

Council – 29 June 2015

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 2015-16.

**Financial implications**

None

**Appendices**

Communications Report

**Date of paper**

19 June 2015

# Communications – management commentary

## 1 Communications projects and activities

**Promoting hcpc registration:** We have just completed a communications plan designed to increase awareness of how registrants can promote their registration to patients and service users. Activities will include media releases, articles and working with professional bodies to signpost to existing resources including the registration logo, guidance and leaflets/posters.

**Signposting:** We are in the process of rolling out some work to make sure organisations and certain individuals are using correct HCPC terminology and/or logo instead of the 'old' HPC (Health Professions Council) terminology and old or incorrect logos online and to make sure that relevant organisations and individuals are signposting our details on their website.

**Be Sure:** We have been working with a digital partner to refresh our Be Sure campaign and this will be launched shortly. The campaign will be designed to raise awareness of our role, how people can raise concerns and the type of concerns we deal with.

**HCPC In Focus:** Issue 59 was published on Friday 5 June 2015 and was the first in HTML. This new format enables us to automatically clean the data on our mailing list by removing accounts that are no longer active. It also allows us to see how many people have opened the email and what links they have clicked through to, indicating which articles were most popular.

We have also launched a survey to gather views on content and frequency of distribution to aid the development of the newsletter. We will publish the findings in August.

**Web:** The latest round of web changes have been launched, including changes to the main navigation headings to make it easier for stakeholders to find the information they require. Other changes included making it easier to access historical meeting information, and easy access to related fitness to practise hearings on individual hearings pages. We have also improved our statistical reporting capabilities.

## 2 Communications expertise to departments

**Registrations - renewals:** We have written and implemented a communications plan for practitioner psychologists who renewed in March and are currently following plans for paramedics and orthoptists. We also have plans in place for clinical scientists, prosthetists and orthotists and speech and language therapists who renew in July.

**Registrations - new applications:** We are currently writing a mini communications plan for UK applications and in particular recent graduates and those that are new to the Register. The plan will cover our requirements in relation to the UK applications process and what people need to know.

**Registrations - students:** As part of a broader piece of work looking at how we communicate with students in the professions we regulate, we gave a presentation to 200 final-year students at London Southbank University (LSBU) on Friday 22 May 2015. This was well received and we have subsequently followed up with the Head of Allied Health Sciences at LSBU to work together on developing our engagement activities with students.

## Communications – management commentary

**Policy - consultation on the draft revised SCPE:** In May and June we ran four events to consult with patients, service users and carers on the draft revised standards of conduct, performance and ethics. We worked with a range of partners to deliver these workshops and in total 128 people attended. Each session was very different, but we have gained very valuable and constructive feedback from attendees and are extremely grateful to everyone who participated in these workshops.

### 3 Business as usual communications activities

#### Events

**Meet the HCPC events:** 118 registrants attended the event in Middlesbrough on 2 June. A presentation on preventing small problems becoming big problems again formed part of the standard programme. Of the 47 registrants that completed the evaluation survey 90% rated the event as excellent or good. The next Meet the HCPC events will take place in Stornoway and Fort William on 6 and 7 October.

**Employer events:** On 21 May we ran an Employer event in Newport where we discussed topics including fitness to practise and our new research on preventing problems in the workplace with employers of registrants. We had questions on areas including returning to practice, our continuing professional development requirements and the international application process. 23 delegates attended and of the 12 delegates that completed the evaluation report, 83% rated the event as excellent and 16% as good. The next Employer event is in Exeter on 9 July and so far there are 19 registrations.

**International regulation event:** On 24 June Building the evidence base of professional regulation: international perspectives is taking place in Amsterdam the day before the CLEAR conference. We have 60 delegates attending from various professional and regulatory bodies. External speakers are from Utrecht University Medical Centre, Dutch Healthcare Inspectorate, Trinity College, Dublin and University of Warwick UK.

#### Media

**Statements and reactive lines:** In response to media enquiries we issued a statement about two education providers failing to gain approval for their courses. This was picked up by BBC Look East, Cambridge News and Eastern Daily Press.

**Articles:** A range of updates from HCPC: Complete Nutrition, Locum today, National Health Executive and Young Minds.

#### Publishing

**Standards for podiatric surgery:** New standards setting out requirements for programmes delivering training in podiatric surgery were published on Monday 1 June 2015.

**Addition of ISBNs to research reports:** We have added an International Standard Book Number (ISBN) to our research report The costs of fitness to practise: a study of the Health and Care Professions Council. This adds the report to an international catalogue of publications in circulation, making it more accessible to those researching the topic. We will be adding further ISBNs to our other research reports over the coming months and they will be added to all future research reports on publication.

## Communications – management commentary

### Stakeholder

**Parliamentary monitoring and engagement:** The Health and Care Professions Council (Registration and Fees) (Amendment) (No. 2) Rules Order of Council 2015 was laid before both the UK and Scottish Parliaments. This will allow for the planned fee change to come into practice on 1 August 2015.

We are continuing to monitor the progress of Early Day Motion 41 concerning the decision of the HCPC to raise fees for registrants. Early Day Motions are formal motions submitted for debate in the House of Commons. In reality, very few are actually debated and are used instead as a device to allow MPs to draw attention to an issue. The number of signatories currently stands at 68.

Several Parliamentary questions have also been tabled regarding the fee rise and the responses from the Department of Health point to HCPC's status as an independent regulator. We continue to monitor.

**Northern Ireland Assembly:** On Tuesday 2 June 2015 we joined other UK regulators at a joint reception at the Northern Ireland Assembly, where HCPC Council member Eileen Mullen met with Simon Hamilton, Minister of Health, Social Services and Public Safety. The Stakeholder Communications Officer represented the organisation and answered questions from visitors.

**Working with the professions:** During this period, we held our annual meeting for the Chief Executive and Chair of HCPC with representatives of the College of Paramedics on Wednesday 27 May.

The Stakeholder Communications Manager also gave a presentation on safeguarding at the British Society of Hearing Aid Audiologists (BSHAA) Congress at the Telford International Centre on Saturday 16 May 2015.

In the field of social work, the Stakeholder Communications Manager attended the ADASS Workforce Development meeting on Friday 29 May. We also met with the Chair of Nagalro (The Professional Association for Children's Guardians, Family Court Advisers and Independent Social Workers) to explore how to better communicate our CPD standards and the audit process to their members.

### Internal communications

An internal communications and engagement plan is being developed to support implementation of our Information Security policy and the lead up to our next ISO27001 audit in April 2016.

An intranet content strategy is being developed for moving our largest, and most used, internal communications channel to a new Microsoft system later this year.

A new internal e-newsletter 'Park Life' launched in June, utilising our new marketing communications software, Dotmailer, which allows for a more professional and engaging design, more efficient production and provides statistics to help us continually improve the communication for colleagues.

