

Council, 8 December 2016

Communications Report

Executive summary and recommendations

Introduction

This report provides the Council with an update into the work of the Communications Department since the last report in September. Areas from the report to highlight are:

- **Registration renewal for social workers:** This report highlights how we have worked with Registrations to provide information and signposting to support the registration renewal of social workers. Activities have included a presence at conferences and events, targeted communication with stakeholder organisations and tailored news articles and social media.
- **Health and Care Professions Tribunal Service:** In this report we outline some of the preparatory activities undertaken by the Communications team, working alongside the Fitness to Practise and Project teams. This has included the creation of a new logo and accompanying design standards, the development of a separate website, and associated communications work to raise awareness of the recruitment process for the new Tribunal Advisory Committee.
- **Communicating HCPC's policy work:** The report sets out how we have worked to extend the reach of three policy consultations (guidance on social media, CPD and confidentiality) by contacting professional bodies and using media and social media as well as tailored communications with stakeholders. In this period, we have also communicated the changes to the annotations on the Register for chiropodists / podiatrists. Work included a tailored email to all those affected by the change as well as communication with the relevant professional bodies.

Decision

The Council is asked to discuss the Communications report

Appendices

Appendix 1 Communications Narrative Report

Appendix 2 Communications Management Information Pack

Date of paper

22 November 2016

Communications – management commentary

1 Communications projects and activities

- 1.1 Web Project: Following the procurement exercise, we have identified a preferred supplier and anticipate requirements gathering to start in December.
- 1.2 Communicating and engaging with students: Work is continuing on developing the learning resource to help promote the revised Guidance on conduct and ethics for students and this will launch in January. We are also in the early stages of developing a survey with the Education Department and have started to look at what professional bodies offer students.

2 Communications expertise to departments

- 2.1 Policy: We promoted three new consultations on guidance for social media, CPD and confidentiality to stakeholders, including professional bodies through professions media and social media channels as well as a stakeholder email.
- 2.2 Registration, specifically social worker renewals: activities have included:
 - We contacted the British Association of Social Workers (BASW) and sent a press release to relevant media, put a spotlight on the website homepage and continued social media with signposting to information and guidance on how to renew and our CPD requirements.
 - We held a joint event with BASW on Thursday 13 October in Manchester with sessions explaining how to renew and our CPD requirements. Feedback was positive with 83% of attendees rating the presentations 'excellent' and 17% rating them as 'good'. One attendee commented: "I left much more reassured about the roles/responsibilities of HCPC and how it supports/promotes professional standards."
 - On 27 and 28 September we exhibited at Community Care Live, the UK's largest free to attend social care event. We engaged with almost 500 social workers across the two days, both at our stand and through our presentations on renewals and CPD.
 - We have worked closely with the Registration Department and, following high call volumes at the start of November, developed a tailored news story which can be accessed on the front page of the website and specific social media messaging. The stakeholder team also emailed representatives of BASW, ADASS and ADCS signposting to this information and attended the ADASS Workforce Development Meeting on Friday 30 September, where we updated on registration renewal.
- 2.3 Registration, CPD audit report: This year's report was promoted in In Focus, Education Update, the Partners newsletter, Issues Brief, via a stakeholder email, a press release, blog piece, film and on social media. To date, the report has received a total of 863 clicks on social media channels, the film has had 670 clicks and the blog piece has had 71 views.

Communications – management commentary

- 2.4 Partner recruitment: We used social media to promote that we were recruiting for paramedic and practitioner psychologist panel members and visitors. There were a total of 386 clicks across our social media channels.
- 2.5 Establishing the Health and Care Professions Tribunal Service (HCPTS): With the project team, we have been working on the design of a new logo with accompanying design standards for publications and stationery. Work continues on the website, which will include an interactive tour of the hearings centre and we have added information to the HCPC website on the role of the HCPTS. We also supported the recruitment campaign for the new non-statutory Tribunal Advisory Committee with a news item on the HCPC website, an email to stakeholders, in Issues Brief and on social media. In terms of social media, there were a total of 318 clicks with 194 of those coming through Twitter. For employees, we produced a news item and a video answering employee questions on the project to date.
- 2.6 Policy, chiropodists / podiatrists: We announced changes to two of the annotations on our Register for chiropodists and podiatrists. The first entitled “*local anaesthesia*” changed to “*prescription only medicines – administration*” and the second entitled “*prescription only medicines*” changed to “*prescription only medicines – sale/supply*”. An email (via dotmailer) was sent to all those registrants affected by the changes and we contacted the relevant professional bodies. We also issued a press release to the chiropody and podiatry media and highlighted the changes via social media and on our website. An article appeared in Education Update and In Focus.

3 Business as usual communications activities

3.1 Events

- 3.1.1 Meet the HCPC events: On 10 October we were in Ayr and 44 registrants attended. Of those who completed the feedback survey 36% rated the overall event as excellent and 64% as good. On 15 November we held a Meet the HCPC event in Harrogate with approximately 150 registrants attending.
- 3.1.2 Stakeholder events: On 10 November we held a research seminar and invited stakeholders including other regulators and professional bodies to attend. The purpose of the seminar was to present research HCPC has done to date and to get ideas for new research topics. 20 people attended the seminar.

3.2 Media

- 3.2.1 Articles: We secured articles in Locum Today on policy consultations and the renewal of social workers. We also provided new copy on being selected for CPD audit. With Complete Nutrition we focused on the consultations.
- 3.2.2 Social media: We continue to publish regularly on social media and new posts were on the three new consultations, the CPD audit report, the changes to LA & POM annotations for chiropodists and podiatrists, partner recruitment and HCPTS recruitment. We had new blog pieces on tips on being selected for a CPD audit, the role of the FTP panel and the CPD audit report.

Communications – management commentary

3.3 Publishing

- 3.3.1 Service user guide: Following Council approval, our new service user guide, titled 'What you should expect from your health and care professional', is currently being designed and will be disseminated in January 2017. In developing the guide, we commissioned research with service users and engaged with service user representative groups to help inform the style and content of the document. The guidance will eventually replace our public awareness leaflet, Is your health and care professional registered.
- 3.3.2 Fitness to practise annual report: On Monday 14 November 2016 we published the Fitness to practise annual report 2016 and accompanying key information document highlighting our work in considering allegations about the fitness to practise of our registrants between 1 April 2015 and 31 March 2016. We are undertaking a range of activities to disseminate the report including news item and spotlighting from our website homepage, lead article in the upcoming In Focus, stakeholder tweets and upcoming email and a proposed blog piece as well as making the key information document available at all HCPC events as well as on line.
- 3.3.3 Standards for the use by Orthoptists of exemptions to sell and supply medicine: On Wednesday 23 November we published standards to enable registered orthoptists who are appropriately trained to sell and supply certain prescription only medicines on their own initiative to patients as part of their professional practice.

3.4 Stakeholder

3.4.1 Parliament:

The Children and Social Work Bill has passed through Report stage where peers had the opportunity to debate and scrutinise Part 2, concerning the regulation of social workers in England. Proposals tabled in a series of amendments by the government were agreed to with the new regulatory body, Social Work England, receiving the backing of the House.

The HCPC made a submission to the Health Select Committee's Inquiry into Brexit and the priorities for health and social care in future negotiations. The response centred on the recently revised Mutual Recognition of Professional Qualifications Directive and how this impacts upon our processes, in particular, the proactive alert mechanism that was introduced following the Directive's revision, and the European Professional Card.

In the House of Commons Luciana Berger, the newly appointed member to the Health Select Committee, asked government whether it was to become the Health Secretary's policy to regulate dance movement psychotherapy. In response, the Minister pointed to statutory regulation not always being the most proportionate or effective for certain professions and suggested that the professional group may consider setting up a voluntary register.

Communications – management commentary

- 3.4.2 Stakeholder engagement activities: We attended the Wales Concordat Forum in Cardiff on Thursday 20 October, where we provided an update on our current work, including our consultations and recruitment to the HCPTS, as well as our response to the Welsh Government’s consultation on Welsh Language Standards. On 23 September 2016, we also attended a Directors of Therapies meeting in Cardiff along with the Chair of the HCPC to provide an update from the HCPC.
- 3.4.3 Professional body meetings: We supported annual professional body meetings with the British Association of Art Therapists, the Royal College of Speech and Language Therapists and the British Psychological Society (BPS). We also met with NHS Employers to discuss joint working, and held a separate meeting with the BPS on continuing professional development to support them in developing new resources for members.
- 3.4.4 Conferences attended: We attended the Annual Regulation Event in Edinburgh on Monday 31 October. We had a busy stand in the exhibition area and Marc Seale was on a panel considering the cost-effectiveness of regulation. We spoke on both days of Independent Living Scotland in Glasgow on Wednesday 5 and Thursday 6 October on our revised standards of conduct, performance and ethics. We also attended the Healthcare Professionals Crossing Borders conference in London on Friday 28 October. This provided an opportunity to discuss the latest policy developments with reference to the Mutual Recognition of Professional Qualifications Directive.
- 3.4.5 Other activities: On Tuesday 18 October we sent an email update to relevant external stakeholder on the policy consultations, HCPTS recruitment and changes to the Register.
- 3.5 Web and digital
- 3.5.1 Requests: We received 122 requests in September and October including website changes to the Education section (annual report), video launch of ‘Key findings from the CPD audit’, and internal videos on the new Tribunal service function, logging IT tickets and filming of the all-employee meeting.
- 3.5.2 The Digital team produced a range of internal guidance for the new HR system, including video content and step-by-step instructions. We have also continued to engage with various departments to establish content requirements for the forthcoming intranet site.
- 3.5.3 The team has also provided support for a number of email campaigns, some of which have been documented elsewhere in the report. These have included policy consultations on social media, confidentiality and CPD guidance, and internal emails including support for office services.
- 3.5.4 We have also provided support and testing for various projects including the HCPTS website, and changes to additional entitlements on the Register.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
December 2016

