

c/o CPSM, Park House  
184 Kennington Park Road  
London SE11 4BU  
Telephone: +44 (0)20 7582 0866  
Fax: +44 (0)20 7820 9684  
e-mail: [lucindapilgrim@cpsm.org.uk](mailto:lucindapilgrim@cpsm.org.uk)

**MINUTES** of the eighth meeting of the Shadow Health Professions Council's Communications Committee held on Wednesday 6 March 2002 at Park House, 184 Kennington Park Road, London SW11 4BU.

**Present :**

Ms A. Foster (Chairman)  
Mrs. S. Chaudhry  
Miss M. MacKellar  
Mrs. C. McGartland  
Ms J. Stark

**In attendance :**

Mr. M. Seale (Registrar/Chief Executive Designate)  
Miss L. Pilgrim (Secretary to the Committee)  
Ms L. Blakeborough (Harvard Health)  
Ms D. Broadhurst (Harvard Health)  
Ms A. Dawson (Harvard Health)  
Mrs. Z. Hogg (Harvard Health)

**ITEM 1      APOLOGIES**

There were no apologies.

**ITEM 2      MINUTES**

The notes of the meeting held on 22 January 2002 were confirmed as a correct record, save that Item 1 would be amended to reflect the fact that apologies had been received from Mrs. S. Chaudhry.

**ITEM 3      MATTERS ARISING**

Mr. M. Seale said that the job of Communications Manager had been offered to Mr. C. Middleton and he would be starting work on 11 March 2002. He gave details of Mr. Middleton's background. He said that Mr. Middleton's first task would be to write a press release about himself.

**ITEM 4      COMMUNICATIONS STRATEGY**

Harvard Health had produced a draft document "Communication Support for the Health Professions Council – Consultation Process"; it was only an interim document at this stage. The Communications Manager would work further on the draft and it would be presented to the committee at a later stage. The Chairman said that the committee approved the overall strategy. Mr. Seale said that once the strategy had been agreed by the Committee it would be for the SHPC / HPC to implement it.

The Chairman wondered whether the committee should go through the draft document at the meeting and comment on it. Mr. Seale said that it was not a good use of the committee's time at this stage. Ms L. Blakeborough agreed and said that the new Communications Manager should have some input.

Ms D. Broadhurst said that the first draft would be for discussion and would be viewed in concert with another document to be produced at a later date.

**ITEM 5      BROCHURE**

A draft document was presented to the committee. The leaflet would explain the function of the HPC to the general public. It would be one of the documents contained in the pack to be distributed at the launch. It was agreed that " chiropodist " in the Introduction paragraph would be replaced by another profession, e.g. paramedic or Speech Therapist. Mrs. Z. Hogg said that the leaflet was very important because it was HPC's interface with the public. It was agreed that the committee would read the document and send feedback to Ms D. Broadhurst by 11 March.

Mrs. Z. Hogg said the committee needed to be happy with the definitions of the professions.

The document should make it clear that it was valid for a specified period of time.

The Chairman said that on the basis that the document was for use for a short period of time a small internal test could be done to see how the document was received.

**ITEM 6      COMMUNICATION EFFECTIVENESS**

Mr. Seale outlined the long-term plans to monitor HPC's Communications Effectiveness.

The Chairman said that it was too early to measure communication effectiveness.

## **ITEM 7      CONSULTATION**

Mr. Seale said that the old CPSM system would run even after the HPC came into being but this would only be for a limited time. He outlined the consultation process which would involve, inter alia, meetings around the country with the public and other bodies; and conducting qualitative and quantitative market research, ensuring that the public understood what each profession did. After the initial consultation feedback would be collated and published and a further round of consultation would follow.

Ms Broadhurst took the committee through the draft consultation document "Communication Support for the Health Professions Council – Consultation Process". She said that Opinion Leader Research had been briefed to look at the whole process. The Chairman said that the committee would like to have a look at the proposals; she felt that the contribution from the committee prior to the last OLR project had been useful. The Chairman confirmed that the committee would offer all the support it could.

## **ITEM 8      CORPORATE IDENTITY**

Ms Broadhurst said that most of the items prepared had been agreed, subject to some final "tweaking".

## **ITEM 9      LAUNCH EVENT**

Mr. Seale said that a letter dated 13 February 2002 had been received from Mr. Hutton confirming his attendance, subject to Parliamentary business. The QE II had been booked for 17 April 2002. He said that the invitation list was with Prof. N. Brook and would be back with SHPC by Friday 8 March. Labels and addresses were ready. Invitations, together with a covering letter from Prof. Brook, would be sent out by Harvard Health by first class post. After some discussion it was agreed that the RSVPs would come back to SHPC rather than to Harvard Health. RSVPs would come back to Miss E. Price at SHPC. Miss Price would co-ordinate responses and pass them on to Ms L. Blakeborough at Harvard Health.

A final "mock-up" of the invitation was presented to the committee. It was agreed that Miss E. Price's telephone extension would be put on the invitation (for purposes of the RSVPs).

With respect to the Minister's Speech, Ms A. Dawson said she would liaise with the Minister's office about input and content. A copy of the Minister's Speech would be included in the information pack, if possible, so too with Prof. N. Brook's Speech.

Ms D. Broadhurst went through the programme for the day of the launch. She confirmed that name badges would be colour coded : (a) Council and staff; (b) media, and (c) all other guests.

A draft background document, and information pack, would be prepared for those attending the launch. It was agreed that Council members and alternates would appear in alphabetical order, with the exception of Prof. N. Brook.

