

Council – 6 July 2016

Communications Report

Executive summary and recommendations

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 across the range of communication channels.

Decision

This paper is to note.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2016-17.

Financial implications

None

Appendices

Communications Report

Date of paper

22 June 2016

Communications – management commentary

1 Communications projects and activities

Web Project: We have started the initiation phase of the project to review and replace our website platform. Work so far has included detailed planning, a top-level project plan, composition of the project team and understanding supplier and procurement needs. A programme of meetings with key internal stakeholders is also taking place to discuss the project and required departmental resources.

2 Communications expertise to departments

Revised Standards of conduct, performance and ethics (SCPE) (Policy): We held our third #my_standards tweetchat on the evening of Tuesday 21 June. The focus for discussion was Standard 7: reporting and escalating concerns with Policy and Standards Director, Michael Guthrie and Council Member, Robert Templeton. In preparation, we promoted the chat via our social media channels and created an event listing on the HCPC website which featured questions for participants to think about. We have also published a new blog article which discusses the importance of raising and escalating concerns and supporting others to do the same.

Consultations (Policy): We promoted the following consultations: the revised standards of proficiency for social workers in England, renaming the ‘local anaesthetics’ and ‘prescription only medicines’ annotations for chiropodists / podiatrists and the consultation on draft standards for the use of exemptions by orthoptists to sell, supply and administer medicines.

3 Business as usual communications activities

Events

Meet the HCPC events: On 25 May we held a Meet the HCPC event in Jersey. 51 registrants attended. Of those who completed the feedback survey, 30% rated the event as excellent and 57% as good. The event was held in conjunction with the signing of the MoU with the States of Jersey’s Health and Social Services Department. On 7 June we held a Meet the HCPC event in Belfast. 59 registrants attended. Of those who completed the feedback survey 57% rated the event as excellent and 43% as good.

Exhibitions: On 18-19 May we attended Primary Care and Public Health Live in Birmingham, an event for health care professionals working in primary and community care, public, prison and global health. Over the two days, we engaged with 411 visitors at our exhibition stand and over 400 delegates attended our session on the standards of CPD.

Communications – management commentary

Media

Statements and reactive lines: We provided a statement to Community Care in relation to a social worker being reported to us following a Channel 4 Dispatches documentary.

Articles: As well as our regular column in Complete Nutrition we provided information to Community Care for an article about fitness to practise referrals and on our Education Annual Report. We also successfully amended two articles that appeared on the Community Care website on registrants' human rights being breached and one on the standards of proficiency for social workers. These were inaccurate.

Publishing

On Friday 10 June 2016 we published the revised Guidance on conduct and ethics for students.

Work continues on the service user guide to the Standards of conduct, performance and ethics, currently titled: What to expect from your health and care professional. Following initial online research with service users, which explored what they would expect from such a guide, Community Research will run a service user focus group to review the first draft. We anticipate publication in October 2016.

Following on from an internal review of the house style and visual identity documents, we are currently writing a report, which will be presented to EMT, suggesting areas that need updating and guidance that needs to be added, to ensure both documents remain up to date and as relevant as possible. Once signed off, the guides will be updated, the changes will be disseminated across the organisation.

Stakeholder

Parliamentary monitoring and engagement: Since the last Council update, the Government set out its legislative agenda for the coming year in the Queen's Speech which included the Children and Social Work Bill [HL]. We will continue to monitor the progress of the Bill. A more detailed update on this legislation has been included in the Chief Executive's report to Council.

Parliamentary questions have been on issues such as the numbers of paramedics employed by the London Ambulance Service in the past five years, as well as steps taken to improve recruitment and retention. These came as a result of the recent international campaign to recruit additional paramedics over concerns about staffing.

Communications – management commentary

In the House of Lords, Lord Hunt of Kings Heath introduced a Private Members Bill seeking to utilise the work of the Law Commissions on the reform of regulation of health and social care professionals. We will continue to monitor the progress of the Bill. The same Bill only made it to the First Reading in the 2015 –16 parliamentary session.

Following the elections on Thursday 5 May 2016, Michelle O'Neill MLA was appointed as the new Minister for Health in the Northern Ireland Executive. The Sinn Féin member for Mid Ulster will replace Simon Hamilton in post. A welcome letter with an invitation to meet and discuss the work of the HCPC was sent via Secretariat.

Also new in post is the Health and Sport Committee in the Scottish Parliament. Members will be invited to the stakeholder reception we are planning in October.

Stakeholder engagement activities: On Wednesday 25 May we signed a Memorandum of Understanding (MOU) with the States of Jersey's Health and Social Services Department. We also met with representatives from the Department and ran Meet the HCPC events.

We attended NHS Scotland with an exhibition stand. Whilst in Glasgow we met with Carers Scotland, as part of our ongoing programme of engagement with service user and carer representative organisations. We also attended the Northern Ireland Confederation Annual Conference and Exhibition (Tuesday 28 and Wednesday 29 June 2016).

Also during this period, the Stakeholder Communications Manager attended the ADASS Workforce Development Meeting (Friday 27 May 2016), where he provided an update on HCPC's work in relation to the Children and Social Work Bill. He also spoke at Sports Rehab Expo at Excel (Thursday 16 June 2016) and attended Health + Care, also at Excel (Thursday 30 June) and will be attending the Patient Safety Congress in Manchester (5 and 6 July).

Web and digital

Web deployment: User acceptance testing is being carried out for the latest deployment. Updates include calendar functionality changes to allow separation of fitness to practise hearings from main calendar of events, design improvements to mobile-friendly web pages and admin changes.

Web and digital requests: 90 requests were received including video/graphical content for the all employee awayday, and continued work on voice recording/editing for the IT service desk system.

Communications – management commentary

Apps: Deployment of technical solution to enable latest release of the myHCPC app. This update will add personalisation and improvements to navigation and look and feel.

Internal communications

Employee survey: The results of the Employee Engagement Survey 2016 have been published on the intranet alongside an article and a line manager briefing to support discussion at team and department meetings. Focus groups will also be held to gain further insight into the results and to help inform our action planning.

