

Communications Committee 23 June 2010

Communications department progress report for quarter 1

Executive summary and recommendations

### **Introduction**

The attached document sets out the progress the department has made against the activities and objectives set out in the departmental workplan for 2010-11.

### **Decision**

The Committee is invited to discuss the attached document.

### **Background information**

See introduction

### **Resource implications**

Resources have been set out in the departmental workplan and are linked to the department's budget which has been approved by the Finance and Resources Committee.

### **Financial implications**

As above.

### **Appendices**

Communications department progress report for quarter 1

Date	Ver.	Dept/Cmte	Doc Type	Title	Status	Int. Aud.
2008-02-14	a	COM	PPR	Communications budget headline figures	Final DD: None	Public RD: None

**Objective 1: to raise awareness and understanding of the HPC's role in regulation across all our audiences, we will:**

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
1.1	Manage the publications process and support departments in the production of a range of publications	<p>Manage the publications process for all publications, liaising with departments and advising on the content of publications.</p> <p>Possible publications this year include:                      Paramedic report (Q1)                      Annual monitoring supplementary information (Q1)                      FtP annual report (Q2)                      Education annual report (Q3)                      Education process (Q4)                      Review of complaints literature (tbc)                      Review of standards of proficiency (Q4)                      Reprint of health/character guidance (Q4)</p>	Publishing Manager / Communications Officer (Publishing)	<p>Throughout the year and dependant on requirements of other departments</p> <p>See publications schedule for more detail</p>	<p>Publication Production Schedules produced for:</p> <ul style="list-style-type: none"> <li>Review of the programme of visits to pre-registration education and training delivered by UK ambulance NHS trusts (postponed to Q3 by Education Department);</li> <li>Annual monitoring: supplementary information for education providers (to be published 8 September); and</li> <li>Fitness to practise annual report (to be published 13 September).</li> </ul> <p>Welsh versions of the public information materials have been produced and we are working on revising the Referrers' Guide to include new professions.</p> <p>See also 2.2.</p>
1.2	Continue to distribute publications and brochures on request and ensure availability of publications in large print, Braille, Welsh etc	<p>Respond to requests within reasonable timescale, log requests and maintain stock levels</p> <p>Organise reprints of existing publications ensuring sufficient stock at all times</p>	Publishing Manager / Communications Officer (Publishing)	Throughout the year and dependant on requests received and monthly stock take	<p>All publication requests are dealt with within 1-3 working days. Publications of particular interest to registrants in this quarter continue to be the Standards of conduct, performance and ethics (975 requested), Guidance on conduct and ethics for students (914) and CPD long guides (388). We have had two requests for documents in Welsh, both of which were dealt with within 10 working days.</p> <p>These figures are additional to any publications distributed at HPC events or external conferences.</p>

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
1.3	Develop the website and its content by working with departments to support their requirements and identify opportunities for development	<p>Work with departments to develop content and pages of website. Specific activities this year will be determined by departmental and organisational requirements</p> <p>Refresh design and content of hpcheck to bring it in line with the HPC's visual identity</p>	Web Manager / Communications Officer (Publishing)	<p>Throughout the year dependant on departmental requirements</p> <p>Q3 and Q4</p>	<p>The refreshed home page has been launched meaning we can display more news, press releases, site highlights and specific information for our different audiences.</p> <p>We have also launched a new section for registrants containing information about promoting their registration; this includes an online form to download the new registration logo.</p> <p>The business case for making enhancements to <a href="http://www.hpcheck.org">www.hpcheck.org</a> and the multiple registrant search facility has been written and submitted to projects. It will be considered and prioritised by EMT in due course</p> <p><a href="http://www.hpc-uk.org">www.hpc-uk.org</a> receives approximately 128,000 visits per month.</p>
1.4	Provide the outward face of the HPC to consumer media as well as online media channels	<p>Continued implementation of the department's media strategy through</p> <p>working with departments, identifying news stories, writing articles and issuing releases</p> <p>contact programme with journalists as required, ensuring relevant HPC staff fully media trained and continued development of media infrastructure (eg media lists, coverage reports)</p> <p>sharing best practise with other regulators through media and pr networks</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Throughout the year</p> <p>Throughout the year</p> <p>Throughout the year</p>	<p>Collaborative work with other departments continues, particularly with Policy and press releases issued in this quarter include the Welsh language scheme consultation as well as other key organisational activities, for example online renewals.</p> <p>The Communications Officer represented HPC at the June meeting of the joint regulators' media group.</p> <p>Also see 1.5 and 1.6</p>