Events

| | |
|---|----|
| Overview of events | 9 |
| Attendees at Meet the HCPC events – delegates by profession | 10 |

Media

| | |
|-----------------------------|----|
| Media coverage – by subject | 11 |
| Media coverage – by type | 12 |
| Media coverage – to date | 13 |

Publishing

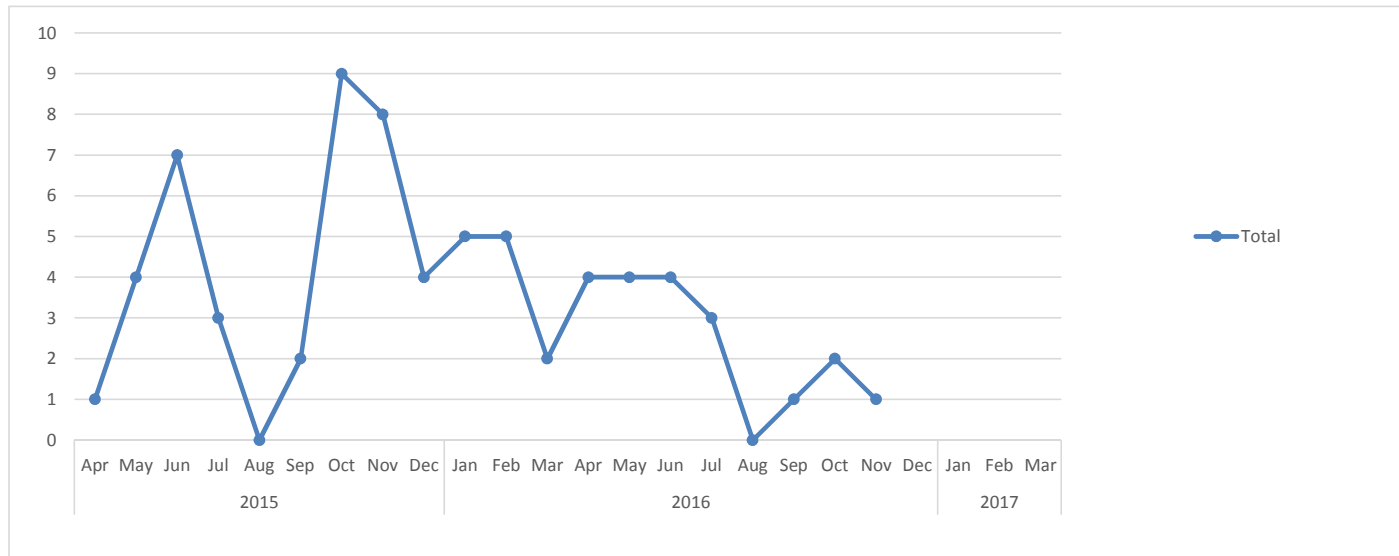
| | |
|---|----|
| Public awareness packs requested | 14 |
| HCPC in Focus distribution | 15 |
| HCPC registration logo – number of downloads | 16 |
| Standards of proficiency – hard copies requested, by profession | 17 |
| Top five requested publications | 18 |

Web

| | |
|---|----|
| HCPC website visits | 19 |
| Register search activity - search result page views | 20 |

Digital and social media

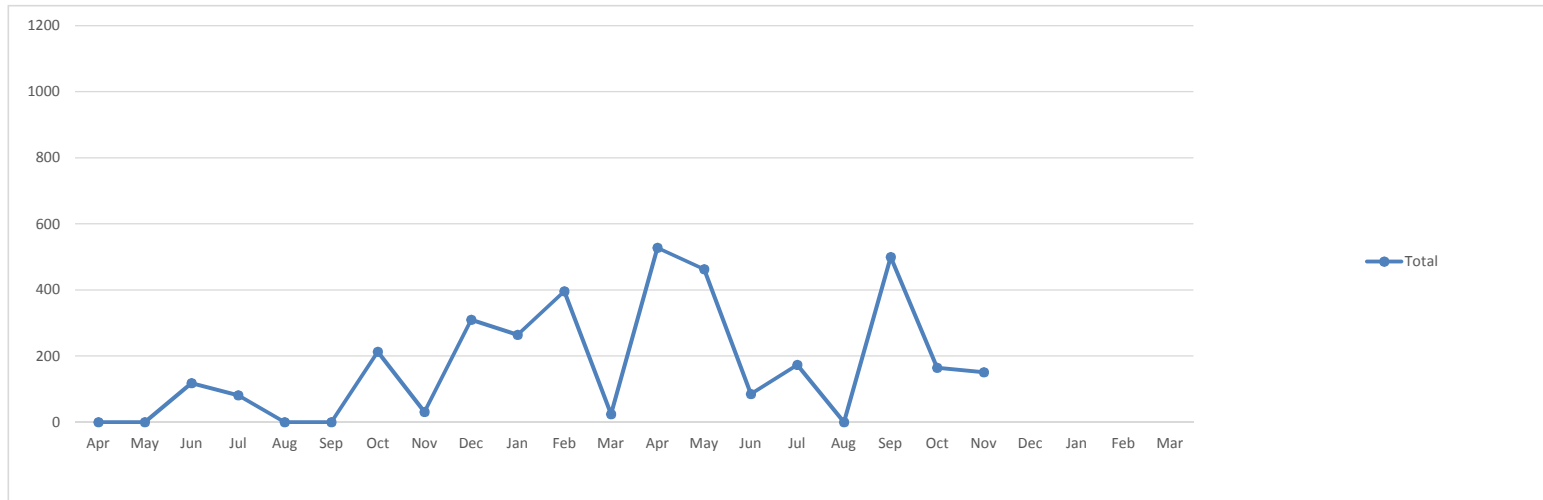
| | |
|--|----|
| HCPC mobile apps – active users | 21 |
| HCPC mobile app (Check the Register) – Register searches | 22 |
| HCPC YouTube channel activity | 23 |
| Followers across social media platforms | 24 |
| Twitter - followers vs tweets | 25 |
| HCPC Blog | 26 |



| | 2015 | | | 2016 | | | | | | | | | 2017 | | | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | | | | | | | | |
|--|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|---------|---------|---------|---------|---------|-----|-----|-----|-----|-----|-----|-----|-----|
| | 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 | FYE | FYE | FYE |
| Exhibition stands | 1 | 0 | 0 | 0 | 0 | 2 | 1 | 3 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | | | | 16 | 10 | 4 | 9 | 4 |
| Presentations, talks and seminars (1) | 0 | 1 | 1 | 2 | 0 | 0 | 5 | 4 | 4 | 3 | 1 | 0 | 1 | 2 | 2 | 2 | 0 | 0 | 0 | 0 | | | | 47 | 44 | 37 | 21 | 7 |
| Meet the HCPC (2) | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | | | | 10 | 7 | 4 | 4 | 6 |
| Employer events | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | 6 | 5 | 5 | 4 | 1 |
| Education seminars | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | 12 | 6 | 8 | 2 | 0 |
| Stakeholder events | 0 | 2 | 5 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | | | | 3 | 9 | 6 | 10 | 1 |
| Total | 1 | 4 | 7 | 3 | 0 | 2 | 9 | 8 | 4 | 5 | 5 | 2 | 4 | 4 | 4 | 3 | 0 | 1 | 2 | 1 | | | | 94 | 81 | 64 | 50 | 19 |

(1) Presentations, talks and seminars given to any stakeholder group (including webinars)

