

Council – 3 December 2014

Communications Report

Executive summary and recommendations

Introduction

This 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 across the range of communication 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 2014-15.

Financial implications

None

Appendices

Communications Report

Date of paper

19 November 2014

Communications – management commentary

Events

Exhibitions: We attended the Care Show in Birmingham in November, where we spoke to over 100 care home managers and domiciliary workers during the two days of the exhibition.

Meet the HCPC events: We met more than 100 registrants in Newport on 2 October and are currently planning our next event which will be in Royal Leamington Spa in February 2015.

Employer events: We met with around 30 employers in Belfast on 11 November and are currently working on the content for our next event in Leeds in early 2015.

Education seminars: We have completed our series of eight Education seminars. Over 230 education providers were briefed on topics which included Social Work and AMHP programmes and the new service user and carer involvement standard.

Stakeholder events: We held a workshop for delegates attending the IAMRA conference on Monday 8 September.

Talks and presentations: Talks in this period have included:

- HCPC's standards for cpd at: South West Region British Association Occupational Therapy Conference, Taunton on Tuesday 14 October; St Helier, Jersey on Tuesday 21 October; and The OT Show, Birmingham on Wednesday 26 and Thursday 27 November; and
- HCPC's professionalism research at the Bridgewater Community Healthcare NHS Trust Professional Symposium on Wednesday 19 November.

Media

Media responses and monitoring: We provided responses to enquiries from the Daily Mail and BBC Norwich about two separate paramedic issues and also The Guardian about negative registers. We also produced a reactive statement in response to the Education Secretary's announcement at the NCAS conference of various social worker initiatives.

Articles: The following articles have been placed.

- The Guardian Social Care Network published an article by Anna van der Gaag and Robert Templeton on how to renew and if you are audited.
- We placed an article from Anna Lubasinska on to the Chartered Society of Physiotherapy website about guidance on EU residents working in the UK on a 'temporary and occasional' basis.
- We secured an article in Locum Today from Kelly Holder about the fitness to practise process in relation to locum social workers.
- We responded to an article in Community Care about a social worker being suspended for presenting a risk to service users that was reported as a failure to manage caseload. This led to a request to write an article on caseloads in relation to the fitness to practise process. We are waiting for this to be published.

Communications – management commentary

Publishing

Publications: During this period we published:

- Information for nursing and care home managers flyer (distributed at the Care Show on 4–5 November 2014);
- Fitness to practise annual report 2014 (published 28 November 2014); and
- updated Standards of proficiency for biomedical scientists and clinical scientists (published 1 December 2014).

HCPC In Focus: The October edition included a registration renewal reminder for operating department practitioners and social workers in England, the improvements to service made as a result of the customer feedback survey, information on our consultations, partner recruitment opportunities and events.

Parliamentary

Parliamentary monitoring: Activity in this period has included:

- 5 November: Labour MP for Oxford East, Andrew Smith, has led a Westminster Hall debate on care workers. MPs from across the House spoke on a range of issues around adult social care. In his opening remarks Andrew Smith MP called for Government to regulate the adult social care workforce, highlighting our proposals for a suitability scheme for adult social care workers.
- 7 November: Member of Parliament for Stafford, Jeremy Lefroy, has had his Private Members Bill read for a second time in the House of Commons. The Bill makes a number of

provisions to improve patient safety, including clauses which seek to give regulators of health and social care professionals an overarching objective of public protection. The Bill was passed without division and now moves to Committee Stage.

- 18 November: Shadow Health Minister, Lord Hunt, asked two questions regarding the decision by the government to regulate public health specialists from a non-medical background. Answering, Earl Howe outlined that the government had undertaken a careful assessment of risk posed by non-medical public health specialists. He stated that given the rising proportion of public health specialists that do not have a medical or dental background and given the critical leadership role they play in protecting the public, there is a need to introduce statutory regulation for this group of professionals.

Roundtable event: We attended a cross-party roundtable event in Parliament on 2 December, organised by the Dods Health and Care Forum to discuss health and care regulation. At the time of writing this report, attendees included Health Select Committee members Andrew George and Rosie Cooper, former Chairman of the Committee Stephen Dorrell and Sir Paul Beresford MP.

Parliamentary work: The House of Commons Health Select Committee published the Government and the HCPC responses to their report, following our Annual Accountability Hearing. Both responses address the recommendations set out in the Committee's report.

Communications – management commentary

Stakeholders

Professional body engagement: Meetings with the Royal College of Speech and Language Therapists and the British Association of Social Workers (2 September), the Association of Clinical Scientists (29 October), the College of Occupational Therapists and the Society of Chiropractors and Podiatrists (24 November), and the College of Paramedics (4 November).

Meetings and conferences: Meetings attended included:

- Association of Directors of Adult Social Services Workforce Development Network – 21 November
- Westminster Briefing on the impact of the Health and Social Care Act one year on – 10 September
- Local Government Association working group on the standards for employers of social workers – 8 October
- Westminster Health Forum on the future for healthcare regulation and the role of Healthwatch – 10 November

Northern Ireland: Health Minister, Jim Wells hosted the AHP Awards Northern Ireland in Derry / Londonderry, which we attended on 23 October, along with HCPC Council member Mary Clark-Glass. We were also represented at the AHP conference Taking Charge of Change which took place the following day.

Scotland: The 2014 Scottish Annual Regulation Event took place in Glasgow on 27 October. The theme was ‘Protecting the public – how can we assure fitness to practise?’ and the keynote speaker was Zubin Austin. The event was attended by over 300 delegates and Anna van der Gaag and Kelly Holder ran a well-attended breakout session on our disengagement research.

Web, digital and social media

Video content: We are currently producing a new video for education providers, and revising content for fitness to practise.

Website: We have launched a new section based on the Information Commissioner’s Office model publication scheme as part of our obligations under the Freedom of Information Act.

Web requests: We had a total of 96 web / digital requests including media section website changes and setting up project groups on the intranet.

Web deployment: We are about to start development on the latest web changes, which include a mobile friendly version of the website, and a revision of our audience pages.

Twitter and Facebook: We have 8,920 followers on Twitter which is an increase of 769 since the last report and 3,877 followers on Facebook which is an increase of 442 likes.

Organisation-wide activities

Social worker renewal: Specific activity in this period has included: two sessions with social workers in Lambeth on 17 September; two webinars on 25 September with approximately 400 people registered; online discussions with Sanctuary Social Care on 21 October; and a session at Community Care Children and Families Live on Thursday 20 November. In addition to this, the nine films published on our YouTube site which provide guidance on registration renewal and cpd have now reached a combined estimated reach of more than 35,000.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
December 2014

Events

Overview of events	8
Attendees at Meet the HCPC events – delegates by profession	9

