

Council, 1 July 2014

Communications Report

Executive summary and recommendations

Introduction

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken across the range of communication channels.

Decision

The Council is requested to discuss the document.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2014-15.

Financial implications

None

Appendices

Communications Report

Date of paper

18 June 2014

Communications – management commentary

Events

Exhibitions: We exhibited at Community Care both Live on 21-22 May and Supporting Managers on 18 June. Both events are aimed at social work professionals. At the May event we had over 260 visits to our stand where we were able to provide delegates with information on cpd and registration renewal.

Meet the HCPC events: Both our Peterborough events on 3 June were fully booked. We focused on professionalism with discussions centring on how and where professionalism is taught and how professionals should adapt to the situation they are in. More than 50% of the audience were social workers and the types of questions that were asked included registration fees, protected titles and cpd.

Employer events: We ran events in Swansea on 28 May and Birmingham on 11 June updating employers on registration, CPD and the FTP process. The feedback from both events is positive with one delegate saying “I have been to a number of events over the years but consider this to be the best in terms of value to me as a manager and looking at issues such as FTP and when to contact HCPC. Well done!”

Education seminars: Invitations have been sent to all education providers for the eight seminars planned in the autumn. So far, response has been good with the London event fully booked.

CPD webinar: 280 registrants watched our first two CPD webinars on 5 June. The aim of the event was to give registrants information on CPD and the audit process. We had some technical issues in the first session, but these were resolved for

the second session. Feedback has been really good with registrants valuing the fact they could engage with us, without the need to travel or take a lot of time out of work. We are planning two more webinars in September.

Talks and presentations: We have given 12 cpd talks in May and June, mostly to local authorities and social workers.

Media

FtP media coverage: This continues to dominate our coverage and in this period (May) we received a large volume of press relating to the suspension of a paramedic who had written offensive comments on Facebook about a Stafford Hospital.

Media responses and monitoring: In May we issued a comment and sent letters to the Editors of The Independent (published), The Times, The Mail Online and The Daily Telegraph in response to BBC’s Panorama expose of the appalling treatment of vulnerable individuals in our care homes. Our comment on negative registers was also included in the Sunday Express’ ‘Care home crusade’, as well as supportive comments from then Health Select Committee chairman Stephen Dorrell.

We issued a response to the BBC on the London Ambulance Service whistleblowing story which made allegations about Paramedics cheating in exams during 2009 – 2012.

We provided a quote to Community Care and published a comment on the accountability hearing report which was published by the House of Commons Health Select Committee in June.

Communications – management commentary

Professional press: We are working with Professional Social Work, Community Care and Sanctuary magazine to talk to social workers in England about renewals and CPD.

Campaigns

Tax relief campaign: The campaign launched in May and had good response on social media, with wide coverage on Twitter in particular, and has been covered in some professional journals / websites. We will shortly begin the second phase of the campaign to include the flyers in certificate mailings to all registrants following renewal / application to the Register.

Publishing

Education annual report 2013: The report was published on 13 May alongside Education Update. The report provides an overview and analysis of the key trends in our approval and monitoring processes during the 2012–13 academic year.

Professional indemnity and your registration: We have produced a pdf version of the guidance which will be uploaded to our website on 17 July, when the legislation is passed.

Standards of proficiency – Operating department practitioners: We published the updated Standards of proficiency for operating department practitioners on 2 June.

HCPC In Focus: The June edition included information on the upcoming recruitment to Council, the review of the standards of conduct, performance and ethics, the consultation on the

standards of proficiency for biomedical scientists and clinical scientists and our usual round up of HCPC events.

Parliamentary

Parliamentary monitoring: Baroness Cumberlege led a House of Lords debate on elderly abuse, where, having spoken with Anna van der Gaag, she spoke in support of the HCPC's proposals for a negative register for adult social care workers. In a separate debate, Peers also debated the exclusion of the Law Commissions Bill from the Queen's Speech, possible Section 60s and the regulation of adult social care workers.

Following the debates we wrote to a number of Lords who raised the issue of elderly abuse about our proposals for a negative register for adult social care workers. We also wrote to Geraint Davies MP regarding the regulation of counsellors and psychotherapists, on the back of an intervention he made in the House of Commons debate following the Queen's Speech.

Stakeholders

Meetings: We have met with fellow regulators and representatives from the Department of Health and Department for Business Innovation and Skills at the latest AURE meeting to discuss ongoing developments of the recognition of professional qualifications directive and other EU issues.

We are also represented on the ADASS Workforce Development Group which met in this period and were one of a number of stakeholders who contributed to a revised set of Standards for

Communications – management commentary

employers of social workers, which have now been republished by the Local Government Association.

Stakeholder contacts: We have begun putting together a database of stakeholder contacts at professional bodies, charities and in the devolved administrations, to contact about upcoming council recruitment.

Northern Ireland Parliamentary event: We took part in the first ever Northern Ireland joint regulators' Parliamentary event at Stormont. The reception was attended by a number of MLAs as well as representatives from the Department of Health, Social Services and Public Safety and other health and social care groups and patient bodies.

UK Clinical Ethics Network Conference: We spoke on the appropriate use of social media by registrants at this international conference on Guernsey, alongside the General Medical Council and the Royal College of Nursing. Whilst on the island we also spoke to a group of 75 registrants on our continuing professional development requirements and the cpd audit process.

Web, digital and social media

Film: We created a video to promote the publication of the Educational Report, which provides a brief overview of the year's activities. We have also edited and uploaded a series of short films about our cpd standards and audit process as well as the cpd webinar held in June.

Apps: We have updated the original HCPC app, both with necessary changes for recent Android and IOS operating

software revisions, and also branding changes in preparation for additional apps. The new registrant app 'My HCPC' has had a soft-launch onto app stores ahead of promotion in July.

Web requests: We had 57 requests including intranet content updates, requests for website content to be removed and issues with the android version of our app.

HCPC blog: On 2 May we published 'Abuse and older people: more personal accountability required' (Anna van der Gaag)

Internal communications

HCPC Update: The April and May issues of HCPC Update included articles on the all-employee training away day, the Tidy desk policy, the CSR Charity of the year winner and employee achievements, such as the FtP members who completed the Three peaks challenge.

All employee awayday: The all employee training away day took place at Wimbledon Studios on 16 May. The purpose of the day was to allow colleagues to gain a greater understanding of the work of other departments.

All employee meetings: Held on 11 June, Marc gave an organisation update and Michael Guthrie briefed on professional indemnity.