# **Communications Department Management Information Pack**

Jacqueline Ladds, Director of Communications

June 2015

**Events**

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**Media**

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**Publishing**

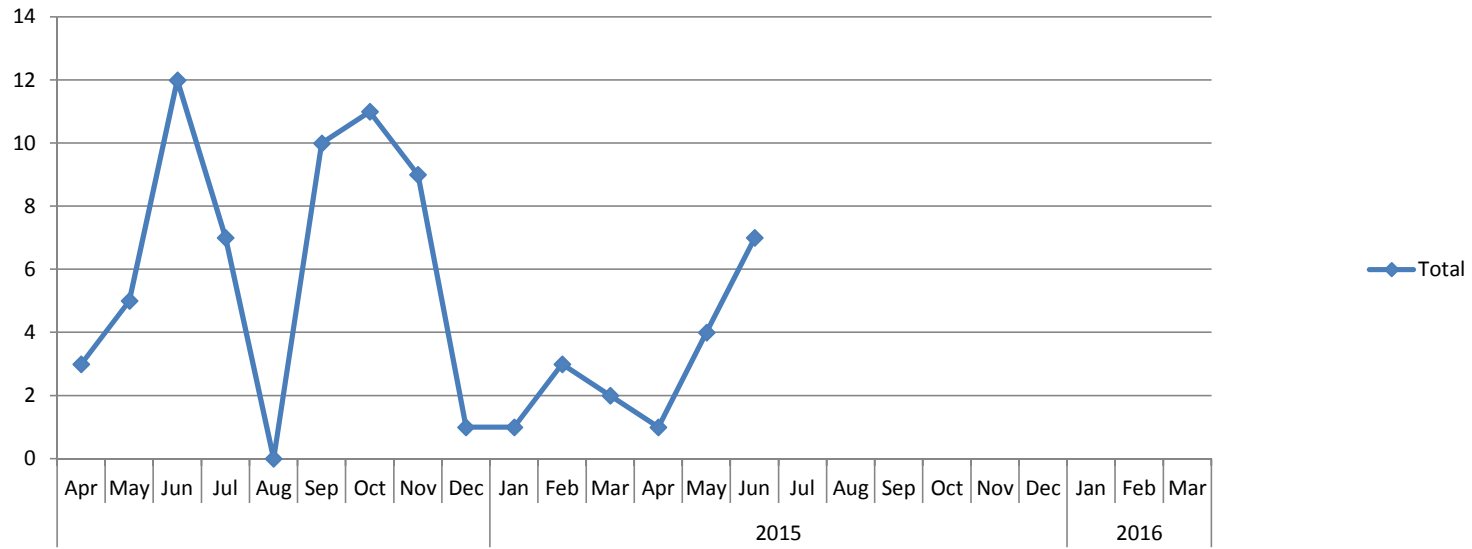
Public awareness packs requested	12
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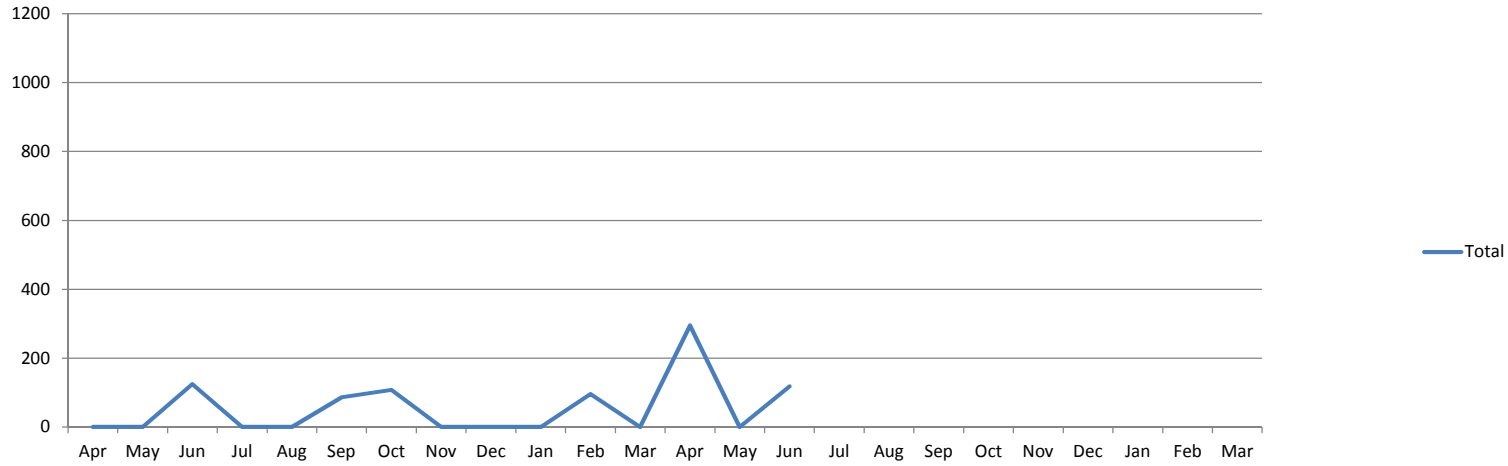


	2015												2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Exhibition stands</b>	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0									
<b>Presentations, talks and seminars (1)</b>	1	3	9	7	0	8	4	5	0	0	0	0	0	1	1									
<b>Meet the HCPC (2)</b>	0	0	1	0	0	1	1	0	0	0	1	0	0	0	1									
<b>Employer events</b>	0	1	1	0	0	0	0	1	0	0	1	1	0	1	0									
<b>Education seminars</b>	0	0	0	0	0	0	5	2	1	0	0	0	0	0	0									
<b>Stakeholder events</b>	1	0	0	0	0	1	1	0	0	1	1	1	0	2	5									
<b>Total</b>	3	5	12	7	0	10	11	9	1	1	3	2	1	4	7									

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
26	16	10	4	1
16	47	44	37	2
9	10	7	4	1
6	6	5	5	1
6	12	6	8	0
0	3	9	6	7
63	94	81	64	12

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

(2) 2 events on 1 day

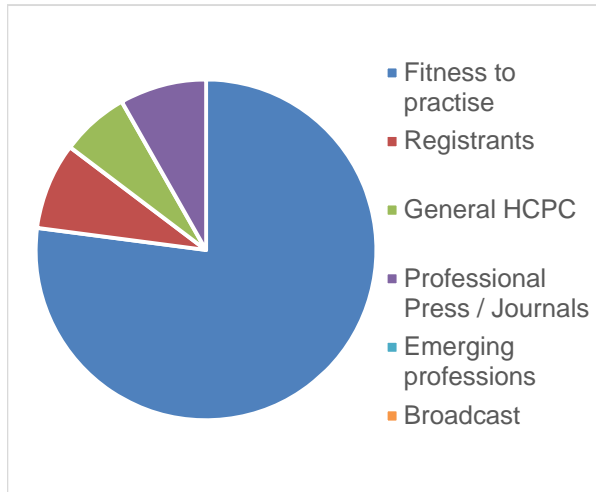


	2015												2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	2	0	0	10	1	0	0	0	5	0	0	0	0									
Biomedical scientists	0	0	7	0	0	1	4	0	0	0	7	0	0	0	2									
Chiropodists	0	0	13	0	0	7	3	0	0	0	6	0	0	5										
Clinical scientists	0	0	0	0	0	0	2	0	0	0	2	0	0	3										
Dietitians	0	0	0	0	0	10	6	0	0	0	5	0	0	1										
Hearing aid dispensers	0	0	2	0	0	3	0	0	0	0	2	0	0	0										
Occupational therapists	0	0	9	0	0	5	34	0	0	0	10	0	261	0	23									
Operating department practitioners	0	0	4	0	0	5	3	0	0	0	5	0	0	3										
Orthoptists	0	0	2	0	0	0	4	0	0	0	0	0	0	0										
Paramedics	0	0	8	0	0	8	11	0	0	0	1	0	1	0	6									
Physiotherapists	0	0	8	0	0	6	7	0	0	0	10	0	33	0	12									
Practitioner psychologists	0	0	6	0	0	9	14	0	0	0	8	0	0	7										
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0										
Radiographers	0	0	5	0	0	6	5	0	0	0	1	0	0	19										
Social workers in England	0	0	58	0	0	0	3	0	0	0	27	0	0	36										
Speech and language therapists	0	0	0	0	0	2	3	0	0	0	2	0	0	1										
Other/Unknown	0	0	0	0	0	14	8	0	0	0	5	0	0	0										
<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>295</b>	<b>0</b>	<b>118</b>									

