

Health Professions Council  
Communications Committee 21 May 2008

Public Affairs and Stakeholder Update

Executive summary and recommendations

### **Introduction**

The Communications Committee in February 2008 received a comprehensive update on Public Affairs and stakeholder work across multiple groups, including Parliamentarians, stakeholders in Scotland, professional bodies and employers.

The update for this Communications Committee contains update information on two key areas in more detail:

- 1) Professional bodies - mapping document  
The Communications workplan identifies professional bodies as a key audience for the work of the Communications department this financial year. As a first stage to take this work forward, the Public Affairs Manager has created a mapping document which is appended to this paper. This mapping document identifies the different strands of work that each relevant department at HPC is currently doing with professional bodies. It is intended to be a 'first stage' in pulling together this information to enable the department to identify any gaps, and opportunities for future development. It is provided at this stage for the Committee's interest, particularly given the discussion at Communications committee in February about how contact with professional bodies could be developed.
  
- 2) Employers Event report  
As promised in the last Communications Committee, this report collates all the feedback from each of the five Employer Events across the UK. It also evaluates the programme of Employer Events as a whole and makes recommendations to be used in the development of the next round of Employer Events to be held towards the end of 2008/early 2009.

### **Decision**

This paper is for information only. No decision is required.

### **Background information**

None.

### **Resource implications**

Public Affairs and Stakeholder work is one of the key areas of the Communications workplan for 2008 – 2009. Activities take place across the organisation, but are co-ordinated by the Public Affairs Manager.

**Financial implications**

None.

**Appendices**

- Appendix one: Professional body mapping document
- Appendix two: Employer events report

**Date of paper**

7 May 2008.

**Professional bodies – mapping document**

**DRAFT**

**Summary**

This mapping document identifies the many strands of work and communication that the HPC is doing with professional bodies, across each department. It aims to show current work and help identify areas for development.

<b>Department</b>	<b>Ad hoc communication</b>	<b>Meetings</b>	<b>Conferences / events</b>	<b>Joint projects</b>
<b>Communications</b>	<p><b>Publications</b> such as FTP annual reports, education standards, CPD standards, etc are mailed to PBs for information and use in newsletters and journals.</p> <p><b>Free public information literature available</b> to registrants. This has been communicated to registrants via PB publications, such as ‘Frontline’ for physiotherapists, and in newsletters,</p>	<p>The Public Affairs Manager attends and feeds into the <b>annual meetings</b> with the Chief Exec and President.</p> <p>Contact is made with PBs exhibiting/attending <b>political party conferences</b>, such as the SNP annual conference in Oct 2007 and Welsh Labour in early 2008. The Public Affairs Manager has made useful contacts through these conferences as PB</p>	<p><b>Exhibitions and talking sessions</b> at PB conferences. HPC are planning to exhibit and speak at five PB conferences in 2008. We also attend conferences with registrants from multiple professions, eg. NAIDEX in April 2008.</p> <p><b>Speaking at PB conferences / event</b> will often occur throughout the year, even if we don’t have an exhibition space. These are usually arranged by the Events Manager but staff across the HPC may speak on CPD, Standards, FTP, etc.</p>	<p><b>Professional journals and newsletters</b> The Communications Manager submits articles proactively, and upon request, to journals on a range of issues such as renewals, CPD and the HPC as an organisation. These are written by various members of the HPC.</p> <p><b>Press releases</b> are sent to all PBs and are frequently covered in their newsletters, journals, online, etc. These are on a wide range of issues including FTP cases, renewals, consultations,</p>