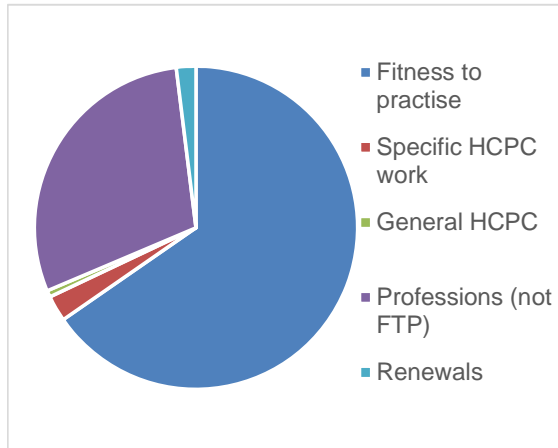
(2) 2 events on 1 day



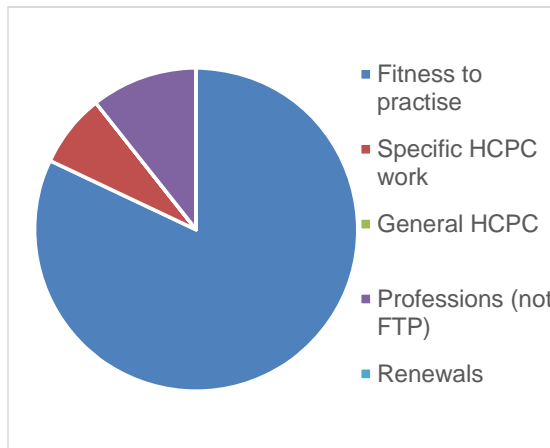
| | 2015 | | | 2016 | | | | | | | | | 2017 | | | | | | | | | | | |
|------------------------------------|----------|----------|------------|-----------|----------|----------|------------|-----------|------------|------------|------------|-----------|------------|------------|-----------|------------|----------|------------|------------|------------|-----|-----|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| Arts therapists | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 22 | 11 | 2 | 0 | 7 | 1 | 3 | 4 | 0 | 0 | 2 | 1 | | | | |
| Biomedical scientists | 0 | 0 | 2 | 6 | 0 | 0 | 19 | 0 | 30 | 15 | 5 | 0 | 9 | 1 | 11 | 15 | 0 | 0 | 4 | 4 | | | | |
| Chiropodists | 0 | 0 | 5 | 1 | 0 | 0 | 14 | 0 | 17 | 12 | 20 | 0 | 13 | 113 | 8 | 4 | 0 | 0 | 6 | 6 | | | | |
| Clinical scientists | 0 | 0 | 3 | 2 | 0 | 0 | 10 | 0 | 18 | 11 | 1 | 0 | 2 | 0 | 3 | 1 | 0 | 0 | 1 | 1 | | | | |
| Dietitians | 0 | 0 | 1 | 4 | 0 | 0 | 13 | 0 | 19 | 11 | 5 | 0 | 8 | 12 | 8 | 0 | 0 | 0 | 1 | 4 | | | | |
| Hearing aid dispensers | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 15 | 12 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 3 | | | | |
| Occupational therapists | 0 | 0 | 23 | 17 | 0 | 0 | 16 | 0 | 22 | 14 | 19 | 0 | 196 | 13 | 8 | 21 | 0 | 0 | 21 | 36 | | | | |
| Operating department practitioners | 0 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 18 | 12 | 8 | 0 | 14 | 0 | 0 | 6 | 0 | 0 | 4 | 2 | | | | |
| Orthoptists | 0 | 0 | 0 | 3 | 0 | 0 | 11 | 0 | 14 | 12 | 1 | 0 | 2 | 7 | 1 | 0 | 0 | 0 | 0 | 1 | | | | |
| Paramedics | 0 | 0 | 6 | 3 | 0 | 0 | 5 | 0 | 17 | 13 | 9 | 0 | 3 | 2 | 4 | 2 | 0 | 0 | 7 | 3 | | | | |
| Physiotherapists | 0 | 0 | 12 | 10 | 0 | 0 | 25 | 0 | 30 | 25 | 19 | 0 | 21 | 78 | 14 | 17 | 0 | 0 | 12 | 25 | | | | |
| Practitioner psychologists | 0 | 0 | 7 | 2 | 0 | 0 | 11 | 0 | 29 | 11 | 11 | 0 | 0 | 5 | 10 | 12 | 0 | 0 | 4 | 8 | | | | |
| Prosthetists / orthotists | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 0 | 14 | 11 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | | | | |
| Radiographers | 0 | 0 | 19 | 6 | 0 | 0 | 16 | 0 | 13 | 12 | 7 | 0 | 2 | 2 | 4 | 6 | 0 | 0 | 1 | 2 | | | | |
| Social workers in England | 0 | 0 | 36 | 1 | 0 | 0 | 0 | 0 | 13 | 28 | 95 | 0 | 7 | 11 | 0 | 77 | 0 | 500 | 96 | 45 | | | | |
| Speech and language therapists | 0 | 0 | 1 | 7 | 0 | 0 | 13 | 0 | 19 | 15 | 7 | 0 | 0 | 103 | 1 | 6 | 0 | 0 | 2 | 5 | | | | |
| Other/Unknown | 0 | 0 | 0 | 18 | 0 | 0 | 37 | 31 | 0 | 39 | 186 | 24 | 241 | 115 | 8 | 1 | 0 | 0 | 0 | 5 | | | | |
| Total | 0 | 0 | 118 | 81 | 0 | 0 | 213 | 31 | 310 | 264 | 396 | 24 | 528 | 463 | 85 | 173 | 0 | 500 | 164 | 151 | | | | |

| 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 |
|-------------|------------|------------|-------------|-------------|
| FYE | FYE | FYE | FYE | YTD |
| 9 | 20 | 18 | 45 | 18 |
| 22 | 46 | 19 | 77 | 44 |
| 28 | 69 | 29 | 69 | 150 |
| 1 | 11 | 4 | 45 | 8 |
| 10 | 18 | 21 | 53 | 33 |
| 5 | 12 | 7 | 29 | 7 |
| 71 | 82 | 58 | 111 | 295 |
| 6 | 11 | 17 | 42 | 26 |
| 5 | 4 | 6 | 41 | 11 |
| 15 | 38 | 28 | 53 | 21 |
| 51 | 115 | 31 | 121 | 167 |
| 17 | 37 | 37 | 71 | 39 |
| 0 | 7 | 0 | 37 | 5 |
| 29 | 51 | 17 | 73 | 17 |
| 2156 | 184 | 88 | 173 | 736 |
| 9 | 19 | 7 | 62 | 117 |
| 7 | 130 | 27 | 335 | 370 |
| 2441 | 854 | 414 | 1437 | 2064 |

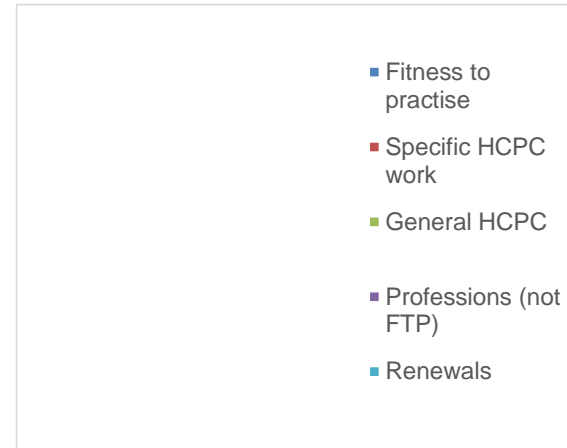
Media coverage by subject - Sept 2016



Media coverage by subject - Oct 2016



Media coverage by subject -

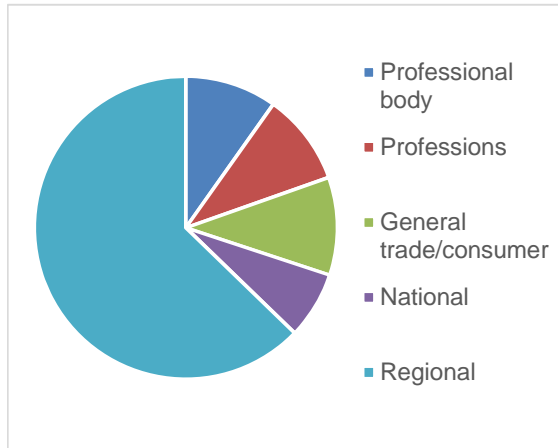


| Month: Sept | |
|-----------------------|------------|
| Category | Volume |
| Fitness to practise | 100 |
| Specific HCPC work | 4 |
| General HCPC | 1 |
| Professions (not FTP) | 45 |
| Renewals | 3 |
| TOTAL | 153 |

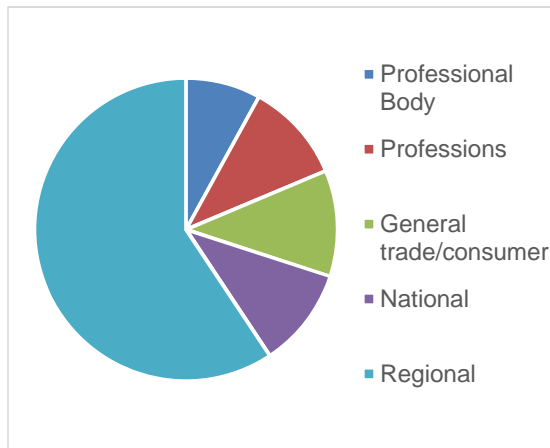
| Month: Oct | |
|-----------------------|------------|
| Category | Volume |
| Fitness to practise | 123 |
| Specific HCPC work | 11 |
| General HCPC | 0 |
| Professions (not FTP) | 16 |
| Renewals | 0 |
| TOTAL | 150 |

| Month: | |
|-----------------------|--------|
| Category | Volume |
| Fitness to practise | |
| Specific HCPC work | |
| General HCPC | |
| Professions (not FTP) | |
| Renewals | |
| TOTAL | |

