

Council – 11 February 2016

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**

28 January 2016

# Communications – management commentary

## 1 Communications projects and activities

On Thursday 14 January 2016, Secretary of State for Education, Nicky Morgan, announced the intention to create a new body that would set standards for training, assessment and accreditation for all social workers in England. Over time, this would become the regulatory body, in place of the Health and Care Professions Council. She outlined an intention to bring forward necessary legislation when parliamentary business allows.

Following the announcement we held employee briefings and issued a media statement which we also placed on our website. We subsequently followed this up with more detailed FAQs on our employee intranet and a line manager briefing. Our statement has been picked up by a number of social work media, particularly Community Care and has been referenced in the Guardian. We are following up on both of these. Generally, coverage has been picked up both nationally including The Telegraph and also widely across regional press.

## 2 Communications expertise to departments

**Revised Standards of conduct, performance and ethics (SCPE) (Policy):** On Tuesday 26 January we published the revised Standards of conduct, performance and ethics (including bilingual English / Welsh, Easy Read, large print and audio versions). Hard copies have been mailed to all registrants, and we have also contacted a wide range of stakeholders. The publishing team are working on a special edition of HCPC In Focus which will focus on the standards. We held a media briefing on the morning of 26 January for professional body and professions media, after which the press release was issued. Further communications work included a new video, new web pages, updates to myHCPC app, articles for professional media, a social media campaign, and blog pieces. Further work will continue over coming months.

On 2 February we are holding an event in Manchester to mark publication. Presentations will include why and how we revised the standards and the key changes. There will then be a panel discussion and Q&A session. The event is fully booked with 240 delegates. It is also being live streamed with 80 people currently registered to join online.

**Review of social work education in England, and its engagement with the HCPC approval process from 2012–15 (Education):** The review of social work education in England was published on Thursday 21 January 2016. Communication activities included a press release sent out to professional body and professions press and some social media activity. In addition, three separate emails were sent out to stakeholders (including Department of Health and Department for Education), education providers and visitors, to inform them of the report. A podcast was produced, featuring a conversation on specific topics between Education Manager Jamie Hunt and Media and PR Officer Rebekah Tailor. We have secured coverage in Community Care and Care Appointments.

# Communications – management commentary

## 3 Business as usual communications activities

### Events

**Meet the HCPC events:** The next Meet the HCPC event will take place in Dalton-in-Furness on 4 February 2016 and will include a presentation on the revised Standards of conduct, performance and ethics. We currently have 92 registrants booked to attend.

**Employer events:** The next Employer event will take place on 27 January in Glasgow. We currently have 57 delegates booked to attend. The event will include presentations on what employers need to know about the registration and fitness to practise processes and the research on preventing small problems becoming big problems. Future Employer events will focus on the revised SCPE.

**Live webcast - HCPC update and disengagement in health and care:** On 10 December we ran a live webcast for registrants. The programme included an update on HCPC, who we are, what we do and our current work and then a presentation on disengagement in health and care. Robert Templeton and Lin Henry, Registrant Occupational Therapist and FTP Panel member, were on the panel. Questions were sent through to the panel from the online audience. 159 people registered to view the webcast with a third of those joining on the day. 83% of those who completed the feedback survey rated the webcast as excellent.

**Social work stakeholder event:** On 21 January we held a social work stakeholder event. The event was an opportunity for employers, education providers, professional bodies and other organisations with an interest in the standards of proficiency for social workers to provide their input into the ongoing review of the standards. 26 delegates attended the event and feedback is still being collated but early indications show that 80% of attendees rated the event as excellent and 20% as good. We also published a blog piece authored by Joy Tweed as chair of the event.

**Education seminars:** On 25 February in London and 22 March in Edinburgh we are holding Education seminars. The objective of the seminars is to inform Education Providers about our approach to change and advise how they should engage with our change processes. We currently have 60 bookings for the London Seminar and 19 for the Edinburgh seminar.

# Communications – management commentary

## Media

**Statements and reactive lines:** A high profile FTP case took place in January for four days which attracted significant media interest. At its height we had at least ten journalists in the hearing and photographers and TV crews outside both entrances. The hearing was adjourned until February and we expect more journalist activity.

**Articles:** We secured articles in Complete Nutrition and Locum Today.

## Publishing

We have published the following documents.

- Fitness to practise feedback forms for complainants and registrants going through the process.
- Review of the social work education in England approval process 2012–15.

We are also working on the following projects: the Education Annual Report 2015; updating our public awareness materials; updating our Promoting your registration leaflet.

## Stakeholder

**Parliamentary monitoring and engagement:** Largely due to the Christmas recess there have been relatively few parliamentary questions to note. Particularly relevant questions by Baroness Gould of Potternewton, Steve McCabe MP, Andrew Rosindell MP and Justin Madders MP have been covered in recent editions of Issues Brief.

**Working with the professions:** We held our annual meeting for the Chief Executive and Chair of the HCPC with the British Dietetic Association (BDA) in Birmingham on Friday 4 December 2015. The Stakeholder Communication Manager also met the BDA's Policy Officer (Education) and Policy Officer (Prescribing & Regulation) to provide an operational update.

We attended the Northern Ireland Conference for Allied Health Professionals and Advancing Healthcare Awards in Belfast on Thursday 21 January 2016. The event was introduced by Hazel Winning, Lead AHP Officer for Northern Ireland, and included keynote speeches from Suzanne Rastrick, Chief Allied Health Professions Officer for England, and former HCPC Chair Anna van der Gaag.

We also attended a Care Quality Commission event on Monday 25 January 2016, which considered the regulator's 2016-21 strategy.

## Communications – management commentary

**Presentations:** During this period the team delivered two further presentations in Belfast on the HCPC's standards for continuing professional development (Wednesday 20 January 2016) in partnership with the Health and Social Care Northern Ireland Clinical Education Centre. The Stakeholder Communications Manager also spoke at Inclusion Independence and Choice in Manchester on Monday 1 February 2016.

**Service user group engagement:** As part of our work to increase engagement with service user organisations and patient advocacy groups, we are continuing to develop new relationships. We met with representatives of Action Against Medical Accidents (Monday 7 December), the Patient and Client Council (Wednesday 20 January) and the Long Term Conditions Alliance Northern Ireland (Friday 22 January 2016).

### **Web and digital**

**Web deployment:** We are currently finalising requirements for a small update to the main HCPC website, including various template design changes and functional amendments.

**Web and digital requests:** We received 94 requests during November and December. Website updates included a new appeals section, information on amendments to Directive 2005/36/EC and organisational phone number changes. Internal help and guidance was produced for the software release of Skype, and the first edit of a video for raising IT tickets. Email marketing included Partner mailings on information security, payments and travel provider guidance.

### **Internal communications**

**Line manager e-briefing:** We have developed a line manager e-briefing, which is an issues-based electronic briefing for managers and team leaders. It provides guidance and information to support consistent messaging. The first line manager e-briefing was distributed in January 2016 and contained information about the new body for social workers in England.

# **Communications Department Management Information Pack**

Jacqueline Ladds, Director of Communications  
February 2016

**Events**

Overview of events	9
Attendees at Meet the HCPC events – delegates by profession	10

