

Council, 25 May 2017

Communications Report

Executive summary and recommendations

Introduction

This report provides the Council with an update into the work of the Communications Department since the last report in February. Areas from the report to highlight are:

- **Web review project:** The requirements gathering phase of this project is drawing to a close with recommendations and options analysis documentation being prepared for consideration by the Executive Management Team at their May meeting.
- **Establishing the Health and Care Professions Tribunal Service (HCPTS):** Launched on 28 April 2017, this has been a significant piece of work for the team with a range of communications activities.
- **Stakeholder conferences:** The Stakeholder Communications Manager has attended a wide range of conferences and events including professional conferences in Wales and a professional body conference in Northern Ireland. Details about these are in the appendix attached to the management commentary.

Decision

The Council is asked to discuss the Communications report

Appendices

Appendix 1 Communications Narrative Report

Appendix 2 Communications Management Information Pack

Date of paper

12 May 2017

Communications – management commentary

1 Communications projects and activities

- 1.1 **Web review project:** Requirements have been gathered through a series of user, stakeholder and technical workshops and interviews as well as desk research activities. Stakeholder personas and user journey mapping has also been developed and tested. These requirements have now been prioritised and analysed and recommendations developed for the implementation phase of the project. This involves the creation of options analysis documentation covering the technical platform, project budget, and project timings.

2 Communications expertise to departments

- 2.1 **Establishing the Health and Care Professions Tribunal Service (HCPTS):** This has been a significant piece of work for the team in this period with a range of communications activities, including:

- a mailing to key stakeholders including the Departments of Health for the four countries, professional bodies, Chief AHP Officers, trade unions, the PSA and other regulators;
- a special edition of the FTP partners newsletter;
- a mailing to identified FTP suppliers;
- an email to the press flagging the change and when to start referring to the HCPTS rather than the HCPC;
- a range of internal communications including a presentation at the all employee meeting, intranet news item and targeted direct communications with departments that interact with FTP;
- user assurance testing and content population of the new HCPTS website; and
- creation of a virtual tour of the Tribunal service facilities.

3 Business as usual communications activities

3.1 Events

- 3.1.1 **Meet the HCPC events:** On 2 February we held an event in East London and 69 registrants attended across the two sessions. Of those that completed the evaluation 29% rated the event as excellent, 59% as good and 12% as fair.

On 8 March we held an event in Cardiff and 78 registrants attended across the two sessions. Of those that completed the post event evaluation 45% rated the event as excellent, 50% as good and 5% as fair.

On 10 May we held an event in Taunton with 89 registrants booked to attend. We also ran a new workshop theme on our role as a regulator in preventing fitness to practise concerns which was well received.

- 3.1.2 **External conferences and exhibitions:** On 22 and 23 February we exhibited at The Gathering in Glasgow. This is the largest third sector event in the UK and is an opportunity to raise awareness of who we are and our public protection role. We engaged with over a 100 people across the two days.

Communications – management commentary

On 7 and 8 March we exhibited at Health and Wellbeing at Work in Birmingham. This is the UK's leading event for improving the health, wellbeing, safety and performance of today's workforce. We engaged with 139 visitors (including registrants and the public) at our exhibition stand.

On 28, 29 and 30 March we exhibited and presented at Naidex in Birmingham. This is Europe's largest trade, professional and consumer event dedicated to the care, rehabilitation, and lifestyle of people with a disability or impairment. Across the three days we presented to 105 delegates and engaged with 324 visitors (registrants and the public) at our stand.

On 17 and 18 May we will be exhibiting at Primary Care and Public Health Live in Birmingham. This is the UK's leading event for health care professionals including AHPs (physiotherapists, podiatrists, speech & language therapists, dietitians) and health care managers working in primary care, community care and public health.

- 3.1.3 **Webcasts:** On 2 March we ran a webcast for employers which covered what employers need to know about registration, the fitness to practise process and CPD. 84 employers joined the webcast and of those that completed the post event evaluation 41% rated the webcast as excellent and 59% as good.

On 30 March we ran a webcast for students which covered the process of joining the register and the standards of conduct, performance and ethics. 543 students joined the webcast and of those that completed the post event evaluation 33% rated the webcast as excellent, 57% as good and 10% as fair.

3.2 Media

- 3.2.1 **Articles:** We secured coverage in Locum Today, The SMAE Institute and Complete Nutrition magazines on a range of HCPC activities. We responded to a number of fitness to practise requests about a registered social worker who was convicted of indecent assault and a registered physiotherapist who faced court on sexual assault allegations. We also spoke with Community Care about Frontline's fast-track programme for social workers in relation to the other devolved social work regulators.

- 3.2.2 **Social media:** In addition to our regular social media messages, new posts published included the CPD event in June, Meet the HCPC in Taunton, webcast for students, new functionality on the app, renewal of practitioner psychologists, website project, learning resource for students and the webcast for employers. We published a blog piece from Robert Templeton on the Standards of Proficiency for social workers in England.

- 3.2.3 **Campaigns:** We are currently working with the British Society of Hearing Aid Audiologists (BSHAA) on a joint campaign to encourage hearing aid dispensers working in private practice to promote their registration. We are also working with the Society of Chiropodists and Podiatrists to develop a campaign aimed at their members to promote their registration and at the public to raise awareness that chiropodists and podiatrists are regulated.

Communications – management commentary

3.2.4 **News:** We promoted by press release and a news story on the website for the renewal of practitioner psychologists which started on 1 March. From the last Council report we will have written and sent out over 80 suspension and strike off fitness to practise press releases.

3.3 Publishing

3.3.1 Our service user guide, **What you should expect from your health and care professional**, and its accompanying video will be published late May/early June. A communications and dissemination plan is being written.

3.3.2 We are currently working on the revised guidance on **returning to practice** which will be published in May 2017.

3.4 Stakeholder

3.4.1 **Parliament:** The Children and Social Work Bill was granted Royal Assent on Thursday 27 April. We have updated the website and intranet to reflect this.

3.4.2 **Professional body meetings:** In Belfast on 5 and 6 April, the Stakeholder Communications Manager met with the Northern Ireland representatives of the Chartered Society of Physiotherapy, the Society of Radiographers and the Royal College of Speech and Language Therapists. Common themes included the implications of Brexit, the role of physician associates and challenges in recruitment and retention. We provided an update on work at the HCPC and broader regulatory developments.

We met with the Royal College of Occupational Therapists on 20 April. Topics covered included regulatory reform and workforce. The Stakeholder Communications Manager also took part in a short filmed conversation with colleagues from the College on the subject of continuing professional development. This will be used on the College's YouTube channel and we will cross-promote.

3.4.3 **Conferences and events:** The Stakeholder Communications Manager has attended a range of conferences and events in this period. Please see appendix (Stakeholder conference attendance report) for more information.

3.5 Web and digital

3.5.1 We had 127 web and digital requests. Significant work included testing and content stocking of the new HCPTS website, release and promotion of updated myHCPC app, filming and edit of a new service user guide video.

3.6 Internal Communications

3.6.1 **ISO audits:** We implemented a range of communications activities in advance of the ISO audits on information security and quality management. This included; regular news items, a written line manager briefing, a presentation at the All Employee meeting and at the monthly CDT meeting.

Communications – management commentary

Appendix: Stakeholder conference attendance report

We have attended the following external conferences and events in the period January to April 2017.

Welsh NHS Confederation Annual Conference, Cardiff, 1 February 2017

We had a stand in the exhibition area of this annual conference. Vaughan Gething AM, Cabinet Secretary for Health, Wellbeing and Sport, gave the keynote speech. He spoke of the importance of workforce development and ensuring policy was evidence-based. He compared Wales favourably to England, explaining that the NHS spends six per cent more per head in Wales compared to England and he drew comparisons between Wales' pioneering 'proportionate healthcare' approach to the subsequent 'realistic medicine' notion in England. On the stand we met with local professional body representatives and other stakeholders including charities and service user organisations.

NHS Wales Workforce Transformation Conference, Cardiff, 16 March 2017

We exhibited at this one-off conference focusing on workforce organised by NHS Wales Shared Services Partnership. The programme included presentations from the Director of Workforce, Education and Development Services and the CEO of the Welsh Ambulance Service NHS Trust. Sessions looked at the impact of regulation on practice, embedding evidence-based practice and the impact of employee wellbeing on practice and performance. A highlight of the workshop programme was a session looking at delegation and included discussion of the HCPC's standards of conduct, performance and ethics. On the stand we networked with fellow exhibitors including the College of Paramedics, and answered questions from registrants.

Futureproofing your locum social work career, Birmingham, 23 March 2017

We partnered with Locum Today to deliver this evening event in Birmingham. The impetus for the event was new IR35 legislation coming in to force in April 2017 which will have implications for those social workers, mental health professionals and allied health professionals working as locums. We took the opportunity to discuss continued fitness to practise; dispelling myths around the fitness to practise process and explaining our continuing professional development requirements. We delivered a presentation and answered questions on a panel which included interim and independent social care consultants. We also had a stand where we continued discussions informally and distributed publications.

