

Council, 24 September 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.

In particular, Appendix 1 highlights the communications work undertaken to provide social workers in England with information on our registration renewal and cpd audit processes.

#### **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**

11 September 2014

## Communications – management commentary

### Events

**Exhibitions:** We will be attending the Care Show Birmingham in November where we will have the opportunity to talk to Care Home Managers and update them on our “Be Sure” campaign.

**Meet the HCPC events:** We will be visiting Antrim on 17 September and Newport on 2 October. Both events were fully booked within a week of the mailing.

**Employer events:** We are preparing for the last Employer event of 2014 in Belfast on 11 November.

**Education seminars:** We continue to work with the Education Department on the eight seminars which will be held from October to December. The focus will be social work programmes and service user and carer involvement.

**Talks and presentations:** We have undertaken several CPD talks (mainly to social workers) in Councils across the country as well as a conference in Guernsey on 17 June to talk about social media and its impact on registration. Whilst there we delivered a talk on CPD and will be doing the same in Jersey in October.

### Media

**Fitness to Practise media coverage:** Coverage of FtP cases remains high as an overall proportion of our media coverage. In August, there was wide coverage of a physiotherapist who was found to have crossed physical boundaries with a patient. The Panel adjourned before deciding on the sanction, and this outcome is likely to generate further interest.

**Media responses and monitoring:** We issued:

- a statement on negative registers to Community Care and the Local Government Chronicle following the Demos Commission report into residential care. This recommended an industry-wide ‘licence to practise’ that could be suspended or revoked in cases of malpractice or abuse; and
- a general statement in response to the Rotherham report stating we were making enquiries with the Local Authority.

### Campaigns

**Tax relief campaign:** Tax relief flyers are now included in certificate mailings to all registrants following renewal / application to the Register. A video is in development.

### Publishing

**Publications:** We published the following in this period:

- revised versions of the Standards of education and training and its accompanying guidance document, to include standard 3.17 (published on 4 August 2014);
- updated standards of proficiency for hearing aid dispensers and paramedics (1 September 2014);
- main corporate annual report (17 July 2014);
- CPD audit report 2011- 2013 (1 September 2014).

**HCPC In Focus:** The August edition included renewal and CPD audit information for ODPs and social workers in England, our campaign to highlight how registrants can claim back tax, and information on the recruitment of four new Council members.

## Communications – management commentary

### Parliamentary

**Health Select Committee:** In line with the Committee's recommendations, we have written to those groups which we have previously recommended for regulation, as well as a number of social care and service user stakeholders. The aim is to develop the evidence base for extending regulation in preparation for our next hearing later this year.

**Parliamentary monitoring:** We continue to monitor relevant activity in Parliament:

- We wrote to Steven Gilbert MP, following his written parliamentary question on the actions taken by the Department of Health on recommendations made by the HCPC to extend statutory regulation to new groups.
- We have followed the progress of Jeremy Lefroy's Private Members Bill - Health and Social Care (Safety and Quality) - which is scheduled for second reading in November.
- Geraint Davies MP has reintroduced his Private Members Bill 'Counsellors and Psychotherapists (Regulation) Bill' to the House of Commons, proposing regulation by HCPC. It is scheduled for second reading on 7 November 2014.

**Party Conferences:** As part of the Dods Health and Care Forum, we will co-host receptions and roundtables with health and social care organisations and parliamentarians at the three main party political conferences this autumn. Discussions will include our proposals for a negative registration scheme for social care workers and extending statutory regulation to further groups.

### Stakeholders

**Meetings:** We attended a number of meetings in this period including: the Medicines and Healthcare Regulatory Authority; the Local Government Association group on Standards for employers of social workers; and the Association of Directors of Adult Social Services Workforce Development Group.

**Professional bodies:** During this period we supported the annual meetings with the British Society of Hearing Aid Audiologists, the British Psychological Society, The College of Social Work, the Institute of Biomedical Science, the Royal College of Speech and Language Therapists and the British Association of Social Workers.

**Stakeholder activities:** In July we emailed employers to highlight the updated website pages on temporary provision of services for health and care professionals visiting the UK from the EEA. We have also emailed professional bodies and stakeholders in September highlighting the publication of the CPD audit report and the Department of Health consultation on the regulation of non-medical public health specialists.

### Web, digital and social media

**Video content:** Eight new videos have been uploaded to our YouTube channel, including CPD and renewal guidance, council recruitment promotion, and footage from our recent webinar.

**Mobile apps:** Our new 'My HCPC' app has now been launched into app stores. The app allows registrants to access up-to-date information including their standards, guidance, video content

## Communications – management commentary

and the latest from our various social media channels. The original app has been rebranded 'HCPC – Check the Register' to reflect its primary function, and differentiate it from our new app.

**Website:** We have revised the registration renewal content on the website, making it simpler and more dynamic by including video content and more images.

**Web requests:** We had a total of 98 web / digital requests including: record and edit system phone messages for Registration Department, office map and signage resources requested by Facilities Department, amendments to customer service pages, update of professional indemnity information and testing for new web infrastructure.

**Web deployment:** Scoping is underway for the next web deployment with potential updates to include a mobile friendly version of the website, revision of our audience pages and improvements to our statistical reporting.

### Internal communications

**Major projects support:** An internal communications plan to support the registration review of processes and system was produced in August and implementation of activities has started.

**Internal communications function:** We have appointed an Internal Communications Manager who joined in August. A review of all our internal communications activities will be conducted to inform the development of an internal

communications strategy. The review will include seeking feedback and ideas from a variety of colleagues.

**Channels:** Robert Templeton will be talking to employees about the social work profession at a Lunch & Learn on 26 September.

### Organisation-wide activities

**Council recruitment:** A press release was issued to key target media including regional media in Wales and Northern Ireland. We also promoted this recruitment via Twitter, Facebook and LinkedIn which linked to the application page on the website. We also published a blog piece by Anna van der Gaag and produced a film which has achieved 590 views to date. We also highlighted recruitment through emails to a targeted stakeholder list.

**Professional indemnity:** In addition to coverage of the new professional indemnity legislation in most of the professional press, we supported communicating the new requirements through emails and briefings to stakeholder contacts.

# Communications – management commentary

## Appendix 1 on social worker renewals and cpd audits

We are undertaking a range of communications work to ensure social workers are aware of our renewal requirements, and to support them through their first CPD audit.

### Digital

- [www.hcpc-uk.org/registrants/renew/](http://www.hcpc-uk.org/registrants/renew/) has been created as a hub with links to all of our new and updated online resources (including a downloadable timeline, FAQs and videos).
- Registration renewal webpages reviewed and refreshed.
- 3 new videos have been created which provide specific guidance on registration renewal. These join the 6 CPD videos already published on our You Tube channel.
- Information has been published on the websites of the British Association of Social Workers (BASW) and The College of Social Work (TCSW).

### Events

- Almost 700 registrants signed up for the two webinars on renewal and CPD (11 September). There will be a further two webinars for those selected for CPD audit (25 September).
- Two joint events with BASW on 1 September were fully booked with 200 participants.
- One-off renewal and CPD presentations (eg Lambeth, Lewisham, Camden, Hackney, Barking and Dagenham, Sutton, Thurrock, York, Guernsey, Jersey).

### Media

- E-shot with Community Care (1 September) to 60,000 social workers, and banner adverts on the Community Care website.
- Various items published on Community Care website including step by step guides to renewing and the audit process, CPD videos, and a 'Ready for re-registration' guide.
- Sanctuary blog piece written by Council member Robert Templeton published in July.
- Article published in TCSW online journal in September.
- Social media reminders and information published regularly on Twitter and Facebook.
- Online forum discussions with Sanctuary Social Care (19 August and another scheduled in October).
- Tweetchat with Social Work Social Care Media (9 September) where we tweeted alongside SWSCMedia and BASW.
- Online forum discussion with TCSW members (15 September).

### Stakeholder activities

- Free A5 renewal flyers produced and mailed to employers.
- Stakeholder email sent to social work employers 1 July, followed by regular updates to professional bodies / stakeholders / professional media during the renewals period.