Communications toolkit: The first training session for the managers' communications toolkit and team brief was held in May. The second session will take place in late June.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
July 2014

Events

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Media

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Publishing

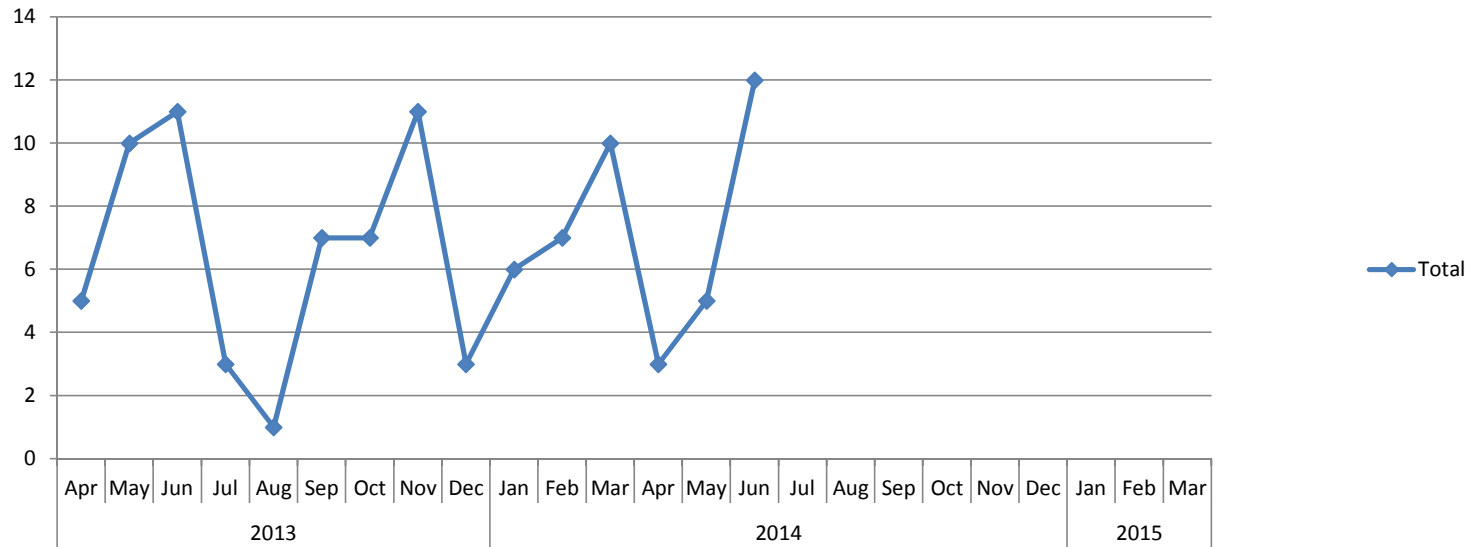
Public awareness packs requested	12
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Web

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Digital and social media

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	2013			2014									2015		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Exhibition stands	1	1	2	0	0	2	1	1	0	0	1	1	1	1	1
Presentations, talks and seminars (1)	2	6	6	3	1	3	3	6	2	5	2	5	1	3	9
Meet the HCPC (2)	2	0	0	0	0	1	1	0	0	0	1	2	0	0	1
Employer events	0	1	1	0	0	0	0	1	0	0	1	1	0	1	1
Education seminars	0	0	0	0	0	1	2	1	0	1	1	0	0	0	0
Stakeholder events	0	2	2	0	0	0	2	1	0	1	1	1	1	0	0
Total	5	10	11	3	1	7	7	11	3	6	7	10	3	5	12

2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 YTD
32	26	16	10	3
23	16	47	44	13
8	9	10	7	1
5	6	6	5	2
	6	12	6	0
	0	3	9	1
68	63	94	81	20

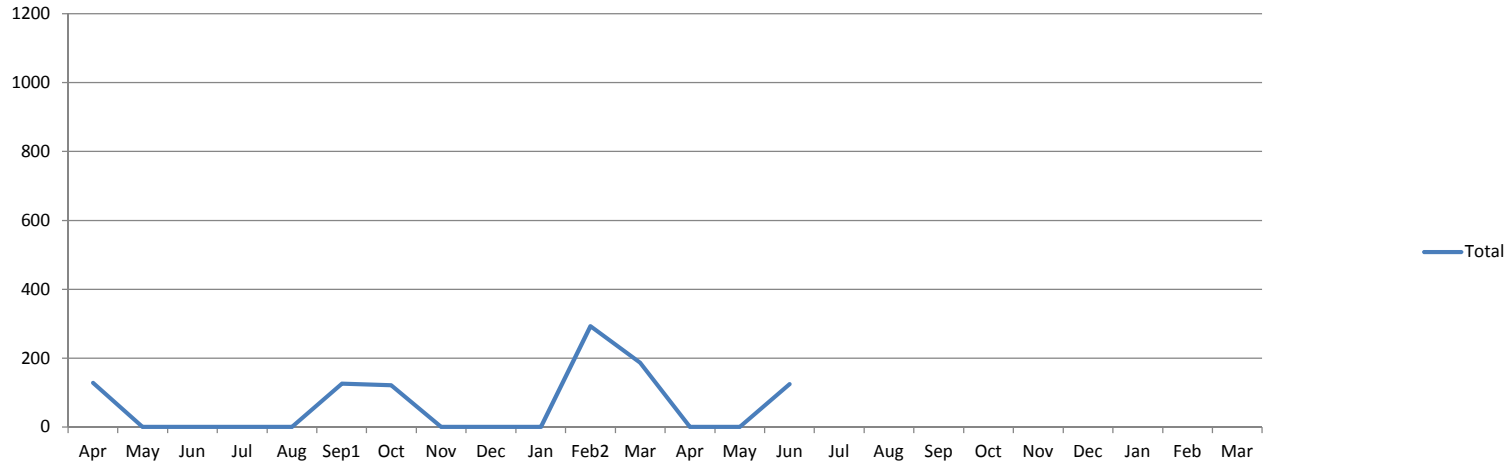
- (1) Presentations, talks and seminars given to any stakeholder group (including webinars)
- (2) 2 events on 1 day

2009-2012

Exhibitions stands and talks given at exhibitions, conferences, party conferences and fringe events are grouped together. From 2012 separated into exhibition stands and presentations

Presentations given to any stakeholder group, including, amongst others, students, registrants, professional groups, members of the public, etc.