Advancing Healthcare Awards in London, 31 March 2017

The Stakeholder Communications Manager attended, along with Marc Seale. Alison Strode, Chief Allied Health Professions Officer for Wales, hosted the awards. The overall winners were Lynsey Grierson, Clinical Specialist Occupational Therapist at the South Eastern Health and Social Care Trust and Sheila Smyth, Musical Director at the Right Key for their project Voice of Release.

Communications – management commentary

Society and College of Podiatry Northern Irish Branch Conference, Newcastle, County Down, 7 April 2017

We exhibited at this annual conference for podiatrists for the first time. The Chief Executive and Chair of the Society both attended and presented. Papers included those considering podiatric surgery, biomechanics and effective communication. We met with the Chief Allied Health Professions Officer for Northern Ireland and representatives from the Clinical Education Centre and Public Health Agency as well as professional body representatives. On the stand we answered questions from registrants, especially around protection of title and cross-border working.

Wales Concordat Forum, 11 April 2017

The Stakeholder Communications Manager attended this Wales-wide forum of those with an interest in professional regulation in health and social care. The meeting included a presentation from Welsh Government on plans to bring the NHS Wales Workforce, Education and Development Service and the Wales Deanery together to form a new body with a working title of NHS Education Wales. The new organisation will be an arm's length body of Welsh Government with responsibility for strategic workforce planning, education commissioning and NHS Wales Careers. There was also a presentation on the new Strategic Framework for the Community Health Councils.

British Society of Hearing Aid Audiologists' annual congress, 12 / 13 May 2017

The stakeholder team attended the Society's annual congress in Essex as part of working more closely with the professional body in anticipation of the joint piece of communications work later this year. The event provides members with an opportunity to network, hear from a range of speakers and is the largest trade exhibition of its kind for the profession. The team had a stand and met with a range of registrants and employers. Topics discussed included the impact of Brexit, the regulation of other audiologists and the importance of promoting HCPC registration.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications

May 2017

Events

Overview of events	10
Attendees at Meet the HCPC events – delegates by profession	11

Media

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Publishing

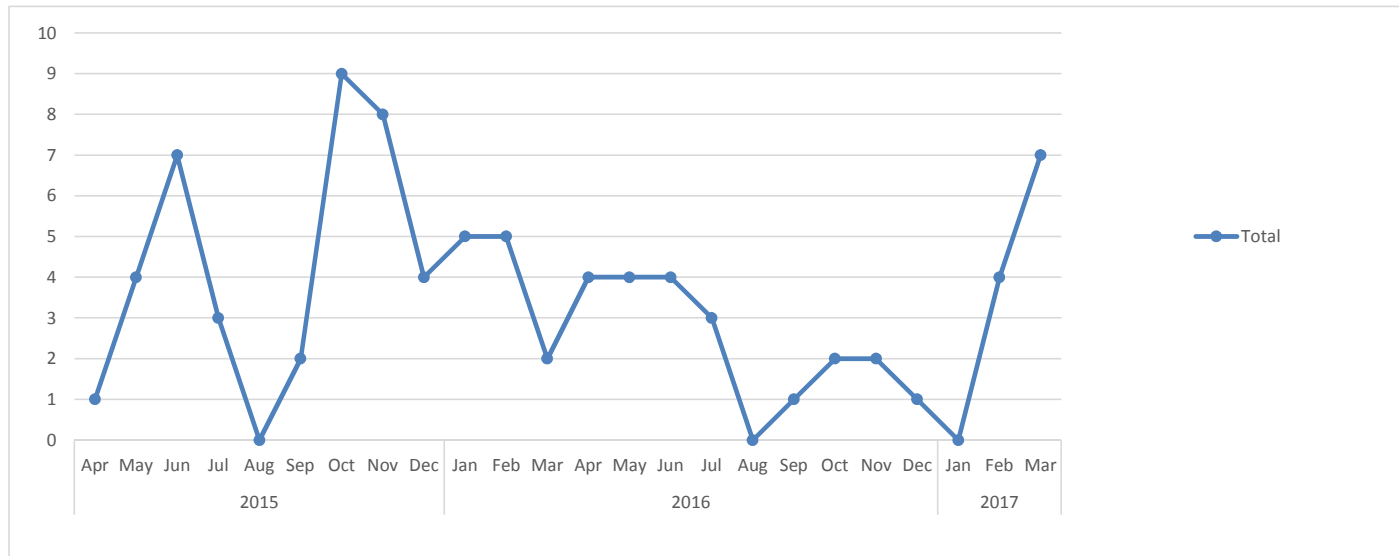
Public awareness packs requested	15
HCPC in Focus distribution	16
HCPC registration logo – number of downloads	17
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Web

HCPC website visits	20
Register search activity - search result page views	21

Digital and social media

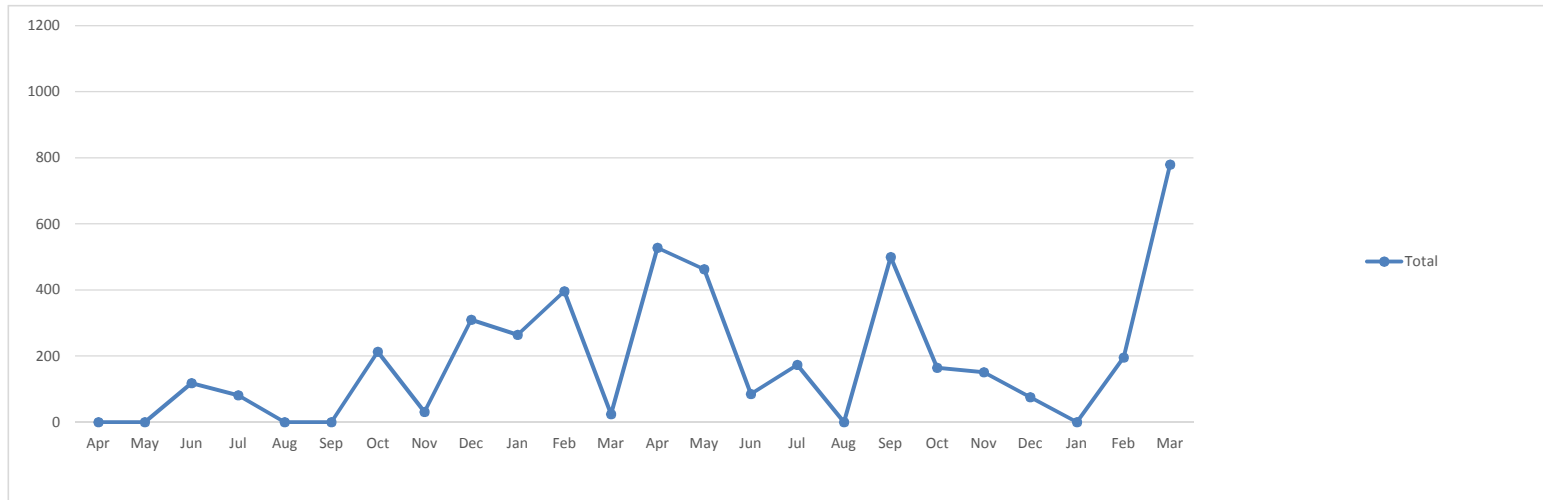
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	2015			2016									2017									2012/13	2013/14	2014/15	2015/16	2016/17			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	FYE
Exhibition stands	1	0	0	0	0	2	1	3	0	0	1	1	1	1	1	0	0	1	0	0	0	0	2	3	16	10	4	9	9
Presentations, talks and seminars (1)	0	1	1	2	0	0	5	4	4	3	1	0	1	2	2	2	0	0	0	0	1	0	1	2	47	44	37	21	11
Meet the HCPC (2)	0	0	1	0	0	0	2	0	0	0	1	0	1	1	1	1	0	0	1	1	0	0	1	1	10	7	4	4	8
Employer events	0	1	0	1	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1	6	5	5	4	2
Education seminars	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	12	6	8	2	0
Stakeholder events	0	2	5	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	3	9	6	10	2
Total	1	4	7	3	0	2	9	8	4	5	5	2	4	4	4	3	0	1	2	2	1	0	4	7	94	81	64	50	32

