

Council, 3 December 2013

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 in September, October and November across the range of communications 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

21 November 2013

Communications Report

1. Introduction

- 1.1 The report is intended to provide an update on the work of the Communications Department since the last meeting of Council. It highlights key activities undertaken during this period as well as statistical information.

2. Events

- 2.1 In September and October we were in Perth and Belfast respectively for four 'meet the hcpc' events.
- 2.2 The Perth events were broadcast live on the internet and 70 registrants attended in person with a further 100 participating remotely. Approximately 120 registrants attended the Belfast sessions. Professionalism was included as a topic for discussion for the first time and the feedback has been positive with the discussion groups being well-received.
- 2.3 Members of the executive were in Derry on 26 November for our latest employer event. Approximately 30 HR and service managers attended. Presentations focused on our registration and cpd processes as well as fitness to practise, helping employers to decide when and if they should be referring issues to us.

3. Public information campaigns

- 3.1 We launched our Be Sure campaign in October. Using a short film, the aim is to raise awareness amongst care home managers, older people and their carers of our role in public protection and the importance of checking registration.
- 3.2 We have undertaken a range of activities including screenings at relevant profession specific conferences like the National Care Show and a media release which has been picked up by online and print outlets, specifically Age Net, Mature Times, Patient Talk, Carehome, Homecare.co.uk, Women's Thoughts, National Care Forum, Retirement Directory, and Savista.
- 3.3 The film, which is housed on our YouTube channel, has had 231 views and the estimated audience reach for the media outlets totals just over 2 million.
- 3.4 Working with the Fitness to Practise Department, we launched our public protection broadcast campaign on 20 November. The aim of the campaign was to raise awareness of our role in public protection using research we had commissioned through Opinion Matters. At the time of writing, interviews had been booked with a range of regional and national radio stations with an audience reach of over 2.5million and advertising equivalent of over £10k.

4. Media

- 4.1 In October, there was extensive coverage in the media about the scandal-hit Orchid View Care Home. In response to these reports, we issued a statement which outlined our proposals for negative registration of care workers. We also wrote a letter to the Independent, which was published, and a piece for the Guardian Social Care Network which was also published.
- 4.2 During this period, two fitness to practise cases in particular attracted a high degree of media attention. The first was practitioner psychologist Gillian Levett who was struck off for failing to maintain appropriate boundaries with a patient. In the second case, social worker Brian Leslie Clarke was struck off for failing to act on safeguarding concerns at Winterbourne View Hospital.
- 4.3 Both cases were picked up by the Press Association and coverage included national media, for example BBC News online, The Times, Daily Telegraph, Daily Mirror as well as regional media including BBC Radio Bristol, Western Daily Press and Bristol Post. In both instances the coverage has been largely factual with most media outlets using the releases that we issued.

5. Social Media

- 5.1 In October, we hosted a 'tweet chat' with occupational therapists in partnership with the British Association of Occupational Therapists and the College of OTs. The aim was to discuss registration renewal and CPD, working alongside the Registration Department. 23 people actively participated, making 199 tweets, although we estimate the potential audience was higher. This was a first for us and has resulted in 75 additional followers on Twitter. We are currently looking at how we can further develop engagement in this way.

6. Scotland

- 6.1 We have worked with representatives from the Scottish Government Health and Social Care Directorate and regulators in Scotland on the annual regulation event, which took place in Glasgow on 27 November. We had a stand and ran two sessions: the first focused on our Picker Institute research 'Understanding Public Protection'; and the second, with the Scottish Social Services Council (SSSC), was on service user and carer involvement in education. Over 300 delegates from across the UK health and care sector attended the event.
- 6.2 Alongside other health and care regulators we held an event in the Scottish Parliament. This included an exhibition and reception which was attended by MSPs and their staff, as well as a number of patient advocate groups.

- 6.3 We have also met with a number of stakeholders including Citizens Advice Scotland, NHS Complaints Personnel Association Scotland, General Dental Council and the Chartered Society of Physiotherapy.
- 6.4 In November the Executive travelled to Cardiff to meet with HR and Service Directors at their regular monthly meeting. The intention was to provide a general update on the HCPC and answer any questions the group may have.

7. Europe

- 7.1 During this time we have participated in two European network events. The first was the latest EU Forum and the second was the annual Health Professionals Crossing Borders conference. Both events were hosted by HCPC and included a range of sessions, particularly an update from the European Commission on the revised Professional Qualifications Directive, as well as from the Department of Health on the Directive on Patients' Rights in Cross-Border Healthcare.

8. Publishing

- 8.1 On Monday 11 November 2013 we published our tenth Fitness to practise annual report and key information document, covering the period 1 April 2012 to 31 March 2013. The report explores the effects of our new responsibility as the regulator of social workers in England and includes information on research we commissioned on the understanding of public protection.
- 8.2 The October edition of HCPC In Focus included articles on renewals, our new Approved Mental health Practitioner (AMHP) guidelines, our consultation on the standards of proficiency for operating department practitioners.

9. Digital

- 9.1 We have been working with the Education Department to produce films designed to inform discussions at the 'Service user and carer involvement' seminars. The films include scenarios asking the question 'could I be a service user' and two interviews with volunteers talking about their personal experiences.
- 9.2 We have also started producing short videos giving a more personal perspective on why participants should attend our events. Featuring delegate feedback the videos highlight what participants will gain from the events.

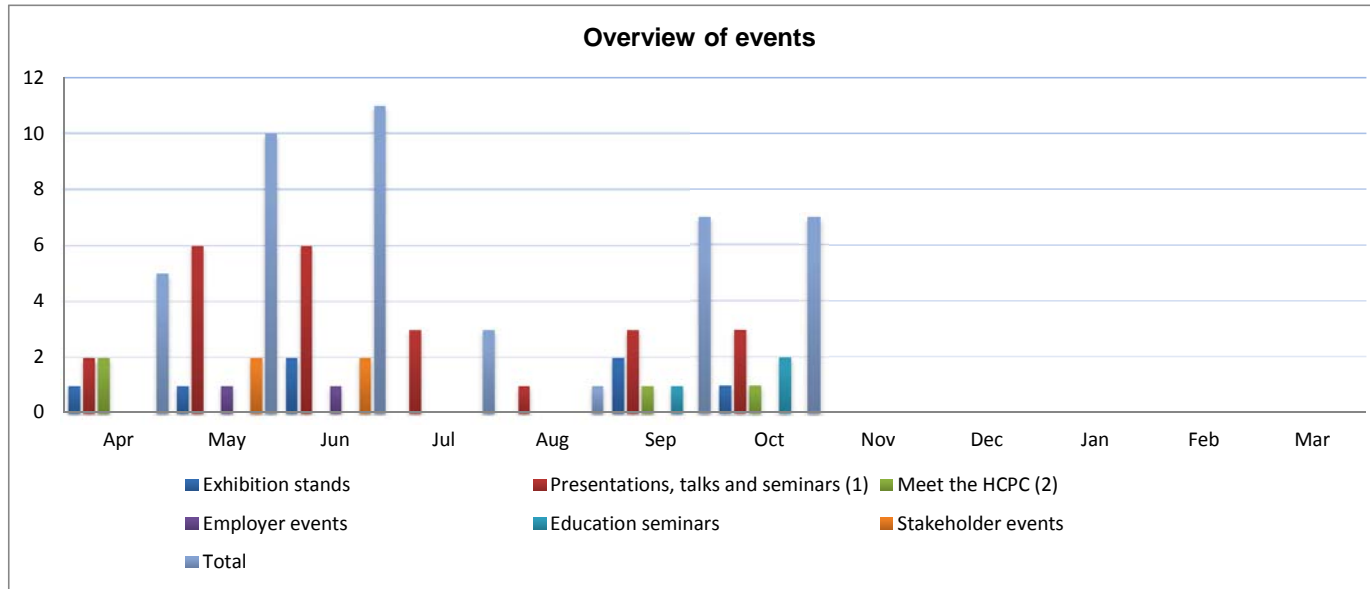
10. Some priorities for the month ahead

- 10.1 **Web deployment:** Requirements have been gathered for the next web deployment, which proposes updates to the intranet and website. Requirements have also been finalised for a new mobile app aimed at registrants. We will begin working with external suppliers to take this work forward.

10.2 **Parliament:** We have been working on the written submission and preparation for Marc and Anna's appearance in front of the House of Commons Health Select Committee in January for the HCPC's annual accountability hearing.