Listening events

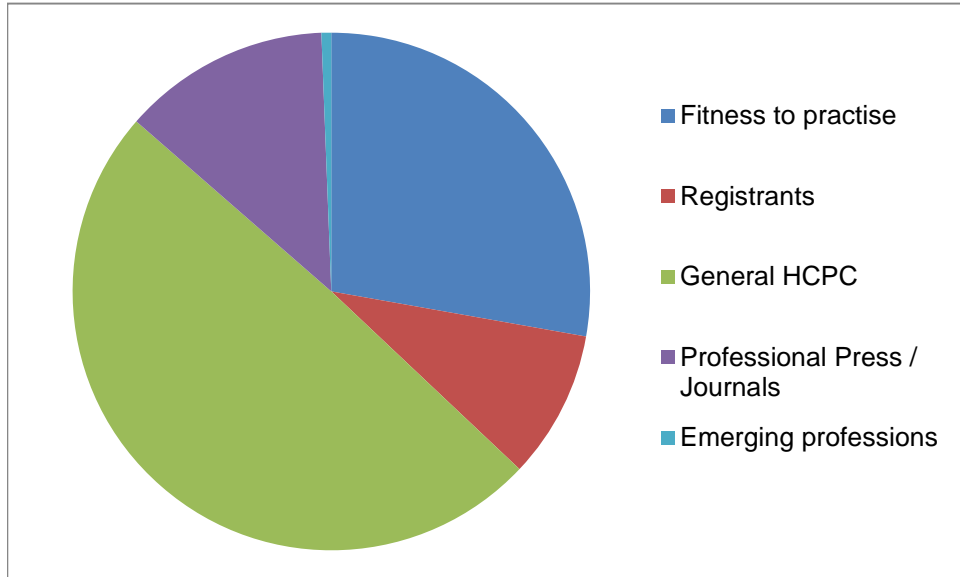


	2013			2014									2015												
	Apr	May	Jun	Jul	Aug	Sep ¹	Oct	Nov	Dec	Jan	Feb ²	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Arts therapists	1	0	0	0	0	7	10	0	0	0	0	2	0	0	2										
Biomedical scientists	7	0	0	0	0	9	19	0	0	0	8	3	0	0	7										
Chiropodists	11	0	0	0	0	15	10	0	0	0	14	19	0	0	13										
Clinical scientists	0	0	0	0	0	7	4	0	0	0	0	0	0	0	0										
Dietitians	4	0	0	0	0	3	2	0	0	0	5	4	0	0	0										
Hearing aid dispensers	0	0	0	0	0	2	2	0	0	0	2	6	0	0	2										
Occupational therapists	6	0	0	0	0	22	10	0	0	0	23	21	0	0	9										
Operating department practitioners	1	0	0	0	0	2	1	0	0	0	2	5	0	0	4										
Orthoptists	0	0	0	0	0	0	1	0	0	0	1	2	0	0	2										
Paramedics	4	0	0	0	0	10	11	0	0	0	6	7	0	0	8										
Physiotherapists	17	0	0	0	0	16	21	0	0	0	23	38	0	0	8										
Practitioner psychologists	8	0	0	0	0	2	15	0	0	0	3	9	0	0	6										
Prosthetists / orthotists	0	0	0	0	0	3	2	0	0	0	1	1	0	0	0										
Radiographers	10	0	0	0	0	11	6	0	0	0	18	6	0	0	5										
Social workers in England	52	0	0	0	0	5	1	0	0	0	79	47	0	0	58										
Speech and language therapists	3	0	0	0	0	2	2	0	0	0	3	9	0	0	0										
Other/Unknown	4	0	0	0	0	9	4	0	0	0	105	8	0	0	0										
Total	128	0	0	0	0	125	121	0	0	0	293	187	0	0	124										

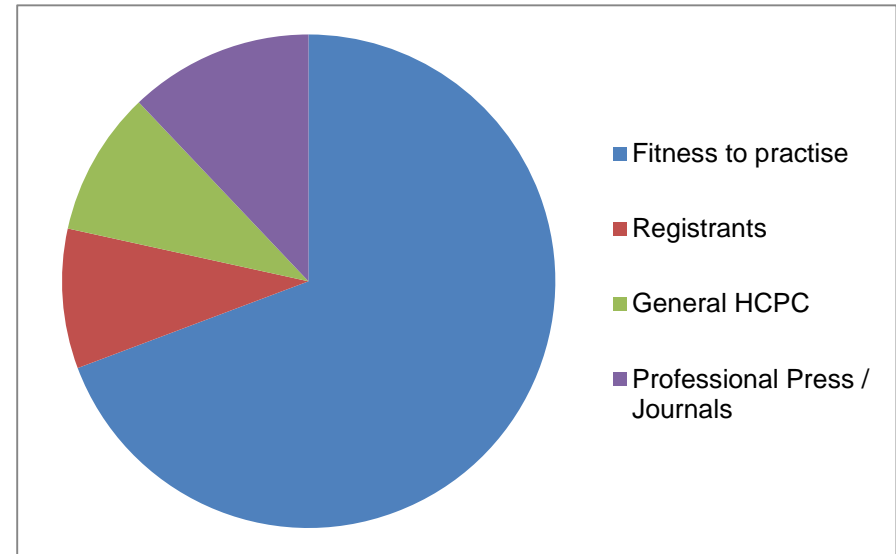
2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
8	17	9	20	2
54	57	22	46	7
115	63	28	69	13
15	12	1	11	0
20	18	10	18	0
34	13	5	12	2
162	181	71	82	9
22	13	6	11	4
9	6	5	4	2
77	46	15	38	8
196	129	51	115	8
60	34	17	37	6
7	3	0	7	0
57	35	29	51	5
0	0	2156	184	58
37	21	9	19	0
22	28	7	130	0
895	676	2441	854	124

- 1. Online and in person attendees - Meet the HCPC Perth
- 2. Online and in person attendees - Meet the HCPC Preston (online- 102 views in total)