Media

Media coverage – by month	10
Media coverage – to date	11

Publishing

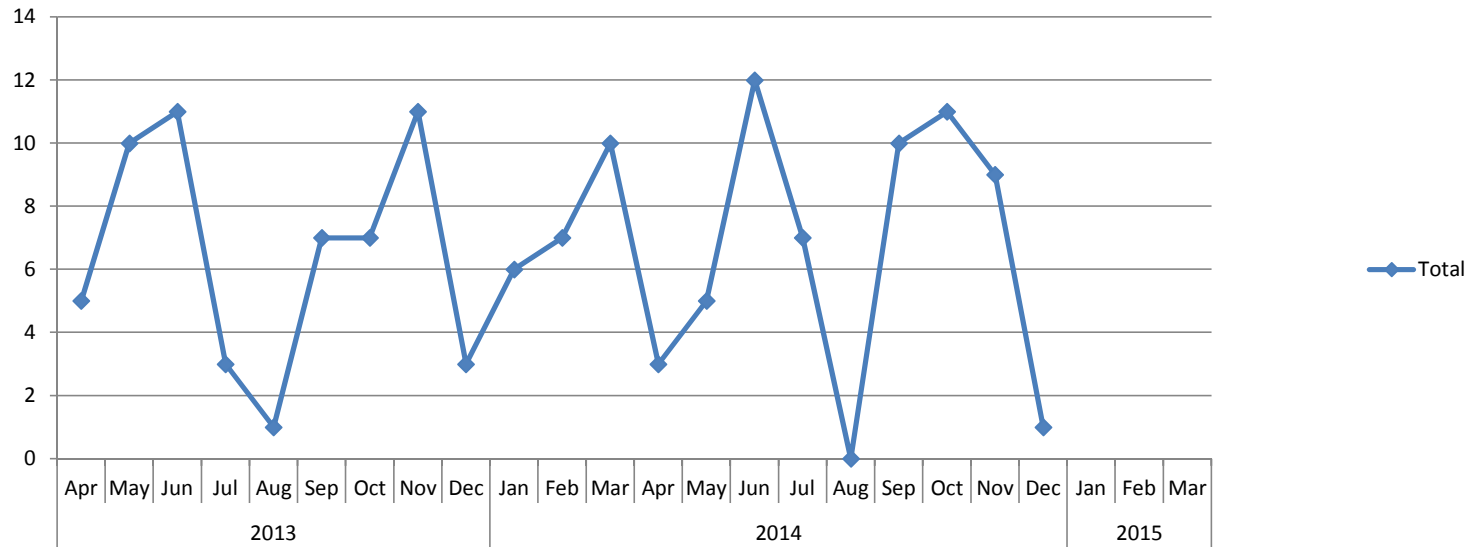
Public awareness packs requested	12
HCPC in Focus – number of new subscribers	13
HCPC registration logo – number of downloads	14
Top five requested publications	15
Standards of proficiency – hard copies requested, by profession	16

Web

HCPC website visits	17
Register search activity - search result page views	18

Digital and social media

HCPC mobile app – active users	19
HCPC mobile app – Register searches	20
HCPC YouTube channel activity	21
Twitter - followers	22
Twitter - followers vs tweets	23
Facebook	24



	2013			2014							2015							2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 YTD							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug						Sep	Oct	Nov	Dec	Jan	Feb	Mar
Exhibition stands	1	1	2	0	0	2	1	1	0	0	1	1	1	1	1	0	0	0	0	1	0				32	26	16	10	4
Presentations, talks and seminars (1)	2	6	6	3	1	3	3	6	2	5	2	5	1	3	9	7	0	8	4	5	0				23	16	47	44	37
Meet the HCPC (2)	2	0	0	0	0	1	1	0	0	0	1	2	0	0	1	0	0	1	1	0	0				8	9	10	7	3
Employer events	0	1	1	0	0	0	0	1	0	0	1	1	0	1	1	0	0	0	0	1	0				5	6	6	5	3
Education seminars	0	0	0	0	0	1	2	1	0	1	1	0	0	0	0	0	0	0	5	2	1				6	6	12	6	8
Stakeholder events	0	2	2	0	0	0	0	2	1	0	1	1	1	0	0	0	0	1	1	0	0				0	3	3	9	3
Total	5	10	11	3	1	7	7	11	3	6	7	10	3	5	12	7	0	10	11	9	1	68	63	94	81	58			

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

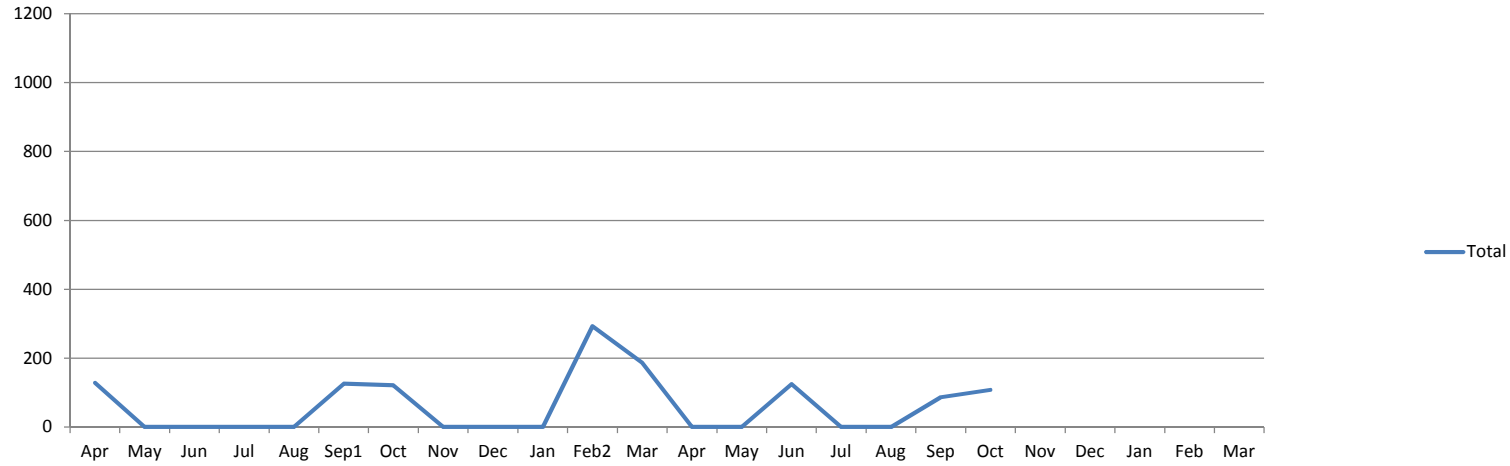
(2) 2 events on 1 day

2009-2012

Exhibitions stands and talks given at exhibitions, conferences, party conferences and fringe events are grouped together. From 2012 separated into exhibition stands and presentations

Presentations given to any stakeholder group, including, amongst others, students, registrants, professional groups, members of the public, etc.

Listening events

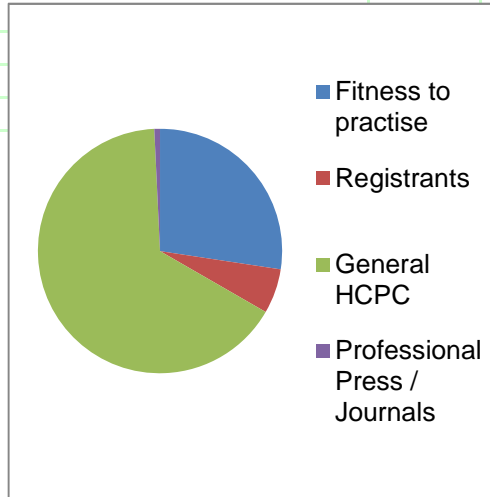


	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep ¹	Oct	Nov	Dec	Jan	Feb ²	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	1	0	0	0	0	7	10	0	0	0	0	2	0	0	2	0	0	10	1					
Biomedical scientists	7	0	0	0	0	9	19	0	0	0	8	3	0	0	7	0	0	1	4					
Chiropodists	11	0	0	0	0	15	10	0	0	0	14	19	0	0	13	0	0	7	3					
Clinical scientists	0	0	0	0	0	7	4	0	0	0	0	0	0	0	0	0	0	0	2					
Dietitians	4	0	0	0	0	3	2	0	0	0	5	4	0	0	0	0	0	10	6					
Hearing aid dispensers	0	0	0	0	0	2	2	0	0	0	2	6	0	0	2	0	0	3	0					
Occupational therapists	6	0	0	0	0	22	10	0	0	0	23	21	0	0	9	0	0	5	34					
Operating department practitioners	1	0	0	0	0	2	1	0	0	0	2	5	0	0	4	0	0	5	3					
Orthoptists	0	0	0	0	0	0	1	0	0	0	1	2	0	0	2	0	0	0	4					
Paramedics	4	0	0	0	0	10	11	0	0	0	6	7	0	0	8	0	0	8	11					
Physiotherapists	17	0	0	0	0	16	21	0	0	0	23	38	0	0	8	0	0	6	7					
Practitioner psychologists	8	0	0	0	0	2	15	0	0	0	3	9	0	0	6	0	0	9	14					
Prosthetists / orthotists	0	0	0	0	0	3	2	0	0	0	1	1	0	0	0	0	0	0	0					
Radiographers	10	0	0	0	0	11	6	0	0	0	18	6	0	0	5	0	0	6	5					
Social workers in England	52	0	0	0	0	5	1	0	0	0	79	47	0	0	58	0	0	0	3					
Speech and language therapists	3	0	0	0	0	2	2	0	0	0	3	9	0	0	0	0	0	2	3					
Other/Unknown	4	0	0	0	0	9	4	0	0	0	105	8	0	0	0	0	0	14	8					
Total	128	0	0	0	0	125	121	0	0	0	293	187	0	0	124	0	0	86	108					