Statistics - Contents

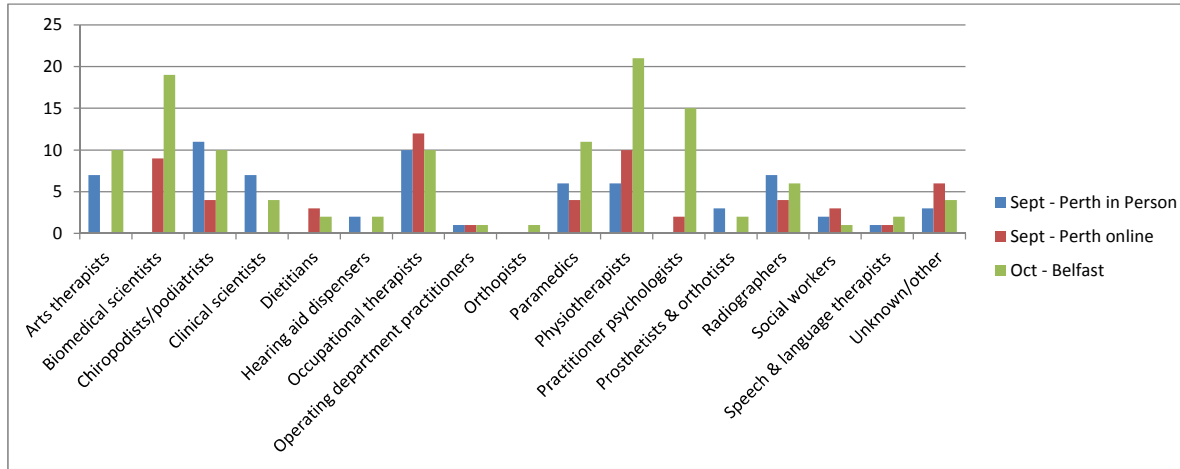
Events	Overview of events	2
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	2013							2014					Year to date
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Exhibition stands	1	1	2	0	0	2	1						7
Presentations, talks and seminars (1)	2	6	6	3	1	3	3						24
Meet the HCPC (2)	2	0	0	0	0	1	1						4
Employer events	0	1	1	0	0	0	0						2
Education seminars	0	0	0	0	0	1	2						3
Stakeholder events	0	2	2	0	0								4
Total	5	10	11	3	1	7	7						44

1. Presentations, talks and seminars given to any stakeholder group

2. 2 events on 1 day

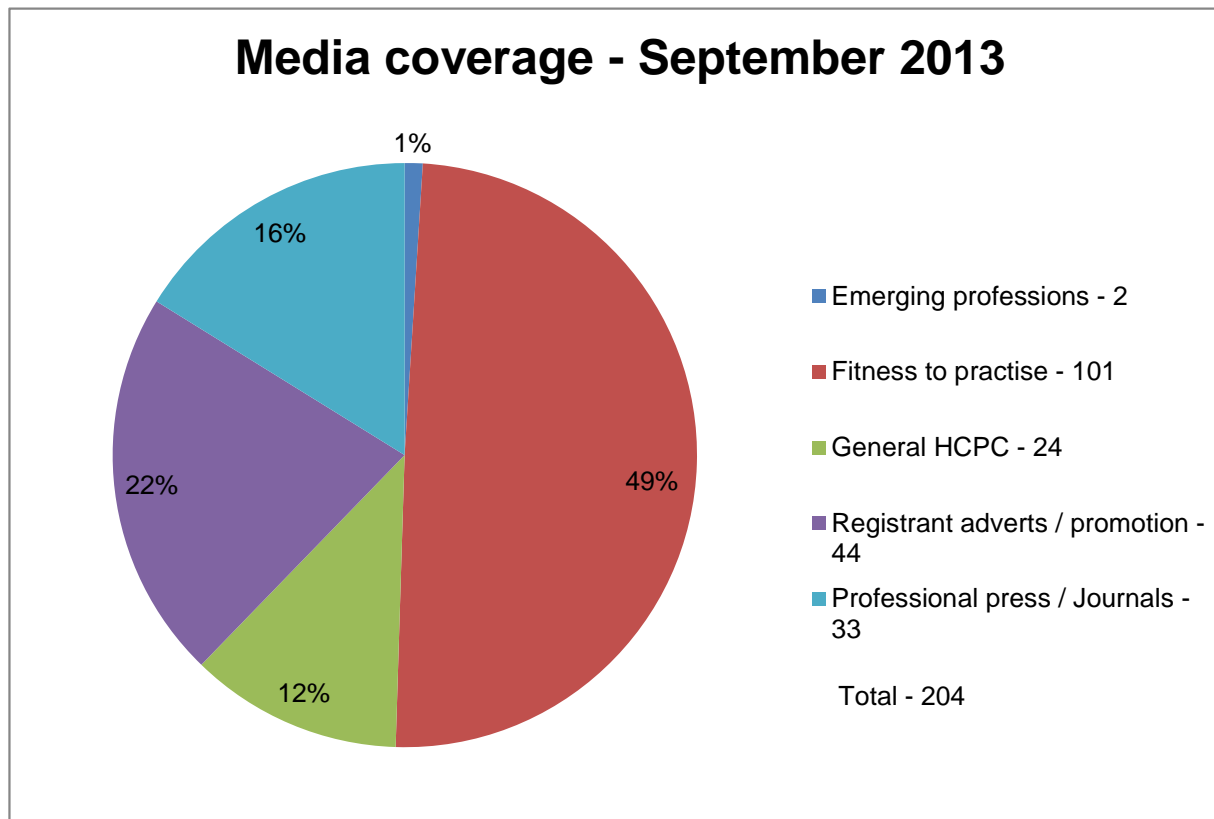


* 55 registrants participated in both sessions, 50+ registrants joined online throughout the two sessions

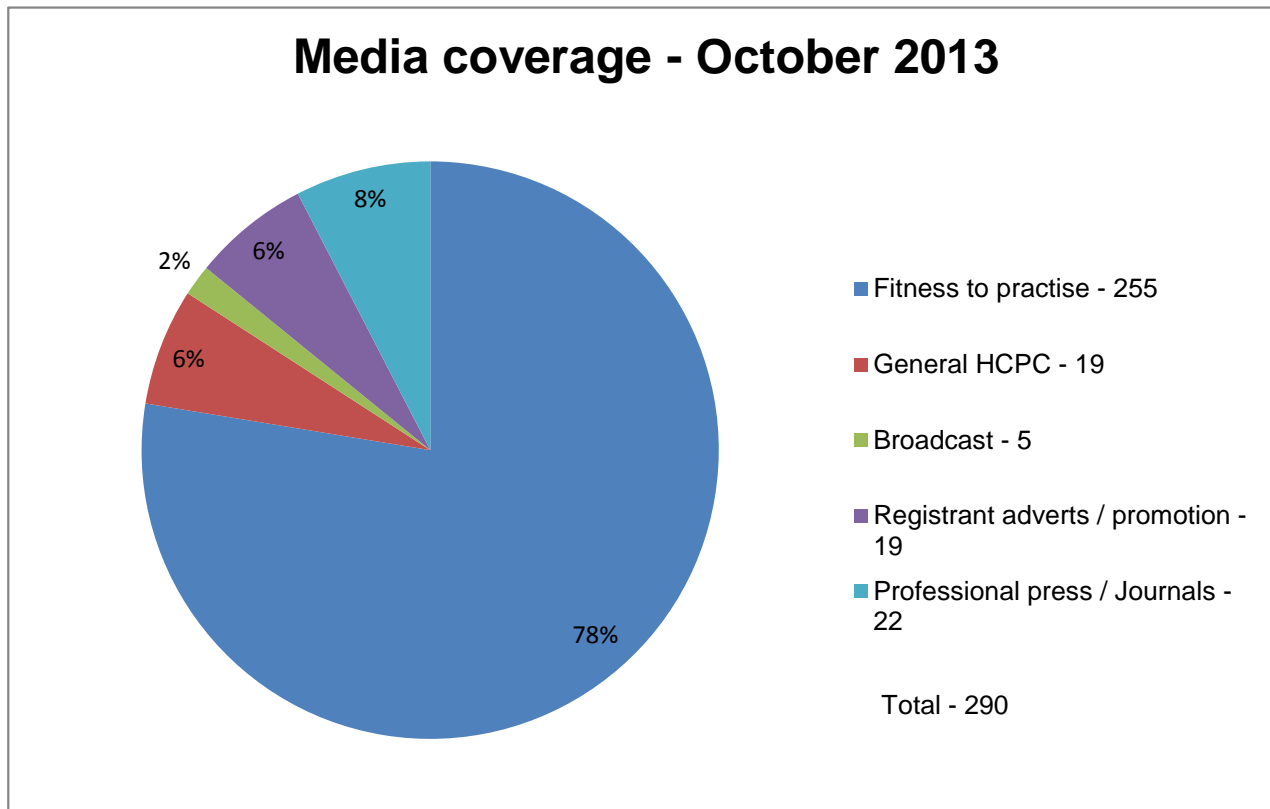
Event - location		April - IOM	May	June	July	August	September - Perth In Person	September - Perth Online*	October - Belfast	November	December	January	February	March
Both Sessions	Total													
Arts therapists	18	1					7	0	10					
Biomedical scientists	35	7					0	9	19					
Chiropodists/podiatrists	36	11					11	4	10					
Clinical scientists	11	0					7	0	4					
Dietitians	9	4					0	3	2					
Hearing aid dispensers	0	0					2	0	2					
Occupational therapists	38	6					10	12	10					
Operating department practitioners	4	1					1	1	1					
Orthopists	1	0					0	0	1					
Paramedics	25	4					6	4	11					
Physiotherapists	54	17					6	10	21					
Practitioner psychologists	25	8					0	2	15					
Prosthetists & orthotists	5	0					3	0	2					
Radiographers	27	10					7	4	6					
Social workers	58	52					2	3	1					
Speech & language therapists	7	3					1	1	2					
Unknown/other	17	4					3	6	4					
Total	370	128					66	59	121					

