

Communications Department report
October 2009

Key activities last period (October)

- Issue 2 eBulletin distributed
- Exhibited at Scottish healthcare directorate regulation event
- Held Improving the registers consultation event in Edinburgh
- CET deadline weekly website countdown launched
- CET reminder PR distributed
- Photoshoot at CET event, York

Key activities next period (November)

- Communications around 2010-11 registration fee
- Communications on CET cycle deadline
- Planning printed Bulletin newsletter, for distribution Jan 2010
- Launch consultation on 2010-15 strategy
- Planning/ publicising revalidation consultation events for Jan-Feb 2010
- Codes of conduct – designing/printing new format

	KPI	DETAIL (Figures are for this period unless specified YTD)	MONTHLY TARGET/ STATUS
	Media relations		
1	Press/ news releases sent YTD (Target: >19)	15 press/ news releases distributed YTD	G
2	Total mentions YTD (Target: >257)	142 mentions YTD	G
3	Coverage: % positive or neutral (Target: ≥80%)	85%	G
4	Coverage: % negative (Target: ≤20%)	15%	G
5	Proactive comms: FTP hearings (Target: 2)	1	G
	Press/news releases	GOC issues CET warning ahead of 31 December deadline (12/10/09)	
	Website		
	Visits to website (≥2008 total: 187,536)	130,323 visits YTD	G
	Average pages per visit (Target: 7)	7.33 average pages per visit	G

	Average daily hits (≥2008 average: 514)	614 average visits per day	G
	Intranet		
	Visits to iSpy (Target: 350 visits per month)	2,577 visits YTD 368 per month	G
	Average pages per visit (Target: >7)	7.34	G
	Stakeholder engagement		
	Completed GOC consultations YTD (Target: 3)	5 completed, 1 currently open	G
	Average responses received YTD (≥2008 average: 11)	Completed consultations: Codes: 53 WLS: 2 Open Strategy: 10 written plus 10 presenting to Council Revalidation: 47 DO fees: 87 Incomplete consultations: IC guidance: 1 Average: 32.17	G
	Total patient and public response rate YTD (>2008 total: 2)	Total of 2 written responses, 3 presentations to Council and 16 people attending consultation events	G
	Responses to others' consultations YTD (Target: 12)	8	G
	Public and patient survey response rate YTD (Target: 5%)	N/A	
	Stakeholder Update circulation (Target >200)	274	G
	% of people unsubscribing from Stakeholder Update (Target: <5%)	0	G
	Consultation events	<ul style="list-style-type: none"> ▪ Codes of Conduct, London, 	G

	held (Target: 3)	16 April ▪ Registers events x 4	
	% rating events useful or very useful YTD (Target: ≥75%)	90%	G
	UK countries covered YTD (Target: 4)	4	G
	Conference/ exhibition events		
	Attendance YTD and delegates spoken to (Target: targets set for events individually)	<ul style="list-style-type: none"> ▪ Optrafair (Apr) ▪ Trading Standards(40-50) ▪ Citizens Advice (57) ▪ Lib Dems with EHA (70-100) ▪ Scottish Health Service regulation (58) 	G
	Public and patient events attendance (YTD) (Target: minimum 1)	2 – TSI, CAB	G
	Publications		
	Annual Report: number of feedback responses (Target: ≥5%)	12 (0.6 per cent) (of 19,030 sent electronically)	A
	Annual report: proportion of positive or neutral feedback (Target: 40-50%?)	11/12 positive responses 92 per cent positive	G
	Annual report: production costs (Target: <£30k)	Total not available at date of this report.	G
	Bulletin: number of feedback responses	Not yet measured	A
	Bulletin: proportion of positive or neutral feedback	Not yet measured	A
	Bulletin: production costs (Target: <£35k)	Not yet measured	A
	eBulletin: number of feedback responses	Not yet measured	A
	eBulletin: proportion of	Not yet measured	A

	positive or neutral feedback		
	Total number of electronic publications in existence YTD (Target: 3)	<ul style="list-style-type: none"> ▪ eBulletin ▪ Stakeholder Update ▪ Annual Report 	G
	Publications	<ul style="list-style-type: none"> ▪ eBulletin (sent Apr) ▪ Stakeholder update (sent May, August) ▪ IC-GOC (sent each month) ▪ AR ▪ About Us info leaflet ▪ How to complain info leaflet 	G
	Equality and Diversity and Welsh Language		
	Action plan targets this period	<p>Equality and Diversity (all ongoing):</p> <ul style="list-style-type: none"> ▪ Involve diverse stakeholder groups in GOC work ▪ Promote equality and diversity activities ▪ Website accessibility ▪ Accessible Publications ▪ Positive representation of black and minority ethnic groups and people with disabilities <p>Welsh Language Scheme:</p> <ul style="list-style-type: none"> ▪ Scheme goes to Council in November. 	G
	Targets achieved	All of the above	
	Notes		
	Action plan targets next period	<p>Equality and Diversity:</p> <ul style="list-style-type: none"> ▪ As above <p>Welsh Language Scheme:</p> <ul style="list-style-type: none"> ▪ na 	

Projects

	Project name	Project status		Notes
		Milestones	Budget	
1	Public awareness			First phase of focus groups complete. Drafting patient leaflet on what it means to be registered/ how to check registration. Draft designs of 'GOC-registered logo' in progress. Then further testing.
2	Understanding of standards and guidance			Consultation event and registrant poll complete. New Codes approved November. Design and print of new Codes to commence after November Council.

KEY

Milestones

R - Missed milestone – project significantly at risk

A - Missed milestone – mitigated and project success not affected

G - On track

Budget

R - +/- £5k or 5% (whichever is greater)

A - +/- £2k or 2% (whichever is greater)

G - On track or +/- less than £2k or 2% (whichever is greater)