

Council – 9 May 2013

Communications April Report

Executive summary and recommendations

Introduction

The report sets out the work of the Communications Department during April 2013. It includes statistical information and highlights activities undertaken during this month. This includes:

- 1 Europe
- 2 Events
- 3 Internal communications
- 4 Media and PR
- 5 Northern Ireland, Scotland and Wales
- 6 Parliamentary activities
- 7 Publishing
- 8 Social Media
- 9 Stakeholder meetings and activities
- 10 Web

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 Progress Report

Date of paper

29 April 2013

Communications April Report

Introduction

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1 Europe

European Forum: On 17 April, the HCPC hosted the European Forum for the second time with Marc Seale continuing in his role as Chair. The agenda included presentations from the Department for Health on the professional qualifications directive and the BMA European Office on public affairs activity in Brussels.

AURE: We attended the AURE meeting on 30 April alongside colleagues from the GMC, NMC, GDC, GosC and representatives from the Department for Health. Updates included the current negotiations on the revised professional qualifications directive and the negotiations to complete the work under the Irish Presidency. Other issues discussed included data protection, updates on the European networks and the NMC's international process, which is currently under review.

2 Events

Exhibitions and conferences: Naidex National conference at the NEC, Birmingham (30 April – 2 May) where we had a stand and made presentations covering the HCPC's standards for continuing professional development and professionalism.

External talks: On 19 April, AIHHP conference, Bristol where Policy presented to 80 hearing aid dispensers on CPD. On 19 April, Irish Association of Speech and Language Therapists (IASLT) Biennial Conference, Dublin where Anna van der Gaag gave the key note address on the UK perspective of regulation to 150 delegates.

HCPC events: On 23 April, we held a Meet the HCPC event on the Isle of Man where we spoke to 128 registrants.

3 Internal communications

All employee meetings: Three held on 16 April where the Chief Executive briefed on the main activities for the year ahead and the first quarter departmental statistics from Registration, FtP and Education. Updates were also given on Facilities and the Employee Consultation Group (ECG).

The Chain: 25 employees have signed up for this internal communications initiative. Two induction sessions and the first monthly drop-in session have now been held.

Intranet: 32 posts and five news items published.

HCPC Update: Issue 33 was published on Friday 26 April and included articles on the all-employee training awayday in May, practitioner psychologist renewals, and the Fitness to Practise Department's disability equality workshop with Wideaware.

Issues Brief: this has been published every Friday with information including the HCPC signing a Memorandum of Understanding with the Isle of Man government, hospital trusts failing to raise concerns with the GMC and news that healthcare assistants 'want a professional register'.

4 Media and PR

Media mentions: In April, we had 567 HCPC mentions in articles across national, regional and local media including Evening Standard, The Sun, The Telegraph, Daily Mail, Guardian, Sunday Times, Liverpool Echo and Enfield Gazette. Of this number, 37 mentions related to the HCPC on a range of topics such as; signing a memorandum of understanding supporting the exchange of information with the Isle of Man Department of Health; and a suggestion made at the Royal College of Nursing Annual Congress that four regulators (HCPC, GMC, NMC and GDC) should combine.

FtP media: Approximately 91% related to Fitness to Practise hearings, in particular a social work case which resulted in over 300 mentions. A paramedic case and a podiatrist case also attracted a high volume of coverage in regional and local media including the East Anglian Daily Times, Southend Standard and Liverpool Post.

FtP queries generally come from local and regional media, with many requesting further information on exact locations of registrants and incidents. We also had our first request for a witness statement, which we directed to our Freedom of Information procedure.

Professional media: There were 12 mentions in professional media during this period including coverage of the consultation on standards of proficiency for speech and language therapists, publication of revised standards of proficiency for occupational therapists and radiographers, and the Francis Report. The journals covering these included OT News, Association for Perioperative Practice (AfPP) and Synergy News.

Issues of interest: In relation to areas of interest to the HCPC during this period, national titles including the BBC, the Health Service Journal and the Nursing Times covered the regulation of healthcare assistants, which also got attention in the regional press. The NMC attracted media coverage in the Nursing Times, coming under fire in the RCN's annual congress debate for their fee increase amid concerns over their level of service and efficacy. The GMC also received coverage in the Daily Telegraph about providing staff with private healthcare ('GMC spends £250k on private healthcare for its staff') and coverage in the Daily Telegraph about 204 NHS doctors having at least two complaints made against them alleging clinical negligence, but just eight being referred to the GMC for a full investigation. We have also seen coverage about Sir Bruce Keogh's call for tighter regulation of cosmetic surgery in a range of media, including the Guardian and the Daily Mail.

5 Northern Ireland, Scotland and Wales

Northern Ireland: On 23 and 24 April the stakeholder team met with the new lead AHP, senior civil servants and the AHP Forum Chair in Northern Ireland. Issues discussed included our proposals for regulating the adult social care workforce, the HCPC response to the Francis Report and the visit by the HCPC Chief Executive and Chair to Belfast on 7 June 2013.

Scotland: The stakeholder team visited Edinburgh on 9 and 10 April to plan for engagement in Scotland in 2013. This includes the Annual Regulation Event (co-organised with Scottish government) and a joint regulators exhibition and reception in the Scottish Parliament (pending application approval).

6 Parliamentary activities

We continue to monitor activities on a daily basis:

- Two **parliamentary questions:** Gregory Campbell MP about the HCPC recommendation that health care practitioners be statutorily regulated; and Laurence Robertson MP on the introduction of a statutory regulator for herbalists. In both cases we provided information to the Department of Health.
- Secretary of State for Health, Jeremy Hunt appeared before the **Health Select Committee** on Tuesday 23 April 2013 in their final oral evidence session examining the Mid Staffordshire Inquiry Report. In his evidence Hunt expressed concern that introducing regulation for the HCA role would be a 'computerised tick-box exercise' so had opted to use the vetting and barring scheme. He said the most important thing would be to 'root out bad apples'.
- There was also a short **House of Lords Grand Committee** room debate on the regulation of herbal medicines on Wednesday 24 April 2013. This was led by Lord Pearson of Rannoch, who called on the government to establish a statutory register for practitioners supplying unlicensed herbal medicines. Lord Hunt stated during the debate that 'the HCPC is in expansionist mode' and that if the HCPC could 'take on

social workers, it can certainly take on herbal medicine practitioners'. In her closing comments Baroness Northover stated that a more substantive announcement on the issue would be made 'shortly' once the government had worked through the 'difficult issues' they faced on the policy.

7 Publishing

HCPC In Focus: Issue 46 was published on Friday 5 April and included articles on renewal information for practitioner psychologists, HCPC's initial response to the Mid-Staffordshire Inquiry, the Department of Health's consultation on professional indemnity insurance, publication of four revised standards of proficiency, 'Bridging the gap' (campaign to promote the Government-funded whistleblowing helpline), and events.

Publications: In April, we distributed the following publications on request.

- Guidance on conduct and ethics for students (102 copies)
- Continuing professional development and your registration (157 copies)
- Guide to our standards for continuing professional development (158 copies)
- Standards of conduct, performance and ethics (192 copies)
- Public information packs (53)

Reports: work on the Education annual report 2012 to be published in May 2013.