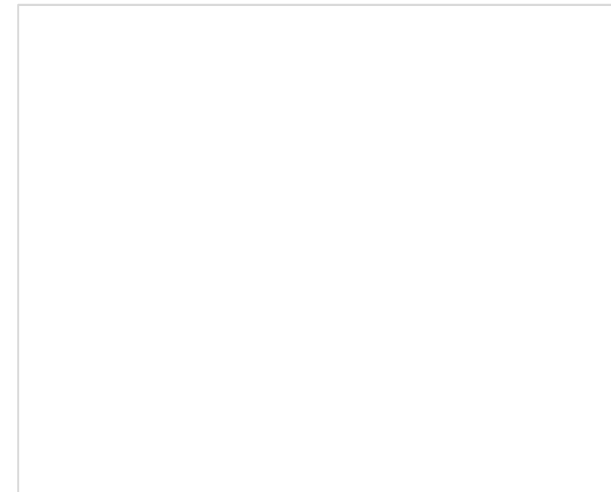
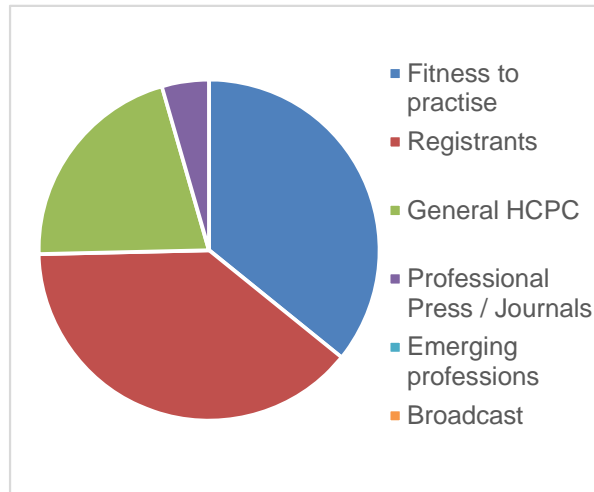
2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
17	9	20	18	0
57	22	46	19	2
63	28	69	29	5
12	1	11	4	3
18	10	18	21	1
13	5	12	7	0
181	71	82	58	284
13	6	11	17	3
6	5	4	6	0
46	15	38	28	7
129	51	115	31	45
34	17	37	37	7
3	0	7	0	0
35	29	51	17	19
0	2156	184	88	36
21	9	19	7	1
28	7	130	27	0
<b>676</b>	<b>2441</b>	<b>854</b>	<b>414</b>	<b>413</b>



**Media coverage - April 2015**

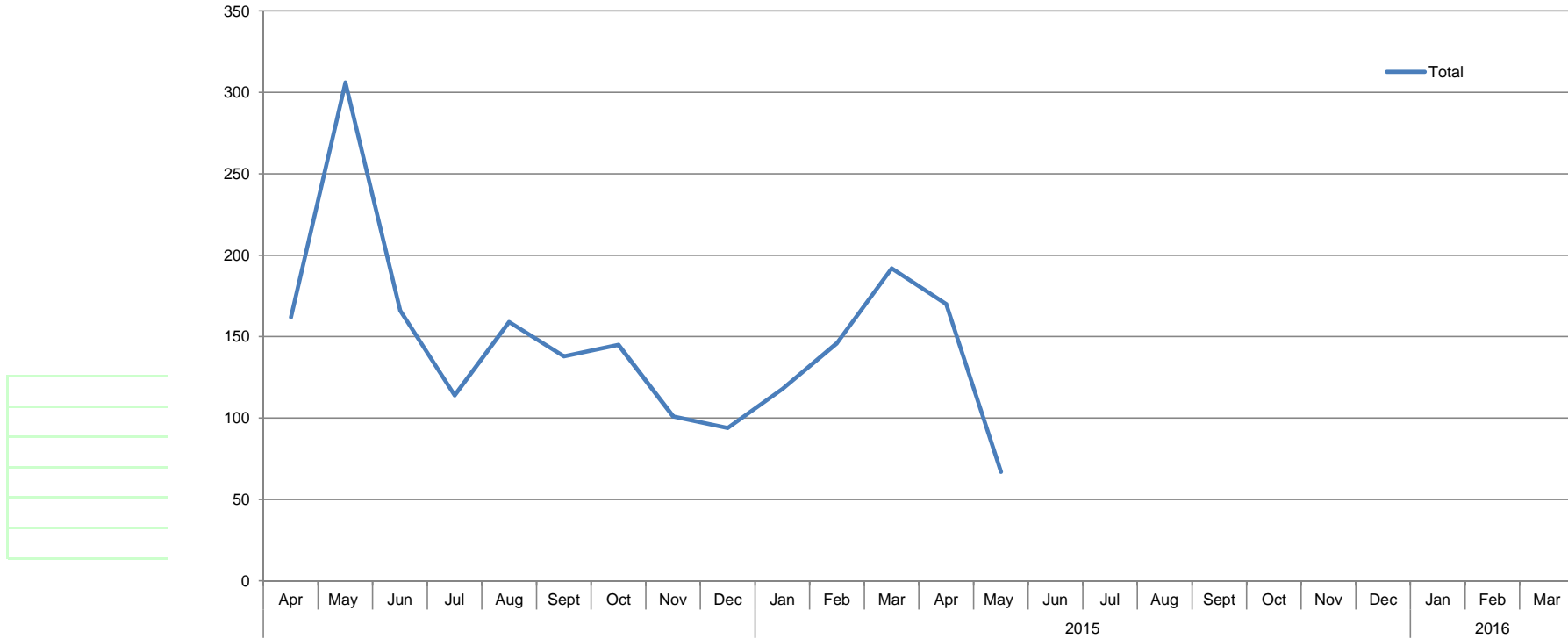


**Media coverage - May 2015**



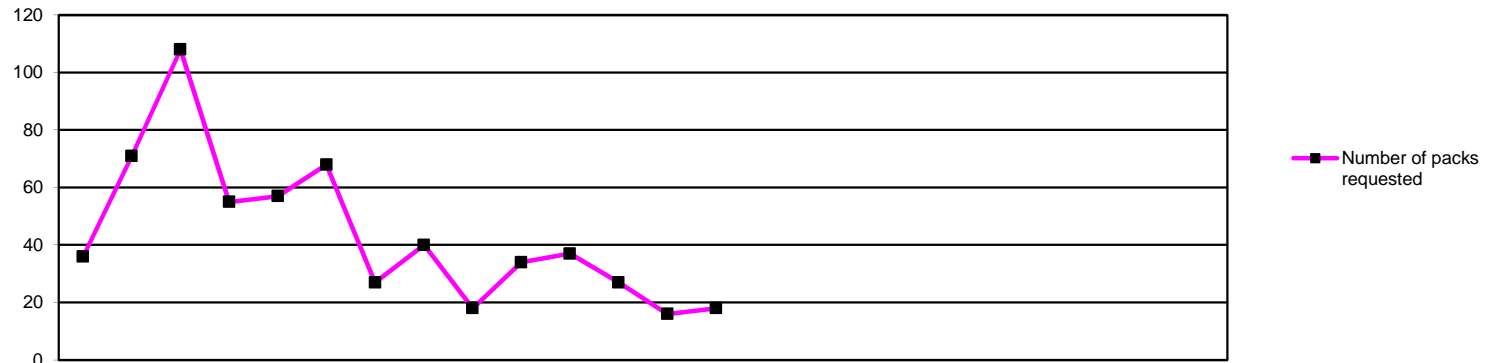
<b>Month: April</b>	
Category	Volume
Fitness to practise	131
Registrants	14
General HCPC	11
Professional Press / Journals	14
Emerging professions	
Broadcast	
<b>TOTAL</b>	<b>170</b>