	<p>etc. Adverts have also been placed in certain key professional body publications to raise awareness of our public information campaigns.</p> <p><b>In Focus</b> newsletter is sent to representatives from PB.</p>	<p>are often exhibiting and/or running fringe events. Feedback is that they are happy to see HPC involved.</p> <p>The Public Affairs Manager has met with <b>devolved country PB representatives</b>, such as the CSP in Scotland and the COT in Wales. More meetings are planned and this work expanded throughout 2008.</p> <p><b>Going forward</b> the Public Affairs Manager and Communications Manager plan to meet with more communications people within the PBs to develop closer links. This links in with the media strategy.</p>	<p>PBs are <b>invited to HPC stakeholder events</b> such as the Scottish Parliament Reception in March 2007. Other events include the Employer Events and Stakeholder Christmas Drinks.</p>	<p>changes to legislation / Council and new professions.</p> <p><b>Regular article</b> in bi-monthly 'Complete Nutrition', journal for dietitians, written by Communications Manager, Ebony Gayle.</p> <p><b>Going forward</b> we plan to submit more articles from senior colleagues and on a variety of themes including FTP.</p> <p><b>Going forward</b> we plan to work more closely with the PBs to communicate information about our 2008/09 Employer Events and use their networks of managers where these exist.</p>
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<p><b>CPD Communications</b></p>	<p><b>Articles</b> in HPC newsletter In Focus, AHP Bulletin (Jan 2008), professional journals (SCPOD). These are alerting registrants to our CPD talks and providing info about the process.</p> <p><b>Emails, phone calls</b> about standards, audit process and availability of CPD Communications Manager, Mark Potter.</p>	<p><b>Lunch briefings</b> presentation and discussion. For example, in Dec 2007 with three of the chiropodist / podiatrist PBs: SCPOD, BCPA and the Institute.</p>	<p>The bulk of work with professional bodies is <b>CPD presentations</b> and workshops at <b>annual conferences, CPD days</b> and <b>branch meetings</b> of professional bodies. Due to the timing of the audit process most of the work has been with the professional bodies representing chiropodists / podiatrists and ODPs.</p>	<p><b>Joint branded CPD events</b> with professional bodies. For eg, with the SCPOD in NI in March 2008. Over 100 people attended.</p>
<p><b>Policy and Standards</b></p>	<p>Regular <b>phone and email contact</b> with various professional bodies to answer a range of queries on standards, consultations, and a variety of policy issues.</p>	<p><b>Discussion seminars / meetings</b> are held on an ad hoc basis. They run for most of the day and focus on a particular topic. All professional bodies are invited to take part. For eg, <b>Post-</b></p>	<p><b>AHP Education Forum</b> All the education leads within professional bodies meet once every couple of months. The HPC have a standing invitation to participate. Michael Guthrie, will present at this forum in June 2008 about</p>	<p><b>Continuing Professional Development (CPD) sample profiles</b> HPC wrote to PBs in August 2005 asking for their assistance in putting together example CPD profiles. Each PB was asked to draft a CPD</p>

		<p><b>registration qualifications meeting</b> held in Feb 2008. Approx 30 ppl attended. Other eg, -student registration -standards of education and training both held in the latter half of 2007. Very well received by professional bodies.</p> <p>Ad hoc meetings with <b>aspirant professional groups</b> who want to understand more about statutory regulation and the process for coming onto our Register.</p>	<p>CPD.</p> <p>Regularly invited to speak at PB <b>conferences</b> and events, on topics such as CPD and standards of conduct performance and ethics. For eg., in early 2008, Michael Guthrie agreed to speak at an event hosted by the Alliance and the COT. Charlotte Urwin spoke at an event hosted by the SORs.</p> <p><b>Official consultations</b> A representative from each of the PBs on consultation list. Sent a hard copy of the consultation in the post and invited to contribute a response on behalf of their members.</p>	<p>profile, which was then considered by PLG members against the CPD standards, and re-drafted as appropriate before being agreed by the Education and Training Committee for publication. We also held a discussion meeting with professional bodies in February 2006, where we asked for feedback on our draft CPD documents, and discussed the draft profiles that were available.</p> <p><b>This work is ongoing</b> as we expand the range of sample profiles available (on the HPC website) for each profession. This is to try and accommodate different roles, such as educator, manager and practitioner.</p> <p><b>Professional Liaison Group</b> Policy write to the AHPF, FHCS (and the</p>
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				<p>PBs who are not represented in one of these umbrella organisations) and invite them to nominate someone to sit on the PLG. A place on the PLG would be granted to someone from each of the umbrella organisations and we try to accommodate the other PBs if possible.</p> <p>The number of people sitting on the PLG is limited. We encourage each PB to provide information to us, often in an <b>informal consultation</b> early in the process. This is particularly useful if we are reviewing standards. We might ask them to fill in a questionnaire to send back to us and this information will feed into the discussions of the PLG.</p>
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<p><b>Registrations</b></p>	<p>Communication occurs around the <b>renewals process</b>. Contact is made at the start of the process and an update is provided during the period. They are also on hand to answer queries.</p> <p><b>Feedback</b> is given to professional bodies on lapsing rates at the end of the renewal cycle.</p>	<p>Meetings may occur if higher than average <b>lapsing rates</b> occur or if the PB requests them (may also involve Chief Exec)</p>		<p>A good example is <b>collaborative work</b> with the COT in 2007 over renewals. Contacts within the PB helped and supported HPC communicate with registrants via publishing multiple articles in journal and on website, and included letter from HPC in pack to NHS managers. This made a big difference to the numbers of OTs that lapsed.</p> <p><b>Going forward</b> the Public Affairs Manager will work closely with Claire Harkin, Customer Services Manager, to identify the <b>Membership Managers</b> (MM) within each PB and initiate contact (if it's not already there). In May 2008 an email was sent to the each of the chiropody / podiatry MM alerting them to the start of the renewal window, providing key</p>
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				HPC contacts and asking for ways to work together. This will continue for each profession at the start of the renewal process to ensure consistency.
<b>Education</b>	<p><b>General queries about programmes</b> are answered by email, letter and phone. Programme questions can be also discussed during annual meetings between PB and Chief Exec and President.</p> <p>Other contact occurs via Policy route, for eg as a result of <b>consultation on standards for education.</b></p>	Professional bodies are invited to <b>Education Presentations</b> although education providers are the key audience. For eg the Institute attended presentations in Belfast and Edinburgh, the RCSLT in London and the BDA in Sheffield.	<p><b>Approval visits</b> can involve education leads from PBs with a role in pre-registration education, such as the SOR, COT, CSP, IBMS and RCSLT. They may sit on a joint panel although the <b>programme is assessed independently</b> by the HPC.</p> <p>Some PBs issue <b>curriculum guidance.</b> The spirit of this guidance is taken into account during an approval visit.</p>	