# **Communications Department Management Information Pack**

Jacqueline Ladds, Director of Communications  
September 2014

**Events**

Overview of events	9
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**Media**

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**Publishing**

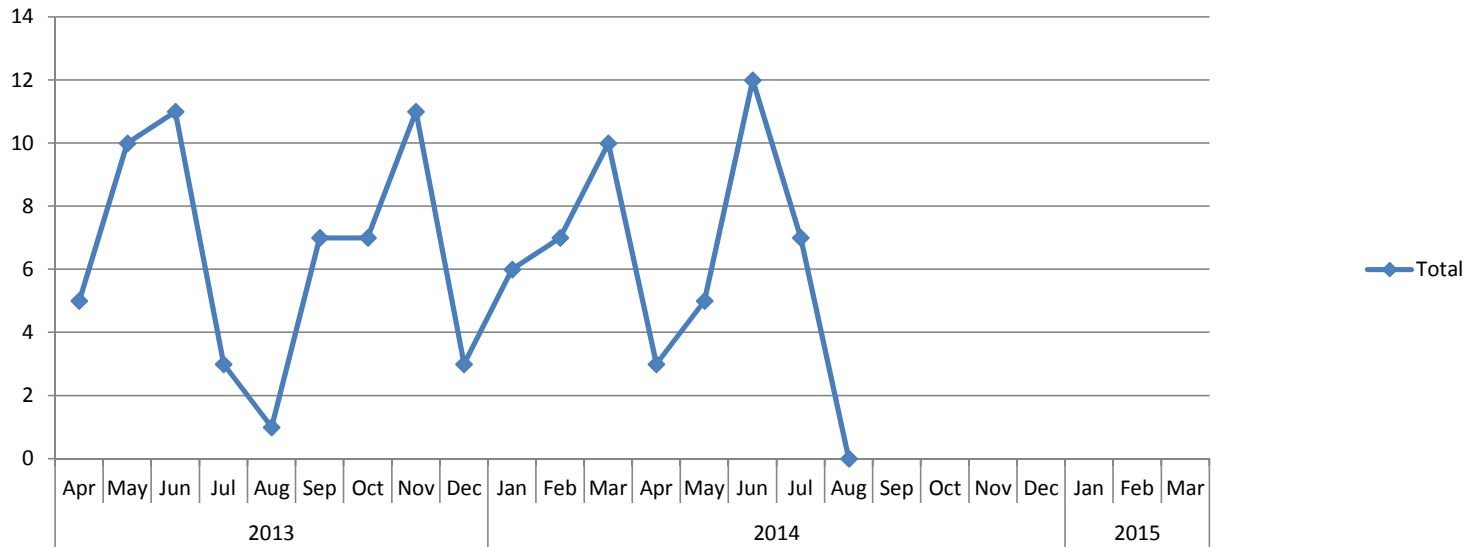
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**Digital and social media**

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Twitter - followers	23
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Facebook	25



	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	
<b>Exhibition stands</b>	1	1	2	0	0	2	1	1	0	0	1	1	1	1	1	0	0								32	26	16	10	3	
<b>Presentations, talks and seminars (1)</b>	2	6	6	3	1	3	3	6	2	5	2	5	1	3	9	7	0								23	16	47	44	20	
<b>Meet the HCPC (2)</b>	2	0	0	0	0	1	1	0	0	0	1	2	0	0	1	0	0								8	9	10	7	1	
<b>Employer events</b>	0	1	1	0	0	0	0	1	0	0	1	1	0	1	1	0	0								5	6	6	5	2	
<b>Education seminars</b>	0	0	0	0	0	1	2	1	0	1	1	0	0	0	0	0	0									6	12	6	0	0
<b>Stakeholder events</b>	0	2	2	0	0	0	2	1	0	1	1	1	1	0	0	0	0									0	3	9	9	1
<b>Total</b>	5	10	11	3	1	7	7	11	3	6	7	10	3	5	12	7	0								68	63	94	81	27	

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

(2) 2 events on 1 day

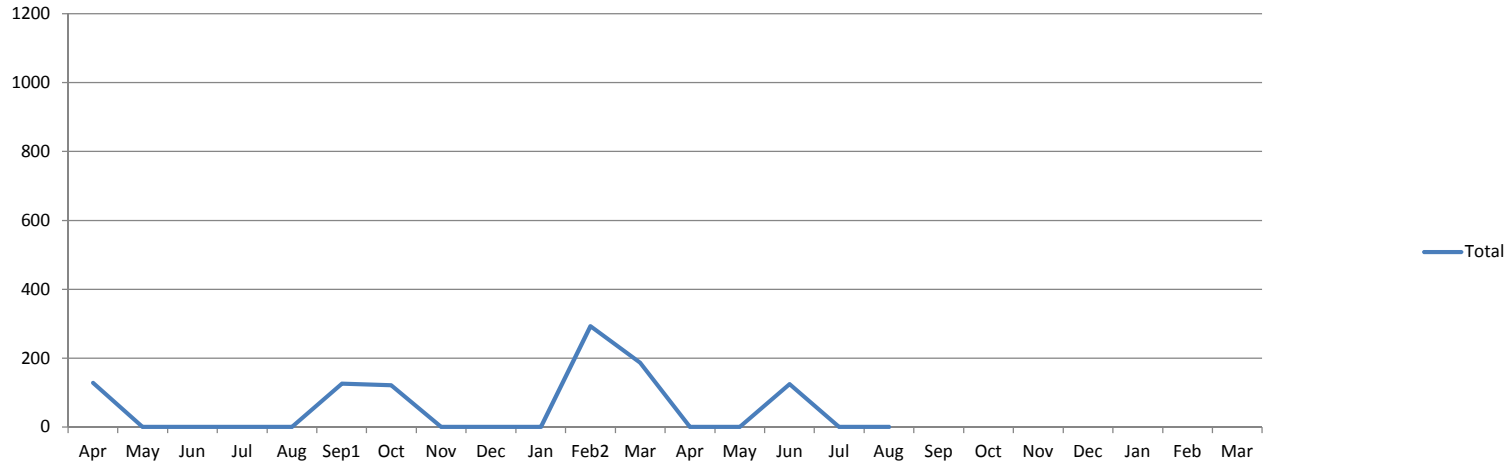
2009-2012

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



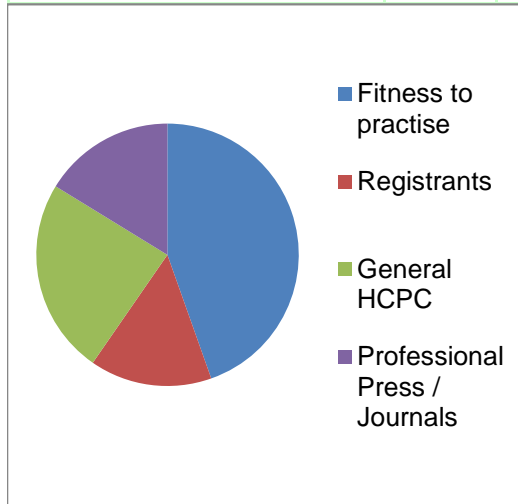


	2013			2014									2015												
	Apr	May	Jun	Jul	Aug	Sep <sup>1</sup>	Oct	Nov	Dec	Jan	Feb <sup>2</sup>	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Arts therapists	1	0	0	0	0	7	10	0	0	0	0	2	0	0	2	0	0								
Biomedical scientists	7	0	0	0	0	9	19	0	0	0	8	3	0	0	7	0	0								
Chiropodists	11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