Proposed reform to the social work profession: We continue to keep employees updated on the proposed reform to the social work profession. This includes at the all employee meeting on Thursday 16 June and regular articles on the intranet. We will continue to organise appropriate communications and briefing work as required.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
July 2016

Events

Overview of events	9
Attendees at Meet the HCPC events – delegates by profession	10

Media

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Publishing

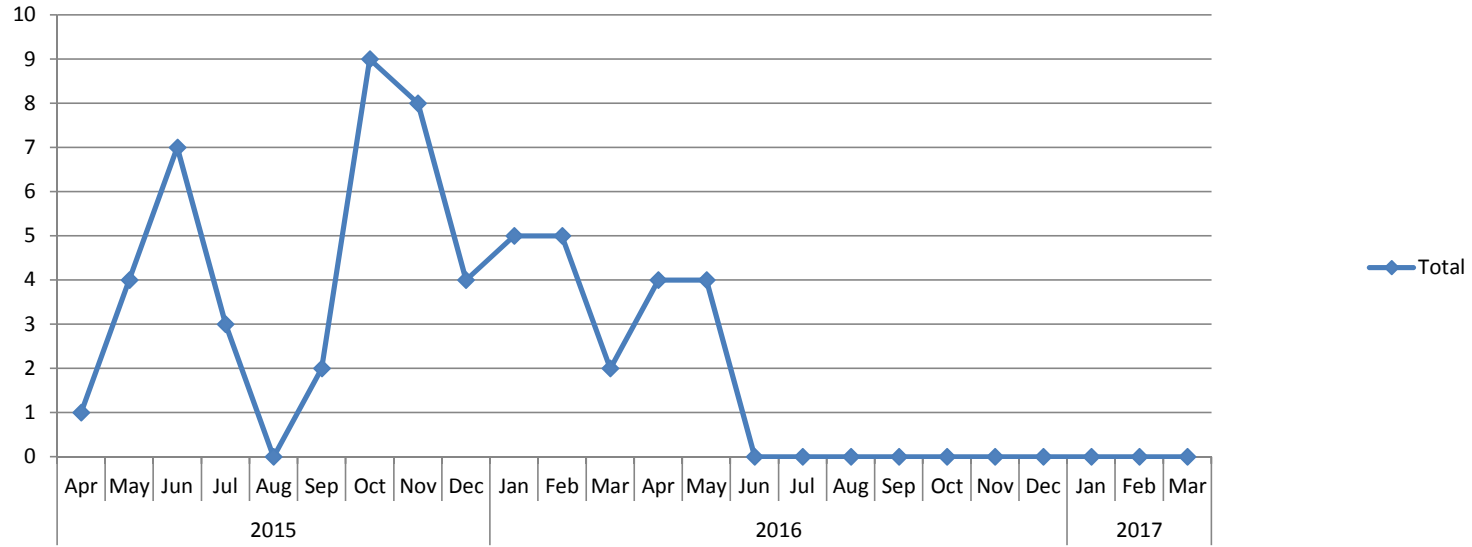
Public awareness packs requested	14
HCPC in Focus distribution	15
HCPC registration logo – number of downloads	16
Standards of proficiency – hard copies requested, by profession	17
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Web

HCPC website visits	19
Register search activity - search result page views	20

Digital and social media

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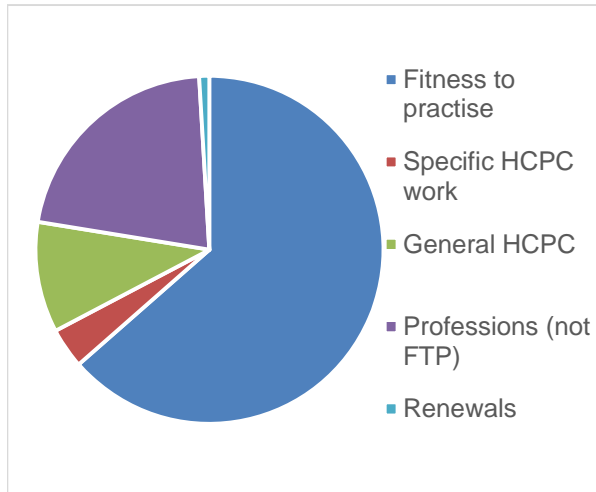


	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Exhibition stands	1	0	0	0	0	2	1	3	0	0	1	1	1	1										
Presentations, talks and seminars (1)	0	1	1	2	0	0	5	4	4	3	1	0	1	2										
Meet the HCPC (2)	0	0	1	0	0	0	2	0	0	0	1	0	1	1										
Employer events	0	1	0	1	0	0	0	1	0	1	0	0	1	0										
Education seminars	0	0	0	0	0	0	0	0	0	0	1	1	0	0										
Stakeholder events	0	2	5	0	0	0	1	0	0	1	1	0	0	0										
Total	1	4	7	3	0	2	9	8	4	5	5	2	4	4	0	0	0	0	0	0	0	0	0	0

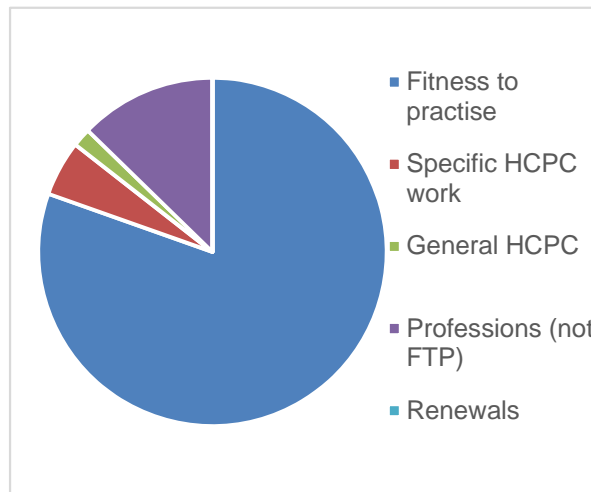
2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
16	10	4	9	2
47	44	37	21	3
10	7	4	4	2
6	5	5	4	1
12	6	8	2	0
3	9	6	10	0
94	81	64	50	8

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

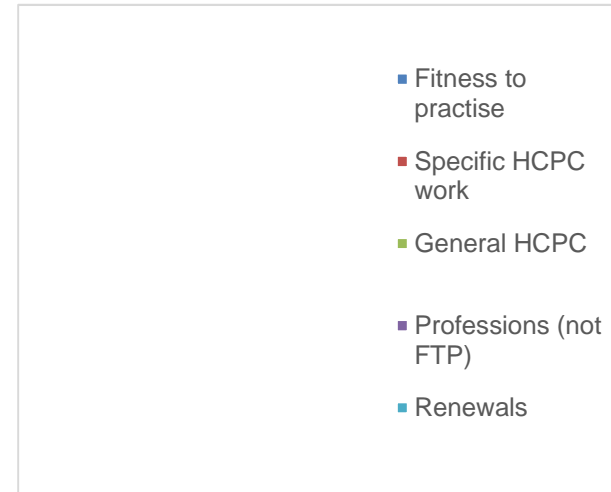
Media coverage by subject - April 2016



Media coverage by subject -May 2016



Media coverage by subject - n/a

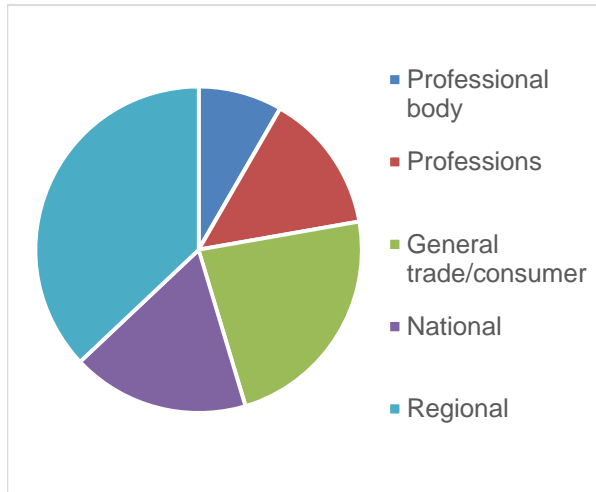


Month: April	
Category	Volume
Fitness to practise	68
Specific HCPC work	4
General HCPC	11
Professions (not FTP)	23
Renewals	1
TOTAL	107

