

Council, 6 February 2014

Communications Report

Executive summary and recommendations

Introduction

The report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken.

Decision

The Council is requested to discuss the report.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2013-14.

Financial implications

None

Appendices

Communications Report

Council – 6 February 2014

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Introduction

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken in November, December and January across the range of communication channels.

Decision

The Council is requested to discuss the document.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2013–14.

Financial implications

None

Appendices

Communications Report

Date of paper

24 January 2014

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
February 2014

Communications – management commentary

Events

Exhibitions: In November we exhibited, for the first time, at the Care Show in Birmingham showcasing the “Be sure” film. Over 230 people visited our stand during the two days of the show.

Meet the HCPC events: Invitations for next series of Meet the HCPC were sent out before Christmas. The response has been extremely encouraging with the Preston event fully booked within a couple of days. In response to this, we have increased our capacity at the event from 80 to 120 registrants. This particular event will also be broadcast online. We are also running Meet the HCPC events in Penzance and Llandrindod Wells in March.

Employer events: Planning is underway for two employer events in Bristol in February and Inverness in March.

Education seminars: We continue to work with the Education Department on the delivery of their seminars. The two final seminars in the 2013–14 series take place in York in January and Cardiff in February.

Talks and presentations: we are seeing a steady increase in requests for CPD talks, mainly from social workers. In recent months, we have run two sessions for Lewisham Council which were attended by around 200 social workers and spoke to 120 social workers in Winchester. We also presented to over 200 occupational therapists at the OT Show in Birmingham.

Public information campaigns

Working with the Fitness to Practise Department, we launched our public protection broadcast campaign on 20 November 2013. The campaign coincided with the publication of the Fitness to practise annual report and was designed to raise awareness of our role in public protection. Radio interviews were broadcast on 29 stations (9 live interviews and 20 pre-recorded), including regional BBC and commercial channels. The potential audience reach was over 3.1 million.

Media

Media coverage: Fitness to practise cases continue to form the bulk of HCPC media coverage. In November, there was national coverage of the striking off of the social worker involved in the Winterbourne View abuse and of a clinical psychologist struck off for an inappropriate relationship with a service user. Meanwhile, the Rochdale serious case review dominated headlines in December, with high circulation of the Press Association article reporting that some social workers had been referred to HCPC.

Media responses: The December issue of Professional Social Work, the British Association of Social Workers’ magazine, featured a review of social work FTP cases. This included an open letter from a social worker concerned about the rate at which social workers were being struck off and the FTP process. We have written a letter in response to his concerns for publication in the next issue. Similarly, an article in the November issue of the British Psychological Society’s Clinical Psychology Forum raised concerns about the FTP process. We will be issuing a response to this also.

Communications – management commentary

Media monitoring: Following a private members' bill calling for the regulation of counsellors and psychotherapists by the HCPC, there has been coverage in national media about the proposals. Some have mentioned HCPC, including the Mail Online, Therapy Today and The Independent. We continue to monitor coverage.

Publishing

HCPC In Focus: The December edition of our e-newsletter included a renewal reminder for radiographers, an update on the fees review, details of the consultation on standards of proficiency for paramedics and an update on the Professional Qualifications Directive. We also announced the publication of the Fitness to practise annual report and included a round-up of recent and forthcoming events.

HCPC Education Update: We have been working with the Education Department to produce a revised version of the e-newsletter HCPC Education Update. This is now produced as an artworked PDF bringing it in line with our visual identity and giving it a more professional look. This new format was distributed by email and published online on Monday 20 January 2014.

Publications requests: Information about the number of requests we receive is detailed later in the report. This shows that the number of requests was low in December. However, this is in line with the previous year, when we received just four individual requests for publications (a total of 286 publications). This trend may be due to the Christmas and New Year holiday, and the break in the academic year.

Publications: Revised standards of proficiency for speech and language therapists were printed in December and came into effect on Monday 6 January 2014.

Parliamentary

Health Select Committee: The Chair and Chief Executive appeared in front of the House of Commons Health Select Committee for the HCPC's first accountability hearing. This is part of the Committee's role in holding health regulators to account on behalf of Parliament. The Committee focused on the HCPC as a multi-professional regulator, our FTP processes, continuing fitness to practise and the regulation of further groups. The committee responded positively to the HCPC and we expect a report to be published shortly.

Parliamentary monitoring: Geraint Davies MP published his Private Members Bill on the regulation of counsellors and psychotherapists by the HCPC. There have been questions in parliament on the Bill and the regulation of those groups. We will continue to monitor the progress of this Bill and any associated parliamentary activity.

Stakeholders

Stakeholder mapping: Our work on mapping and analysing HCPC's key stakeholders has begun with a workshop planned in February 2014.

Communications – management commentary

Stakeholder events: We are holding two events for key stakeholders in the coming months. The first, in February, explores competency and the ways in which it is assessed, with guest speaker Professor Zubin Austin, from the University of Toronto. The second, in March, is part of our review of the Standards of conduct, performance and ethics (SCPE) and we will be exploring the findings of research commissioned last year.

Northern Ireland, Scotland and Wales

Wales: In December we held a reception with other health and care regulators in the Welsh Senedd. The reception was attended by Welsh Assembly Members and staff and the aim was to highlight our role in public protection.

Northern Ireland: In Belfast the Chair met representatives of the Department of Health, Social Services and Public Safety, to update on our work and to hear about on-going work in Northern Ireland. Anna also met the British Association of Prosthetists and Orthotists for their annual meeting.

Scotland: Members of the Executive and the Chair met with NHS Education for Scotland (NES) and also representatives of the Department for Health and Social Care to update on on-going work at the HCPC.

Web and digital

Web: A small update for the website is due to commence shortly. This includes improvements to the content management system, site security and template changes.

Registrant app: We have been gathering requirements for a registrant-facing HCPC mobile application for Android and IOS. This will focus on standards, guidance and CPD.

Web requests: We received 51 requests, including changes to FTP documents, a request for an offline version of our CPD video, and 13 intranet related changes.

Internal communications

Employee events: In December, we launched “Lunch and Learn” for HCPC employees. These informal sessions are designed to give employees further insight into topics of professional interest. “A day in the life of a Paramedic” was led by Vince Clarke, paramedic and HCPC partner. Employees found the session informative and said that it gave them a better understanding of the profession. We will be running more sessions in 2014.

Intranet: Building on previous developments we have gathered requirements for more changes to the HCPC intranet. An emphasis will be on further improving employee engagement with updates to the homepage, and improving how intranet news items are created and commented on. We are also creating a ‘news briefing view’, which will form part of a wider communication toolkit for managers.