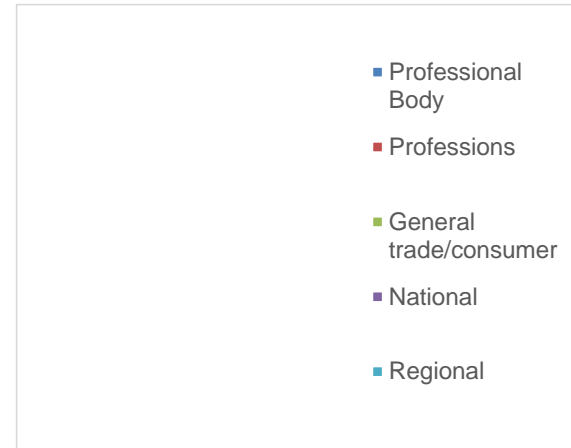
Media coverage by type - Sept 2016



Media coverage by type - Oct 2016



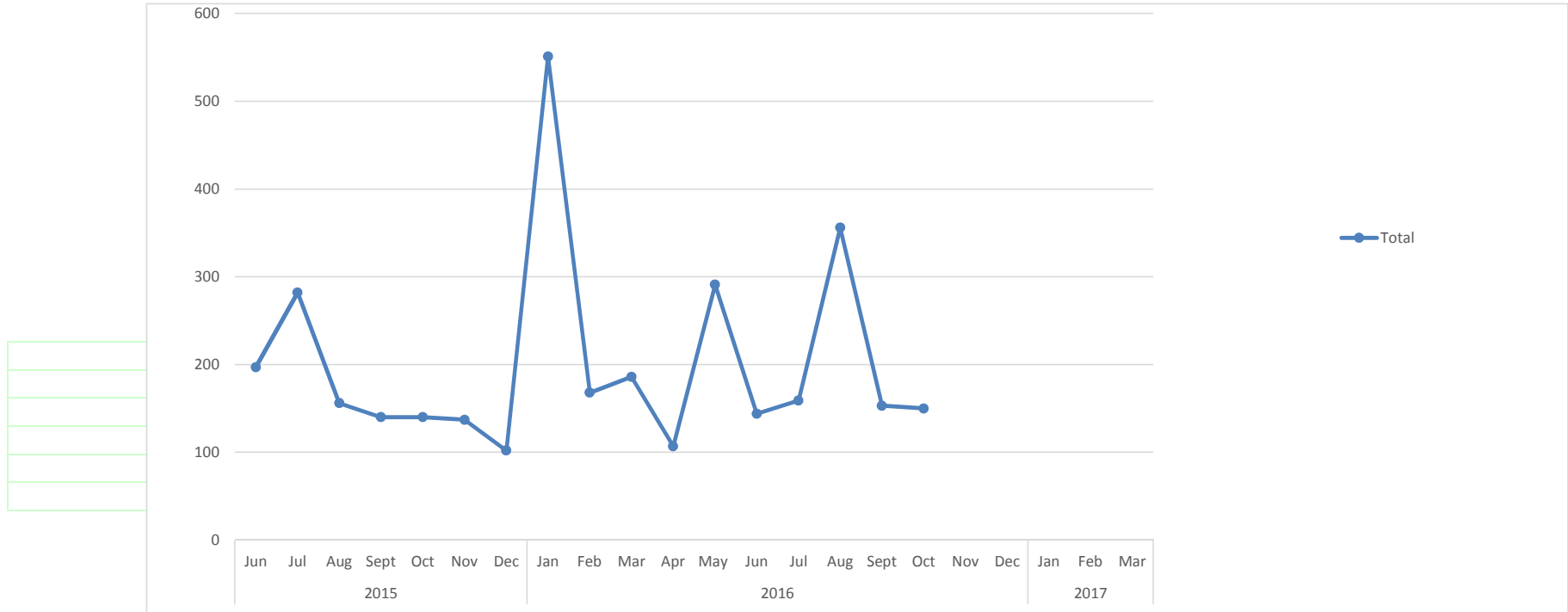
Media coverage by type -



| Month: Sept | |
|------------------------|------------|
| Category | Volume |
| Professional body | 15 |
| Professions | 15 |
| General trade/consumer | 16 |
| National | 11 |
| Regional | 96 |
| TOTAL | 153 |

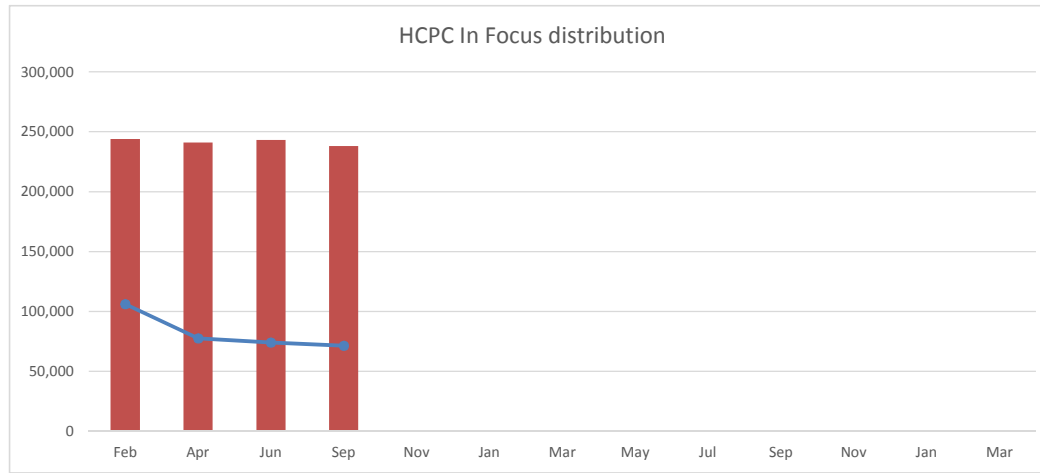
| Month: Oct | |
|------------------------|------------|
| Category | Volume |
| Professional Body | 12 |
| Professions | 16 |
| General trade/consumer | 17 |
| National | 16 |
| Regional | 89 |
| TOTAL | 150 |

| Month: | |
|------------------------|--------|
| Category | Volume |
| Professional Body | |
| Professions | |
| General trade/consumer | |
| National | |
| Regional | |
| TOTAL | |



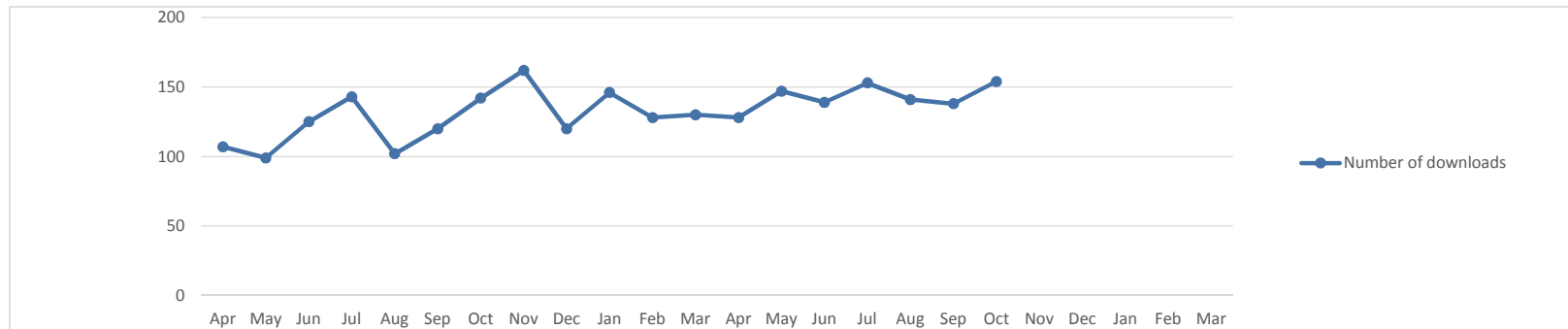
| Coverage type | 2015 | | | | | | | 2016 | | | | | | 2017 | | | | | | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----|-----|-----|-----|-----|
| | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar |
| Fitness to practise | 84 | 235 | 109 | 94 | 85 | 80 | 70 | 446 | 126 | 132 | 68 | 234 | 97 | 117 | 318 | 100 | 123 | | | | | |
| Specific HCPC work | 62 | 25 | 7 | 2 | 12 | 9 | 3 | 4 | 2 | 5 | 4 | 15 | 4 | 13 | 1 | 4 | 11 | | | | | |
| General HCPC | 29 | 15 | 23 | 23 | 37 | 7 | 15 | 71 | 6 | 12 | 11 | 5 | 7 | 7 | 4 | 1 | 0 | | | | | |
| Professions (not FTP) | 9 | 0 | 12 | 20 | 4 | 34 | 11 | 29 | 34 | 37 | 23 | 37 | 35 | 22 | 33 | 45 | 16 | | | | | |
| Renewals | 13 | 7 | 5 | 1 | 2 | 6 | 3 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 3 | 0 | | | | | |
| Total | 197 | 282 | 156 | 140 | 140 | 137 | 102 | 551 | 168 | 186 | 107 | 291 | 144 | 159 | 356 | 153 | 150 | | | | | |

| 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 |
|---------|-------------|-------------|-------------|-------------|
| FYE | FYE | FYE | FYE | YTD |
| | 2588 | 885 | 1461 | 1057 |
| | 265 | 203 | 131 | 52 |
| | 251 | 606 | 238 | 35 |
| | 386 | 125 | 190 | 211 |
| | 26 | 13 | 38 | 5 |
| | 51 | 9 | 0 | 0 |
| | 3569 | 1841 | 2059 | 1360 |



| | 2016 | | | | | | 2017 | | | | | | |
|------------------------|---------|--------|--------|--------|-----|-----|------|-----|-----|-----|-----|-----|-----|
| | Feb | April | Jun | Sep | Nov | Jan | Mar | May | Jul | Sep | Nov | Jan | Mar |
| Number of unique opens | 106,155 | 77,526 | 74,115 | 71,487 | | | | | | | | | |

| | 2016 | | | | | | 2017 | | | | | | |
|----------------------------|---------|---------|---------|---------|-----|-----|------|-----|-----|-----|-----|-----|-----|
| | Feb | Apr | Jun | Sep | Nov | Jan | Mar | May | Jul | Sep | Nov | Jan | Mar |
| Number of emails delivered | 243,926 | 241,076 | 243,075 | 238,053 | | | | | | | | | |