Media coverage - April 2014

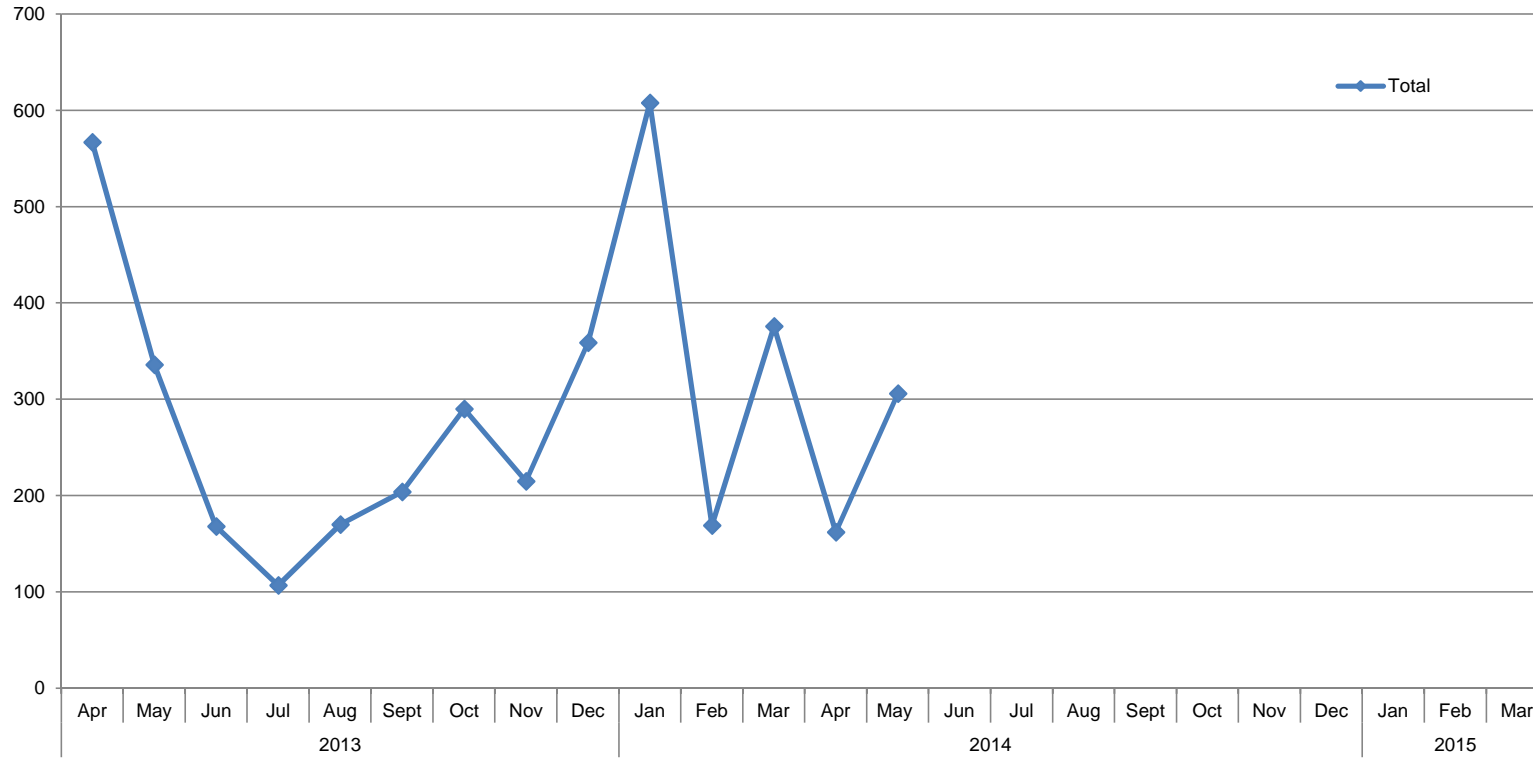


Media coverage - May 2014



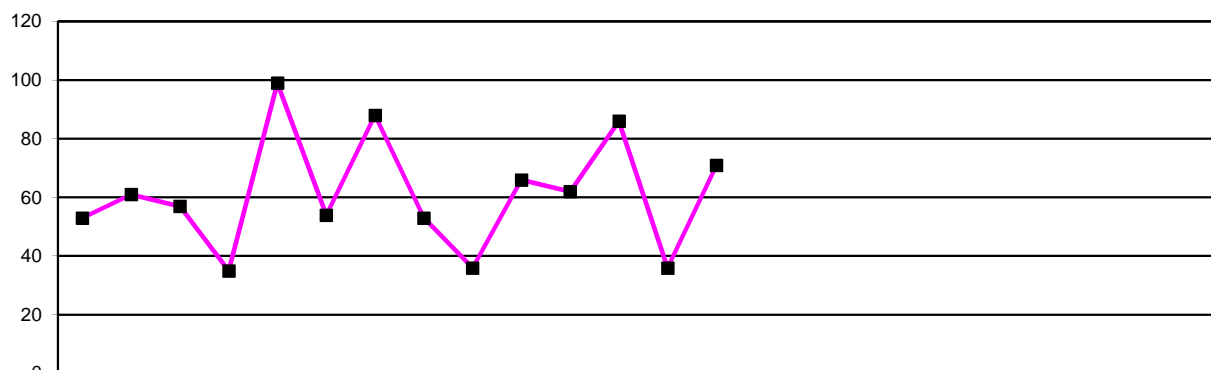
Month: April	
Category	Volume
Fitness to practise	45
Registrants	15
General HCPC	80
Professional Press / Journals	21
Emerging professions	1
Broadcast	0
TOTAL	162

Month: May	
Category	Volume
Fitness to practise	212
Registrants	28
General HCPC	29
Professional Press / Journals	37
Emerging professions	0
Broadcast	0
TOTAL	306



Coverage type	2013			2014									2015												
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Fitness to practise	515	261	97	50	65	101	225	103	292	517	69	293	45	212											
Registrants	2	20	30	11	28	44	19	26	17	25	22	21	15	28											
General HCPC	37	29	5	11	47	24	19	19	5	19	26	10	80	29											
Professional Press / Journals	12	21	32	31	30	33	22	30	39	39	45	52	21	37											
Emerging professions	0	2	3	4	0	2	0	4	1	7	3	0	1	0											
Broadcast	1	3	1	0	0	0	5	33	3	1	4	0	0	0											
Total	567	336	168	107	170	204	290	215	359	608	169	376	162	306											

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2588	257
	265	43
	251	109
	386	58
	26	1
	51	0
	3569	468



■ Number of packs requested

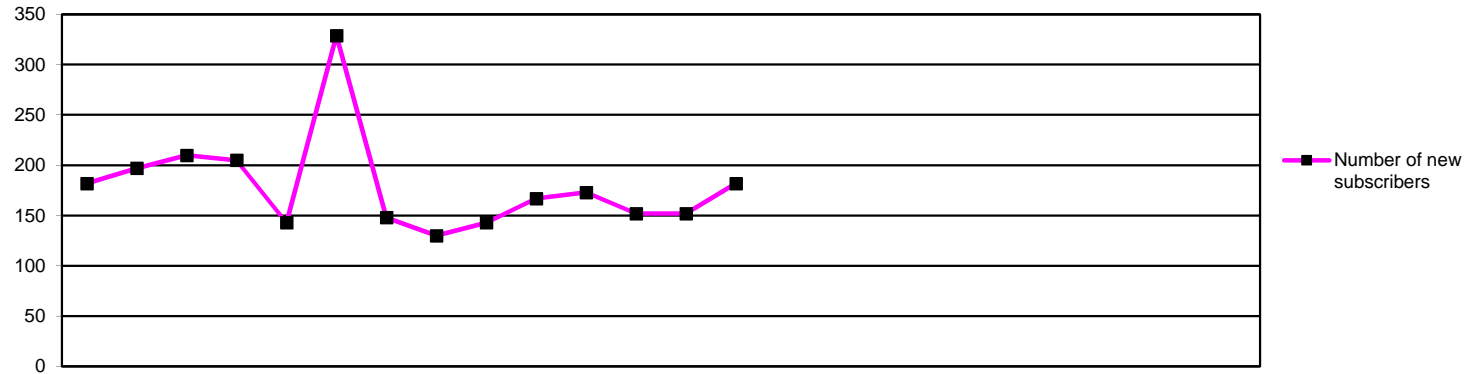
	2013			2014									2015												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Number of packs requested	53	61	57	35	99	54	88	53	36	66	62	86	36	71											

2012/13	2013/14	2014/15
FYE	FYE	YTD
	750	107

One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

Number of packs requested per month by profession

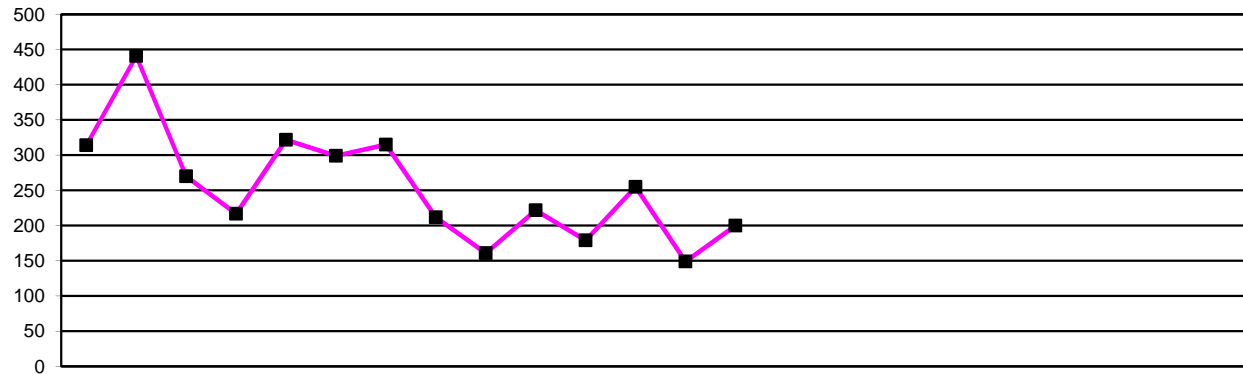
Profession	2013			2014									2015									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	3	0	0	0	0	2	5	0	0	0	6	1	4											5
Biomedical scientists	1	3	4	0	2	1	6	5	0	2	3	0	2	0											2
Chiropodists	19	16	6	7	27	14	16	13	10	20	1	16	7	17											24
Clinical scientists	0	0	0	0	0	0	2	0	0	0	0	0	0	0											0
Dietitians	0	0	3	0	1	0	0	0	1	1	0	2	0	11											11
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	0	0	0	0											0
Occupational therapists	0	3	4	1	14	12	6	4	1	3	0	0	1	0											1
Operating department practitioners	2	1	0	0	10	0	4	1	0	0	12	3	0	0											0
Orthoptists	0	0	1	0	2	0	0		0	0	0	0	0	0											0
Paramedics	5	3	3	4	4	1	1	0	2	4	0	6	0	2											2
Physiotherapists	9	8	11	6	14	10	13	9	4	6	27	32	8	15											23
Practitioner psychologists	0	0	0	0	0	0	0	0	0	0	0	0	0	0											0
Prosthetists / orthotists	0	0	2	0	0	2	2	0	0	0	0	0	0	0											0
Radiographers	0	0	0	0	1	0	1	1	3	14	2	7	4	1											5
Social workers in England	4	5	2	5	4	3	13	3	7	6	14	9	7	6											13
Speech and language therapists	0	0	0	5	6	8	4	5	5	1	0	0	0	1											1
Other	12	19	21	7	14	3	18	7	3	9	3	5	6	14											20