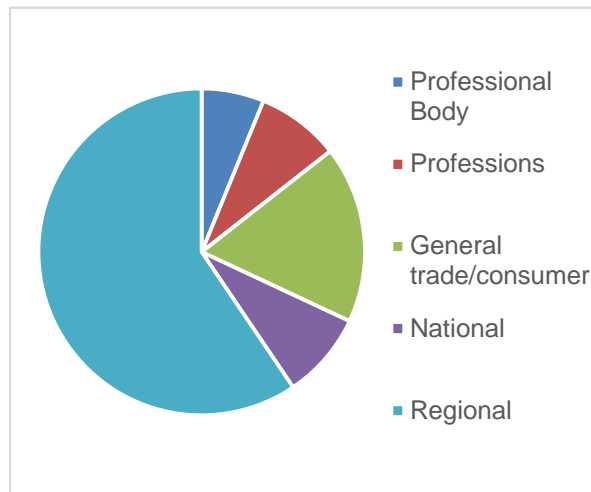
Month: May	
Category	Volume
Fitness to practise	234
Specific HCPC work	15
General HCPC	5
Professions (not FTP)	37
Renewals	0
TOTAL	291

Month: n/a	
Category	Volume
Fitness to practise	0
Specific HCPC work	0
General HCPC	0
Professions (not FTP)	0
Renewals	0
TOTAL	0

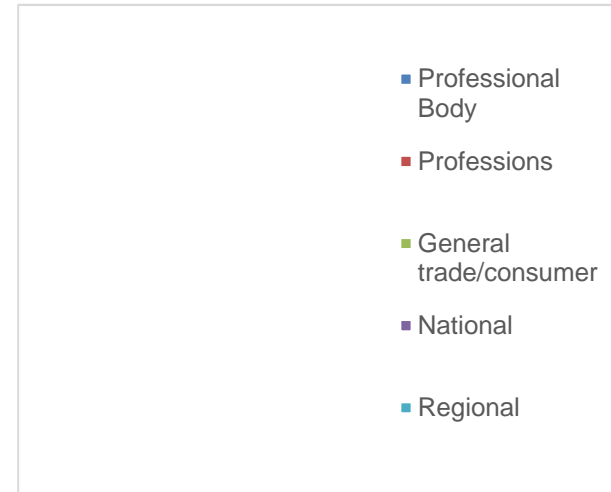
Media coverage by type - April 2016



Media coverage by type - May 2016



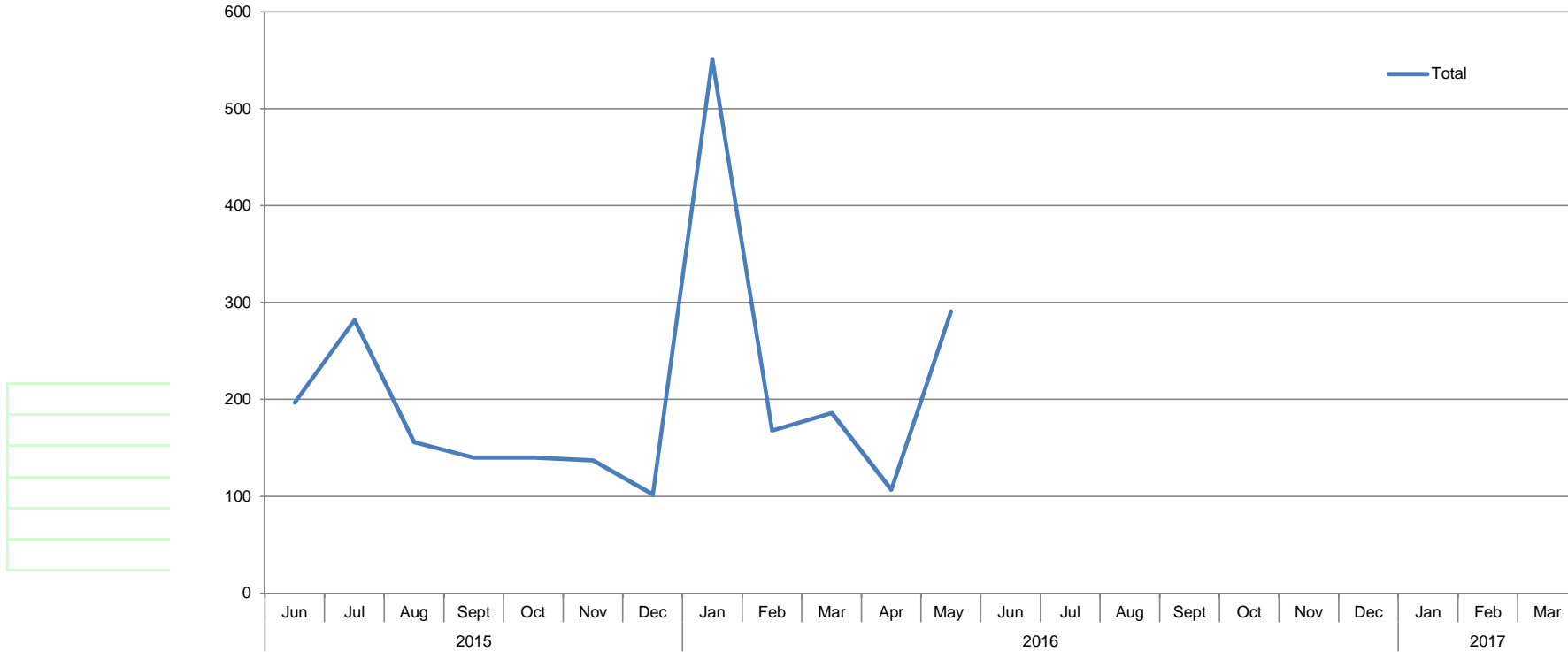
Media coverage by type - n/a



Month: April	
Category	Volume
Professional body	9
Professions	15
General trade/consumer	25
National	19
Regional	40
TOTAL	107

