

MINUTES of the meeting of the HPC Communications Committee held on Tuesday 18th February 2003. Park House, Kennington, London.

Present:

A Foster (Chairman)
S. Chaudhry
J. Stark
C.McGartland
M.Mackellar
C.Lea

In attendance:

C. Middleton (Director of Communications/Secretary to the Committee)
R. Tripp (PR/Events Assistant)
E.Price (Events Manager)

ITEM 1 **APOLOGIES**

Apologies were received from M.Seale, J. Manning

ITEM 2 **MINUTES**

The notes of the meeting held on Monday 18th November 2002 were confirmed as a correct record.

ITEM 3 **MATTERS ARISING**

It was confirmed that a letter had been sent to Patricia Blackburn in Northern Ireland and that lines of communications were now open between HPC and the AHP's in Northern Ireland.

The Communications Committee standing orders have now been adopted by Council.

ITEM 4 **COMMUNICATIONS STRATEGY**

Chris presented a comprehensive communications strategy and activities for the coming year. The committee backed the implementation of the strategy but asked that the budget be broken down further so as to deliver the robust budget to the Finance and resources committee as asked for by Colin. The committee also discussed whether some of the costs associated with the advertising budget could be moved forward to 2004/05 if necessary, when some of the other costs, such as brochures, might be less.

A number of points did arise for addition to the strategy such as a tendering process for the advertising element of the budget, increased communications with Council members, and looking at ways of requesting copies of the annual report after this year to reduce print and distribution costs. The Committee welcomed the proposal for student communications in college or university, but agreed that communications to school pupils should be left to the professional bodies.

It was also suggested that the costs for producing the Register could be off-set into next year's budget as the first cut would not be available until May next year. The committee also questioned whether a statutory requirement such as the Annual Report should be part of the communications budget or part of a wider HPC budget.

ITEM 5 **BROCHURES**

Rachel reported that Communications had written 13 of the 33 brochures so far and that these were ready to go to print. The brochures for the general public and under the supervision of the Communications Committee had been edited by the Plain English Society and were presented. Comments from the committee would be received by Friday on any changes.

The sign-off process for brochures was debated. It was explained that for April brochures would be first drafts and would have small print runs. Committees could comment on them for a second draft of the brochures due to be published in August/September. Jonathan Bracken has written a disclaimer for all the brochures that will be used this time round.

It was also noted that production of the Annual report had started for this year.

ITEM 6 **EVENTS**

Eleanor reported that the re-launch event was on-track. 1000 invitations had been sent out earlier in the week. Directors were being asked to promote the brochures at the event as well as host tables for lunch. It was suggested that Council members be involved in this too and it was agreed this should be the case.

Chris added that the Health Minister Malcolm Chisholm had cancelled his appearance at the launch event due to the Scottish Elections being held on May 1st. An alternative guest speaker was being sought with the help of the Scottish Office.

Three listening events have been confirmed for this year. Jersey on 24th April, Belfast on 19th June, Caernarfon 7th/8th October. Dates for next year were being worked on and the plan is to publicise them to registrants as part of a mailing on April 1st this year.

ITEM 7

ANY OTHER BUSINESS

None

ITEM 9

DATE AND TIME OF NEXT MEETING

The next meeting of the Communications Committee will take place at Park House on Thursday 10th July 2003 between 1100-1500.