Category	Volume
Emerging professions - 2	2
Fitness to practise - 101	101
General HCPC - 24	24
Registrant adverts / promotion - 44	44
Professional press / Journals - 33	33
Total	204

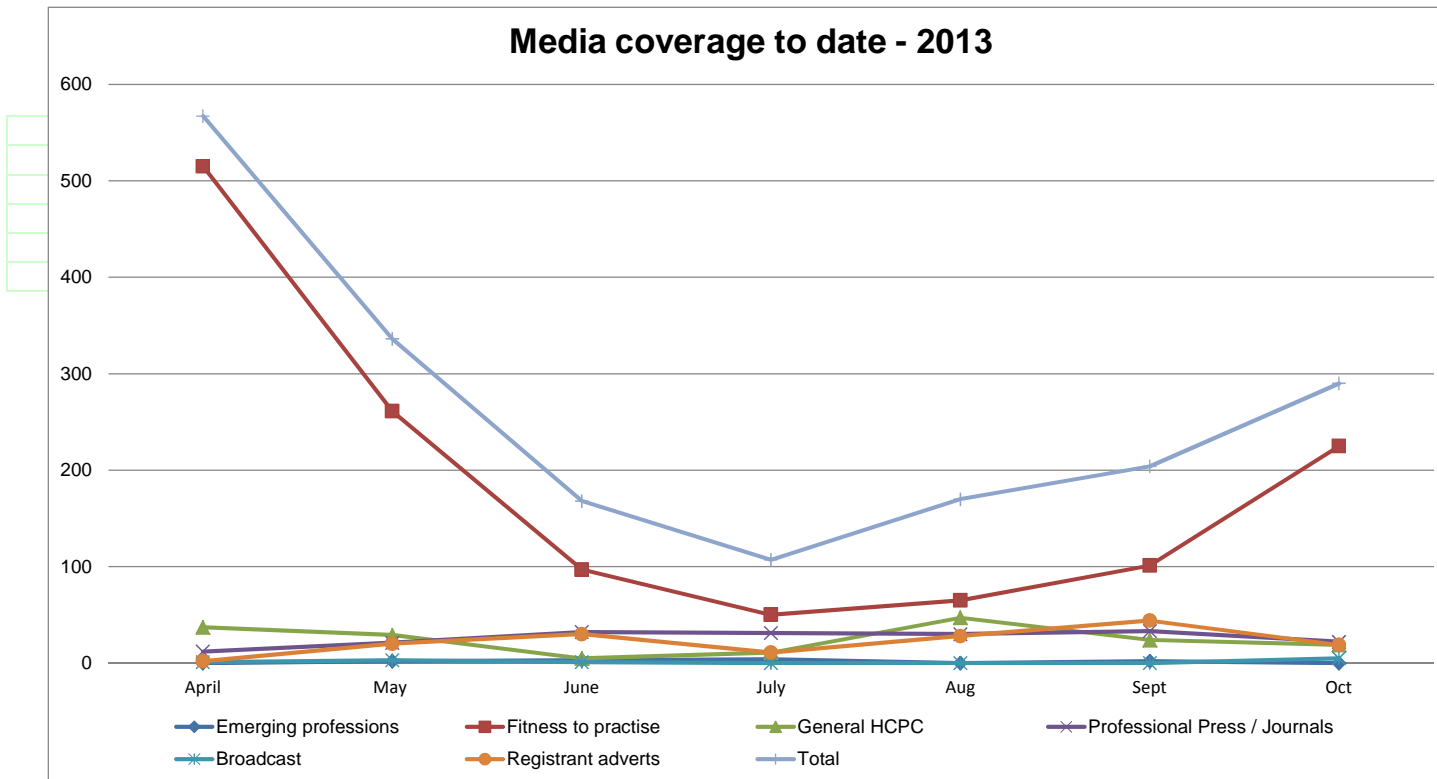
This high number is due to a series of articles quoting a dietitian about National Curry Week



Category	Volume
Fitness to practise - 255	225
General HCPC - 19	19
Broadcast - 5	5
Registrant adverts / promotion - 19	19
Professional press / Journals - 22	22
Total	290

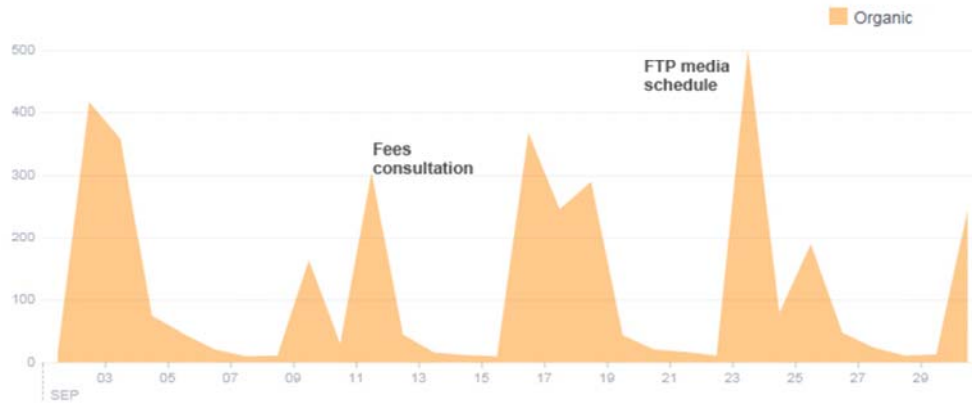


	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Emerging professions	0	2	3	4	0	2	0					
Fitness to practise	515	261	97	50	65	101	225					
General HCPC	37	29	5	11	47	24	19					
Professional Press / Journals	12	21	32	31	30	33	22					
Broadcast	1	3	1	0	0	0	5					
Registrant adverts	2	20	30	11	28	44	19					
Total	567	336	168	107	170	204	290					



Post Reach

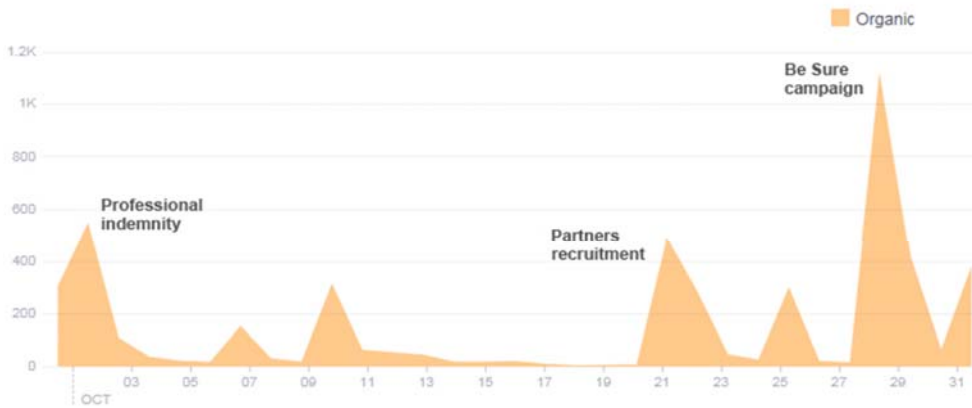
The number of people who saw your posts.