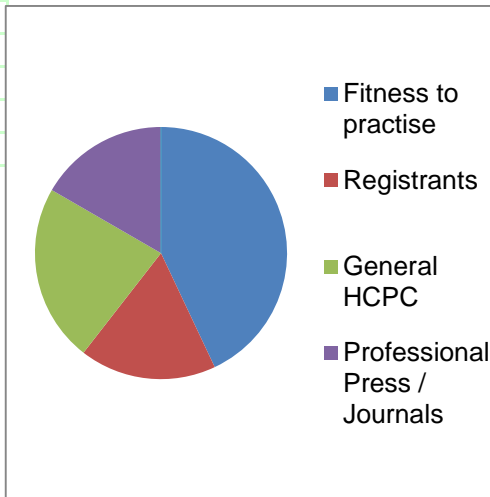
2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 YTD
8	17	9	20	2
54	57	22	46	7
115	63	28	69	13
15	12	1	11	0
20	18	10	18	0
34	13	5	12	2
162	181	71	82	9
22	13	6	11	4
9	6	5	4	2
77	46	15	38	8
196	129	51	115	8
60	34	17	37	6
7	3	0	7	0
57	35	29	51	5
0	0	2156	184	58
37	21	9	19	0
22	28	7	130	0
<b>895</b>	<b>676</b>	<b>2441</b>	<b>854</b>	<b>124</b>

- 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)

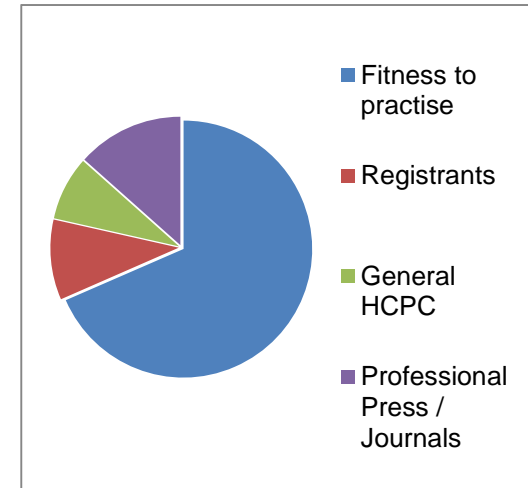
**Media coverage - June**



**Media coverage - July**



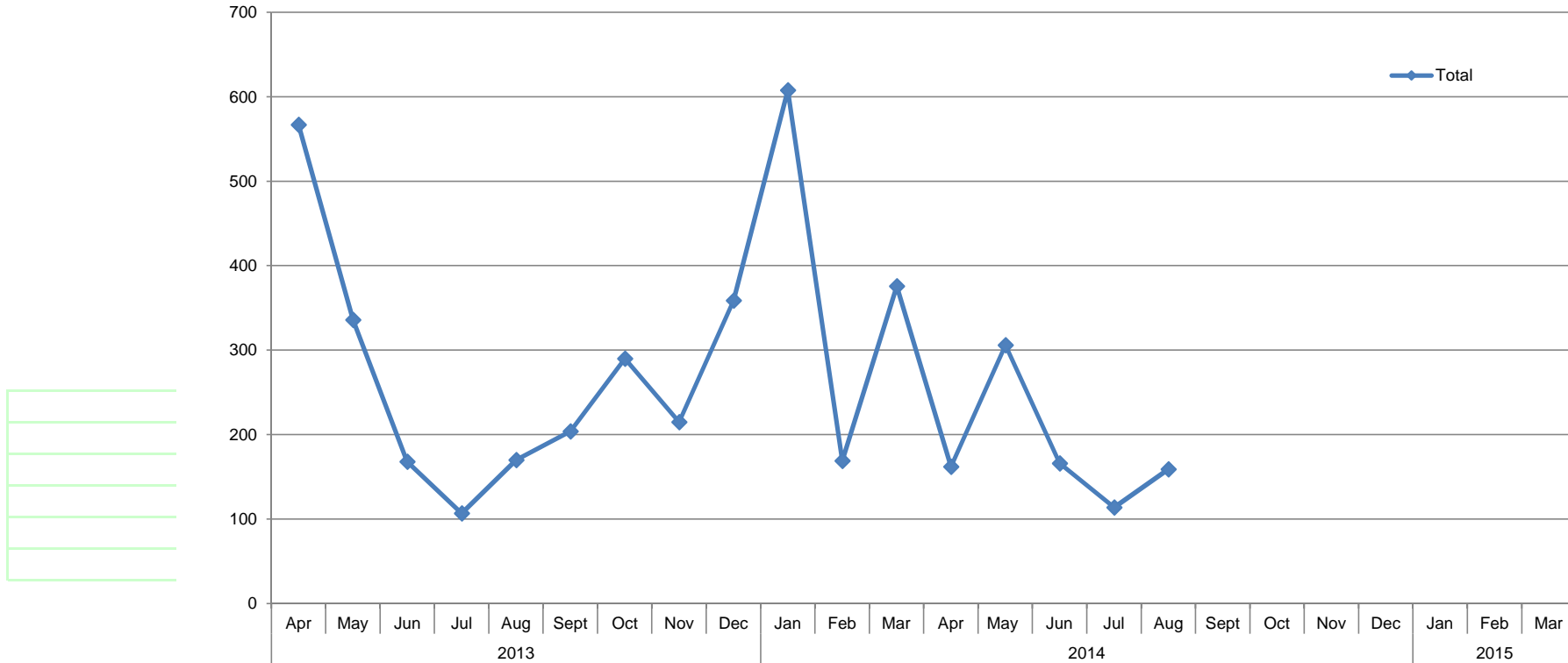
**Media coverage - August**



<b>Month: June</b>	
Category	Volume
Fitness to practise	74
Registrants	25
General HCPC	40
Professional Press / Journals	27
Emerging professions	0
Broadcast	0
<b>TOTAL</b>	<b>166</b>

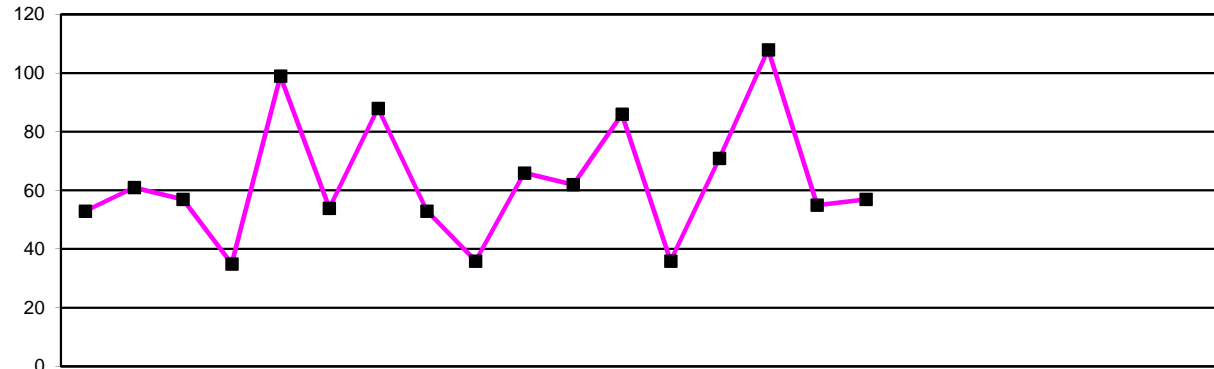
<b>Month: July</b>	
Category	Volume
Fitness to practise	49
Registrants	20
General HCPC	26
Professional Press / Journals	19
Emerging professions	0
Broadcast	0
<b>TOTAL</b>	<b>114</b>

<b>Month: August</b>	
Category	Volume
Fitness to practise	102
Registrants	15
General HCPC	12
Professional Press / Journals	20
Emerging professions	9
Broadcast	1
<b>TOTAL</b>	<b>159</b>



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																														
Registrants	2	20	30	11	28	44	19	26	17	25	22	21	15	28	25	20	15																														
General HCPC	37	29	5	11	47	24	19	19	5	19	26	10	80	29	40	26	12																														
Professional Press / Journals	12	21	32	31	30	33	22	30	39	39	45	52	21	37	27	19	20																														
Emerging professions	0	2	3	4	0	2	0	4	1	7	3	0	1	0	0	0	9																														
Broadcast	1	3	1	0	0	0	5	33	3	1	4	0	0	0	0	0	1																														
<b>Total</b>	<b>567</b>	<b>336</b>	<b>168</b>	<b>107</b>	<b>170</b>	<b>204</b>	<b>290</b>	<b>215</b>	<b>359</b>	<b>608</b>	<b>169</b>	<b>376</b>	<b>162</b>	<b>306</b>	<b>166</b>	<b>114</b>	<b>159</b>																														

