

Council – 19 May 2016

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 2016-17.

**Financial implications**

None

**Appendices**

Communications Report

**Date of paper**

9 May 2016

# Communications – management commentary

## 1 Communications projects and activities

**HCPC In Focus:** On 26 February 2016 we published a special edition of HCPC In Focus which focused on the revised Standards of conduct, performance and ethics. For the first time the newsletter went to all registrants that had indicated they were happy to receive communications on their registration, as well as our existing distribution list. This increased the newsletter's reach from 24,504 to 243,926.

We are continuing to send the newsletter in this way. Early indications are positive. The special edition achieved an open rate of 42% with the total number of views reaching 255,873 and only 199 unsubscribes. We are continuing to monitor each edition and will include more detailed statistics in future communications reporting.

**Intranet to sharepoint:** Working with colleagues in IT, requirements for a new sharepoint intranet solution have been gathered and agreed. Shortlisted suppliers were invited to present to the project team and a preferred supplier has now been selected. Further technical and contractual details are currently being addressed before confirming this decision.

## 2 Communications expertise to departments

**Revised Standards of conduct, performance and ethics (SCPE) (Policy):** In this period, two key pieces of work.

- We have hosted two tweetchats and published one blog piece. The first tweetchat on 17 February invited participants to ask any questions they had about the revised standards. We received good engagement, with over 15,000 more impressions and an increase of 0.8% engagement rate on Twitter than on a 'regular' day. The second tweetchat on 21 April focused on standard 8: being open and honest when things go wrong. Again, we received good engagement, with over double the number of impressions and an increase of 0.6% engagement rate on Twitter than on a 'regular' day. The blog piece focused on standard 8 and to date (Wednesday 4 May) has been viewed 983 times.
- 237 delegates attended the event to mark the publication of the revised standards on 2 February. They included registrants, education providers, employers and representatives from professional bodies. The event was also live streamed and watched by 196 people. Of those that completed the post event evaluation 96% answered yes when asked if they felt the event helped them to understand the changes. The overall event was rated as excellent or good by 92% of delegates.

## Communications – management commentary

**Social Media guidance (Policy):** We are currently working with Policy and an agency called Clever Together to develop an online workshop to help inform the consultation document. The workshop will open on 10 May and we already have 93 people signed up to contribute. The Media and PR team are promoting the workshop across social media and to professional media.

**Consultations (Policy):** We promoted the following consultations ‘Consultation on renaming the 'local anaesthetics' and 'prescription only medicines' annotations for chiropodists / podiatrists’, ‘Consultation on draft standards for the use of exemptions by orthoptists to sell, supply and administer medicines’, ‘Consultation on revised Guidance on conduct and ethics for students’ and the ‘Consultation on revised standards of proficiency for social workers in England’.

### 3 Business as usual communications activities

#### Events

**Employer events:** On 27 January we held an Employer event in Glasgow and 58 delegates attended. The event included presentations on what employers need to know about the registration and fitness to practise processes and the research on preventing small problems becoming big problems. Future Employer events will focus on the revised SCPE.

**Meet the HCPC events:** On 4 February we held a Meet the HCPC event in Dalton-in-Furness. The event was attended by 98 delegates and of those that completed the post event evaluation, 100% rated the overall event as excellent or good. On 20 April we held an event in Derby and 106 registrants attended. Of those that completed the post event evaluation, 81% rated the event as excellent or good. Both events included a presentation and workshop on the revised Standards of conduct, performance and ethics.

**Exhibitions:** On 17 and 18 February we attended The Gathering event in Glasgow. This is the largest UK based exhibition and event for those working in the third sector and it is also visited by the public. We exhibited and ran a seminar on who we are what we do. We engaged with 102 people, responding to queries and raising awareness of our public protection role.

On 8 and 9 March we attended the Health and Wellbeing event in Birmingham which is a leading event for HR and occupational health professionals. We exhibited and engaged with 191 people across the two days.

On 26 to 28 April we attended Naidex in Birmingham. Naidex is the largest disability, rehabilitation and homecare event in the UK. We exhibited and delivered presentations on CPD and the revised Standards of conduct, performance and ethics, engaging with 326 people.

## Communications – management commentary

**Education seminars:** On 25 February in London and 22 March in Edinburgh we ran Education seminars. The objective of the seminars was to inform education providers about our approach to change and advise how they should engage with the process. The London seminar was attended by 61 delegates and the Edinburgh seminar by 24 delegates. Post event evaluations indicated that all delegates would be likely to attend future seminars based on their experience at these seminars.

**Webcast for Employers:** On 21 April we ran a webcast for employers. It included presentations on what employers need to know about registration, the FTP process and the revised Standards of conduct, performance and ethics for registrants. We included Q&A sessions and an online interactive voting element to increase audience participation. We had 76 viewers live and will promote the on demand version further. Of those that completed the post event evaluation, 44% rated the event as excellent and 56% as good.

### Media

**Statements and reactive lines:** Reactive lines were written for the Kids Company psychologist who was suspended for 12 months and also for a social work student who was removed from their university course. Both situations attracted high volumes of media interest. Following on from the Chief Executive's appearance at the Education Select Committee Social Work Reform Inquiry we have worked with the News Editor at Community Care to amend two articles that appeared on their website.

**Articles:** We secured articles in Complete Nutrition, Locum Today, Synergy News, Community Care, Frontline, Care Appointments, RAD magazine and Just physio. Content included general updates and a mix of registration renewal, revised SCPE and the policy consultation on the draft revised Standards of proficiency for social workers in England.

### Publishing

We have published the following documents.

- The **Education annual report 2015**
- An updated version of **How to raise a concern**, our guidance document for members of the public
- The **Standards for prescribing** which includes an updated foreword and introduction
- An updated version of our **Promoting your registration** leaflet
- A new **FTP factsheet on mediation**

We are also working on the following projects: revised Guidance on conduct and ethics for students, a service user guide on our revised Standards of conduct, performance and ethics and updating our public awareness material.

## Communications – management commentary

### Stakeholder

**Parliamentary monitoring and engagement:** Preparation for the Chief Executive's oral evidence session with the Education Select Committee was a significant focus of activity during this period (see separate Council paper). Supplementary to this, a number of parliamentary questions have been tabled relating to social work. These have centred on retention in the profession, the cost of transferring statutory regulation from the General Social Care Council to the HCPC in 2012, and the quality of social work education.

Outside of social work, Justin Madders MP asked several questions on the paramedic profession relating to recruitment and retention and changes in qualification requirements to paramedicine courses.

**Stakeholder engagement activities:** The Stakeholder Communications Manager attended: Health and Wellbeing at Work (Tuesday 8 and Wednesday 9 March) meeting a range of registrants and employers, as well as attending sessions on professionalism and employee engagement and emotional resilience; the Advancing Healthcare Awards on Friday 15 April where he met the four lead AHPs for England, Scotland, Northern Ireland and Wales; and Naidex where the team presented on the revised Standards of conduct, performance and ethics and our CPD requirements as well as meeting with Skills for Care, the College of Occupational Therapists and RNIB.

### Web and digital

**Web deployment:** A small web deployment went live to update our various websites with the new 0300 number.

**Web and digital requests:** 177 digital requests, including making relevant changes to the website for the new hearings facility, preparation for guidance on the new EU directive concerning European Mutual Recognition (EMR) and audio recordings for the IT service desk and the Registration phone system.

**Apps:** We completed testing on updates to the myHCPC app, adding personalisation and improvements to navigation and look and feel.

### Internal communications

**Employee survey:** Working with the Human Resources Department and an external supplier, we have been preparing for the all employee survey. This has included hosting two focus groups with employees to determine key areas for the survey.

# **Communications Department Management Information Pack**

Jacqueline Ladds, Director of Communications

May 2016

**Events**

Overview of events	9
Attendees at Meet the HCPC events – delegates by profession	10

**Media**

Media coverage – by subject	11
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**Publishing**