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
1.5	Communicate relevant information about extending regulation to new professions including psychotherapists and counsellors, healthcare scientists, assistants and other groups where relevant	Work closely with Policy to support the work undertaken. Write comms plan as required. Activities will vary depending on profession but may include attendance at relevant meetings, media monitoring, consumer and professional media coverage, use of HPC blog, talks and presentations, research, information or attendance at relevant conferences, event support, information on our website, articles in professional journals.	Director / all	Throughout the year	<p>An outline communications plan on communicating with aspirant groups has been drafted.</p> <p>Daily media monitoring for all new professions continues, with responses agreed.</p> <p>Initial plans for professional journal articles has been discussed and agreed with the Director of Policy.</p> <p>Regulation of psychotherapists and counsellors covered in talks to British Psychological Society (Monday 17 May and Tuesday 8 June) and in all Listening Events.</p> <p>Implementation of communications campaign for hearing aid dispensers completed.</p>
1.6	Ensure Fitness to Practise hearings and their outcomes are made public in accordance with the HPC's statutory responsibilities	Issue weekly media alerts, write and issue releases for suspension and strike off, respond to journalist queries and liaise with journalists at hearings, focus coverage in local and regional media	Media and PR Manager/ Communications Officer (Media and PR)	Throughout the year	<p>Media alerts issued weekly.</p> <p>In April and May, 13 releases issued relating to strike off and suspension and FtP mentions in 81 regional and national newspapers</p>

**Objective 2: to extend our reach to the public enabling them to easily access information about the HPC, we will:**

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
2.1	Ensure the continued dissemination of public information literature	<p>x 2 GP and pharmacy waiting room distribution</p> <p>x 1 PALs and Wales Community Health Council (CHC's) distribution and Citizen Advice Bureau</p> <p>Research and determine viability of distribution to other networks including local authorities, charities</p> <p>Continued promotion to registrants through A5 flyer in renewals, professional press, events</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Q1 – April</p> <p>Q3 - Oct</p> <p>Q1</p> <p>Throughout the year</p>	<p>The Q1 GP distribution went ahead as planned with approximately 250,000 leaflets distributed UK-wide to top 6000 GP surgeries.</p> <p>PALS, Welsh CHC's and CAB are scheduled to take place later on in the year.</p> <p>A5 flyer has been replaced with 'promoting your hpc registration' leaflet (see 2.2)</p> <p>80 requests for public information packs received from website form</p>
2.2	Promotion of "registered with the HPC" concept to registrants and the public and ensure continued access and usage	<p>Development and registration of logo with UK Intellectual Property Office</p> <p>Production of new web pages</p> <p>Production of brochure</p> <p>Promotion to registrants through existing channels, eg HPC In Focus, registration renewal certificates, events</p> <p>Professional and consumer media campaign</p>	Director / all	Q1 onwards	<p>Application process for the registration logo to be registered with the UK Intellectual Property Office is underway. New web pages and brochure launched on 12 May 2010. New brochure sent with all new registration certificates and renewal certificates (7,320 distributed to June) and distributed at recent Listening Events (c.600 copies). Article in HPC In Focus (published Friday 4 June).</p> <p>Since 12 May, 170 registrants have downloaded the new logo from the web, 3,414 have viewed the section.</p> <p>A press release aimed at registrants to promote the new logo distributed to professional body publications commencing 14 June.</p>

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
2.3	Maintain an online presence through existing channels, eg Google and develop new channels (eg Facebook)	Maintain Google adwords  Research websites where we should have a presence, make contact with relevant organisations and ensure information about the HPC is available on these sites	Media and PR Manager / Communications Officer (Media and PR)	Quarterly  Q1 research Q2 reporting/ implementation	Google adwords continue. Chiroprody continues to be the most popular search word and in February to April resulted in 4,531 visits to www.hpcheck.org.  A strategy paper on our approach to social media proposal is currently being drafted and will be submitted to EMT for consideration.  Research is being conducted into signposting on relevant websites.  We continue to maintain and update the HPC blog and monitor social media sites and online activity.
2.4	Ensure GPs and referrers are informed about the HPC	Develop appropriate programme of communications based on 2009 research eg online campaign, conferences and events	Media and PR Manager / Communications Officer (Media and PR)	From Q2	Campaign planning is complete and implementation is underway. This will be the HPC's first online campaign. The main activity will be through Doctors.net where we will have access to over 173,000 primary and secondary care GMC-registered doctors, but we will also run an online ad campaign and use other e-comms such as newsletters.
2.5	Ensure information for complainants is relevant and accessible	Work with the FtP department to undertake activities including, review of brochures, development of website and hearings dvd	Director / all	Throughout year	Workplan written and approved by FtP Committee.  Initial stakeholder event held at beginning of June.  Scoping for hearing video project is currently being undertaken. Quotes from suppliers are being requested and a project team is now formed.

