

**Recruitment**

Phillipa Richardson will join HPC on September 5<sup>th</sup> as Events Manager with Catherine Dawson moving into the role of Communications Officer vacated by Rachel Tripp. Sarah Dawson has joined as Stakeholder Manager.

**Listening Events**

Listening events are to be held in York and Hull on the 14<sup>th</sup> and 15<sup>th</sup> of September respectively, and future listening events will be held in Inverness and Stirling in November. The Inverness event will be broadcast across the Highlands and Islands using ISDN lines.

**Publicity**

The Classic FM adverts generated 40 calls to the 0845 number and 60+ calls came in via reception from members of the public. Adverts will now adorn buses across the UK in September and October with bumper stickers also having been produced after a letter praising the campaign and suggesting car stickers was received from a Dietitian. Over 11,000 Practice Managers have also been sent 2 HPC posters and a covering letter with the intension that they will display them in GP surgeries across the UK.

Advertising currently taken out on Yell.com will be augmented by similar advertising in Thomsons on-line directory.

Talks with a number of Universities and their students are being planned for the next Academic year and a project on the role of the regulator versus the role of the employer is being discussed with

various employer representatives from both the private and public healthcare sectors.



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