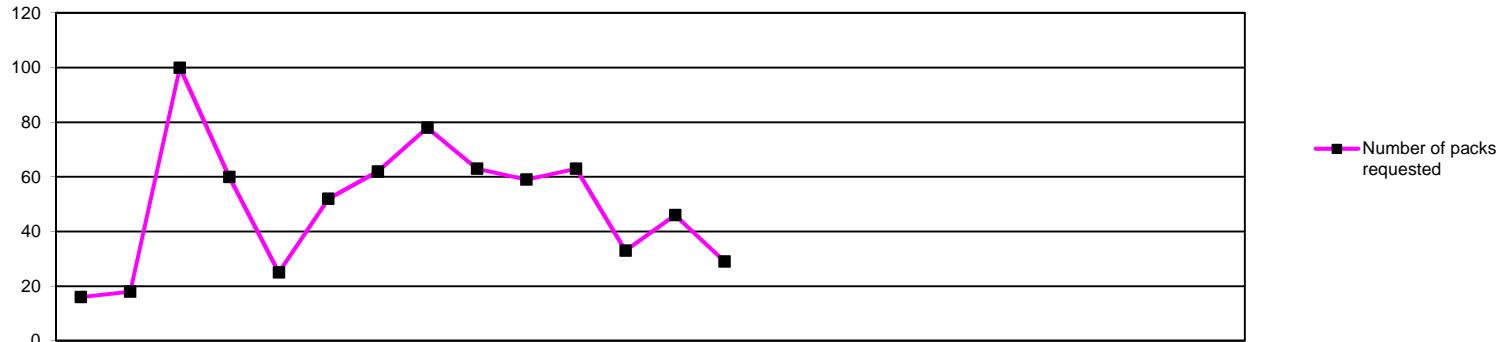
Month: May	
Category	Volume
Professional Body	18
Professions	24
General trade/consumer	51
National	25
Regional	173
TOTAL	291

Month: n/a	
Category	Volume
Professional Body	
Professions	
General trade/consumer	
National	
Regional	
TOTAL	



Coverage type	2015			2016									2017										
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Fitness to practise	84	235	109	94	85	80	70	446	126	132	68	234											
Specific HCPC work	62	25	7	2	12	9	3	4	2	5	4	15											
General HCPC	29	15	23	23	37	7	15	71	6	12	11	5											
Professions (not FTP)	9	0	12	20	4	34	11	29	34	37	23	37											
Renewals	13	7	5	1	2	6	3	1	0	0	1	0											
Total	197	282	156	140	140	137	102	551	168	186	107	291											

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	2588	885	1461	302
	265	203	131	19
	251	606	238	16
	386	125	190	60
	26	13	38	1
	51	9	0	0
	3569	1841	2059	398



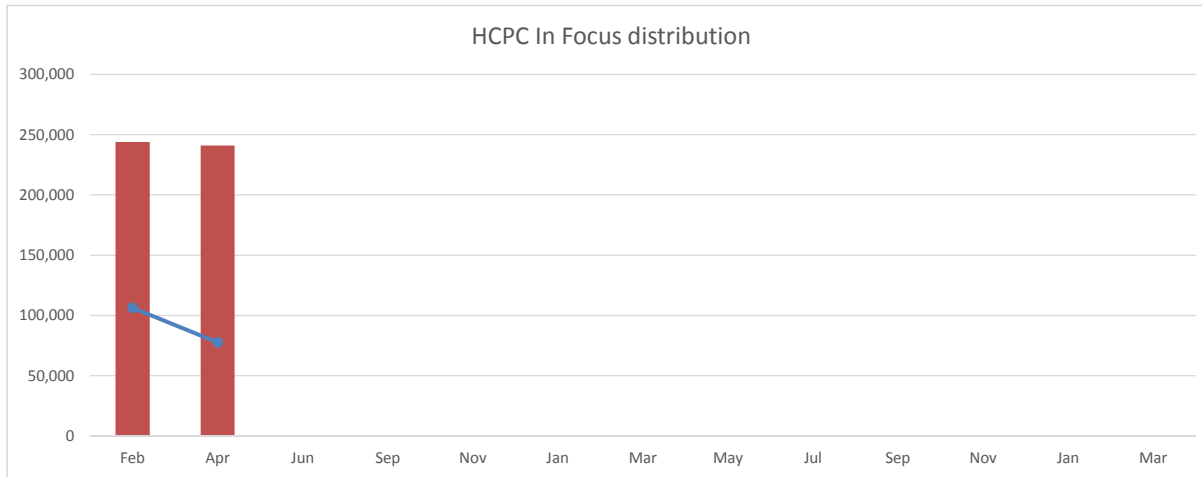
	2015			2016									2017												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Number of packs requested	16	18	100	60	25	52	62	78	63	59	63	33	46	29											

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	750	578	629	75

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

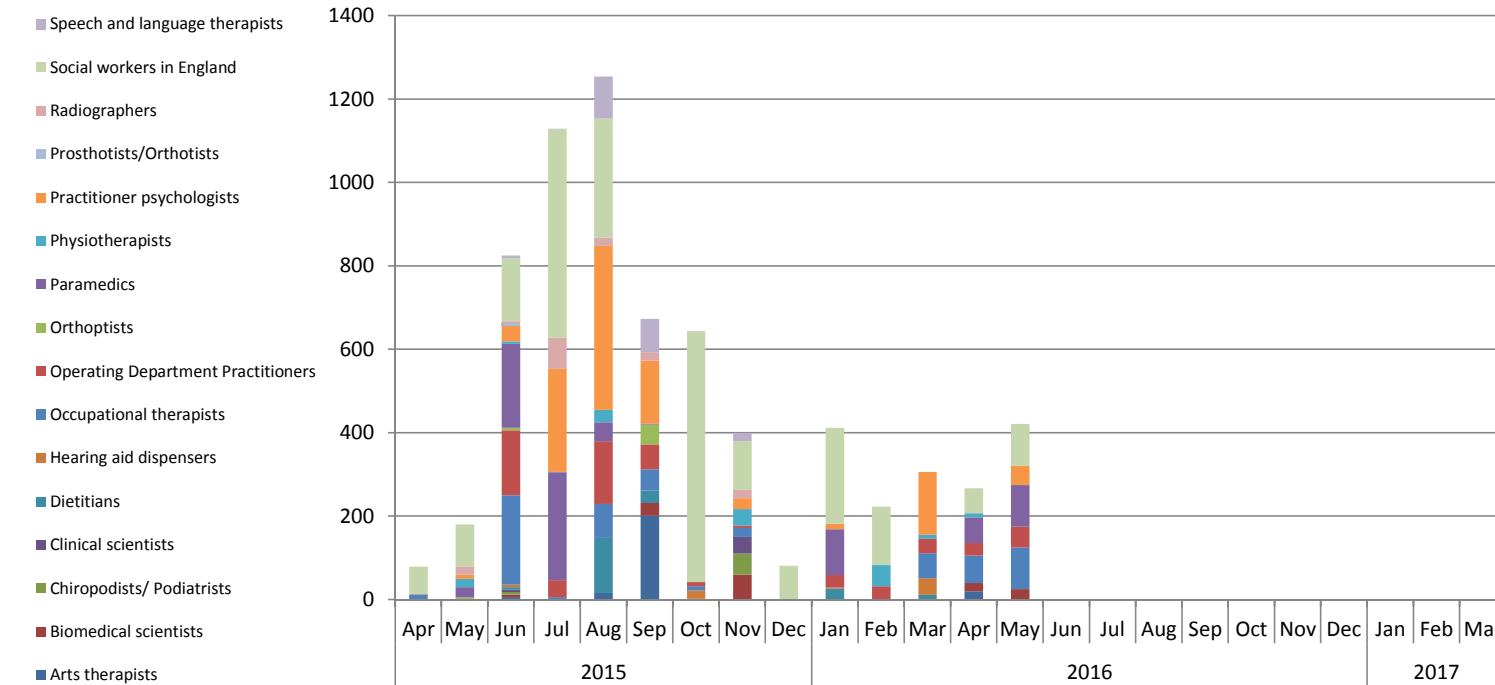
Number of packs requested per month by profession