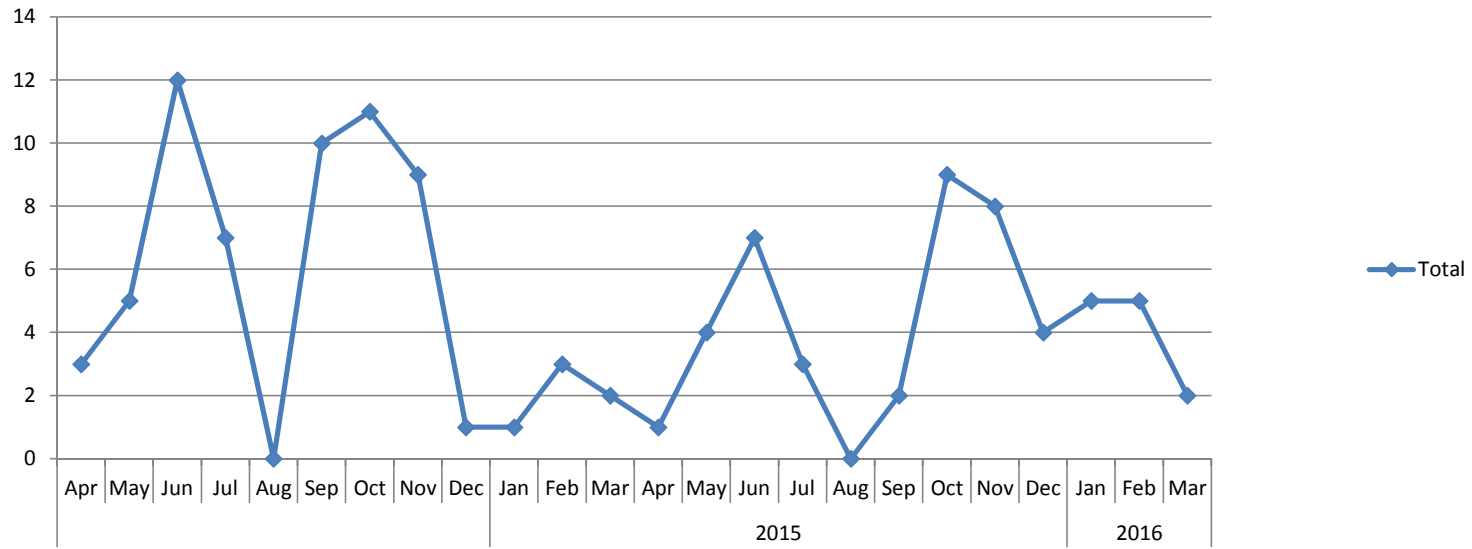
Public awareness packs requested	14
HCPC in Focus – number of new subscribers	15
HCPC registration logo – number of downloads	16
Standards of proficiency – hard copies requested, by profession	17
Top five requested publications	18

**Web**

HCPC website visits	19
Register search activity - search result page views	20

**Digital and social media**

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Followers across social media platforms	24
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HCPC Blog	26

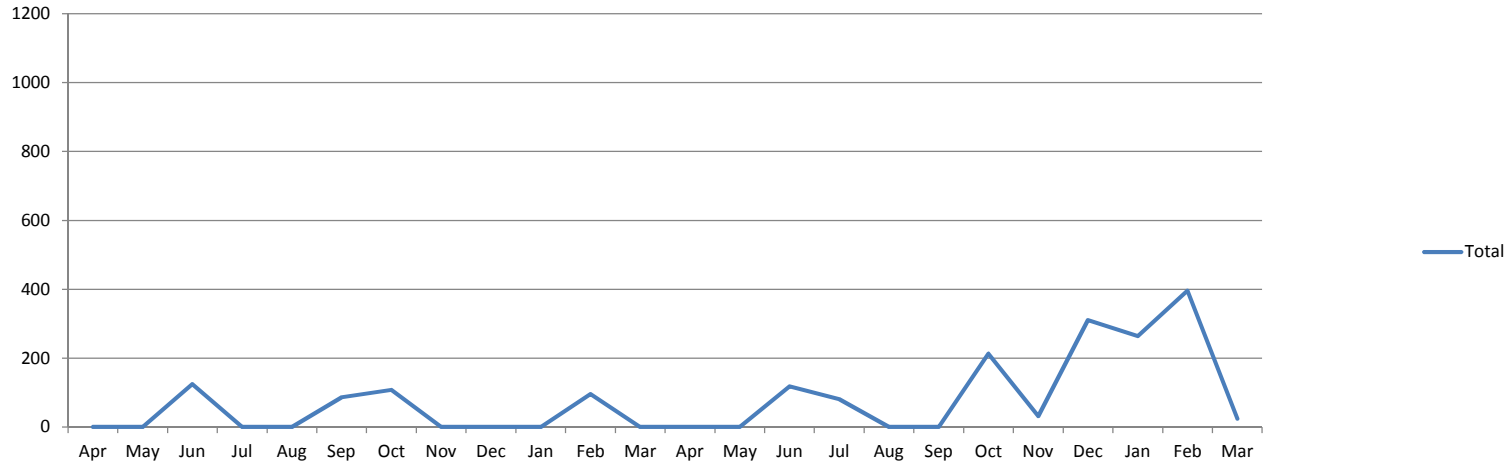


	2015												2016												2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar					
<b>Exhibition stands</b>	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2	1	3	0	0	1	1	26	16	10	4	9
<b>Presentations, talks and seminars (1)</b>	1	3	9	7	0	8	4	5	0	0	0	0	0	1	1	2	0	0	5	4	4	3	1	0	16	47	44	37	21
<b>Meet the HCPC (2)</b>	0	0	1	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	2	0	0	0	1	0	9	10	7	4	4
<b>Employer events</b>	0	1	1	0	0	0	0	1	0	0	1	1	0	1	0	1	0	0	0	1	0	1	0	0	6	6	5	5	4
<b>Education seminars</b>	0	0	0	0	0	0	5	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	6	12	6	8	2
<b>Stakeholder events</b>	1	0	0	0	0	1	1	0	0	1	1	1	0	2	5	0	0	0	1	0	0	1	1	0	0	3	9	6	10
<b>Total</b>	3	5	12	7	0	10	11	9	1	1	3	2	1	4	7	3	0	2	9	8	4	5	5	2	63	94	81	64	50

(1) Presentations, talks and seminars given to any stakeholder group (including webinars)

(2) 2 events on 1 day

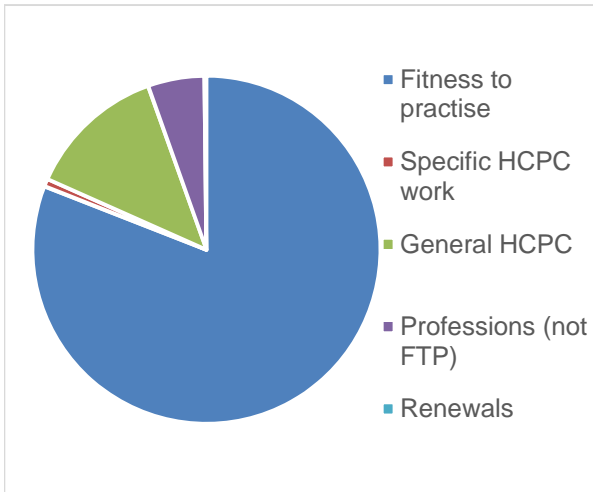




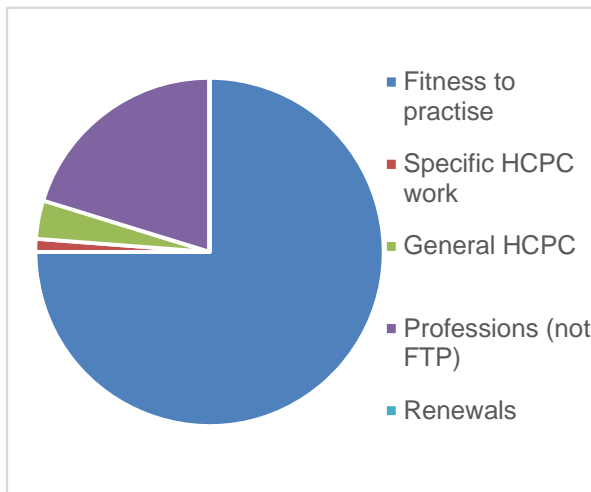
	2015												2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	2	0	0	10	1	0	0	0	5	0	0	0	0	0	0	10	0	22	11	2	0	
Biomedical scientists	0	0	7	0	0	1	4	0	0	0	7	0	0	0	2	6	0	0	19	0	30	15	5	0
Chiropodists	0	0	13	0	0	7	3	0	0	0	6	0	0	0	5	1	0	0	14	0	17	12	20	0
Clinical scientists	0	0	0	0	0	0	2	0	0	0	2	0	0	0	3	2	0	0	10	0	18	11	1	0
Dietitians	0	0	0	0	0	10	6	0	0	0	5	0	0	0	1	4	0	0	13	0	19	11	5	0
Hearing aid dispensers	0	0	2	0	0	3	0	0	0	0	2	0	0	0	0	0	0	0	1	0	15	12	1	0
Occupational therapists	0	0	9	0	0	5	34	0	0	0	10	0	0	0	23	17	0	0	16	0	22	14	19	0
Operating department practitioners	0	0	4	0	0	5	3	0	0	0	5	0	0	0	3	1	0	0	0	0	18	12	8	0
Orthoptists	0	0	2	0	0	0	4	0	0	0	0	0	0	0	0	3	0	0	11	0	14	12	1	0
Paramedics	0	0	8	0	0	8	11	0	0	0	1	0	0	0	6	3	0	0	5	0	17	13	9	0
Physiotherapists	0	0	8	0	0	6	7	0	0	0	10	0	0	0	12	10	0	0	25	0	30	25	19	0
Practitioner psychologists	0	0	6	0	0	9	14	0	0	0	8	0	0	0	7	2	0	0	11	0	29	11	11	0
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0	14	11	0	0
Radiographers	0	0	5	0	0	6	5	0	0	0	1	0	0	0	19	6	0	0	16	0	13	12	7	0
Social workers in England	0	0	58	0	0	0	3	0	0	0	27	0	0	0	36	1	0	0	0	0	13	28	95	0
Speech and language therapists	0	0	0	0	0	2	3	0	0	0	2	0	0	0	1	7	0	0	13	0	19	15	7	0
Other/Unknown	0	0	0	0	0	14	8	0	0	0	5	0	0	0	0	18	0	0	37	31	0	39	186	24
<b>Total</b>	<b>0</b>	<b>0</b>	<b>124</b>	<b>0</b>	<b>0</b>	<b>86</b>	<b>108</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>96</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>118</b>	<b>81</b>	<b>0</b>	<b>0</b>	<b>213</b>	<b>31</b>	<b>310</b>	<b>264</b>	<b>396</b>	<b>24</b>