<p><b>Fitness to Practise</b></p>	<p>Queries are largely from <b>PB union representatives</b> about specific FTP cases, or the process.</p>	<p>PB union representatives attend quarterly <b>UNISON meetings</b> with HPC. In particular reps from the COT, CSP and SORs.</p>		
<p><b>Chief Executive</b></p>	<p>Ad hoc requests for meetings on specific issues, such as lapsing rates, education programmes, etc.</p> <p>Responds to queries via email, letter and phone constantly throughout the year.</p> <p>Contact from PB is usually Chief Exec or Chair.</p>	<p><b>Annual meetings at HPC</b> letters are sent from the Chief Executive and President every year inviting each professional body to meet with us. 12 meetings set up in late 2007 and early 2008.</p> <p>Attendance at <b>Board Meetings</b>. For eg, Chief Exec attended the IBMS and SOC meetings in late 2007/08.</p>		

<b>Secretariat</b>		<p>Write and invite a representative from the professional bodies to attend <b>HPC's annual meeting</b></p> <p>Some <b>Council</b> members accept regular invitations to attend <b>professional body meetings</b></p>		
<b>Human Resources / Partners Administration</b>	<b>Recruitment of partners.</b> Advertise in professional journals.			

**Key**

PB – Professional Body

MM – Membership Manager

RCSLT - Royal College of Speech and Language Therapists

COT – College of Occupational Therapists

CSP – Chartered Society of Physiotherapists

The Institute - The Institute of Chiropodists & Podiatrists

SCPOD - The Society of Chiropodists & Podiatrists

BCPA - British Chiropody & Podiatry Association

BDA - British Dietetic Association

SOR -The Society & College of Radiographers  
The Alliance – The Alliance of Private Sector Chiropody and Podiatry Practitioners  
AHPF (The Allied Health Professions Federation)  
FHCS (Federation of Healthcare Science)

**Members of the Allied Health Professions Federation (AHPF)**

The British Association of Art Therapists (BAAT)  
The Association of Professional Music Therapists (APMT)  
The British Association of Dramatherapists (BADTh)  
The British Association of Prosthetists and Orthotists (BAPO)  
The British Dietetic Association (BDA)  
British and Irish Orthoptic Society (BIOS)  
The College of Occupational Therapists (COT)  
The Chartered Society of Physiotherapy (CSP)  
The Royal College of Speech and Language Therapists (RCSLT)  
The Society of Radiographers (SCoR)  
The Society of Chiropodists and Podiatrists (SCP)

**The Federation for Healthcare Science** was formed in 2002 as an overarching body for the professional organisations representing healthcare scientists. This includes biomedical scientists and clinical scientists.

