

## Activities Report – October 2009 – February 2010

### Introduction

- 1 This report summarises the activities carried out by the Executive Chair, Chief Executive and CNHC team members between 5 October 2009 and 3 February 2010. A summary of website visits between January 2009 and January 2010, CNHC newsletter statistics for November, December and January, and an analysis of calls received between July/August and December 2009 is attached at Annex 1 to this report.

### Governance

- 2 The following Board and Committee meetings took place:
  - 2.1 a Board meeting on 22 October:
    - The Board agreed a recommendation made by the Professional Standards Committee (PSC) that the register be opened to sports and remedial therapists who meet the national occupational standards (NOS) for this discipline.
    - The Board held a confidential ballot to decide which members' terms of office will finish in 2009, 2010 and 2011 (with eligibility to re-apply).
    - The Board considered a number of suggestions for increasing registrant numbers
    - The Board considered the draft Business Plan for 2010.
    - The Board reviewed and agreed its interim staffing arrangements.
  - 2.2 a Conduct and Competence Committee (CCC) meeting on 24 November which considered the outcome of the first Investigating Committee Panel (ICP) meeting.
  - 2.3 a PSC meeting on 1 December which considered draft criteria for additional professional groups seeking registration with CNHC and a report from PSC's Audit Sub Group which met for the first time on the morning of 1 December.
  - 2.4 a Finance Committee (FC) meeting on 9 February, which followed an ad hoc meeting on 5 January.
  - 2.5 two Joint Profession Specific Boards (PSB) meetings on 18 November – one with Shiatsu, Yoga Therapy and Nutritional Therapy, the second with Massage, Aromatherapy and Reflexology.
  - 2.6 five single PSB meetings with the Alexander Technique PSB (9 November), the Yoga PSB (18 November), the Bowen and Cranial Sacral PSBs (25 November) and the Sports & Remedial Therapy PSB (27 January).
- 3 The Business Plan for 2010 was finalised for the approval of the Board at its February 2010 meeting.
- 4 A monthly 'activities' report was sent to the Department of Health in November. This was followed by a meeting between the Finance Committee and Department of Health representatives on 10 December. CNHCE then prepared a report on CNHC's first full year of operations in preparation for a Department of Health Project Board meeting in January.
- 5 An advertisement for new Board members was posted in Guardian Online and on FIH and CNHC's websites in November. Three Board members – Angela Deacon, Jenny

Gordon and Gillian Jordan - stood down in December 2009 following a ballot of Board members at the October Board meeting. In January 2010, following interviews in December 2009, three new Board members took up their posts – Daniella Jenkins, John Lant and Julian Weinberg.

### **Finance**

- 6 The management accounts were produced for September, October, November and December and circulated to FC members.
- 7 CNHC's auditors, assisted by CNHC's Finance Officer, Business Manager and Chief Executive, undertook a full audit and preparation of CNHC's first set of statutory accounts in January/early February 2010. The accounts cover the initial 18 months of CNHC's operations to end December 2009. CNHC's Board will be asked to sign off the annual accounts at its meeting in February 2010.
- 8 Further detailed work on the budget and cashflow projections for 2010 – 2013 took place in late 2009/early 2010 following consideration of a draft budget by the Finance Committee in October.
- 9 Information on fee setting and income recognition was agreed by the Board in October for inclusion in CNHC's financial Standing Orders. An additional section on the use of Oyster cards was also added in December.
- 10 A bid was submitted for external funding to support a range of projects including accreditation, audit and Criminal Records Bureau (CRB) and Independent Safeguarding Authority (ISA) checks. The outcome of the bid should be known in April.