<b>Month: May</b>	
Category	Volume
Fitness to practise	24
Registrants	26
General HCPC	14
Professional Press / Journals	3
Emerging professions	
Broadcast	
<b>TOTAL</b>	<b>67</b>



Coverage type	2015												2016											
	Apr	May	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	45	212	74	49	102	37	59	17	16	65	89	120	131	24										
Registrants	15	28	25	20	15	8	11	5	2	24	22	28	14	26										
General HCPC	80	29	40	26	12	89	75	79	68	29	35	44	11	14										
Professional Press / Journals	21	37	27	19	20	1	0	0	0				14	3										
Emerging professions	1	0	0	0	9	3	0	0	0															
Broadcast	0	0	0	0	1	0	0	0	8															
<b>Total</b>	<b>162</b>	<b>306</b>	<b>166</b>	<b>114</b>	<b>159</b>	<b>138</b>	<b>145</b>	<b>101</b>	<b>94</b>	<b>118</b>	<b>146</b>	<b>192</b>	<b>170</b>	<b>67</b>										

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2588	885	155
	265	203	40
	251	606	25
	386	125	17
	26	13	0
	51	9	0
	3569	1841	237



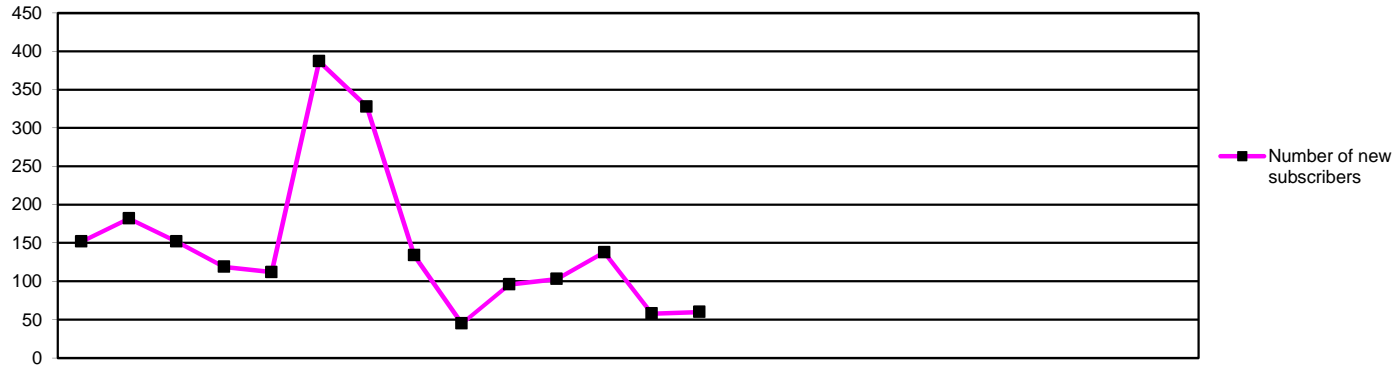
	2014			2015									2016												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Number of packs requested	36	71	108	55	57	68	27	40	18	34	37	27	16	18											

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	750	578	34

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**

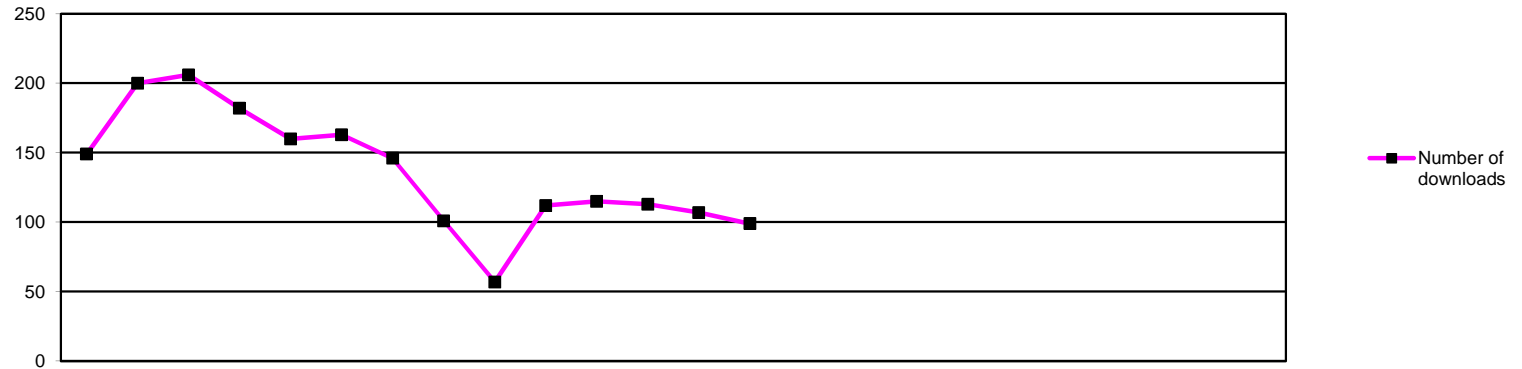
Profession	2014			2015									2016						Total							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		Oct	Nov	Dec	Jan	Feb	Mar	
Arts Therapists	1	4	6	1	1	3	4	2	0	0	0	0	0	3												3
Biomedical scientists	2	0	12	0	1	5	0	0	0	5	3	0	0	0												0
Chiropodists	7	17	25	32	25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



	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										

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2179	1948	118

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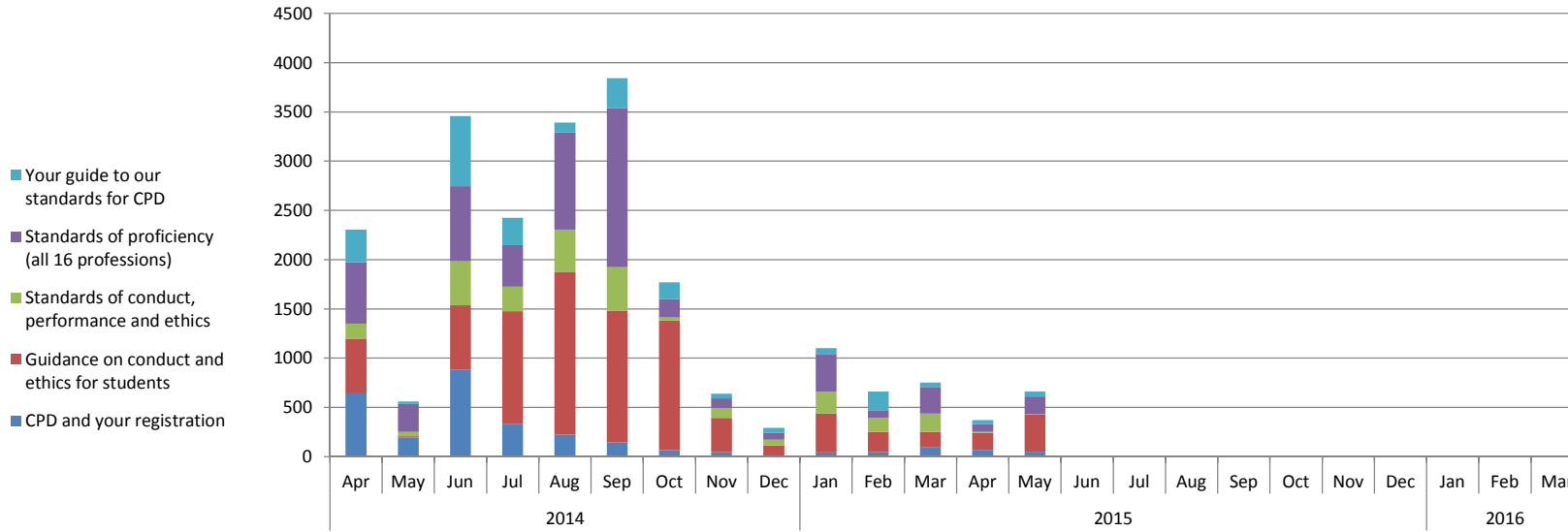


