

CONFIRMED

The Health Professions Council

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MINUTES of the twenty fifth meeting of the Communications Committee held at **11.00 am on Wednesday 21 January 2008** in the old Council chamber at Park House, 184 Kennington Park Road, London, SE11 4BU

Present:

Professor A Turner (Chair)

Mr O Altay

Mrs M Clark-Glass

Ms C Farrell

Mrs D Haggerty

Miss M MacKellar

Mr M Woolcock

Mr S Wordsworth

In attendance:

Dr A van der Gaag, President

Ms E Gayle, Communications Manager

Mr T Glazier, Web Manager

Mr J Jones, Publications Manager

Mr D Knight, Communications Team Administrator

Ms J Ladds, Director of Communications

Mr M Potter, CPD Communications Manager

Mr S Rayner Secretary to Committees

Item 1.09/01 Apologies for absence

1.1 Apologies were received from Mr P Acres.

Item 2.09/02 Approval of agenda

2.1 The Committee approved the agenda.

Item 3.09/03 Declarations of interest

3.1 The Committee did not have any interest to declare.

Item 4.09/04 Minutes of the Committee of 16 October 2008

- 4.1 The minutes were agreed as a true record of the twenty fourth meeting of the Committee and were signed by the Chairman.

Item 5.09/05 Matters arising from the Committee of 16 October 2008

- 5.1 The Committee noted that the action points from the last meeting had either been completed, or were to be dealt with as part of the current agenda.

Item 6.09/06 Director of Communications Report

- 6.1 The Committee received a paper to note from the Executive outlining the main activities of the Communications Department over the last quarter.
- 6.2 The Committee noted that the coverage of HPC registrant related stories in the press had dramatically increased. This was as a result of improvements made by the Communications Manager to the liaison process with the Press.
- 6.3 The Committee noted that the campaign carried out in partnership with the British Dietetics Association had been positively received amongst registrants and had received good coverage in the press. The Committee noted that the success of the campaign provided valuable lessons for other groups, and for the future approach to HPC campaigns.
- 6.4 The Director of Communications gave a brief outline of the process for the selection of events attended by the team.

ACTION: Events Manager to submit full events calendar to the next meeting

Item 7.09/07 Communications Committee workshop

- 7.1 The Committee received the minutes of the workshop which had been held after the October meeting, for discussion.
- 7.2 The Committee noted that the opportunity for a free flowing conversation about HPC communications and its own role had been valuable for the development of the Committee.
- 7.3 The Committee noted that the discussions had also been useful to the executive, who had used it to help inform the work planning process for 2009-10.

- 7.4 The Committee noted that the workshop was at the right time of the year to fit in with planning processes, and agreed that another session should be held in 2009.

ACTION: Secretary to the Committee and Director of Communications to arrange workshop to follow meeting of 5 November 2009.

Item 8.09/08 Communications workplan 2009-10

- 8.1 The Committee received a paper for discussion and approval from the Executive introducing the workplan for 2009-10 and including the strategy for 2009-11. The workplan had been developed with input from the Committee workshop, discussions with other departments, a team workshop and by focusing on the Communications strategy.
- 8.2 The Committee noted the importance of independent analysis when making an assessment of the effectiveness of Communications work. The Committee noted that evaluation was a challenge in a work area where measures of success were not easily quantifiable.
- 8.3 The Committee noted that an external audit of the Communications Department had been commissioned by the Audit Committee and presented in September 2007. The audit was carried out by PKF.
- 8.4 The Committee approved the workplan 2009-10

ACTION: Secretary to the Committee to submit PKF audit report on the Communications Department to the next meeting

Item 9.09/09 Development of a logo for registrant use

- 9.1 The Committee received a paper to note from the Executive outlining the work being done to develop a logo that can be used by HPC registrants to demonstrate their registration status.
- 9.2 The Committee noted that the idea of a logo had been particularly well received amongst registrants working in the NHS. The exercise not only had the potential for generally raising the profile of HPC, it had the potential to give registrants a proof of their status as professionals, and give the public reassurance.
- 9.3 The Committee noted that the GMC was planning to introduce classifications to their registrants, requiring registrants who had undertaken revalidation to declare themselves as Licensed Practitioners and those who had retired Registered Practitioner. The Committee noted

that this may cause confusion amongst the general public on the status of registered health professionals on all other registers.

Item 10.09/10 Communications budget 2009-10 headline figures

- 10.1 The Committee received a paper to note from the Executive setting out the headline figures for the budget designed to deliver the 2009-10 Communications workplan.
- 10.2 The Committee noted the headline figures.

Item 11.09/11 Refresh of public information materials and www.hpcheck.org

- 11.1 The Committee received a paper to note from the Executive introducing the key changes being made public information materials, including www.hpcheck.org, to make them more accessible and easier to use.
- 11.2 The Committee noted the key changes.

Item 12.09/12 Communicating organisational activities

- 12.1 The Committee received a paper to note from the Executive outlining work carried out by the Communications Department to support business being led by other parts of the HPC. The paper included a communications plan for registrations and renewals as an example.
- 12.2 Highlights of communications plans would be included in future reports by the Director of Communications.
- 12.3 The Committee agreed that this was a very useful way of seeing work that is going on behind the scenes, and offered its congratulations to the Communications team.

Item 13.09/13 'Be health wise' older people campaign update

- 13.1 The Committee received a paper to note from the Executive outlining a campaign aimed at raising awareness of the HPC amongst older people and those who care for them.
- 13.2 The Committee noted that use had been made of a variety of different networks to get the message across. In addition to focusing traditional groups such as care home managers and staff, use had also been made of social networks.
- 13.3 The Committee agreed that this was a very positive area to explore.

Item 14.09/14 Communicating with prospective registrants (students)

- 14.1 The Committee received a paper to note from the Executive outlining research commissioned and actions being taken to increase awareness of the HPC amongst students and educators.

- 14.2 The Committee noted that this was a collaborative, rather than an aggressive approach to communicating with people in learning environments. The Communications team had worked closely with the Education team on the project.

- 14.2 The Committee endorsed the approach laid out in the paper.

Chair:

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Date:

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