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

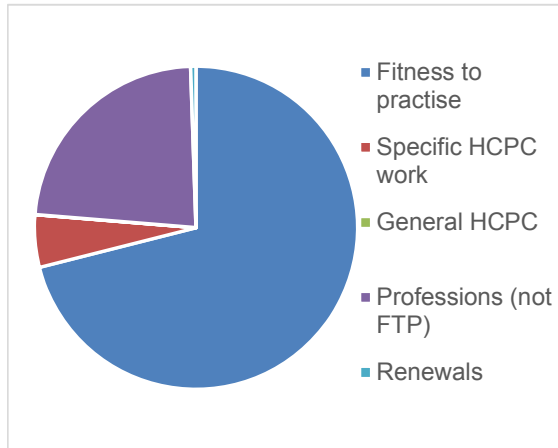
(2) 2 events on 1 day



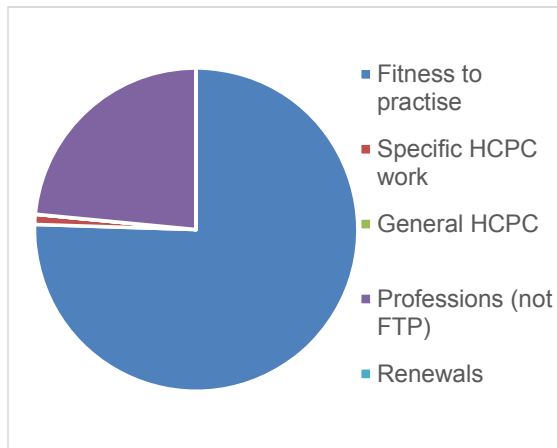
	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	0	0	0	0	10	0	22	11	2	0	7	1	3	4	0	0	2	1	0	0	3	4
Biomedical scientists	0	0	2	6	0	0	19	0	30	15	5	0	9	1	11	15	0	0	4	4	0	0	13	13
Chiropodists	0	0	5	1	0	0	14	0	17	12	20	0	13	113	8	4	0	0	6	6	0	0	5	7
Clinical scientists	0	0	3	2	0	0	10	0	18	11	1	0	2	0	3	1	0	0	1	1	0	0	2	3
Dietitians	0	0	1	4	0	0	13	0	19	11	5	0	8	12	8	0	0	0	1	4	0	0	4	10
Hearing aid dispensers	0	0	0	0	0	0	1	0	15	12	1	0	1	0	1	0	0	0	2	3	0	0	0	5
Occupational therapists	0	0	23	17	0	0	16	0	22	14	19	0	196	13	8	21	0	0	21	36	0	0	22	32
Operating department practitioners	0	0	3	1	0	0	0	0	18	12	8	0	14	0	0	6	0	0	4	2	0	0	5	5
Orthoptists	0	0	0	3	0	0	11	0	14	12	1	0	2	7	1	0	0	0	1	0	0	1	0	0
Paramedics	0	0	6	3	0	0	5	0	17	13	9	0	3	2	4	2	0	0	7	3	0	0	4	6
Physiotherapists	0	0	12	10	0	0	25	0	30	25	19	0	21	78	14	17	0	0	12	25	0	0	22	21
Practitioner psychologists	0	0	7	2	0	0	11	0	29	11	11	0	0	5	10	12	0	0	4	8	0	0	9	9
Prosthetists / orthotists	0	0	0	0	0	0	12	0	14	11	0	0	2	0	1	1	0	0	1	0	0	0	0	0
Radiographers	0	0	19	6	0	0	16	0	13	12	7	0	2	2	4	6	0	0	1	2	75	0	16	9
Social workers in England	0	0	36	1	0	0	0	0	13	28	95	0	7	11	0	77	0	500	96	45	0	0	83	2
Speech and language therapists	0	0	1	7	0	0	13	0	19	15	7	0	0	103	1	6	0	0	2	5	0	0	4	6
Other/Unknown	0	0	0	18	0	0	37	31	0	39	186	24	241	115	8	1	0	0	0	5	0	0	2	647
Total	0	0	118	81	0	0	213	31	310	264	396	24	528	463	85	173	0	500	164	151	75	0	195	779

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	FYE
9	20	18	45	25
22	46	19	77	70
28	69	29	69	162
1	11	4	45	13
10	18	21	53	47
5	12	7	29	12
71	82	58	111	349
6	11	17	42	36
5	4	6	41	12
15	38	28	53	31
51	115	31	121	210
17	37	37	71	57
0	7	0	37	5
29	51	17	73	117
2156	184	88	173	821
9	19	7	62	127
7	130	27	335	1019
2441	854	414	1437	3113

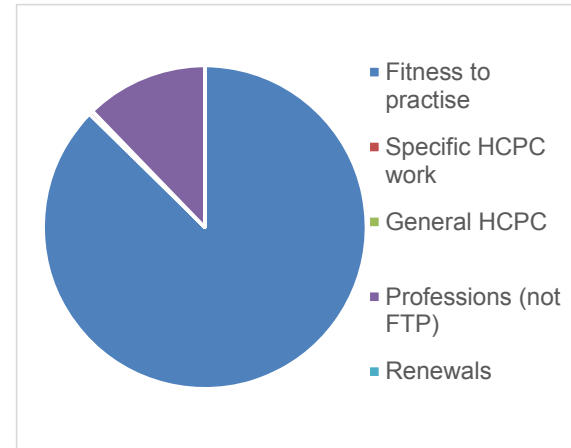
Media coverage by subject - Jan 2017



Media coverage by subject - Feb 2017



Media coverage by subject - March 2017

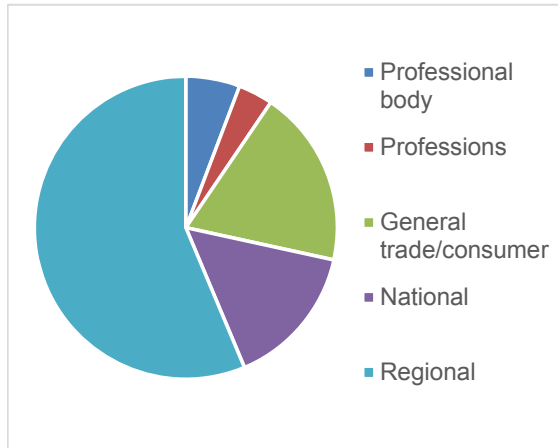


Month: Jan	
Category	Volume
Fitness to practise	135
Specific HCPC work	10
General HCPC	0
Professions (not FTP)	44
Renewals	1
TOTAL	190

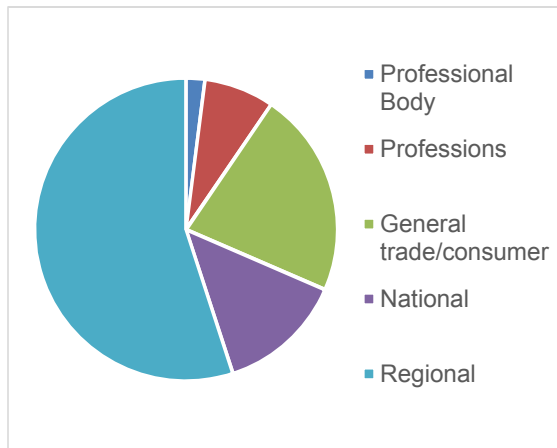
Month: Feb	
Category	Volume
Fitness to practise	151
Specific HCPC work	2
General HCPC	0
Professions (not FTP)	47
Renewals	0
TOTAL	200

Month: Mar	
Category	Volume
Fitness to practise	421
Specific HCPC work	2
General HCPC	0
Professions (not FTP)	59
Renewals	0
TOTAL	482

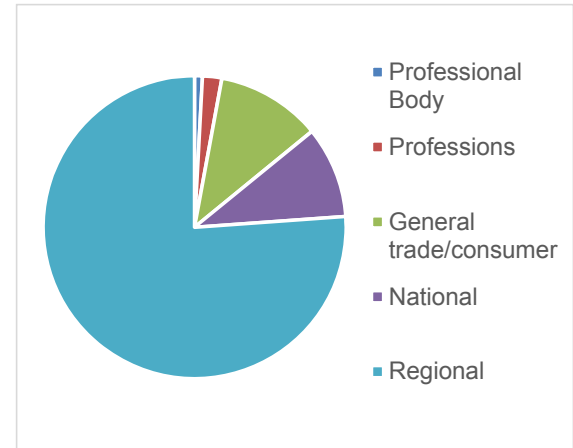
Media coverage by type - Jan 2017



Media coverage by type - Feb 2017



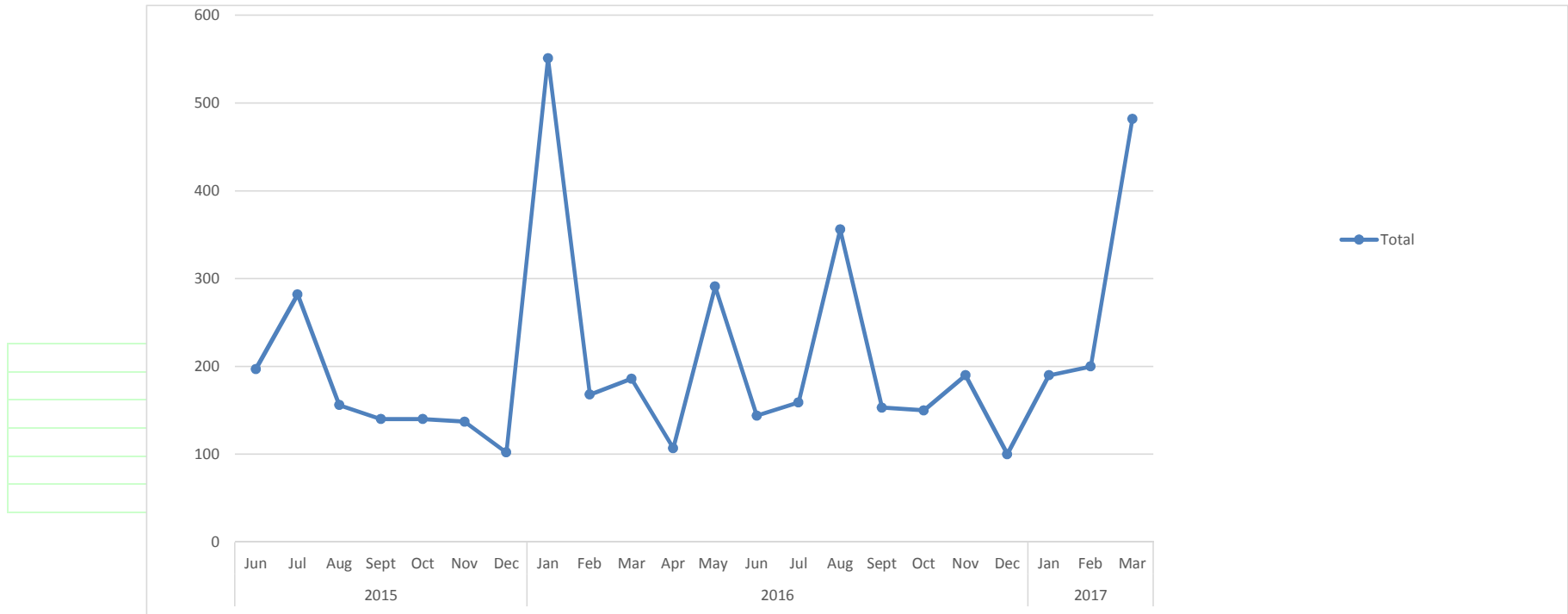
Media coverage by type - March 2017



Month: Jan	
Category	Volume
Professional body	11
Professions	7
General trade/consumer	36
National	29
Regional	107
TOTAL	190