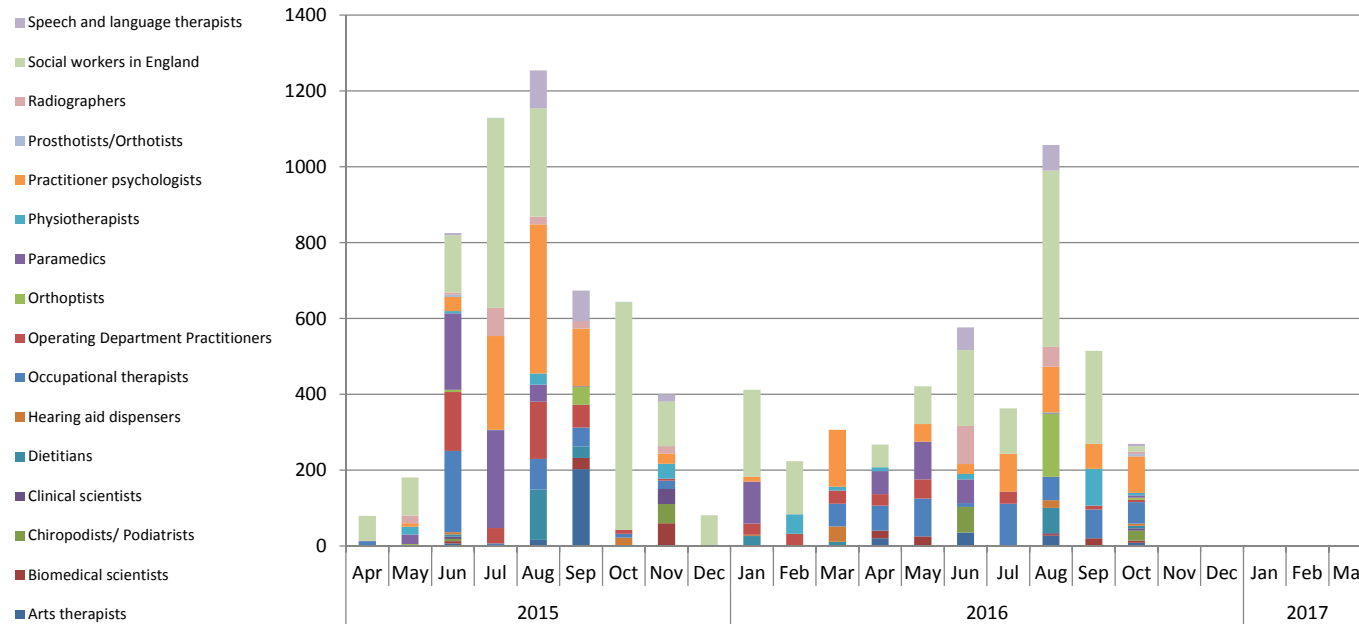


| | 2015 | | | 2016 | | | | | | | | | | | | 2017 | | | | | | | | |
|----------------------------------|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| Number of downloads | 107 | 99 | 125 | 143 | 102 | 120 | 142 | 162 | 120 | 146 | 128 | 130 | 128 | 147 | 139 | 153 | 141 | 138 | 154 | | | | | |
| Number of unregistered downloads | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | |

| 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 |
|---------|---------|---------|---------|---------|
| FYE | FYE | FYE | FYE | YTD |
| | 3207 | 1704 | 1524 | 1000 |
| | 6 | 1 | 1 | 0 |

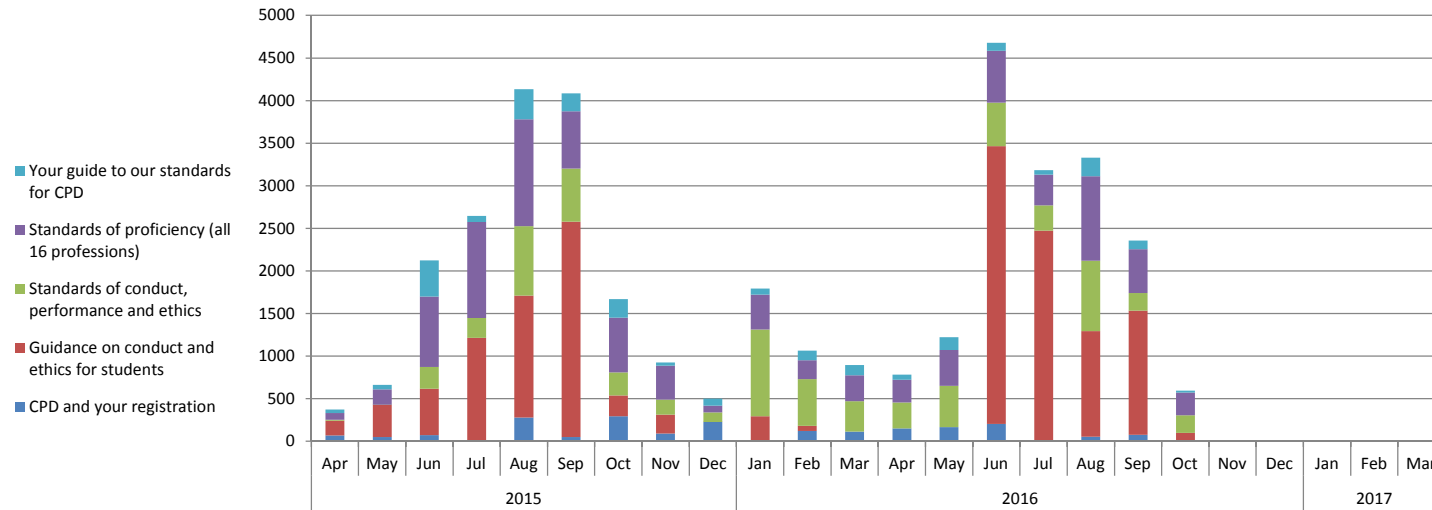
Downloads by profession

| | 2015 | | | 2016 | | | | | | | | | | | | 2017 | | | Total | | | | | | |
|------------------------------------|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-------|-----|-----|-----|-----|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | | Oct | Nov | Dec | Jan | Feb | Mar |
| Arts Therapists | 2 | 7 | 3 | 6 | 6 | 8 | 10 | 15 | 9 | 16 | 9 | 5 | 5 | 18 | 11 | 9 | 13 | 5 | 7 | | | | | | 68 |
| Biomedical scientists | 2 | 0 | 5 | 0 | 2 | 4 | 5 | 2 | 2 | 0 | 3 | 2 | 1 | 2 | 2 | 0 | 0 | 2 | 1 | | | | | | 8 |
| Chiropodists | 17 | 10 | 14 | 16 | 12 | 18 | 14 | 24 | 16 | 28 | 19 | 22 | 13 | 21 | 14 | 46 | 26 | 15 | 15 | | | | | | 150 |
| Clinical scientists | 1 | 0 | 3 | 2 | 1 | 0 | 4 | 4 | 2 | 2 | 2 | 1 | 2 | 0 | 3 | 2 | 0 | 4 | 4 | | | | | | 15 |
| Dietitians | 5 | 4 | 7 | 6 | 7 | 7 | 3 | 5 | 3 | 4 | 9 | 7 | 8 | 13 | 14 | 18 | 12 | 4 | 7 | | | | | | 76 |
| Hearing aid dispensers | 4 | 2 | 5 | 3 | 2 | 1 | 0 | 6 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 8 | 2 | 4 | 1 | | | | | | 19 |
| Occupational therapists | 4 | 6 | 8 | 11 | 3 | 9 | 8 | 17 | 10 | 13 | 17 | 10 | 7 | 11 | 13 | 9 | 13 | 10 | 7 | | | | | | 70 |
| Operating department practitioners | 0 | 4 | 2 | 4 | 1 | 0 | 2 | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 4 | 3 | | | | | | 10 |
| Orthoptists | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | | | | | | 1 |
| Paramedics | 8 | 5 | 22 | 17 | 5 | 7 | 12 | 6 | 13 | 9 | 6 | 6 | 11 | 0 | 8 | 5 | 7 | 4 | 11 | | | | | | 46 |
| Physiotherapists | 19 | 13 | 16 | 20 | 21 | 19 | 26 | 25 | 18 | 28 | 17 | 22 | 31 | 34 | 23 | 16 | 22 | 27 | 28 | | | | | | 181 |
| Practitioner psychologists | 24 | 31 | 21 | 35 | 21 | 30 | 35 | 29 | 30 | 23 | 33 | 34 | 25 | 28 | 31 | 22 | 30 | 29 | 25 | | | | | | 190 |
| Prosthetists / orthotists | 1 | 2 | 0 | 2 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | | | | | | 3 |
| Radiographers | 0 | 2 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 0 | 3 | 1 | 2 | 2 | 2 | 2 | 4 | | | | | | 16 |
| Social workers in England | 4 | 5 | 11 | 9 | 14 | 5 | 9 | 13 | 5 | 8 | 4 | 13 | 10 | 11 | 7 | 7 | 11 | 21 | 29 | | | | | | 96 |
| Speech and language therapists | 17 | 8 | 5 | 10 | 2 | 9 | 11 | 13 | 9 | 10 | 5 | 4 | 9 | 6 | 9 | 8 | 1 | 7 | 11 | | | | | | 51 |