8 Social Media

Social media channels: In this month, we have increased our following on Twitter by 3,344 to 3,516 and have steadily increased the number of Facebook likes to a current total of 1,897. The number of followers on the HCPC LinkedIn pages is currently 1,331.

News: We have tweeted about the Meet the HCPC event in the Isle of Man, our stand and presentation at the Naidex conference, and partner recruitment; and uploaded a range of news items and information to Facebook and the HCPC website including:

- HCPC consultations on standards of proficiency – two closing in April, one launching in April
- HCPC consultation on draft criteria for approving Approved Mental Health Professional education programmes in England – reminder that consultation closes on 19 April
- London and Wrexham employer events

9 Stakeholder meetings and activities in this period have also included:

- 11 April, Healthwatch England network launch event.
- 24 April, Alliance for Patient Safety launch at the Houses of Parliament.
- 16 and 25 April, meetings with Unison and Unite

10 Web

Web updates: There have been eleven updates in this period including updating the CPD sample profiles, registrant numbers and the descriptions of our publications.

Web deployments: This will provide improvements to the intranet for employees, including a new interactive noticeboard, enhancements to posts, and more information on departments. We are currently testing and anticipate deployment in late May.

Some priorities for the month ahead

Two Employer Events for service managers and HR professionals, London (29 May, fully booked with 100 participants) and Wrexham (4 June, 83 participants registered).

We will be holding two stakeholder events in May, both will focus on issues of interest to professional bodies. The first will discuss HCPC's response to the findings published in the Inquiry's final report and the implications for HCPC registered professionals. The second will focus on the outcomes of the public protection research that the Fitness to Practise Department undertook in September 2012.

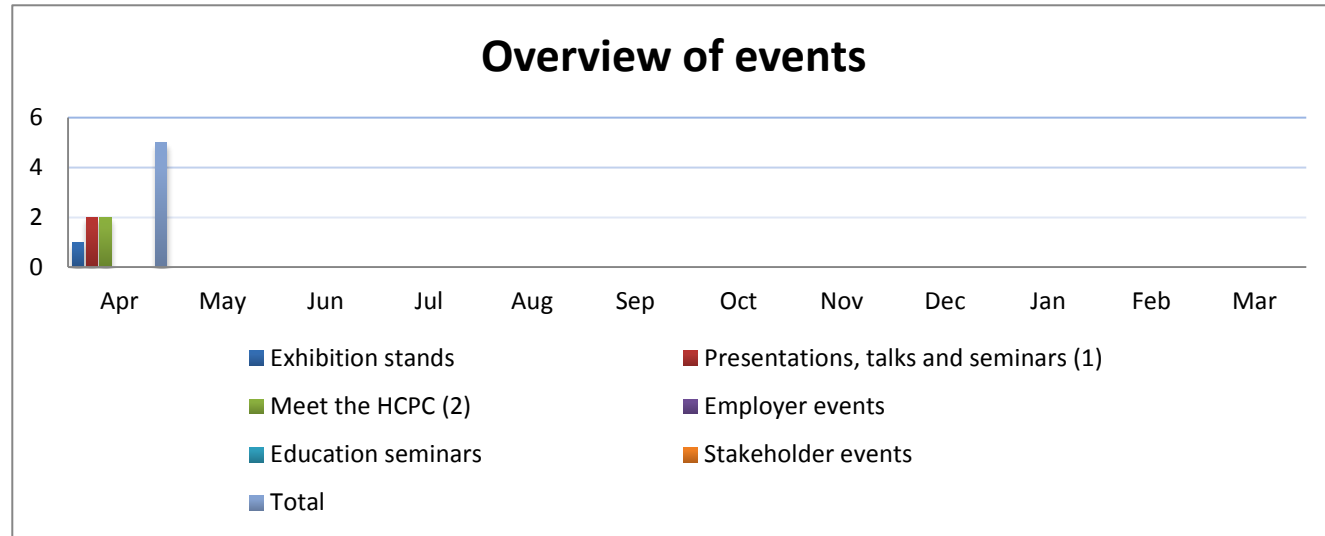
We have now confirmed our membership of the Health Hotel for 2013 and are beginning to plan HCPC's participation at the Westminster party conferences in the autumn.

In addition to the web deployments scheduled for May, we will be filming the presentations at the London employer event and the two stakeholder events and uploading these to our You Tube channel. We will also publish a short film designed to raise awareness of our role in regulation amongst older people.

We are finalising schedules for the Chief Executive and Chair and members of the Executive for meetings with civil servants, politicians and the Care Council in Wales on 5 June 2013.

	Statistics - Contents	
Events	Overview of events	2
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Media	Media coverage – April	5
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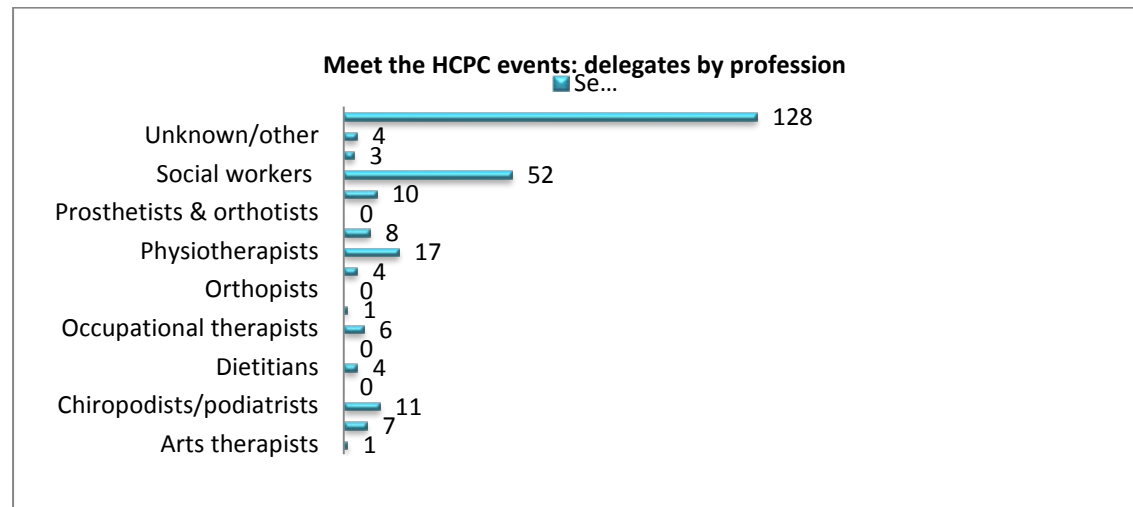
Events



	2013						2014						Year End
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Exhibition stands	1												1
Presentations, talks and seminars (1)	2												2
Meet the HCPC (2)	2												2
Employer events	0												0
Education seminars	0												0
Stakeholder events	0												0

Total	5	0	0	0	0	0	0	0	0	0	0	0	0	0	5
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Events