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
2.6	Participate in patient and public involvement activities through participation in the joint UK health regulators PPI group	Undertake joint activities as set out in the agreed PPI group workplan, including joint leaflet, development of website	Media and PR Manager	Quarterly meetings	The Media and PR Manager continues to represent the HPC at PPI meetings and is on the sub-group that is planning the next PPI seminar on mental health taking place in November 2010 (exact date TBC).
2.7	Ensure patient representative groups, advocacy groups and service users are informed and engaged with the HPC	Research contacts (eg LINKs) and ideas (eg local authorities), implement contact programme as required, attendance at relevant events and conferences, promotion of public information materials	Stakeholder Communications Manager	Q2	Research has begun into contacts and possible events for HPC to attend and participate in.
2.8	Manage public information campaigns	<p>Continue elements of older people campaign including attendance at relevant conferences, inserts in delegate packs</p> <p>Development and implementation of joint media campaign with professional body to raise awareness of protected title</p> <p>Undertake scoping of research brief and determine way forward on research into seldom heard audiences</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Throughout the year</p> <p>Q2 research</p> <p>Q3 roll out</p> <p>Q4</p>	<p>HPC representatives attended the National Care Show at the end of March. Campaign materials have been included in delegate packs at targeted events, such as Safeguarding and Older People Conference (April) and Complaints in Health and Social Care Conference and Exhibition (May).</p> <p>The protection of title campaign research and scoping will begin with Football Association after the world cup to promote the physiotherapist title.</p>

**Objective 3: to inform key stakeholders of our public protection role through ongoing dialogue and engagement, we will:**

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
3.1	Develop HPC's profile in the four nations and Europe devising channels of communication which ensure stakeholders are informed and fully aware of our work and role in healthcare regulation	<p>Jointly work with Policy and ensure development across all stakeholder audiences, including Parliamentarians, employers, professional bodies and various health departments</p> <p>Continue to research contacts and ideas and develop and maintain database of contacts</p> <p>Undertake at least 2 visits to each country for meetings with stakeholders and conference attendance</p> <p>Monitor European Parliament and stakeholder activities and disseminate information as relevant, organise at least one trip for stakeholder meetings and/or conferences as required.</p>	Stakeholder Communications Manager / Communications Officer (Stakeholder)	<p>Q2</p> <p>Dates (tbc)</p> <p>Dates (tbc)</p>	<p>Scoping work and initial research has begun into compiling a stakeholder contacts database.</p> <p>Scotland – two day visit in May with CEO. Met with GMC, civil servants, members of HPC Council and professional body representatives.</p> <p>Further visit planned in June to attend Scottish Parliament briefing and to meet with AHPFS.</p> <p>Northern Ireland – research and planning stages for a two day visit with Director of Policy July.</p> <p>Europe – One day attendance at Parliamentary event in Brussels in April with CEO.</p> <p>Two day visit completed in May with CEO. Met with NHS Confederation, UKREP, DG SANCO, EPHA and Jurgen Tiedje - Head of Unit European Commission DG Markt, our key contact in the Commission.</p>



	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
3.2	Ensure Parliamentarians informed and aware of our work and role in healthcare regulation	<p>Organise fringe speaking membership of the Health Hotel and ensure participation Health Hotel activities at all three main political party conferences</p> <p>Undertake annual information mailing, face-to-face briefings and written briefings as required</p> <p>Delegate attendance at political party conferences (eg DUP, SNP and Welsh Labour) and at relevant health committees in the four nations</p> <p>Maintain comprehensive monitoring across Parliament, government, the devolved bodies and other relevant organisations, dissemination of information as required</p> <p>Continue e-politix and editorial/advertorial opportunities as required</p>	Director / all	<p>Q1 and Q3</p> <p>As required</p> <p>Throughout the year</p> <p>Throughout year</p> <p>As required</p>	<p>Health Hotel fringes at the three main parties confirmed with Medical Protection Society and the Royal College of Midwives as partners. The topic will be openness and transparency in the Health Service, focusing on improving communication between health professionals.</p> <p>Research being undertaken into Health Committees at the devolved administrations, attendance will be confirmed later in the next quarter.</p> <p>Monitoring of Parliament and the devolved administrations is continuing with follow up as required. Meeting took place in May with Dods Monitoring to improve accuracy of monitoring services. Research being undertaken into monitoring of European Parliament and the Commission.</p> <p>Meetings have taken place in May with e-politix to ensure correct information is available to Parliamentarians. Work continuing on articles for publication.</p>