**Employer Events Report  
November 2007 and February 2008**

<b>Invitations mailed to:</b>					
<ul style="list-style-type: none"> <li>• 657 Personnel Managers within Trusts across the UK were sent a letter and invitation in early September 2007</li> <li>• 488 HR Directors within Local Authorities were sent a letter and invitation in early September 2007</li> <li>• National Heads for departments (such as physiotherapy) at BUPA Hospitals were sent a letter and invitation in early September 2007</li> <li>• 315 Service Managers within Trusts across the UK were emailed in October 2007</li> <li>• The same Personnel and HR Directors were emailed in January 2008</li> </ul> <p>- Contacts in the Welsh Assembly Government Health and Social Services, the Scottish Government Health Directorates and the Northern Ireland Department of Health, Social Services and Public Safety emailed the event information to relevant networks. - Professional bodies also helped email the information out to relevant groups. - In Focus newsletter and HPC website was used to promote the Employer Events.</p>					
<b>Venues:</b>					
<p>Manchester Town Hall, Manchester (27 November 2007)          Trades Hall of Glasgow, Glasgow (28 November 2007)          Spires Conference Centre, Belfast (18 February 2008)          Cardiff City Hall, Cardiff (20 February 2008)          Kings College London, London (21 February 2008)</p>					
<b>Locations:</b>	<b>Manchester</b>	<b>Glasgow</b>	<b>Belfast</b>	<b>Cardiff</b>	<b>London</b>
<b>Attendees</b>	<b>40</b>	<b>30</b>	<b>29</b>	<b>47</b>	<b>45</b>
Registered	45	36	34	53	68
No-show	5	6	5	6	23
<b>191 attendees in total</b>					
<b>Evaluation Marks:</b>					
Average scores from returned forms (n)	<b>n = 30</b>	<b>n = 26</b>	<b>n = 24</b>	<b>n = 40</b>	<b>n = 40</b>
Key (1 = poor to 4 = excellent)					
<b>1. Pre-meeting information</b>	<b>3.19</b>	<b>3.08</b>	<b>3.33</b>	<b>3.29</b>	<b>3.26</b>
Timing	3.2	3	3.33	3.26	3.23
Content	3.17	3.15	3.33	3.32	3.29
<b>2. Venue</b>	<b>3.18</b>	<b>3.38</b>	<b>3.54</b>	<b>3.25</b>	<b>3.06</b>
Location	3.10	3.38	3.63	3.19	3.06
Facilities	3.23	3.27	3.50	3.26	3.13
Catering	3.20	3.50	3.50	3.29	3.00
<b>3. Presentations (content)</b>	<b>3.37</b>	<b>3.52</b>	<b>3.51</b>	<b>3.51</b>	<b>3.47</b>
Who we are (Rachel Tripp*)	3.40	3.46	3.38	3.29	3.48
Registration (Mark Potter)	3.37	3.54	3.50	3.58	3.48
CPD (Mark Potter)	3.40	3.54	3.54	3.65	3.52
FTP (Kelly Johnson)**	3.33	3.62	3.58	3.52	3.39
Comms (Nina Blunck)	3.33	3.46	3.54	3.55	3.48

*Michael Guthrie presented in Belfast and Cardiff **Eve Seall presented in Cardiff					
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**Is there anything else that you would have liked included in the presentations?**

Manchester

- Very comprehensive (x2)
- More about police and employer links
- More time could have been spent on the investigations process and how this works
- More detail on the White Paper
- More time for questions and for the panel to provide examples / scenarios
- Graphs should indicate years against incidents against membership

Glasgow

- Think Q & A session allowed any omissions to be addressed
- New developments regarding professions to be regulated
- More information on CPD audits
- Registrations renewal slide, columns could be clearer
- Useful to hand in questions to panel prior to meeting to ensure all questions are answered

Belfast

- Overseas and European applicants, including temporary and occasional registration
- More on approvals process and approval visits for training settings
- More detail on CPD profile completion – however am aware of upcoming CPD event in Northern Ireland
- Regulation of OT Assistants and Technical Instructors – increasing in numbers within the workforce

Cardiff

- More information on cases being dealt with under FTP
- More on reforms to HPC
- A sample of CPD profile

London

- More workshops – practical advice on FTP and CPD
- Clearer explanation of where the funding comes from for the HPC – how independent are you? Are you government funded? Who regulates you?
- Some of the detail talked around the headline on the slides – there were some useful snippets not included in the slides

**Evaluation comments:**

Manchester

- It was a good insight into how the HPC works, but also the number of questions generated demonstrates that there is scope to hold further events
- Informative session – makes it clear what we can tell employees, what

processes to follow and what myths to dispel amongst staff.