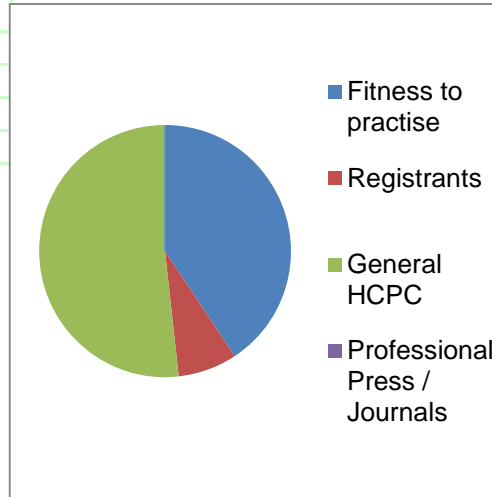
2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
8	17	9	20	13
54	57	22	46	12
115	63	28	69	23
15	12	1	11	2
20	18	10	18	16
34	13	5	12	5
162	181	71	82	48
22	13	6	11	12
9	6	5	4	6
77	46	15	38	27
196	129	51	115	21
60	34	17	37	29
7	3	0	7	0
57	35	29	51	16
0	0	2156	184	61
37	21	9	19	5
22	28	7	130	22
895	676	2441	854	318

- 1. Online and in person attendees - Meet the HCPC Perth
- 2. Online and in person attendees - Meet the HCPC Preston (online- 102 views in total)

Media coverage - September

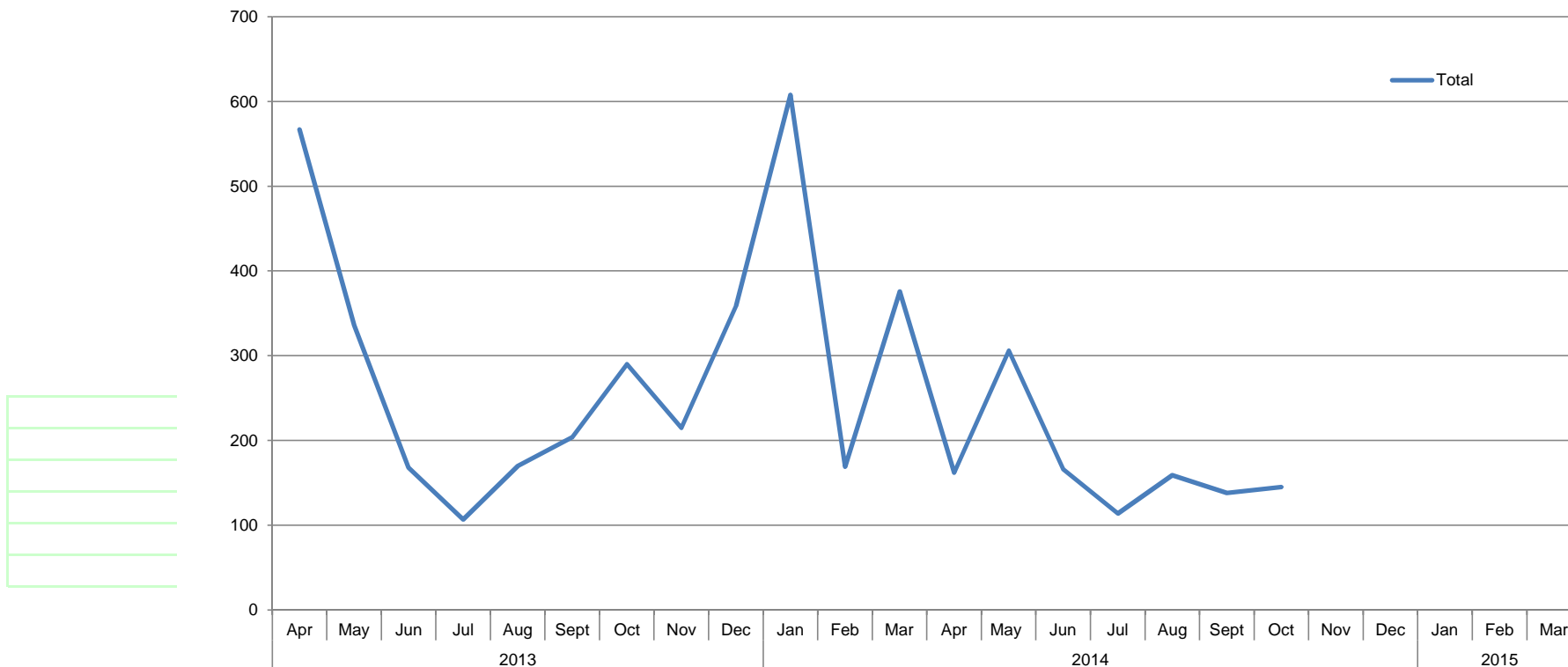


Media coverage - October



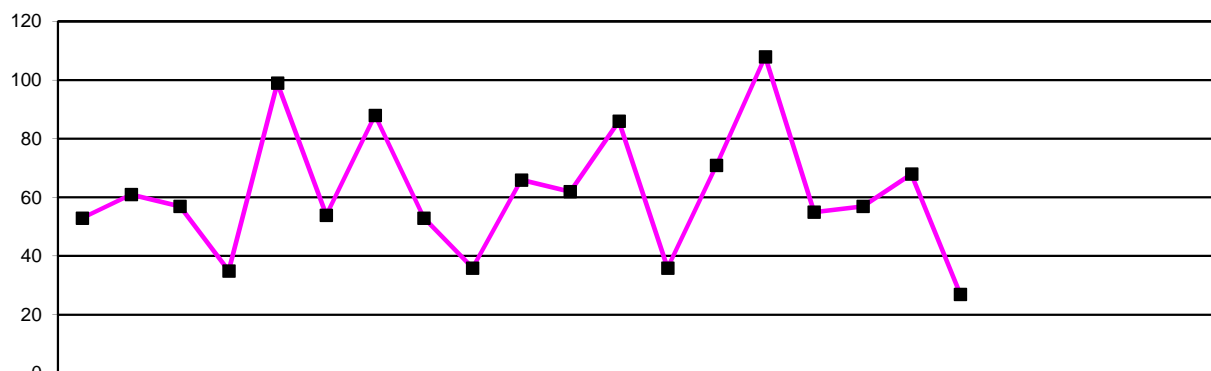
Month: September	
Category	Volume
Fitness to practise	37
Registrants	8
General HCPC	89
Professional Press / Journals	1
Emerging professions	3
Broadcast	0
TOTAL	138

Month: October	
Category	Volume
Fitness to practise	59
Registrants	11
General HCPC	75
Professional Press / Journals	0
Emerging professions	0
Broadcast	0
TOTAL	145



Coverage type	2013												2014												2015																			
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	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	515	261	97	50	65	101	225	103	292	517	69	293	45	212	74	49	102	37	59																									
Registrants	2	20	30	11	28	44	19	26	17	25	22	21	15	28	25	20	15	8	11																									
General HCPC	37	29	5	11	47	24	19	19	5	19	26	10	80	29	40	26	12	89	75																									
Professional Press / Journals	12	21	32	31	30	33	22	30	39	39	45	52	21	37	27	19	20	1	0																									
Emerging professions	0	2	3	4	0	2	0	4	1	7	3	0	1	0	0	0	9	3	0																									
Broadcast	1	3	1	0	0	0	5	33	3	1	4	0	0	0	0	0	1	0	0																									
Total	567	336	168	107	170	204	290	215	359	608	169	376	162	306	166	114	159	138	145																									

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2588	578
	265	122
	251	351
	386	125
	26	13
	51	1
	3569	1190