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	149	200	206	182	160	163	146	101	57	112	115	113	107	99										
Number of unregistered downloads	0	1	0	0	0	0	0	0	0	0	0	0	0	0										

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	3207	1704	206
	6	1	0

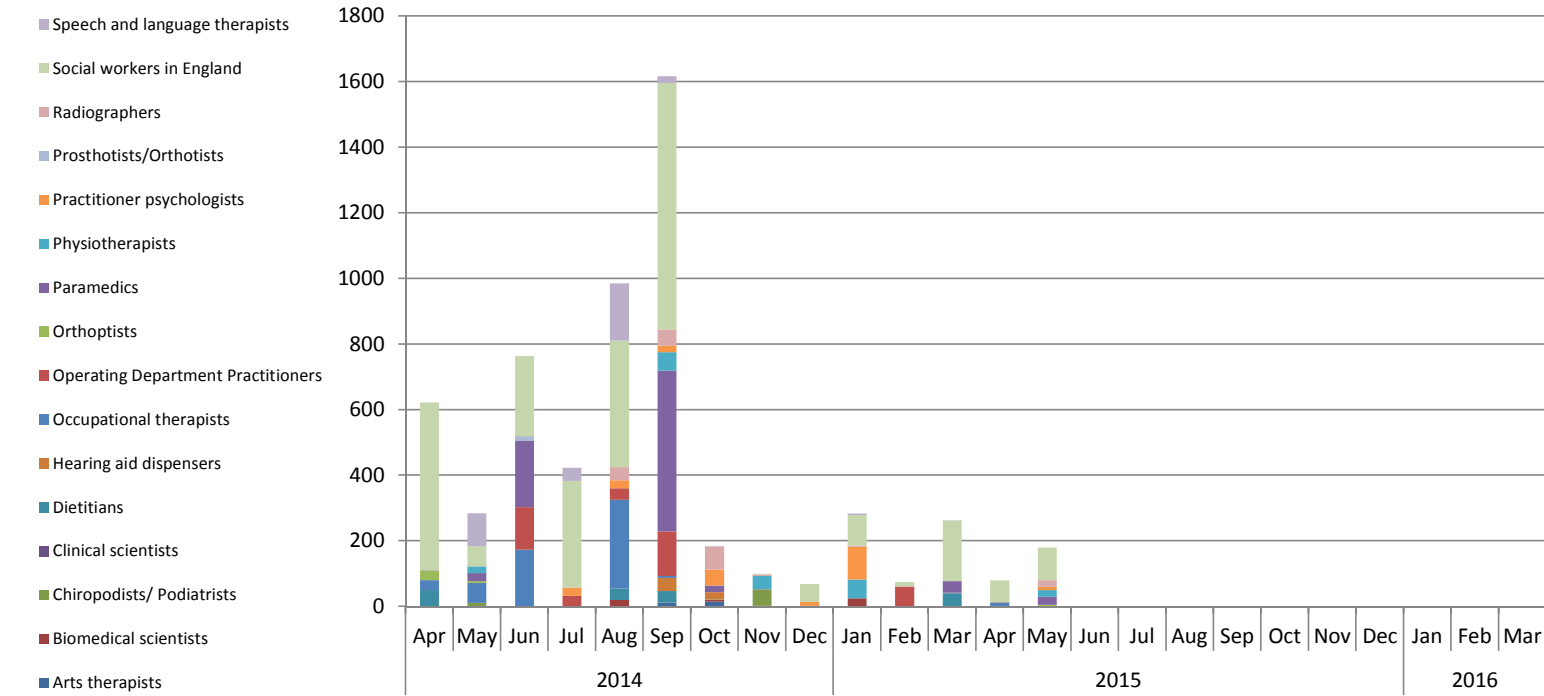
Downloads by profession

	2014			2015									2015									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											9
Biomedical scientists	1	0	1	1	1	1	2	1	0	0	1	0	2	0											2
Chiropodists	14	36	39	47	43	27	21	17	9	21	16	19	17	10											27
Clinical scientists	1	0	0	2	1	2	0	0	2	0	0	0	1	0											1
Dietitians	12	13	16	10	9	11	8	4	3	6	7	6	5	4											9
Hearing aid dispensers	0	0	6	1	6	2	1	1	1	2	1	1	4	2											6
Occupational therapists	5	7	17	13	9	9	9	13	5	6	13	8	4	6											10
Operating department practitioners	0	3	2	0	1	3	1	1	1	2	0	2	0	4											4
Orthoptists	0	1	0	0	0	0	0	0	0	0	0	0	0	0											0
Paramedics	15	14	16	12	9	9	8	4	4	4	6	7	8	5											13
Physiotherapists	32	34	36	29	20	28	20	15	7	20	15	22	19	13											32
Practitioner psychologists	38	38	34	32	31	29	32	26	11	30	40	29	24	31											55
Prosthetists / orthotists	0	5	0	0	0	0	0	0	0	1	0	1	1	2											3
Radiographers	2	3	2	1	3	0	2	2	2	2	0	1	0	2											2
Social workers in England	5	14	5	14	9	25	28	3	6	6	3	3	4	5											9
Speech and language therapists	12	9	15	8	3	7	6	3	3	6	7	6	17	8											25



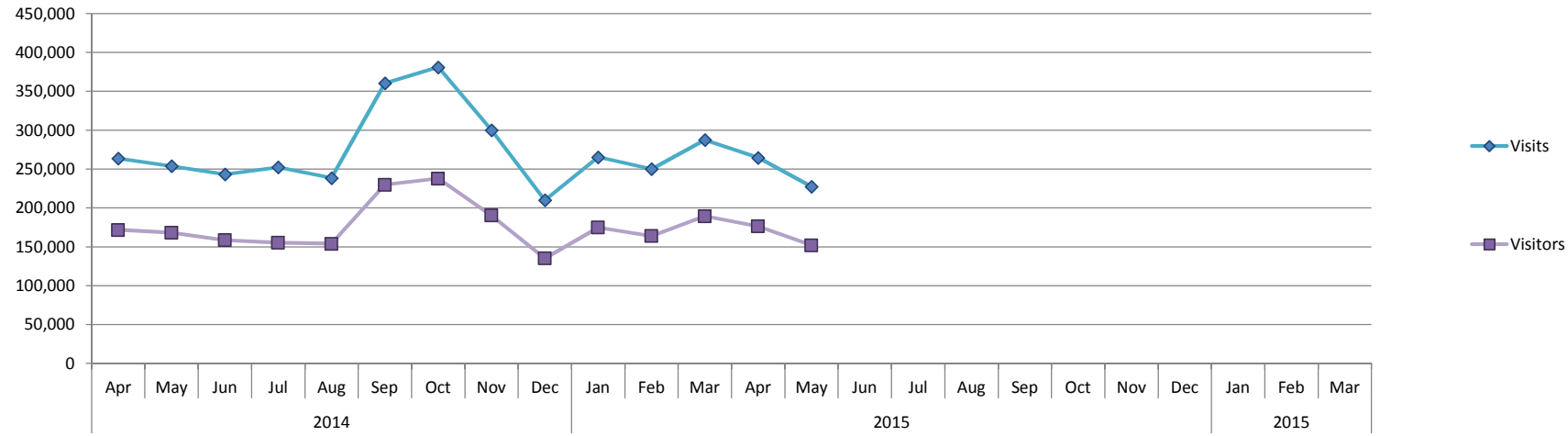
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	651	195	880	330	222	145	67	47	4	44	46	93	69	50										
Guidance on conduct and ethics for students	543	11	656	1147	1656	1337	1315	345	108	393	206	157	172	377										
Standards of conduct, performance and ethics	158	46	447	248	428	441	31	98	60	222	141	188	11	3										
Standards of proficiency (all 16 professions)	622	284	764	423	985	1617	185	100	69	383	74	263	79	180										
Your guide to our standards for CPD	330	25	712	276	100	302	171	49	51	60	195	50	41	50										