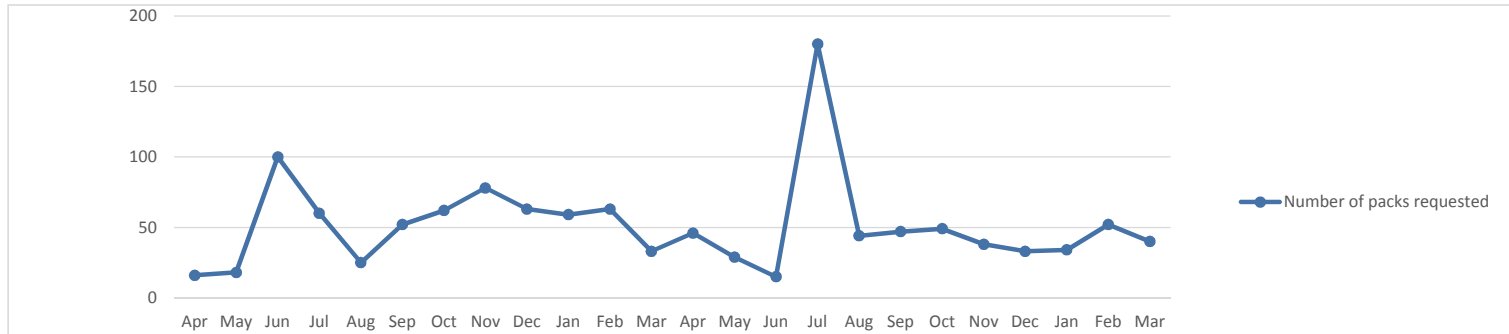
Month: Feb	
Category	Volume
Professional Body	4
Professions	15
General trade/consumer	44
National	27
Regional	110
TOTAL	200

Month: Mar	
Category	Volume
Professional Body	4
Professions	10
General trade/consumer	54
National	47
Regional	367
TOTAL	482



Coverage type	2015							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	68	234	97	117	318	100	123	144	73	135	151	421
Specific HCPC work	62	25	7	2	12	9	3	4	2	5	4	15	4	13	1	4	11	6	1	10	2	2
General HCPC	29	15	23	23	37	7	15	71	6	12	11	5	7	7	4	1	0	0	0	0	0	0
Professions (not FTP)	9	0	12	20	4	34	11	29	34	37	23	37	35	22	33	45	16	40	26	44	47	59
Renewals	13	7	5	1	2	6	3	1	0	0	1	0	1	0	0	3	0	0	0	1	0	0
Total	197	282	156	140	140	137	102	551	168	186	107	291	144	159	356	153	150	190	100	190	200	482

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	FYE
	2588	885	1461	1981
	265	203	131	73
	251	606	238	35
	386	125	190	427
	26	13	38	6
	51	9	0	0
	3569	1841	2059	2522



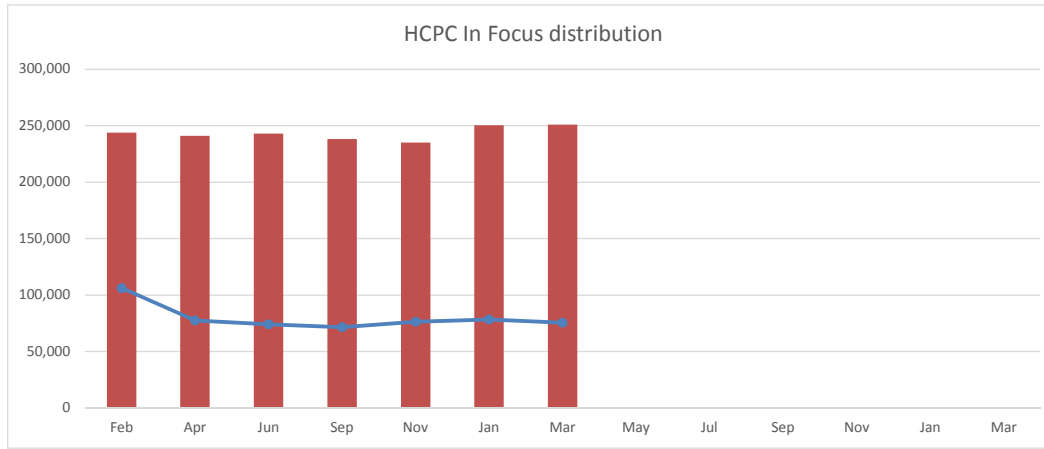
	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	16	18	100	60	25	52	62	78	63	59	63	33	46	29	15	180	44	47	49	38	33	34	52	40

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	FYE
	750	578	629	607

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

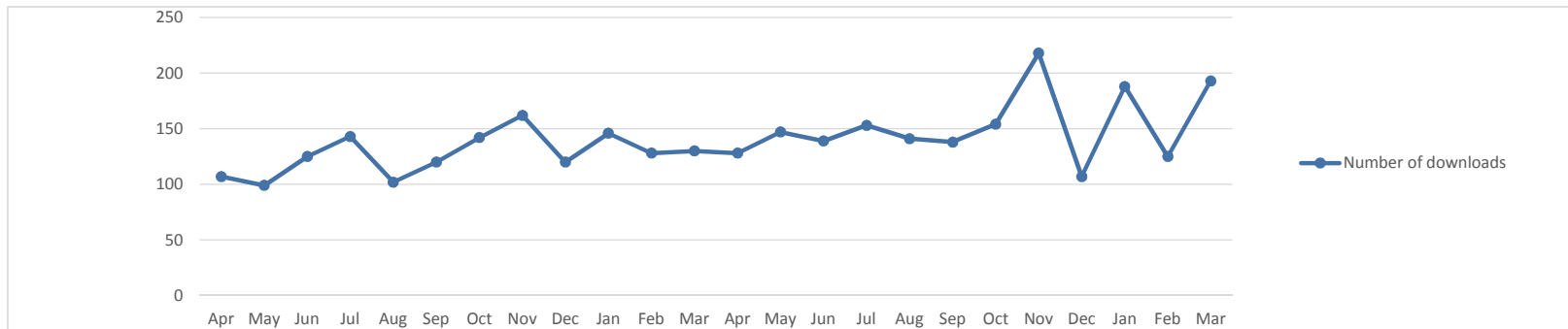
Number of packs requested per month by profession

Profession	2015			2016									2017									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	0	3	3	0	0	0	7	6	12	0	2	0	0	4	1	0	0	0	0	0	0	2	0	4	11
Biomedical scientists	0	0	2	0	0	0	6	1	0	9	1	0	0	0	0	0	0	1	1	0	7	0	2	0	11
Chiropodists	8	4	18	22	10	3	16	19	13	9	5	8	10	6	5	69	25	15	16	16	6	2	19	21	210
Clinical scientists	0	0	0	1	0	3	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	3
Dietitians	0	0	7	0	0	3	0	0	7	1	0	1	5	0	3	5	0	1	0	0	0	6	1	3	24
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	7	0	0	0	0	0	0	0	0	8
Occupational therapists	0	1	9	5	3	13	4	1	10	1	4	0	9	8	1	19	7	1	2	2	0	0	3	5	57
Operating department practitioners	1	1	5	1	0	0	0	0	0	0	0	0	0	0	3	2	0	2	2	2	2	0	5	0	18
Orthoptists	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2	3
Paramedics	0	0	15	4	0	1	6	3	12	1	0	0	3	0	0	10	0	0	4	3	0	5	0	1	26
Physiotherapists	2	1	8	3	1	10	9	11	2	12	5	19	0	4	2	44	8	8	12	1	8	4	8	3	102
Practitioner psychologists	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	7
Prosthetists / orthotists	0	0	0	0	0	0	0	3	0	1	4	0	0	2	0	0	0	0	0	0	0	0	0	0	2
Radiographers	1	1	0	2	3	3	6	5	1	1	12	0	0	0	0	0	0	2	0	0	2	3	0	0	7
Social workers in England	0	4	14	4	0	5	1	5	6	12	6	5	12	0	0	13	1	7	7	11	0	4	0	0	55
Speech and language therapists	0	0	5	6	6	3	5	2	0	2	6	0	0	2	0	0	0	0	1	0	0	4	0	0	7
Other	4	0	14	12	2	8	2	22	0	10	18	0	6	0	0	4	3	10	4	3	8	3	14	1	56