■ Number of packs requested

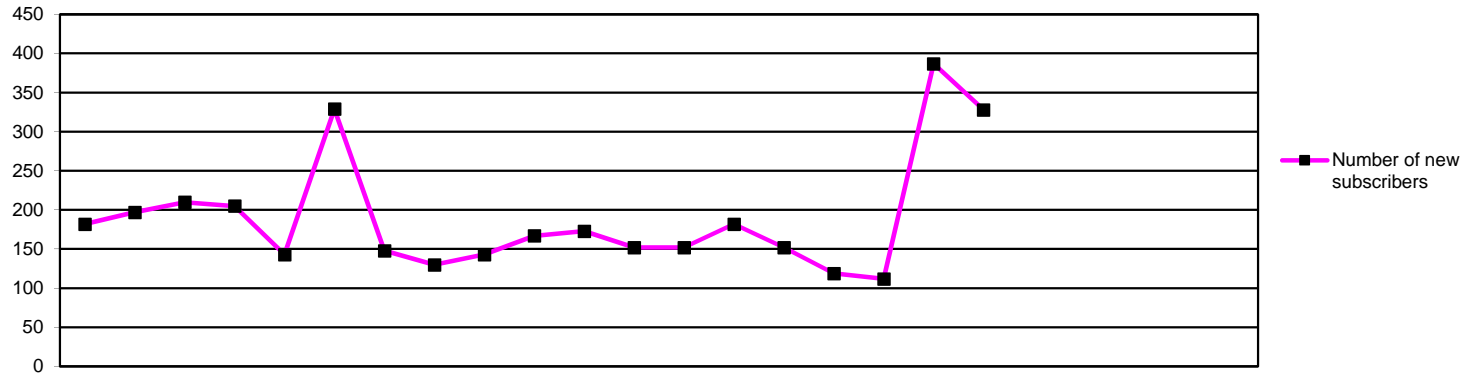
	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	53	61	57	35	99	54	88	53	36	66	62	86	36	71	108	55	57	68	27					

2012/13	2013/14	2014/15
FYE	FYE	YTD
	750	422

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

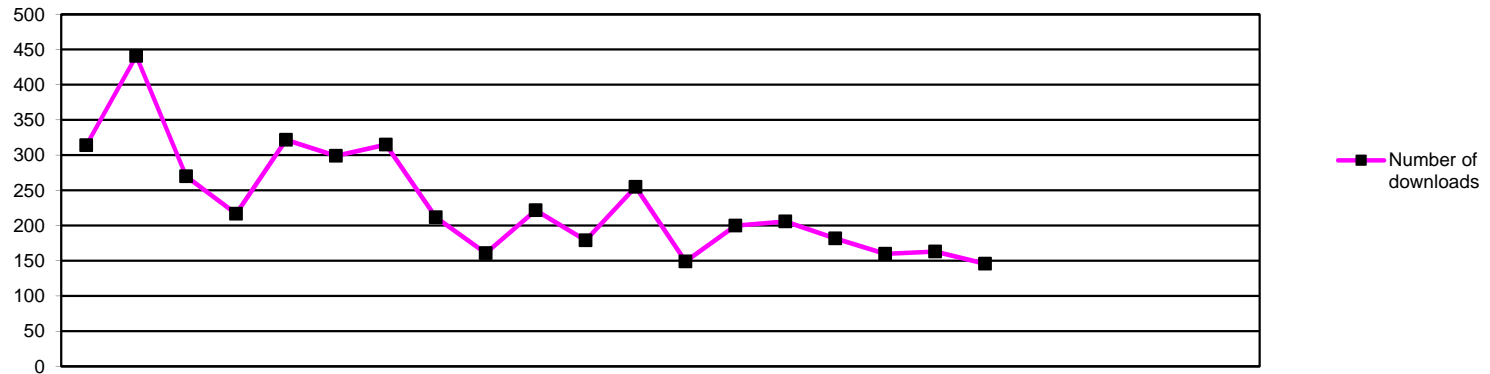
Profession	2013			2014									2015									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	3	0	0	0	0	2	5	0	0	0	6	1	4	6	1	1	3	4						20
Biomedical scientists	1	3	4	0	2	1	6	5	0	2	3	0	2	0	12	0	1	5	0						20
Chiropodists	19	16	6	7	27	14	16	13	10	20	1	16	7	17	25	32	25	19	3						128
Clinical scientists	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	4	0	0	0						5
Dietitians	0	0	3	0	1	0	0	0	1	1	0	2	0	11	2	0	0	0	0						13
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0						8
Occupational therapists	0	3	4	1	14	12	6	4	1	3	0	0	1	0	0	1	2	1	6						11
Operating department practitioners	2	1	0	0	10	0	4	1	0	0	12	3	0	0	5	0	0	5	0						10
Orthoptists	0	0	1	0	2	0	0		0	0	0	0	0	0	5	0	0	0	0						5
Paramedics	5	3	3	4	4	1	1	0	2	4	0	6	0	2	5	0	0	4	0						11
Physiotherapists	9	8	11	6	14	10	13	9	4	6	27	32	8	15	19	1	4	6	2						55
Practitioner psychologists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						0
Prosthetists / orthotists	0	0	2	0	0	2	2	0	0	0	0	0	0	0	3	0	0	0	0						3
Radiographers	0	0	0	0	1	0	1	1	3	14	2	7	4	1	0	0	0	0	0						5
Social workers in England	4	5	2	5	4	3	13	3	7	6	14	9	7	6	6	6	5	9	5						44
Speech and language therapists	0	0	0	5	6	8	4	5	5	1	0	0	0	1	0	0	5	1	0						7
Other	12	19	21	7	14	3	18	7	3	9	3	5	6	14	11	10	14	15	7						77



	2013			2014									2015											
	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 new subscribers	182	197	210	205	143	329	148	130	143	167	173	152	152	182	152	119	112	387	328					

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2179	1432

	Total number of subscribers to HCPC In Focus (includes unsubscribes)	24,504
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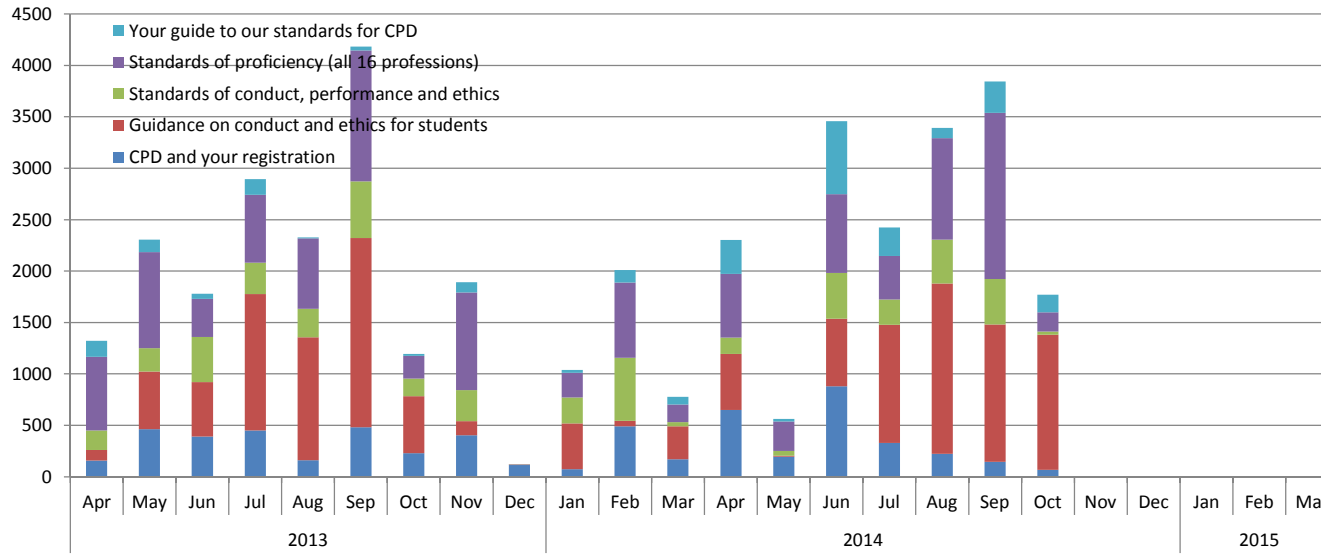