**Media**

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**Publishing**

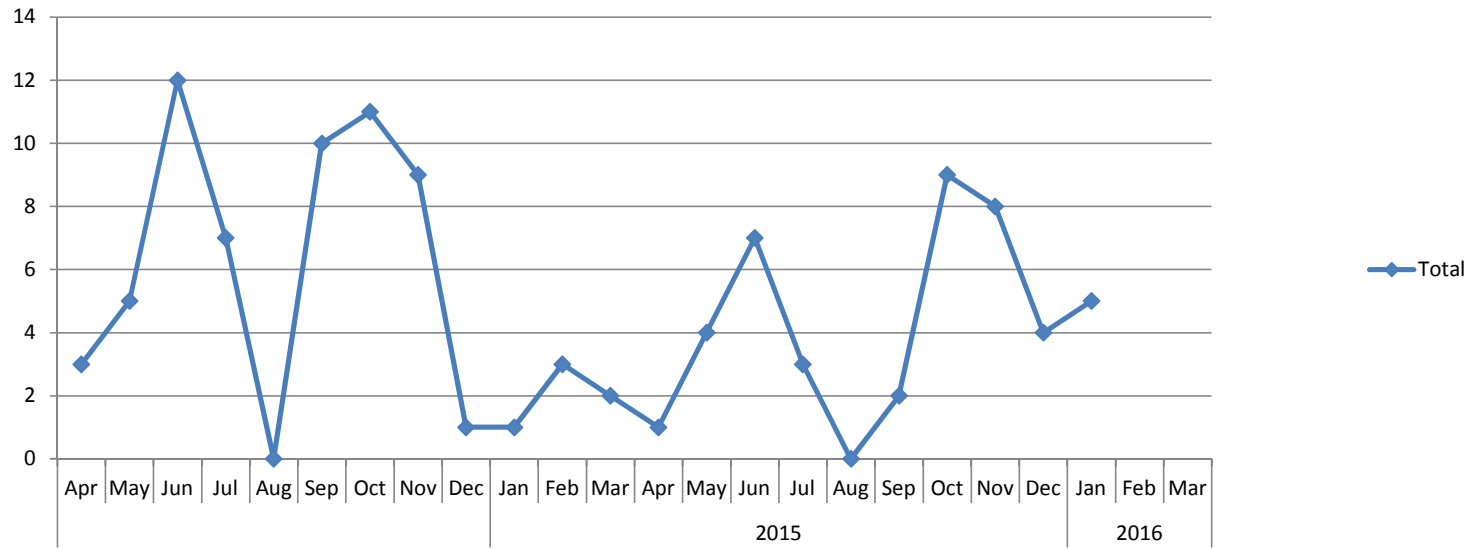
Public awareness packs requested	14
HCPC in Focus – number of new subscribers	15
HCPC registration logo – number of downloads	16
Standards of proficiency – hard copies requested, by profession	17
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**Web**

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**Digital and social media**

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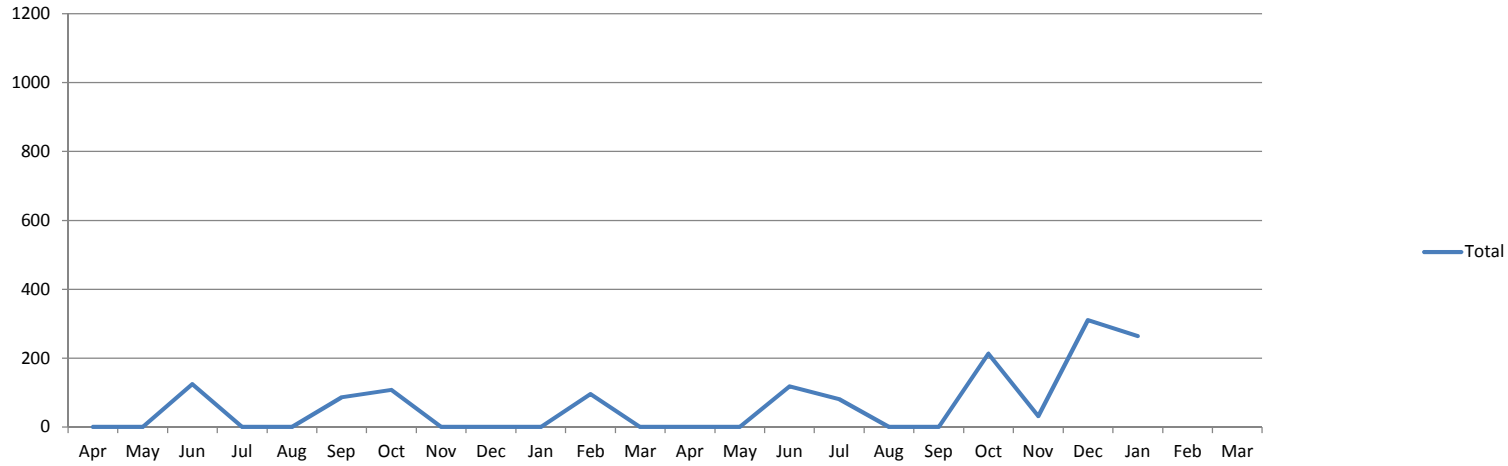


	2015												2016												2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar					
<b>Exhibition stands</b>	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2	1	3	0	0	26	16	10	4	7		
<b>Presentations, talks and seminars (1)</b>	1	3	9	7	0	8	4	5	0	0	0	0	0	1	1	2	0	0	5	4	4	3	16	47	44	37	20		
<b>Meet the HCPC (2)</b>	0	0	1	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	2	0	0	0	9	10	7	4	3		
<b>Employer events</b>	0	1	1	0	0	0	0	1	0	0	1	1	0	1	0	1	0	0	0	1	0	1	6	6	5	5	4		
<b>Education seminars</b>	0	0	0	0	0	0	5	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	6	12	6	8	0		
<b>Stakeholder events</b>	1	0	0	0	0	1	1	0	0	1	1	1	0	2	5	0	0	0	1	0	0	1	0	3	9	6	9		
<b>Total</b>	3	5	12	7	0	10	11	9	1	1	3	2	1	4	7	3	0	2	9	8	4	5	63	94	81	64	43		

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

(2) 2 events on 1 day

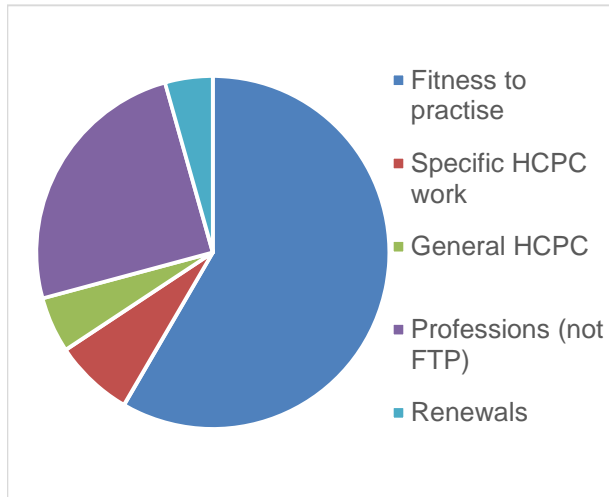




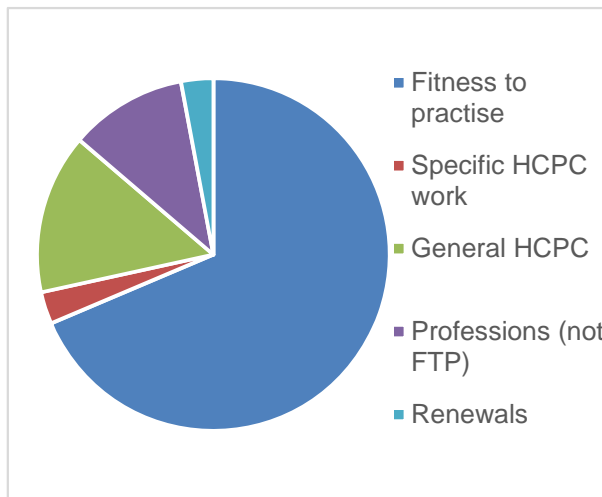
	2015												2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	2	0	0	10	1	0	0	0	5	0	0	0	0	0	0	10	0	22	11			
Biomedical scientists	0	0	7	0	0	1	4	0	0	0	7	0	0	0	2	6	0	0	19	0	30	15		
Chiropodists	0	0	13	0	0	7	3	0	0	0	6	0	0	0	5	1	0	0	14	0	17	12		
Clinical scientists	0	0	0	0	0	0	2	0	0	0	2	0	0	0	3	2	0	0	10	0	18	11		
Dietitians	0	0	0	0	0	10	6	0	0	0	5	0	0	0	1	4	0	0	13	0	19	11		
Hearing aid dispensers	0	0	2	0	0	3	0	0	0	0	2	0	0	0	0	0	0	0	1	0	15	12		
Occupational therapists	0	0	9	0	0	5	34	0	0	0	10	0	0	0	23	17	0	0	16	0	22	14		
Operating department practitioners	0	0	4	0	0	5	3	0	0	0	5	0	0	0	3	1	0	0	0	0	18	12		
Orthoptists	0	0	2	0	0	0	4	0	0	0	0	0	0	0	0	3	0	0	11	0	14	12		
Paramedics	0	0	8	0	0	8	11	0	0	0	1	0	0	0	6	3	0	0	5	0	17	13		
Physiotherapists	0	0	8	0	0	6	7	0	0	0	10	0	0	0	12	10	0	0	25	0	30	25		
Practitioner psychologists	0	0	6	0	0	9	14	0	0	0	8	0	0	0	7	2	0	0	11	0	29	11		
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0	14	11		
Radiographers	0	0	5	0	0	6	5	0	0	0	1	0	0	0	19	6	0	0	16	0	13	12		
Social workers in England	0	0	58	0	0	0	3	0	0	0	27	0	0	0	36	1	0	0	0	0	13	28		
Speech and language therapists	0	0	0	0	0	2	3	0	0	0	2	0	0	0	1	7	0	0	13	0	19	15		
Other/Unknown	0	0	0	0	0	14	8	0	0	0	5	0	0	0	0	18	0	0	37	31	0	39		
<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>0</b>	<b>0</b>	<b>118</b>	<b>81</b>	<b>0</b>	<b>0</b>	<b>213</b>	<b>31</b>	<b>310</b>	<b>264</b>		