- Give valuable information from the employers perspective
- Very interesting, helpful, well presented, informative session (x5)
- Q & A session raised good questions
- Well Chaired, good summaries of questions asked (x3)
- Very interesting, thorough and useful. Would be good to have similar event every couple of years to update employers. Q & A session was very useful format and informative.
- Very useful event to get to know about the HPC and their relationship with us as employers
- Central Manchester not best location. A hotel close to the motorway link preferable
- Informative session – makes it clear what we can tell employees, what processes to follow and what myths to dispel amongst staff
- Good event – should be done at least annually. More communication for / with registrants is required
- Probably need to be more relaxed in presentation.
- It was very useful and have a long period devoted to questions from the audience
- All presenters very knowledgeable!

#### Glasgow

- Relevant, concise, nice venue, glad that there are handouts provided
- Very clear, concise and informative (x4)
- Excellent – well worthwhile (especially Q&A)
- Helpful re: CPD and FTP concerns
- Event very worthwhile, especially FTP questions
- Very useful information from discussion and questions (x2)
- Relevant, concise, nice venue, glad that there are handouts provided
- Informative, useful and appropriate Q & A session (x4)
- Good to hear about new additions to website – sound useful
- Well organised and presented (x2)
- Very helpful to have face to face information at central venue – making HPC more approachable
- Long time to take out in middle of working day
- Would like to hear more about engaging with potential new registrants and new professions

#### Belfast

- Extremely useful and informative from an employer perspective. Will follow on information provided eg alerts, early referral on FTP proceedings
- Good content covering common issues raised
- Bringing HPC to the employers – good one!
- Well presented and professional, informative (x5)
- Very helpful and informative. Nice to put a face to the name (x2)
- Excellent question answering by panel (x4). Very effective communication skills
- Well presented with good handouts and pack
- Length of meeting – appropriate
- Appreciate having HPC personnel locally accessible

#### Cardiff

- Professional, knowledgeable and well chaired meeting, well done!
- Very well organised. Started on time. Slick presentation and good having all on powerpoint. Very clear presenters – right amount of information
- Question session very useful in clarifying issues raised in the presentations (x3)
- Useful examples of application of standards
- Presentation gave good overview of topics (x4)
- Good coverage and useful session (x4)
- Excellent and informative Q & A session (x10)
- Many thanks for an enjoyable presentation.
- Simple and easy to understand – well explained and clearly presented.
- It would have been better if the venue had been out of town – perhaps at a hotel along the M4 corridor

#### London

- Well ordered and managed set of presentations and very professional!
- Lots of good information pitched at the right level (x2)
- Very informative and useful, well presented (x5)
- This meeting should have been morning or afternoon (x5)
- Good, balanced presentation
- Good event allowing me to gain a better understanding of the HPC's role and how it impacts on my sphere of practice (x2)
- Well presented, professional and clear (x3)
- Good to have the opportunity to meet and understand better the purpose of the HPC
- Very well chaired, especially the Q & A
- CPD is presented as a responsibility of the individual audited by HPC – what about their line managers role – isn't it encouraging managers not to persue PDPs knowing the individuals independently pursuing CPD?
- Good central venue
- Longer, as a lot of information given in a short amount of time
- Very useful, short but concise! No waffle (x2)
- More time allocated to each presentation? BUT really useful opportunity to gain undated information! (x2)
- A venue in the North East would have been useful for the Northern Region SHA coverage.

#### **Suggestions for the future:**

Do you have any topics for future events of workshops for employers?

#### Manchester

- Information about international application process, temporary registrations and European laws affecting the movement of health professionals
- Practical guidance on when to refer FTP issues to the HPC. Training by relaying some scenario / case study examples
- The NMC run employer summits bi-annually and this allows new standards / guidance to be discussed. May be an idea.
- CPD event –using the sample profiles (x4)
- FTP – a more detailed event (x3)
- Information when further professional groups added. A registrant presentation may have been interesting to illustrate pathway and discuss



CPD etc.

