

**THE HEALTH PROFESSIONS COUNCIL**

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MINUTES of the twenty-first meeting of the Communications Committee held at **11:00am on Tuesday 24 May 2007** at the Health Professions Council, Park House, 184 Kennington Park Road, London, SE11 4BU.

Mr P Acres  
 Mrs M Clark-Glass  
 Ms C Farrell  
 Professor S Griffiths  
 Mrs D Haggerty  
 Mr P McFadden (Chairman)  
 Mrs A Turner (Vice-Chairman)

**IN ATTENDANCE:**

Miss N Blunck, Public Affairs Manager  
 Miss S Butcher, Secretary to Committees  
 Mr T Glazier, Web Development Manager  
 Mr T Heiser, Events Manager  
 Mrs J Ladds, Communications Director  
 Mr M Seale, Chief Executive  
 Dr A van der Gaag (President)

**Item 1.07/01 WELCOME AND INTRODUCTION**

- 1.1 The Chairman welcomed Mr Glazier and Miss Blunck to their first Communications Committee meeting.
- 1.2 The Committee congratulated Professor Griffiths on achieving her Honorary Chair position in Clinical Radiography.

**Item 2.07/02 APOLOGIES FOR ABSENCE**

- 2.1 Apologies for absence were received from the following committee members; Mr O Altay and Miss M MacKellar.

**Item 3.07/03 APPROVAL OF AGENDA**

- 3.1 The Communications Committee approved the agenda.

**Item 4.07/04 MINUTES OF THE COMMUNICATIONS COMMITTEE HELD  
ON TUESDAY 27 FEBRUARY 2007**

- 4.1 It was agreed that the minutes of the twentieth meeting of the Communications Committee meeting be confirmed as a true record and signed by the Chairman, subject to the following amendment; to include the President in the list of attendees.

**Item 5.07/05 MATTERS ARISING**

- 5.1 Item 8.5 Matters Arising – Patient and Public Involvement (PPI)  
5.1.1 The Director of Communications reported that the first working draft on Health and Non-Health Regulators and their work to date with Patient and Public Involvement (PPI) would be provided for the Committee's information at their next meeting in October 2007.

**Action: JL by Wednesday 24 October 2007**

- 5.2 Item 8.6 Matters Arising – HPC Website Report  
5.2.2 The Committee noted that a paper had been provided to review the current HPC website development and statistics.
- 5.3 Item 9.6 Matters Arising – Draft Communications Strategy 2007 - 2011  
5.3.3 The Committee noted that a paper was on the agenda which would provide an update on the Communications department strategy and workplan.
- 5.4 Item 12.5 Matters Arising – Better Internal Communications  
5.4.4 The Committee noted that the main findings and recommendations resulting from the audit of internal communications had now been incorporated into the communications workplan.

**Item 6.07/07 CHAIRMAN'S REPORT**

- 6.1 The Chairman reported that he was the HPC representative on the Joint Royal Colleges Ambulance Liaison Committee and had attended a meeting to discuss best practice and issues surrounding the new and extended roles of practitioners.
- 6.2 The Chairman had also been involved in the appointment process of the design company who would assist in the registrant and public facing campaigns.

## Item 7.07/08 DIRECTOR OF COMMUNICATIONS REPORT

- 7.1 The Committee received the Director of Communications report.
- 7.2 The Committee noted that the Listening Events held in Aberystwyth and Worcester had been successful in attracting a large number of registrants.
- 7.3 The recommendations and feedback from the internal communications audit had now been disseminated and utilised at the all Employee Away Day on 18 May 2007; the theme of which had been “Communicating our development, strategy and success” and was designed to foster understanding of the work of each department and celebrate the success of the organisation overall in a period of rapid expansion.
- 7.4 The Committee noted that three campaigns were currently underway; to promote HPC public information literature (posters, leaflets) to registrants and to the public. Updates on the progress of these campaigns would be provided at the next meeting.