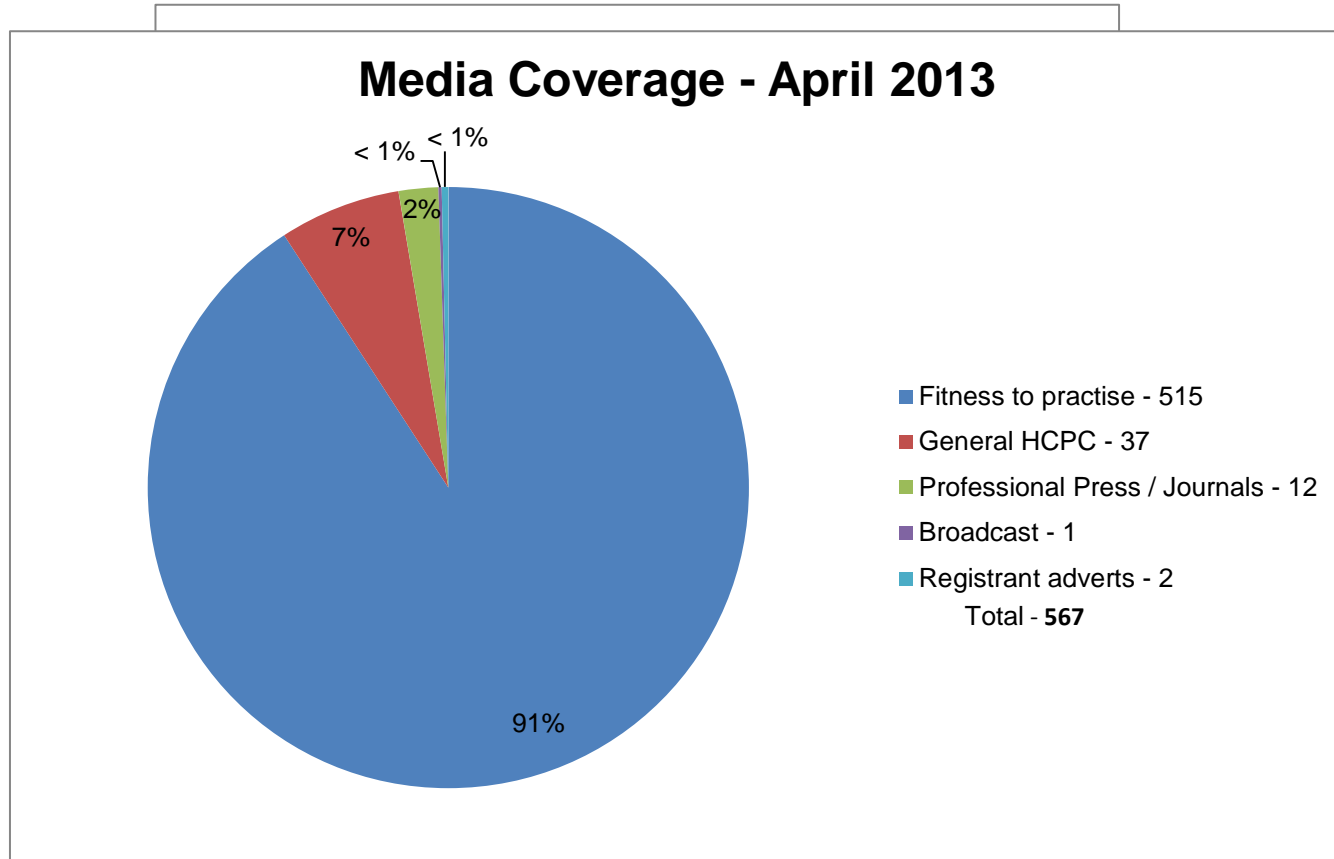


Event - location		April - IOM	May	June	July	August	September	October	November	December
Both Sessions										
Profession	Total									
Arts therapists	1	1								
Biomedical scientists	7	7								
Chiropodists/podiatrists	11	11								
Clinical scientists	0	0								
Dietitians	4	4								

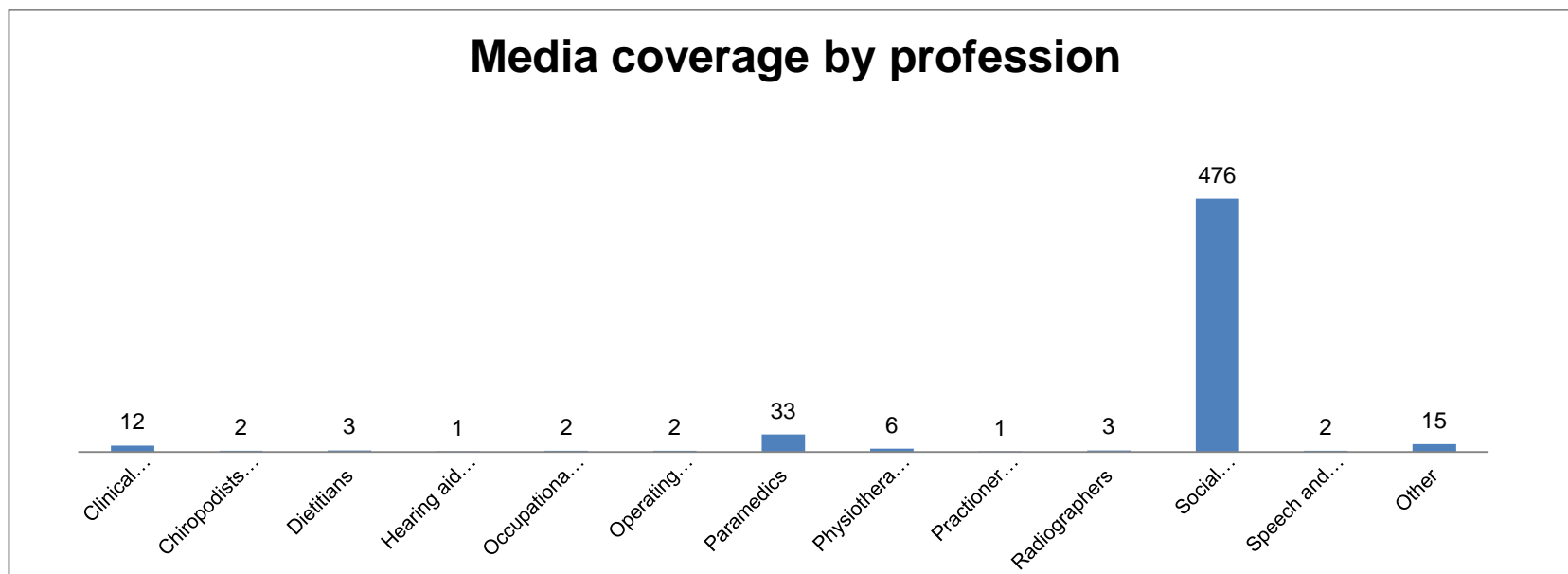
Hearing aid dispensers	0	0
Occupational therapists	6	6
Operating department practitioners	1	1
Orthopists	0	0
Paramedics	4	4
Physiotherapists	17	17
Practitioner psychologists	8	8
Prosthetists & orthotists	0	0
Radiographers	10	10
Social workers	52	52
Speech & language therapists	3	3
Unknown/other	4	4
Total	128	128

Media coverage to 29/4/13 14.18

Fitness to practise - 515	515
General HCPC - 37	37
Professional Press / Journals - 12	12
Broadcast - 1	1
Registrant adverts - 2	2
Total	567