Events

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Media

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Publishing

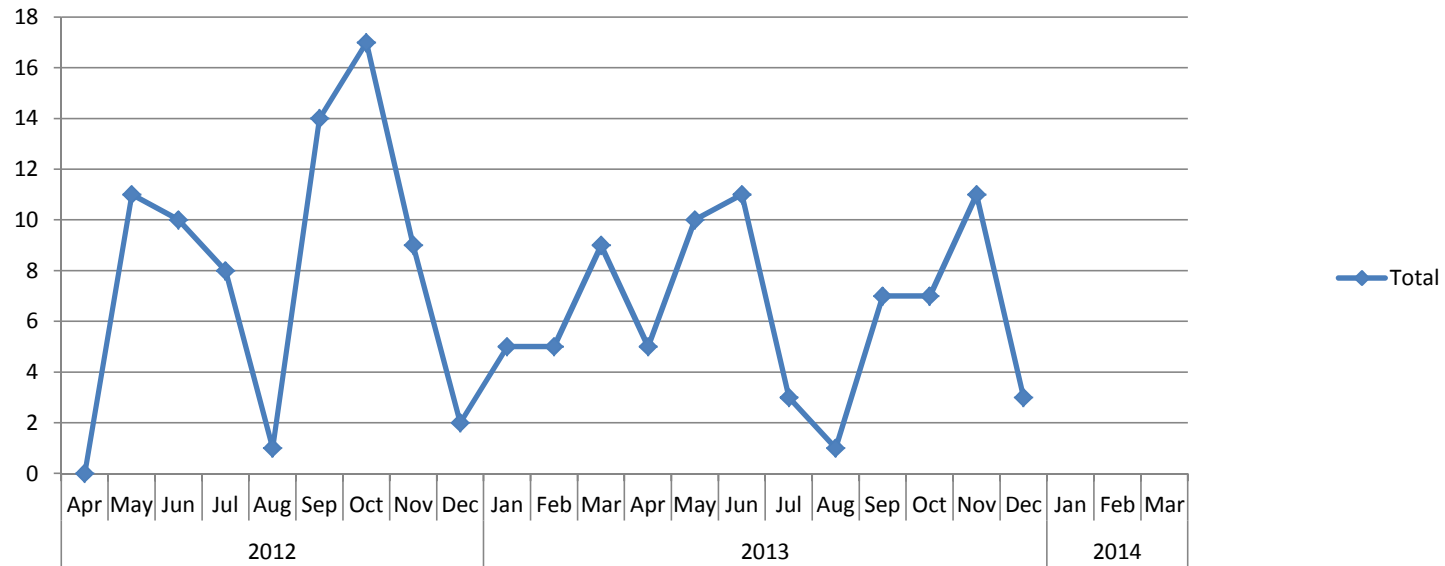
Public awareness packs requested	11
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Web

HCPC website visits	16
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Digital and social media

HPCP mobile app – active users	18
Mobile app – Register searches	19
HCPC YouTube channel activity	20
Facebook	21
Twitter	22



	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Exhibition stands	0	2	1	0	0	1	6	4	0	0	0	2	1	1	2	0	0	2	1	1	0			
Presentations, talks and seminars (1)	0	4	5	6	1	9	8	4	0	3	3	4	2	6	6	3	1	3	3	6	2			
Meet the HCPC (2)	0	2	2	0	0	4	0	0	0	0	1	1	2	0	0	0	0	1	1	0	0			
Employer events	0	3	1	0	0	0	0	0	0	0	0	2	0	1	1	0	0	0	0	1	0			
Education seminars	0	0	1	2	0	0	3	1	2	2	1	0	0	0	0	0	0	1	2	1	0			
Stakeholder events	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	2	1			
Total	0	11	10	8	1	14	17	9	2	5	5	9	5	10	11	3	1	7	7	11	3			

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
39	32	26	16	8
72	23	16	47	32
	8	9	10	4
	5	6	6	3
		6	12	4
		0	3	7
111	68	63	94	58

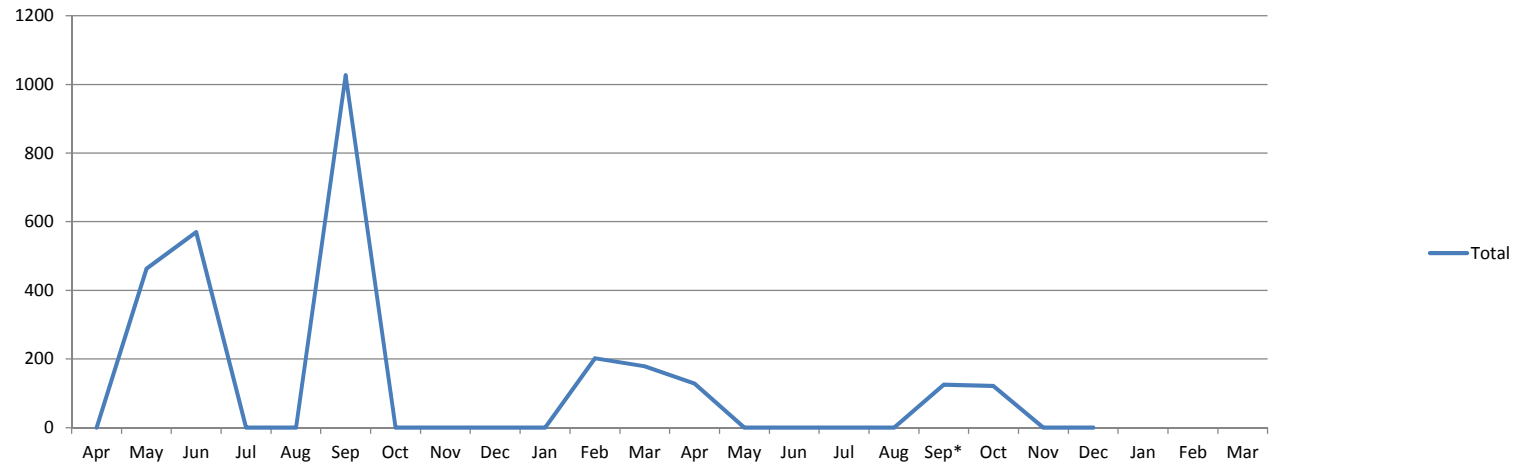
- (1) Presentations, talks and seminars given to any stakeholder group
- (2) 2 events on 1 day

2009-2012

Exhibitions stands and talks given at exhibitions, conferences, party conferences and fringe events are grouped together. From 2012 separated into exhibition stands and presentations

Presentations given to any stakeholder group, including, amongst others, students, registrants, professional groups, members of the public, etc.