Profession	2015			2016									2017					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	0	3	3	0	0	0	7	6	12	0	2	0	0	4												4
Biomedical scientists	0	0	2	0	0	0	6	1	0	9	1	0	0	0												0
Chiropodists	8	4	18	22	10	3	16	19	13	9	5	8	10	6												16
Clinical scientists	0	0	0	1	0	3	0	0	0	0	0	0	1	1												2
Dietitians	0	0	7	0	0	3	0	0	7	1	0	1	5	0												5
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	0	0	0	1												1
Occupational therapists	0	1	9	5	3	13	4	1	10	1	4	0	9	8												17
Operating department practitioners	1	1	5	1	0	0	0	0	0	0	0	0	0	0												0
Orthoptists	0	1	0	0	0	0	0	0	0	0	0	0	0	1												1
Paramedics	0	0	15	4	0	1	6	3	12	1	0	0	3	0												3
Physiotherapists	2	1	8	3	1	10	9	11	2	12	5	19	0	4												4
Practitioner psychologists	0	2	0	0	0	0	0	0	0	0	0	0	0	0												0
Prosthetists / orthotists	0	0	0	0	0	0	0	3	0	1	4	0	0	2												2
Radiographers	1	1	0	2	3	3	6	5	1	1	12	0	0	0												0
Social workers in England	0	4	14	4	0	5	1	5	6	12	6	5	12	0												12
Speech and language therapists	0	0	5	6	6	3	5	2	0	2	6	0	0	2												2
Other	4	0	14	12	2	8	2	22	0	10	18	0	6	0												6



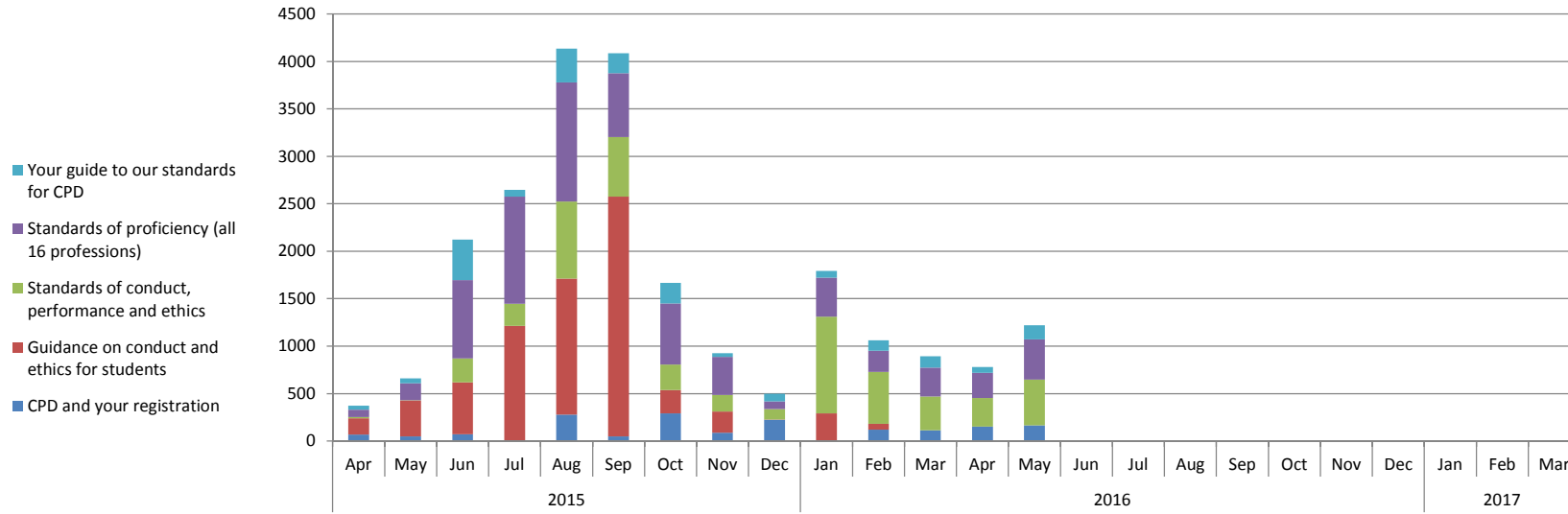
	2016							2017						
	Feb	April	Jun	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar	
Number of unique opens	106,155	77,526												

	2016							2017						
	Feb	Apr	Jun	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar	
Number of emails delivered	243,926	241,076												