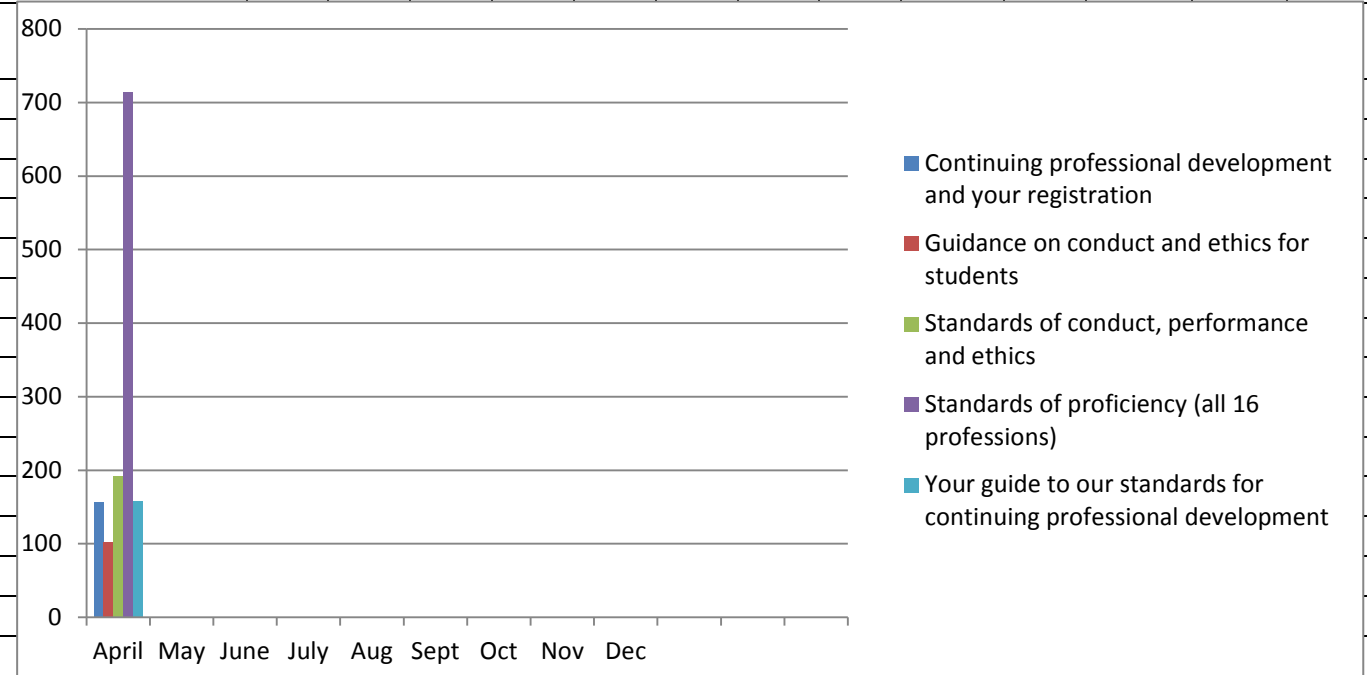


Profession.	Volume
Biomedical scientists	11
Clinical scientists	12
Chiropodists / podiatrists	2
Dietitians	3
Hearing aid dispensers	1
Occupational therapists	2
Operating department practitioners	2
Paramedics	33
Physiotherapists	6
Practitioner psychologists	1
Radiographers	3
Social workers in England	476
Speech and language therapists	2
Other	15



Publications

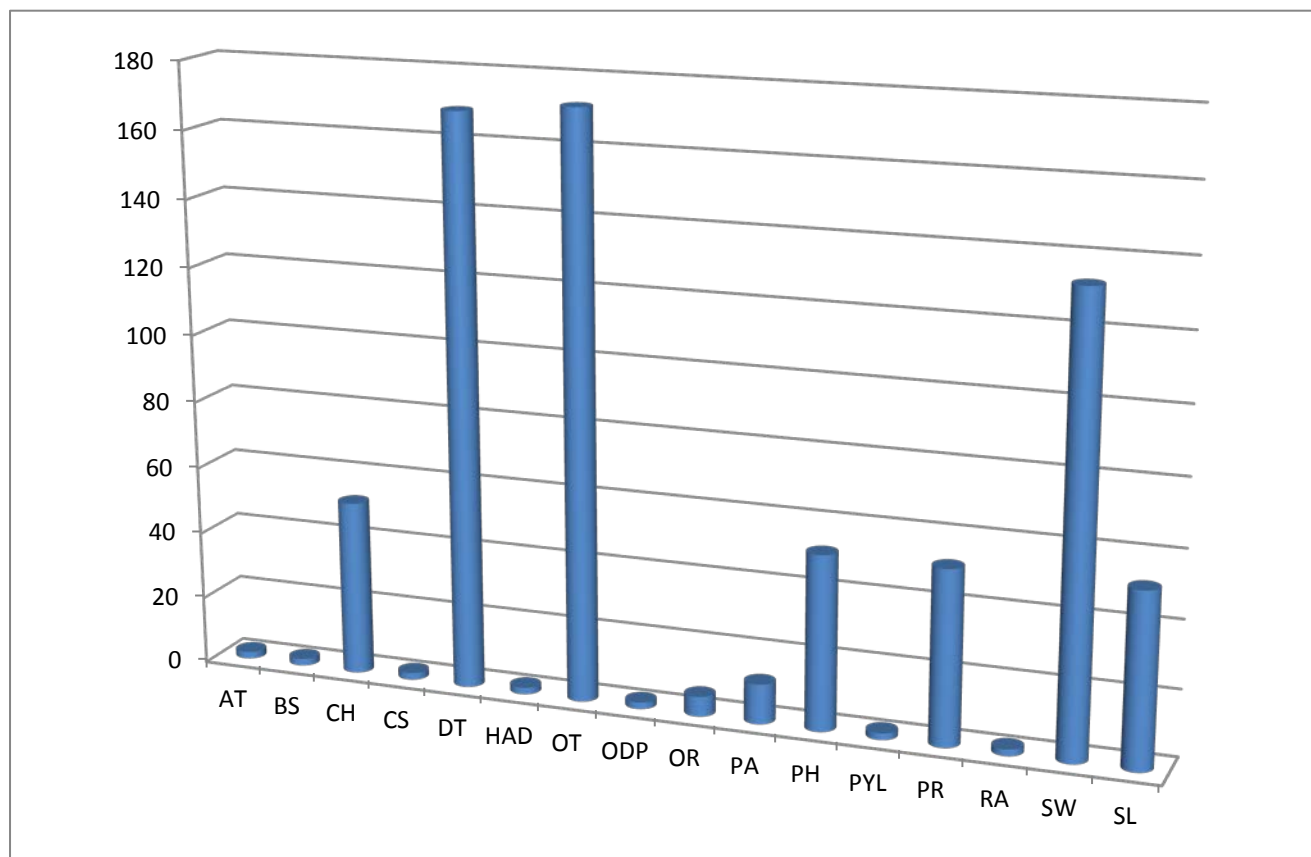
Top five requested publications													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Tot.
Continuing professional development and your registration	157												
Guidance on conduct and ethics for students	102												
Standards of conduct, performance and ethics	192												
Standards of proficiency (all 16 professions)	714												
Your guide to our standards for continuing professional development	158												