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
17	9	20	18	43
57	22	46	19	72
63	28	69	29	49
12	1	11	4	44
18	10	18	21	48
13	5	12	7	28
181	71	82	58	92
13	6	11	17	34
6	5	4	6	40
46	15	38	28	44
129	51	115	31	102
34	17	37	37	60
3	0	7	0	37
35	29	51	17	66
0	2156	184	88	78
21	9	19	7	55
28	7	130	27	125
<b>676</b>	<b>2441</b>	<b>854</b>	<b>414</b>	<b>1017</b>

**Media coverage by subject - Nov 2015**



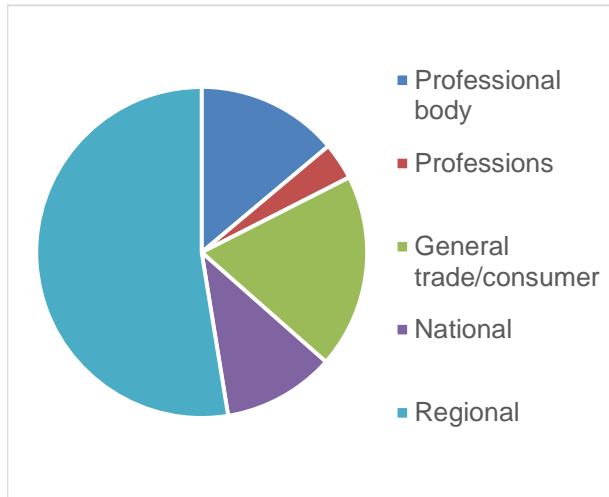
**Media coverage by subject - Dec 2015**



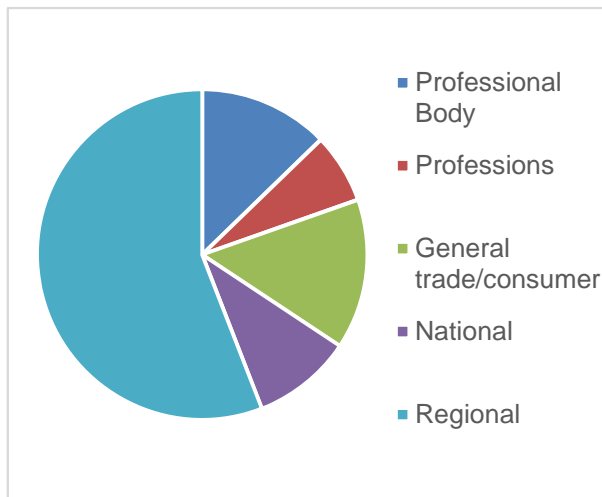
<b>Month: November</b>	
Category	Volume
Fitness to practise	80
Specific HCPC work	10
General HCPC	7
Professions (not FTP)	34
Renewals	6
<b>TOTAL</b>	<b>137</b>

<b>Month: December</b>	
Category	Volume
Fitness to practise	70
Specific HCPC work	3
General HCPC	15
Professions (not FTP)	11
Renewals	3
<b>TOTAL</b>	<b>102</b>

**Media coverage by type - Nov 2015**

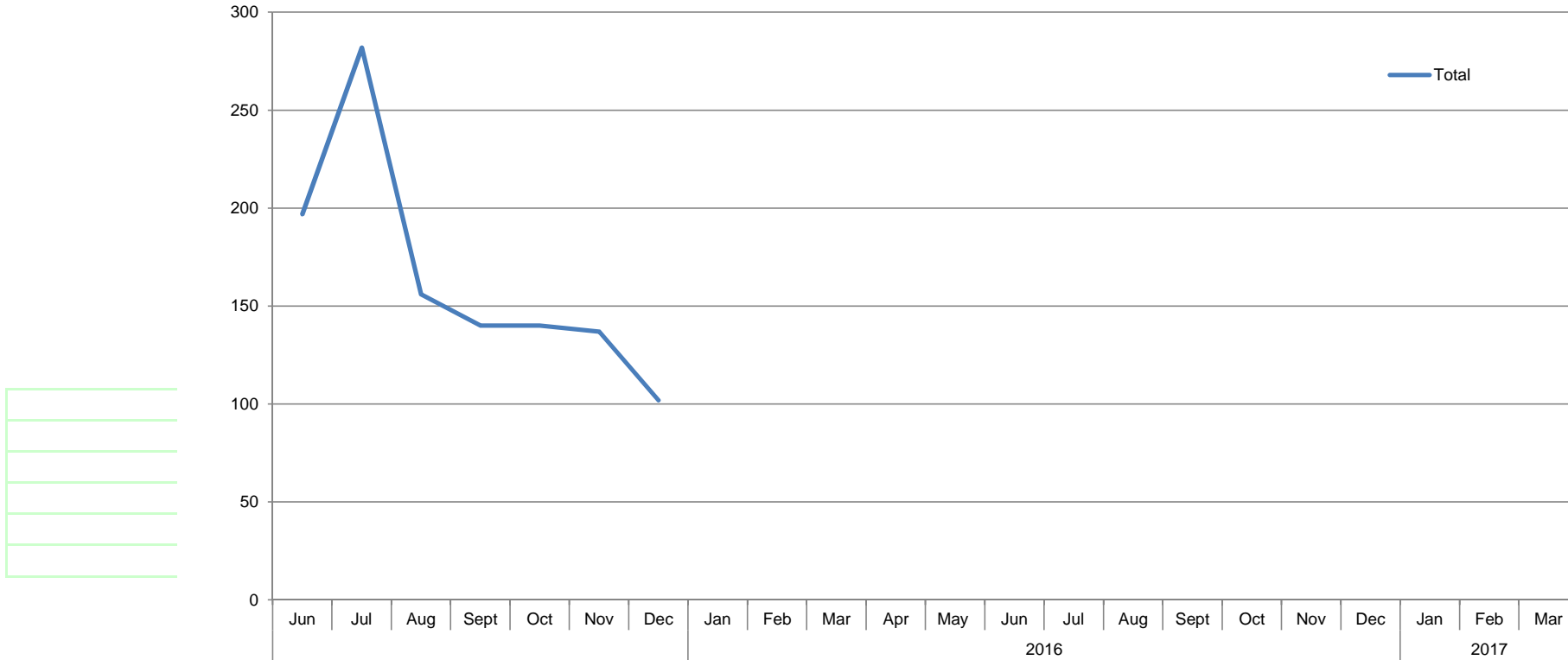


**Media coverage by type - Dec 2015**



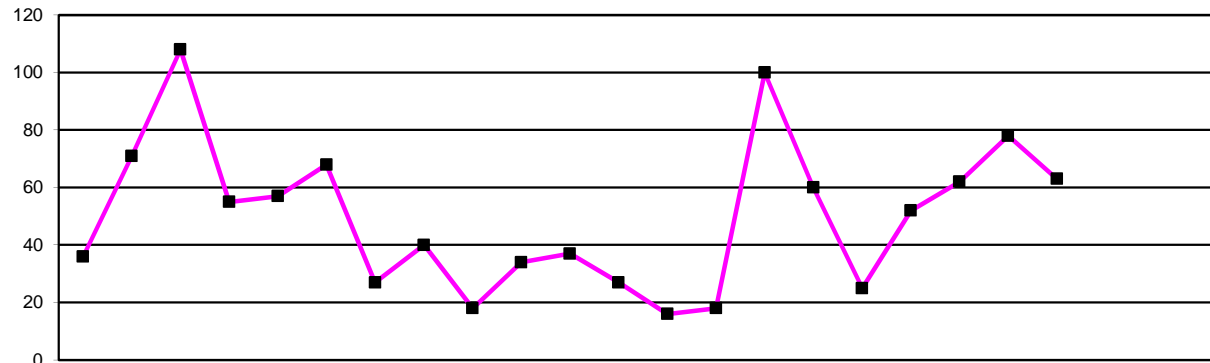
<b>Month: November</b>	
Category	Volume
Professional body	19
Professions	5
General trade/consumer	26
National	15
Regional	72
<b>TOTAL</b>	<b>137</b>