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2588	482
	265	103
	251	187
	386	124
	26	10
	51	1
	3569	907



■ Number of packs requested

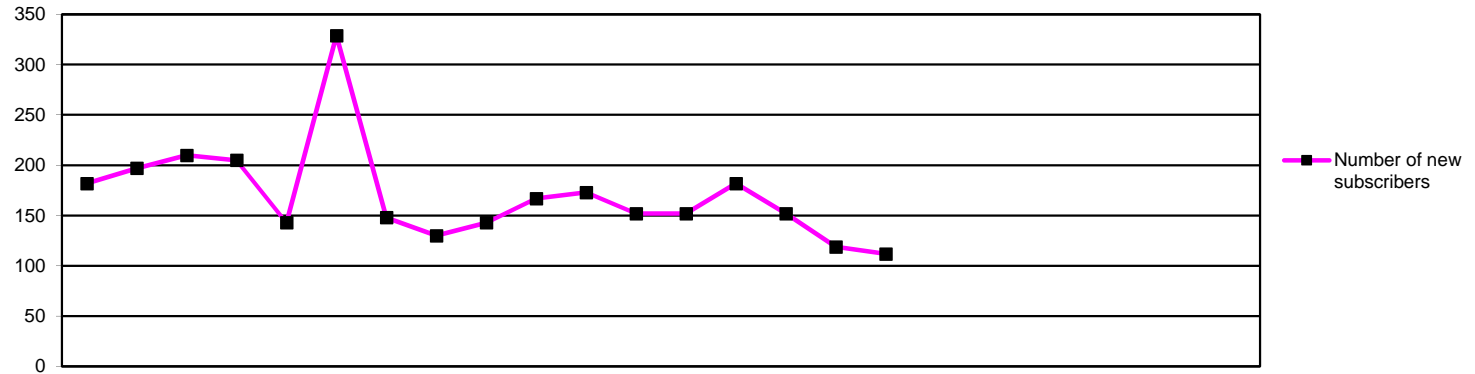
	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	53	61	57	35	99	54	88	53	36	66	62	86	36	71	108	55	57							

2012/13	2013/14	2014/15
FYE	FYE	YTD
	750	327

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**

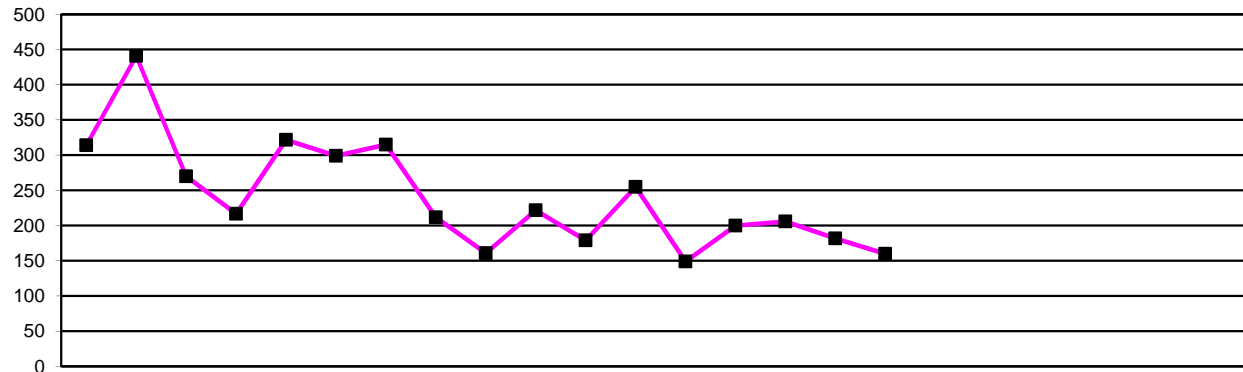
Profession	2013			2014									2015									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	3	0	0	0	0	2	5	0	0	0	6	1	4	6	1	1								13
Biomedical scientists	1	3	4	0	2	1	6	5	0	2	3	0	2	0	12	0	1								15
Chiropodists	19	16	6	7	27	14	16	13	10	20	1	16	7	17	25	32	25								106
Clinical scientists	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	4	0								5
Dietitians	0	0	3	0	1	0	0	0	1	1	0	2	0	11	2	0	0								13
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0								8
Occupational therapists	0	3	4	1	14	12	6	4	1	3	0	0	1	0	0	1	2								4
Operating department practitioners	2	1	0	0	10	0	4	1	0	0	12	3	0	0	5	0	0								5
Orthoptists	0	0	1	0	2	0	0		0	0	0	0	0	0	5	0	0								5
Paramedics	5	3	3	4	4	1	1	0	2	4	0	6	0	2	5	0	0								7
Physiotherapists	9	8	11	6	14	10	13	9	4	6	27	32	8	15	19	1	4								47
Practitioner psychologists	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								3
Radiographers	0	0	0	0	1	0	1	1	3	14	2	7	4	1	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								30
Speech and language therapists	0	0	0	5	6	8	4	5	5	1	0	0	0	1	0	0	5								6
Other	12	19	21	7	14	3	18	7	3	9	3	5	6	14	11	10	14								55



	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							

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2179	717

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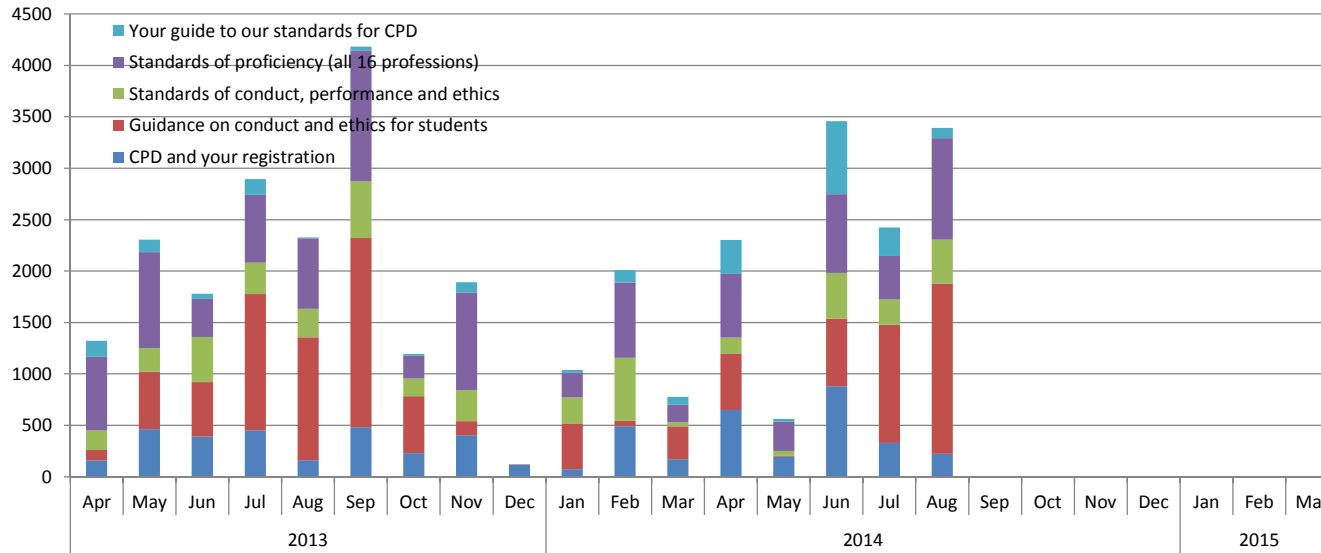
■ Number of downloads

	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							
Number of unregistered downloads	1	0	0	0	0	1	2	0	1	0	0	1	0	1	0	0	0							