Listening events



	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep*	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	0	0	0	0	0	0	0	0	3	6	1	0	0	0	0	7	10	0	0			
Biomedical scientists	0	0	0	0	0	0	0	0	0	0	13	9	7	0	0	0	0	9	19	0	0			
Chiropodists	0	0	0	0	0	0	0	0	0	0	15	13	11	0	0	0	0	15	10	0	0			
Clinical scientists	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	7	4	0	0			
Dietitians	0	0	0	0	0	0	0	0	0	0	4	6	4	0	0	0	0	3	2	0	0			
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	3	2	0	0	0	0	0	2	2	0	0			
Occupational therapists	0	0	0	0	0	0	0	0	0	0	26	45	6	0	0	0	0	22	10	0	0			
Operating department practitioners	0	0	0	0	0	0	0	0	0	0	4	2	1	0	0	0	0	2	1	0	0			
Orthoptists	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	1	0	0			
Paramedics	0	0	0	0	0	0	0	0	0	0	9	6	4	0	0	0	0	10	11	0	0			
Physiotherapists	0	0	0	0	0	0	0	0	0	0	42	9	17	0	0	0	0	16	21	0	0			
Practitioner psychologists	0	0	0	0	0	0	0	0	0	0	9	8	8	0	0	0	0	2	15	0	0			
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	0	0			
Radiographers	0	0	0	0	0	0	0	0	0	0	21	8	10	0	0	0	0	11	6	0	0			
Social workers in England	0	463	570	0	0	1027	0	0	0	0	40	56	52	0	0	0	0	5	1	0	0			
Speech and language therapists	0	0	0	0	0	0	0	0	0	0	4	5	3	0	0	0	0	2	2	0	0			
Other	0	0	0	0	0	0	0	0	0	0	3	4	4	0	0	0	0	9	4	0	0			
Total	0	463	570	0	0	1027	0	0	0	0	202	179	128	0	0	0	0	125	121	0	0			

2009/10 FYE	2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 YTD
17	8	17	9	18
40	54	57	22	35
94	115	63	28	36
7	15	12	1	11
30	20	18	10	9
0	34	13	5	4
109	162	181	71	38
62	22	13	6	4
5	9	6	5	1
26	77	46	15	25
150	196	129	51	54
61	60	34	17	25
5	7	3	0	5
73	57	35	29	27
0	0	0	2156	58
19	37	21	9	7
168	22	28	7	17
866	895	676	2441	374

*Online and in person attendees - Meet the HCPC Perth

Health and Care Professions Council

Media - Media coverage - by month

Communications Department

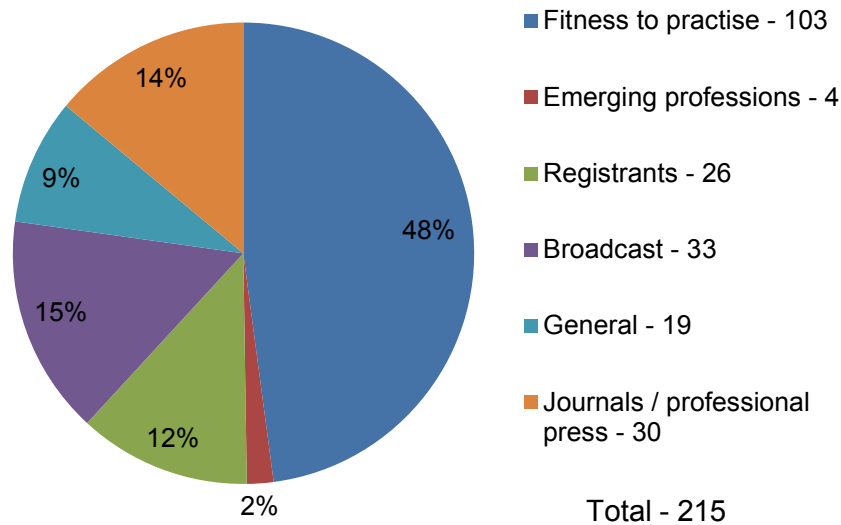
November

Category	Volume
Fitness to practise - 103	103
Emerging professions - 4	4
Registrants - 26	26
Broadcast - 33	33
General - 19	19
Journals / professional press - 30	30
TOTAL	215