<b>Month: December</b>	
Category	Volume
Professional Body	13
Professions	7
General trade/consumer	15
National	10
Regional	57
<b>TOTAL</b>	<b>102</b>



Coverage type	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															
Specific HCPC work	62	25	7	2	12	9	3															
General HCPC	29	15	23	23	37	7	15															
Professions (not FTP)	9	0	12	20	4	34	11															
Renewals	13	7	5	1	2	6	3															
	0	0	0																			
<b>Total</b>	<b>197</b>	<b>282</b>	<b>156</b>	<b>140</b>	<b>140</b>	<b>137</b>	<b>102</b>															

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2588	885	757
	265	203	120
	251	606	149
	386	125	90
	26	13	37
	51	9	0
	3569	1841	1154



■ Number of packs requested

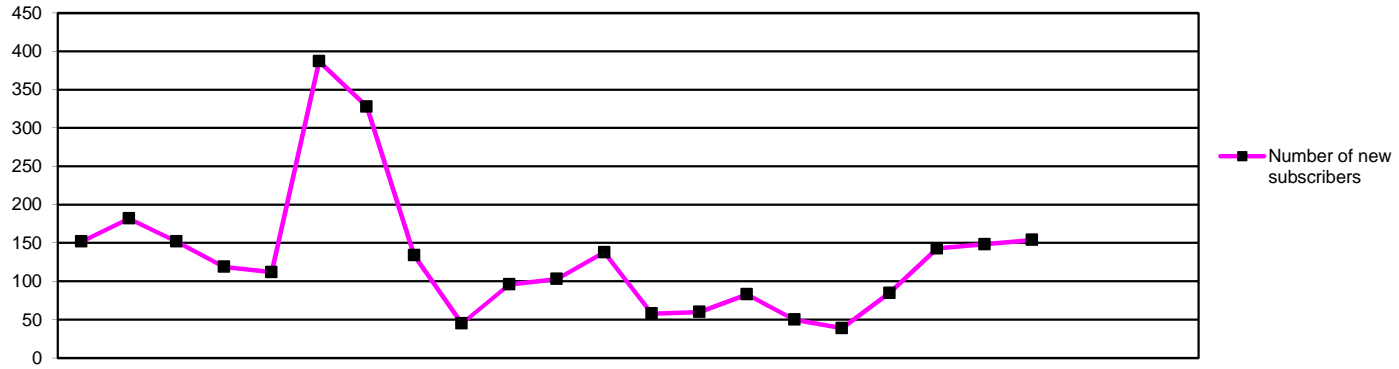
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	36	71	108	55	57	68	27	40	18	34	37	27	16	18	100	60	25	52	62	78	63			

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	750	578	474

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**

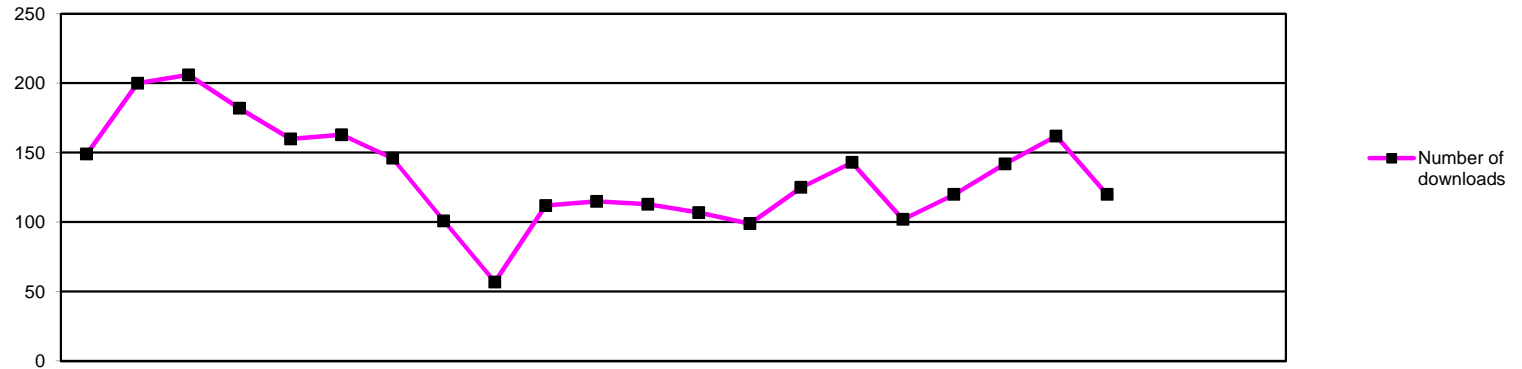
Profession	2014			2015									2016									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	4	6	1	1	3	4	2	0	0	0	0	0	3	3	0	0	0	7	6	12				31
Biomedical scientists	2	0	12	0	1	5	0	0	0	5	3	0	0	0	2	0	0	0	6	1	0				9
Chiropodists	7	17	25	32	25	19	3	4	1	5	18	10	8	4	18	22	10	3	16	19	13				113
Clinical scientists	0	0	1	4	0	0	0	0	1	0	0	0	0	0	0	1	0	3	0	0	0				4
Dietitians	0	11	2	0	0	0	0	0	0	0	0	0	0	0	7	0	0	3	0	0	7				17
Hearing aid dispensers	0	0	8	0	0	0	0	0	0	0	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	9	5	3	13	4	1	10				46
Operating department practitioners	0	0	5	0	0	5	0	0	1	5	0	2	1	1	5	1	0	0	0	0	0				8
Orthoptists	0	0	5	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0				1
Paramedics	0	2	5	0	0	4	0	0	0	1	0	4	0	0	15	4	0	1	6	3	12				41
Physiotherapists	8	15	19	1	4	6	2	5	0	0	4	0	2	1	8	3	1	10	9	11	2				47
Practitioner psychologists	0	0	0	0	0	0	0	3	0	0	0	0	0	2	0	0	0	0	0	0	0				2
Prosthetists / orthotists	0	0	3	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	3	0				3
Radiographers	4	1	0	0	0	0	0	0	2	1	0	6	1	1	0	2	3	3	6	5	1				22
Social workers in England	7	6	6	6	5	9	5	18	6	1	4	0	0	4	14	4	0	5	1	5	6				39
Speech and language therapists	0	1	0	0	5	1	0	0	0	0	0	0	0	0	5	6	6	3	5	2	0				27
Other	6	14	11	10	14	15	7	8	7	10	8	4	4	0	14	12	2	8	2	22	0				64