- Discussion around registration of assistants, assistant practitioners, etc. Concern around these people, their practise not being registered as they take on more responsibility
- The changes to the registration process as detailed in the White Paper

#### Glasgow

- More detail on FTP – when should we contact HPC? How can we protect ourselves as employers when utilising management of performance?
- At least one per year of these events would be useful
- Concentrate on single topic, eg CPD or FTP (x3)
- Would be beneficial to organise a group event re: CPD for employers
- How to manage an employee who is not fit to practise
- Event dedicated to FTP as main focus of questions around the area
- Seeing sample CPD portfolio

#### Belfast

- CPD workshop with sample profiles (x3)
- Approval visit – information
- More information on the other health regulators and the role of CHRE (and future changes to CHRE) would have been useful

#### Cardiff

- Developing your professionals: interface between moving the profession forward and CPD and FTP
- More widely advertised and larger room
- Specific registrant workshops in local areas particularly related to CPD files and audit and FTP
- CPD (x2)
- When CPD audits have been completed – examples of good ‘submissions’ and ‘must try harder submissions!’
- Assessing competencies of international professionals and ensuring their qualifications are comparable to UK

#### London

- Would have preferred session to have been scheduled for 9.30 for 10am start – cuts into the day
- Reduce the general explanation of FTP and use illustrative case studies – would probably be more interesting and illustrative (x2)
- More workshops on CPD and types of evidence needed (x2)
- Any developments and future professions included

#### **Communication with employers:**

Is there anything that the HPC could do to improve their communication and involvement with employers?

#### Manchester

- Regular (ie quarterly) information regarding trends in the specific professions from complaints / concerns received
- Looks as though online communication has recently improved and look forward to using it
- More events like today’s would be great (x2)

- Definitely be more proactive, have an employers quarterly update. Feedback on fitness to practise cases to be more detailed.
- Improve searchability of HPC website and tracking of staff by establishing an employer database and encourage registrants to select single or multiple employers from this where possible rather than describe their employer in their own words
- Speed up registration in June – August of new graduates
- Ensure that interim orders are sent to employers
- I am concerned that there were very few colleagues from local authorities – may it be worth targeting OT managers in local authorities?
- I think regular meetings like this would improve communication
- Advising employers of third party proven allegations
- Definitely be more proactive, have an employers quarterly update. Feedback on fitness to practise cases to be more detailed
- Workshop excellent, regular engagement is imperative
- The email alerts (asked to sign up on feedback sheet) should do this

#### Glasgow

- Regular events to update (x3)
- The new section of the website should help
- Newsletter will be very useful (x2)
- May be useful to contact each professional body leads when important changes and events in place – quick way to disseminate information.
- Feedback from other events held nationwide would be of interest to gauge common themes of concern
- We need to ensure that employers are kept up to date with all registrants
- More local events like this

#### Belfast

- Large employee based presentations, eg within a Trust
- More regional workshops and awareness raising
- Excellent move to rollout workshops outside London
- Not enough Trust Human Resources here today – there are now 5 Trusts in NI – would it be worth tapping into their regional meetings?

#### Cardiff

- This has clearly improved significantly
- Seem to have it well covered
- Ensure newsletter is widely available
- As you do not hold details of employers for many registrants – this is not always possible
- Newsletters
- Better publicity around website / email contacts
- Regular contact / info on changes / developments are very useful

#### London

- Pleased to see there is a website we can use – good number of communication channels are available
- The HPC website is excellent and tends to provide good information- therefore already a first class communicator!
- Continue the good work already started.
- Have an annual feedback panel or create an employer regulatory panel

- More of the same, I wonder how many of my colleagues have attended such events
- Communicate to registrants how HPC links to HR departments ie national HR Leads (SMRING) groups
- Pro-active approaches required

**Sign up and stay in touch:**

The feedback sheet asked attendees to sign up to receive FTP alerts and the In Focus newsletter.

Manchester

- 26 out of 30 respondents signed up

Glasgow

- 25 out of 26 respondents signed up

Belfast

- 22 out of 24 respondents signed up

Cardiff

- 36 out of 40 respondents signed up

London

- 37 out of 40 respondents signed up

**Delegates:**

Some of the job titles of delegates included:

- Director of Human Resources
- Professional Development Coordinator
- Senior Human Resources Manager
- Service Manager
- Regional Training Officer
- Head of Service, Head of Therapies
- Senior Chief Biomedical Scientist / Lab Manager
- Therapy Advisor for Wales
- Director of Community & Therapy Services
- Education & Training Manager/Honorary Chaplain
- Therapy Services manager
- Operational HR Service Manager
- Head of Professional Development
- Senior Clinical Governance & Patient Experience Coordinator
- Associate Director Service and Professional Development
- Clinical Director - AHPs