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
17	9	20	18	45
57	22	46	19	77
63	28	69	29	69
12	1	11	4	45
18	10	18	21	53
13	5	12	7	29
181	71	82	58	111
13	6	11	17	42
6	5	4	6	41
46	15	38	28	53
129	51	115	31	121
34	17	37	37	71
3	0	7	0	37
35	29	51	17	73
0	2156	184	88	173
21	9	19	7	62
28	7	130	27	335
<b>676</b>	<b>2441</b>	<b>854</b>	<b>414</b>	<b>1437</b>

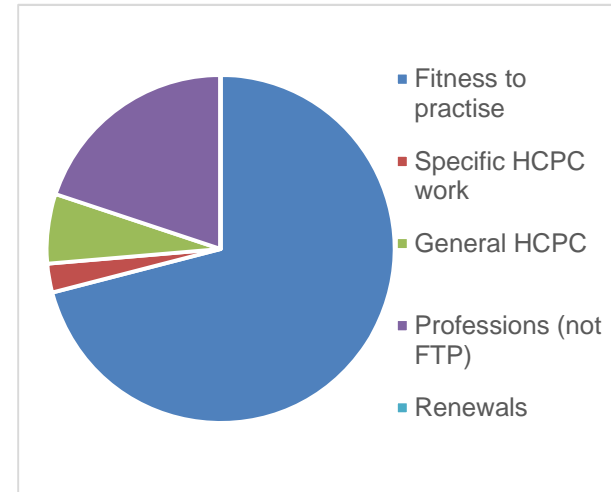
**Media coverage by subject - Jan 2016**



**Media coverage by subject - Feb 2016**



**Media coverage by subject - Mar 2016**

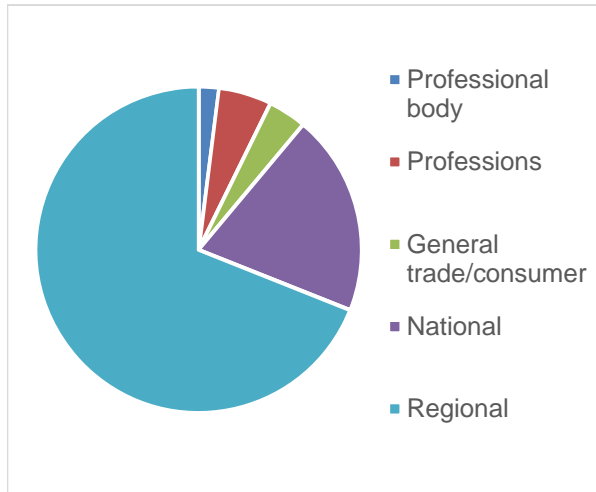


<b>Month: January</b>	
Category	Volume
Fitness to practise	446
Specific HCPC work	4
General HCPC	71
Professions (not FTP)	29
Renewals	1
<b>TOTAL</b>	<b>551</b>

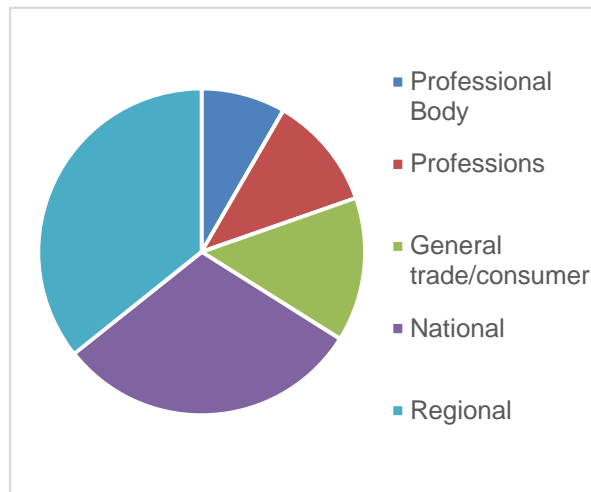
<b>Month: February</b>	
Category	Volume
Fitness to practise	126
Specific HCPC work	2
General HCPC	6
Professions (not FTP)	34
Renewals	0
<b>TOTAL</b>	<b>168</b>

<b>Month: March</b>	
Category	Volume
Fitness to practise	132
Specific HCPC work	5
General HCPC	12
Professions (not FTP)	37
Renewals	0
<b>TOTAL</b>	<b>186</b>

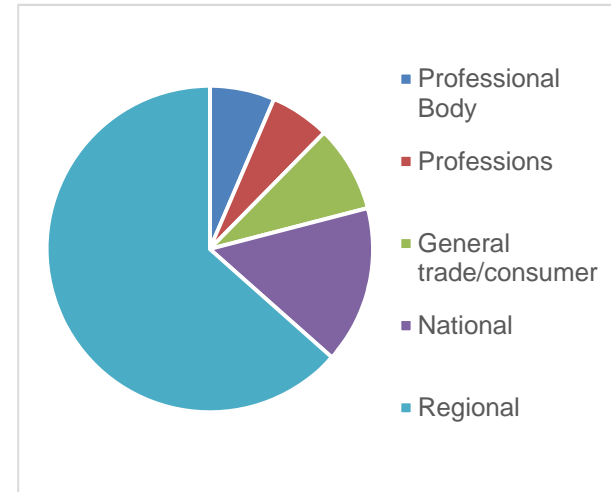
**Media coverage by type - Jan 2016**



**Media coverage by type - Feb 2016**



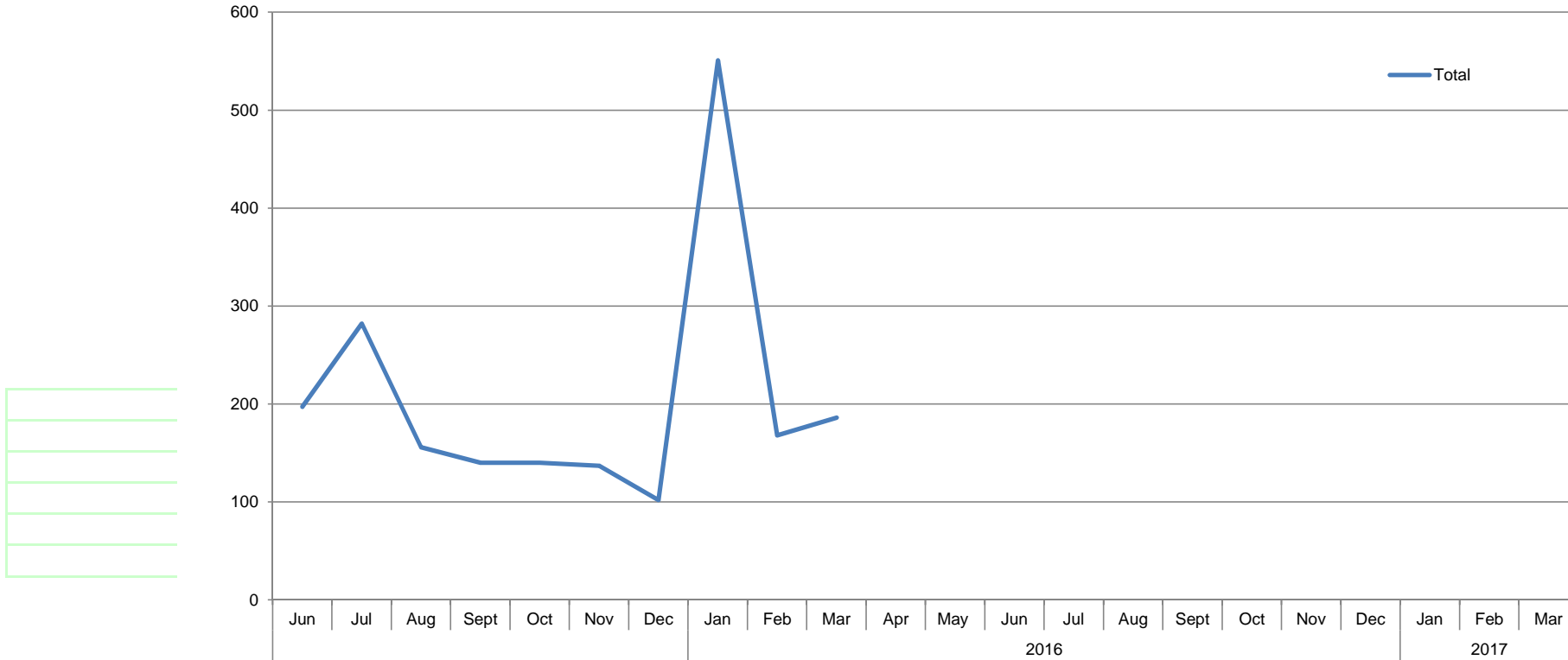
**Media coverage by type - Mar 2016**



<b>Month: January</b>	
Category	Volume
Professional body	11
Professions	29
General trade/consumer	21
National	110
Regional	380
<b>TOTAL</b>	<b>551</b>