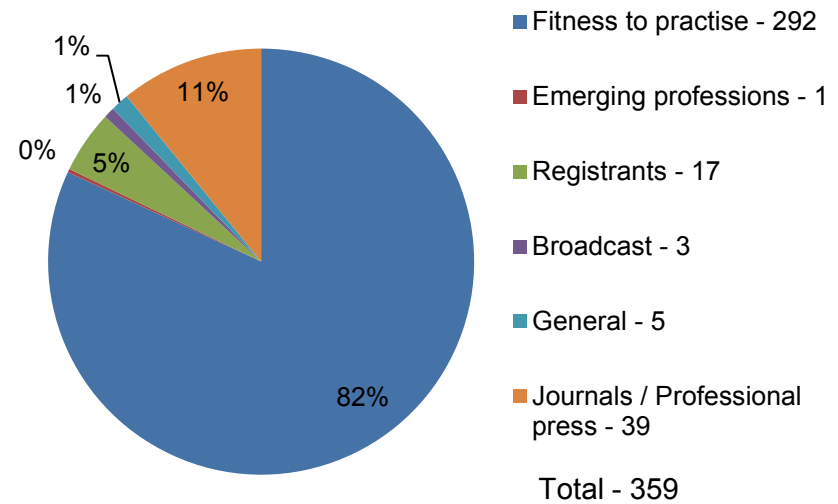
December

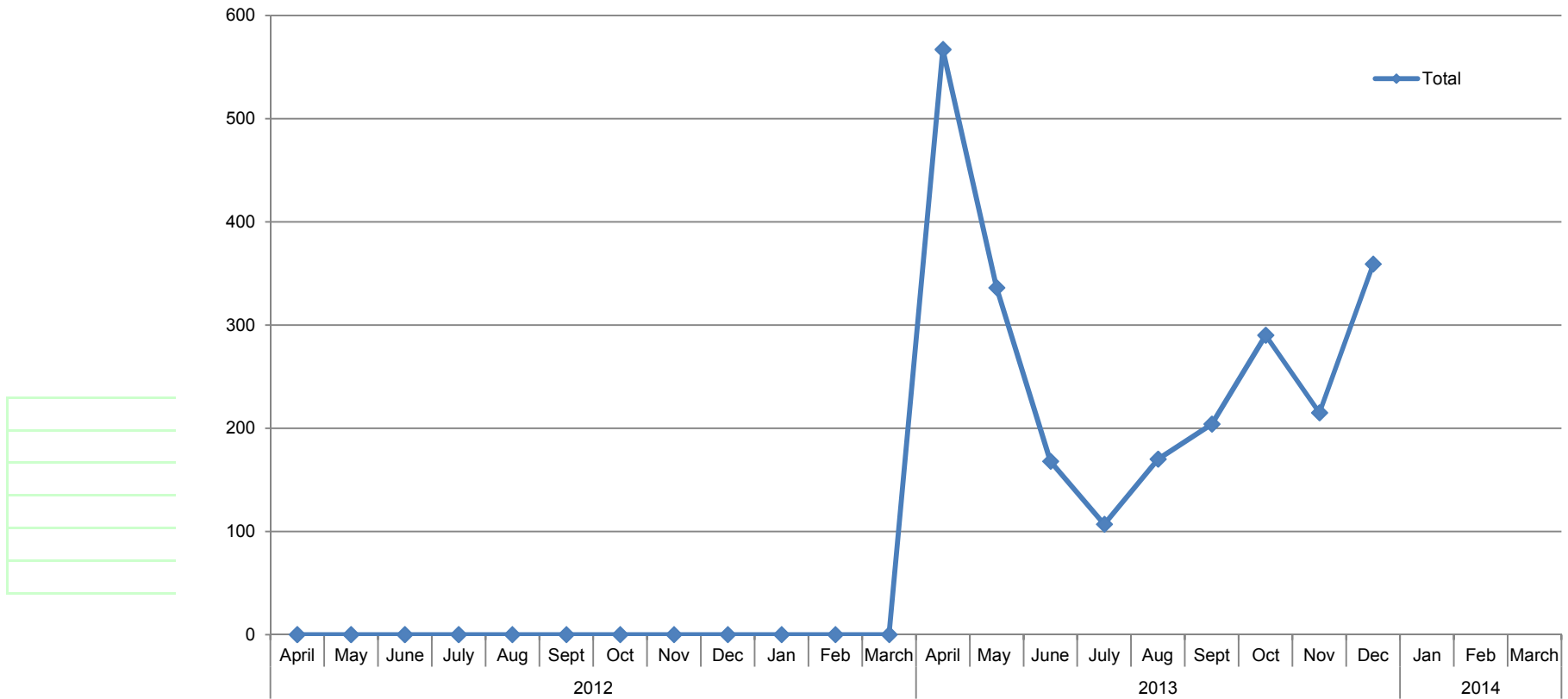
Category	Volume
Fitness to practise - 292	294
Emerging professions - 1	1
Registrants - 17	17
Broadcast - 3	3
General - 5	5
Journals / Professional press - 39	39
TOTAL	359

Media coverage - November 2013

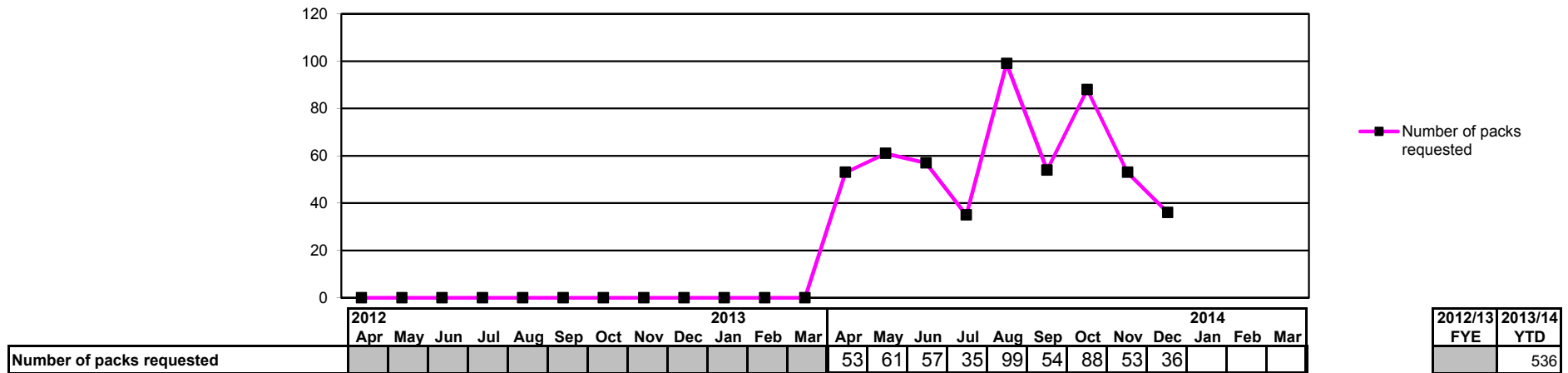


Media coverage - December 2013





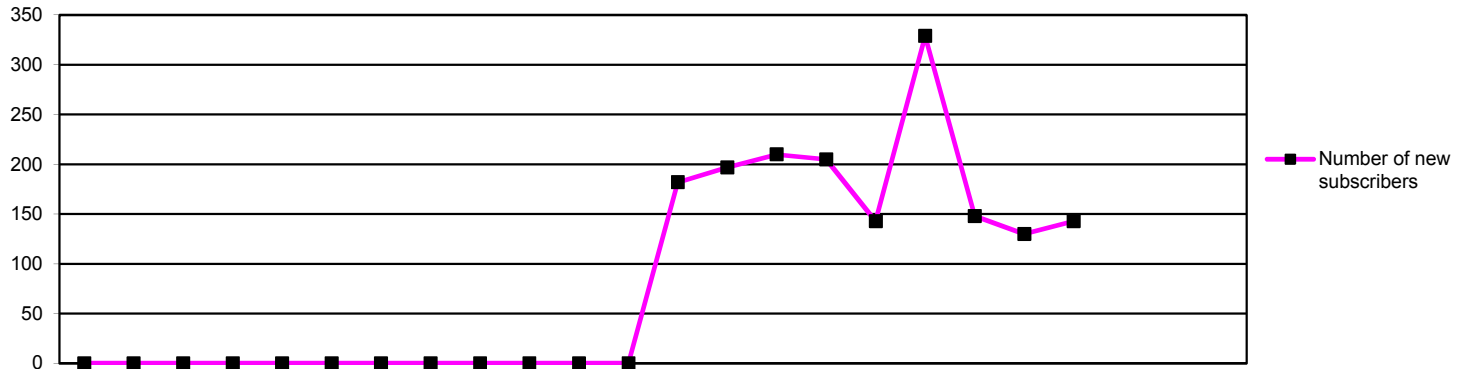
Coverage type	2012												2013												2014			YTD 13/14
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March				
Fitness to practise													515	261	97	50	65	101	225	103	292				1709			
Registrants													2	20	30	11	28	44	19	26	17				197			
General HCPC													37	29	5	11	47	24	19	19	5				196			
Professional Press / Journals													12	21	32	31	30	33	22	30	39				250			
Emerging professions													0	2	3	4	0	2	0	4	1				16			
Broadcast													1	3	1	0	0	0	5	33	3				46			
Total													567	336	168	107	170	204	290	215	359				2416			



