department.
- 5.3 The Committee noted that Communications were taking part in a number of organisation wide projects which were not captured in the individual managers' reports.

ACTION: **Director of Communications** to submit paper on cross office projects to January 2009 meeting

- 5.4 The Committee noted that Sarah Giles would be leaving her post as Communications Officer shortly to return to New Zealand and thanked Sarah for the contribution she had made to the work of the department over the last three years.
- 5.5 The Committee acknowledged the positive feedback HPC communications work generally received, and thanked the Communications team for their continuing hard work.

Item 6.08/36 Commission for Healthcare Regulatory Excellence Review of the Nursing and Midwifery Council (and HPC performance review)

- 6.1 The Committee received a paper from the Executive introducing the Commission for Healthcare Regulatory Excellence (CHRE) Review of the Nursing and Midwifery Council (NMC). The Committee noted that at its meeting of 3 July 2008, Council requested that the HPC Committees discuss the report and its implications for the work of

HPC. The Committee was asked to agree actions to be considered by Council for prioritisation.

- 6.2 The Committee also received the CHRE review of Health Regulators, including HPC, as context to inform discussion.
- 6.3 The Committee noted that the HPC position which had been included with the report mentioned that more could be done to increasing awareness of HPC. The committee noted that this was a conclusion that had come from the opinion polling research.
- 6.4 The Committee noted that HPC had been engaging with professional bodies on media campaigns, and that this was something it would be developing further.
- 6.5 The Committee noted that, as a regulator, HPC did not aspire to a high level of public awareness, but that it should ensure that its services are as accessible as possible.
- 6.6 The Committee noted that HPC managed the quality of its communication in a number of ways, for example monitoring the level of complaints about correspondence, and listening in on calls to Registrations. The committee noted that Communications had been consulted on the development of standard letters used by registrations.
- 6.7 The Committee noted that the NMC report did not have significant implications for the approach to communications at HPC and did not have any further recommendations for Council.

Item 7.08/37 Media coverage and campaigns report

- 7.1 The Committee received a paper to note from the Executive providing an overview of press and campaign activities since the last meeting.
- 7.2 The Committee noted that media coverage was increasing, particularly in FtP cases. The drive to place stories in professional publications would continue in 2009, and HPC was working with an agency to identify case studies likely to be taken up by local and national press.
- 7.3 The Committee noted that the HPC adverts on Google and Yell.com and in business directories such as Yellow Pages were being renewed.

Item 8.08/38 Continuing professional development communications update

- 8.1 The Committee received a paper to note from the Executive providing an overview of CPD communications activities since the last meeting.

- 8.2 The Committee noted that work was being done to develop teaching aids for the leaders of approved courses to inform students about HPC.

ACTION: **CPD Communications Manager** to report to the Committee on the development of teaching aids for approved course leaders.

- 8.3 The Committee noted that CPD report gave a clear picture of the amount of work being done, but would appreciate an overview of the strategy being followed.

ACTION: **CPD Communications Manager** to include an outline of the CPD communications strategy in the next report to the Committee.

Item 9.08/39 Publications update

- 9.1 The Committee received a paper to note from the Executive providing an overview of publications since the last Committee, noting that a new Publications Manager, Mr Jonathan Jones, had taken post during this period.

- 9.2 The Committee noted that the circulation of 'HPC In Focus' magazine for registrants had grown to around 11,000. The publication included details on all new publications produced by HPC.

ACTION: **Director of Communications** to ensure that all Council members are included on the circulation list for 'HPC In Focus'.

Item 10.08/40 Events Update

- 10.1 The Committee received a paper to note from the Executive providing an overview of the events work since the last Committee, noting that a new Events Manager, Ms Susan Carini, had taken post during this period.

- 10.2 The Committee noted that HPC was increasing its engagement with the professions. It would had been represented at 24 professional specific conferences by the end of the year, which represented a significant increase on previous years.

- 10.3 The Committee noted that the format of HPC Listening Events had been changed to make them more interactive, including workshops for attendees. Feedback from these events had been very positive.

- 10.4 The Committee noted that Listening events continued to be an extremely useful exercise in engaging with registrants.

Item 11.08/41 Public affairs and stakeholders report

- 11.1 The Committee received a paper to note from the Executive providing an overview of the public affairs and stakeholder work since the last Committee.
- 11.2 The Committee noted that the Public Affairs and Stakeholders Manager was unable to attend the Committee as they were attending the Scottish National Party conference. This was the fourth party conference attended this year with the intention of building relationships with key stakeholders across the health arena. The Democratic Unionist Party Conference at the end of October would also be attended.
- 11.3 The Committee congratulated the Public Affairs and Stakeholders Manager for the outstanding achievement that their first year's work at HPC had constituted.

Item 12.08/42 Web Update

- 12.1 The Committee received a paper to note from the Executive providing an overview of the activity on the HPC website and the microsite www.HPCheck.org over the last year, including the findings of a web evaluation undertaken by Research and Design.
- 12.2 The Committee noted that the use of two colours in the report had made it easy to read.

Item 13.08/43 Committee membership

- 13.1 The Committee received a paper to note from the Executive informing it that Mr S Wordsworth had been appointed to the vacancy on the Committee.
- 13.2 The Committee noted the paper.

Item 14.08/44 Standing orders of the Committee

- 14.1 The Committee received a paper from the Executive inviting it to take note of its Standing Orders.
- 14.2 The committee noted the Standing Orders.

Item 14.08/44 Date and time of next meeting

13.1 Subsequent meetings of the Committee would be held at 11.00am on:

Wednesday 21 January 2009

Monday 4 May 2009

Chair:

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Date:

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