	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	314	441	270	217	322	299	315	212	161	222	179	255	149	200	206	182	160	163	146					
Number of unregistered downloads	1	0	0	0	0	1	2	0	1	0	0	1	0	1	0	0	0	0	0					

2012/13	2013/14	2014/15
FYE	FYE	YTD
	3207	1206
	6	1

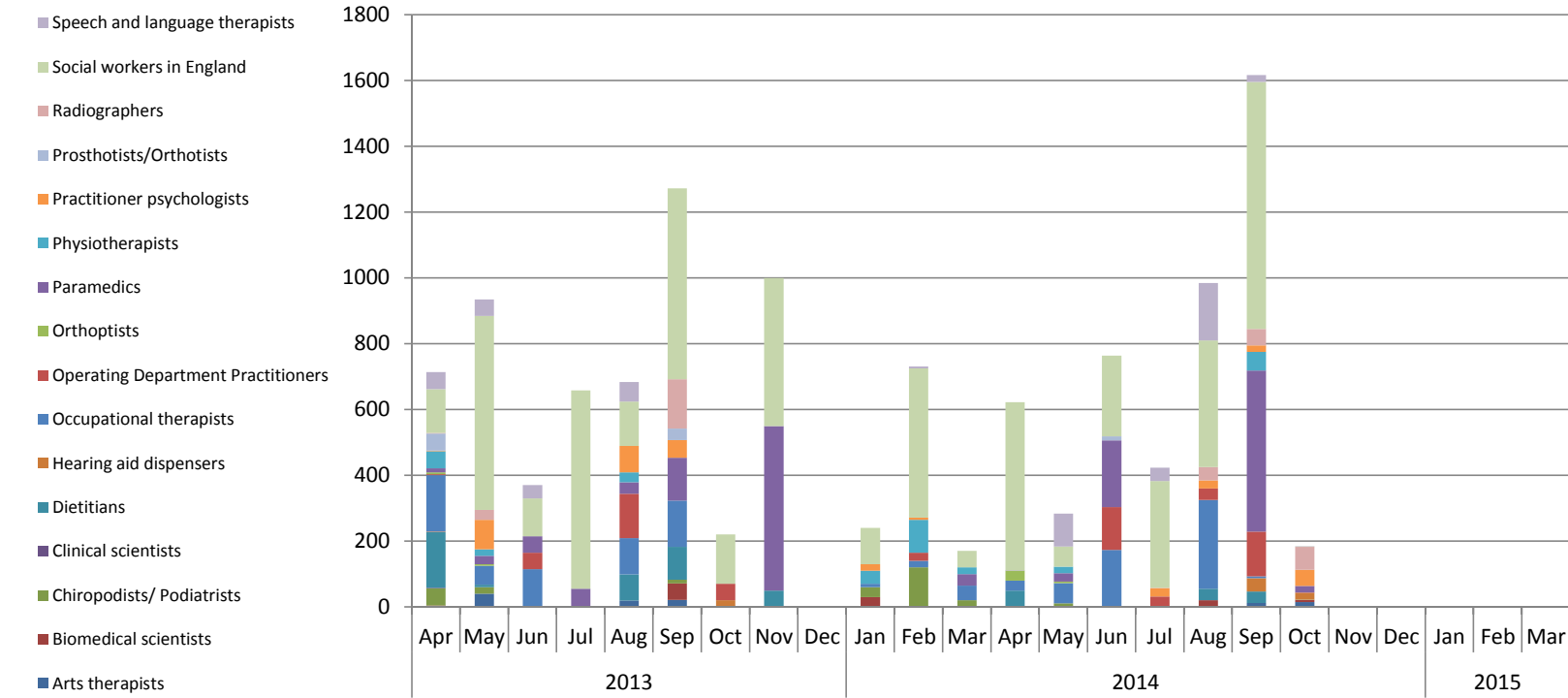
Downloads by profession

	2013			2014									2015									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	16	15	20	6	9	18	17	13	8	23	10	16	12	23	17	12	15	11	8						98
Biomedical scientists	4	5	4	2	4	0	4	13	6	4	2	0	1	0	1	1	1	1	2						7
Chiropodists	42	31	21	26	43	29	49	33	31	24	14	32	14	36	39	47	43	27	21						227
Clinical scientists	1	0	11	1	1	14	6	7	5	3	0	4	1	0	0	2	1	2	0						6
Dietitians	18	9	10	7	10	7	6	8	6	12	2	10	12	13	16	10	9	11	8						79
Hearing aid dispensers	9	5	3	4	3	3	1	4	0	1	2	6	0	0	6	1	6	2	1						16
Occupational therapists	23	12	8	13	15	18	55	16	17	8	12	17	5	7	17	13	9	9	9						69
Operating department practitioners	1	0	1	0	3	0	3	2	0	1	5	0	0	3	2	0	1	3	1						10
Orthoptists	1	0	0	0	5	2	0	0	0	0	0	0	0	1	0	0	0	0	0						1
Paramedics	24	14	31	30	78	39	20	15	9	9	6	19	15	14	16	12	9	9	8						83
Physiotherapists	17	42	40	54	29	32	39	30	17	38	41	46	32	34	36	29	20	28	20						199
Practitioner psychologists	51	243	89	49	68	61	62	41	34	46	58	74	38	38	34	32	31	29	32						234
Prosthetists / orthotists	8	3	0	1	0	6	0	1	2	1	0	1	0	5	0	0	0	0	0						5
Radiographers	24	5	3	2	2	1	3	3	3	16	4	2	2	3	2	1	3	0	2						13
Social workers in England	14	28	13	8	17	16	19	11	17	16	10	9	5	14	5	14	9	25	28						100
Speech and language therapists	61	29	16	14	35	53	31	15	6	10	13	19	12	9	15	8	3	7	6						60



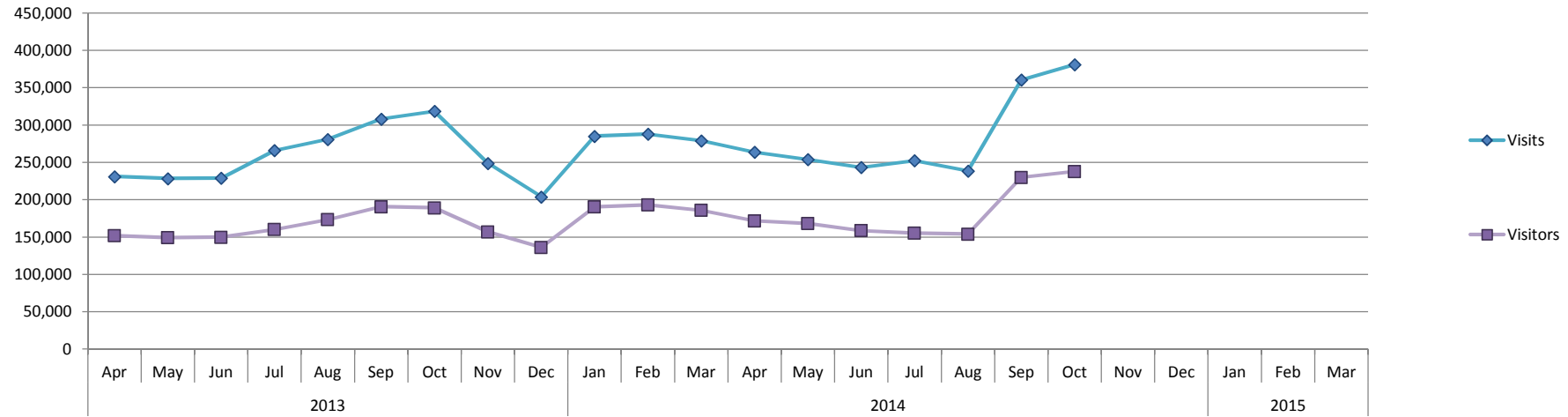
	2013												2014												2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	157	464	390	450	160	480	230	405	114	75	492	170	651	195	880	330	222	145	67					651	195	880	330	222	145	67						
Guidance on conduct and ethics for students	102	560	530	1328	1196	1842	555	137	4	445	51	321	543	11	656	1147	1656	1337	1315					543	11	656	1147	1656	1337	1315						
Standards of conduct, performance and ethics	192	226	440	305	278	550	170	300	2	250	615	40	158	46	447	248	428	441	31					158	46	447	248	428	441	31						
Standards of proficiency (all 16 professions)	714	935	370	658	684	1272	220	950	2	240	731	170	622	284	764	423	985	1617	185					622	284	764	423	985	1617	185						
Your guide to our standards for CPD	158	120	50	154	8	40	20	100	0	30	120	75	330	25	712	276	100	302	171					330	25	712	276	100	302	171						