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	3587	2724	119
	7071	7874	549
	3368	2508	14
	6946	5769	259
	875	2321	91



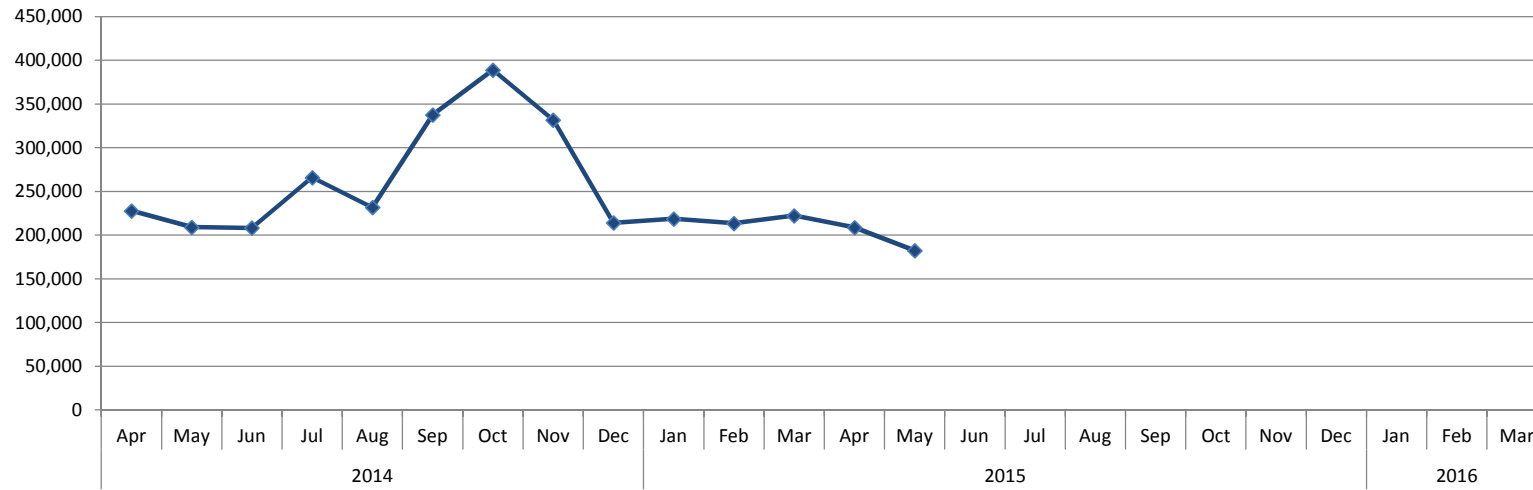
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	1	0	0	0	12	15	0	0	0	0	0	0	0										
Biomedical scientists	0	0	0	0	20	0	6	2	2	25	0	0	0	0										
Chiropractors/ Podiatrists	0	10	0	0	0	0	1	50	0	0	0	0	0	0										
Clinical scientists	0	0	0	0	0	0	0	0	0	0	0	0	0	0										
Dietitians	50	0	0	0	35	35	0	0	0	0	0	40	0	0										
Hearing aid dispensers	0	0	0	0	0	40	21	0	0	0	0	0	0	0										
Occupational therapists	30	61	173	0	270	6	0	0	0	1	1	1	12	0										
Operating Department Practitioners	0	0	130	32	35	136	1	0	0	0	60	1	0	0										
Orthoptists	30	5	0	0	0	0	0	0	0	0	0	0	0	5										
Paramedics	1	25	203	0	0	490	20	1	0	0	0	35	1	25										
Physiotherapists	0	20	0	0	0	56	0	40	0	56	0	0	0	20										
Practitioner psychologists	0	0	0	25	25	20	49	0	12	100	0	0	1	10										
Prosthetists/Orthotists	0	0	13	0	0	0	0	0	0	0	0	0	0	0										
Radiographers	0	0	0	1	40	50	70	5	0	4	0	0	0	20										
Social workers in England	511	62	245	325	385	751	1	2	55	92	13	185	65	100										
Speech and language therapists	0	100	0	40	175	21	1	0	0	5	0	1	0	0										

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	82	28	0
	83	55	0
	254	61	0
	3	0	0
	407	160	0
	22	61	0
	669	543	12
	262	395	0
	11	35	5
	842	775	26
	262	172	20
	252	231	11
	87	13	0
	182	170	20
	3370	2627	165
	208	343	0

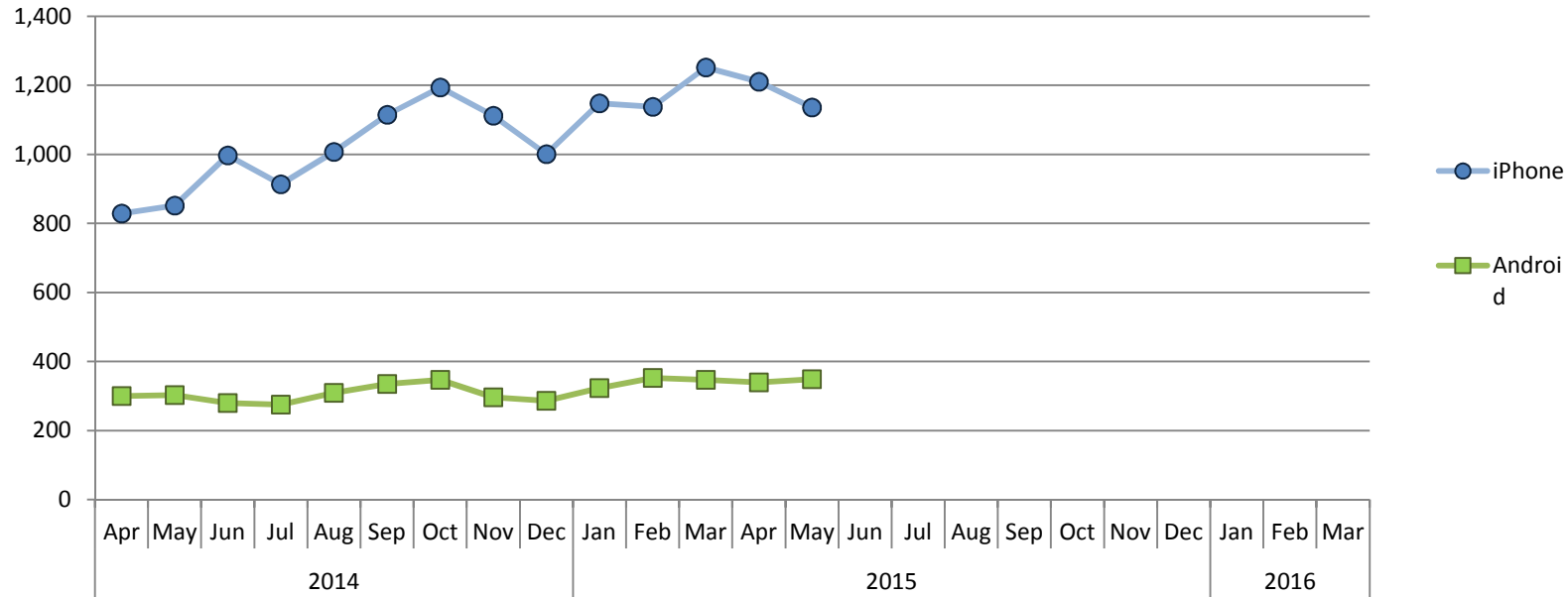


	2014			2015									2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD														
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar						Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
<b>Visits</b>	263,666	253,958	243,223	252,284	238,619	360,521	380,987	300,185	210,076	265,475	250,057	287,465	264,641	227,419													1,644,537	2,509,129	3,166,787	3,306,516	492,060
<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													1,142,036	1,634,799	2,026,047	2,129,218	328,464