Facebook - September

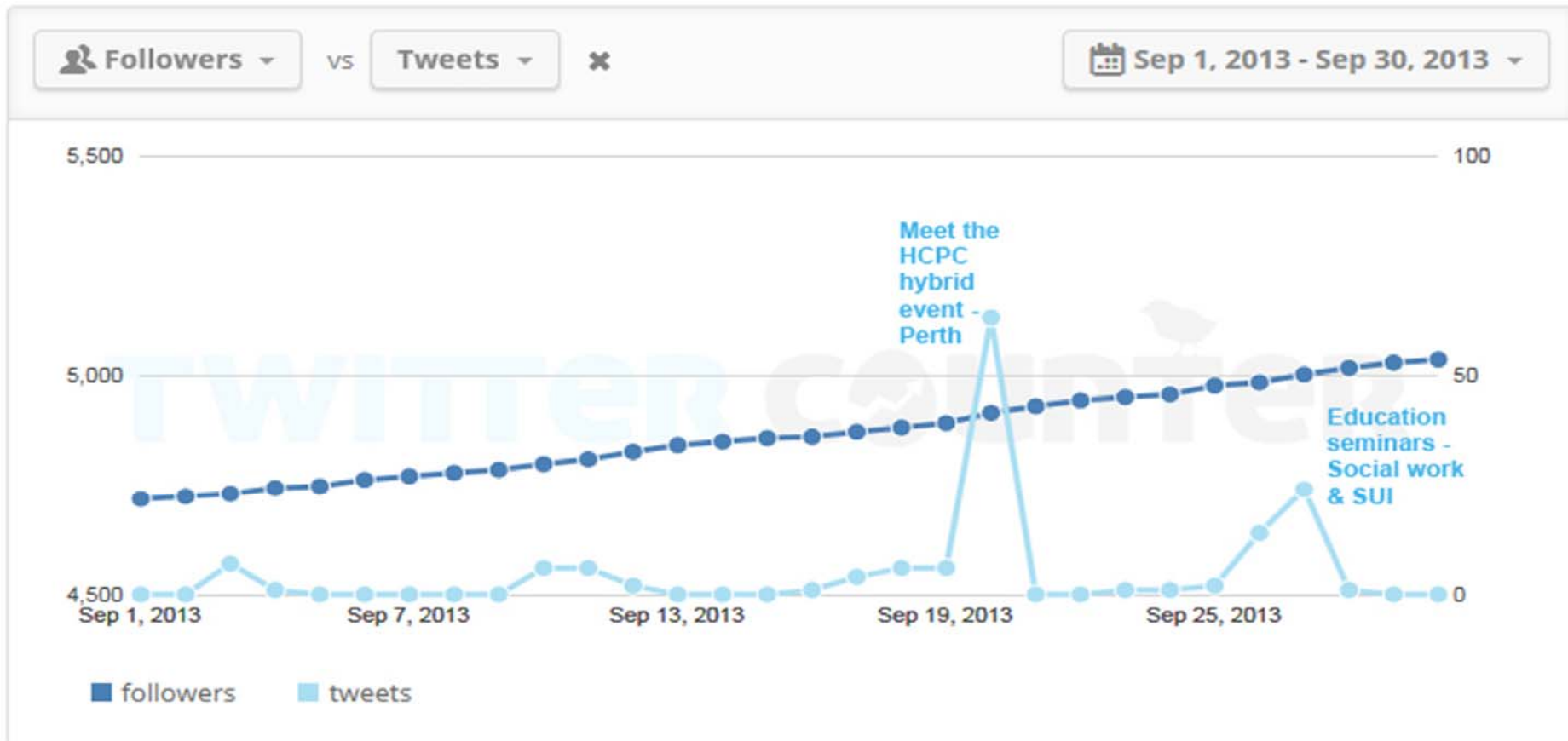
Post Reach

The number of people who saw your posts.

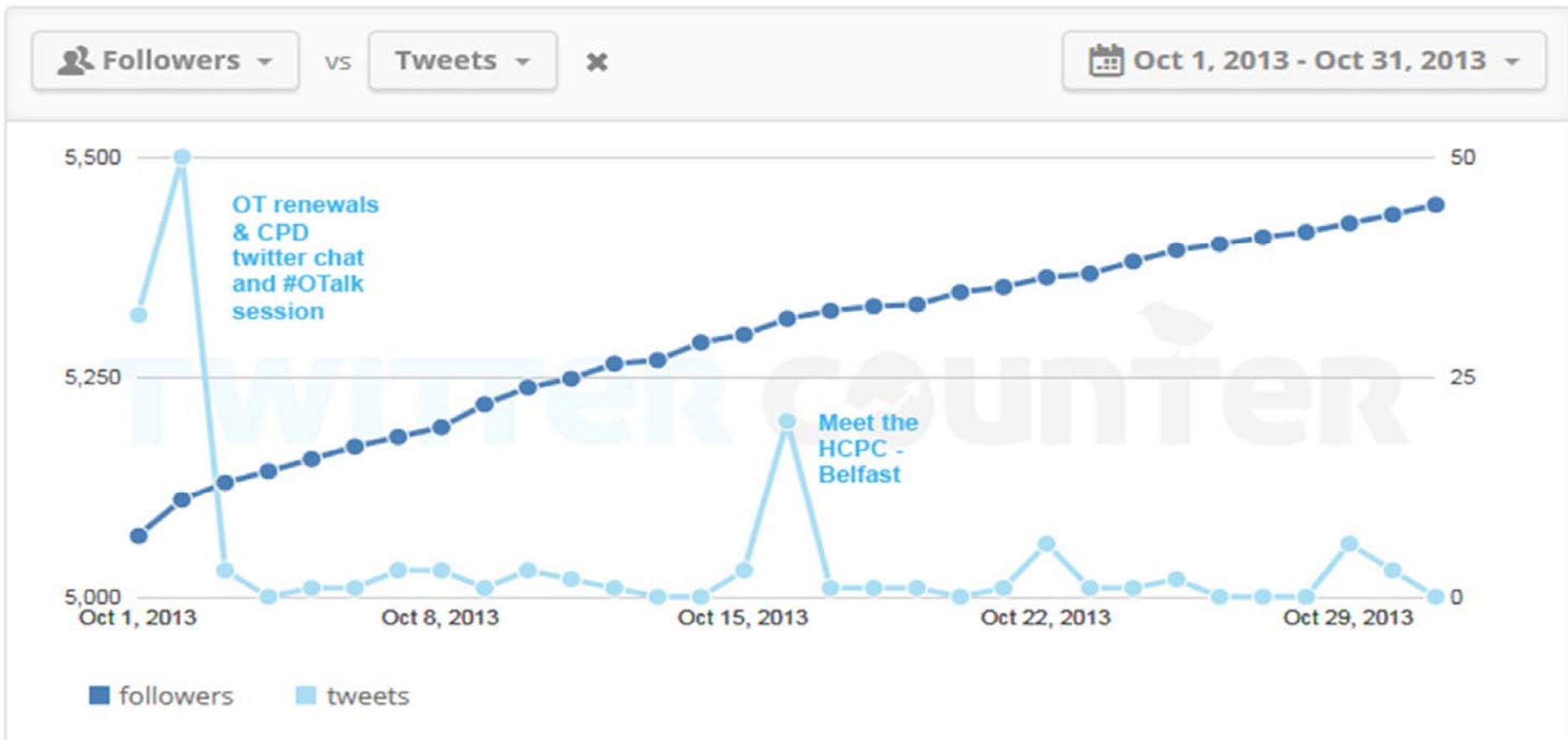


Facebook - October

Twitter (September)

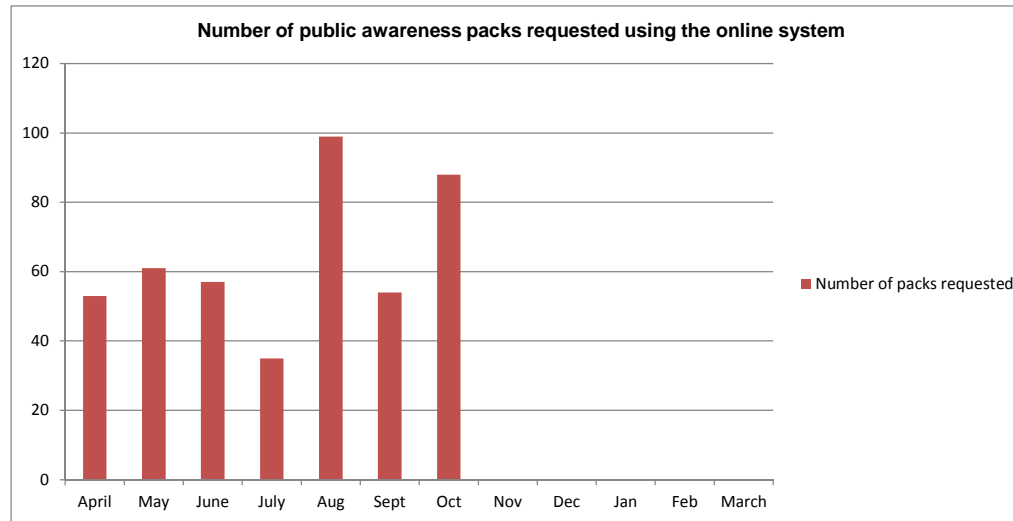


Twitter (October)



Public awareness packs

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of packs requested	53	61	57	35	99	54	88						447