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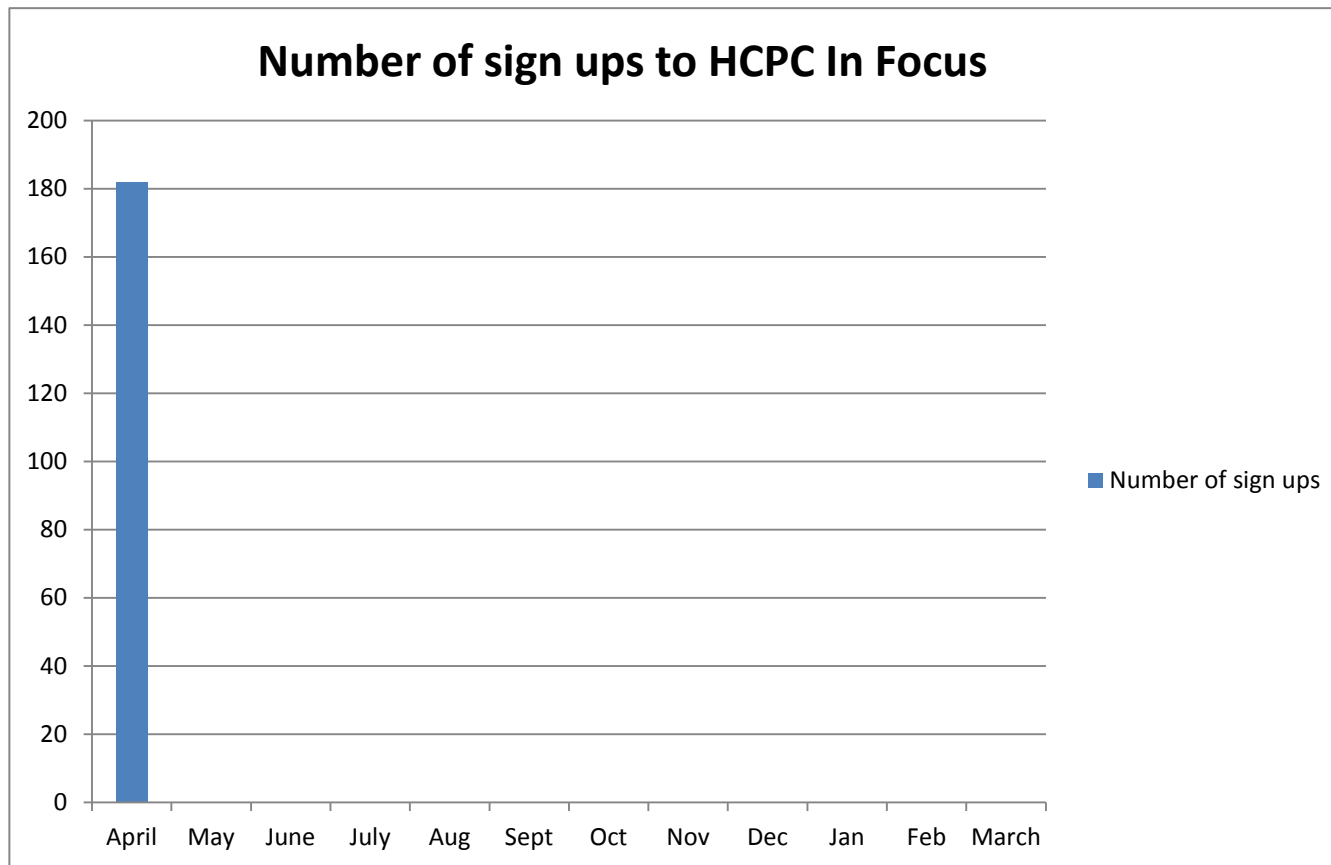
AT	BS	CH	CS	DT	HAD	OT	ODP	OR	PA	PH	PYL	PR	RA	SW	SL
2	2	52	2	169	2	172	2	6	12	52	2	52	2	133	52

Standards of proficiency requests by profession in April



In Focus sign ups

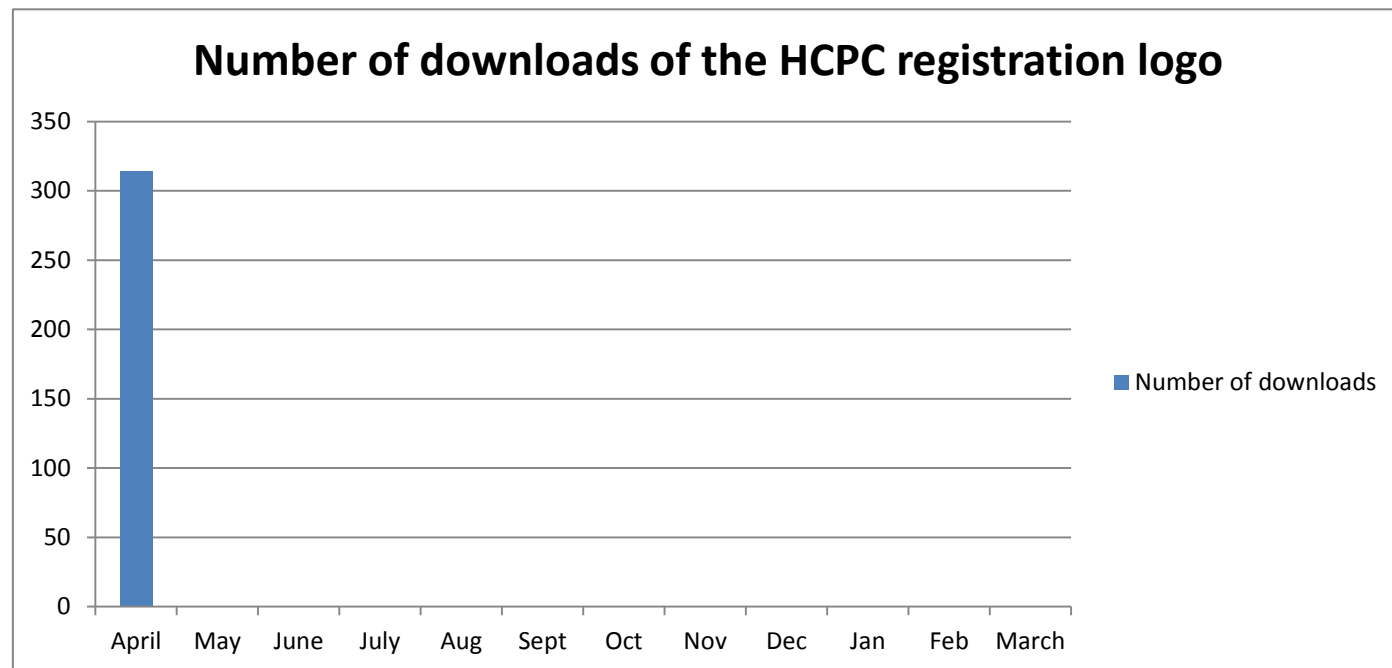
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total number of s
Number of sign ups	182												22,258



Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	314											

Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Number of unregistered downloads	1	0	0	0								