	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of new subscribers	182	197	210	205	143	329	148	130	143	167	173	152	152	182										

2012/13	2013/14	2014/15
FYE	FYE	YTD
	2179	334

	Total number of subscribers to HCPC In Focus (includes unsubscribes)	24,128
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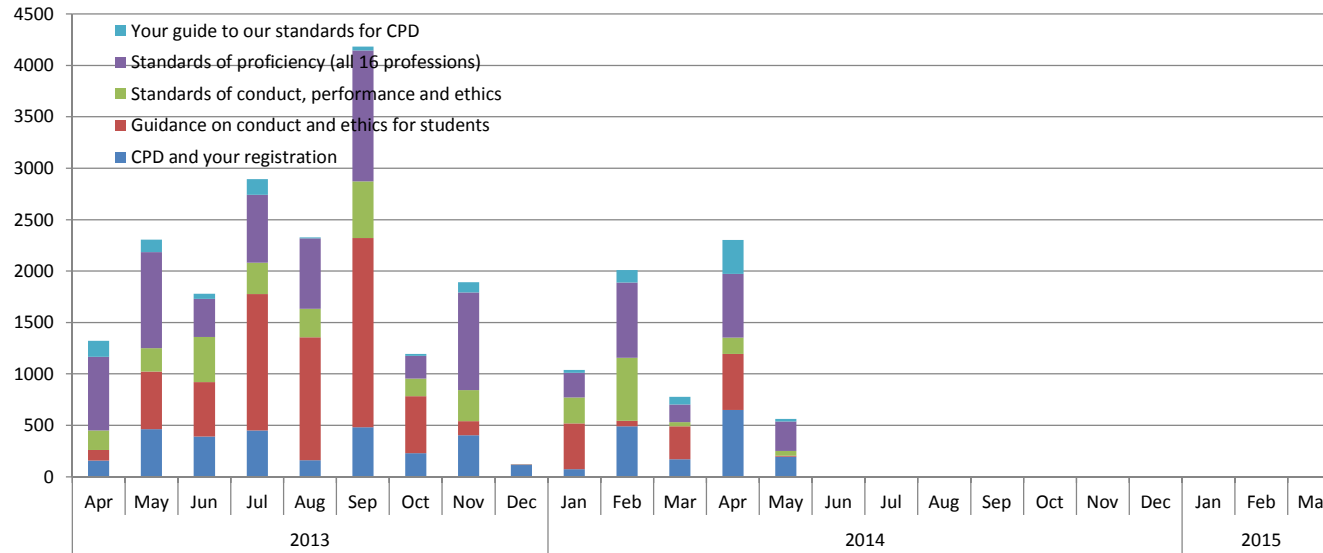
■ Number of downloads

	2013			2014									2015											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	314	441	270	217	322	299	315	212	161	222	179	255	149	200										
Number of unregistered downloads	1	0	0	0	0	1	2	0	1	0	0	1	0	1										