2012/13	2013/14	2014/15
FYE	FYE	YTD
	3587	2490
	7071	6665
	3368	1799
	6946	4880
	875	1916

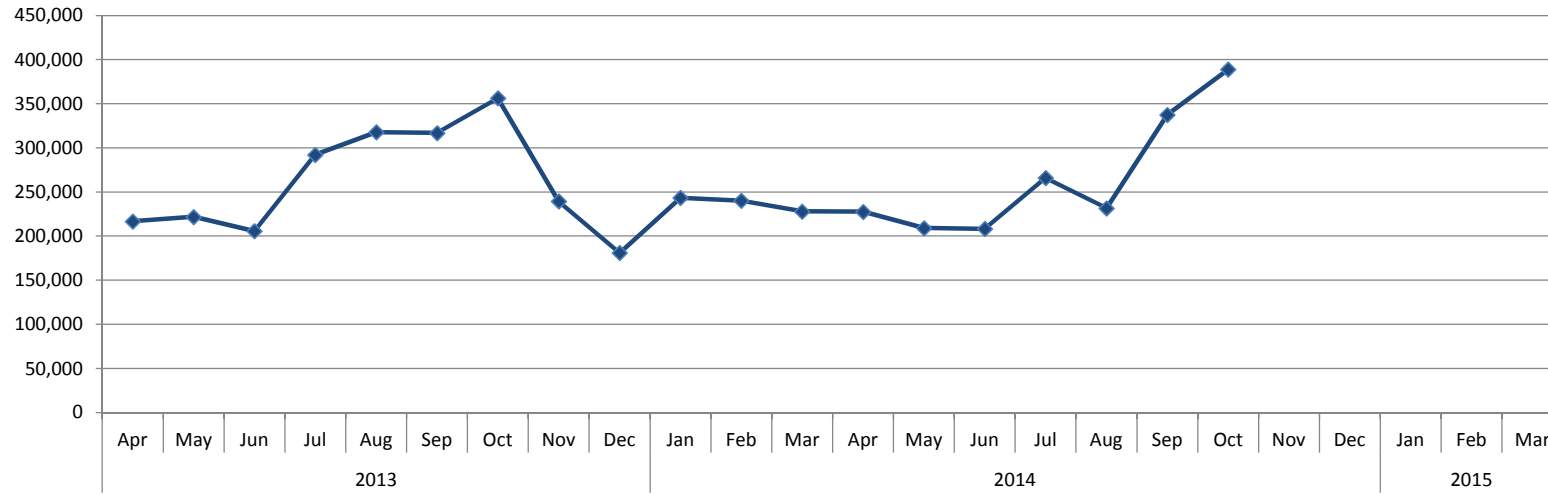


	2013												2014												2015																				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar									
Arts therapists	2	40	0	0	19	21	0	0	0	0	0	0	0	1	0	0	0	12	15						0	1	0	0	0	0	0	0	0	0	0	0									
Biomedical scientists	2	0	0	0	0	50	0	0	1	30	0	0	0	0	0	0	0	20	0	6					0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Chiropodists/ Podiatrists	52	20	0	0	0	12	0	0	0	30	120	20	0	10	0	0	0	0	1						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Clinical scientists	2	0	0	0	0	0	0	0	1	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	0	0	0			
Dietitians	169	8	0	0	80	100	0	50	0	0	0	0	50	0	0	0	35	35	0						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Hearing aid dispensers	2	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0	0	40	21						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Occupational therapists	172	57	115	0	110	140	0	0	0	10	20	45	30	61	173	0	270	6	0						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Operating Department Practitioners	2	0	50	0	135	0	50	0	0	0	25	0	0	0	130	32	35	136	1						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Orthoptists	6	5	0	0	0	0	0	0	0	0	0	0	30	5	0	0	0	0	0						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Paramedics	12	25	50	55	35	130	0	500	0	0	0	35	1	25	203	0	0	490	20						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Physiotherapists	52	20	0	0	30	0	0	0	0	40	100	20	0	20	0	0	0	56	0						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Practitioner psychologists	2	90	0	0	80	54	0	0	0	20	6	0	0	0	0	0	25	25	20	49					0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Prosthetists/Orthotists	52	0	0	0	0	35	0	0	0	0	0	0	0	0	13	0	0	0	0						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Radiographers	2	30	0	0	0	150	0	0	0	0	0	0	0	0	0	1	40	50	70						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Social workers in England	133	590	115	603	135	580	150	450	0	110	454	50	511	62	245	325	385	751	1						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Speech and language therapists	52	50	40	0	60	0	0	0	0	0	6	0	0	100	0	40	175	21	1						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

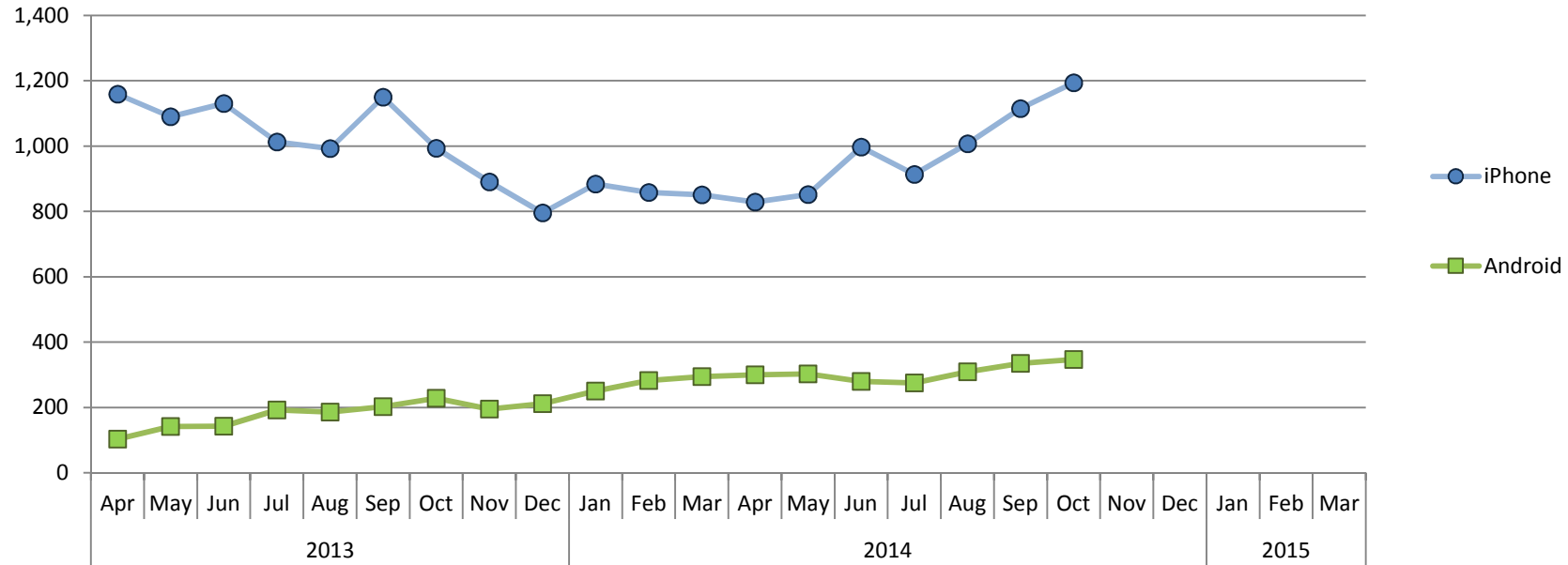
	2012/13 FYE	2013/14 FYE	2014/15 YTD
		82	28
		83	26
		254	11
		3	0
		407	120
		22	61
		669	540
		262	334
		11	35
		842	739
		262	76
		252	119
		87	13
		182	161
		3370	2280
		208	337