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

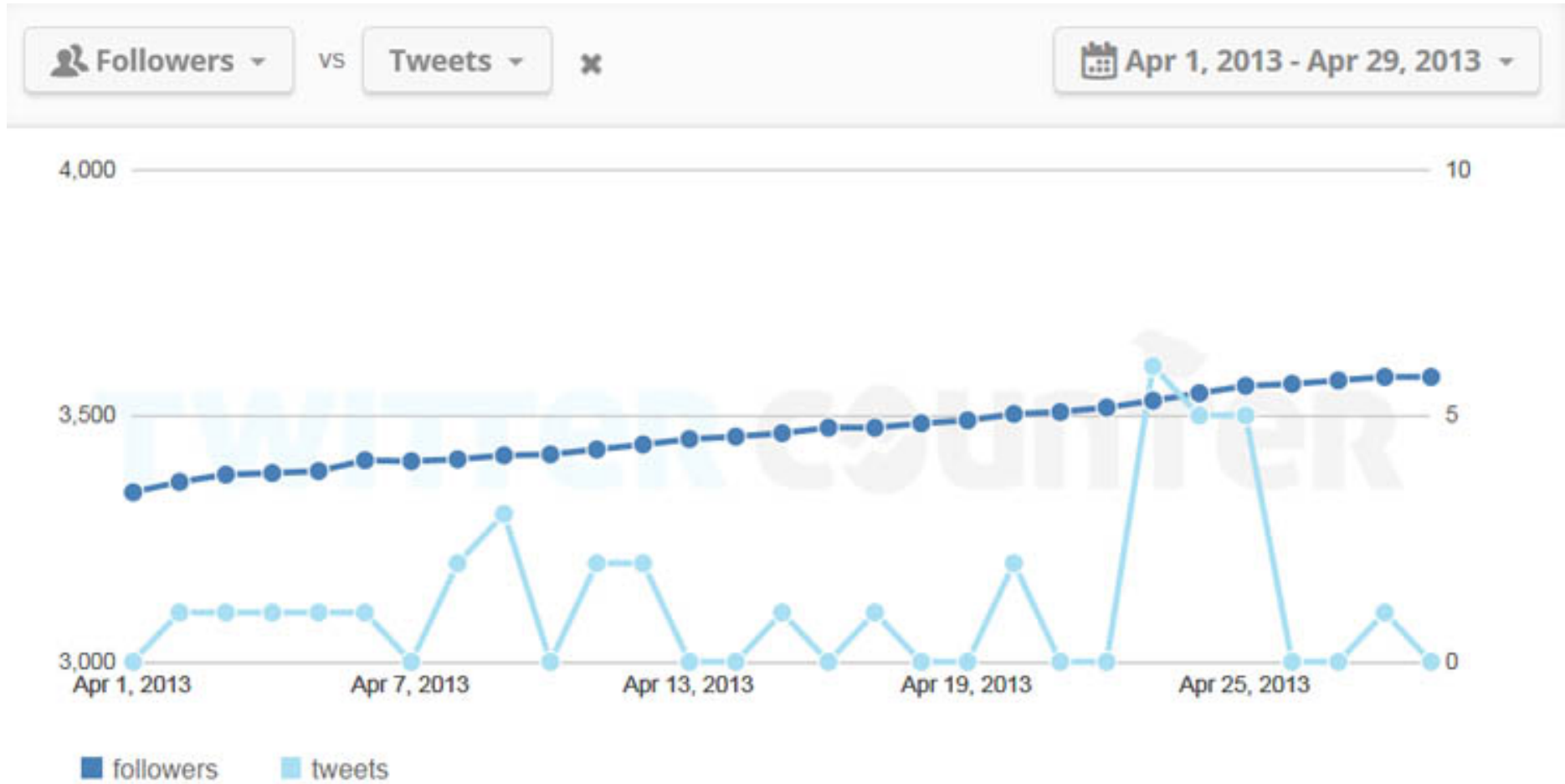


Break down of downloads per month by profession

Profession	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Arts Therapists	16											
Biomedical scientists	4											
Chiropodists	42											
Clinical scientists	1											
Dietitians	18											
Hearing aid dispensers	9											
Occupational therapists	23											
Operating department practitioners	1											
Orthoptists	1											
Paramedics	24											
Physiotherapists	17											
Practitioner psychologists	51											
Prosthetists / orthotists	8											
Radiographers	24											
Social workers in England	14											
Speech and language therapists	61											
	314	0	0	0	0	0	0	0	0	0	0	0