	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	83	50	39		143		154			

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2179	1948	820.5

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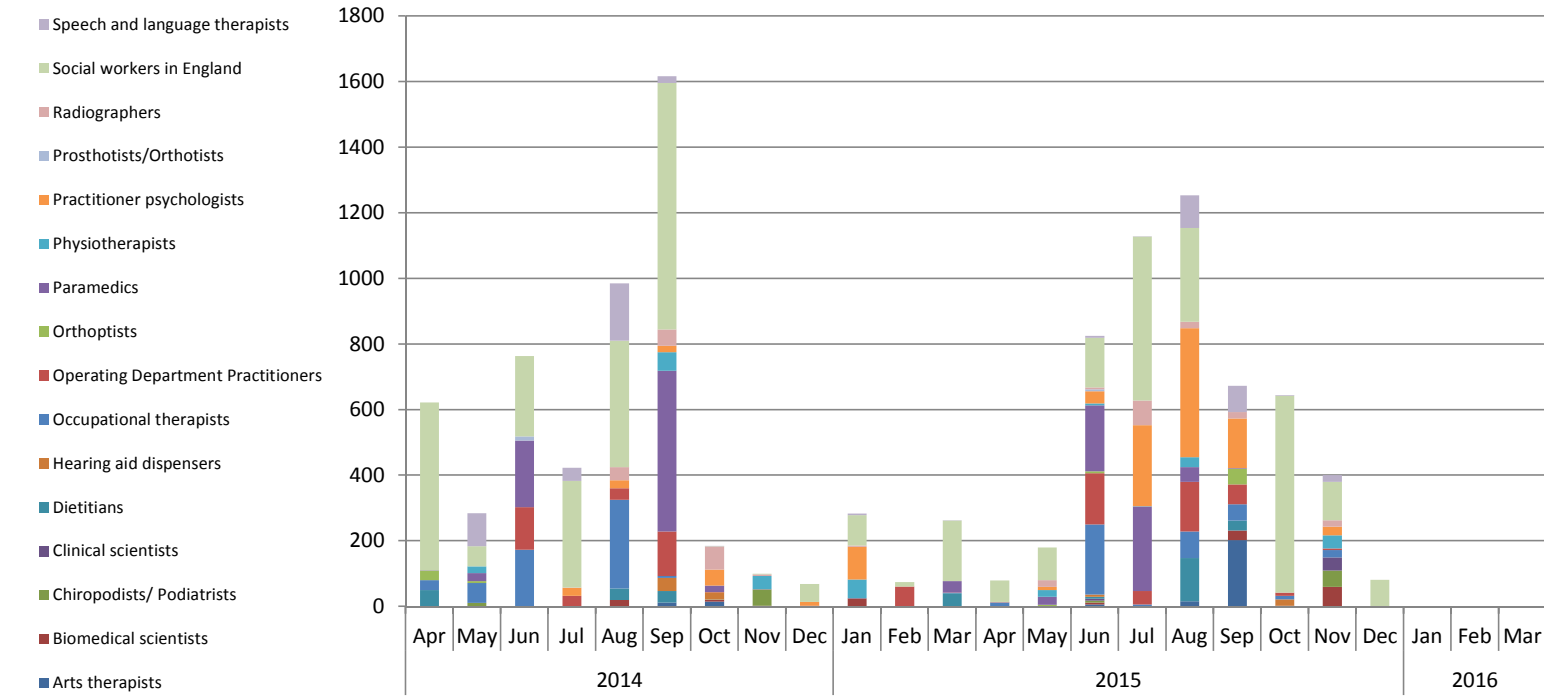


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	149	200	206	182	160	163	146	101	57	112	115	113	107	99	125	143	102	120	142	162	120			
Number of unregistered downloads	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0			

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	3207	1704	1120
	6	1	1

Downloads by profession

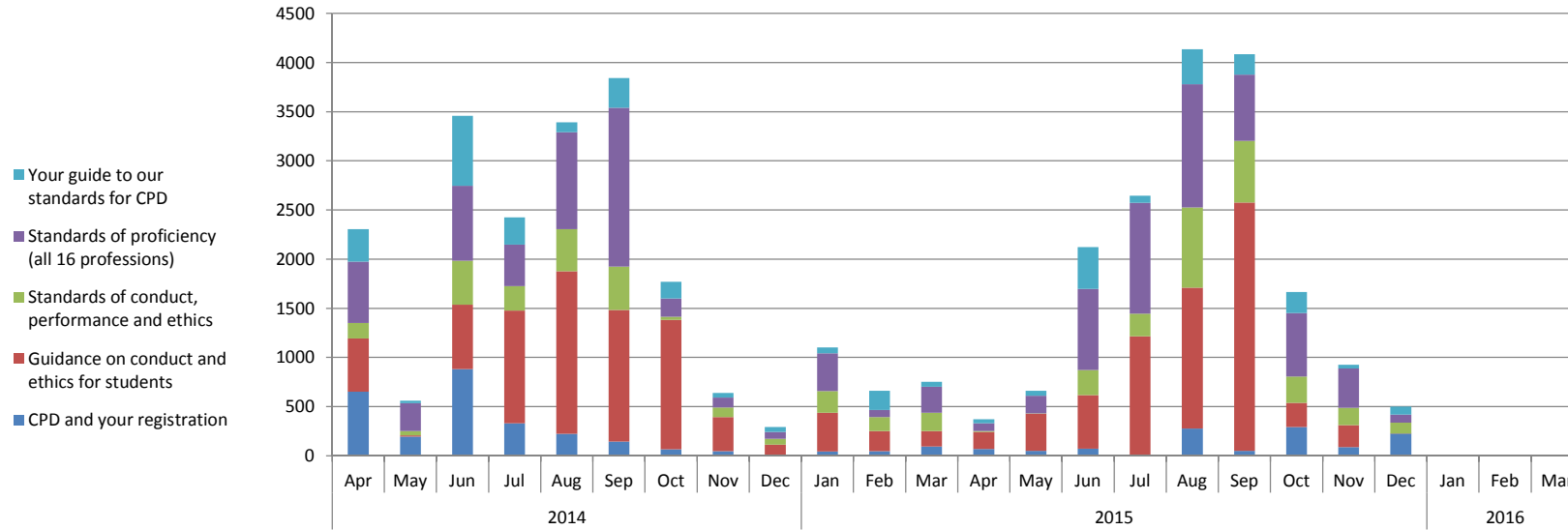
	2014			2015									2016						Total						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		Oct	Nov	Dec	Jan	Feb	Mar
Arts Therapists	12	23	17	12	15	11	8	11	3	6	6	8	2	7	3	6	6	8	10	15	9				66
Biomedical scientists	1	0	1	1	1	1	2	1	0	0	1	0	2	0	5	0	2	4	5	2	2				22
Chiropodists	14	36	39	47	43	27	21	17	9	21	16	19	17	10	14	16	12	18	14	24	16				141
Clinical scientists	1	0	0	2	1	2	0	0	2	0	0	0	1	0	3	2	1	0	4	4	2				17
Dietitians	12	13	16	10	9	11	8	4	3	6	7	6	5	4	7	6	7	7	3	5	3				47
Hearing aid dispensers	0	0	6	1	6	2	1	1	1	2	1	1	4	2	5	3	2	1	0	6	2				25
Occupational therapists	5	7	17	13	9	9	9	13	5	6	13	8	4	6	8	11	3	9	8	17	10				76
Operating department practitioners	0	3	2	0	1	3	1	1	1	2	0	2	0	4	2	4	1	0	2	2	0				15
Orthoptists	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0				2
Paramedics	15	14	16	12	9	9	8	4	4	6	7	8	8	5	22	17	5	7	12	6	13				95
Physiotherapists	32	34	36	29	20	28	20	15	7	20	15	22	19	13	16	20	21	19	26	25	18				177
Practitioner psychologists	38	38	34	32	31	29	32	26	11	30	40	29	24	31	21	35	21	30	35	29	30				256
Prosthetists / orthotists	0	5	0	0	0	0	0	0	0	1	0	1	1	2	0	2	0	1	2	0	0				8
Radiographers	2	3	2	1	3	0	2	2	2	2	0	1	0	2	3	2	1	1	1	1	1				12
Social workers in England	5	14	5	14	9	25	28	3	6	6	3	3	4	5	11	9	14	5	9	13	5				75
Speech and language therapists	12	9	15	8	3	7	6	3	3	6	7	6	17	8	5	10	2	9	11	13	9				84