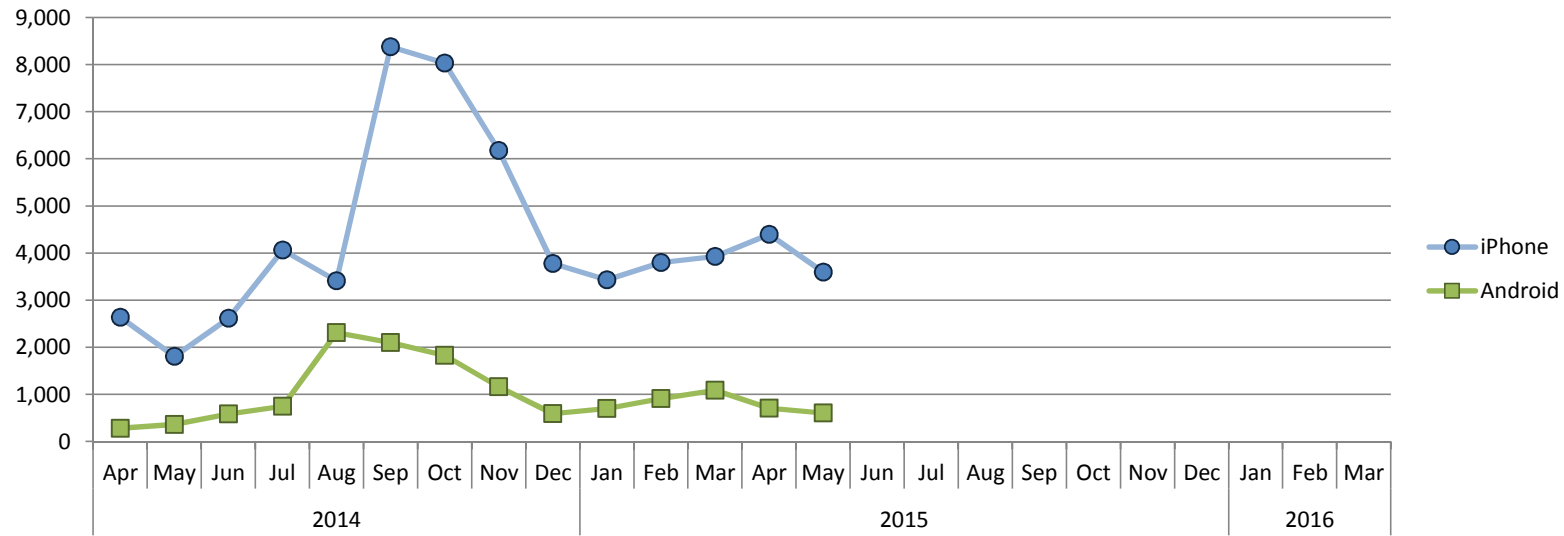




	2014			2015									2016									2011/12	2012/13	2013/14	2014/15	2015/16			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Page views	227,751	209,093	208,276	265,876	231,569	337,663	389,022	331,914	214,034	218,706	213,501	222,400	208,752	182,338												3,882,409	3,287,489	3,069,805	391,090

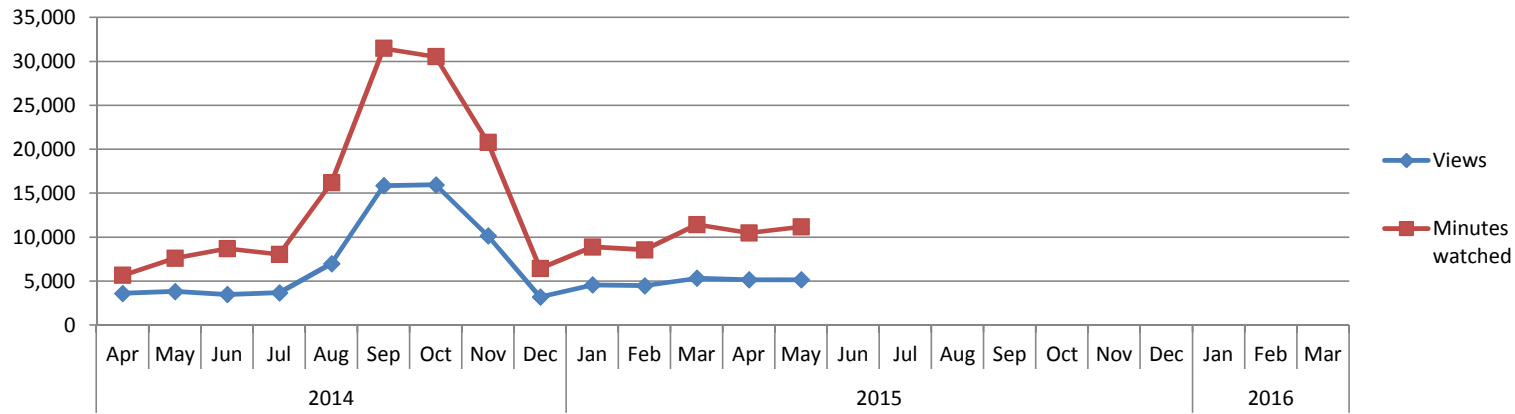


	2014			2015									2016			2011/12	2012/13	2013/14	2014/15	2015/16									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
<b>iPhone</b>	829	852	997	913	1007	1115	1194	1112	1001	1148	1138	1252	1,210	1136															
<b>Android</b>	300	303	280	275	309	335	347	296	286	323	352	347	339	349															



