Audit Committee 16 March 2011

Risk Register – communications section

Executive summary and recommendations

Introduction

Key organisational risks which have been identified are set out in the Risk Register. The Register identifies the risk and the key mitigations and is regularly reviewed by the Executive Management Team and the Audit Committee. The Communications Committee also reviews the risks for which Communications has responsibility as they are set out in the annual departmental workplan.

This paper outlines the key risks which relate to the Communications department and provides an explanation for the mitigation of these risks.

Decision

The Committee is asked to discuss the communications risks and the mitigations.

Background information

The key risks for the HPC which relate to the Communications department are:

   I. failure to inform public (Article 3(13) of the HPO 2001)
   II. loss of support from key stakeholders including professional bodies, employers and government
   III. inability to inform stakeholders following crisis
   IV. and failure to inform registrants (Article 3(13) of the HPO 2001)

The management of these risks is inherent through the whole of the Communications strategy and workplan, but particularly through:

Public information campaigns, media work and the website
These activities, including directory advertising, google adwords, dissemination of public information materials, the registration logo and the public information campaigns as well as ongoing media work, help to inform the public and also help to raise our profile with the professional bodies. Likewise, the effective maintenance of the website, including the ability to update it remotely, helps to mitigate the risk of not being able to communicate with stakeholders after a crisis.

Stakeholder activities
This area of activity is important in indirectly raising our profile with the public, but particularly important in developing our relationships with key stakeholders. The annual meeting with representatives from professional bodies is crucial in understanding their issues and our ability to respond. It also provides a focus for our communications work. Joint working with professional bodies on key organisational issues, for example communicating our registration renewal and cpd audit requirements is also important in maintaining relationships and helps mitigate the risk of failing to inform registrants of our requirements. Similarly, our work with employers enables us to develop relationships and ensure that employers understand our requirements of their employees.

Registrant communications
This area of work is vital to enable registrants understand their responsibilities and our requirements of them. It includes making the standards freely available across a range of media, information about registration in the registrant facing newsletter, HPC In Focus, face to face contact through 'Meet the HPC' events and having a presence at professional conferences and exhibitions.

Disaster Recovery Plan
Although not situated in Communications, the HPC's approach to disaster recovery is an ongoing piece of work, and the disaster recovery plan is regularly reviewed and updated. Through the Executive Management Team, the Director of Communications contributes to its ongoing development, and this provides an important safeguard against the risks posed to the organisation by any disaster occurring.

Resource implications

Resources have been set out in the departmental workplan and are linked to the department's budget which is submitted to the Finance and Resources Committee for approval.

Financial implications

As above.

Appendices

None

Communications

Ref	Category	Ref #	Description	Risk owner (primary person responsible for assessing and managing the ongoing risk)	Impact before mitigations February 2011	Likelihood before mitigations February 2011	Risk Score = Impact x Likelihood	Mitigation I	Mitigation II	Mitigation III	RISK score after Mitigation February 2011	RISK score after Mitigation September 2010
3	Communications	3.1	Failure to inform public Article 3 (13)	Director of Comms	5	1	5	Delivery of communications strategy.	Delivery of aspects of communications workplan, specifically public information campaigns, multi media advetising, distribution of public information materials, and web.	-	Low	Low
		3.2	Loss of support from Key Stake holders including professional bodies, employers or government	Director of Comms	5	3	15	Delivery of communications strategy, supporting the HPC strategy	Delivery of aspects of communications work plan, specifically stakeholder activities	Quality of Operation procedures	Low	Low
			Links to 1.5									
		3.3	Inability to inform stakeholders following crisis	Director of Comms	4	1	4	Invoke Disaster Recovery Plan	Up to date Comms DR plan available	-	Low	Low
		3.4	Failure to inform Registrants Article 3 (13)	Director of Comms	5	1	5	Delivery of communications strategy	Delivery of aspects of communications workplan, specifically, Meet the HPC events, campaigns, registrant newsletter, professional media and conference attendance, publications and web.	Quality of Operation procedures	Low	Low

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