	2016							2017					
	Feb	April	Jun	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar
Number of unique opens	106,155	77,526	74,115	71,487	76,374	78,421	75,520						

	2016							2017					
	Feb	Apr	Jun	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar
Number of emails delivered	243,926	241,076	243,075	238,053	234,963	250,269	250,969						

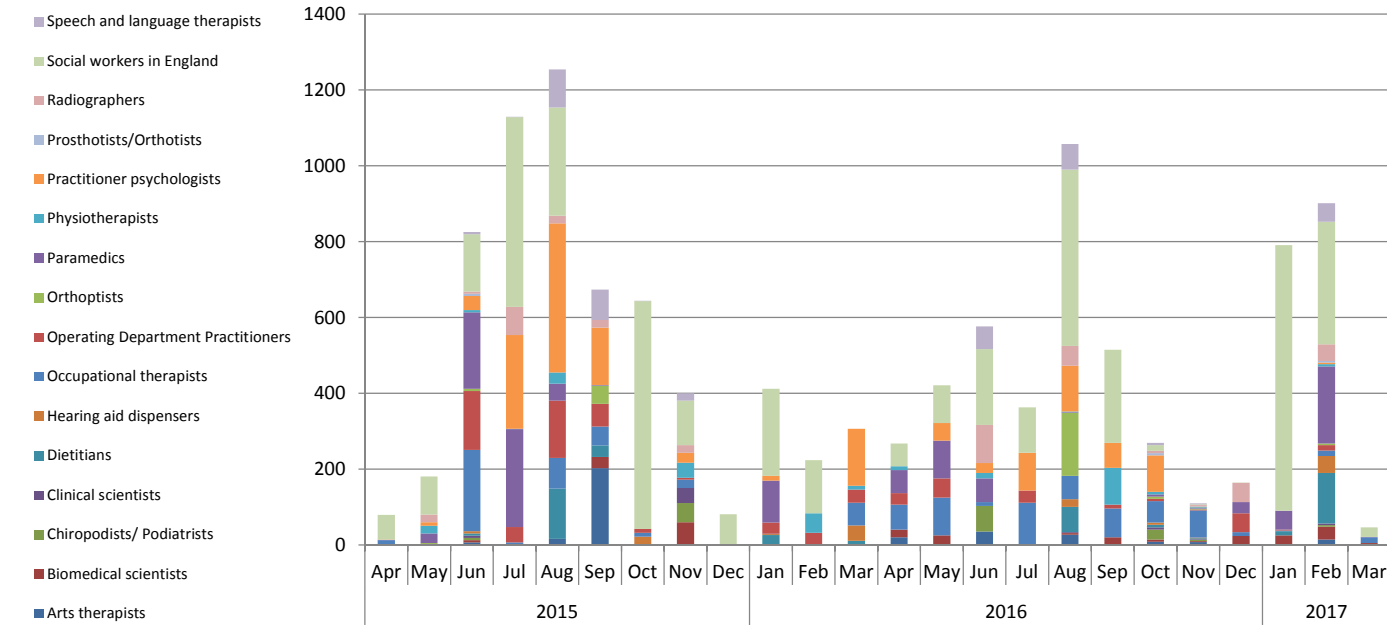


	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	107	99	125	143	102	120	142	162	120	146	128	130	128	147	139	153	141	138	154	218	107	188	125	193
Number of unregistered downloads	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	FYE
	3207	1704	1524	1831
	6	1	1	2

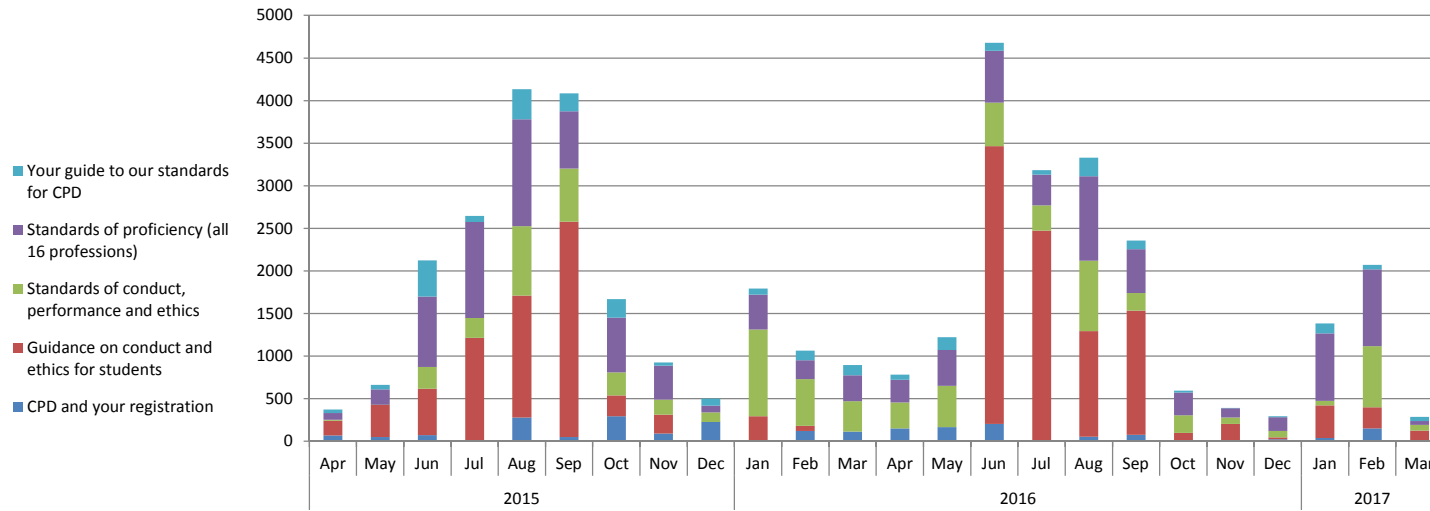
Downloads by profession

	2015			2016									2017									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	2	7	3	6	6	8	10	15	9	16	9	5	5	18	11	9	13	5	7	14	5	15	5	14	121
Biomedical scientists	2	0	5	0	2	4	5	2	2	0	3	2	1	2	2	0	0	2	1	2	5	2	2	0	19
Chiropodists	17	10	14	16	12	18	14	24	16	28	19	22	13	21	14	46	26	15	15	17	5	21	17	32	242
Clinical scientists	1	0	3	2	1	0	4	4	2	2	2	1	2	0	3	2	0	4	4	1	2	1	5	0	24
Dietitians	5	4	7	6	7	7	3	5	3	4	9	7	8	13	14	18	12	4	7	6	2	9	8	12	113
Hearing aid dispensers	4	2	5	3	2	1	0	6	2	1	1	2	2	1	1	8	2	4	1	1	3	0	4	1	28
Occupational therapists	4	6	8	11	3	9	8	17	10	13	17	10	7	11	13	9	13	10	7	13	7	22	12	16	140
Operating department practitioners	0	4	2	4	1	0	2	2	0	0	0	1	1	1	0	0	1	4	3	5	3	5	4	1	28
Orthoptists	0	0	0	0	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	2	0	0	3
Paramedics	8	5	22	17	5	7	12	6	13	9	6	6	11	0	8	5	7	4	11	10	7	6	7	11	87
Physiotherapists	19	13	16	20	21	19	26	25	18	28	17	22	31	34	23	16	22	27	28	18	15	21	11	31	277
Practitioner psychologists	24	31	21	35	21	30	35	29	30	23	33	34	25	28	31	22	30	29	25	42	16	46	25	38	357
Prosthetists / orthotists	1	2	0	2	0	1	2	0	0	1	0	0	0	0	0	1	1	0	1	0	0	1	0	0	4
Radiographers	0	2	3	2	1	1	1	1	1	3	3	0	3	1	2	2	2	2	4	3	0	1	1	2	23
Social workers in England	4	5	11	9	14	5	9	13	5	8	4	13	10	11	7	7	11	21	29	76	31	20	12	17	252
Speech and language therapists	17	8	5	10	2	9	11	13	9	10	5	4	9	6	9	8	1	7	11	12	6	16	12	18	115