One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

Number of packs requested per month by profession

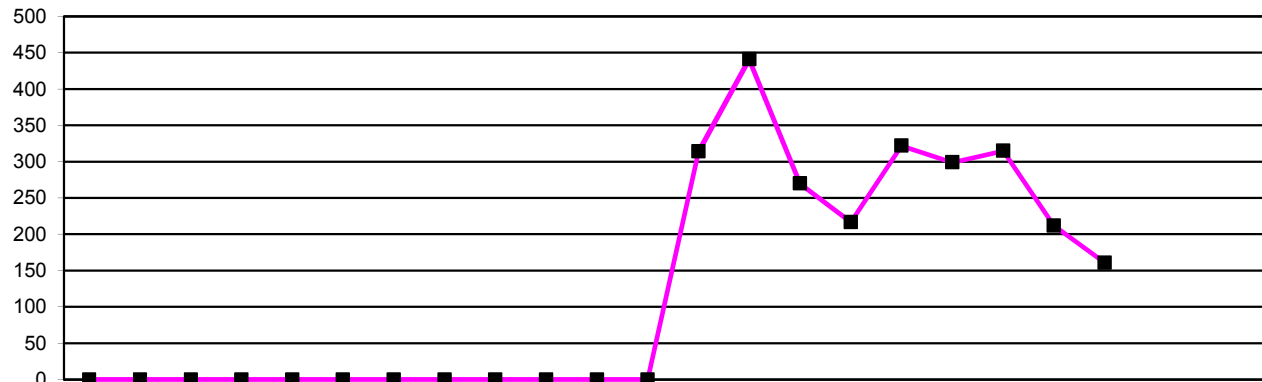
Profession	2012												2013											2014			Total
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
Arts Therapists													1	3	0	0	0	2	5	0					11		
Biomedical scientists													1	3	4	0	2	1	6	5	0				22		
Chiropodists													19	16	6	7	27	14	16	13	10				128		
Clinical scientists													0	0	0	0	0	2	0	0					2		
Dietitians													0	0	3	0	1	0	0	0	1				5		
Hearing aid dispensers													0	0	0	0	0	0	0	0					0		
Occupational therapists													0	3	4	1	14	12	6	4	1				45		
Operating department practitioners													2	1	0	0	10	0	4	1	0				18		
Orthoptists													0	0	1	0	2	0	0		0				3		
Paramedics													5	3	3	4	4	1	1	0	2				23		
Physiotherapists													9	8	11	6	14	10	13	9	4				84		
Practitioner psychologists													0	0	0	0	0	0	0	0	0				0		
Prosthetists / orthotists													0	0	2	0	0	2	2	0	0				6		
Radiographers													0	0	0	0	1	0	1	1	3				6		
Social workers in England													4	5	2	5	4	3	13	3	7				46		
Speech and language therapists													0	0	0	5	6	8	4	5	5				33		
Other													12	19	21	7	14	3	18	7	3				104		



Number of new subscribers	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
													182	197	210	205	143	329	148	130	143			

2012/13 FYE	2013/14 YTD
	1687

	Total number of subscribers to HCPC In Focus (includes unsubscribes)	23,685
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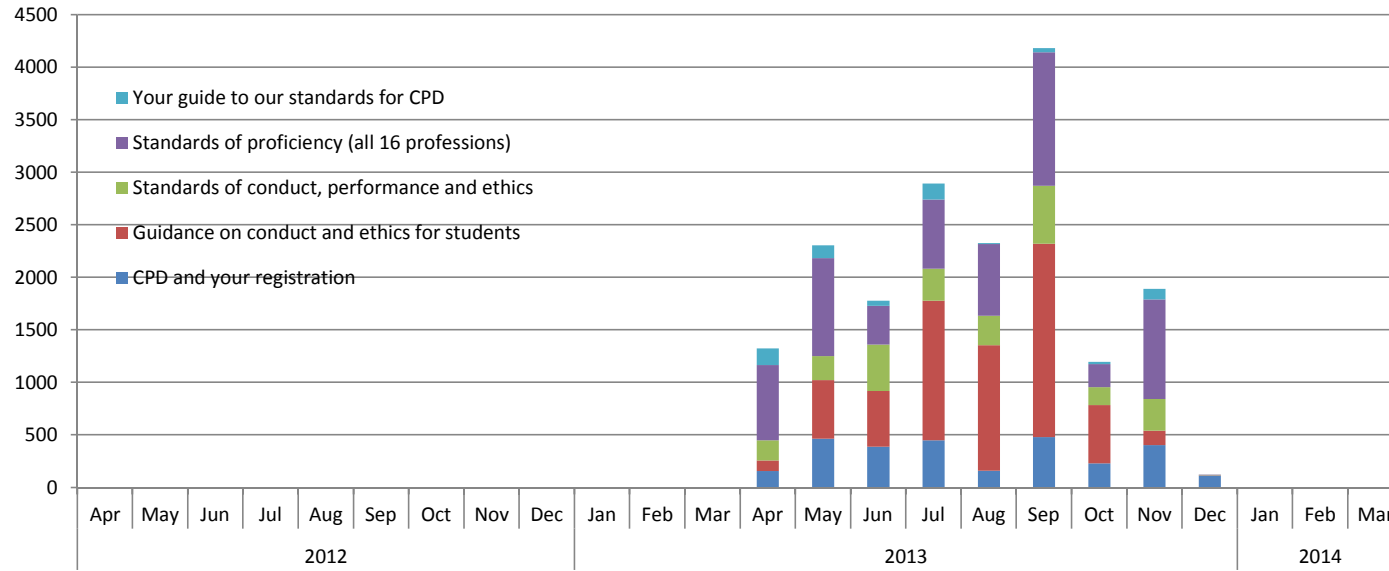
■ Number of downloads