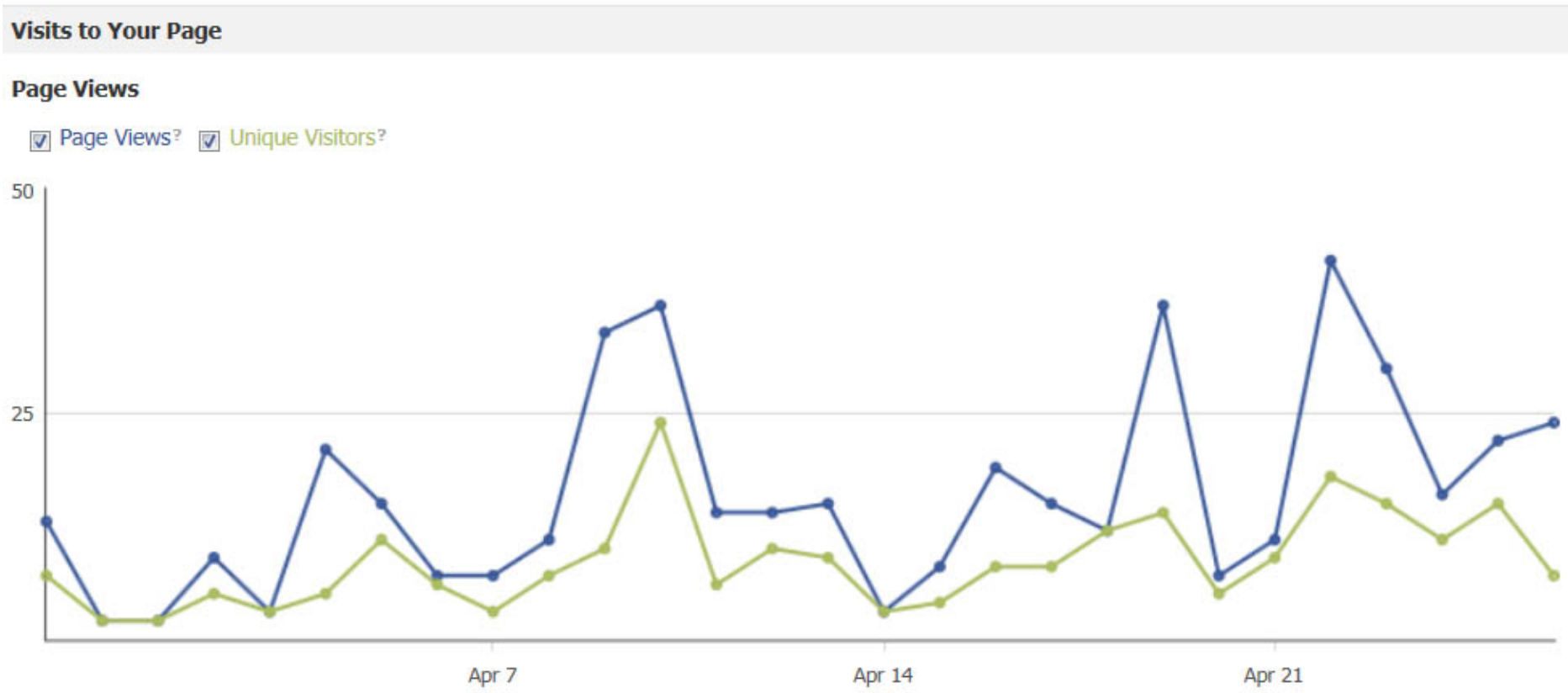
Social Media

Twitter – number of followers and tweets



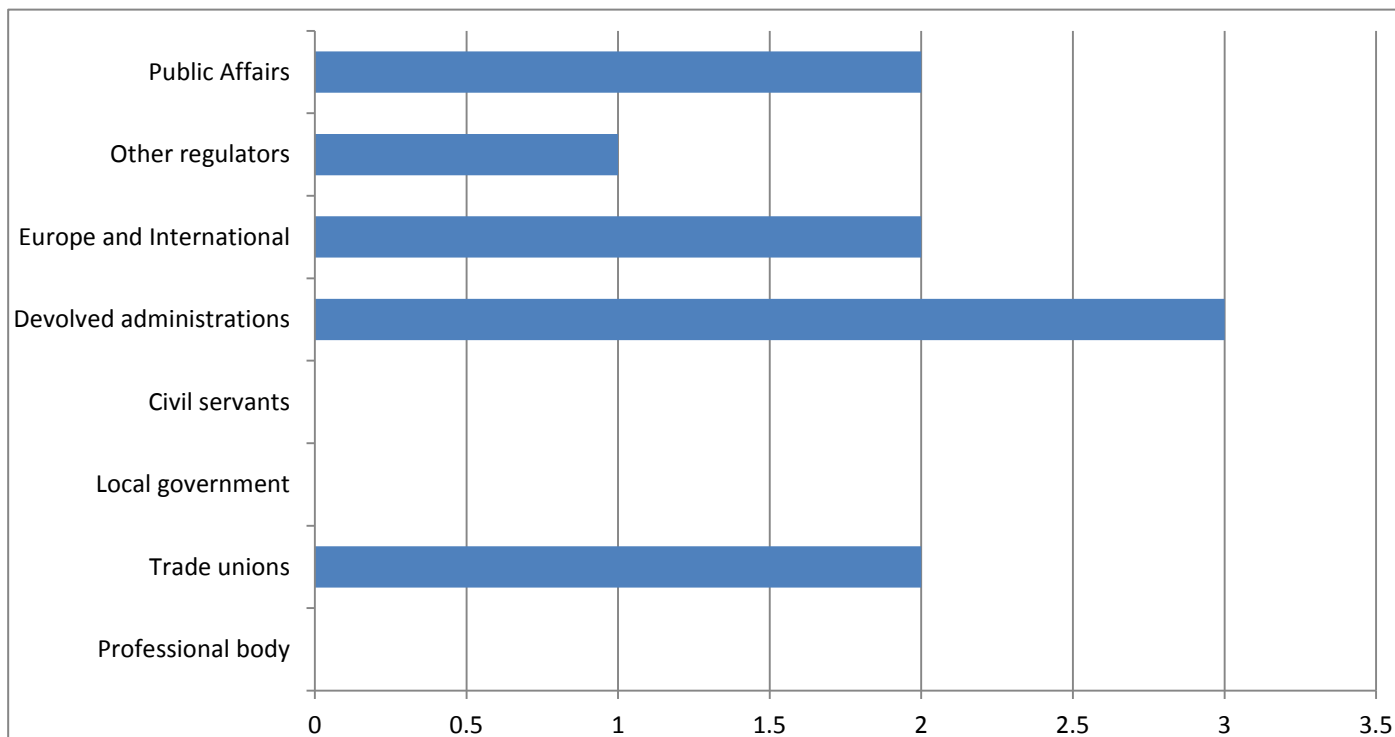
Social Media

Facebook – visits and page views



Stakeholders

Stakeholder meetings by month and audience

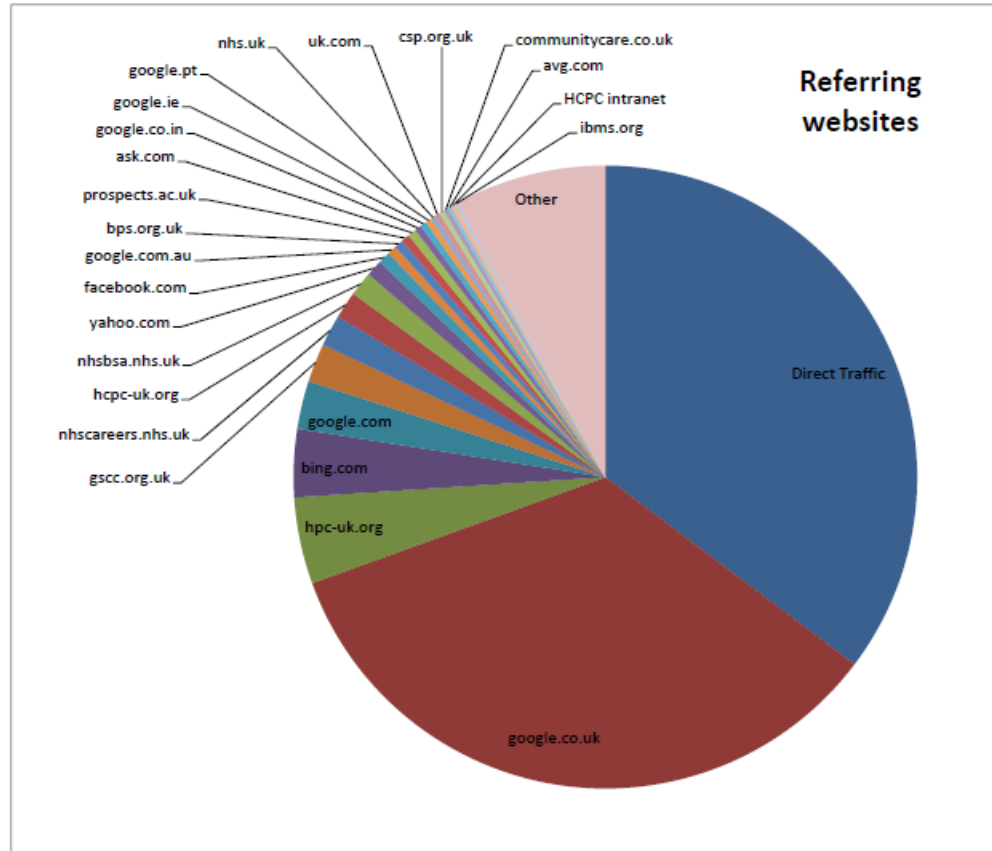


	2013									2014												2015			11/12
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE
Professional body	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trade unions	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Local government	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Civil servants	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Devolved administrations	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Europe and International	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Other regulators	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

Web

Referring websites (April 2013)