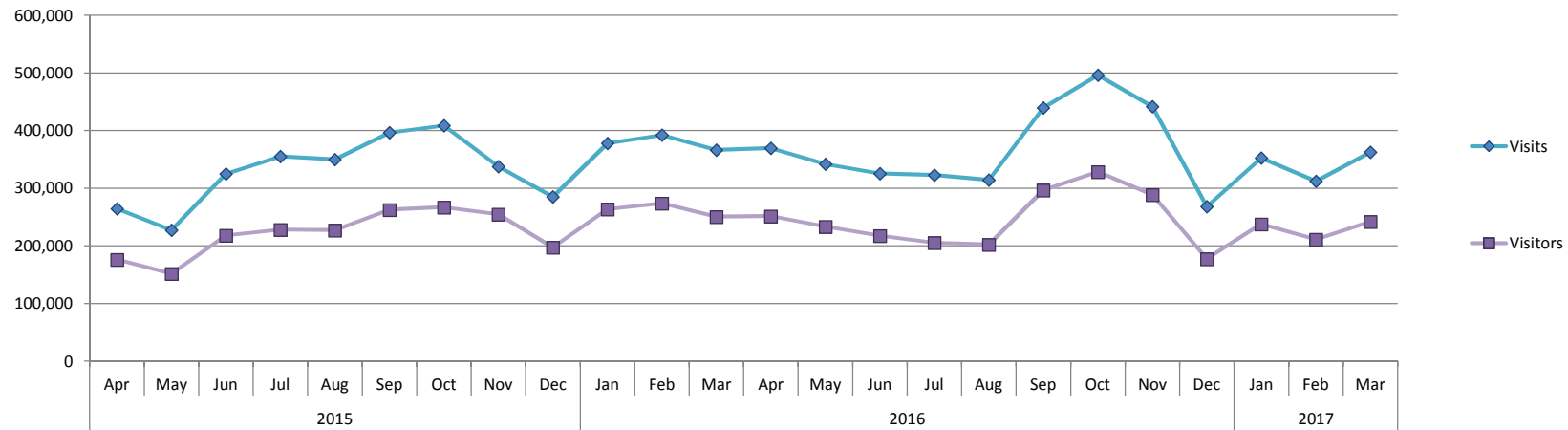
	2015												2016												2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	6	0	16	202	0	0	0	0	0	0	20	0	35	0	27	0	8	7	0	0	14	0	20	0	35	0	27	0	8	7	0	0	14	0
Biomedical scientists	0	0	6	0	0	30	2	60	0	1	0	0	20	25	0	0	4	20	6	3	23	25	34	5	20	25	0	0	4	20	6	3	23	25	34	5
Chiropodists/ Podiatrists	0	0	6	0	0	0	0	50	0	0	0	0	0	0	68	0	0	0	26	3	0	0	4	0	0	0	68	0	0	0	26	3	0	0	4	0
Clinical scientists	0	0	6	0	0	0	0	40	0	0	0	0	0	0	0	0	2	0	6	2	0	0	4	0	0	0	0	0	2	0	6	2	0	0	4	0
Dietitians	0	0	6	1	132	30	0	0	0	25	0	11	0	0	0	0	67	0	7	2	0	11	134	0	0	0	0	0	67	0	7	2	0	11	134	0
Hearing aid dispensers	0	0	6	0	0	0	20	0	0	2	0	40	0	0	0	0	20	0	6	2	0	0	44	0	0	0	0	0	20	0	6	2	0	0	44	0
Occupational therapists	12	0	214	5	81	50	10	22	1	1	1	60	66	100	10	111	62	76	56	72	10	2	15	15	66	100	10	111	62	76	56	72	10	2	15	15
Operating Department Practitioners	0	0	156	41	151	60	10	5	0	30	31	35	30	50	0	32	0	10	6	2	50	2	14	0	30	50	0	32	0	10	6	2	50	2	14	0
Orthoptists	0	5	6	0	0	48	0	0	0	0	0	0	0	0	0	0	166	0	6	2	0	0	4	0	0	0	0	0	166	0	6	2	0	0	4	0
Paramedics	1	25	201	258	45	2	0	0	0	110	0	0	61	100	62	0	2	0	6	2	30	50	204	1	61	100	62	0	2	0	6	2	30	50	204	1
Physiotherapists	0	20	6	1	30	0	0	40	0	0	51	10	10	0	15	0	2	97	7	2	0	0	6	0	10	0	15	0	2	97	7	2	0	0	6	0
Practitioner psychologists	1	10	37	247	393	151	0	26	0	13	0	150	0	46	26	100	120	66	96	2	0	0	4	0	0	46	26	100	120	66	96	2	0	0	4	0
Prosthetists/Orthotists	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	2	0	0	4	0	0	0	0	0	0	0	6	2	0	0	4	0
Radiographers	0	20	6	75	20	20	0	20	0	0	0	0	0	0	100	0	53	0	6	2	50	0	44	0	0	0	100	0	53	0	6	2	50	0	44	0
Social workers in England	65	100	151	500	286	0	601	117	80	230	140	0	60	100	200	120	465	246	15	2	1	701	323	25	60	100	200	120	465	246	15	2	1	701	323	25
Speech and language therapists	0	0	6	1	100	80	1	20	0	0	0	0	0	0	60	0	67	0	6	2	0	0	49	0	0	0	60	0	67	0	6	2	0	0	49	0

	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 FYE
		82	28	224	111
		83	55	99	165
		254	61	56	101
		3	0	46	14
		407	160	205	221
		22	61	68	72
		669	543	457	595
		262	395	519	196
		11	35	59	178
		842	775	642	518
		262	172	158	139
		252	231	1028	460
		87	13	6	12
		182	170	161	255
		3370	2627	2270	2258
		208	343	208	184

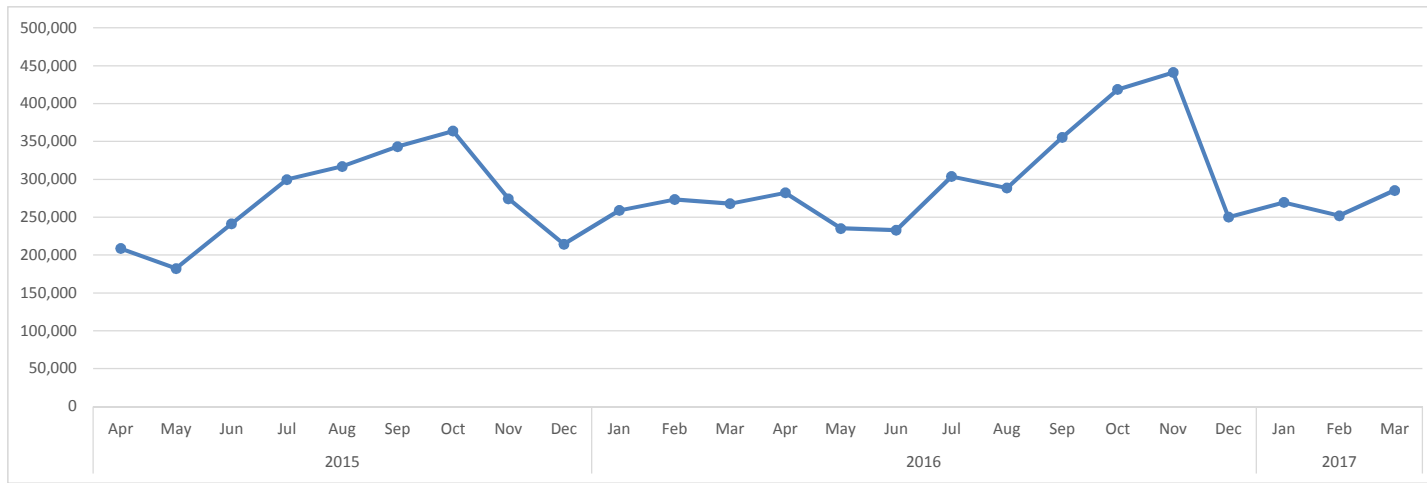


	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	69	50	71	6	278	50	293	89	225	0	121	113	152	167	201	3	52	76	0	2	24	36	149	3
Guidance on conduct and ethics for students	172	377	546	1209	1433	2526	246	222	1	292	60	0	0	0	3263	2471	1242	1456	97	202	21	386	248	122
Standards of conduct, performance and ethics	11	3	255	230	814	627	268	176	111	1018	547	356	301	482	513	295	827	209	206	74	74	52	720	65
Standards of proficiency (all 16 professions)	79	180	825	1129	1254	673	644	400	81	412	223	306	267	421	606	363	990	515	269	109	164	791	901	46
Your guide to our standards for CPD	41	50	426	72	356	209	216	38	81	70	112	118	60	151	96	51	220	101	20	1	10	116	51	50