	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads													314	441	270	217	322	299	315	212	161			
Number of unregistered downloads													1	0	0	0	0	1	2	0	1			

2012/13	2013/14
FYE	YTD
	2551
	5

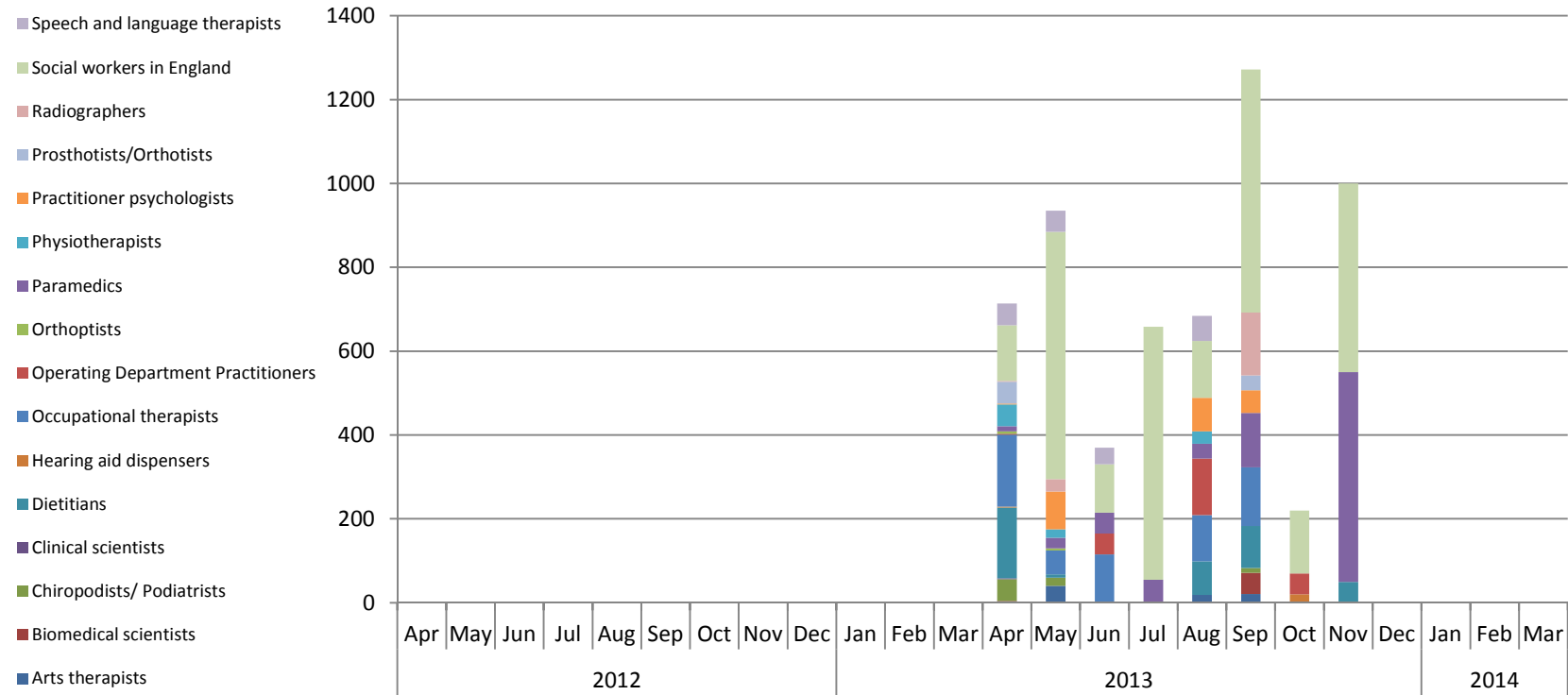
Downloads by profession

	2012			2013									2014			Total									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts Therapists													16	15	20	6	9	18	17	13	8				122
Biomedical scientists													4	5	4	2	4	0	4	13	6				42
Chiropodists													42	31	21	26	43	29	49	33	31				305
Clinical scientists													1	0	11	1	1	14	6	7	5				46
Dietitians													18	9	10	7	10	7	6	8	6				81
Hearing aid dispensers													9	5	3	4	3	3	1	4	0				32
Occupational therapists													23	12	8	13	15	18	55	16	17				177
Operating department practitioners													1	0	1	0	3	0	3	2	0				10
Orthoptists													1	0	0	0	5	2	0	0	0				8
Paramedics													24	14	31	30	78	39	20	15	9				260
Physiotherapists													17	42	40	54	29	32	39	30	17				300
Practitioner psychologists													51	243	89	49	68	61	62	41	34				698
Prosthetists / orthotists													8	3	0	1	0	6	0	1	2				21
Radiographers													24	5	3	2	2	1	3	3	3				46
Social workers in England													14	28	13	8	17	16	19	11	17				143
Speech and language therapists													61	29	16	14	35	53	31	15	6				260



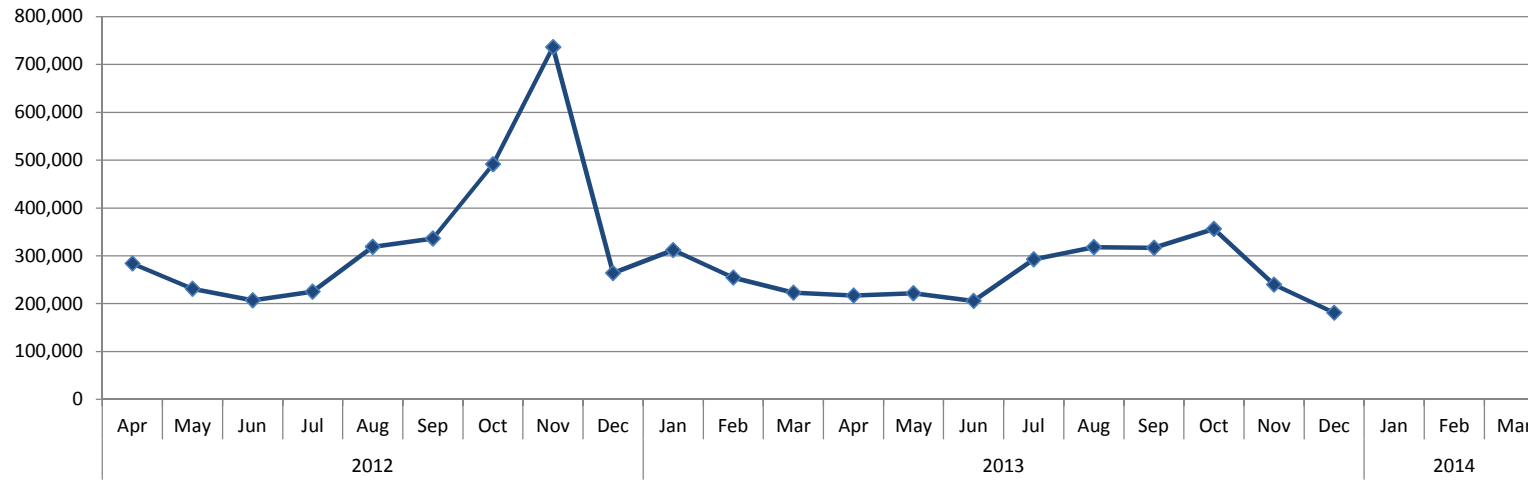
	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration													157	464	390	450	160	480	230	405	114			
Guidance on conduct and ethics for students													102	560	530	1328	1196	1842	555	137	4			
Standards of conduct, performance and ethics													192	226	440	305	278	550	170	300	2			
Standards of proficiency (all 16 professions)													714	935	370	658	684	1272	220	950	2			
Your guide to our standards for CPD													158	120	50	154	8	40	20	100	0			

