

Communications Committee, Thursday 7 May 2009

Communications plan for registration renewals

Executive summary and recommendations

### **Introduction**

This report is intended to provide the Committee with an overview of the communications activities to be undertaken in preparation for the registration renewals process from 2009.

The communications plan sets out our key communication aims and objectives, key messages and key audiences. It also outlines some of the risks and mitigation for these risks as well information on how we will measure the communications work undertaken, the timescale and person(s) responsible for ensuring particular pieces of work are completed.

The communications plan is regularly monitored and reviewed as part of the communications team meetings and regular update meetings with representatives from the registrations team.

### **Decision**

The Committee is requested to note the document. No decision is required.

### **Background information**

The communication plans included in this report are for the first five professions renewing, however, it is anticipated that plans will be written for all professions renewing.

### **Resource implications**

None

### **Financial implications**

None

### **Appendices**

Communications plan for registration renewals

## Communications plan for registration renewals

### Who are the team responsible for project managing this initiative?

Directorate	Registrations
Directorate key contact	Richard Houghton, Claire Harkin

### Communications involvement in the initiative

All of the communications team, key involvement required from Nina, Ebony and Jacqueline

### Launch date of initiative where appropriate

To start one month in advance of the issue of renewal notices – see detailed plans

### Background to the initiative?

To provide support to the registrations department and a co-ordinated approach to communicating the importance of renewing to registrants and professional bodies.

### What are the key messages?

The main messages are

- the importance of renewing early and not leaving it to the last minute
- reminding registrants that they need to remember to self-certify, pay and sign the renewals forms, even if they are paying by direct debit (and the payment has come out of their account)
- in the event they are lapsed from the Register, registrants must remember that it affects not only their livelihood but also patients, colleagues and employers
- it is essential they inform us of any changes in their contact details
- the increase in the registration fees
- the forthcoming cpd audits

### What are the communication aims and objectives?

Overall,

- to improve registrants' understanding of renewal requirements
- to ensure more registrants' begin to renew early in the process
- to support the reduction in the number of registrants lapsing
- to ensure registrants inform us of any changes in their contact details
- to improve registrants' overall understanding of regulation and why it is important to be registered

### Who are the target audiences?

Registrants, employers and professional bodies

**What communication channels should be utilised to support this project?**

We will utilise a range of communication channels, including (but not limited to)  
Employer: employer events, bulletins, direct mail, posters and conferences  
Professional bodies: face to face meetings, email to membership managers, news items on website and in journals, joint mailings and conferences  
Registrants: via professional bodies (see above), HPC In Focus, articles in professional journals, newsletters and on websites, posters in place of work, conferences/exhibitions  
All: web pages, news items on home page

**Is the HPC working in partnership with any other organisations, external agencies or other regulators or commissions on this initiative?**

Work with professional bodies and employers

**What are the elephant traps/risks associated with this initiative?**

Risk	Level of risk (high, medium, low)
Impact of registration process failing	High
Not reaching sufficient registrants	Medium

**What plans will be put in place to minimise these risks?**

Regular meetings and contact with the Registrations Dept to update on progress  
Utilise full range of communication activities across all audiences

**What is the communication budget for this initiative?**

Nil

**How will the impact of this initiative be evaluated?**

% lapses, % renewing early as compared to last renewal cycle, % of final notices sent

**How will the supporting communications for this initiative be evaluated?**

Number of articles in professional journals, number of meetings with professional bodies, direct mail to employers, email alerts to membership managers, feedback from professional bodies during and after the process.

**Communications activities – Renewals for Orthoptists and Paramedics**  
**– renewal notices issued 1 June 2009 for renewal by 31 August 2009**

<b>Main activity</b>	<b>Description</b>	<b>Timescale</b>	<b>Lead</b>	<b>Action</b>
Update renewal poster	Update the poster with renewals for 2009 onwards		Ebony	Done
Contact with membership managers of relevant professional bodies	<ul style="list-style-type: none"> <li>• Set up initial meeting with Membership Manager and Communications rep to discuss how we can work together eg joint mailings, links to newsletters, journals</li> <li>• Continue contact with membership managers through process to inform and keep up to date on progress</li> <li>• Consider post wrap up discussion and joint article in professional journal</li> </ul>	From late April	Nina / Claire / Richard	
Reminder on home page of HPC website	<ul style="list-style-type: none"> <li>• News item on home page at start of renewal period</li> <li>• Prominent reminder to be created for home page referencing professions renewing during renewal</li> </ul>	By 1 June	Tony / Ebony / Nina	
Articles in professional journals and news items on website	Write and place a series of articles (pre, mid and post) in relevant journals, website and/or newsletters, dependant on publication dates.	1 May to 30 Sept	Ebony	
Attendance at relevant professional conferences	Ascertain whether there are any profession specific conferences happening during the renewal period and make relevant bookings. Ensure representatives from registrations attend	Now to 31 August/ ongoing	Susan	
Articles in HPC In Focus	Reminder articles in relevant editions of In focus, dependant on schedule Consider post registration article highlighting successful work with professional body and reduction in lapsing	1 May to 30 Sept/ Ongoing	Jonathan	
Letter to employers/managers	When relevant, letter to employers' list and/or managers' list (from professional bodies or Binley's) highlighting importance of renewing - include renewals poster	May/June onwards	Nina	

Include renewals information at all HPC events and conferences	Activities should include representation from registrations department at events where possible, information in presentations and available on publications table/stand  Includes Listening Events, Employer Events and all conferences and exhibitions where we have a presences	From April 2009 onwards	Susan	
Letter to HR Managers on final renewal notice	Send letter to relevant HR Managers when final renewal notice issued	End July	Claire H / Nina	
External talks programme, particularly CPD	Ensure CPD and other talks has a slide or information (where applicable) on the renewal process	Ongoing	Mark	

## Communications activities – Renewals for Clinical Scientists, Prosthetists / Orthotists, Speech and language therapists

Renewal notices issued 1 July 2009 for renewal by 30 September 2009

Main activity	Description	Timescale	Lead	Action
Update renewal poster	Update the poster with renewals for 2009 onwards		Ebony	Done
Contact with membership managers of relevant professional bodies	<ul style="list-style-type: none"> <li>Set up initial meeting with Membership Manager and Communications rep to discuss how we can work together eg joint mailings, links to newsletters, journals</li> <li>Continue contact with membership managers through process to inform and keep up to date on progress</li> <li>Consider post wrap up discussion and joint article in professional journal</li> </ul>	From late May	Nina / Claire / Richard	
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Letter to	When relevant, letter to employers' list and/or managers'	July onwards	Nina	

employers/managers	list (from professional bodies or Binley's) highlighting importance of renewing - include renewals poster			
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External talks programme, particularly CPD	Ensure CPD and other talks has a slide or information (where applicable) on the renewal process	Ongoing	Mark	