2012/13	2013/14	2014/15
FYE	FYE	YTD
	3207	897
	6	1

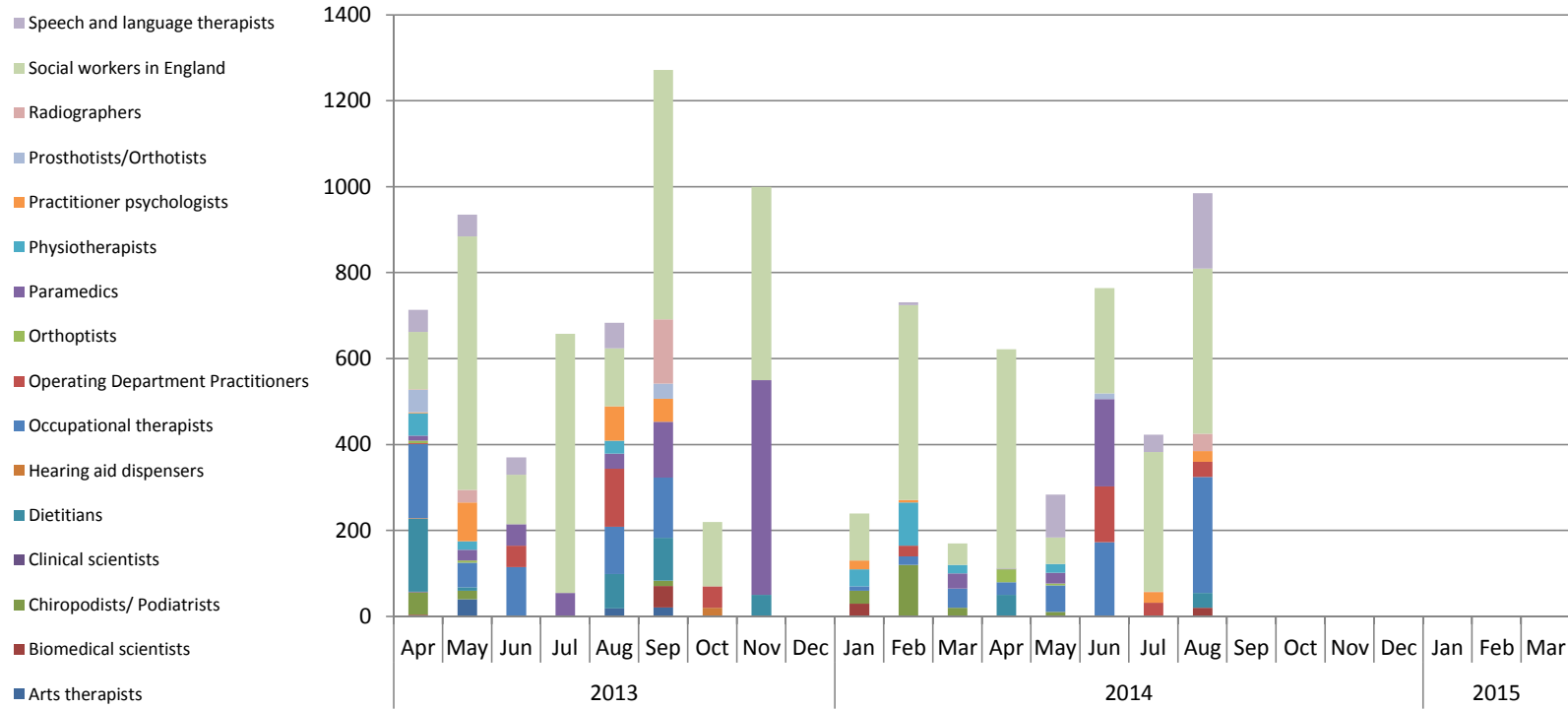
Downloads by profession

	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								79
Biomedical scientists	4	5	4	2	4	0	4	13	6	4	2	0	1	0	1	1	1								4
Chiropodists	42	31	21	26	43	29	49	33	31	24	14	32	14	36	39	47	43								179
Clinical scientists	1	0	11	1	1	14	6	7	5	3	0	4	1	0	0	2	1								4
Dietitians	18	9	10	7	10	7	6	8	6	12	2	10	12	13	16	10	9								60
Hearing aid dispensers	9	5	3	4	3	3	1	4	0	1	2	6	0	0	6	1	6								13
Occupational therapists	23	12	8	13	15	18	55	16	17	8	12	17	5	7	17	13	9								51
Operating department practitioners	1	0	1	0	3	0	3	2	0	1	5	0	0	3	2	0	1								6
Orthoptists	1	0	0	0	5	2	0	0	0	0	0	0	0	1	0	0	0								1
Paramedics	24	14	31	30	78	39	20	15	9	9	6	19	15	14	16	12	9								66
Physiotherapists	17	42	40	54	29	32	39	30	17	38	41	46	32	34	36	29	20								151
Practitioner psychologists	51	243	89	49	68	61	62	41	34	46	58	74	38	38	34	32	31								173
Prosthetists / orthotists	8	3	0	1	0	6	0	1	2	1	0	1	0	5	0	0	0								5
Radiographers	24	5	3	2	2	1	3	3	3	16	4	2	2	3	2	1	3								11
Social workers in England	14	28	13	8	17	16	19	11	17	16	10	9	5	14	5	14	9								47
Speech and language therapists	61	29	16	14	35	53	31	15	6	10	13	19	12	9	15	8	3								47



	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								651	195	880	330	222							
Guidance on conduct and ethics for students	102	560	530	1328	1196	1842	555	137	4	445	51	321	543	11	656	1147	1656								543	11	656	1147	1656							
Standards of conduct, performance and ethics	192	226	440	305	278	550	170	300	2	250	615	40	158	46	447	248	428								158	46	447	248	428							
Standards of proficiency (all 16 professions)	714	935	370	658	684	1272	220	950	2	240	731	170	622	284	764	423	985								622	284	764	423	985							
Your guide to our standards for CPD	158	120	50	154	8	40	20	100	0	30	120	75	330	25	712	276	100								330	25	712	276	100							

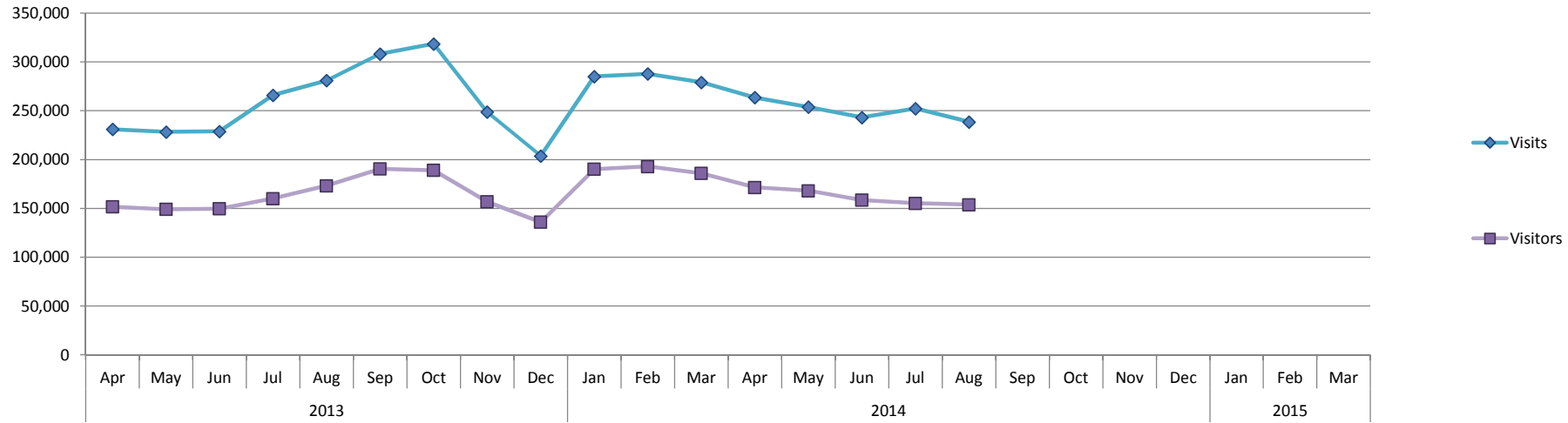
2012/13	2013/14	2014/15
FYE	FYE	YTD
	3587	2278
	7071	4013
	3368	1327
	6946	3078
	875	1443