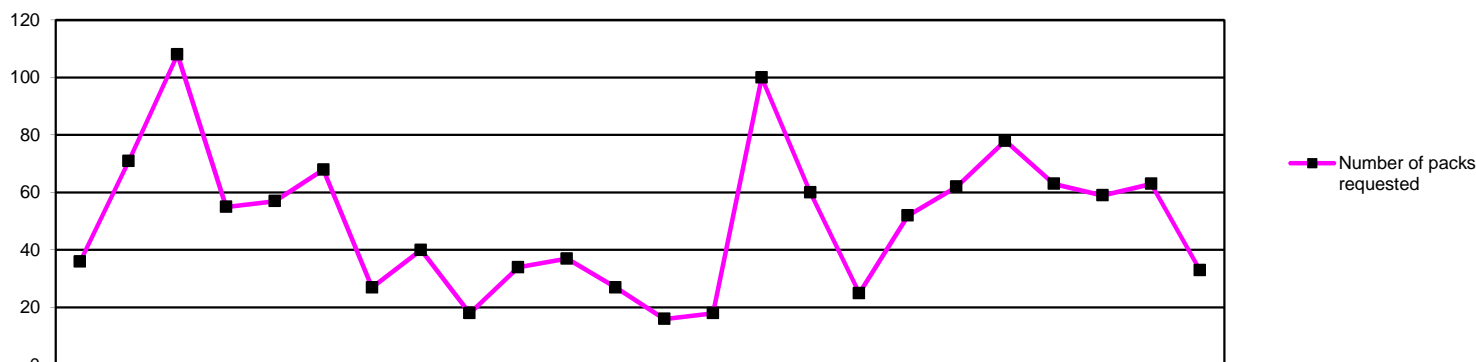
<b>Month: February</b>	
Category	Volume
Professional Body	14
Professions	19
General trade/consumer	24
National	51
Regional	60
<b>TOTAL</b>	<b>168</b>

<b>Month: March</b>	
Category	Volume
Professional Body	12
Professions	11
General trade/consumer	16
National	29
Regional	118
<b>TOTAL</b>	<b>186</b>



Coverage type	2016											2017											
	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	84	235	109	94	85	80	70	446	126	132													
Specific HCPC work	62	25	7	2	12	9	3	4	2	5													
General HCPC	29	15	23	23	37	7	15	71	6	12													
Professions (not FTP)	9	0	12	20	4	34	11	29	34	37													
Renewals	13	7	5	1	2	6	3	1	0	0													
	0	0	0																				
<b>Total</b>	<b>197</b>	<b>282</b>	<b>156</b>	<b>140</b>	<b>140</b>	<b>137</b>	<b>102</b>	<b>551</b>	<b>168</b>	<b>186</b>													

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2588	885	1461
	265	203	131
	251	606	238
	386	125	190
	26	13	38
	51	9	0
	3569	1841	2059



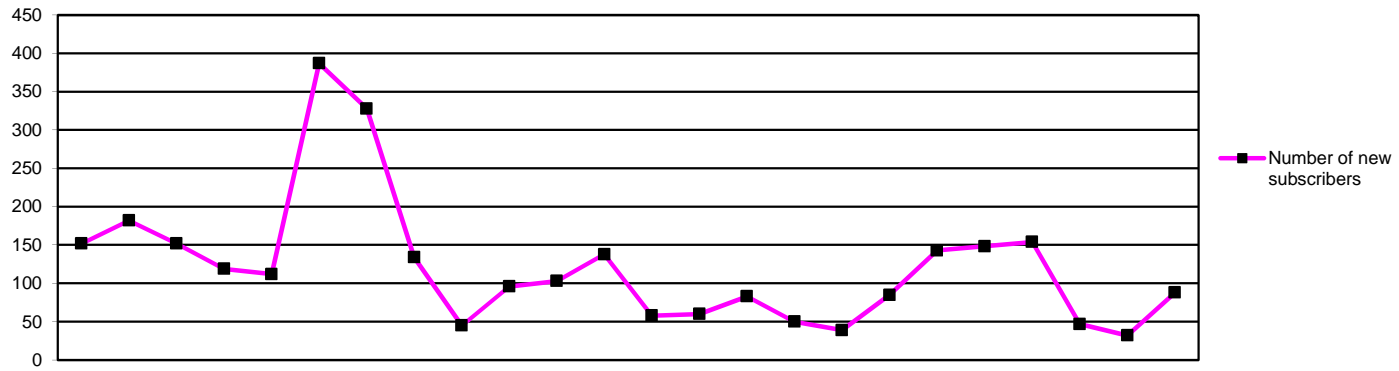
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	36	71	108	55	57	68	27	40	18	34	37	27	16	18	100	60	25	52	62	78	63	59	63	33

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	750	578	629

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**

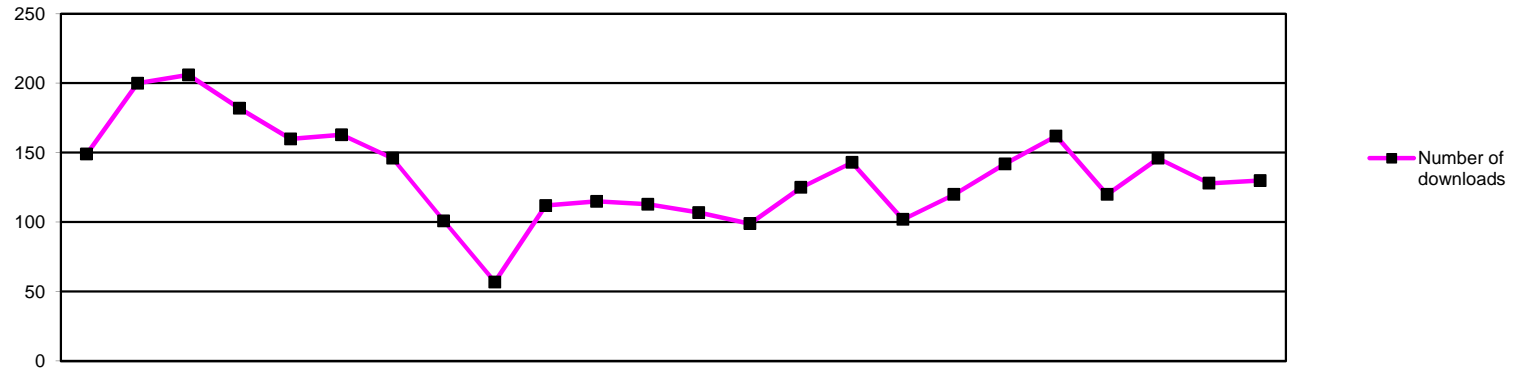
Profession	2014			2015									2016									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	4	6	1	1	3	4	2	0	0	0	0	0	3	3	0	0	0	7	6	12	0	2	0	33
Biomedical scientists	2	0	12	0	1	5	0	0	0	5	3	0	0	0	2	0	0	0	6	1	0	9	1	0	19
Chiropodists	7	17	25	32	25	19	3	4	1	5	18	10	8	4	18	22	10	3	16	19	13	9	5	8	135
Clinical scientists	0	0	1	4	0	0	0	0	1	0	0	0	0	0	0	1	0	3	0	0	0	0	0	0	4
Dietitians	0	11	2	0	0	0	0	0	0	0	0	0	0	0	7	0	0	3	0	0	7	1	0	1	19
Hearing aid dispensers	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Occupational therapists	1	0	0	1	2	1	6	0	0	6	0	0	0	1	9	5	3	13	4	1	10	1	4	0	51
Operating department practitioners	0	0	5	0	0	5	0	0	1	5	0	2	1	1	5	1	0	0	0	0	0	0	0	0	8
Orthoptists	0	0	5	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Paramedics	0	2	5	0	0	4	0	0	0	1	0	4	0	0	15	4	0	1	6	3	12	1	0	0	42
Physiotherapists	8	15	19	1	4	6	2	5	0	0	4	0	2	1	8	3	1	10	9	11	2	12	5	19	83
Practitioner psychologists	0	0	0	0	0	0	0	3	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2
Prosthetists / orthotists	0	0	3	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	3	0	1	4	0	0	8
Radiographers	4	1	0	0	0	0	0	0	2	1	0	6	1	1	0	2	3	3	6	5	1	1	12	0	35
Social workers in England	7	6	6	6	5	9	5	18	6	1	4	0	0	4	14	4	0	5	1	5	6	12	6	5	62
Speech and language therapists	0	1	0	0	5	1	0	0	0	0	0	0	0	0	5	6	6	3	5	2	0	2	6	0	35
Other	6	14	11	10	14	15	7	8	7	10	8	4	4	0	14	12	2	8	2	22	0	10	18	0	92