2012/13	2013/14	2014/15
FYE	FYE	YTD
	3207	349
	6	1

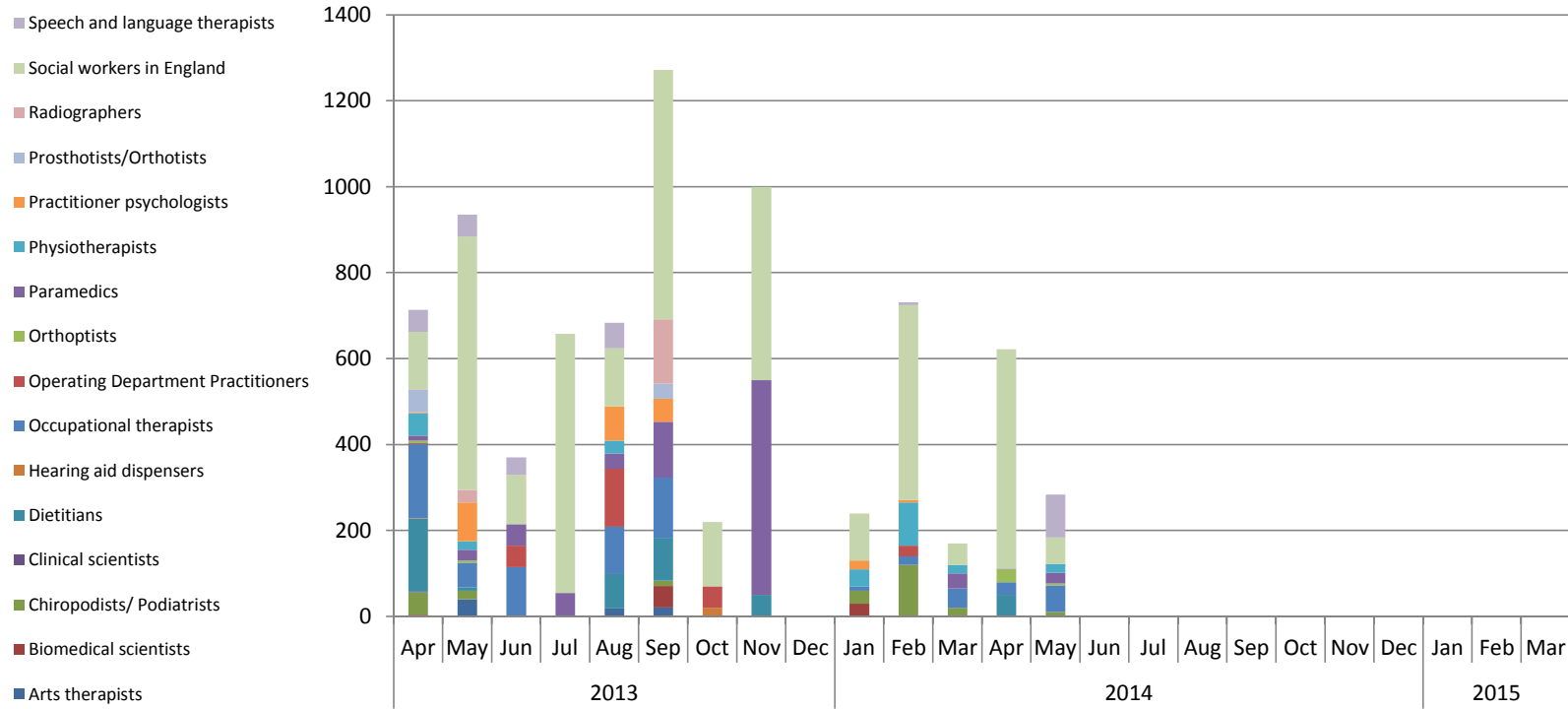
Downloads by profession

	2013			2014									2015									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	16	15	20	6	9	18	17	13	8	23	10	16	12	23											35
Biomedical scientists	4	5	4	2	4	0	4	13	6	4	2	0	1	0											1
Chiropodists	42	31	21	26	43	29	49	33	31	24	14	32	14	36											50
Clinical scientists	1	0	11	1	1	14	6	7	5	3	0	4	1	0											1
Dietitians	18	9	10	7	10	7	6	8	6	12	2	10	12	13											25
Hearing aid dispensers	9	5	3	4	3	3	1	4	0	1	2	6	0	0											0
Occupational therapists	23	12	8	13	15	18	55	16	17	8	12	17	5	7											12
Operating department practitioners	1	0	1	0	3	0	3	2	0	1	5	0	0	3											3
Orthoptists	1	0	0	0	5	2	0	0	0	0	0	0	0	1											1
Paramedics	24	14	31	30	78	39	20	15	9	9	6	19	15	14											29
Physiotherapists	17	42	40	54	29	32	39	30	17	38	41	46	32	34											66
Practitioner psychologists	51	243	89	49	68	61	62	41	34	46	58	74	38	38											76
Prosthetists / orthotists	8	3	0	1	0	6	0	1	2	1	0	1	0	5											5
Radiographers	24	5	3	2	2	1	3	3	3	16	4	2	2	3											5
Social workers in England	14	28	13	8	17	16	19	11	17	16	10	9	5	14											19
Speech and language therapists	61	29	16	14	35	53	31	15	6	10	13	19	12	9											21



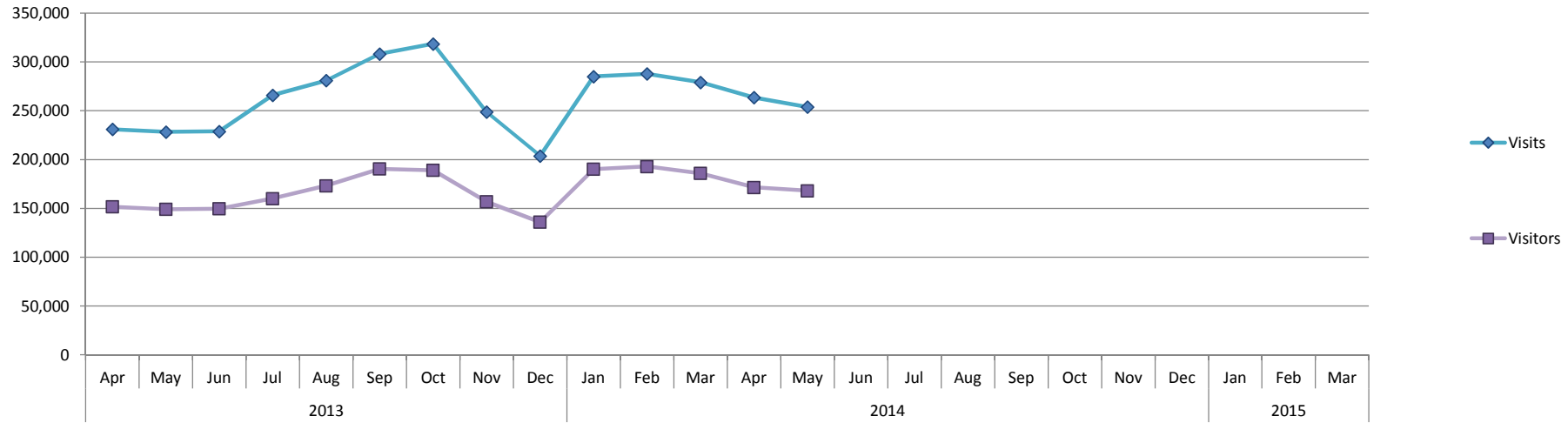
	2013					2014								2015										
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	157	464	390	450	160	480	230	405	114	75	492	170	651	195										
Guidance on conduct and ethics for students	102	560	530	1328	1196	1842	555	137	4	445	51	321	543	11										
Standards of conduct, performance and ethics	192	226	440	305	278	550	170	300	2	250	615	40	158	46										
Standards of proficiency (all 16 professions)	714	935	370	658	684	1272	220	950	2	240	731	170	622	284										
Your guide to our standards for CPD	158	120	50	154	8	40	20	100	0	30	120	75	330	25										