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
3.3	Inform and engage employers with the HPC across all activities and on specific issues	<p>Undertake five Employer Events across the UK</p> <p>Communication in the form of letters and emails on key areas of importance such as renewal of registration, speaking engagements</p> <p>Attendance at relevant exhibitions and conferences eg NHS Employers</p> <p>Rolling programme of news items in bulletins and on the website</p>	Stakeholder Communications Manager / Events Manager / Communications Officer (Stakeholder)	<p>Q4 – Feb / March</p> <p>As required</p> <p>Throughout the year</p> <p>As required</p>	<p>Research will begin in July into the next series of Employer Events.</p> <p>Attendance at NHS Employers conference (November) confirmed.</p>
3.4	Ensure employers aware of importance of protected titles and employing practitioner psychologists on HPC register	Identify/research issues and devise programme of communications work which highlights role of HPC, use of protected title and importance of employing HPC-registered practitioner psychologists	Stakeholder Communications Manager / Media and PR Manager / Communications Officers	Q1 and Q2 for research Q 3 and Q4 for roll out	Meetings have taken place between Director, Stakeholder and Media teams to begin scoping the work.
3.5	Research relevant activities to promote grandparenting for practitioner psychologists	Begin to research potential communications campaign for roll out Q1 2011/12	Media and PR Manager / Stakeholder Communications Manager / Communications Officers	Q3 and Q4	Meetings have taken place between Director, Stakeholder and Media teams to begin scoping the work
3.6	Provide communications for HPC's exploratory work on revalidation	Liaise with Policy, agree communications activities in Phases 1+2. External facing activities may include drafting copy for web and articles in In Focus, stakeholder liaison and events support. Internal communications to include information at all employee meetings, copy for Update and intranet articles	Director / all	Q1 and then throughout the year dependant on Policy projects	<p>Initial communications plan written.</p> <p>Revalidation pages on website launched, employees briefed at all employee meeting, article in Update and In Focus and information included in all Listening Event presentations.</p>

**Objective 4: to engage with our registrants to ensure they understand the benefits of regulation, the work of the Council and what is required of them, we will:**

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
4.1	Participate in external exhibitions by taking stands and researching new opportunities	Book stands at approximately 25 professional facing conferences and exhibitions ensuring relevant representation from HPC  Research new conferences to attend and maintain calendar of events	Events Manager / Communications Officer (Events)	Throughout the year  Reference events schedule for more detail	The HPC continues to be represented by employees from across the organisation at professional facing events. Conferences attended in this quarter include  <ul style="list-style-type: none"> <li>• ACC, Oxford*</li> <li>• BPS Annual Conference*</li> <li>• Unision Annual Conference#</li> <li>• Naidex#</li> <li>• Primary Care#</li> <li>• CODP Annual Conference*</li> <li>• BSHAA#</li> <li>• BPS cpd events</li> <li>• NHS Scotland#</li> <li>• UKRC#</li> </ul> *speakers  #stands
4.2	Organise Listening Events across the country for registrants	Ensure UK-wide presence – 16 meetings in 8 locations. Work includes sourcing locations, booking venues, panel liaison, issuing invitations, updating presentation and producing evaluation reports	Events Manager / Communications Officer (Events)	Q1 – May Q2 – July Q3 – October Q4 - February	Listening Events took place in Cheltenham and Rugby. All four events were very well attended and positive feedback about the events was received.  The next set of Listening Events will take place in Berwick-upon-Tweed and Dundee in July.
4.3	Communicate HPC's work and activities in the professional press	With departments identify articles and news for professional press including professional body journals, newsletters and website.  Issues to include cpd audits, ftp, council, renewals and key activities	Media and PR Manager / Communications Officer (Media and PR)	Throughout the year	Media coverage for April and May has included articles on cpd in Frontline Journal and on ftp in Synergy News as well as the regular column in Complete Nutrition