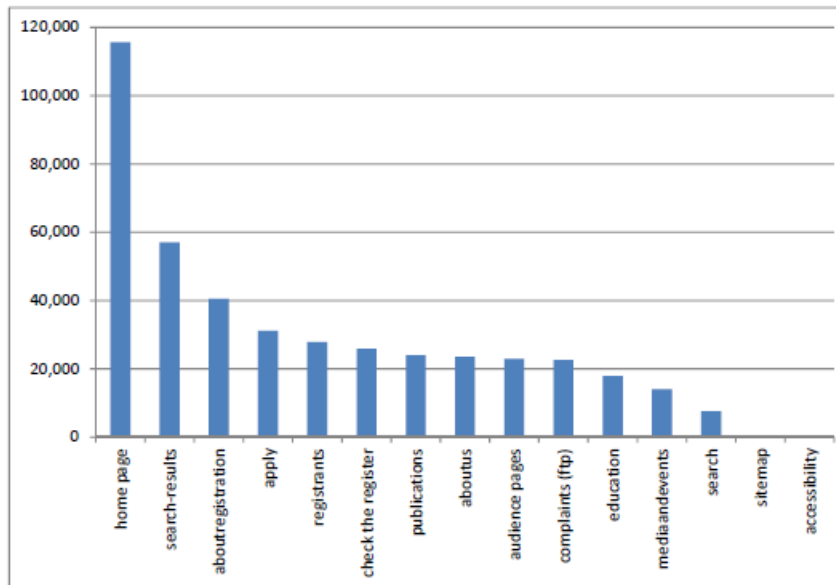
Domain	Visits
1 Direct Traffic	74,657
2 google.co.uk	72,374
3 hpc-uk.org	9,510
4 bing.com	7,452
5 google.com	5,296
6 gsc.org.uk	4,267
7 nhscareers.nhs.uk	3,437
8 hcpc-uk.org	2,954
9 nhsbsa.nhs.uk	2,687
10 yahoo.com	1,802
11 facebook.com	1,339
12 google.com.au	1,006
13 bps.org.uk	965
14 prospects.ac.uk	928
15 ask.com	916
16 google.co.in	741
17 google.ie	726
18 google.pt	597
19 nhs.uk	563
20 uk.com	562
21 csp.org.uk	539
22 communitycare.co.uk	510
23 avg.com	439
24 HCPC intranet	424
25 ibms.org	388
Other	16,578
Total	211,657



Web

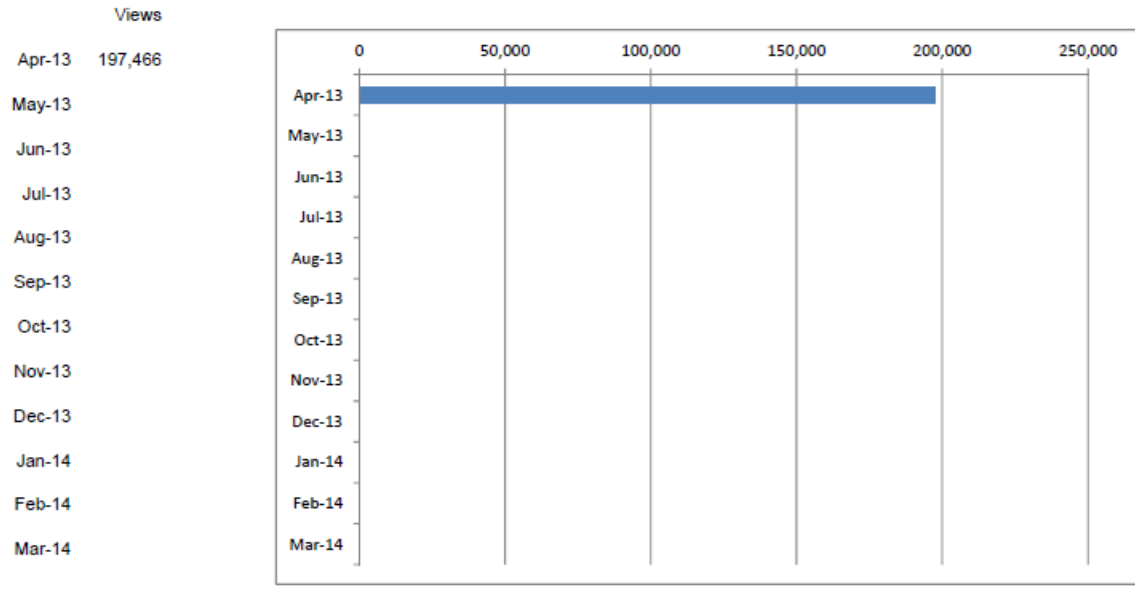
Directories visted (April 2013)

Home page	115,602
Register search results	56,972
About registration	40,494
Apply	31,074
Registrants	27,807
Check the Register	25,832
Publications	24,018
About us	23,481
Audience pages	22,834
Complaints (ftp)	22,545
Education	17,893
Media and events	14,050
Site search	7,517
Sitemap	419
Accessibility	238



Web

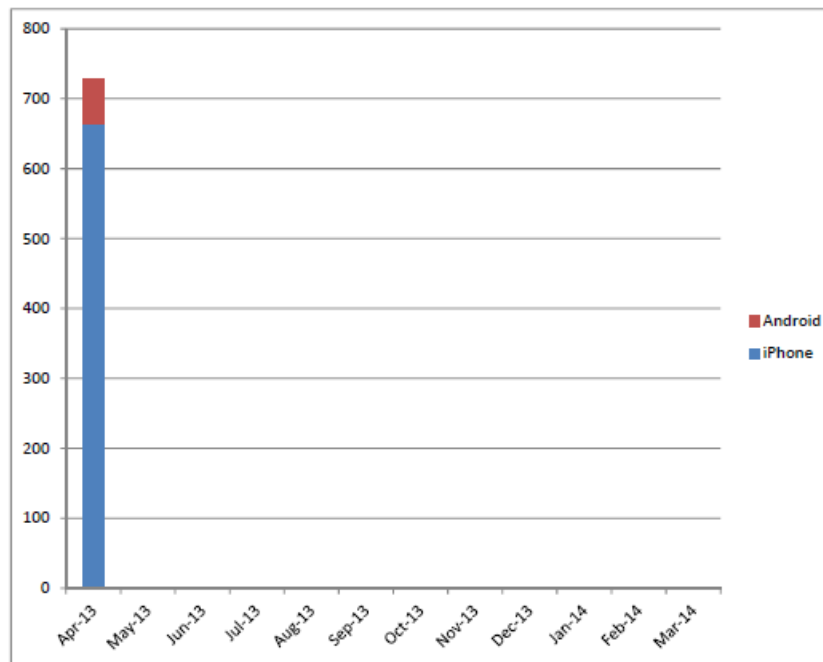
Search result page views on 'Check the Register' (website)



Web

HCPC mobile app - active users

	iPhone	Android	Total
Apr-13	665	63	728
May-13			
Jun-13			
Jul-13			
Aug-13			
Sep-13			
Oct-13			
Nov-13			
Dec-13			
Jan-14			
Feb-14			
Mar-14			



Web

HCPC mobile app - Register searches

	iPhone	Android	Total
Apr-13	2,609	215	2,824
May-13			
Jun-13			
Jul-13			
Aug-13			
Sep-13			
Oct-13			
Nov-13			
Dec-13			
Jan-14			
Feb-14			
Mar-14			