**Material provided:**

Each delegate received a pack of information and this was very well received. This included:

- copy of the presentation slides
- delegate list
- programme
- feedback sheets
- employer information concertina / quick reference cards
- employer publications on FTP
- 'Is yours in the post?' poster

- 'Health professionals must be registered so you can be sure...' poster
- public facing information leaflet
- how to sign up and order more campaigns material flyer
- HPC pen
- Public Affairs Manager's business card

**Observations:**

- It worked well having lunch served after the session as it gave delegates and staff a chance to mingle and chat about the issues and clarify any points. This was a good networking opportunity and meant that delegates stayed until the end of the Q&A session and filled out their feedback forms before being served lunch.
- Thoughts from the Events Manager – format could more interactive next time. Perhaps include break out sessions after presentations to encourage more people to ask questions and get their opinion on certain issues. Focus groups of employers.
- Presentations seem to be the right length of time. More detail or clarifications were then usually covered in Q&A session.
- Long Q&A session (45 minutes) seemed to work well with many people asking questions of the panel. The feedback on the Q&A session was very positive, although there weren't many questions in the London event.
- Bigger room needed for Cardiff event, as demand exceeded availability. Had to turn approximately 15 people away from registration of this event due to maximum capacity being reached a week or so before the event. Bigger rooms would have been good for most of the events, although as it was the first time we'd done these it was difficult to determine how popular they'd be.
- The Chair was very successful in summarising questions and responses and leading the Q&A discussion – in all events with both Rachel Tripp and Michael Guthrie as Chairs.
- It was interesting to note that a few of the employers suggested workshops and briefings for registrants – especially on CPD. It seemed that they were unaware of our Listening Events and the work that we do communicating with registrants. Worth highlighting in more detail next time.
- The time between start of registration (at 11am) and the start of the session (11.20am) seemed a little too long as most people arrived on time and were keen to get started. Although it was a good opportunity for delegates to look at publications and other literature.

**Specific points to note:**

- Feedback from quite a few employers suggested that the time of the event should be changed to first thing in the morning, say 9.30am or 10am, or to in the afternoon, as the event interrupted their day.
- A few issues with microphones and PA system, could be better quality as disrupted the flow.
- Many employers were extremely pleased with the presentations and the idea of briefing employers on the whole. Many suggested that we should update them annually with these kinds of events.
- Suggestions for keeping in touch with employers included a quarterly or bi-annual employer's newsletter. Worth investigating with Director of Communications Manager and Publications Manager.

- Suggested that new employees, as part of their induction, are asked to update employer details with the HPC. Look at ways to communicate this to employers.
- Can managers, employers come along to FTP hearings? Work with Communications Manager and FTP to encourage this. Perhaps advertise at the next round of employer events.
- New employer section on the website very well received. Many were keen to see this developed and updated as it was seen as a useful tool to communicate.

**Ongoing recommendations to be used in the development of Employer Events in 2008/09:**

- Extend the promotion of employer events using contacts in professional bodies, employer newsletters, website, etc.
- Extend the type of employers that attend the events to services managers and employers within local authorities, private practices, BUPA, etc. as there is room to improve the numbers attending from these groups.
- Either decide on maximum numbers and be prepared to turn people away or book larger venues and be prepared to overspend on larger rooms.
- Research and work with employers and professional bodies to determine the best locations and venues for next round of employer events.
- Presentations to be further developed to include information on international and temporary registrants, and changes to European laws that affect registration and employment. Other information to be included is on new professional groups to be regulated, aspirant groups, etc.
- A decision will need to be made about the timing of the next events. Should the events be brought forward to 9.30am registration with tea, coffee and pastries for 9.45am start? And then finish event at 11.30am? This could potentially mean that delegates leave early.
- A decision will also need to be made about the length and format of the events. Feedback has suggested that a more interactive and hands on session would be useful, combined with a presentation.
- Suggestion for future employer events: registration at 9.30am for 9.45am start. Presentations and then break out groups on specific issues such as CPD or FTP. Then feedback and Q & A, finishing with lunch served at 12.30pm. This gives us the opportunity to look at more illustrative examples and delve into issues more deeply with employers. We also still keep the networking opportunity over lunch and provide delegates with the opportunity to speak with staff, and each other, in a more informal environment.