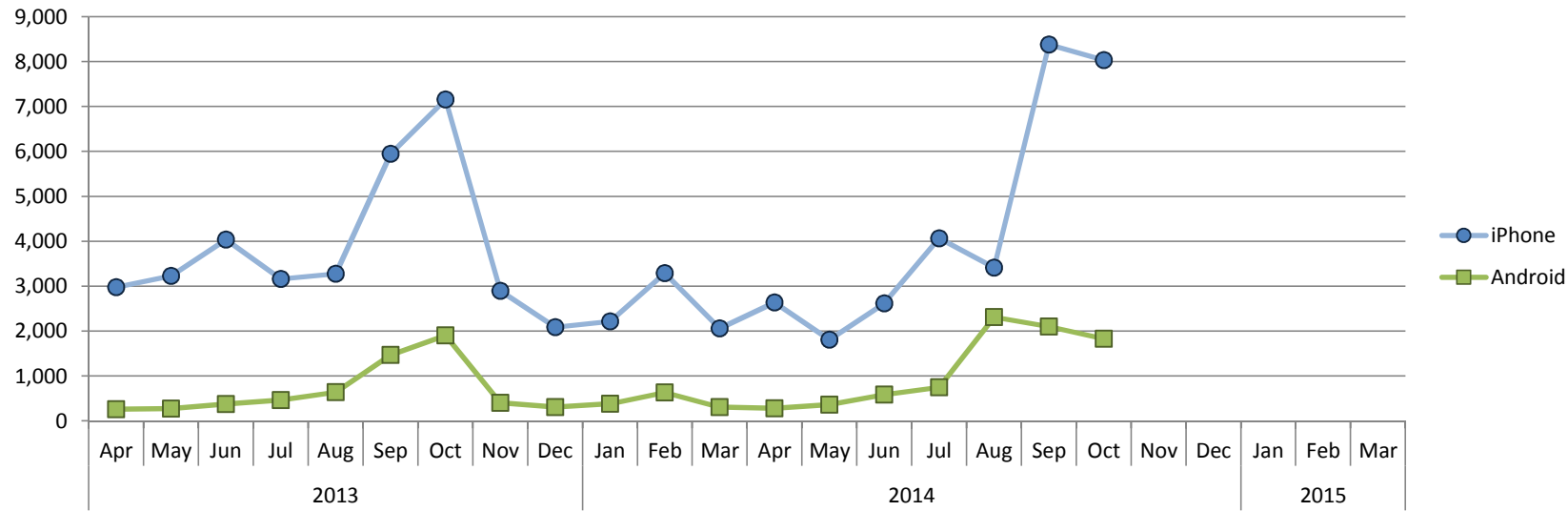
	2013			2014									2015						2010/11	2011/12	2012/13	2013/14	2014/15													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD							
Visits	231,030	228,388	228,865	266,063	280,954	308,193	318,600	248,792	203,797	285,118	287,890	279,097	263,666	253,958	243,223	252,284	238,619	360,521	380,987										1,398,434	1,644,537	2,509,129	3,166,787	1,993,258			
Visitors	151,735	149,184	149,801	160,105	173,343	190,585	189,121	156,871	136,109	190,299	192,973	185,921	171,593	168,112	158,654	155,280	153,941	229,904	237,801													938,149	1,142,036	1,634,799	2,026,047	1,275,285



	2013			2014									2015									2010/11	2011/12	2012/13	2013/14	2014/15					
	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	216,705	221,799	205,684	292,324	317,873	316,866	356,272	239,490	181,046	243,448	240,197	228,034	227,751	209,093	208,276	265,876	231,569	337,663	389,022										3,882,409	3,287,489	1,869,250

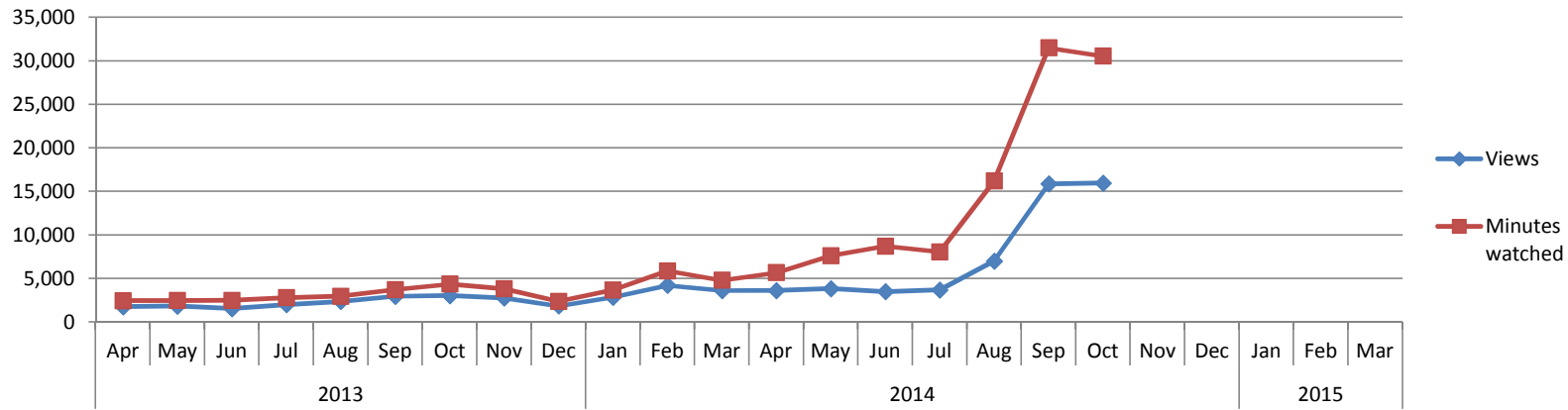


	2013			2014									2015									2010/11	2011/12	2012/13	2013/14	2014/15				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD	
iPhone	1,159	1090	1130	1013	992	1150	993	890	796	884	858	851	829	852	997	913	1007	1115	1194											
Android	103	142	143	192	186	202	228	195	212	250	282	294	300	303	280	275	309	335	347											



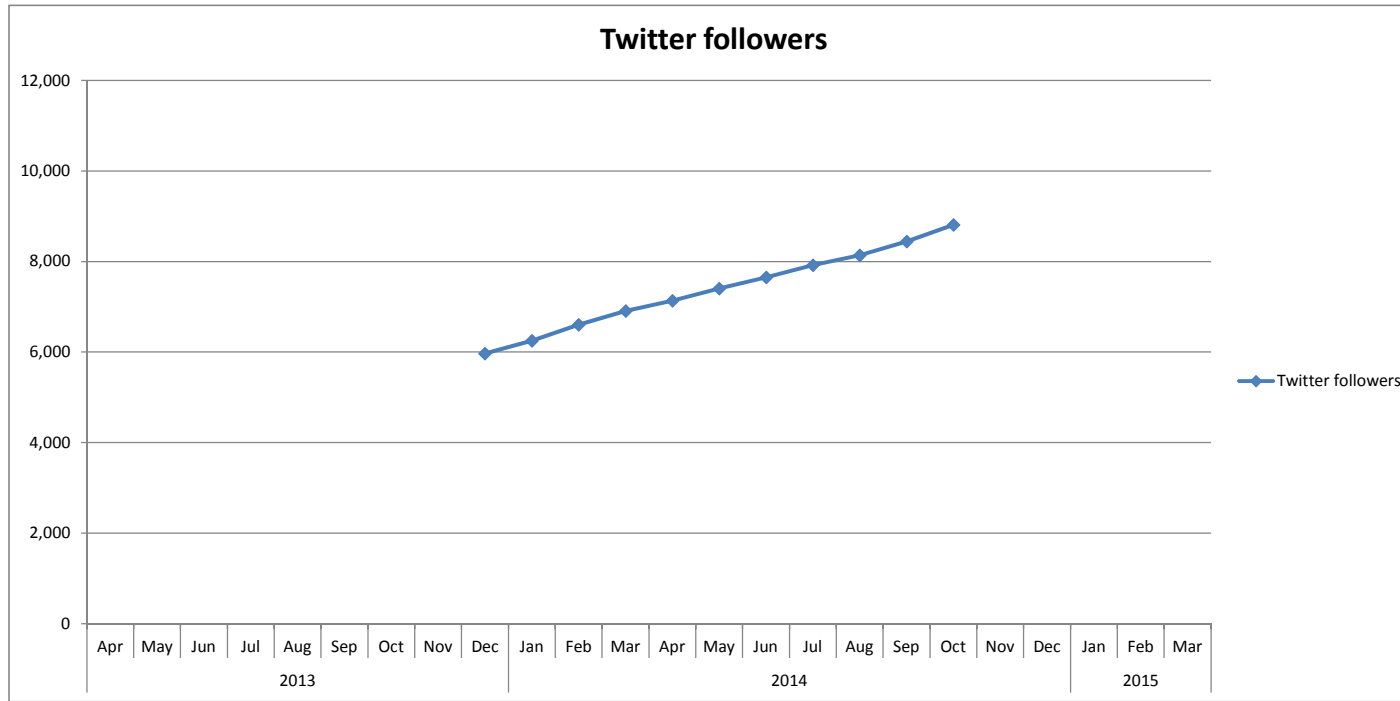
	2013			2014									2015												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
iPhone	2,982	3,231	4,037	3,165	3,278	5,948	7,157	2,899	2,091	2,216	3,289	2,061	2,636	1,808	2,619	4,065	3,411	8,379	8,035						
Android	261	272	375	464	643	1,467	1,904	400	310	380	635	306	279	363	588	753	2,314	2,104	1,830						