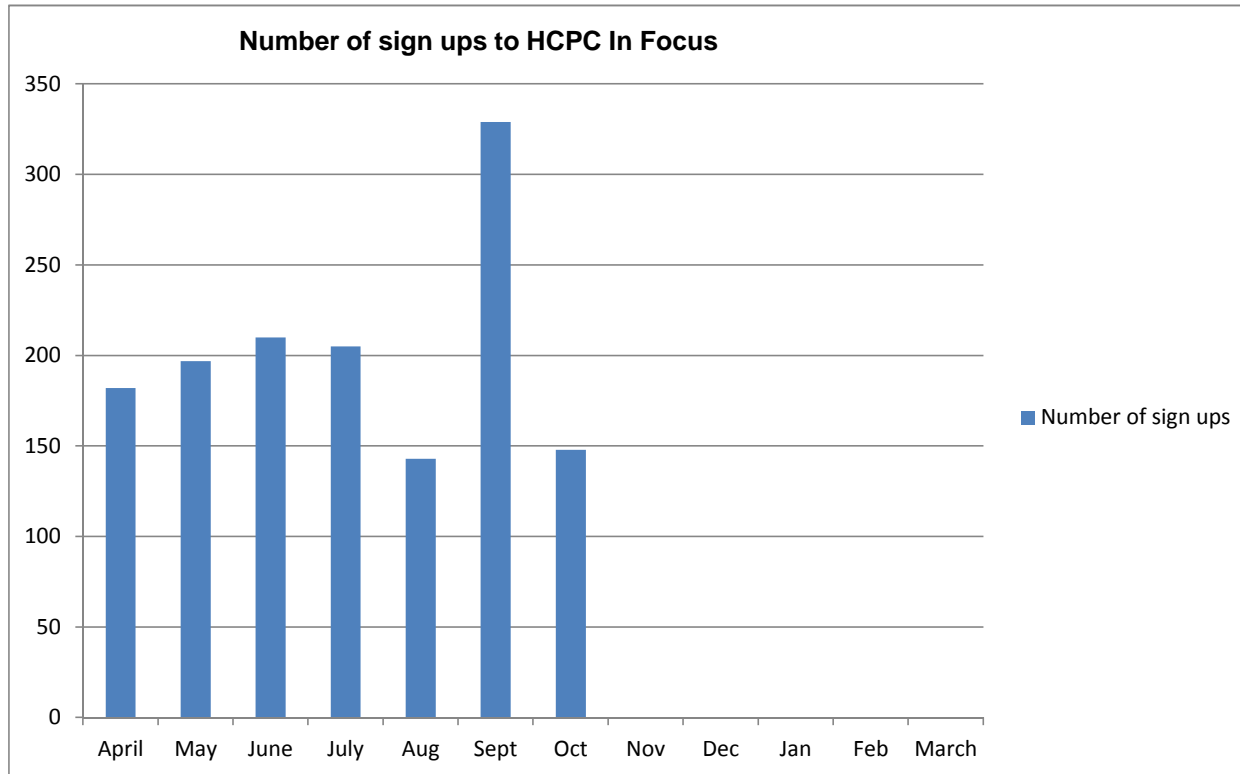
One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

Number of packs requested per month by profession

Profession	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Arts Therapists	1	3	0	0	0	0	2						
Biomedical scientists	1	3	4	0	2	1	6						
Chiropodists	19	16	6	7	27	14	16						
Clinical scientists	0	0	0	0	0	0	2						
Dietitians	0	0	3	0	1	0	0						
Hearing aid dispensers	0	0	0	0	0	0	0						
Occupational therapists	0	3	4	1	14	12	6						
Operating department practitioners	2	1	0	0	10	0	4						
Orthoptists	0	0	1	0	2	0	0						
Paramedics	5	3	3	4	4	1	1						
Physiotherapists	9	8	11	6	14	10	13						
Practitioner psychologists	0	0	0	0	0	0	0						
Prosthetists / orthotists	0	0	2	0	0	2	2						
Radiographers	0	0	0	0	1	0	1						
Social workers in England	4	5	2	5	4	3	13						
Speech and language therapists	0	0	0	5	6	8	4						
Other	12	19	21	7	14	3	18						
	53	61	57	35	99	54	88	0	0	0	0	0	447

In Focus sign ups

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total number of subscribers
Number of sign ups	182	197	210	205	143	329	148						23,412

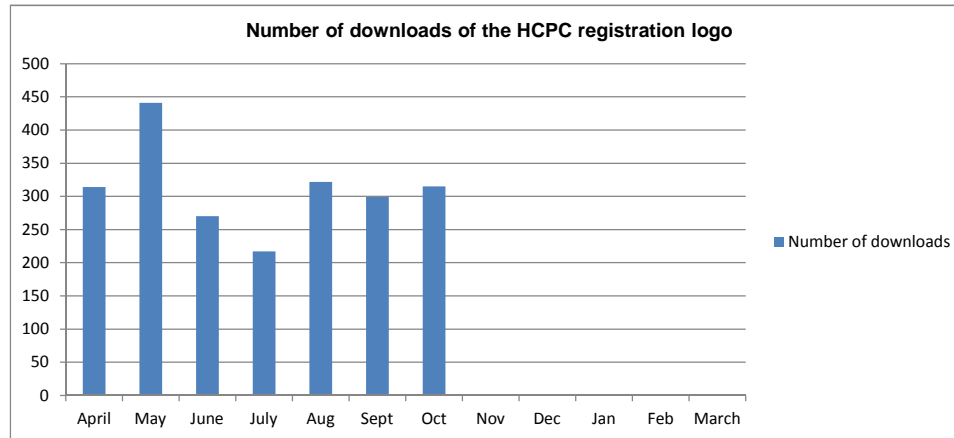


Registration logo downloads

Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of downloads	314	441	270	217	322	299	315						2178

Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of unregistered downloads	1	0	0	0	0	1	2						4

Any download of the logo by someone that is not registered is forwarded to the FTP protection of title team

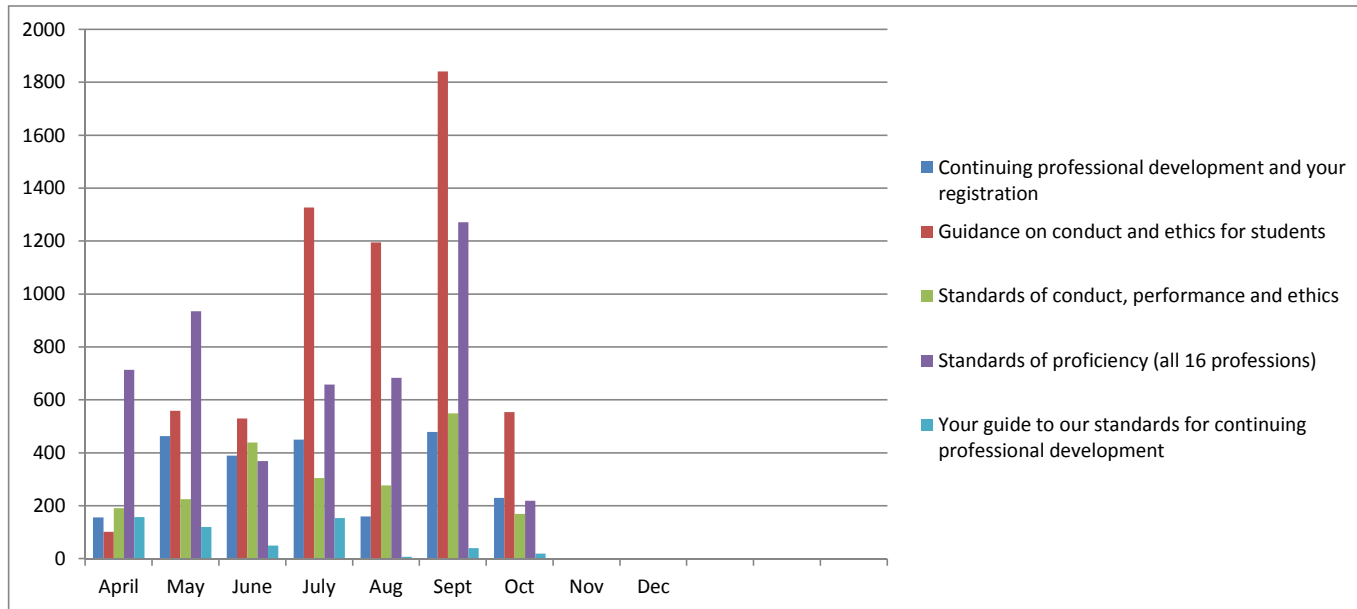


Breakdown of downloads per month by profession

Profession	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Arts Therapists	16	15	20	6	9	18	17						
Biomedical scientists	4	5	4	2	4	0	4						
Chiropodists	42	31	21	26	43	29	49						
Clinical scientists	1	0	11	1	1	14	6						
Dietitians	18	9	10	7	10	7	6						
Hearing aid dispensers	9	5	3	4	3	3	1						
Occupational therapists	23	12	8	13	15	18	55						
Operating department practitioners	1	0	1	0	3	0	3						
Orthoptists	1	0	0	0	5	2	0						
Paramedics	24	14	31	30	78	39	20						
Physiotherapists	17	42	40	54	29	32	39						
Practitioner psychologists	51	243	89	49	68	61	62						
Prosthetists / orthotists	8	3	0	1	0	6	0						
Radiographers	24	5	3	2	2	1	3						
Social workers in England	14	28	13	8	17	16	19						
Speech and language therapists	61	29	16	14	35	53	31						
	314	441	270	217	322	299	315	0	0	0	0	0	2178