	2014			2015									2016											
	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	152	182	152	119	112	387	328	134	45	96	103	138	58	60	83	50	39	143		154			32	

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2179	1948	987.5

	<b>Total number of subscribers to HCPC In Focus (includes unsubscribes)</b>	<b>24,504</b>
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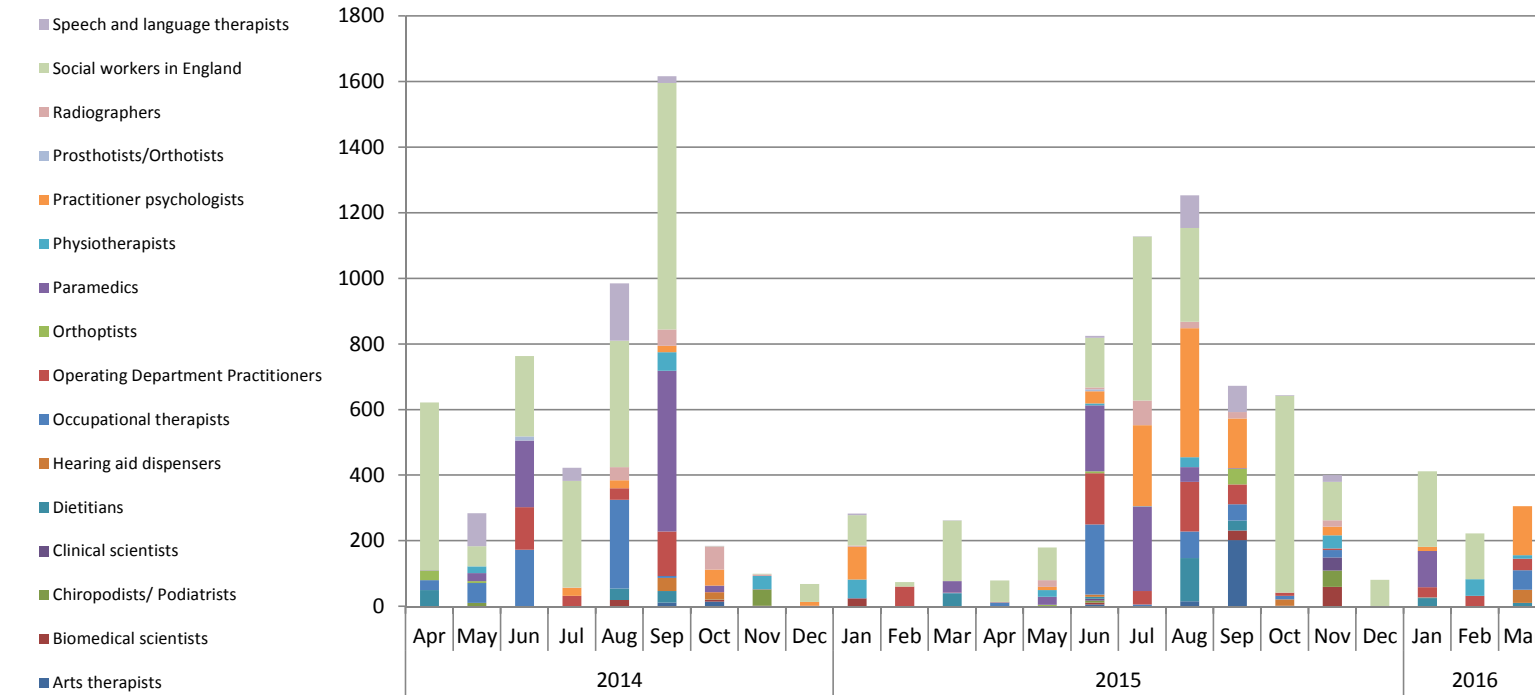


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	149	200	206	182	160	163	146	101	57	112	115	113	107	99	125	143	102	120	142	162	120	146	128	130
Number of unregistered downloads	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	3207	1704	1524
	6	1	1

Downloads by profession

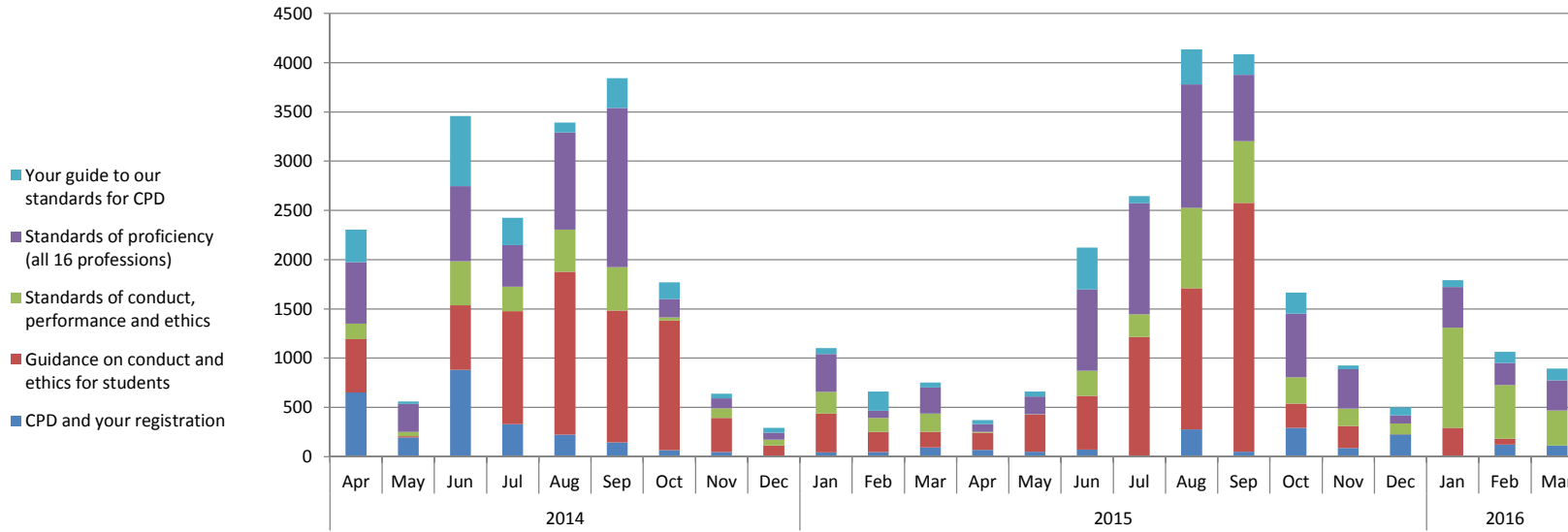
	2014			2015									2016									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	12	23	17	12	15	11	8	11	3	6	6	8	2	7	3	6	6	8	10	15	9	16	9	5	96
Biomedical scientists	1	0	1	1	1	1	2	1	0	0	1	0	2	0	5	0	2	4	5	2	2	0	3	2	27
Chiropodists	14	36	39	47	43	27	21	17	9	21	16	19	17	10	14	16	12	18	14	24	16	28	19	22	210
Clinical scientists	1	0	0	2	1	2	0	0	2	0	0	0	1	0	3	2	1	0	4	4	2	2	2	1	22
Dietitians	12	13	16	10	9	11	8	4	3	6	7	6	5	4	7	6	7	7	3	5	3	4	9	7	67
Hearing aid dispensers	0	0	6	1	6	2	1	1	1	2	1	1	4	2	5	3	2	1	0	6	2	1	1	2	29
Occupational therapists	5	7	17	13	9	9	9	13	5	6	13	8	4	6	8	11	3	9	8	17	10	13	17	10	116
Operating department practitioners	0	3	2	0	1	3	1	1	1	2	0	2	0	4	2	4	1	0	2	2	0	0	0	1	16
Orthoptists	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	3
Paramedics	15	14	16	12	9	9	8	4	4	6	7	8	8	5	22	17	5	7	12	6	13	9	6	6	116
Physiotherapists	32	34	36	29	20	28	20	15	7	20	15	22	19	13	16	20	21	19	26	25	18	28	17	22	244
Practitioner psychologists	38	38	34	32	31	29	32	26	11	30	40	29	24	31	21	35	21	30	35	29	30	23	33	34	346
Prosthetists / orthotists	0	5	0	0	0	0	0	0	0	1	0	1	1	2	0	2	0	1	2	0	0	1	0	0	9
Radiographers	2	3	2	1	3	0	2	2	2	2	0	1	0	2	3	2	1	1	1	1	1	3	3	0	18
Social workers in England	5	14	5	14	9	25	28	3	6	6	3	3	4	5	11	9	14	5	9	13	5	8	4	13	100
Speech and language therapists	12	9	15	8	3	7	6	3	3	6	7	6	17	8	5	10	2	9	11	13	9	10	5	4	103