	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	6	0	16	202	0	0	0			
Biomedical scientists	0	0	0	0	20	0	6	2	2	25	0	0	0	0	6	0	0	30	2	60	0			
Chiropodists/ Podiatrists	0	10	0	0	0	0	1	50	0	0	0	0	0	0	6	0	0	0	0	50	0			
Clinical scientists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	40	0			
Dietitians	50	0	0	0	35	35	0	0	0	0	0	40	0	0	6	1	132	30	0	0	0			
Hearing aid dispensers	0	0	0	0	0	40	21	0	0	0	0	0	0	0	6	0	0	0	20	0	0			
Occupational therapists	30	61	173	0	270	6	0	0	0	1	1	1	12	0	214	5	81	50	10	22	1			
Operating Department Practitioners	0	0	130	32	35	136	1	0	0	0	0	60	1	0	0	156	41	151	60	10	5	0		
Orthoptists	30	5	0	0	0	0	0	0	0	0	0	0	0	5	6	0	0	48	0	0	0			
Paramedics	1	25	203	0	0	490	20	1	0	0	0	35	1	25	201	258	45	2	0	0	0			
Physiotherapists	0	20	0	0	0	56	0	40	0	56	0	0	0	20	6	1	30	0	0	40	0			
Practitioner psychologists	0	0	0	25	25	20	49	0	12	100	0	0	1	10	37	247	393	151	0	26	0			
Prosthetists/Orthotists	0	0	13	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0			
Radiographers	0	0	0	1	40	50	70	5	0	4	0	0	0	20	6	75	20	20	0	20	0			
Social workers in England	511	62	245	325	385	751	1	2	55	92	13	185	65	100	151	500	286	0	601	117	80			
Speech and language therapists	0	100	0	40	175	21	1	0	0	5	0	1	0	0	6	1	100	80	1	20	0			

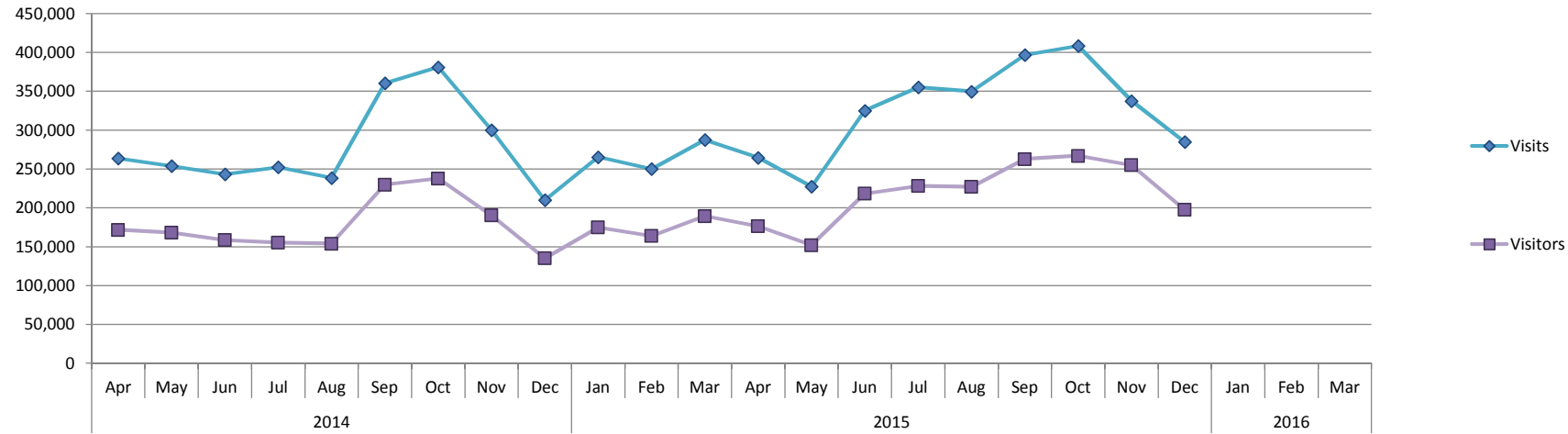
	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
		82	28	224
		83	55	98
		254	61	56
		3	0	46
		407	160	169
		22	61	26
		669	543	395
		262	395	423
		11	35	59
		842	775	532
		262	172	97
		252	231	865
		87	13	6
		182	170	161
		3370	2627	1900
		208	343	208



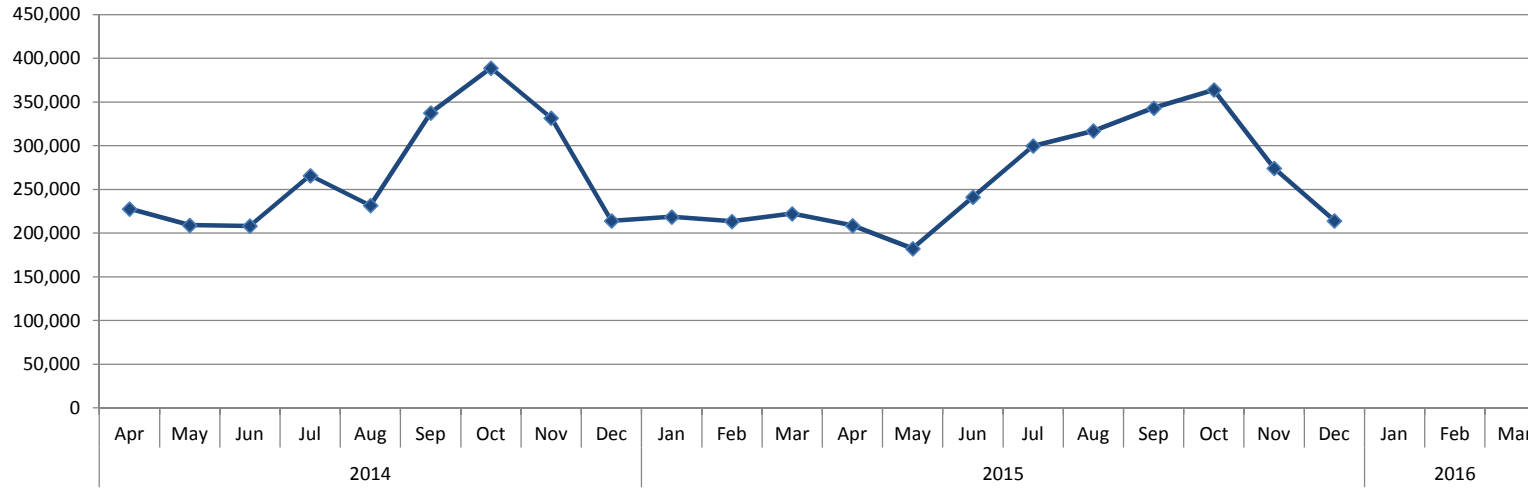


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	651	195	880	330	222	145	67	47	4	44	46	93	69	50	71	6	278	50	293	89	225			
Guidance on conduct and ethics for students	543	11	656	1147	1656	1337	1315	345	108	393	206	157	172	377	546	1209	1433	2526	246	222	1			
Standards of conduct, performance and ethics	158	46	447	248	428	441	31	98	60	222	141	188	11	3	255	230	814	627	268	176	111			
Standards of proficiency (all 16 professions)	622	284	764	423	985	1617	185	100	69	383	74	263	79	180	825	1129	1254	673	644	400	81			
Your guide to our standards for CPD	330	25	712	276	100	302	171	49	51	60	195	50	41	50	426	72	356	209	216	38	81			

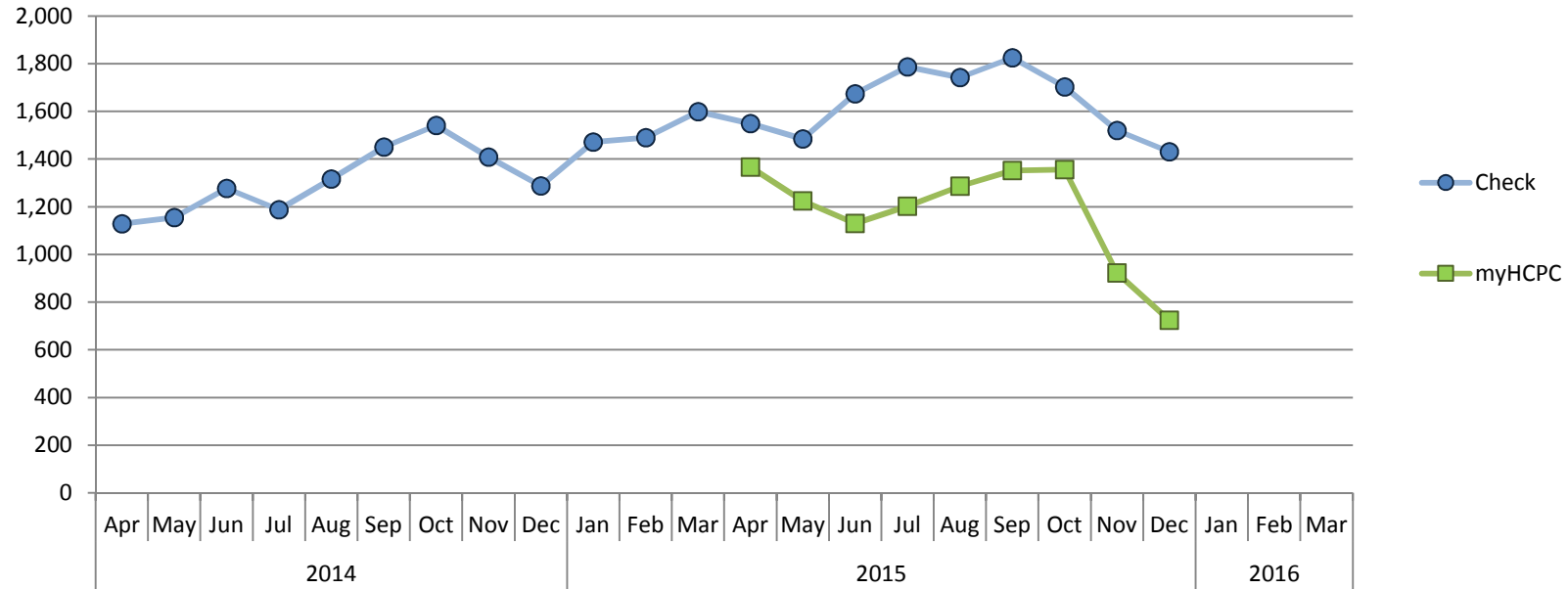
2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	3587	2724	1131
	7071	7874	6732
	3368	2508	2495
	6946	5769	5265
	875	2321	1489