Top five requested publications

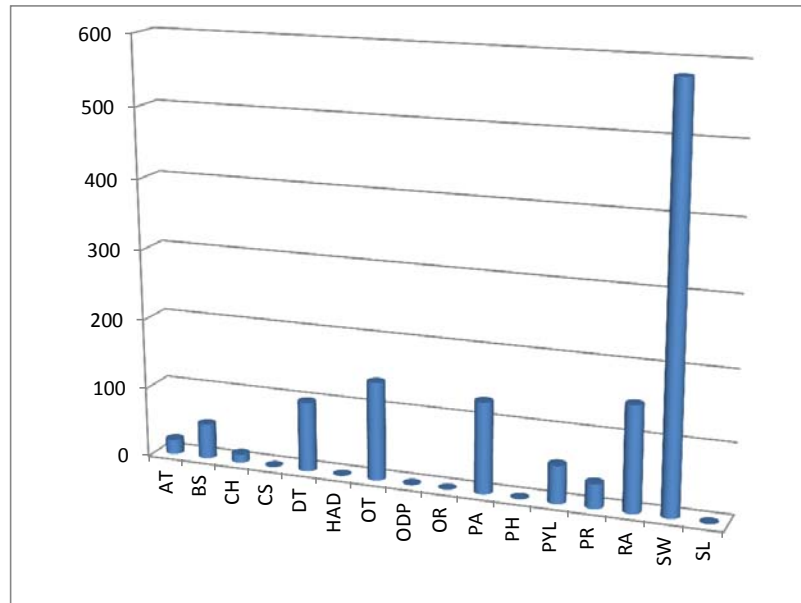
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Continuing professional development and your registration	157	464	390	450	160	480	230						2331
Guidance on conduct and ethics for students	102	560	530	1328	1196	1842	555						6113
Standards of conduct, performance and ethics	192	226	440	305	278	550	170						2161
Standards of proficiency (all 16 professions)	714	935	370	658	684	1272	220						4853
Your guide to our standards for continuing professional development	158	120	50	154	8	40	20						550



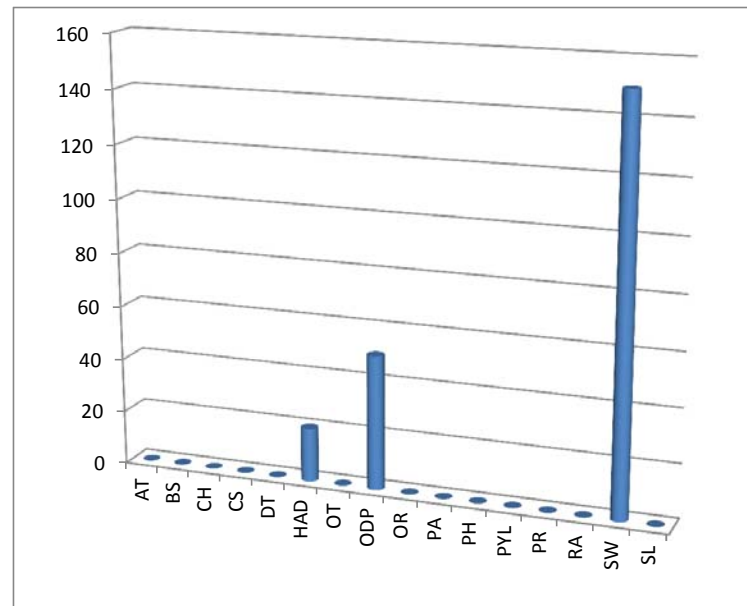
Standards of proficiency by month

Standards of proficiency	AT	BS	CH	CS	DT	HAD	OT	ODP	OR	PA	PH	PYL	PR	RA	SW	SL
April	2	2	52	2	169	2	172	2	6	12	52	2	52	2	133	52
May	40	0	20	0	8	0	57	0	5	25	20	90	0	30	590	50
June	0	0	0	0	0	0	115	50	0	50	0	0	0	0	115	40
July	0	0	0	0	0	0	0	0	0	55	0	0	0	0	603	0
August	19	0	0	0	80	0	110	135	0	35	30	80	0	0	135	60
September	21	50	12	0	100	0	140	0	0	130	0	54	35	150	580	0
October	0	0	0	0	0	20	0	50	0	0	0	0	0	0	150	0
Total	82	52	84	2	357	22	594	237	11	307	102	226	87	182	2306	202