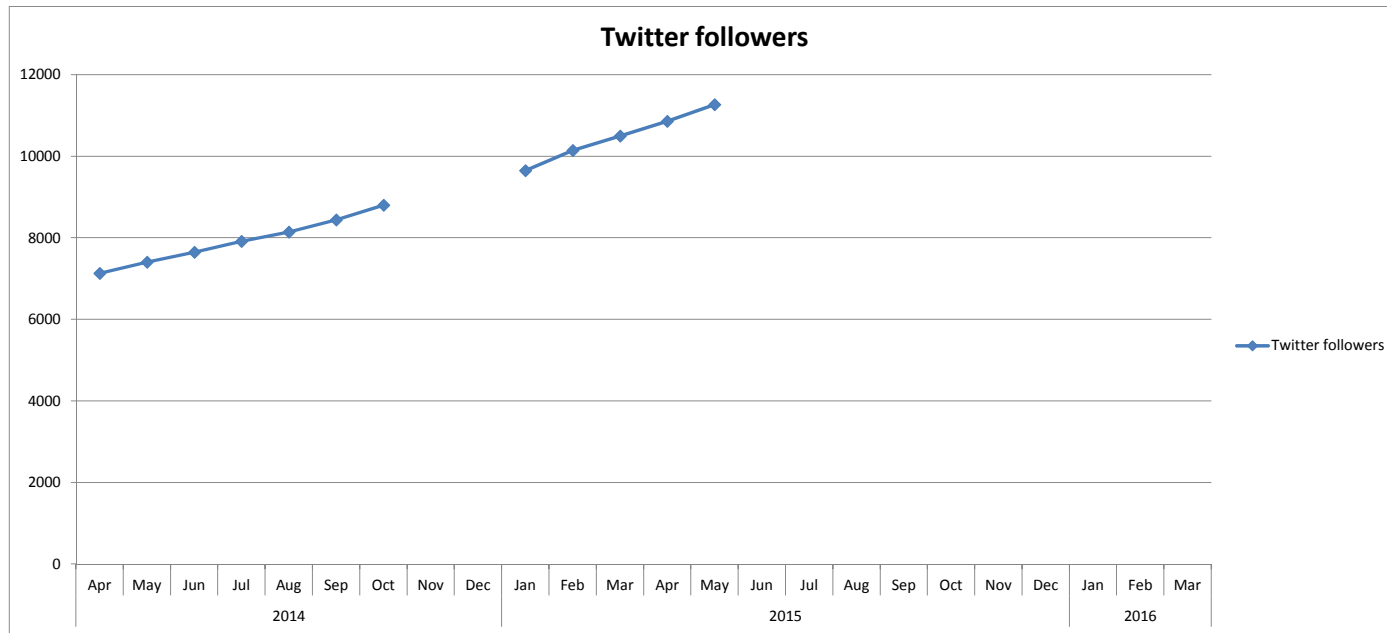
	2014			2015									2016		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<b>iPhone</b>	2,636	1,808	2,619	4,065	3,411	8,379	8,035	6,182	3,779	3,435	3,799	3,931	4,396	3,595	
<b>Android</b>	279	363	588	753	2,314	2,104	1,830	1,165	593	701	912	1,088	707	606	

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	46,844	52,079	52,079	7,991
		7,417	12,690	1,313



	2014				2015								2016		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<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	
<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	#####	#####	

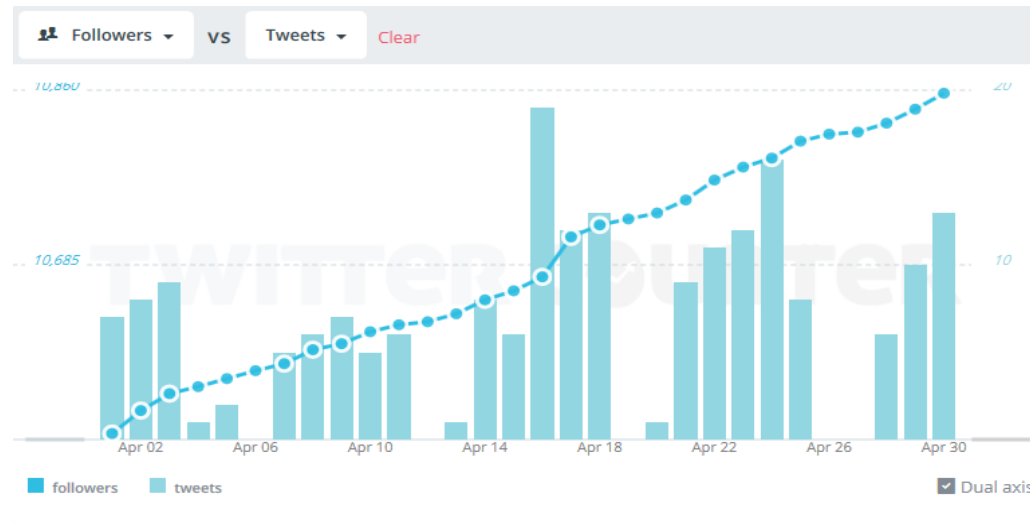
2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
		30,599	81,138	10,293
		41,659	164,331	21,652



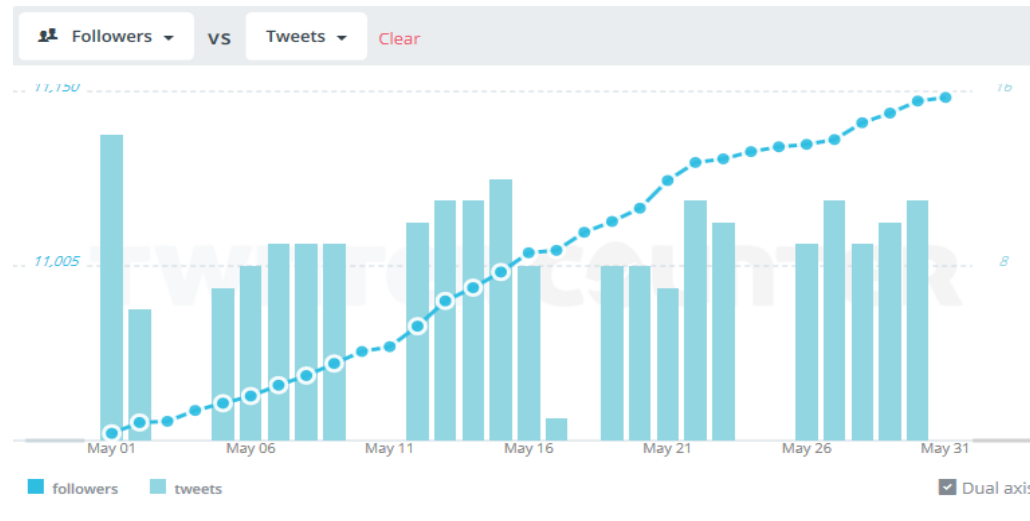
	2014		2015									2016			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Twitter followers	7134	7404	7650	7919	8141	8441	8807			9650	10,145	10,498	10,860	11,270	

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
		25,721	85,789	22,130

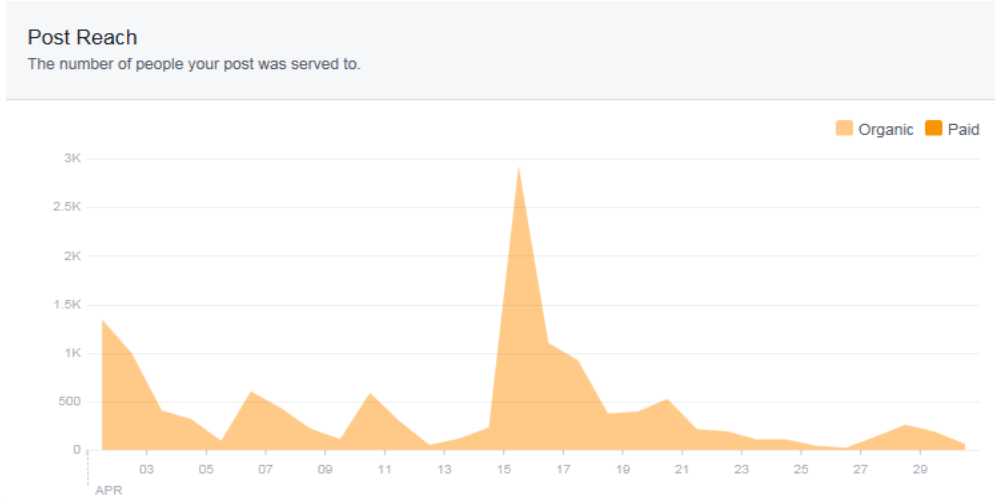
April



May



April



May