Ms L. Blakeborough said that all members would write a paragraph for inclusion in all literature; there would also be a description of each profession.

Mr. Seale said that at the next Council meeting all Council members would be asked for a biography of not more than 50 words. Each description would be sent to each Council member for confirmation that they agreed it. If no response was received by a specific date their confirmation would be implied. This information would be going on the website so it should be in lay terms.

A copy of Prof. N. Brook's Speech should be included in the information pack.

Mrs. Z. Hogg said she was preparing a media plan which would include news releases; information packs would be prepared for attendees and non-attendees. There would be photo-opportunities on the day and a radio interview on the morning of the launch. All media would be issued with a press pack; they would be given an " embargo " date

#### **ITEM 10    Q & A**

Ms L. Blakeborough said that this document had evolved but was not comprehensive yet; there were only core questions. It should go out to all Council members as it was a useful tool; any difficult question should be referred to Mr. C. Middleton. Ms L. Blakeborough said it was useful as an internal document but should not be sent off, for example, in answer to questions raised by journalists. She said that the media training sessions had revealed a lack of consistency and understanding of what the key role of the HPC was; this ignorance was shown by both lay and registrant members.

The Chairman said that the document should go out to Council members. Miss M. MacKellar said it should go out before the launch in case members were asked questions.

The Chairman said that the document should be available at the Council meeting on 2 April 2002 and should be an information document at the Council meeting on 12 March 2002. She said that it should be explained that it was an evolving document. The Chairman said that Section 5 should be Section 2.

#### **ITEM 11    LETTER TO REGISTRANTS**

This letter had been distributed to registrants.

#### **ITEM 12    LOBBYING STRATEGY**

Ms A. Dawson said that this would be relevant post-launch of the HPC. A relationship would have to be established with relevant parties and maintained.

**ITEM 13     MARKET RESEARCH**

It needed to be established what " customers " thought of CPSM and what the public understood about the CPSM / HPC. It would be necessary to target registrants who interfaced with the CPSM, for example, via the telephone, or when they sent in a cheque for payment of fees or when they returned forms. It would also be necessary to target other bodies who were at arm's length and who were not influenced by CPSM, for example, NHS.

Mr. M. Seale said that the Professional Bodies would be interested – we could inform them that market research was being done and that the feedback would be sent to them. Mr. Seale said that the research should be completed by the end of March/early April, as it would have an impact on the type of computer HPC got.

**ITEM 14     MEDIA RELATIONS**

Ms Broadhurst said that coverage of HPC had been in (a) Solicitors' Journal; (b) Dietetics Today; Therapy Weekly; (d) Pharmaceutical Journal; and (e) Chemist & Druggist. Copies of these should be tabled at the next Council meeting.

The journal " Physio Frontline " wanted to interview Prof. N. Brook in order to prepare a feature in the week of the launch, the 17 April 2002.

Ms Broadhurst said that a news release should be sent out as soon as possible.

**ITEM 15     MEDIA TRAINING**

Mrs. Z. Hogg said that there were two sessions left, the 13th and 20th March 2002. Ms L. Blakeborough said that some members had refused media training. The Chairman said that she wanted a list of those who had been media trained and those who had not.

There would be a final media training session for Mr. Seale, Prof. N. Brook and Mr. C. Middleton prior to the launch. The Chairman queried whether Mr. C. Lea should take part in this final session in case of Prof. Brook's unavailability.

**ITEM 16     MISSION STATEMENT**

The Chairman queried whether there was a mission statement. Ms Blakeborough referred the committee to page 6 of the Strategic Document " HPC Strategic Intent " dated 22 February 2002. The Chairman said that the committee could not decide on a mission statement, it was for the whole Council to decide.

**ITEM 17     PRESS RELEASE**

The committee noted that the new Communications Manager would be issuing a press release shortly about himself.

**ITEM 18     RECRUITMENT**

This item had been dealt with at Item 3 above.

**ITEM 19     UNREGULATED ARTICLE**

A list of questions had been sent to Mr. M. Seale by Chiropody Review, a publication of the Institute of Chiropody – Ms L. Blakeborough said that a freelance journalist, Ms Jenny Bryan, would contact Mr. Seale and Prof. N. Brook to help produce the article. The deadline for copy was 7 April 2002.

**ITEM 20     WELSH LANGUAGE**

Mr. Seale said that he and Mr. Middleton would be going to visit the Welsh Language Board on 15 March. All health care regulators had been approached. A representative from the Welsh Assembly would be at the meeting.

It was noted that a Health Professions Board (Wales) was being created. This body included everybody working in health care provision and included, inter alia, doctors and nurses.

**ITEM 21     WEBSITE**

Ms D. Broadhurst presented a demonstration of the home page which would also be presented to Council at its meeting on 12 March. It was noted that the font should be 12 point; the committee was also provided with the revised draft of the website copy. The Chairman queried whether photographs and details of members would be going on to the home page. Ms D. Broadhurst said that it was for the committee and Council to determine. The Professional Bodies should comment on any information on the website about professions.

The committee queried whether a Register of Private Interests of Council members was a legal requirement. It was confirmed that it was and that Mr. Seale was aware of this and it would go on the website.

**ITEM 22     DATE AND TIME OF NEXT MEETING**

The date of the next meeting would be 22 April 2002 at 10.30 a.m. at Park House, 184 Kennington Park Road, Kennington, London SE11 4BU.

**CHAIRMAN**