	2014			2015									2016											
	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	0	1	0	0	0	12	15	0	0	0	0	0	0	0	6	0	16	202	0	0	0	0	0	0
Biomedical scientists	0	0	0	0	20	0	6	2	2	25	0	0	0	0	6	0	0	30	2	60	0	1	0	0
Chiropodists/ Podiatrists	0	10	0	0	0	0	1	50	0	0	0	0	0	0	6	0	0	0	50	0	0	0	0	0
Clinical scientists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	40	0	0	0	0	0
Dietitians	50	0	0	0	35	35	0	0	0	0	0	40	0	0	6	1	132	30	0	0	0	25	0	11
Hearing aid dispensers	0	0	0	0	0	40	21	0	0	0	0	0	0	0	6	0	0	0	20	0	0	2	0	40
Occupational therapists	30	61	173	0	270	6	0	0	0	1	1	1	12	0	214	5	81	50	10	22	1	1	1	60
Operating Department Practitioners	0	0	130	32	35	136	1	0	0	0	60	1	0	0	156	41	151	60	10	5	0	30	31	35
Orthoptists	30	5	0	0	0	0	0	0	0	0	0	0	0	5	6	0	0	48	0	0	0	0	0	0
Paramedics	1	25	203	0	0	490	20	1	0	0	0	35	1	25	201	258	45	2	0	0	0	110	0	0
Physiotherapists	0	20	0	0	0	56	0	40	0	56	0	0	0	20	6	1	30	0	0	40	0	0	51	10
Practitioner psychologists	0	0	0	25	25	20	49	0	12	100	0	0	1	10	37	247	393	151	0	26	0	13	0	150
Prosthetists/Orthotists	0	0	13	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0
Radiographers	0	0	0	1	40	50	70	5	0	4	0	0	0	20	6	75	20	20	0	20	0	0	0	0
Social workers in England	511	62	245	325	385	751	1	2	55	92	13	185	65	100	151	500	286	0	601	117	80	230	140	0
Speech and language therapists	0	100	0	40	175	21	1	0	0	5	0	1	0	0	6	1	100	80	1	20	0	0	0	0

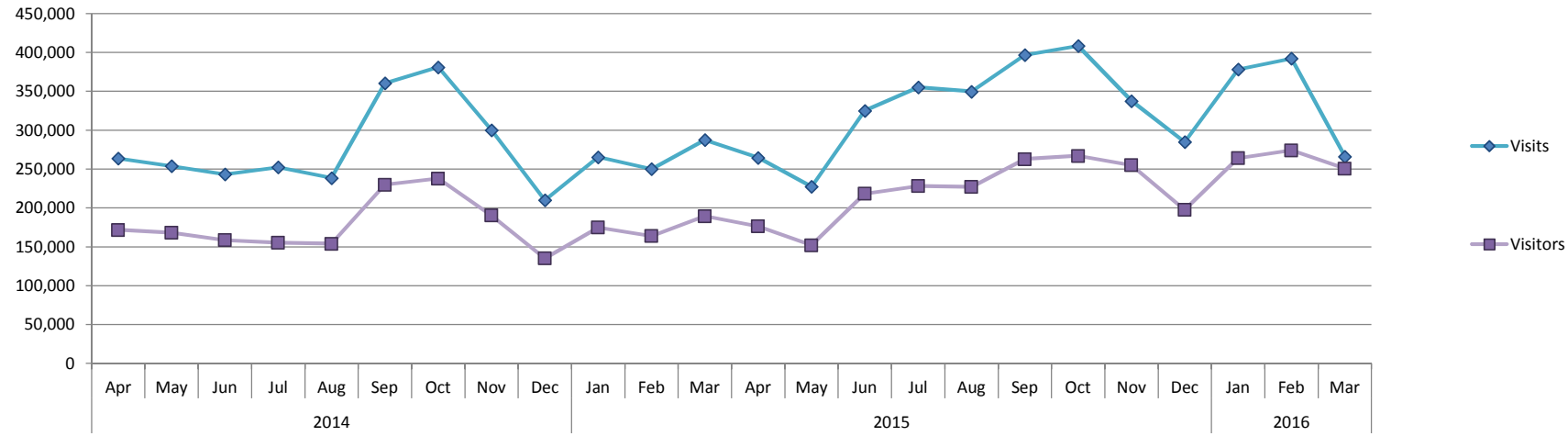
	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
		82	28	224
		83	55	99
		254	61	56
		3	0	46
		407	160	205
		22	61	68
		669	543	457
		262	395	519
		11	35	59
		842	775	642
		262	172	158
		252	231	1028
		87	13	6
		182	170	161
		3370	2627	2270
		208	343	208



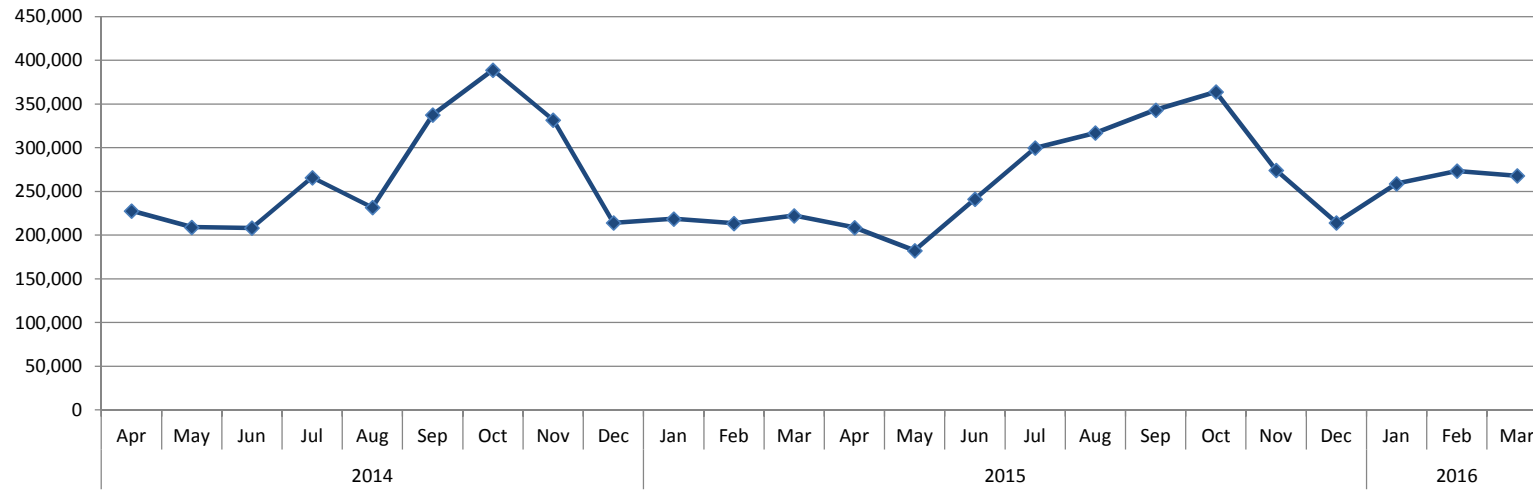


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	651	195	880	330	222	145	67	47	4	44	46	93	69	50	71	6	278	50	293	89	225	0	121	113
Guidance on conduct and ethics for students	543	11	656	1147	1656	1337	1315	345	108	393	206	157	172	377	546	1209	1433	2526	246	222	1	292	60	0
Standards of conduct, performance and ethics	158	46	447	248	428	441	31	98	60	222	141	188	11	3	255	230	814	627	268	176	111	1018	547	356
Standards of proficiency (all 16 professions)	622	284	764	423	985	1617	185	100	69	383	74	263	79	180	825	1129	1254	673	644	400	81	412	223	306
Your guide to our standards for CPD	330	25	712	276	100	302	171	49	51	60	195	50	41	50	426	72	356	209	216	38	81	70	112	118