September

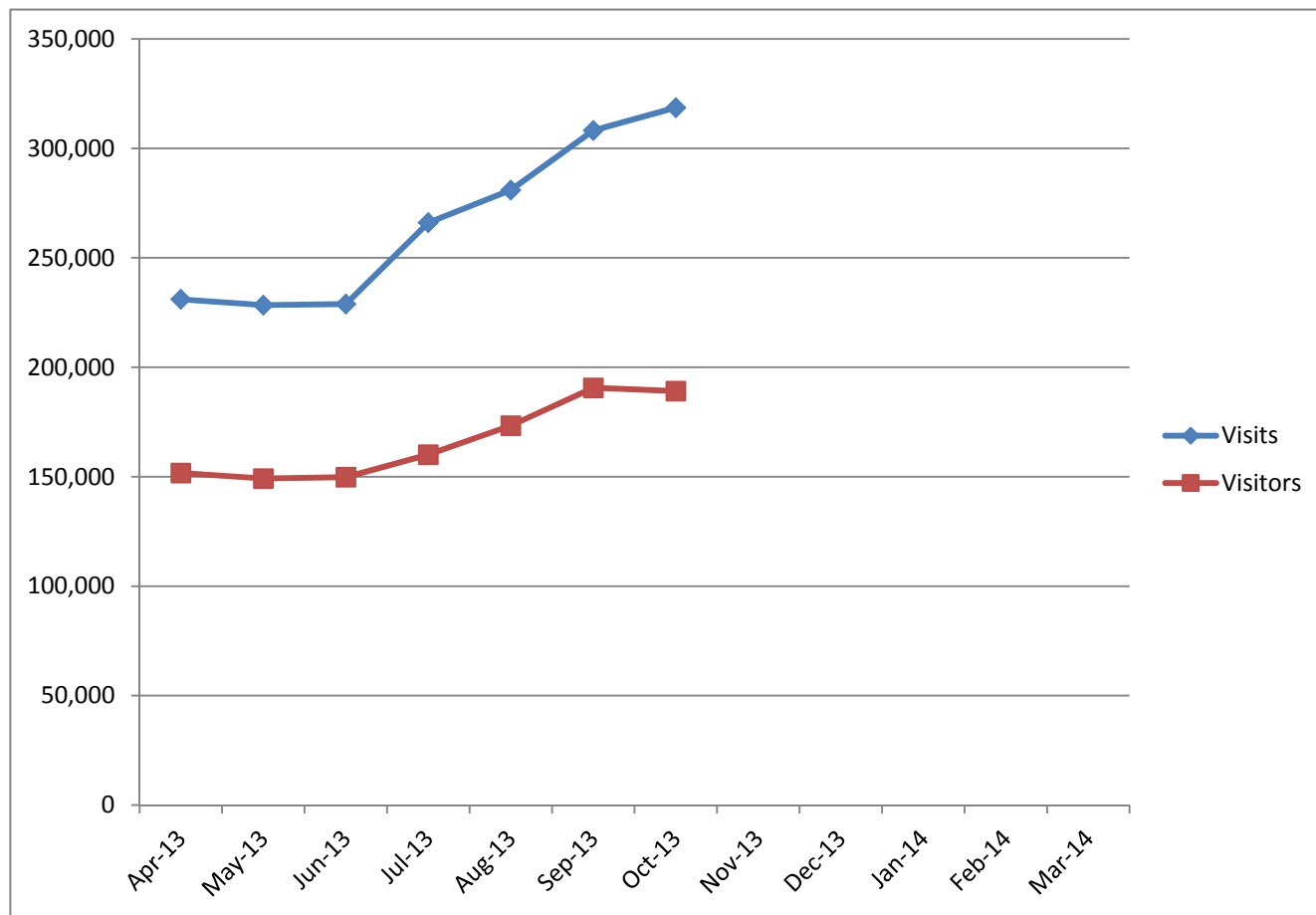


October



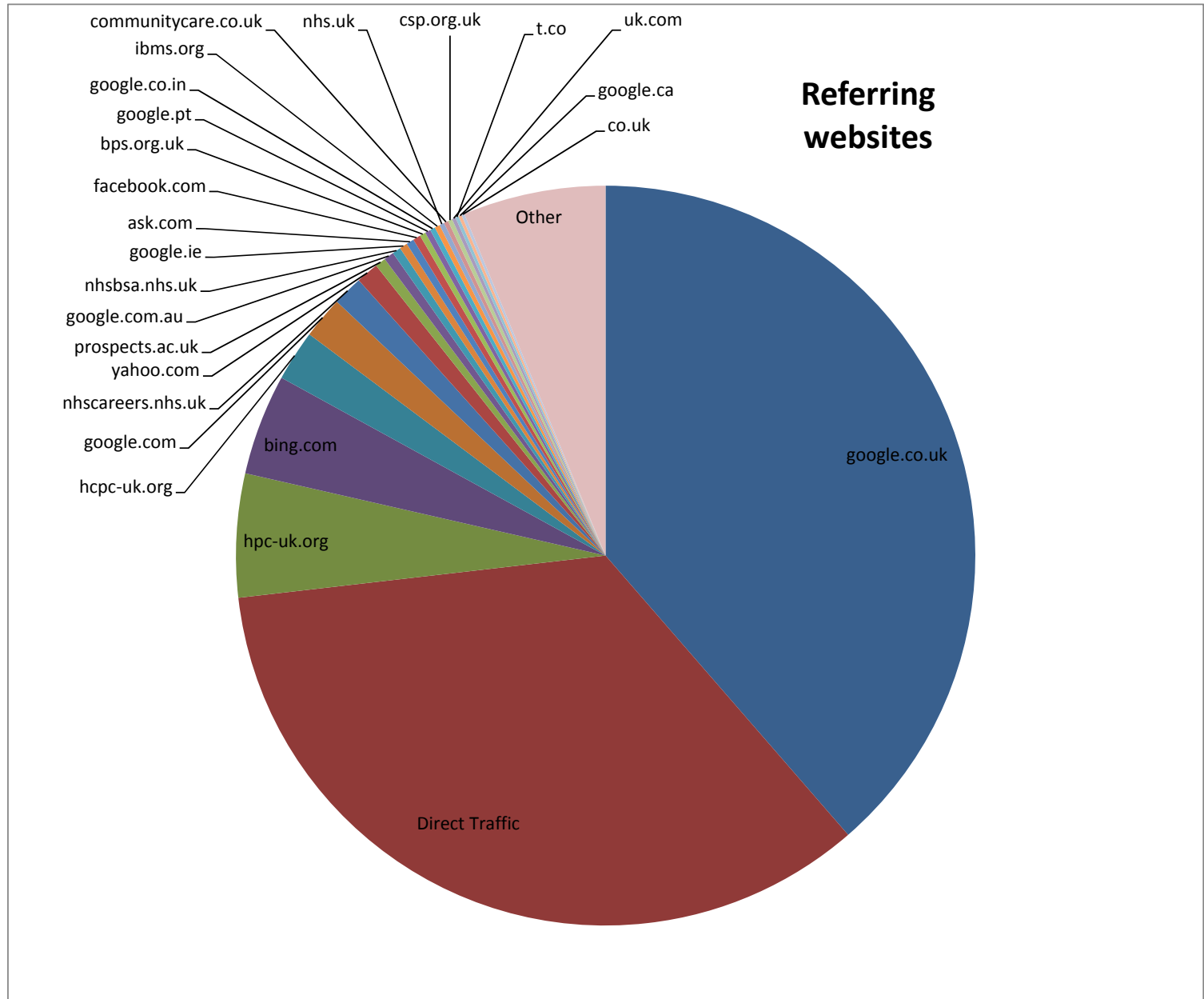
HCPC website traffic

	Visits	Visitors
Apr-13	231,030	151,735
May-13	228,388	149,184
Jun-13	228,865	149,801
Jul-13	266,063	160,105
Aug-13	280,954	173,343
Sep-13	308,193	190,585
Oct-13	318,600	189,121
Nov-13		
Dec-13		
Jan-14		
Feb-14		
Mar-14		



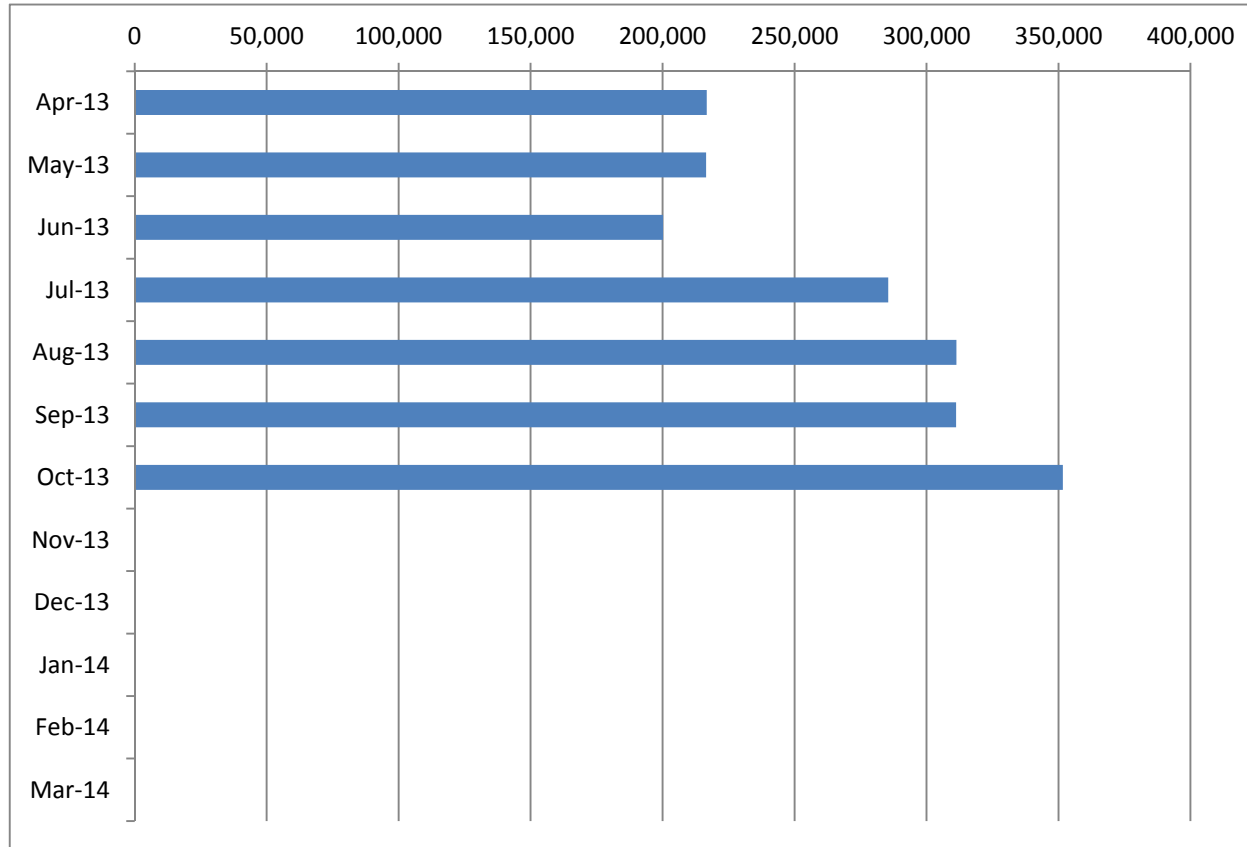
Referring websites October 2013

Domain	Visits
1 google.co.uk	123,043
2 Direct Traffic	110,143
3 hpc-uk.org	17,200
4 bing.com	14,049
5 hcpc-uk.org	7,083
6 google.com	5,854
7 nhscareers.nhs.uk	4,197
8 yahoo.com	3,127
9 prospects.ac.uk	1,491
10 google.com.au	1,386
11 nhsbsa.nhs.uk	1,180
12 google.ie	1,090
13 ask.com	1,079
14 facebook.com	1,072
15 bps.org.uk	827
16 google.pt	768
17 google.co.in	729
18 ibms.org	716
19 nhs.uk	672
20 communitycare.co.uk	624
21 csp.org.uk	598
22 uk.com	518
23 t.co	466
24 google.ca	435
25 co.uk	425
Other	19,888
Total	318,660