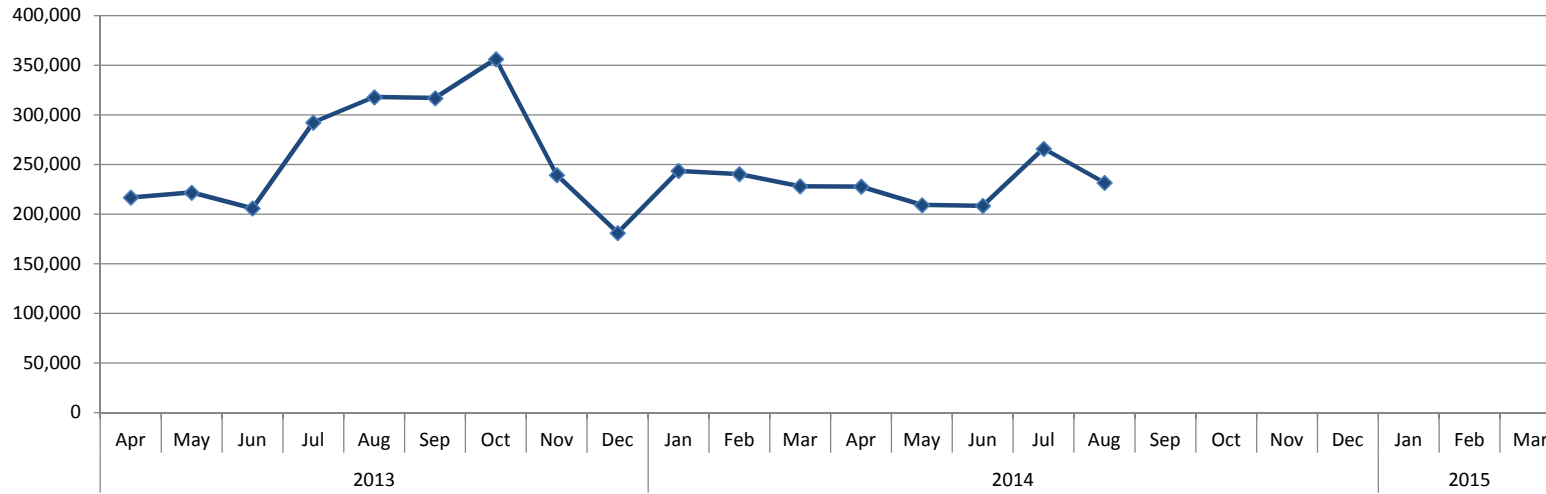
	2013												2014												2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Arts therapists</b>	2	40	0	0	19	21	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
<b>Biomedical scientists</b>	2	0	0	0	0	50	0	0	1	30	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
<b>Chiropodists/ Podiatrists</b>	52	20	0	0	0	12	0	0	0	30	120	20	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Clinical scientists</b>	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
<b>Dietitians</b>	169	8	0	0	80	100	0	50	0	0	0	0	50	0	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Hearing aid dispensers</b>	2	0	0	0	0	0	20	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	0
<b>Occupational therapists</b>	172	57	115	0	110	140	0	0	0	10	20	45	30	61	173	0	270	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Operating Department Practitioners</b>	2	0	50	0	135	0	50	0	0	0	25	0	0	0	130	32	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Orthoptists</b>	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
<b>Paramedics</b>	12	25	50	55	35	130	0	500	0	0	0	35	1	25	203	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Physiotherapists</b>	52	20	0	0	30	0	0	0	0	40	100	20	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Practitioner psychologists</b>	2	90	0	0	80	54	0	0	0	20	6	0	0	0	0	0	25	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Prosthetists/Orthotists</b>	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
<b>Radiographers</b>	2	30	0	0	0	150	0	0	0	0	0	0	0	0	0	1	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Social workers in England</b>	133	590	115	603	135	580	150	450	0	110	454	50	511	62	245	325	385	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Speech and language therapists</b>	52	50	40	0	60	0	0	0	0	0	6	0	0	100	0	40	175	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	1
		83	20
		254	10
		3	0
		407	85
		22	0
		669	534
		262	197
		11	35
		842	229
		262	20
		252	50
		87	13
		182	41
		3370	1528
		208	315