2012/13	2013/14
FYE	YTD
	2850
	6254
	2463
	5805
	650

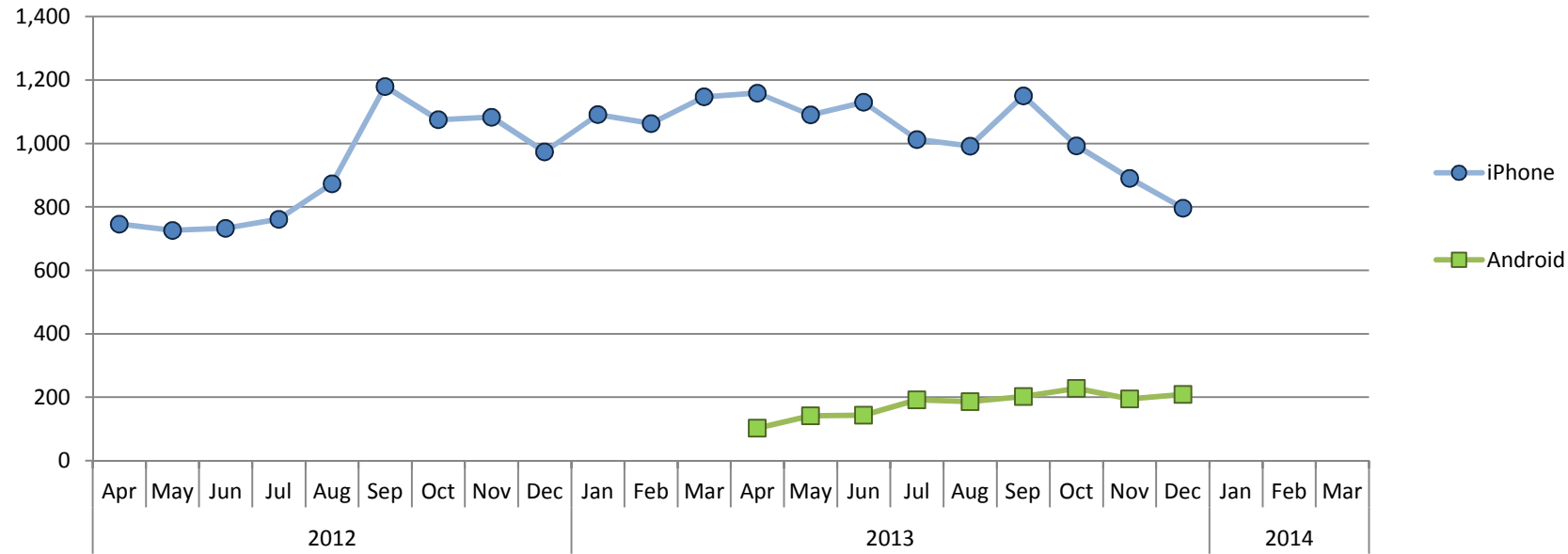


	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists													2	40	0	0	19	21	0	0	0			
Biomedical scientists													2	0	0	0	0	50	0	0	1			
Chiropodists/ Podiatrists													52	20	0	0	0	12	0	0	0			
Clinical scientists													2	0	0	0	0	0	0	0	1			
Dietitians													169	8	0	0	80	100	0	50	0			
Hearing aid dispensers													2	0	0	0	0	0	20	0	0			
Occupational therapists													172	57	115	0	110	140	0	0	0			
Operating Department Practitioners													2	0	50	0	135	0	50	0	0			
Orthoptists													6	5	0	0	0	0	0	0	0			
Paramedics													12	25	50	55	35	130	0	500	0			
Physiotherapists													52	20	0	0	30	0	0	0	0			
Practitioner psychologists													2	90	0	0	80	54	0	0	0			
Prosthetists/Orthotists													52	0	0	0	0	35	0	0	0			
Radiographers													2	30	0	0	0	150	0	0	0			
Social workers in England													133	590	115	603	135	580	150	450	0			
Speech and language therapists													52	50	40	0	60	0	0	0	0			

