

Communications Committee, Thursday 7 May 2009

PKF report into external communications

Executive summary and recommendations

Introduction

As part of the audit programme for 2007/2008, PKF undertook a review of the arrangements for managing the HPC's external communications. The attached report details the findings of this review and includes the management response which was agreed with the Executive in August 2007.

Decision

The Committee is requested to note the document. No decision is required.

Background information

The Committee will note that the PKF audit made three specific recommendations

1. Management should reassess what the HPC aims to achieve by exhibiting at the conferences specified in its programme for 2007/08 and review whether these events provide the best opportunities for promoting the organisation.
2. Management should reassess what the HPC aims to achieve from its Listening event programme and review whether the remaining scheduled events for 2007/08 will deliver the outcomes that the organisation desires.
3. The budget and resources deployed towards communications should be reviewed to ensure that these are sufficient to meet the potential additional work load associated with managing the impact of the White Paper.

All of these recommendations have been completed and were incorporated into the communications annual workplan and budget for 2008-09 which was approved at the February 2008 Communications Committee.

Resource implications

None

Financial implications

None

Appendices

None