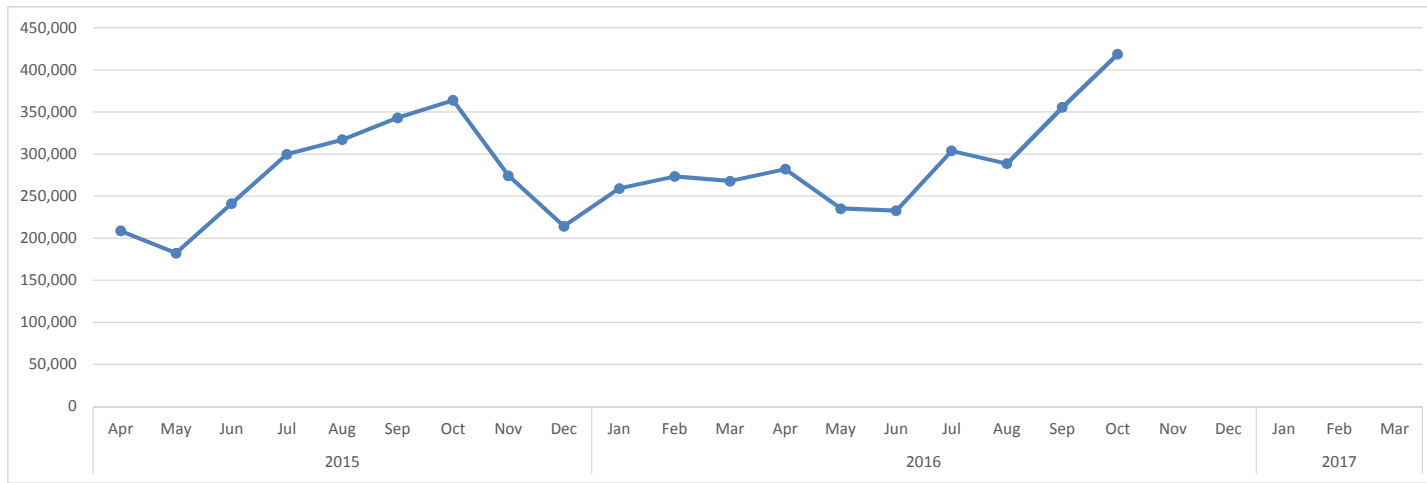
| | 2015 | | | 2016 | | | | | | | | | 2017 | | | | | | | | | | | |
|------------------------------------|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| Arts therapists | 0 | 0 | 6 | 0 | 16 | 202 | 0 | 0 | 0 | 0 | 0 | 0 | 20 | 0 | 35 | 0 | 27 | 0 | 8 | | | | | |
| Biomedical scientists | 0 | 0 | 6 | 0 | 0 | 30 | 2 | 60 | 0 | 1 | 0 | 0 | 20 | 25 | 0 | 0 | 4 | 20 | 6 | | | | | |
| Chiroprpodists/ Podiatrists | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 50 | 0 | 0 | 0 | 0 | 0 | 0 | 68 | 0 | 0 | 26 | | | | | | |
| Clinical scientists | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 40 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 6 | | | | | |
| Dietitians | 0 | 0 | 6 | 1 | 132 | 30 | 0 | 0 | 0 | 25 | 0 | 11 | 0 | 0 | 0 | 0 | 67 | 0 | 7 | | | | | |
| Hearing aid dispensers | 0 | 0 | 6 | 0 | 0 | 0 | 20 | 0 | 0 | 2 | 0 | 40 | 0 | 0 | 0 | 0 | 20 | 0 | 6 | | | | | |
| Occupational therapists | 12 | 0 | 214 | 5 | 81 | 50 | 10 | 22 | 1 | 1 | 1 | 60 | 66 | 100 | 10 | 111 | 62 | 76 | 56 | | | | | |
| Operating Department Practitioners | 0 | 0 | 156 | 41 | 151 | 60 | 10 | 5 | 0 | 30 | 31 | 35 | 30 | 50 | 0 | 32 | 0 | 10 | 6 | | | | | |
| Orthoptists | 0 | 5 | 6 | 0 | 0 | 48 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 166 | 0 | 6 | | | | | |
| Paramedics | 1 | 25 | 201 | 258 | 45 | 2 | 0 | 0 | 0 | 110 | 0 | 0 | 61 | 100 | 62 | 0 | 2 | 0 | 6 | | | | | |
| Physiotherapists | 0 | 20 | 6 | 1 | 30 | 0 | 0 | 40 | 0 | 0 | 51 | 10 | 10 | 0 | 15 | 0 | 2 | 97 | 7 | | | | | |
| Practitioner psychologists | 1 | 10 | 37 | 247 | 393 | 151 | 0 | 26 | 0 | 13 | 0 | 150 | 0 | 46 | 26 | 100 | 120 | 66 | 96 | | | | | |
| Prosthetists/Orthotists | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | | | | | |
| Radiographers | 0 | 20 | 6 | 75 | 20 | 20 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 53 | 0 | 6 | | | | | |
| Social workers in England | 65 | 100 | 151 | 500 | 286 | 0 | 601 | 117 | 80 | 230 | 140 | 0 | 60 | 100 | 200 | 120 | 465 | 246 | 15 | | | | | |
| Speech and language therapists | 0 | 0 | 6 | 1 | 100 | 80 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 60 | 0 | 67 | 0 | 6 | | | | | |

| 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 |
|---------|---------|---------|---------|---------|
| FYE | FYE | FYE | FYE | YTD |
| | 82 | 28 | 224 | 90 |
| | 83 | 55 | 99 | 75 |
| | 254 | 61 | 56 | 94 |
| | 3 | 0 | 46 | 8 |
| | 407 | 160 | 205 | 74 |
| | 22 | 61 | 68 | 26 |
| | 669 | 543 | 457 | 481 |
| | 262 | 395 | 519 | 128 |
| | 11 | 35 | 59 | 172 |
| | 842 | 775 | 642 | 231 |
| | 262 | 172 | 158 | 131 |
| | 252 | 231 | 1028 | 454 |
| | 87 | 13 | 6 | 6 |
| | 182 | 170 | 161 | 159 |
| | 3370 | 2627 | 2270 | 1206 |
| | 208 | 343 | 208 | 133 |

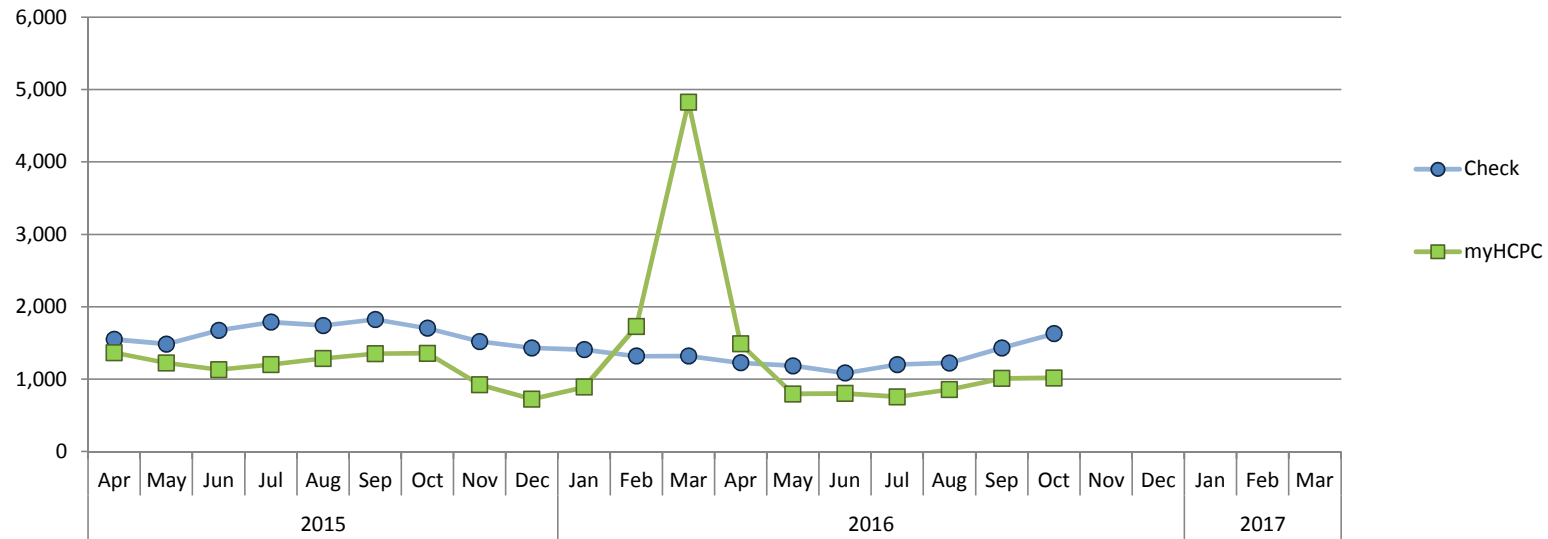


| | 2015 | | | | | 2016 | | | | | | | 2017 | | | | | | | | | | | |
|---|------|-----|-----|------|------|------|-----|-----|-----|------|-----|-----|------|-----|------|------|------|------|-----|-----|-----|-----|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| CPD and your registration | 69 | 50 | 71 | 6 | 278 | 50 | 293 | 89 | 225 | 0 | 121 | 113 | 152 | 167 | 201 | 3 | 52 | 76 | 0 | | | | | |
| Guidance on conduct and ethics for students | 172 | 377 | 546 | 1209 | 1433 | 2526 | 246 | 222 | 1 | 292 | 60 | 0 | 0 | 0 | 3263 | 2471 | 1242 | 1456 | 97 | | | | | |
| Standards of conduct, performance and ethics | 11 | 3 | 255 | 230 | 814 | 627 | 268 | 176 | 111 | 1018 | 547 | 356 | 301 | 482 | 513 | 295 | 827 | 209 | 206 | | | | | |
| Standards of proficiency (all 16 professions) | 79 | 180 | 825 | 1129 | 1254 | 673 | 644 | 400 | 81 | 412 | 223 | 306 | 267 | 421 | 606 | 363 | 990 | 515 | 269 | | | | | |
| Your guide to our standards for CPD | 41 | 50 | 426 | 72 | 356 | 209 | 216 | 38 | 81 | 70 | 112 | 118 | 60 | 151 | 96 | 51 | 220 | 101 | 20 | | | | | |