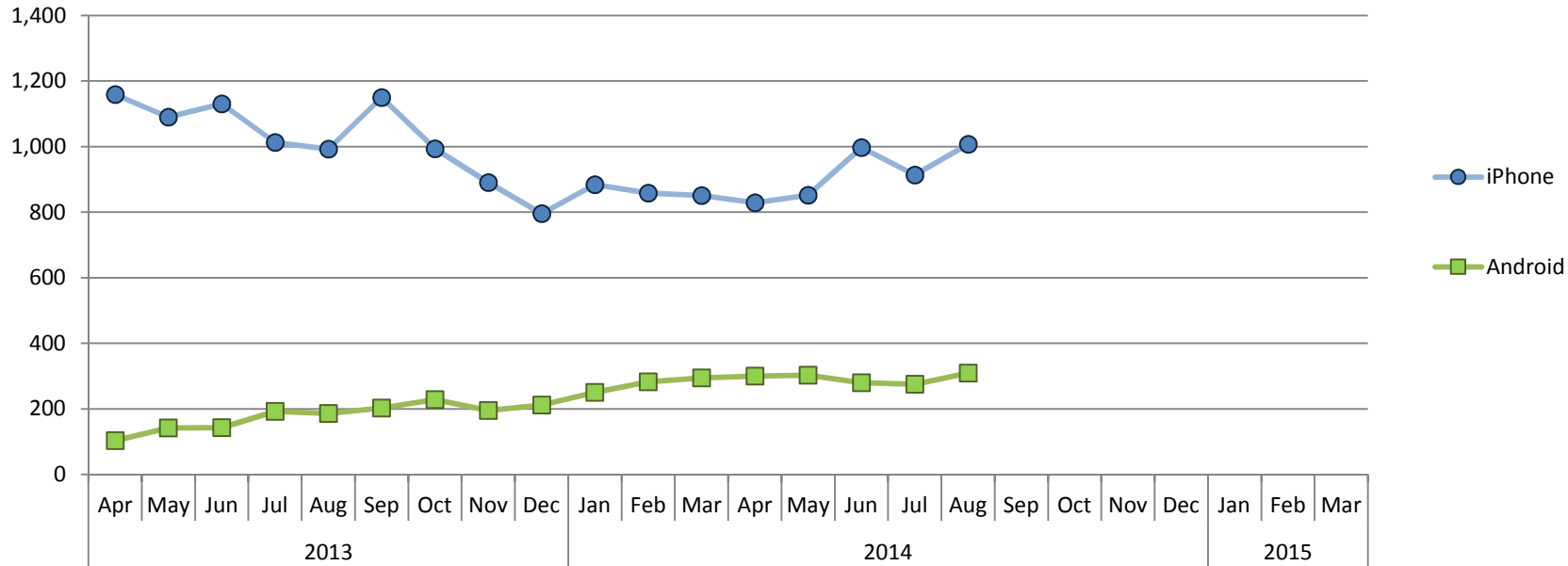




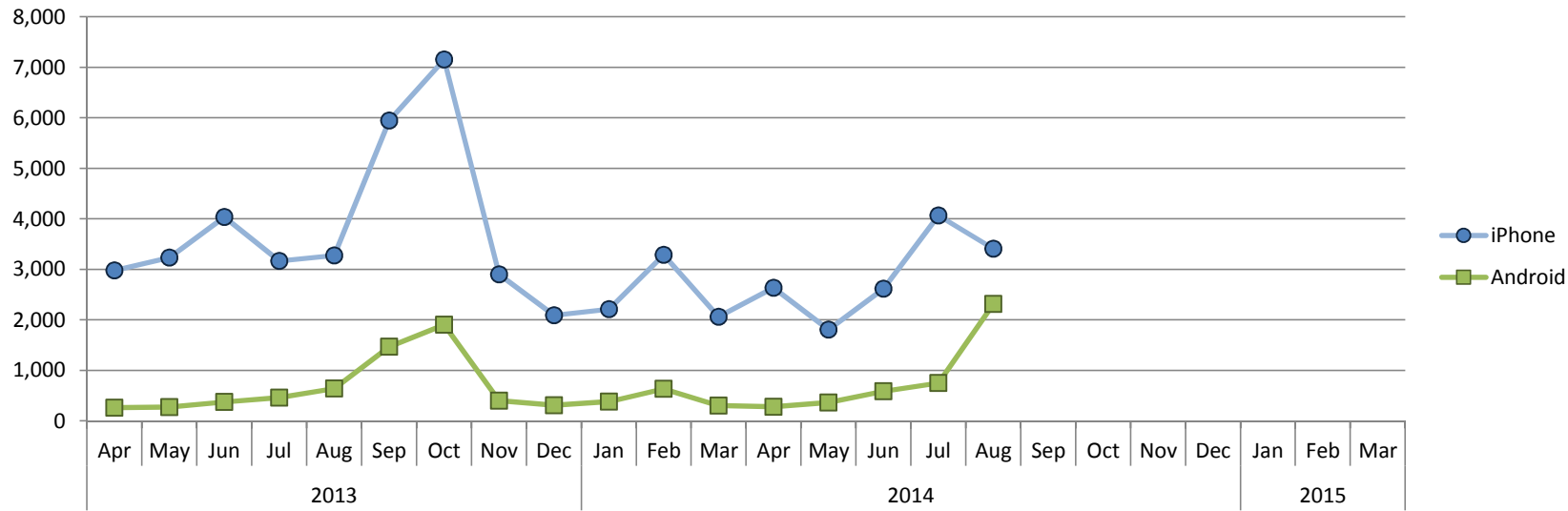
	2013			2014							2015							2010/11	2011/12	2012/13	2013/14	2014/15													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD						
<b>Visits</b>	231,030	228,388	228,865	266,063	280,954	308,193	318,600	248,792	203,797	285,118	287,890	279,097	263,666	253,958	243,223	252,284	238,619												1,398,434	#####	#####	#####	1,251,750		
<b>Visitors</b>	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														938,149	#####	#####	#####	807,580



	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											3,882,409	#####	#####

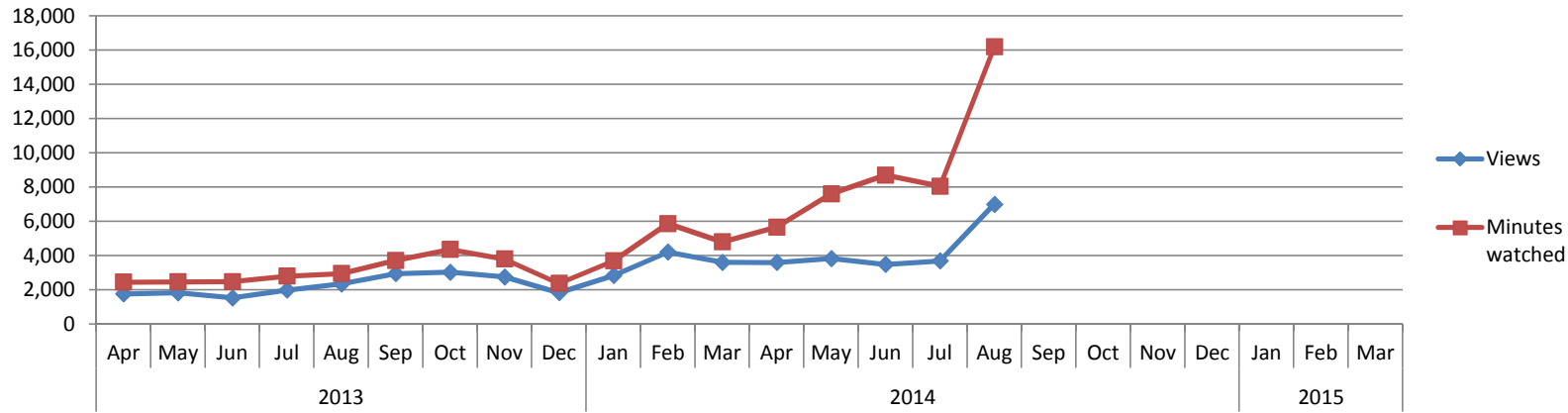


	2013			2014					2015						2010/11	2011/12	2012/13	2013/14	2014/15										
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
<b>iPhone</b>	1,159	1090	1130	1013	992	1150	993	890	796	884	858	851	829	852	997	913	1007										11,452	11,806	4,598
<b>Android</b>	103	142	143	192	186	202	228	195	212	250	282	294	300	303	280	275	309											2,429	1,467



	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	
<b>iPhone</b>	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								
<b>Android</b>	261	272	375	464	643	1,467	1,904	400	310	380	635	306	279	363	588	753	2,314								

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
		46,844	42,354	14,539
			7,417	4,297



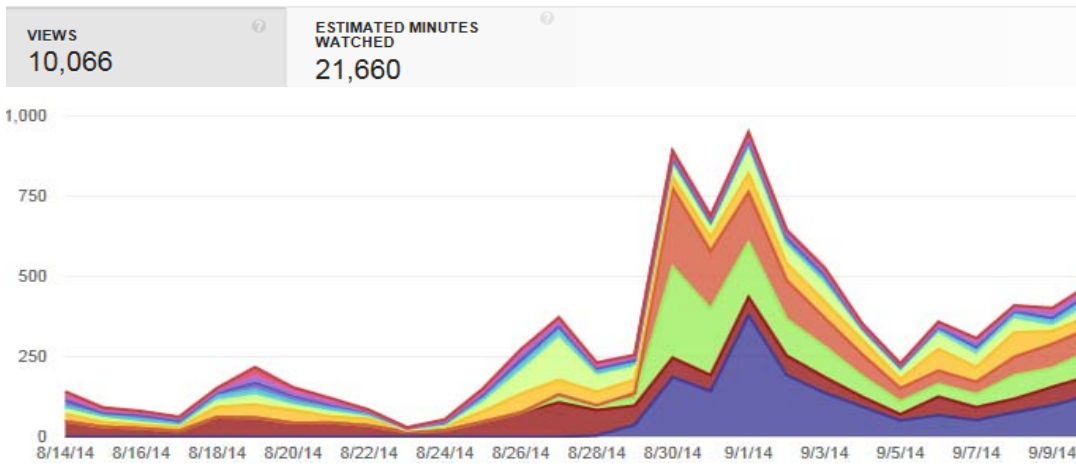
	2013			2014			2015																	
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Views</b>	1,753	1,820	1,526	1,978	2,341	2,945	3,028	2,745	1,833	2,831	4,199	3,600	3,595	3,819	3,479	3,684	6,996							
<b>Minutes watched</b>	2,439	2,457	2,469	2,790	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							