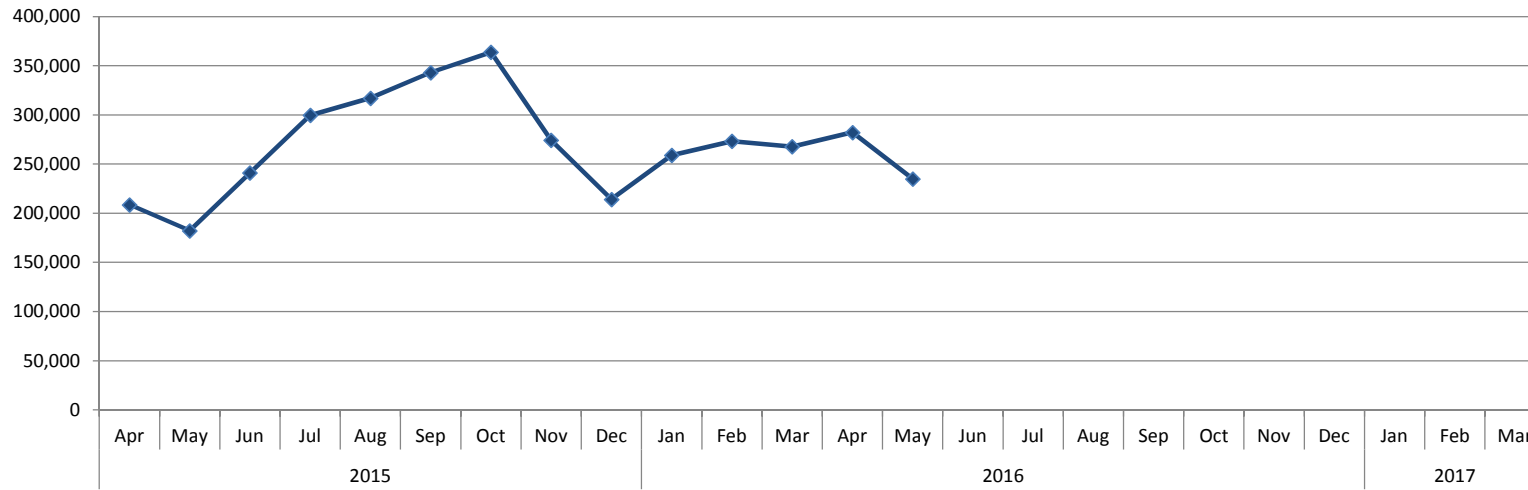
	2015												2016												2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	6	0	16	202	0	0	0	0	0	0	20	0										20	0											
Biomedical scientists	0	0	6	0	0	30	2	60	0	1	0	0	20	25										20	25											
Chiroprodists/ Podiatrists	0	0	6	0	0	0	0	50	0	0	0	0	0	0										0	0											
Clinical scientists	0	0	6	0	0	0	0	40	0	0	0	0	0	0										0	0											
Dietitians	0	0	6	1	132	30	0	0	0	25	0	11	0	0										0	0											
Hearing aid dispensers	0	0	6	0	0	0	20	0	0	2	0	40	0	0										0	0											
Occupational therapists	12	0	214	5	81	50	10	22	1	1	1	60	66	100										66	100											
Operating Department Practitioners	0	0	156	41	151	60	10	5	0	30	31	35	30	50										30	50											
Orthoptists	0	5	6	0	0	48	0	0	0	0	0	0	0	0										0	0											
Paramedics	1	25	201	258	45	2	0	0	0	110	0	0	61	100										61	100											
Physiotherapists	0	20	6	1	30	0	0	40	0	0	51	10	10	0										10	0											
Practitioner psychologists	1	10	37	247	393	151	0	26	0	13	0	150	0	46										0	46											
Prosthetists/Orthotists	0	0	6	0	0	0	0	0	0	0	0	0	0	0										0	0											
Radiographers	0	20	6	75	20	20	0	20	0	0	0	0	0	0										0	0											
Social workers in England	65	100	151	500	286	0	601	117	80	230	140	0	60	100										60	100											
Speech and language therapists	0	0	6	1	100	80	1	20	0	0	0	0	0	0										0	0											

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	82	28	224	20
	83	55	99	45
	254	61	56	0
	3	0	46	0
	407	160	205	0
	22	61	68	0
	669	543	457	166
	262	395	519	80
	11	35	59	0
	842	775	642	161
	262	172	158	10
	252	231	1028	46
	87	13	6	0
	182	170	161	0
	3370	2627	2270	160
	208	343	208	0

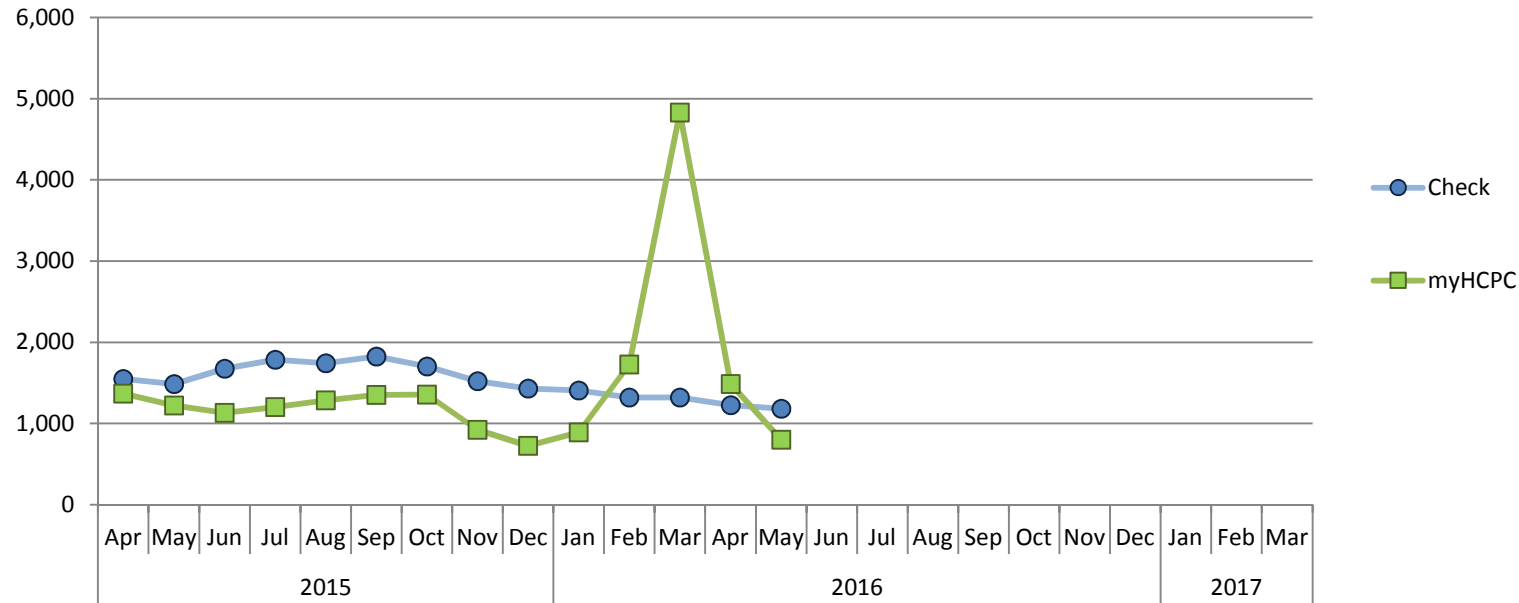


	2015												2016												2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	69	50	71	6	278	50	293	89	225	0	121	113	152	167																						
Guidance on conduct and ethics for students	172	377	546	1209	1433	2526	246	222	1	292	60	0	0	0																						
Standards of conduct, performance and ethics	11	3	255	230	814	627	268	176	111	1018	547	356	301	482																						
Standards of proficiency (all 16 professions)	79	180	825	1129	1254	673	644	400	81	412	223	306	267	421																						
Your guide to our standards for CPD	41	50	426	72	356	209	216	38	81	70	112	118	60	151																						