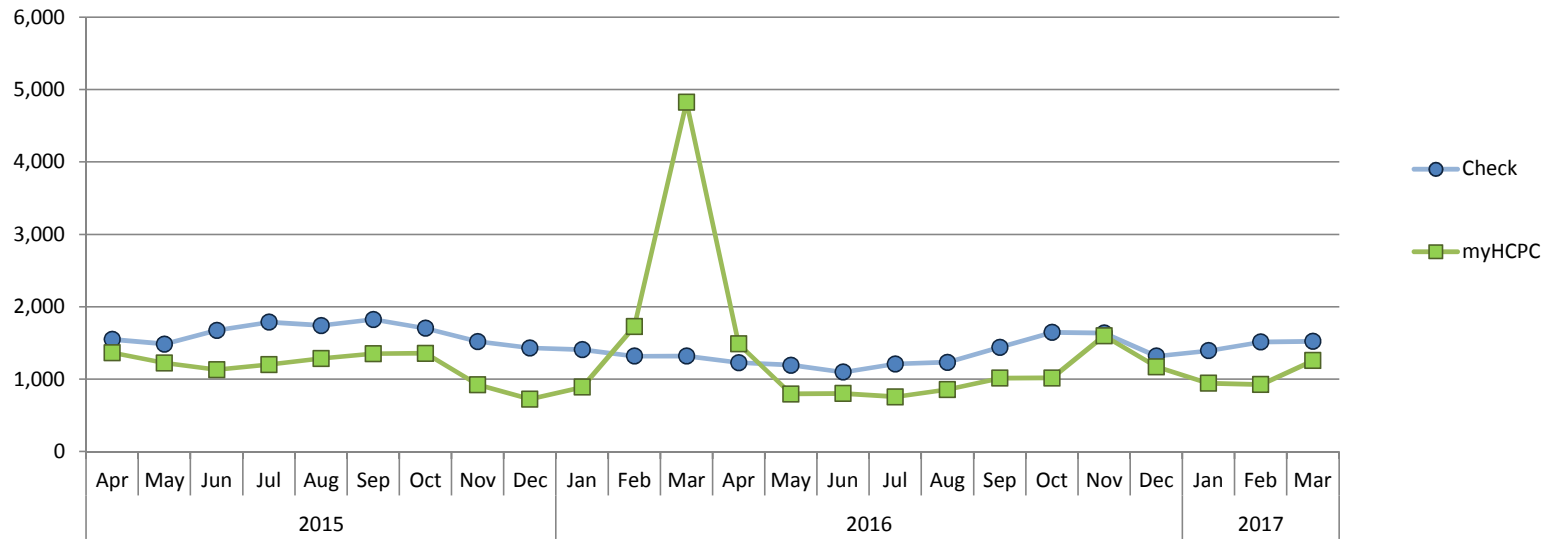
2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	FYE
	3587	2724	1365	865
	7071	7874	7084	9508
	3368	2508	4416	3818
	6946	5769	6206	5442
	875	2321	1789	927



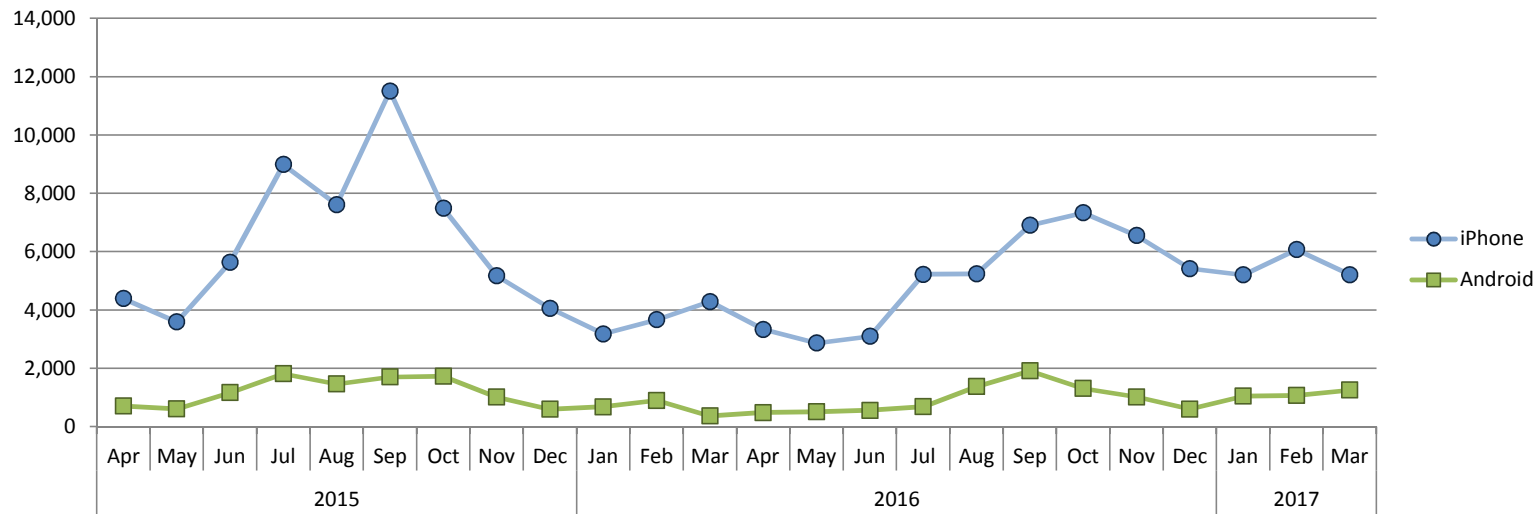
	2015			2016									2017									2012/13	2013/14	2014/15	2015/16	2016/17			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	FYE
Visits	264,641	227,419	325,117	355,148	349,671	396,791	408,553	337,571	284,877	378,206	392,147	366,203	369,399	342,015	325,526	322,959	314,512	439,494	496,385	441,602	268,037	352,552	312,193	362,371	2,509,129	3,166,787	3,306,516	3,986,344	4,347,045
Visitors	176,467	151,997	218,374	228,213	227,060	262,789	266,959	255,040	197,500	263,994	274,146	250,630	251,923	233,867	217,522	205,704	202,222	296,560	328,710	288,980	177,410	237,739	211,532	242,213	1,634,799	2,026,047	2,129,218	2,773,169	2,894,382



	2015			2016									2017									2012/13	2013/14	2014/15	2015/16	2016/17			
	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	FYE
Page views	208,752	182,338	241,118	299,705	317,040	343,153	363,802	274,271	214,301	259,030	273,362	267,840	282,191	235,076	232,692	303,732	288,511	355,463	418,715	441,032	250,074	269,598	252,081	285,416	3,882,409	3,287,489	3,069,805	3,244,712	3,614,581

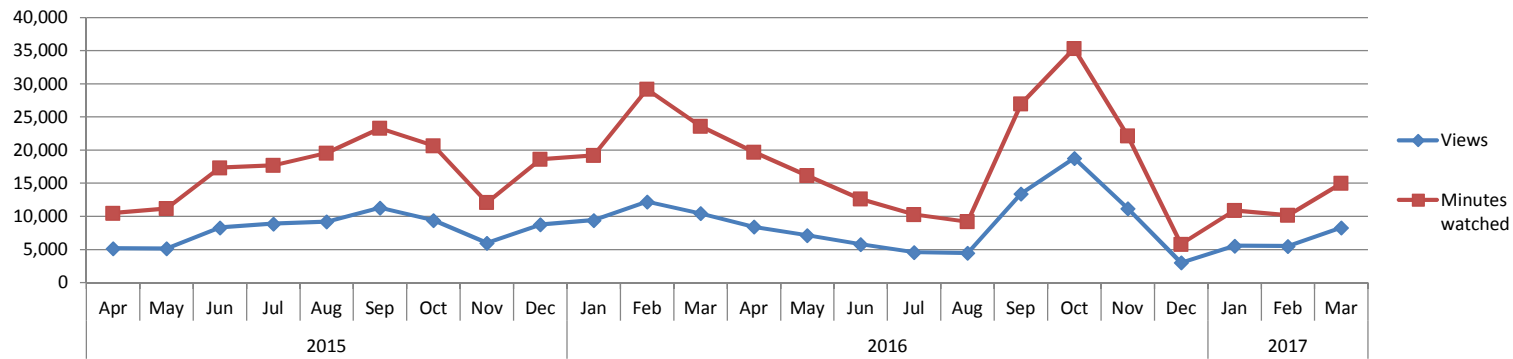


	2015			2016			2017						2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 FYE												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar						Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Check	1,549	1,485	1,674	1,787	1,742	1,825	1,703	1,520	1,431	1,407	1,319	1,319	1,228	1,193	1,098	1,211	1,233	1,440	1,646	1,638	1,319	1,393	1,514	1,523				18,761	16,436
myHCPC	1,366	1,224	1,130	1,202	1,286	1,352	1,356	923	724	889	1,728	4,827	1,486	796	801	756	856	1,014	1,015	1,600	1,170	944	926	1,256				13,965	12,620