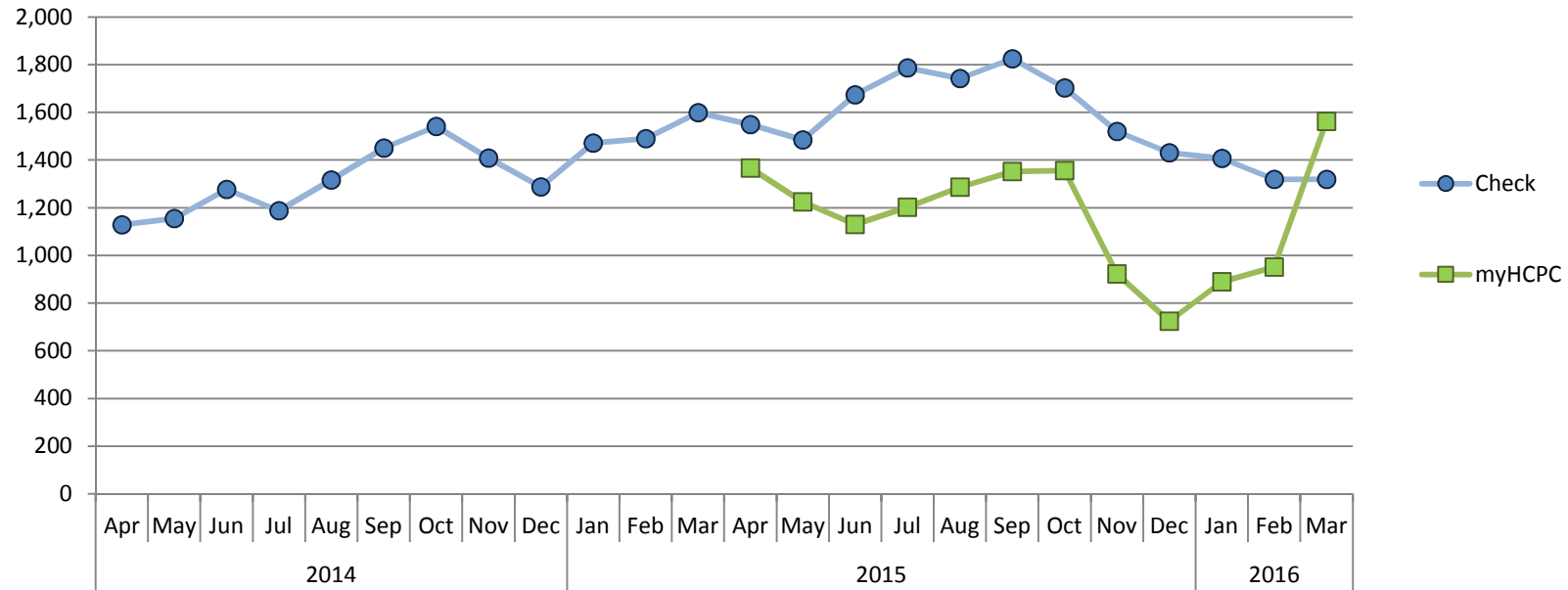
2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	3587	2724	1365
	7071	7874	7084
	3368	2508	4416
	6946	5769	6206
	875	2321	1789



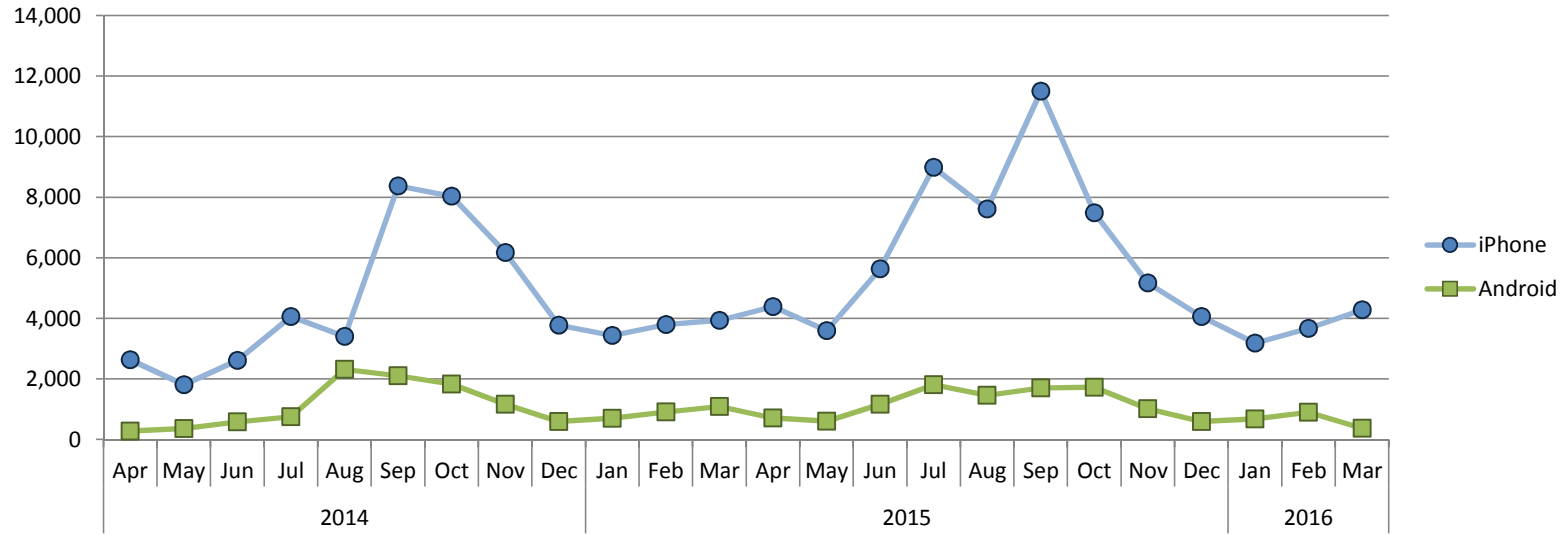
	2014			2015									2016					2011/12	2012/13	2013/14	2014/15	2015/16							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
<b>Visits</b>	263,666	253,958	243,223	252,284	238,619	360,521	380,987	300,185	210,076	265,475	250,057	287,465	264,641	227,419	325,117	355,148	349,671	396,791	408,553	337,571	284,877	378,206	392,147	266,203	1,644,537	2,509,129	3,166,787	3,306,516	3,986,344
<b>Visitors</b>	171,593	168,112	158,654	155,280	153,941	229,904	237,801	190,382	135,276	174,942	163,973	189,360	176,467	151,997	218,374	228,213	227,060	262,789	266,959	255,040	197,500	263,994	274,146	250,630	1,142,036	1,634,799	2,026,047	2,129,218	2,773,169



	2014			2015									2016									2011/12	2012/13	2013/14	2014/15	2015/16			
	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	227,751	209,093	208,276	265,876	231,569	337,663	389,022	331,914	214,034	218,706	213,501	222,400	208,752	182,338	241,118	299,705	317,040	343,153	363,802	274,271	214,301	259,030	273,362	267,840		3,882,409	3,287,489	3,069,805	3,244,712

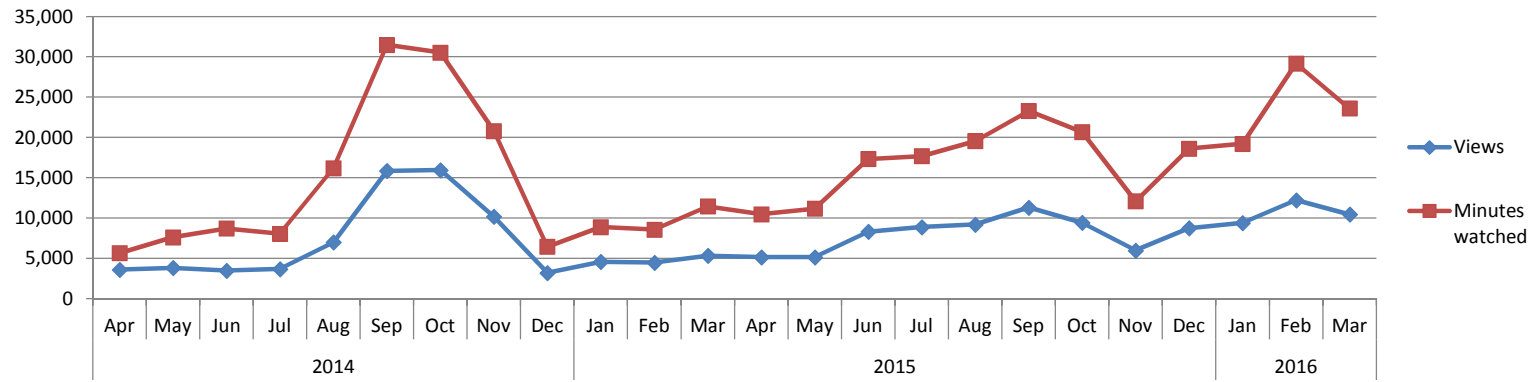


	2014			2015									2016									2011/12	2012/13	2013/14	2014/15	2015/16			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
<b>Check</b>	1,129	1,155	1,277	1,188	1,316	1,450	1,541	1,408	1,287	1,471	1,490	1,599	1,549	1,485	1,674	1,787	1,742	1,825	1,703	1,520	1,431	1,407	1,319	1,319		11,452	11,806	12,558	18,761
<b>myHCPC</b>													1,366	1,224	1,130	1,202	1,286	1,352	1,356	923	724	889	951	1,562					13,965