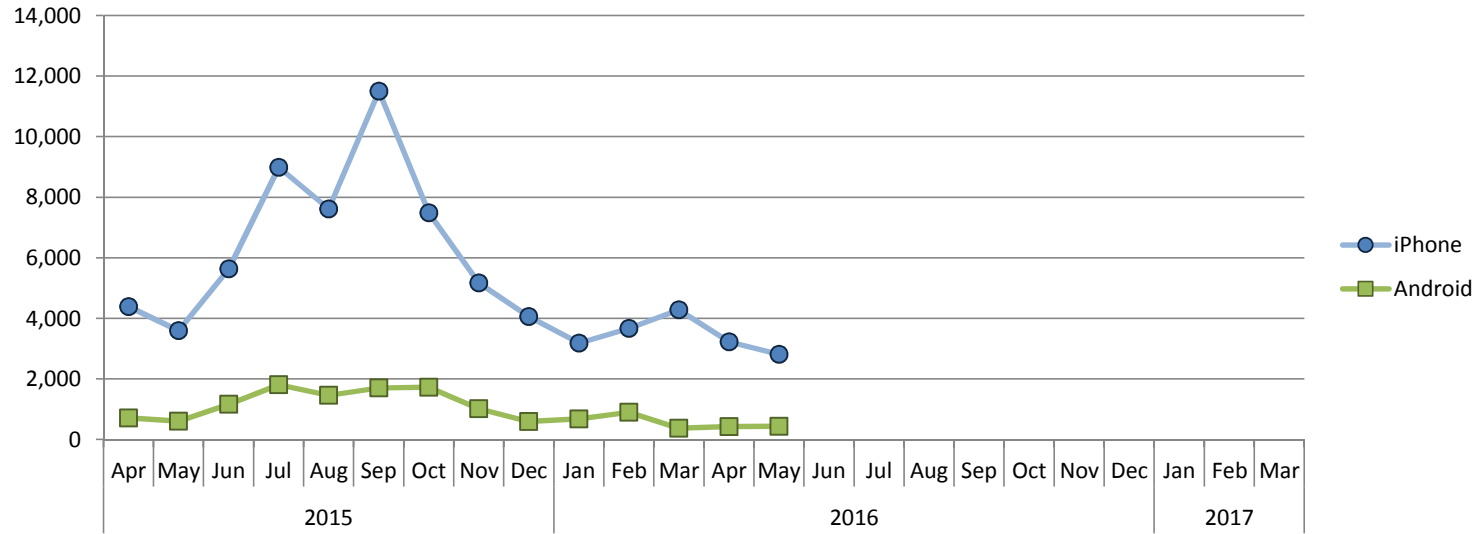
2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	3587	2724	1365	319
	7071	7874	7084	0
	3368	2508	4416	783
	6946	5769	6206	688
	875	2321	1789	211



	2015			2016									2017									2012/13	2013/14	2014/15	2015/16	2016/17							
	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	208,752	182,338	241,118	299,705	317,040	343,153	363,802	274,271	214,301	259,030	273,362	267,840	282,191	235,027															3,882,409	3,287,489	3,069,805	3,244,712	517,218

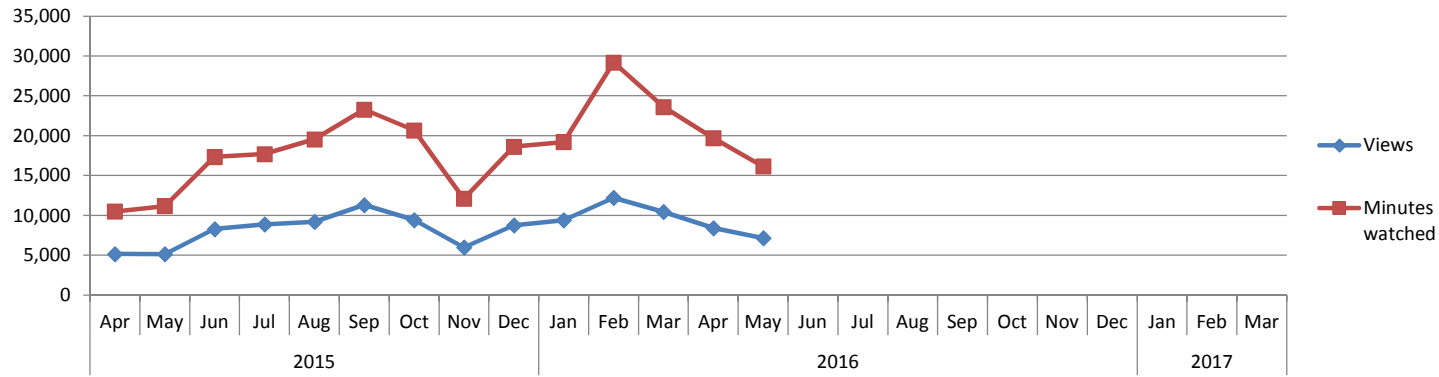


	2015			2016									2017			2012/13	2013/14	2014/15	2015/16	2016/17											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD		
Check	1,549	1,485	1,674	1,787	1,742	1,825	1,703	1,520	1,431	1,407	1,319	1,319	1,225	1,184												11,452	11,806	12,558	18,761	2,409	
myHCPC	1,366	1,224	1,130	1,202	1,286	1,352	1,356	923	724	889	1,728	4,827	1,486	800																	



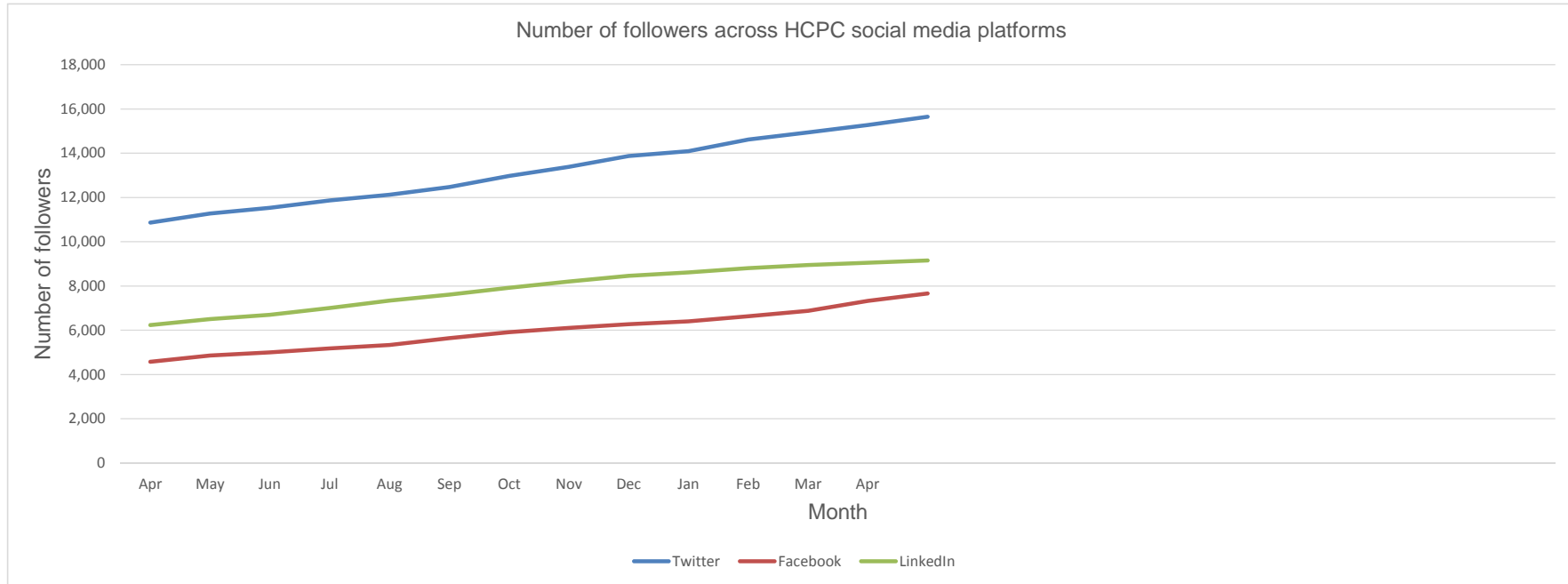
	2015			2016									2017												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
iPhone	4,396	3,595	5,638	8,993	7,613	#####	7,488	5,170	4,059	3,181	3,672	4,289	3,224	2,815											
Android	707	606	1,169	1,815	1,466	1,707	1,727	1,016	599	677	897	369	430	436											