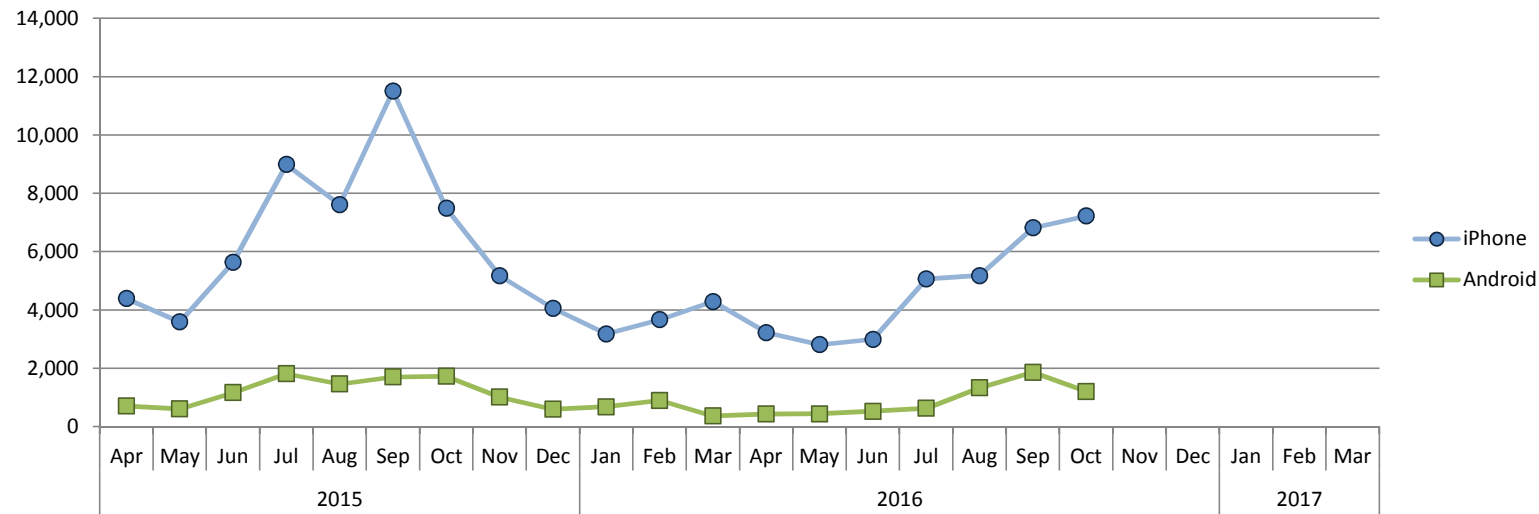
| 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 |
|---------|---------|---------|---------|---------|
| FYE | FYE | FYE | FYE | YTD |
| | 3587 | 2724 | 1365 | 651 |
| | 7071 | 7874 | 7084 | 8529 |
| | 3368 | 2508 | 4416 | 2833 |
| | 6946 | 5769 | 6206 | 3431 |
| | 875 | 2321 | 1789 | 699 |



| | 2015 | | | 2016 | | | | | | | | | 2017 | | | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | | | | | | | | | | |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----|-----|-----|-----|-----|-----------|-----------|-----------|-----------|-----------|
| | 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 | FYE | FYE | FYE | YTD | |
| Page views | 208,752 | 182,338 | 241,118 | 299,705 | 317,040 | 343,153 | 363,802 | 274,271 | 214,301 | 259,030 | 273,362 | 267,840 | 282,191 | 235,076 | 232,692 | 303,732 | 288,511 | 355,463 | 418,715 | | | | | | | 3,882,409 | 3,287,489 | 3,069,805 | 3,244,712 | 2,116,380 |

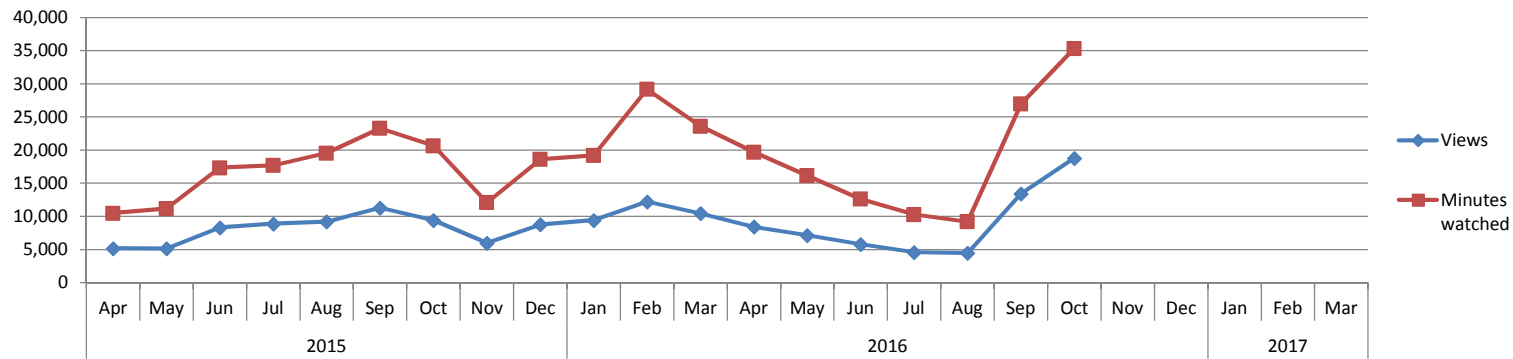


| | 2015 | | | 2016 | | | 2017 | | | 2012/13 FYE | 2013/14 FYE | 2014/15 FYE | 2015/16 FYE | 2016/17 YTD | | | | | | | | | | | | |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------------|----------------|----------------|----------------|----------------|-------|-------|-------|-------|-------|--|--|--|--|--|--|--|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | | | | | Jan | Feb | Mar | | | | | | | | | |
| Check | 1,549 | 1,485 | 1,674 | 1,787 | 1,742 | 1,825 | 1,703 | 1,520 | 1,431 | 1,407 | 1,319 | 1,319 | 1,225 | 1,184 | 1,085 | 1,202 | 1,224 | 1,431 | 1,629 | | | | | | | |
| myHCPC | 1,366 | 1,224 | 1,130 | 1,202 | 1,286 | 1,352 | 1,356 | 923 | 724 | 889 | 1,728 | 4,827 | 1,486 | 796 | 801 | 756 | 856 | 1,010 | 1,015 | | | | | | | |



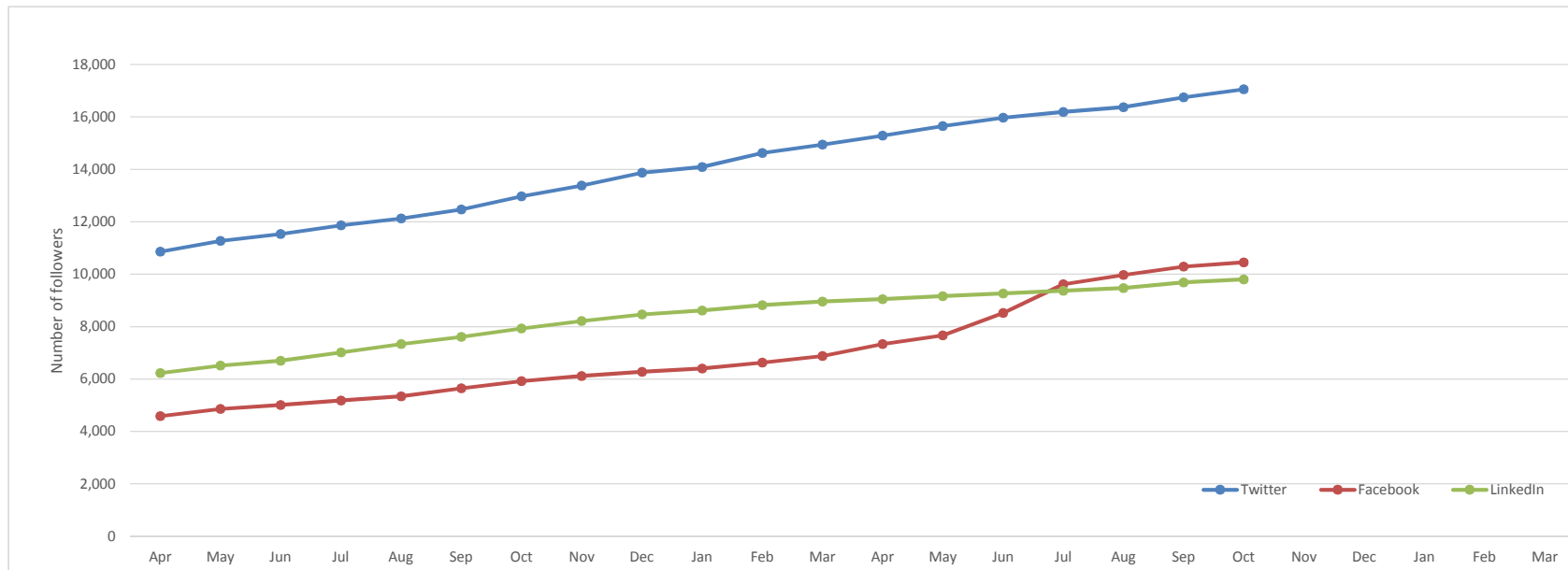
| | 2015 | | | 2016 | | | | | | | | | 2017 | | | | | | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|--|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | |
| iPhone | 4,396 | 3,595 | 5,638 | 8,993 | 7,613 | ##### | 7,488 | 5,170 | 4,059 | 3,181 | 3,672 | 4,289 | 3,224 | 2,815 | 2,997 | 5,061 | 5,177 | 6,817 | 7,227 | | | | | | |
| Android | 707 | 606 | 1,169 | 1,815 | 1,466 | 1,707 | 1,727 | 1,016 | 599 | 677 | 897 | 369 | 430 | 436 | 523 | 632 | 1,334 | 1,864 | 1,207 | | | | | | |