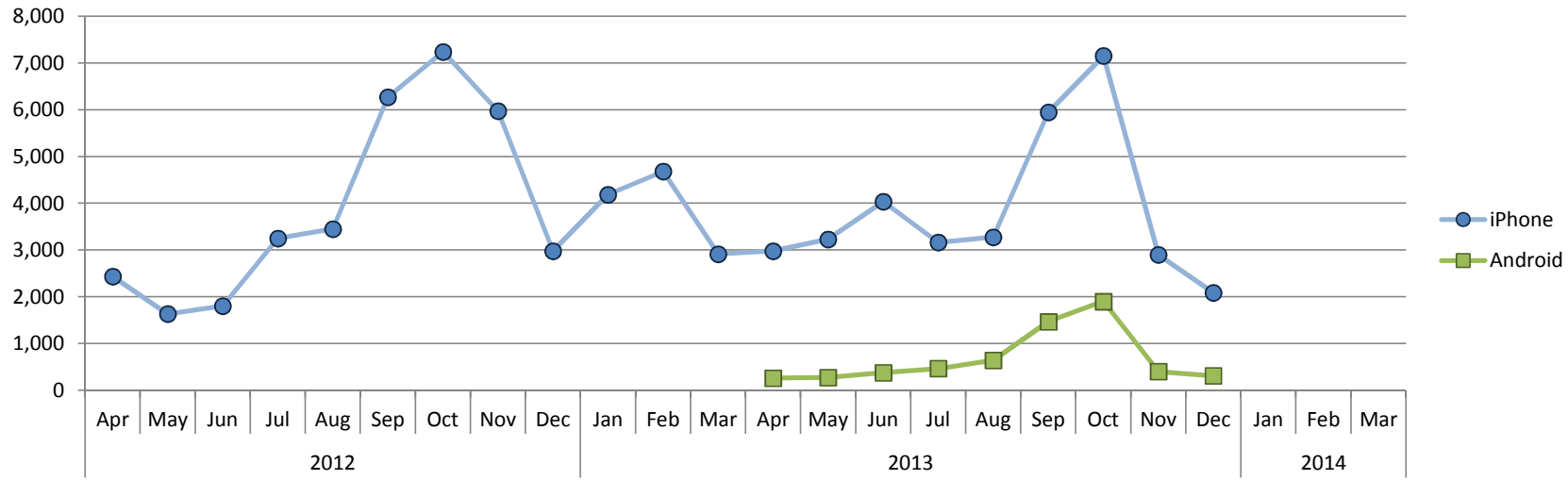
2012/13	2013/14
FYE	YTD
	82
	53
	84
	3
	407
	22
	594
	237
	11
	807
	102
	226
	87
	182
	2756
	202



	2012			2013									2014									2009/10	2010/11	2011/12	2012/13	2013/14				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD	
Page views	283,852	#####	206,705	224,785	318,872	335,990	#####	736,418	263,930	312,074	254,429	222,722	216,705	221,799	205,684	292,324	317,873	316,866	356,272	239,490	#####								3,882,409	2,348,059

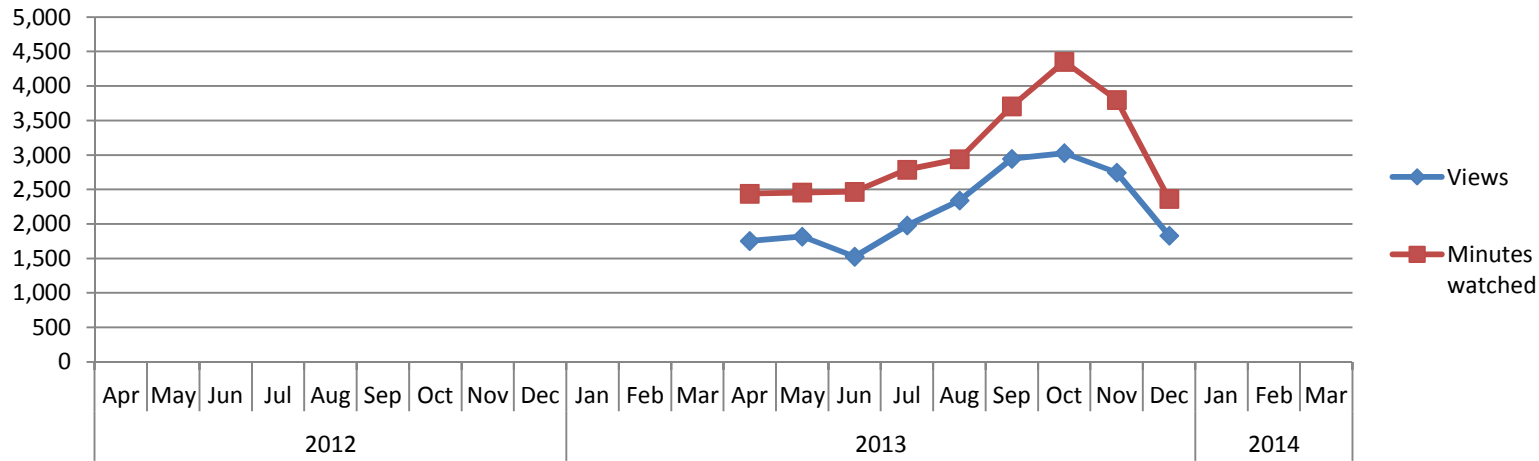


	2012			2013			2014			2009/10 FYE	2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 YTD													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						Jan	Feb	Mar										
iPhone	746	726	733	761	873	1,180	1,075	1,083	974	1,091	1,063	1,147	1,159	1,090	1,130	1,013	992	1,150	993	890	796				11,452	9,213	
Android																											



	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
iPhone	2,437	1,634	1,807	3,252	3,453	6,271	7,245	5,976	2,980	4,189	4,684	2,916	2,982	3,231	4,037	3,165	3,278	5,948	7,157	2,899	2,091			
Android													261	272	375	464	643	1,467	1,904	400	310			

2009/10 FYE	2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 YTD
			46,844	34,788
				6,096

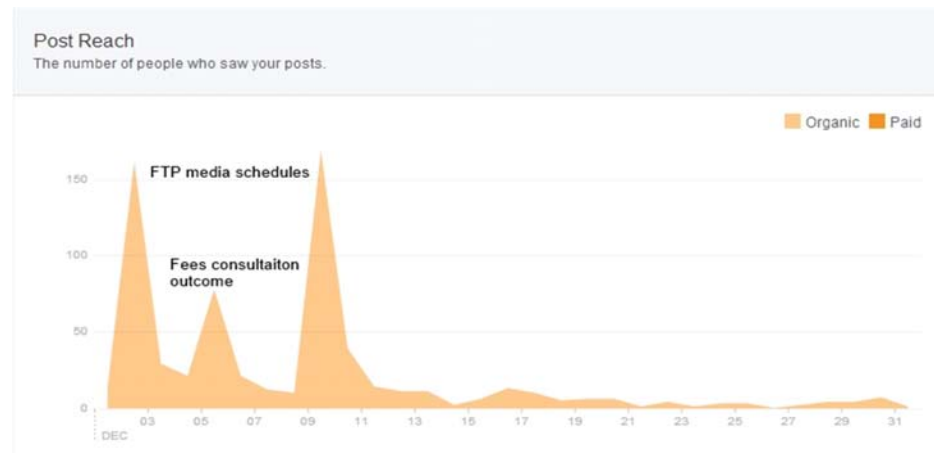


	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Views													1,753	1,820	1,526	1,978	2,341	2,945	3,028	2,745	1,833			
Minutes watched													2,439	2,457	2,469	2,790	2,940	3,709	4,352	3,799	2,364			

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
				19,969
				27,319



Facebook - November



Facebook - December