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
46,844	69,602	52,079	69,602	6,039
	7,417	12,690	12,755	866



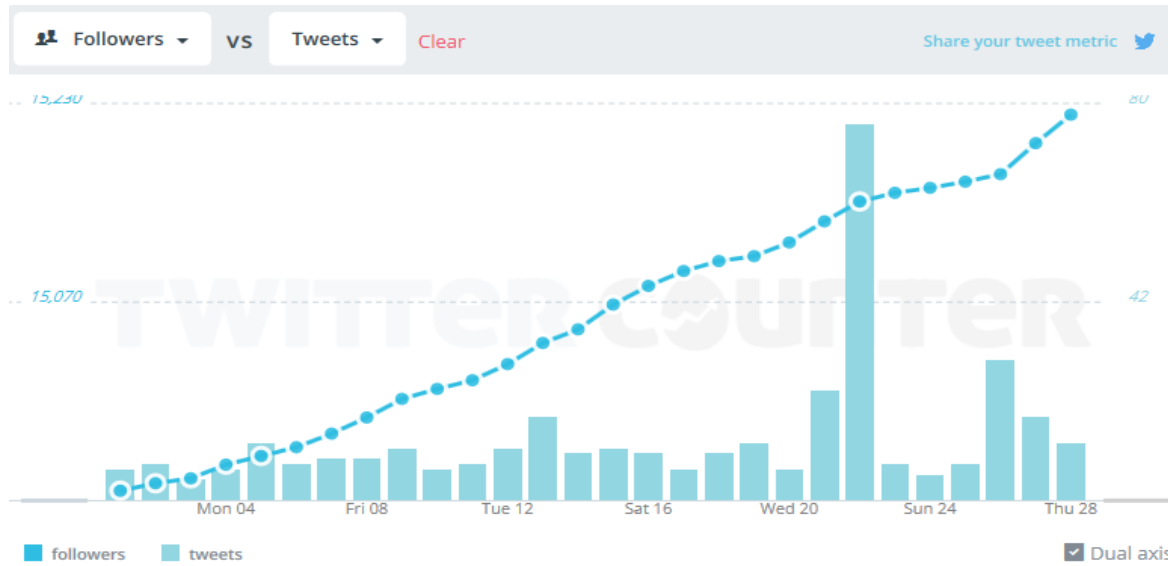
	2015			2016									2017												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Views	5,150	5,143	8,298	8,874	9,193	11,297	9,412	5,978	8,748	9,406	#####	10,451	8,412	7,143											
Minutes watched	#####	#####	#####	#####	#####	23,286	20,661	12,080	#####	#####	#####	23,598	19,699	16,152											

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
	30,599	81,138	104,166	15,555
	41,659	164,331	222,840	35,851

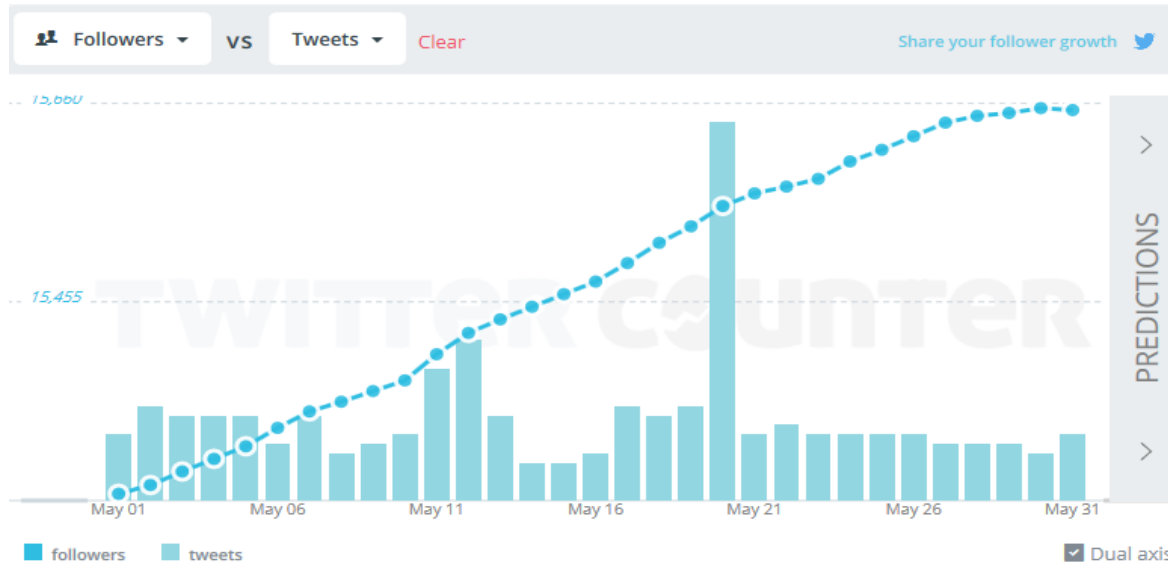


	2015			2016									2017												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Twitter	10,860	11,270	11,532	11,867	12,126	12,472	12,974	13,385	13,870	14,091	14,625	14,940	15,280	15,654											
Facebook	4,579	4,863	5,006	5,182	5,339	5,639	5,917	6,107	6,276	6,398	6,628	6,873	7,331	7,666											
LinkedIn	6,230	6,507	6,697	7,009	7,337	7,604	7,925	8,206	8,465	8,609	8,811	8,953	9,048	9,157											

April



May



Blog piece vs. number of page views