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
4.4	Communicate with registrants through HPC In Focus, developing its content and circulation	Continue to work with departments on content and identify opportunities to increase distribution through for example adverts in professional journals, A5 flyer with certificates, sign up sheets at talks.  Manage email distribution lists ensuring they are up to date and accurate	Publishing Manager / Communications Officer (Publishing)	Q1 – April/June Q2 – August Q3 – October / December Q4 – February	HPC In Focus Issue 28 published Friday 9 April, and Issue 29 published Friday 4 June.  Distribution list currently totals 11,000 approximately
4.5	Provide appropriate and relevant communications to support the HPC's registration renewals and cpd audit processes	Work with registrations. Write and implement the communications plan focusing on registrants and professional bodies as well as employers. Activities will include promotion of cpd dvd, attendance at HPC events, talks and presentations as required, rolling programme of professional media articles and up to date information on the website	Stakeholder Communications Manager / Media and PR Manager / Communications Officers	Throughout the year as professions renew	Meetings have taken place with BAAT, SoCP, BDA and BSHAA to update on CPD and renewals. Series of events with BPS currently underway (May-July) to inform new registrants of the CPD requirements. Online CPD presentation promoted at all events where we have speaking engagements. Website has been updated and first annual CPD report is now available. Articles continue to be placed to promote registration renewals and the CPD audit process.
4.6	Ensure appropriate and relevant communications activities are available to support the HPC's work on the Safeguarding Vulnerable Adults project	Participate in the project group. Write and implement communications plan focusing on registrants, employers and employees. Activities will include drafting copy for website and In Focus, employee briefings and briefings/information for events	Director / all	Throughout the year	Director has participated in project meetings.  Article on Vetting and Barring Scheme included in HPC In Focus Issue 29 (published Friday 4 June) and in February Update. Information uploaded to website
4.7	Prepare communications plan for fees increase 2011	Participate in project group. Write and agree communications plan. Activities will include drafting press releases, communications support for the consultation, preparation of briefings for Listening Events and conferences			Director has participated in project meetings  Consultation document copy-edited and house-styled by Publishing Manager.

**Objective 5: to further strengthen and ensure effective internal communications within the organisation, we will:**

	<b>Main activity</b>	<b>Description</b>	<b>Employees</b>	<b>Timescale</b>	<b>Progress Q1</b>
5.1	Organise all employee meetings	Set dates in advance, book council chamber and catering, organise programme of speakers, ensure correct set up on the day	Communications Officer (Events)	April June September November January March	Meeting held in on 15 April. Next meeting 14 June 2010 All dates for 2010 set.
5.2	Maintain the intranet ensuring it is up to date, business led and accessible	Liaise with departments to ensure content is up to date, proactively add news stories and items. Undertake key work to ensure the intranet remains relevant and accessible, for example development of work database	Web Manager / Communications Officer (Publishing)	Throughout the year	News items for the intranet are regularly updated. These are actively sourced from around the entire organisation.
5.3	Organise all employee events	Set dates, book venues Agree format, issues invitations Evaluate	Communications Officer (Events)	July December	July event on target December event on target
5.4	Organise the annual all employee awayday	Set dates, book venue Agree format, speakers, issues invitations Evaluate	Events Manager	May	2010 event, which focused on CSR, has been completed Planning for the All Employee Training Away Day 2011 will begin in July.
5.5	Produce the all employee newsletter	Work with departments to collect copy, write and edit content, ensure printed for each all employee meeting	Publishing Manager / Communications Officer (Publishing)	April June September November January March	Two editions of HPC Update have been produced in this quarter, accompanying the all employee meetings on Thursday 15 April and Monday 14 June.
5.6	Produce electronic issues brief	Develop based on findings of evaluation, gather information from departments and monitoring for inclusion in the brief	Stakeholder Communications Manager / Comms Officer (Stakeholder)	Weekly	Issues Brief is being published internally once a week. We will begin reviewing and collating feedback in July.
5.7	Ensure employees are informed of key organisational and departmental activities	Use all comms tools to communicate key activities including information security, work on extending regulation, Council, ISA, registration renewals, CSR	Director / all	Throughout the year	The all employee newsletter – HPC Update has carried articles on hearing aid dispensers joining the register, the psychotherapists and counsellors PLG, online renewals, and the Vetting and Barring Scheme. Also see 5.1 and 5.2