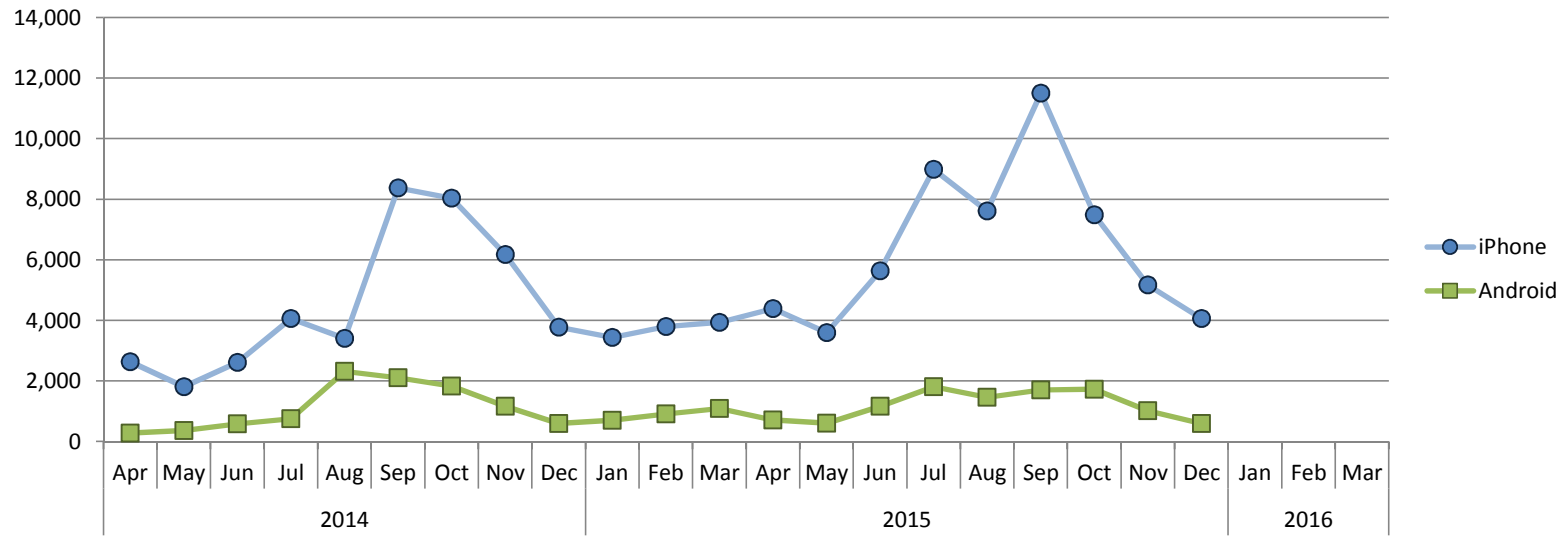
	2014			2015									2016					2011/12	2012/13	2013/14	2014/15	2015/16																			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD												
<b>Visits</b>	263,666	253,958	243,223	252,284	238,619	360,521	380,987	300,185	210,076	265,475	250,057	287,465	264,641	227,419	325,117	355,148	349,671	396,791	408,553	337,571	284,877											1,644,537	2,509,129	3,166,787	3,306,516	2,949,788					
<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	218,374	228,213	227,060	262,789	266,959	255,040	197,500																1,142,036	1,634,799	2,026,047	2,129,218	1,984,399



	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	241,118	299,705	317,040	343,153	363,802	274,271	214,301							3,882,409	3,287,489	3,069,805	2,444,480

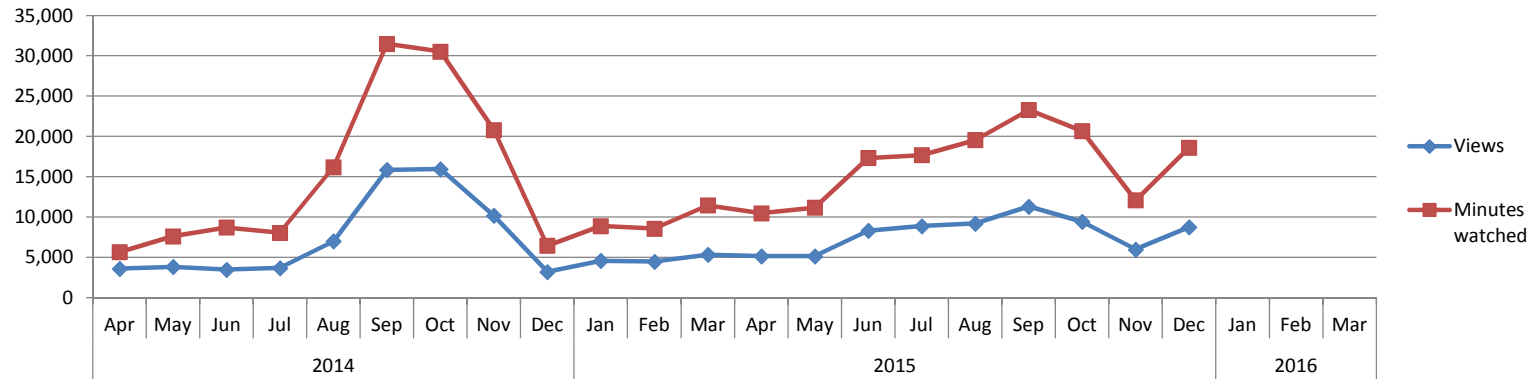


	2014			2015									2016			2011/12	2012/13	2013/14	2014/15	2015/16										
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD	
<b>Check</b>	1,129	1,155	1,277	1,188	1,316	1,450	1,541	1,408	1,287	1,471	1,490	1,599	1,549	1,485	1,674	1,787	1,742	1,825	1,703	1,520	1,431									
<b>myHCPC</b>													1,366	1,224	1,130	1,202	1,286	1,352	1,356	923	724									10,563



