

MINUTES of the meeting of the HPC Communications Committee held on Thursday 26th February 2004. Park House, London

Present:

J. Manning (Chairman)
S. Chaudhry
J. Stark
M. MacKellar
J. Camp
R. Levenson

In attendance:

C. Middleton (Director of Communications/Secretary to the Committee)
R. Tripp (Communications Officer)
E.Price (Events Manager)
T. Glazier (Web Developer)
P. Baker (Director of Finance)
M. Seale (Chief Executive and Registrar)

ITEM 1 **APOLOGIES**

Apologies were received from Claire McGartland

ITEM 2 **MINUTES**

The notes of the meeting held on Thursday 20th November 2003 were confirmed as a correct record.

ITEM 3 **MATTERS ARISING**

The committee welcomed John Camp and Ros Levenson.

It was asked that the complaints procedure be kept under review and a report made available for the committee to view at their next meeting.

The committee asked that they be able to see website statistics at their next meeting. These are always included as part of the Chief executives report to Council but a report would be prepared.

With regard to communications surrounding fitness to practice proceedings it was asked if the executive could find different terminology to 'founded' and 'well founded' as some felt that people would find this confusing. The committee was informed all legal documents were currently under review where possible they will go to the plain English society for their comments.

It was confirmed that communications would still have a full complement of staff after the departure of Eleanor in May. An additional person was also in the budget for the coming year.

It was confirmed that Tony Glazier manages the website and is responsible for its updating. Overall responsibility for the site lies with Chris.

Thanks were given to Eleanor for her efforts as events manager over the last couple of years. HPC owes her a debt of gratitude.

ITEM 4 **COMMUNICATIONS STRATEGY**

The committee agreed the communications strategy and budget for the coming year with the following comments.

Advertising should be considered in disability and ethnic magazines.

Customer service should focus on the quality of delivery and measuring that effectively.

Media training should be sourced for Council and added to the induction for members. Publications should be kept under review, regarding, size, cost and numbers.

As part of the internal communications program, job shadowing should be considered by Council Members of HPC executive and other members of Council.

Communications should draft a policy that shows how it will deal with diversity, equality and disability in its communications.

Links should be formed with patients and the public to inform council of how they feel it is delivering on its objectives.

A timetable of the suggested report by the Consumers Association on HPC needed to be produced and care given to the potential negative viewpoint it may take.

The implications of an expanding Europe on the communications strategy should also be explored.

A final point the Committee wished to make would be to the Welsh Language Board about the Welsh Language Scheme HPC was legally required to produce and fund. The committee expressed concern about the amount of registrants money required for such a scheme to be put in place when little to no requests for Welsh communications is ever made. It wished this point to be made at the time of submission of the scheme for approval.

ITEM 5 **AOB**

It was confirmed that the first annual partners conference would be held in Altringham, Greater Manchester on 23-24th September. At this point only committee chairs were to be invited, committee asked that this be reviewed to include all Council members.

ITEM 9 **DATE OF NEXT MEETINGS**

It was agreed that dates of the next meeting would be July 5th at Park House, London 1030-1500. Mezzanine level.

ITEM 11 **DATE AND TIME OF NEXT MEETING**

To be confirmed