2010/11	2011/12	2012/13	2013/14	2013/14
FYE	FYE	FYE	FYE	YTD
			30,599	21,573
			41,659	46,197

**YouTube activity – 14 August to 10 September 2014**

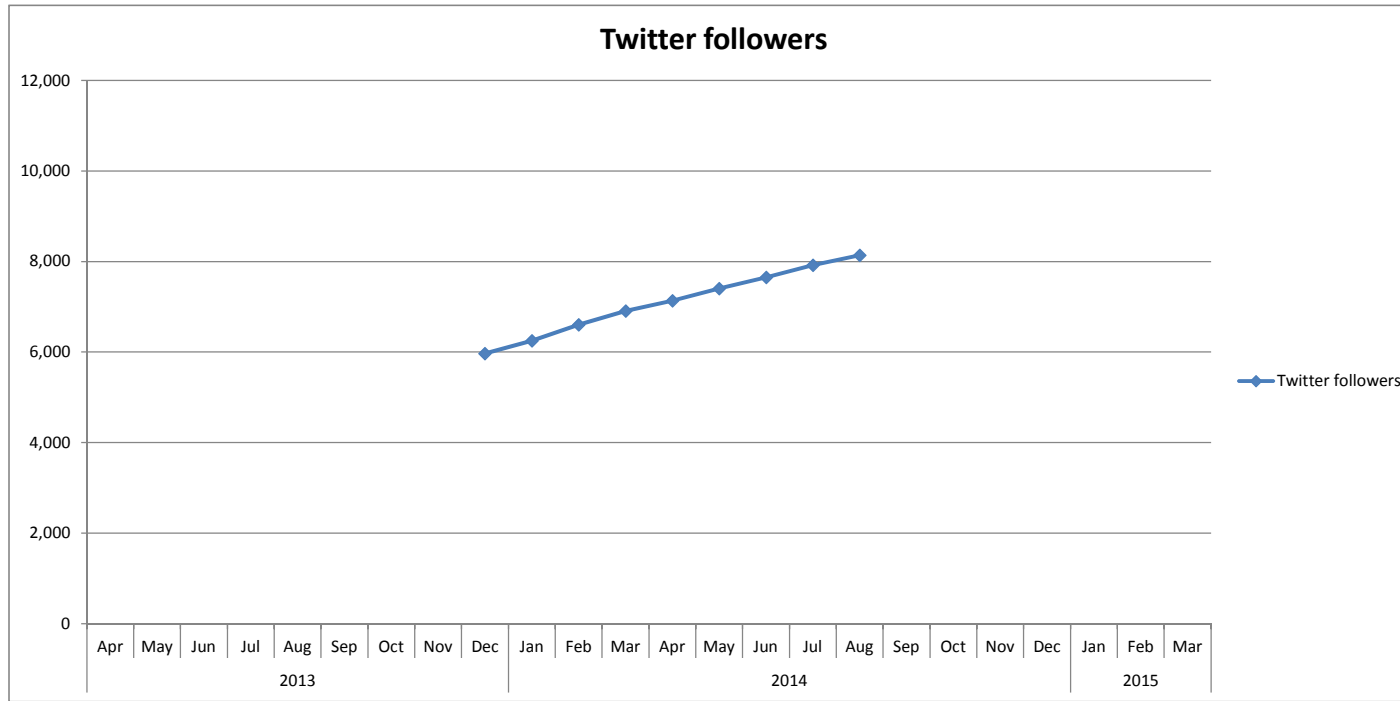
**hpc** **HCPCuk**  
 Created: Jul 15, 2011 • Videos: 114 • Lifetime views: 68,563  
 CHANNEL

Last 28 days (Aug 14, 2014 – Sep 10, 2014)



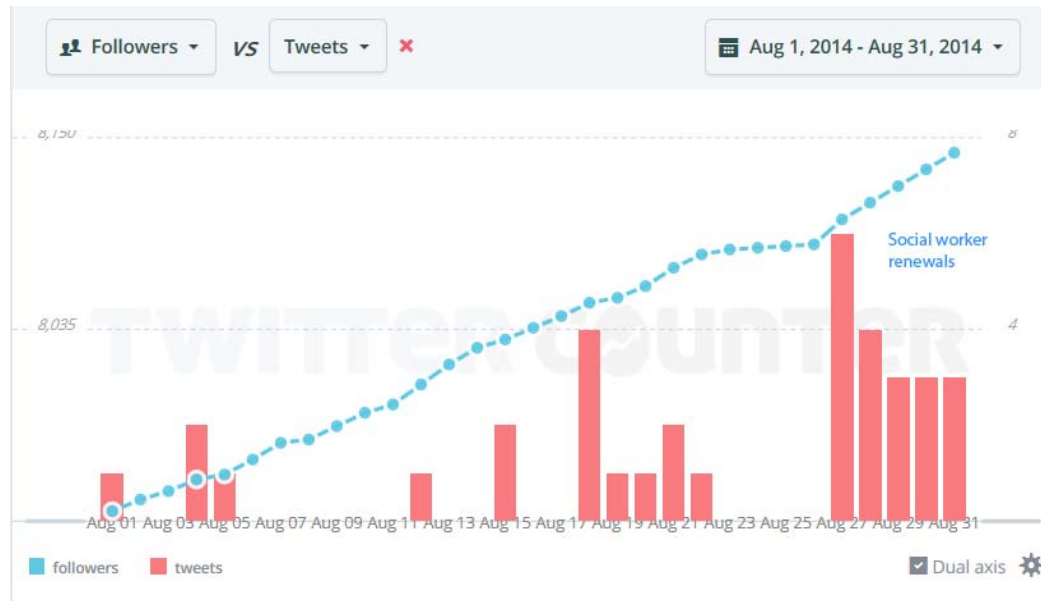
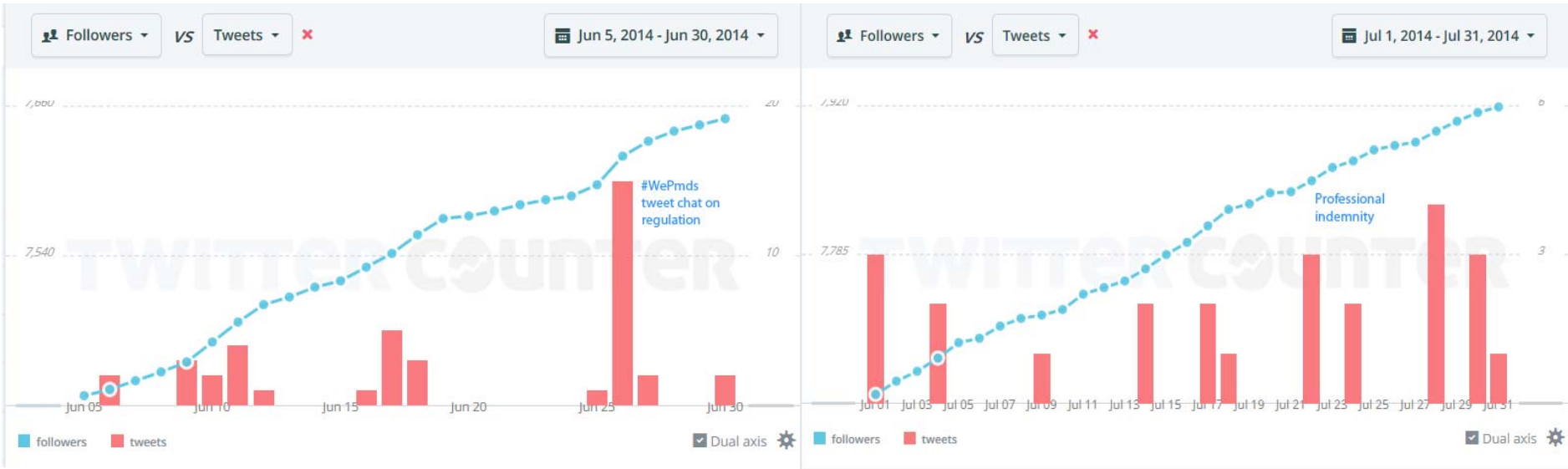
Most viewed content:

<input checked="" type="checkbox"/>	<a href="#">The registration renewal process</a>	1,660 (17%)	3,010 (14%)
<input checked="" type="checkbox"/>	<a href="#">Undertaking CPD, and meeting our standards</a>	1,366 (14%)	3,700 (17%)
<input checked="" type="checkbox"/>	<a href="#">How to renew your registration online</a>	1,310 (13%)	2,210 (10%)
<input checked="" type="checkbox"/>	<a href="#">How to activate your online account</a>	1,217 (12%)	1,578 (7.3%)
<input checked="" type="checkbox"/>	<a href="#">Putting your CPD profile together</a>	1,025 (10%)	2,298 (11%)
<input checked="" type="checkbox"/>	<a href="#">How the CPD audit process works</a>	911 (9.1%)	2,328 (11%)
<input checked="" type="checkbox"/>	<a href="#">CPD activity types and examples</a>	380 (3.8%)	1,362 (6.3%)
<input checked="" type="checkbox"/>	<a href="#">Benefits of being a Council member</a>	291 (2.9%)	650 (3.0%)
<input checked="" type="checkbox"/>	<a href="#">Providing evidence of your CPD activities</a>	221 (2.2%)	516 (2.4%)
<input checked="" type="checkbox"/>	<a href="#">Feedback from CPD Assessors on putting your...</a>	185 (1.8%)	445 (2.1%)
<input checked="" type="checkbox"/>	<a href="#">CPD webinar with Q&amp;A</a>	156 (1.5%)	1,618 (7.5%)



	2013			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			

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
			25,721	38,248





June



August

