

Council, Thursday 29 March 2012

Organisational name change – consequential amendments to communication materials

Executive summary and recommendations

Introduction

The change of name from the Health Professions Council to the Health and Care Professions Council (subject to the successful passage of the Health and Social Care Bill through Parliament) will require the Executive to make consequential amendments to communication materials.

Decision

Paper for information only. No decision is required. A version of this paper was also presented to the Education and Training Committee for information on Thursday 8 March 2012.

Background information

As a consequence of the change of name the Executive will make amendments to a range of communication materials. These will include, but will not be limited to:

- changes to public information materials, campaign materials and exhibition display materials;
- changes to the content of the HPC's websites;
- changes to standard letters, internal forms and policies; and
- signage at Park House.

The changes will include, but may not be limited to:

- changing the organisation's logo;
- changing references to the name of the organisation from the Health Professions Council to the Health and Care Professions Council;
- changing references to the 'Health Professions Order 2001' to the 'Health and Social Work Professions Order 2001'; and
- removing medical or clinical terminology (if / where still present) to better reflect the organisation's expanded remit (eg 'patient', 'treatment' etc).

Other minor editorial amendments will be made where necessary (for example to make language consistent, ensure compliance with house style, correct any errors, and update the publication date).

This paper should be read in conjunction with the paper relating to amendments to application forms, and the paper relating to amendments to standards and guidance documents.

Note on approach

The intention is to have revised materials ready in time for the transfer of the regulation of social workers in England to the HPC / HCPC, currently Wednesday 1 August 2012. It is not proposed that any 'historical' publications will be republished (such as previous annual reports or research publications).

Resource implications

The resources (employee time) required to make these amendments are identified and allocated within the name change project.

Financial implications

The cost of making these amendments are identified and allocated within the name change project, which is funded by the Department of Health.

Date of paper

Monday 19 March 2012