**ACTION: JL – Wednesday 24 October 2007**

## Item 8.07/09 COMMITTEE SELF-EVALUATION

- 8.1 The Communications Committee received a paper from the Executive for discussion/approval.
- 8.2 The Committee noted that the Council had agreed at its meeting on 29 March 2007 that committees should undertake a self-evaluation annually. The Council approved the Committee self-evaluation form and recommended that the form was piloted at all forthcoming committee meetings.
- 8.3 The Committee self-evaluation form had been distributed to the Committee via email on 10 May 2007 so that members could complete the form with their preliminary ideas and thoughts.
- 8.4 The Committee discussed the committee self-evaluation form and could not reach a mutual consensus on the final content of the form. The following issues were therefore highlighted and discussed:
- Was the form too process orientated? Should the form reflect the Committees terms of reference and assess whether the Committee

was meeting its objectives as laid out in the Communications Strategy and Workplan. Was this measurable?

- New committee members may not feel able to evaluate the Committee's performance adequately.
  - The Committee agreed that it would be useful for an induction to be arranged for new members coming onto the Committee, so that they felt better prepared and informed of current agenda items.
  - Was the form a critique of the committee or of the committee member's contribution? Some members' considered the mix of the 'I' and 'We' persona used in the form confusing.
  - Some members agreed that self-reflection on their own performance within the Committee was important. Did the committee self-assessment form need to be a mixture of assessment of the collective as well as the individual contributions made?
  - Was the Committee evaluating itself against the right criteria? Was a tick box exercise relevant?
  - Suggestion was made to include criteria for the assessment of the Chairman and the management of the Committee overall.
  - The Committee needed to consider what sort of expertise its members' needed for the future, particularly for the new Council in 2008.
  - The Committee agreed that feedback should be received from HPC employees who report to the Communications Committee on their perception on the overall success of the meetings.
- 8.5 The Committee agreed that it felt well guided by the Communications team and that vast improvements had been made since the recruitment of the new Director of Communications.
- 8.6 The Committee agreed that the Secretary to the Committee should collect the feedback forms completed by the Committee members and collate the feedback into a table for the Council to review at its Away Day on the 3-4 October 2007. The resultant feedback would be given at the Committee's next meeting on 24 October 2007.

**Action: SB by Wednesday 3 October 2007**

### **Item 9.07/09 UPDATED COMMUNICATIONS DEPARTMENT STRATEGY AND WORK PLAN**

- 9.1 The Communications Committee received a paper from the Executive to note.
- 9.2 The Communications Strategy 2007 – 2011 and the Communications Workplan 2007 – 2008 were considered by the Committee at its last meeting in February 2007. The Committee noted that both documents had now been updated to reflect the internal communications review feedback. The Committee would receive a full update at their next meeting in October 2007 to review the progress with regard to the committee's workplan.

**Action : JL by Wednesday 24 October 2007**

- 9.3 The Committee noted the updated communications department strategy and work plan.

### **Item 10.07/10 UPDATE ON WEBSITE DEVELOPMENT AND STATISTICS**

- 10.1 The Communications Committee received a paper from the Executive to note.
- 10.2 The Committee reviewed two statistical reports which had been produced by the Web Manager to illustrate the number of visits to the HPC website, the average visit duration, the origin of visits, the most popular pages and files downloaded from the site.
- 10.3 The Committee noted that the HPC website had had just under 1 million visitors in 2006 as well as a continuous stream of visits internationally. The website also had the functionality to be able to analyse website traffic received by city.
- 10.4 The Committee agreed that it would be useful if future website reports could be produced in colour so that differentials could be easily identified. In addition the Committee also agreed that it would be beneficial if a report could be produced that identified signposts to specific data that would be of particular relevance to the Committee and or a summary of key messages.

**Action: TG by Wednesday 24 October 2007**

- 10.5 The Committee noted additional enhancements that were being made to the site which included the following; that following

feedback received from journalists, the public and registrants as well as employees:

- The education section would be expanded with a more interactive register that was easily accessible.
- Fitness to Practise hearings listings would be made more interactive as well and additional functionality to assist search engines.
- The Content management system (cms) was being developed further so to enhance its security features, provide an audit trail of updates undertaken and assist in the creation of feedback forms.
- Aesthetic changes were being implemented to the way that Council/Committee meetings were listed.
- The Home Page of the HPC website was to be refreshed along with menu improvements.
- A separate cms system was being developed for the updating of the Members' Extranet.
- A centralised calendar of HPC events would be created.