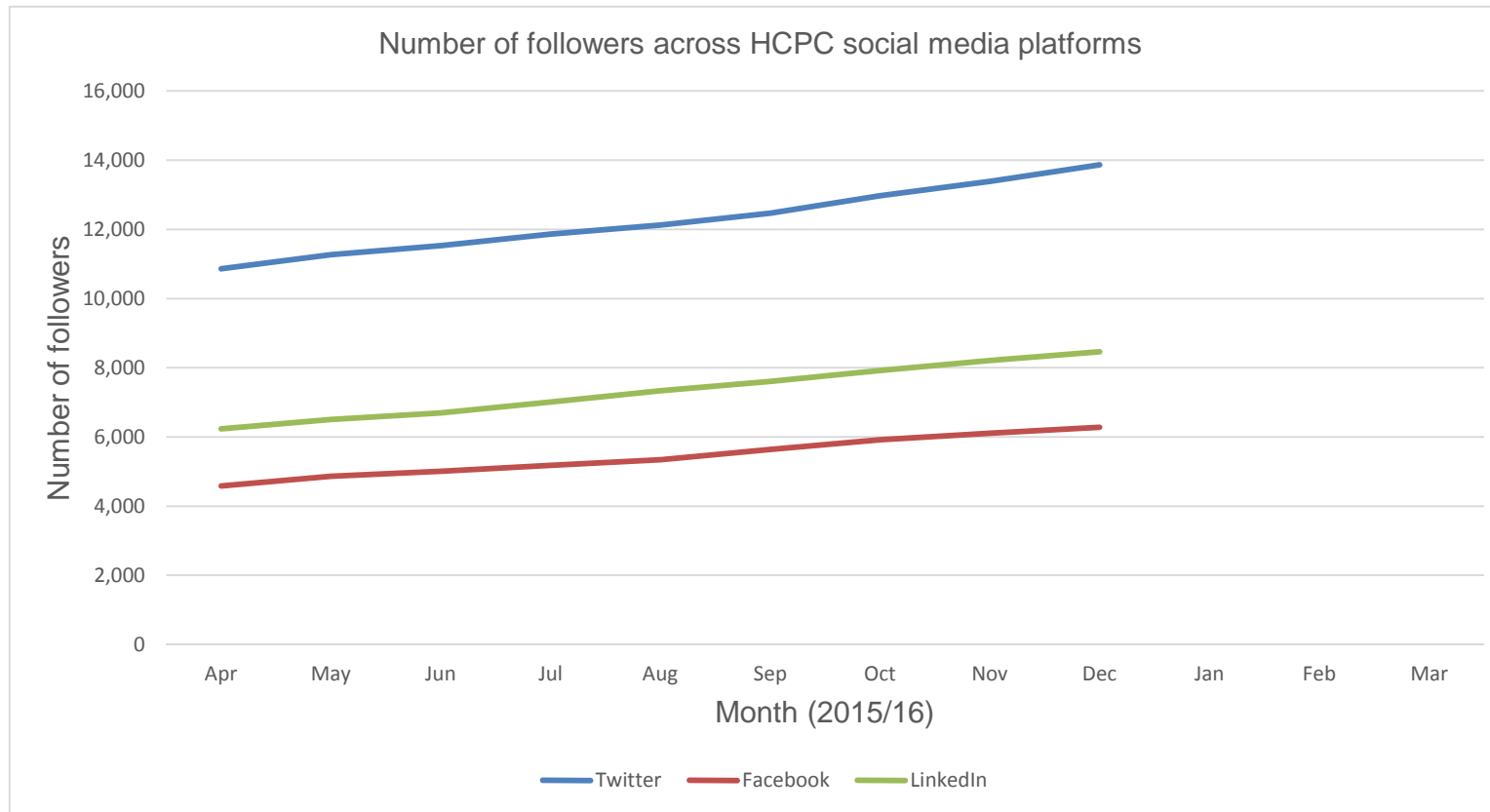
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>iPhone</b>	2,636	1,808	2,619	4,065	3,411	8,379	8,035	6,182	3,779	3,435	3,799	3,931	4,396	3,595	5,638	8,993	7,613	#####	7,488	5,170	4,059			
<b>Android</b>	279	363	588	753	2,314	2,104	1,830	1,165	593	701	912	1,088	707	606	1,169	1,815	1,466	1,707	1,727	1,016	599			

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
	46,844	52,079	52,079	58,460
		7,417	12,690	10,812



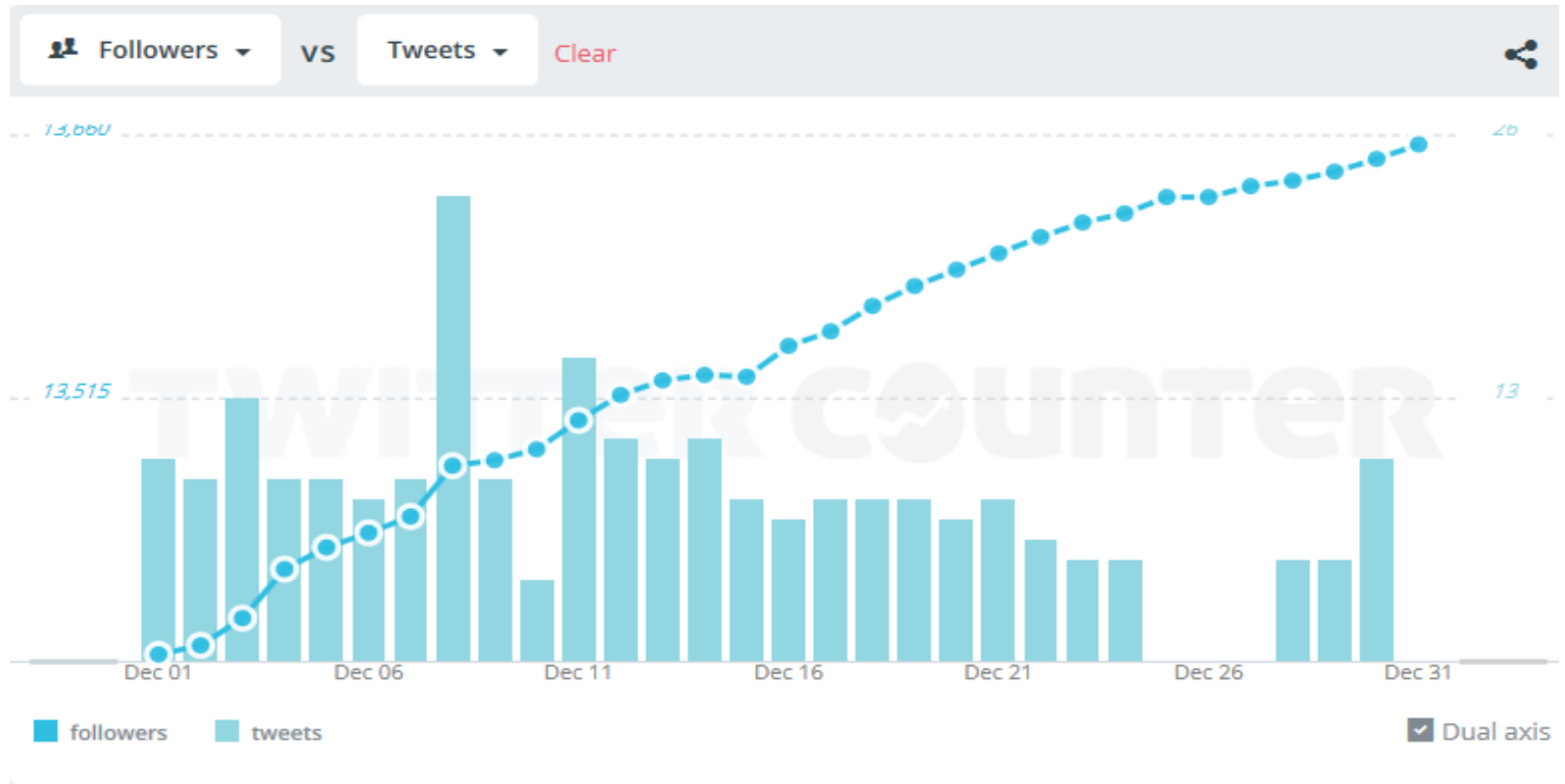
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Views</b>	3,595	3,819	3,479	3,684	6,996	15,861	15,957	10,167	3,195	4,569	4,485	5,331	5,150	5,143	8,298	8,874	9,193	11,297	9,412	5,978	8,748			
<b>Minutes watched</b>	5,653	7,604	8,699	8,047	16,194	31,483	30,534	20,795	6,448	8,882	8,556	11,436	10,478	#####	17,326	17,688	19,548	23,286	20,661	12,080	18,620			

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
		30,599	81,138	72,093
		41,659	164,331	150,861



	2015									2016		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Twitter</b>	10,860	11,270	11,532	11,867	12,126	12,472	12,974	13,385	13,870			
<b>Facebook</b>	4,579	4,863	5,006	5,182	5,339	5,639	5,917	6,107	6,276			
<b>LinkedIn</b>	6,230	6,507	6,697	7,009	7,337	7,604	7,925	8,206	8,465			

December





Blog piece vs. number of page views (from 27 December - 25 January)