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
		46,844	42,354	30,953
			7,417	8,231



	2013												2014												2015													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	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	1,753	1,820	1,526	1,978	2,341	2,945	3,028	2,745	1,833	2,831	4,199	3,600	3,595	3,819	3,479	3,684	6,996	15,861	15,957																			
Minutes watched	2,439	2,457	2,469	2,790	2,940	3,709	4,352	3,799	2,364	3,682	5,863	4,795	5,653	7,604	8,699	8,047	16,194	31,483	30,534																			

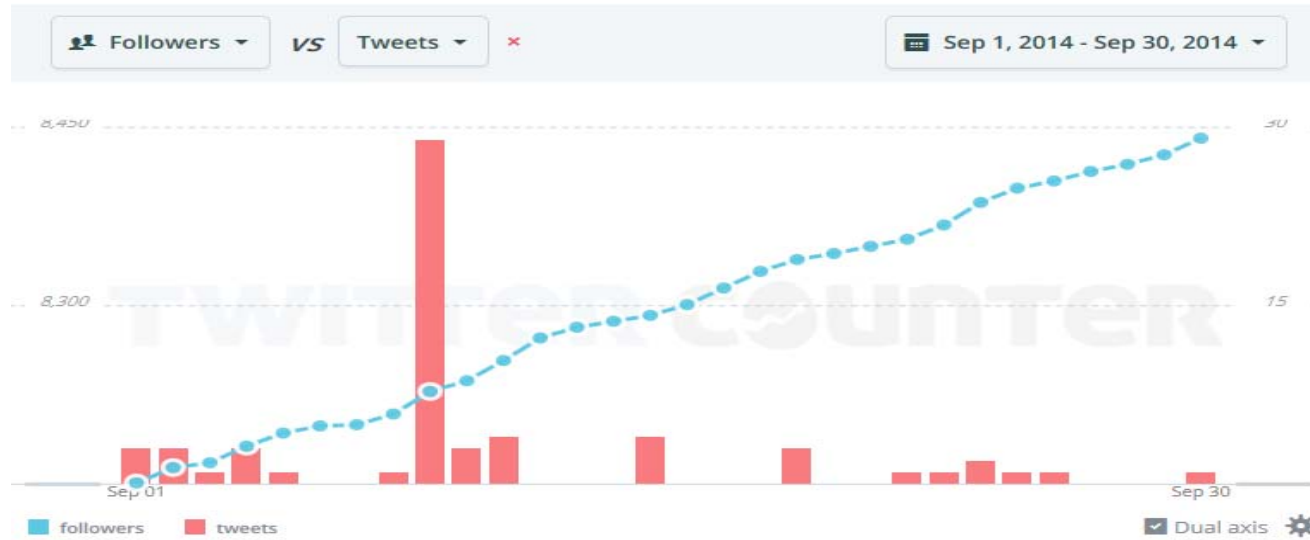
2010/11	2011/12	2012/13	2013/14	2013/14
FYE	FYE	FYE	FYE	YTD
			30,599	53,391
			41,659	108,214



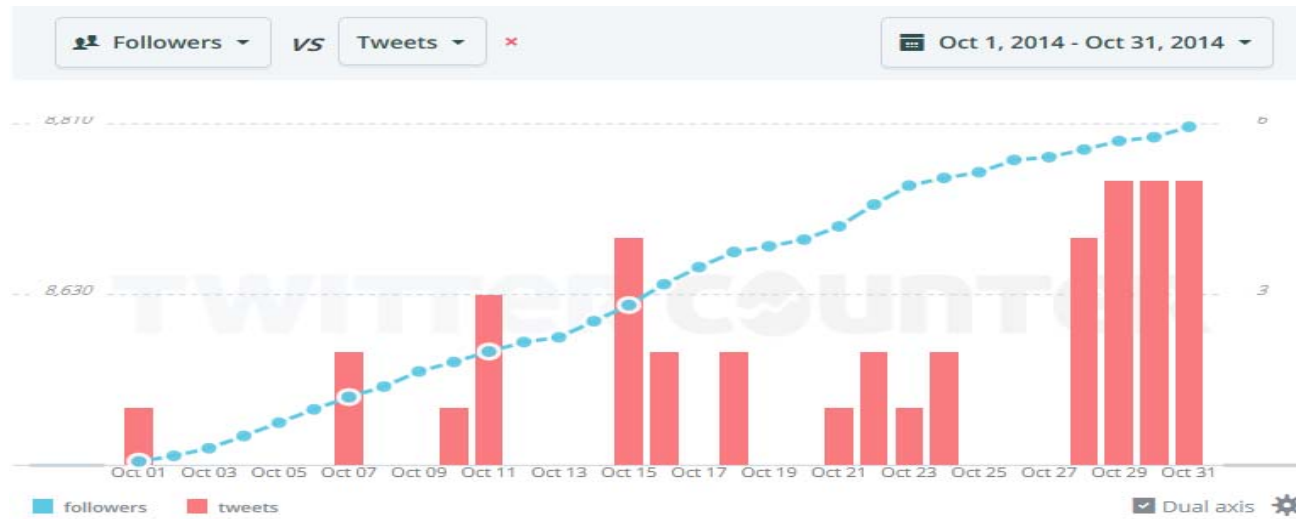
	2013			2014			2014			2015												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar										
Twitter followers									5966	6247	6602	6906	7134	7404	7650	7919	8141	8441	8807			

2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 YTD
			25,721	55,496

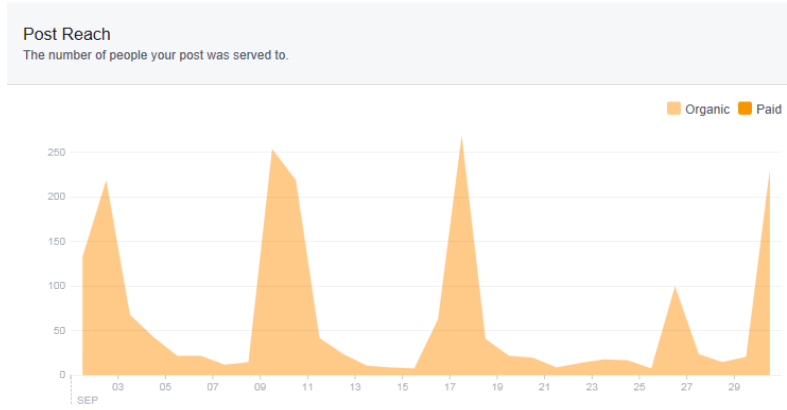
September



October



September



October