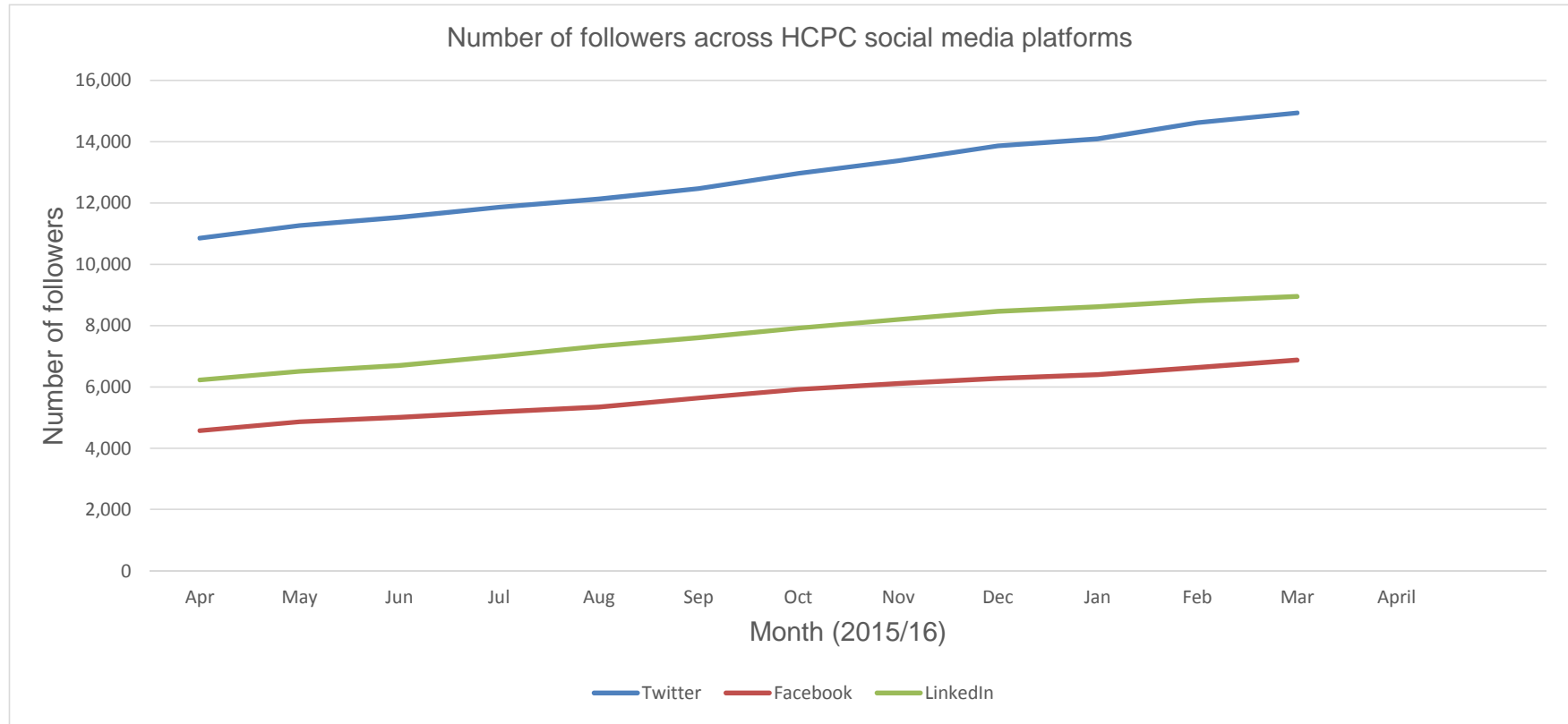
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>iPhone</b>	2,636	1,808	2,619	4,065	3,411	8,379	8,035	6,182	3,779	3,435	3,799	3,931	4,396	3,595	5,638	8,993	7,613	#####	7,488	5,170	4,059	3,181	3,672	4,289
<b>Android</b>	279	363	588	753	2,314	2,104	1,830	1,165	593	701	912	1,088	707	606	1,169	1,815	1,466	1,707	1,727	1,016	599	677	897	369

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
	46,844	52,079	52,079	69,602
		7,417	12,690	12,755



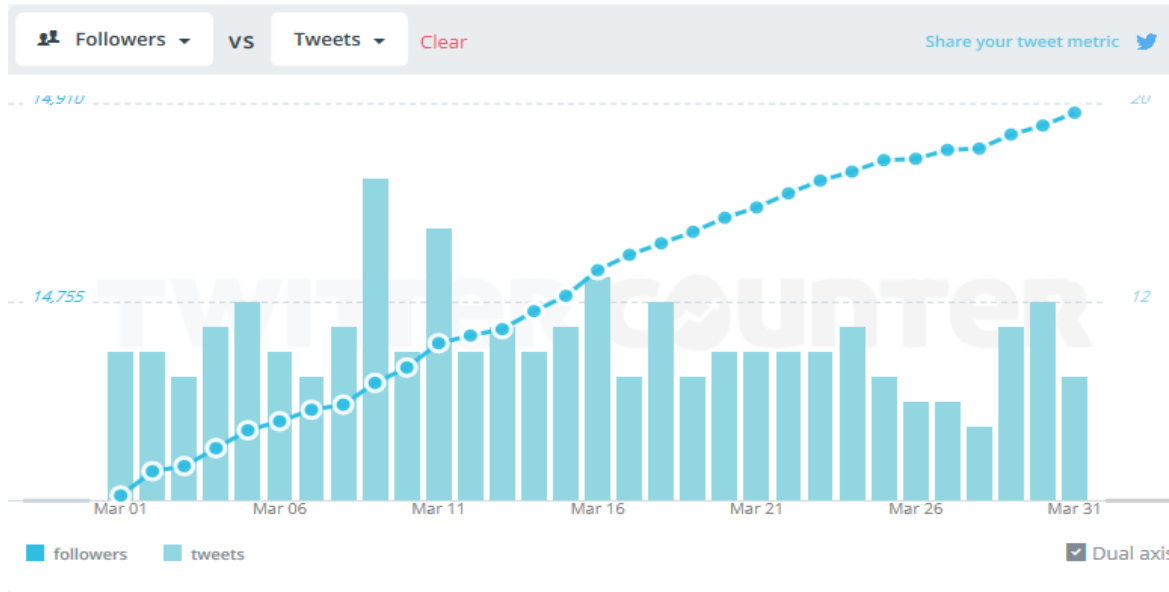
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Views</b>	3,595	3,819	3,479	3,684	6,996	15,861	15,957	10,167	3,195	4,569	4,485	5,331	5,150	5,143	8,298	8,874	9,193	11,297	9,412	5,978	8,748	9,406	#####	10,451
<b>Minutes watched</b>	5,653	7,604	8,699	8,047	16,194	31,483	30,534	20,795	6,448	8,882	8,556	11,436	10,478	#####	17,326	17,688	19,548	23,286	20,661	12,080	18,620	19,200	#####	23,598

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
		30,599	81,138	104,166
		41,659	164,331	222,840

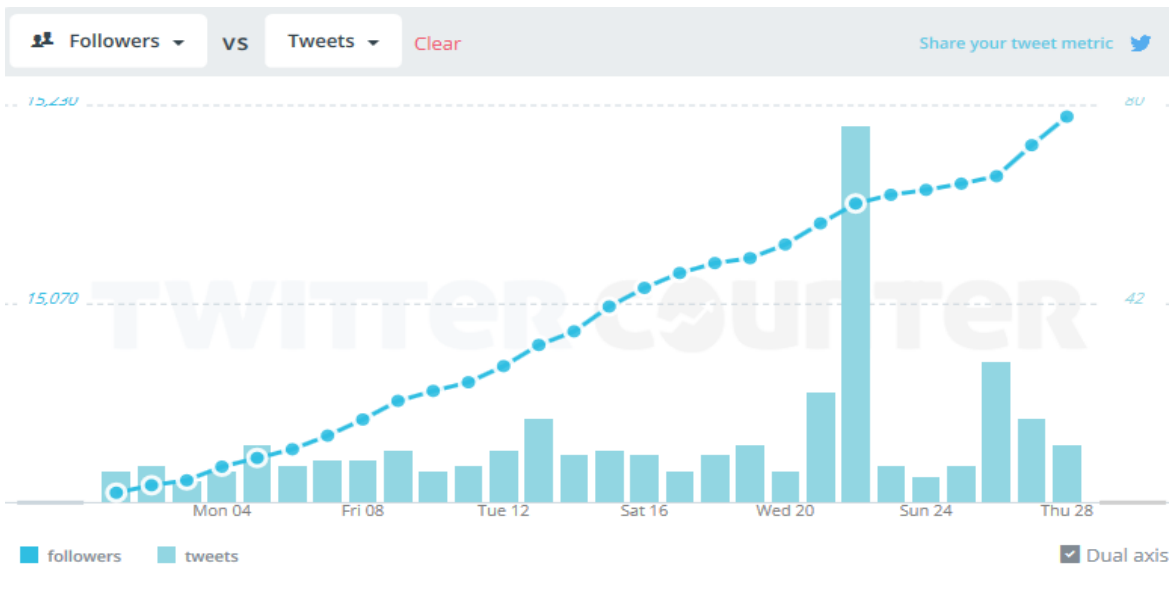


	2015					2016								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May
<b>Twitter</b>	10,860	11,270	11,532	11,867	12,126	12,472	12,974	13,385	13,870	14,091	14,625	14,940		
<b>Facebook</b>	4,579	4,863	5,006	5,182	5,339	5,639	5,917	6,107	6,276	6,398	6,628	6,873		
<b>LinkedIn</b>	6,230	6,507	6,697	7,009	7,337	7,604	7,925	8,206	8,465	8,609	8,811	8,953		

March



April





Blog piece vs. number of page views (from 30 March - 28 April)