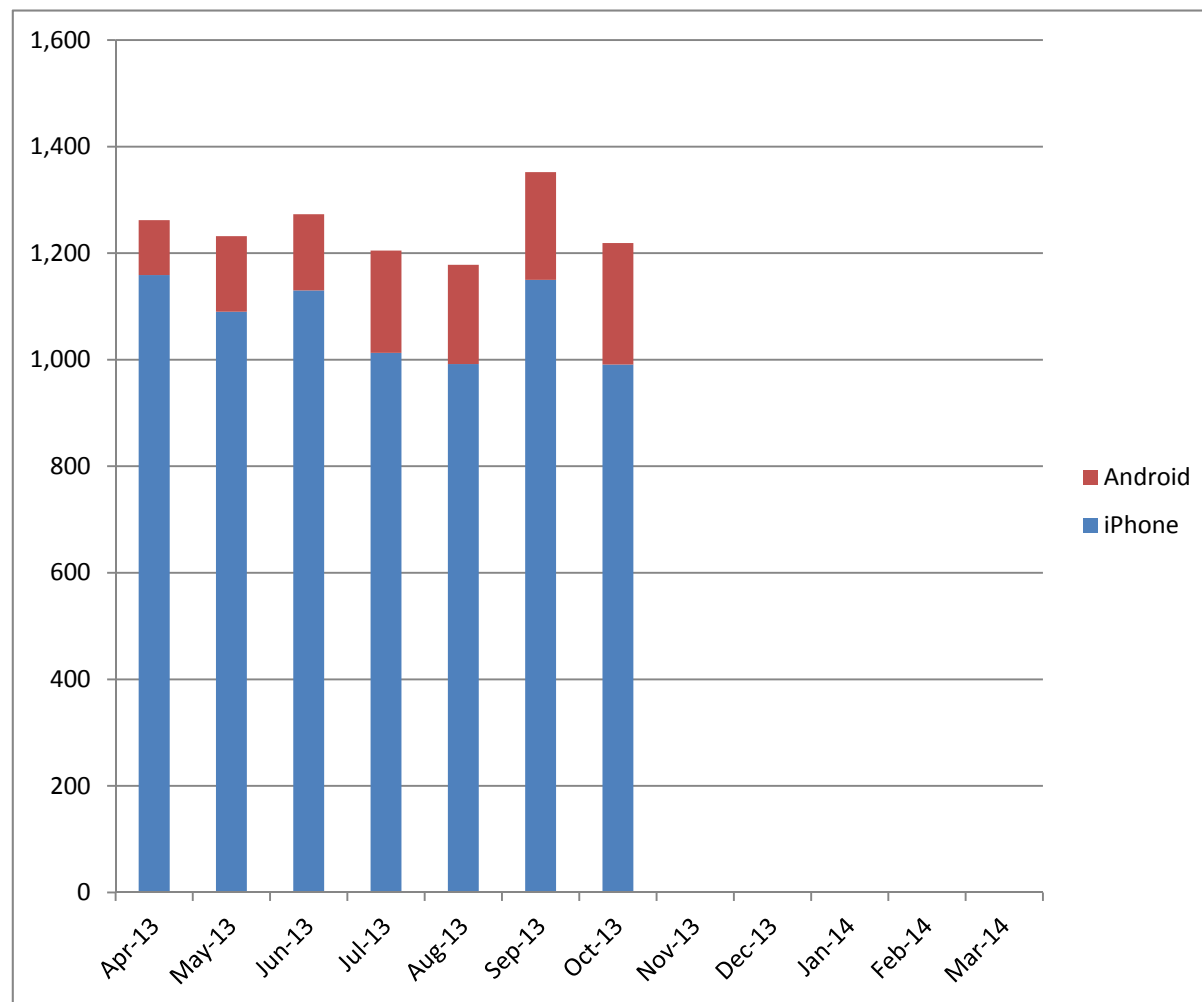
Result page views on 'Check the Register' (website)

	Views
Apr-13	216,713
May-13	216,472
Jun-13	200,163
Jul-13	285,512
Aug-13	311,314
Sep-13	311,192
Oct-13	351,659
Nov-13	
Dec-13	
Jan-14	
Feb-14	
Mar-14	



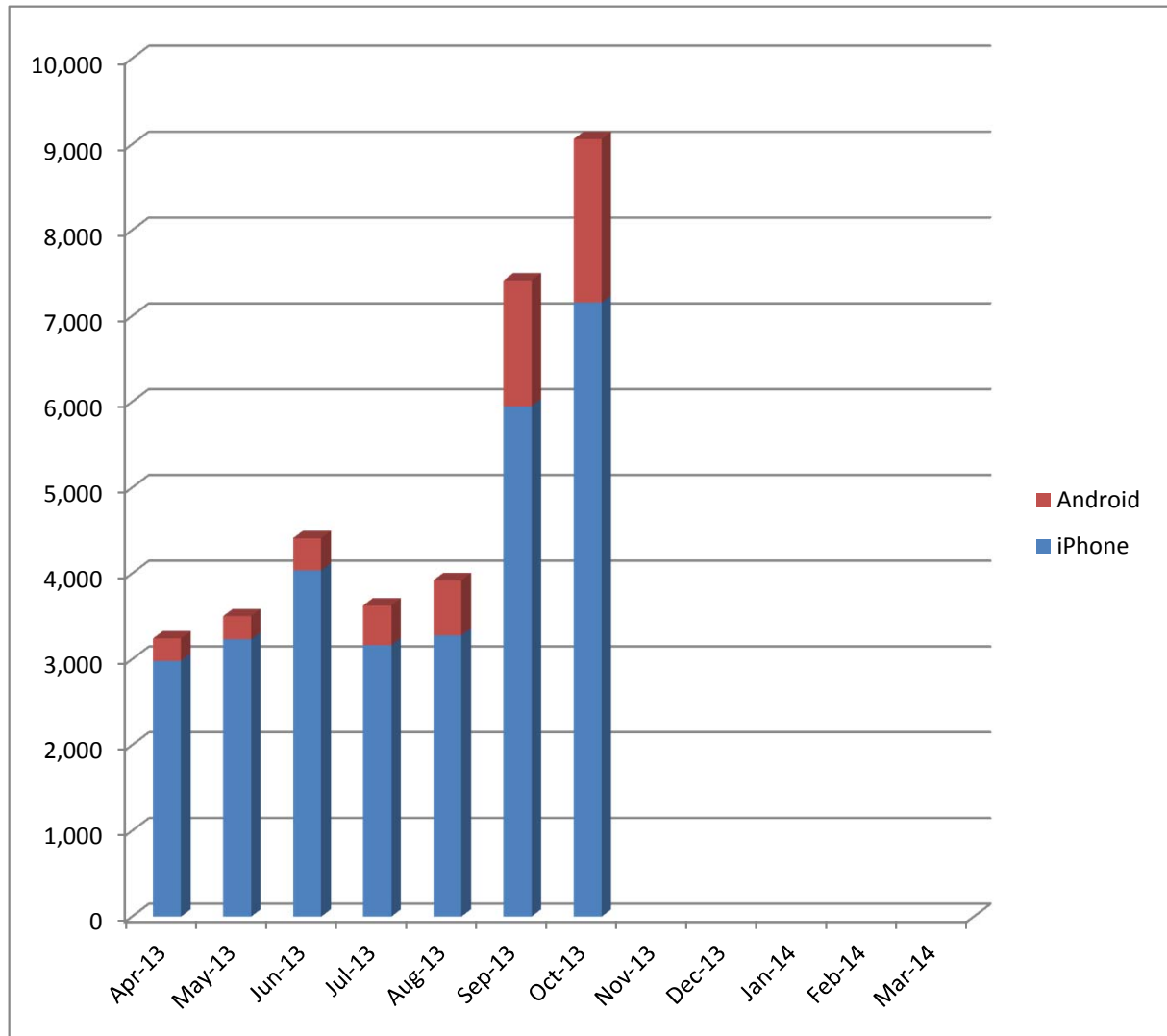
HCPC mobile app - active users

	iPhone	Android	Total
Apr-13	1,159	103	1,262
May-13	1,090	142	1,232
Jun-13	1,130	143	1,273
Jul-13	1,013	192	1,205
Aug-13	992	186	1,178
Sep-13	1,150	202	1,352
Oct-13	991	228	1,219
Nov-13			
Dec-13			
Jan-14			
Feb-14			
Mar-14			



HCPC mobile app - Register searches

	iPhone	Android	Total
Apr-13	2,982	261	3,243
May-13	3,231	272	3,503
Jun-13	4,037	375	4,412
Jul-13	3,165	464	3,629
Aug-13	3,278	643	3,921
Sep-13	5,948	1,467	7,415
Oct-13	7,157	1,904	9,061
Nov-13			
Dec-13			
Jan-14			
Feb-14			
Mar-14			



HCPC YouTube channel

	Views	Minutes watched
Apr-13	1,753	2,439
May-13	1,820	2,457
Jun-13	1,526	2,469
Jul-13	1,978	2,790
Aug-13	2,341	2,940
Sep-13	2,945	3,709
Oct-13	3,028	4,352
Nov-13		
Dec-13		
Jan-14		
Feb-14		
Mar-14		