10.6 The Committee noted the paper and thanked the Web Manager for all of his hard work.

#### **Item 11.07/11 REFRESH OF HPC's VISUAL IDENTITY AND HOUSE STYLE**

- 11.1 The Communications Committee received a paper from the Executive to note.
- 11.2 The Committee noted that the external design agency (HSAG) had now completed its audit of all HPC publications and its review of HPC's current 'visual identity'.
- 11.3 HSAG had looked at HPC's visual identity in its entirety and had taken the HPC logo to a new level. The text below the logo would now be moved to the very right hand corner as the previous arrangement of text was unclear and produced in different sizes. The logo would now be produced in a clearer font and formatted in one uniform colour.
- 11.4 In addition all HPC publications would be produced in an improved uniform, clear and legible format.
- 11.5 HSAG was currently in the process of producing a detailed set of guidelines to ensure that HPC conformed to the new visual identity. The implementation schedule of HPC's new house style would be phased as and when new publications were required for production.

- 11.6 The Committee noted the paper and commended the Publications Manager for all of her hard work.

#### **Item 12.07/12 LISTENING EVENT EVALUATION REPORTS**

- 12.1 The Communications Committee received a paper from the Executive to note.
- 12.2 The Committee noted the evaluation reports that had been produced in relation to HPC's Listening Events that took place in Aberystwyth and Worcester in February 2007 and Portsmouth and Folkestone in April 2007.
- 12.3 The Committee agreed that the evaluation reports were very useful and recommended that the following areas were explored further to assist meaningful analysis:
- Which health professions did not attend the Listening Events and why?
  - Which health professions submitted the feedback forms?

#### **Action: TH by Wednesday 24 October 2007**

- 12.4 The Committee noted that the process by which Listening Events were communicated to registrants was currently under review. The Committee noted the paper and welcomed the further analysis of trends in this area.

#### **Item 13.07/13 EXTERNAL EXHIBITION EVALUATION REPORTS**

- 13.1 The Communications Committee received a paper from the Executive to note.
- 13.2 The Committee noted that evaluation reports that had been produced in relation to the external exhibitions which the HPC had taken part in for the Patient Information Forum in February 2007 and Managing Long Term Conditions in March 2007.
- 13.3 The Committee discussed the effectiveness of HPC's presence at external conferences as sometimes delegate contact could be limited when exhibiting. The Committee agreed that it was important to target appropriate organisations and noted that stakeholder mapping was currently being undertaken to take this piece of work forward. The Committee noted that the next external conference at which HPC was exhibiting was HR in the NHS.

**Item 14.07/14 PARTNER CONFERENCE EVALUATION REPORT**

- 14.1 The Communications Committee received a paper from the Executive to note.
- 14.2 The Committee noted the evaluation reports which had been produced in relation to the Partner Conference that had been held in November 2006. The Committee agreed that it would be useful if for future reports the scales for measuring the evaluation marks were kept the same for ease of comparison.

**Action: TH when the next Partner Conference was held**

- 14.3 The Committee noted the paper and welcomed the production of such reports as it provided a much clearer insight into the evaluation of events overall.

**Item 15.07/15 REPORTS FROM COMMUNICATIONS COMMITTEE REPRESENTATIVE AT PUBLIC PATIENT INVOLVEMENT (PPI) MEETINGS**

- 15.1 The Communications Committee received a paper from the Executive to note.

**Item 16.07/16 ANY OTHER BUSINESS**

- 16.1 There were no items of any other business.

**Item 17.07/17 DATE AND TIME OF THE NEXT MEETING**

- 17.1 The next meeting of the Communications Committee would be at 11:00am on Wednesday 24 October 2007.