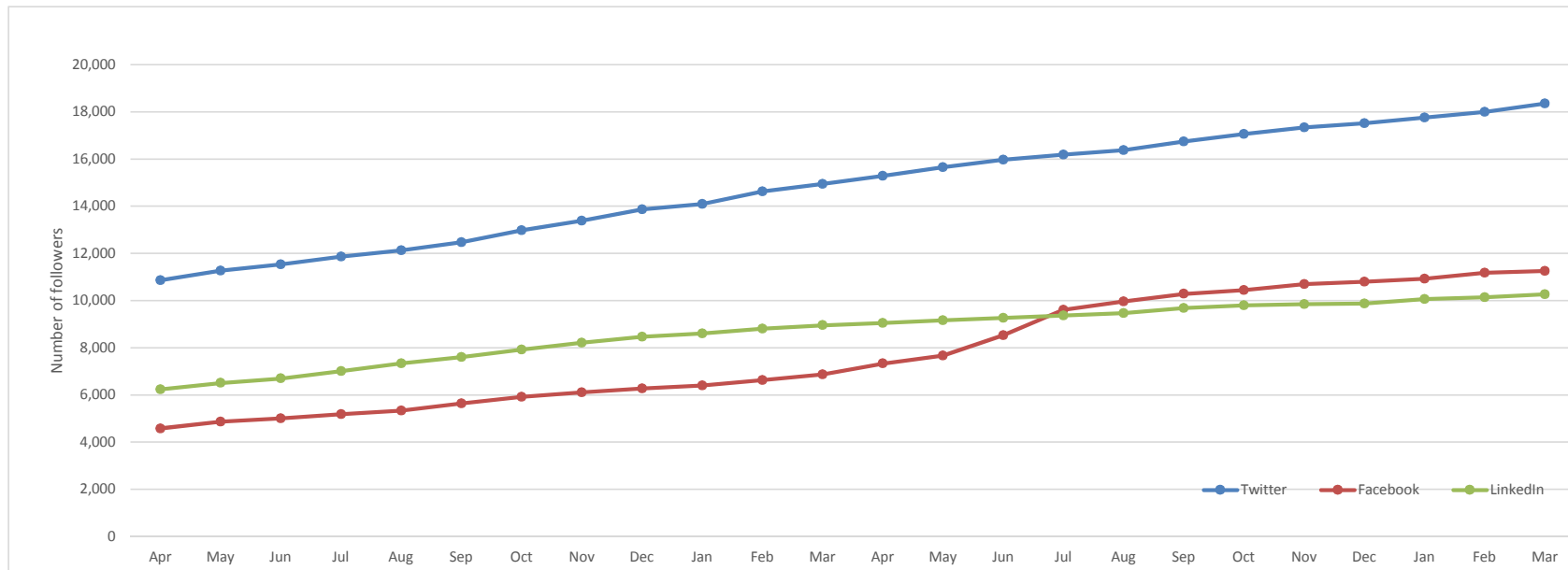
	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
iPhone	4,396	3,595	5,638	8,993	7,613	#####	7,488	5,170	4,059	3,181	3,672	4,289	3,334	2,870	3,098	5,224	5,237	6,904	7,336	6,556	5,420	5,208	6,075	5,212
Android	707	606	1,169	1,815	1,466	1,707	1,727	1,016	599	677	897	369	484	511	557	682	1,378	1,911	1,308	1,018	601	1,046	1,071	1,253

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 FYE
46,844	69,602	52,079	69,602	62,474
	7,417	12,690	12,755	11,820



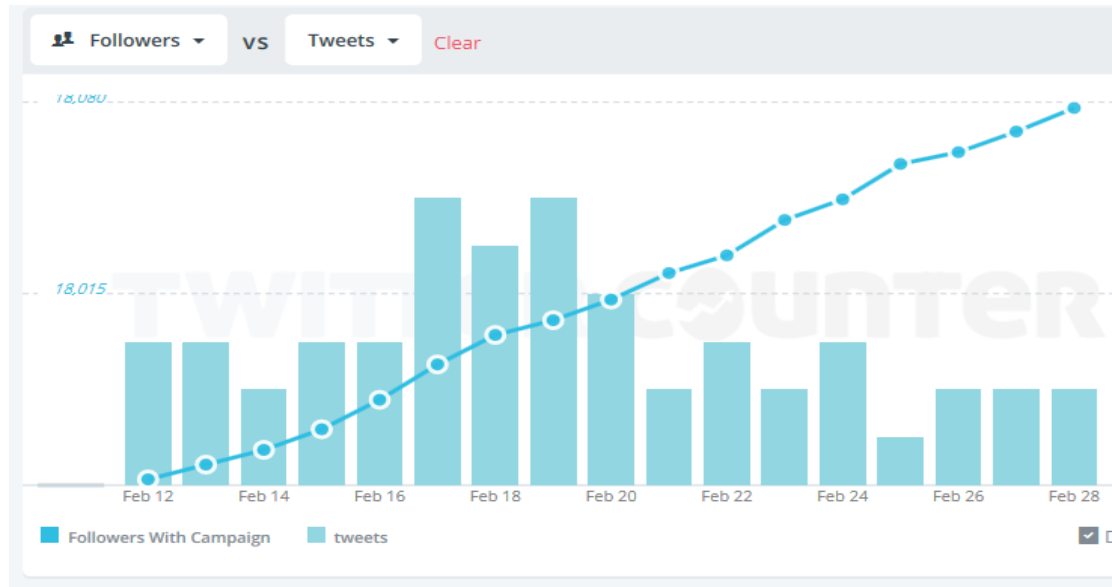
	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Views	5,150	5,143	8,298	8,874	9,193	11,297	9,412	5,978	8,748	9,406	12,216	10,451	8,412	7,143	5,796	4,578	4,455	13,415	18,787	11,201	3,005	5,540	5,496	8,305
Minutes watched	10,478	11,174	17,326	17,688	19,548	23,286	20,661	12,080	18,620	19,200	29,181	23,598	19,699	16,152	12,613	10,287	9,183	26,968	35,329	22,153	5,789	10,886	#####	14,978

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 FYE
	30,599	81,138	104,166	96,133
	41,659	164,331	222,840	194,184

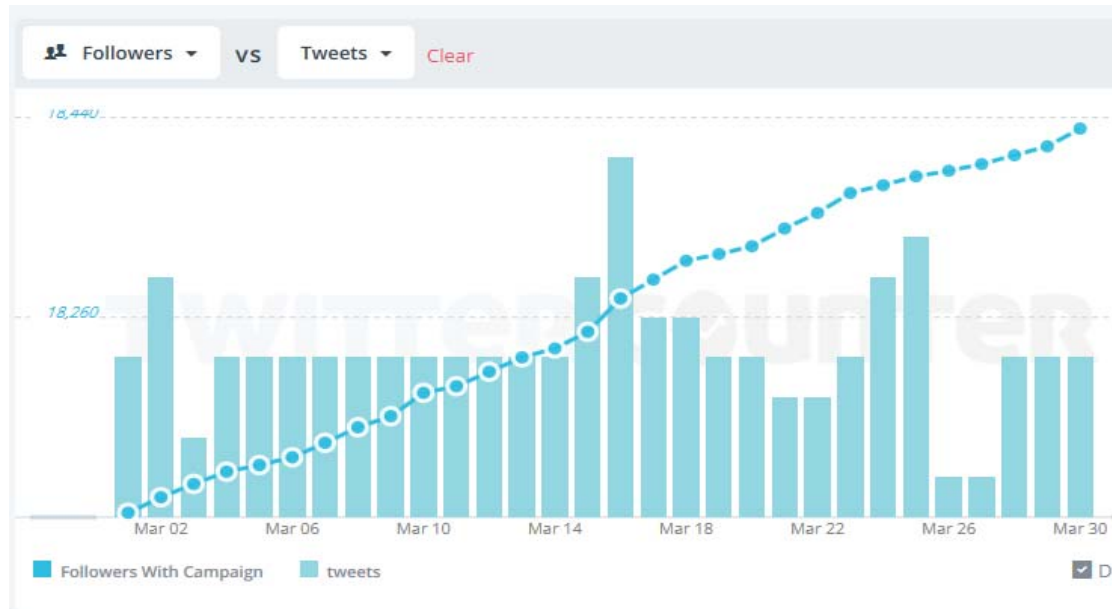


	2015			2016												2017								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Twitter	10,860	11,270	11,532	11,867	12,126	12,472	12,974	13,385	13,870	14,091	14,625	14,940	15,280	15,654	15,972	16,184	16,372	16,740	17,057	17,334	17,514	17,751	17,999	18,349
Facebook	4,579	4,863	5,006	5,182	5,339	5,639	5,917	6,107	6,276	6,398	6,628	6,873	7,331	7,666	8,523	9,610	9,964	10,284	10,446	10,702	10,801	10,929	11,175	11,257
LinkedIn	6,230	6,507	6,697	7,009	7,337	7,604	7,925	8,206	8,465	8,609	8,811	8,953	9,048	9,157	9,266	9,363	9,468	9,681	9,792	9,845	9,875	10,058	10,134	10,263

Feb


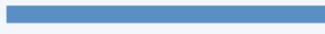










March



HCPC Blog - top ten page views for the period of 14 March 2017 to 12 April 2017

Posts

Entry	Pageviews	
Applying for HCPC registration? 22 Jul 2015	790	
Top 10 tips for completing your CP... 9 Mar 2015, 4 comments	352	
Have you been selected for CPD? -... 14 Nov 2016	206	
Professionalism in healthcare profe... 23 Nov 2011, 2 comments	149	
Why the Standards of proficiency fo... 30 Mar 2017	142	
Revised social worker SOPs: What... 16 Jan 2017	74	
Health, disability and becoming a h... 2 Oct 2015	59	
Standards of proficiency for social... 16 Jul 2012	48	
Students: what you need to know a... 2 Sep 2015	47	
A breakdown of the HCPC Fitness t... 5 Dec 2016	46	

HCPC Blog - top ten page views since blog established in September 2009

Posts

Entry	Pageviews	
Professionalism in healthcare profes... 23 Nov 2011, 2 comments	24327	
Students: what you need to know a... 2 Sep 2015	7274	
Applying for HCPC registration? 22 Jul 2015	5768	
Health, disability and becoming a h... 2 Oct 2015	5068	
Accountability and the adult social c... 27 Sep 2012	4635	
Standards of proficiency for social... 16 Jul 2012	4543	
Fitness to practise: advice for empl... 14 Jul 2015, 2 comments	4177	
Why are our Standards of conduct,... 27 Jan 2016	2955	
SCPE and me 26 Jan 2016	2698	
A journey of a thousand small steps... 11 Feb 2014, 1 comment	2309	