2012/13	2013/14	2014/15
FYE	FYE	YTD
	3587	846
	7071	554
	3368	204
	6946	906
	875	355

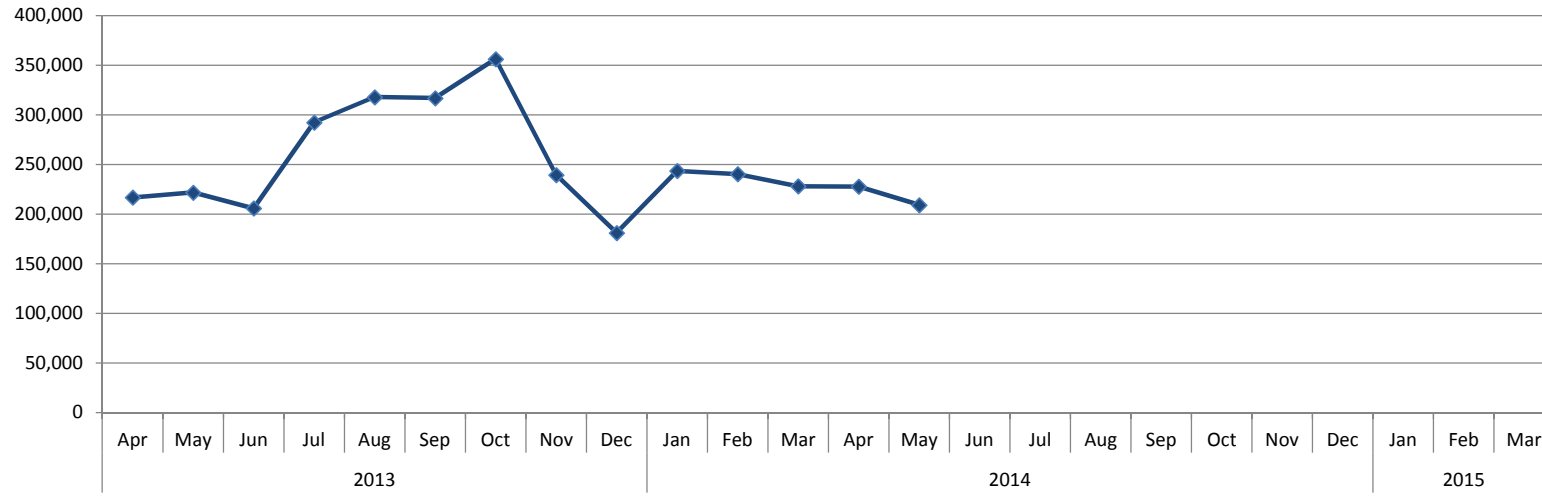


	2013												2014												2015																			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar								
Arts therapists	2	40	0	0	19	21	0	0	0	0	0	0	0	1	30	0	1	30	0	0	0	0	0	0	0	1																		
Biomedical scientists	2	0	0	0	0	50	0	0	1	30	0	0	0	0	0	0	1	30	0	0	0	0	0	0	0	0																		
Chiropodists/ Podiatrists	52	20	0	0	0	12	0	0	0	30	120	20	0	10																														
Clinical scientists	2	0	0	0	0	0	0	0	1	0	0	0	0	0																														
Dietitians	169	8	0	0	80	100	0	50	0	0	0	0	50	0																														
Hearing aid dispensers	2	0	0	0	0	0	20	0	0	0	0	0	0	0																														
Occupational therapists	172	57	115	0	110	140	0	0	0	10	20	45	30	61																														
Operating Department Practitioners	2	0	50	0	135	0	50	0	0	0	25	0	0	0																														
Orthoptists	6	5	0	0	0	0	0	0	0	0	0	0	30	5																														
Paramedics	12	25	50	55	35	130	0	500	0	0	0	35	1	25																														
Physiotherapists	52	20	0	0	30	0	0	0	0	40	100	20	0	20																														
Practitioner psychologists	2	90	0	0	80	54	0	0	0	20	6	0	0	0																														
Prosthetists/Orthotists	52	0	0	0	0	35	0	0	0	0	0	0	0	0																														
Radiographers	2	30	0	0	0	150	0	0	0	0	0	0	0	0																														
Social workers in England	133	590	115	603	135	580	150	450	0	110	454	50	511	62																														
Speech and language therapists	52	50	40	0	60	0	0	0	0	0	6	0	0	100																														

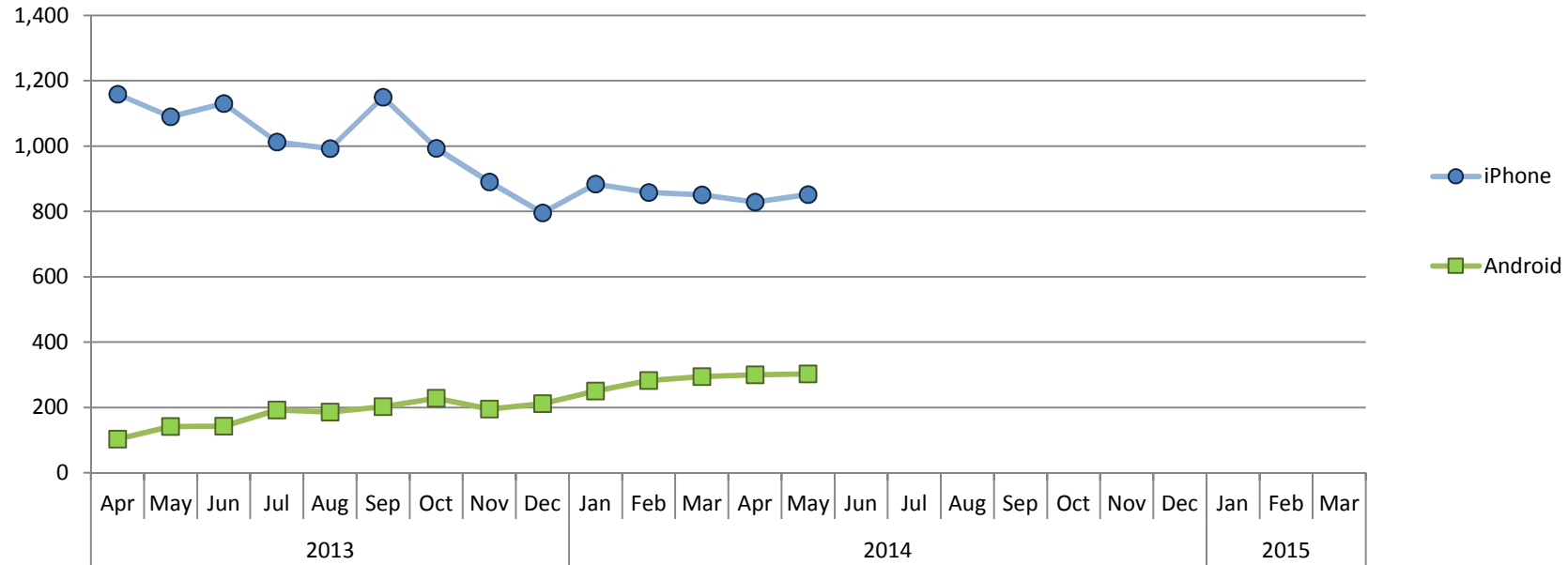
	2012/13 FYE	2013/14 FYE	2014/15 YTD
		82	1
		83	0
		254	10
		3	0
		407	50
		22	0
		669	91
		262	0
		11	35
		842	26
		262	20
		252	0
		87	0
		182	0
		3370	573
		208	100



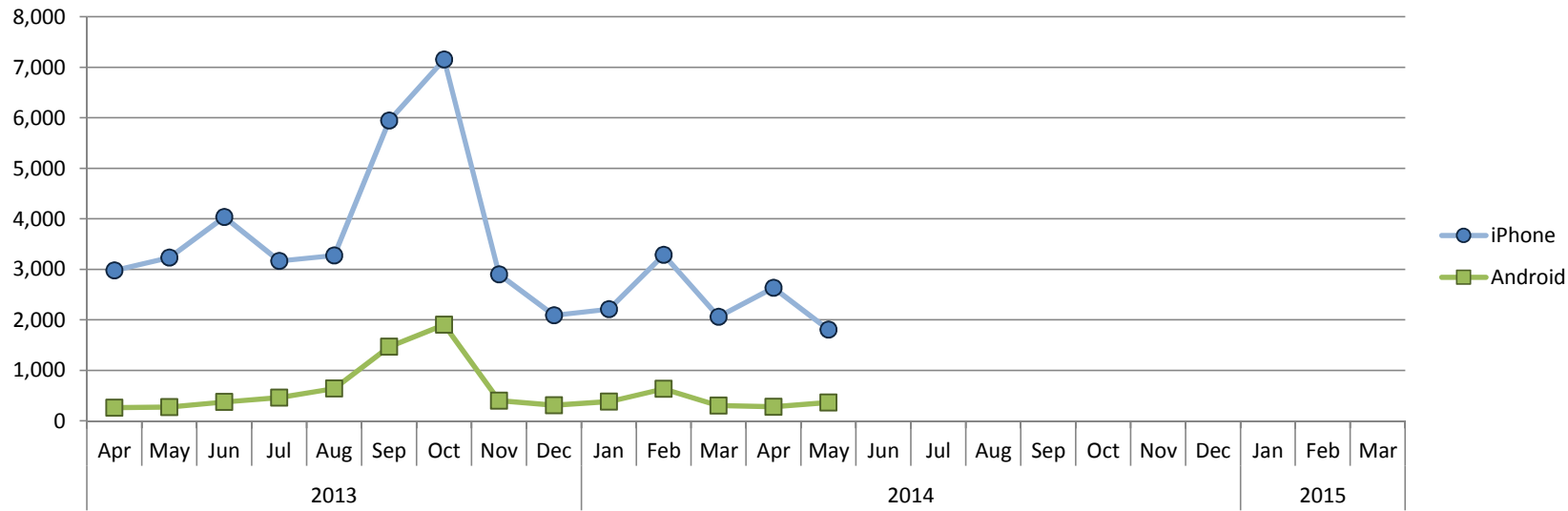
	2013			2014							2015							2010/11	2011/12	2012/13	2013/14	2014/15																	
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD										
Visits	231,030	228,388	228,865	266,063	280,954	308,193	318,600	248,792	203,797	285,118	287,890	279,097	263,666	253,958																					1,398,434	#####	#####	#####	517,624
Visitors	151,735	149,184	149,801	160,105	173,343	190,585	189,121	156,871	136,109	190,299	192,973	185,921	171,593	168,112																					938,149	#####	#####	#####	339,705