| 2012/13 FYE | 2013/14 FYE | 2014/15 FYE | 2015/16 FYE | 2016/17 YTD |
|----------------|----------------|----------------|----------------|----------------|
| 46,844 | 69,602 | 52,079 | 69,602 | 33,318 |
| | 7,417 | 12,690 | 12,755 | 6,426 |



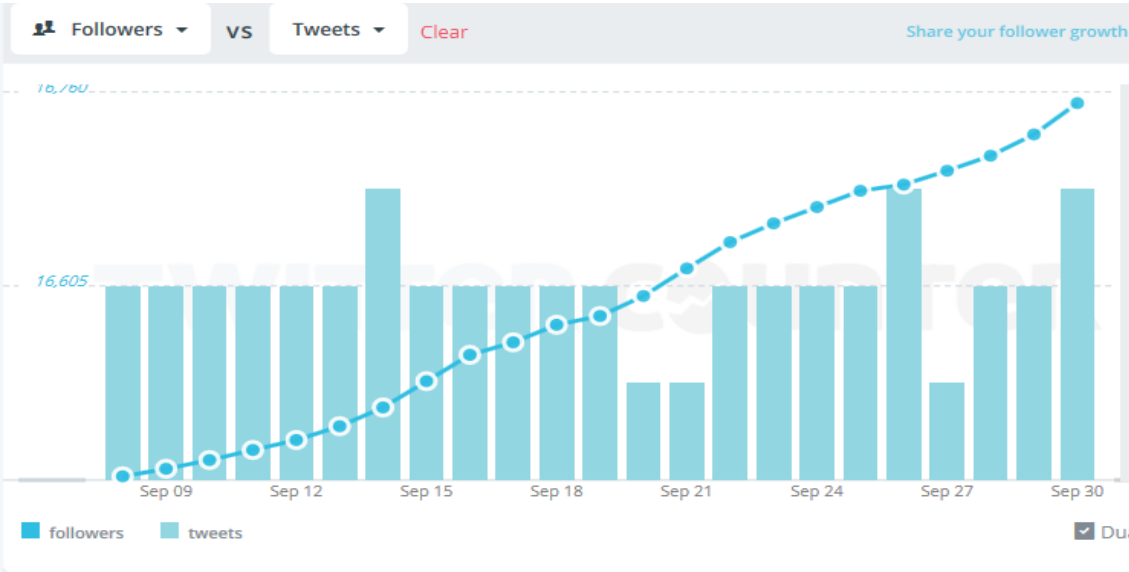
| | 2015 | | | 2016 | | | | | | | | | 2017 | | | | | | | | | | | | |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-----|-----|-----|-----|-----|--|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | |
| Views | 5,150 | 5,143 | 8,298 | 8,874 | 9,193 | 11,297 | 9,412 | 5,978 | 8,748 | 9,406 | 12,216 | 10,451 | 8,412 | 7,143 | 5,796 | 4,578 | 4,455 | 13,415 | 18,787 | | | | | | |
| Minutes watched | 10,478 | 11,174 | 17,326 | 17,688 | 19,548 | 23,286 | 20,661 | 12,080 | 18,620 | 19,200 | 29,181 | 23,598 | 19,699 | 16,152 | 12,613 | 10,287 | 9,183 | 26,968 | 35,329 | | | | | | |

| 2012/13 FYE | 2013/14 FYE | 2014/15 FYE | 2015/16 FYE | 2016/17 YTD |
|----------------|----------------|----------------|----------------|----------------|
| | 30,599 | 81,138 | 104,166 | 62,586 |
| | 41,659 | 164,331 | 222,840 | 130,231 |

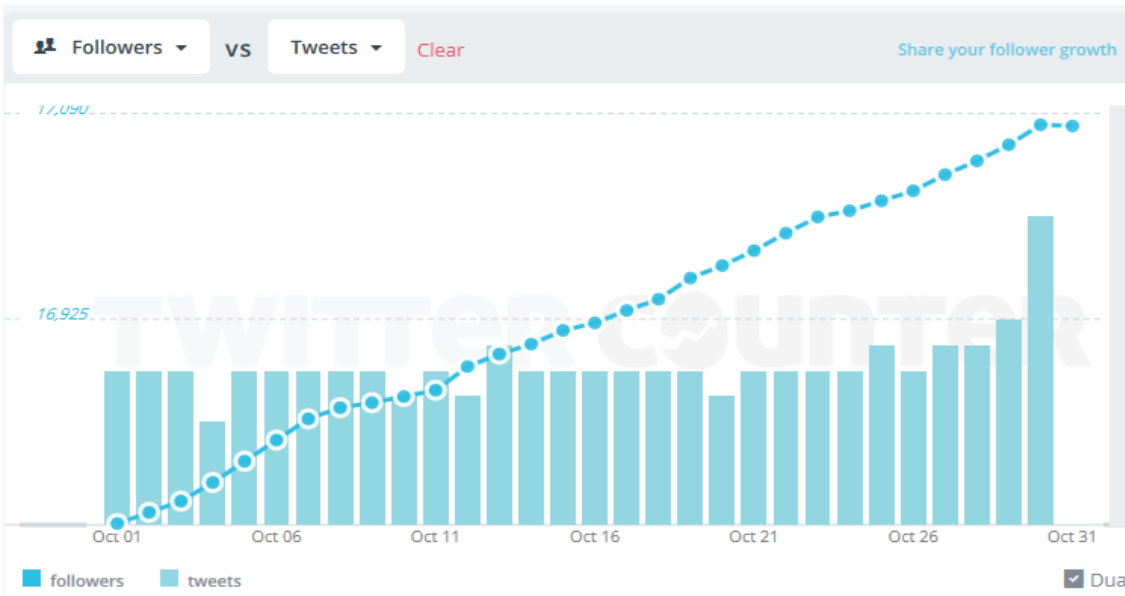


| | 2015 | | | 2016 | | | | | | | | | | | | 2017 | | | | | | | | |
|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-----|-----|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| Twitter | 10,860 | 11,270 | 11,532 | 11,867 | 12,126 | 12,472 | 12,974 | 13,385 | 13,870 | 14,091 | 14,625 | 14,940 | 15,280 | 15,654 | 15,972 | 16,184 | 16,372 | 16,740 | 17,057 | | | | | |
| Facebook | 4,579 | 4,863 | 5,006 | 5,182 | 5,339 | 5,639 | 5,917 | 6,107 | 6,276 | 6,398 | 6,628 | 6,873 | 7,331 | 7,666 | 8,523 | 9,610 | 9,964 | 10,284 | 10,446 | | | | | |
| LinkedIn | 6,230 | 6,507 | 6,697 | 7,009 | 7,337 | 7,604 | 7,925 | 8,206 | 8,465 | 8,609 | 8,811 | 8,953 | 9,048 | 9,157 | 9,266 | 9,363 | 9,468 | 9,681 | 9,792 | | | | | |

Sept



October



Blog piece vs. number of page views

Blog

HCPC · Posts stats

10 Oct 2016 – 8 Nov 2016



Now Day Week Month All time

Posts

| Entry | Pageviews |
|---|-----------|
| Professionalism in healthcare profe... 23 Nov 2011, 2 comments | 158 |
| The role of the HCPC fitness to pra... 4 Oct 2016, 1 comment | 70 |
| Have you been selected for a CPD... 18 Oct 2016 | 70 |
| Applying for HCPC registration? 22 Jul 2015 | 66 |
| Students: what you need to know a... 2 Sep 2015 | 63 |
| A journey of a thousand small steps... 11 Feb 2014, 1 comment | 53 |
| Standards of proficiency for social... 16 Jul 2012 | 51 |
| 6 things you should know about the... 21 Aug 2015, 1 comment | 37 |
| Key findings from the continuing pr... 21 Sep 2016 | 26 |
| Focus on Standard 7: Reporting an... 6 Jun 2016, 4 comments | 21 |