	2013			2014									2015			2010/11	2011/12	2012/13	2013/14	2014/15									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Page views	216,705	221,799	205,684	292,324	317,873	316,866	356,272	239,490	181,046	243,448	240,197	228,034	227,751	209,093													3,882,409	#####	436,844

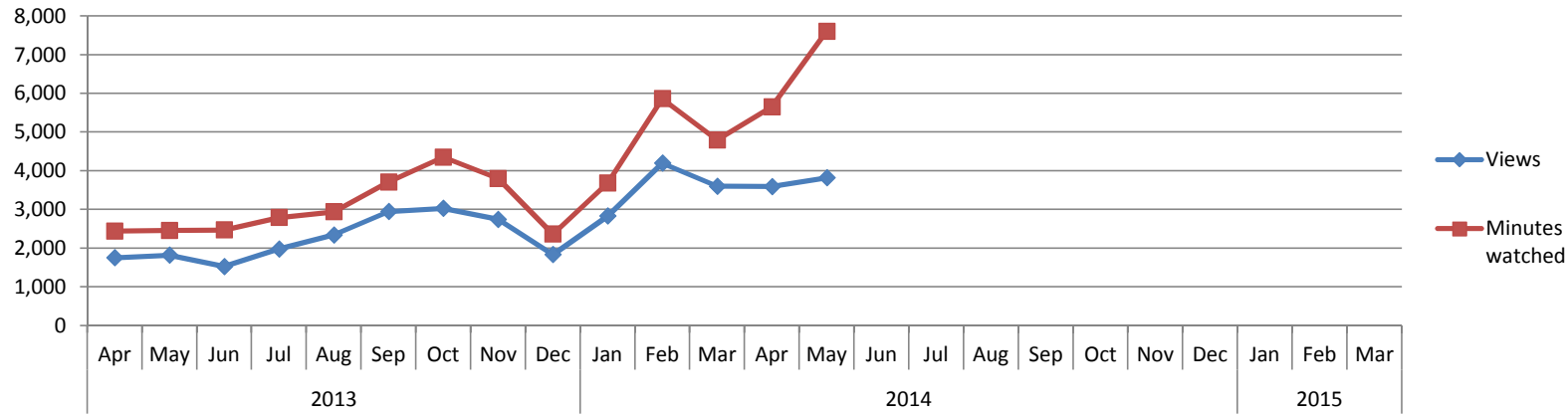


	2013			2014									2015			2010/11	2011/12	2012/13	2013/14	2014/15									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
iPhone	1,159	1090	1130	1013	992	1150	993	890	796	884	858	851	829	852													11,452	11,806	1,681
Android	103	142	143	192	186	202	228	195	212	250	282	294	300	303														2,429	603



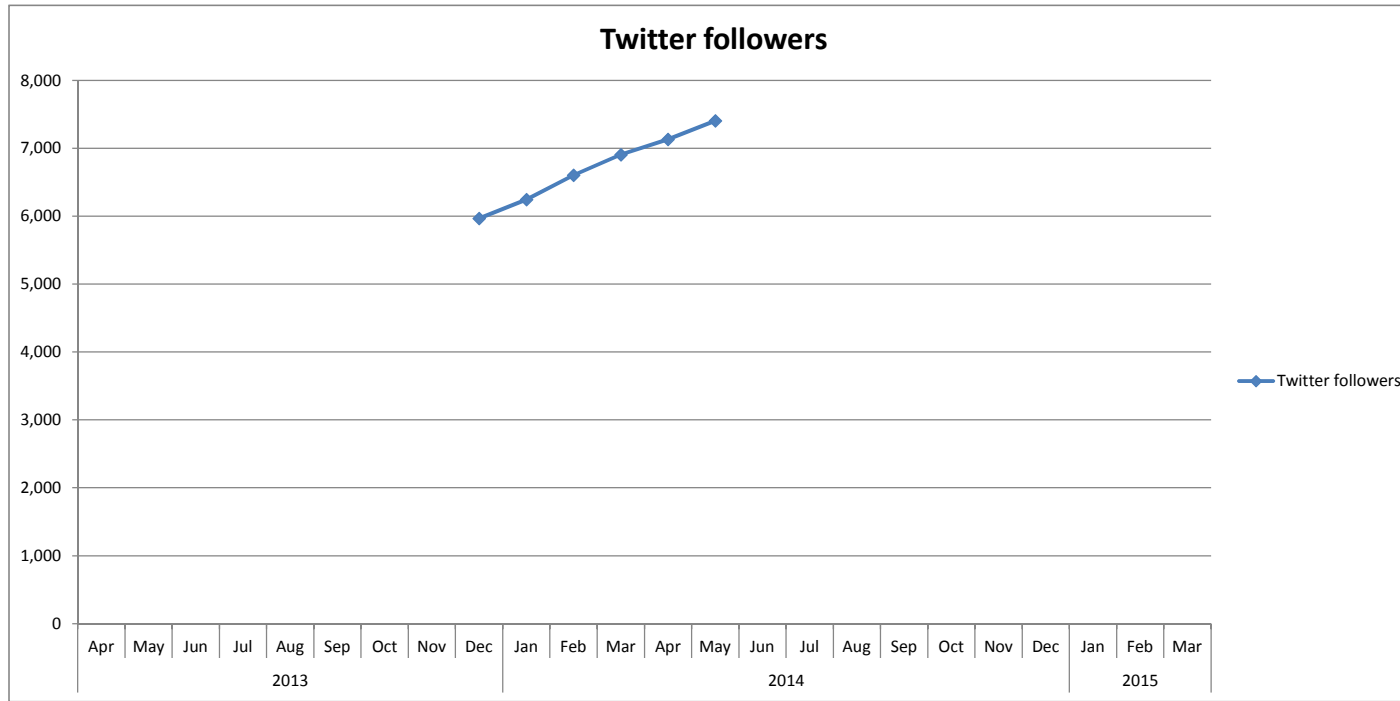
	2013							2014					2015		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
iPhone	2,982	3,231	4,037	3,165	3,278	5,948	7,157	2,899	2,091	2,216	3,289	2,061	2,636	1,808	
Android	261	272	375	464	643	1,467	1,904	400	310	380	635	306	279	363	

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
		46,844	42,354	4,444
			7,417	642



	2013			2014			2015																		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Views	1,753	1,820	1,526	1,978	2,341	2,945	3,028	2,745	1,833	2,831	4,199	3,600	3,595	3,819											
Minutes watched	2,439	2,457	2,469	2,790	2,940	3,709	4,352	3,799	2,364	3,682	5,863	4,795	5,653	7,604											

2010/11	2011/12	2012/13	2013/14	2013/14
FYE	FYE	FYE	FYE	YTD
			30,599	7,414
			41,659	13,257



	2013			2014			2015																	
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Twitter followers									5966	6247	6602	6906	7134	7404										

2010/11	2011/12	2012/13	2013/14	2014/15
FYE	FYE	FYE	FYE	YTD
			25,721	14,538