### **Register**

- 11 A quarterly report on registration numbers, the schedule for opening up the register to new disciplines and fee income projections was prepared for the consideration of the Finance Committee and Board in February 2010.
- 12 The register opened to shiatsu practitioners on 17 November and to yoga therapists and Alexander teachers on 4 January 2010.
- 13 Agreement was reached with members of the Yoga PSB on procedures for verifying non-standard applications for registration by yoga therapists (ie those which do not automatically meet the National Occupational Standards). These procedures have now been publicised on CNHC's website.
- 14 Those registrants who were the first to register when the register opened in January 2010 started renewing their registration. A CNHC badge is now available to those renewing their registration and to any other registrants who request one.
- 15 Meetings between CNHC's officers and the company providing CNHC's register services were held on 20 October, 12 November 2009 and 20 January 2010 to discuss development of the register, including enhancing the reporting facility and modifications

to facilitate bulk uploads for existing registrants wishing to register for additional disciplines.

### Conduct and Competence

- 16 The first meeting of CNHC's ICP took place in November to consider 15 complaints in relation to the websites of 14 registrants. Although the panel found that the registrants were in breach of Paragraph 15 of the Code of Conduct, Performance and Ethics, it found that the registrants' Fitness to Practice was not impaired because they did not deliberately seek to mislead their clients or to exaggerate the benefits of the therapy which they described in good faith. The ICP have asked CNHC's Registrar to initiate discussions with CNHC's PSBs and the Professional Fora to agree advice to registrants in relation to paragraph 15.

### Website

- 17 In late 2009 CNHC's website was restructured and redesigned to make it easier to navigate round the site and retrieve information. The newly designed website was launched on 1 February 2010.
- 18 Regular news updates continued to be given on CNHC's website, including press releases to mark the opening of the register to Shiatsu, Yoga Therapy and Alexander Technique.

### PR and Marketing

- 19 CNHC launched its monthly electronic newsletter in November 2009. The newsletter is sent to all current registrants and those on CNHC's contacts list, with paper copies of the newsletter being sent to registrants who do not have an email address.
- 20 Monthly PR reports summarising press and media coverage were prepared to end December by CNHC's external PR company.
- 21 Discipline descriptors or profiles are in the process of being developed for all the disciplines registered with CNHC. These will be available on CNHC's website in due course, starting with Massage Therapy and Nutritional Therapy in January 2010. A Media Briefing Document was also completed in September and is available on request.
- 22 The bi-annual meeting with Professional Associations (PAs) took place on 17 November 2009 attended by over 60 representatives from a wide variety of PAs. The meeting was attended by Kate Ling, Head of European and Specialist Legislation at the Department of Health, who confirmed at the meeting that *"CNHC is the only voluntary regulatory body for complementary healthcare which has official government backing. No other organisation has the same exacting criteria or focus on patient safety and quality across a range of therapies..... The more people who register with the CNHC the more it will be recognised as the only organisation which provides the guarantees that members of the public are looking for"*. She went on to say that whilst it was not possible to make CNHC registration a requirement or condition for GP's or PCTs referral, *"we are recommending that referrals should only be made to CNHC registered professionals"*.

- 23 CNHC has had a presence in Scotland, Northern Ireland and Wales in the latter part of 2009 and early 2010. The Second Annual Regulation Event was held in Edinburgh on 28<sup>th</sup> October where a presentation was given on CNHC's role and function. This important two day event covered a wide range of topics – looking at statutory regulatory issues in Day 1 and a range of other approaches to regulation on Day 2, including voluntary regulation. Another well attended evening event for complementary healthcare practitioners was held in Belfast on 12 November looking at the role and function of CNHC. Maggy Wallace, CNHC's Executive Chair, answered a range of positive questions and was delighted to hear the strong support for CNHC registration being given in the province. On 15 January Maggy attended a conference run by the Welsh Assembly.
- 24 Meetings were also held with a number of Professional Associations which represent practitioners for whom the register would be opening in 2009 and early 2010. CNHC's Executive Chair and Chief Executive also attended a number of other meetings. This included a presentation of the work of the CNHC at the Association of Reflexology AGM and the Alliance of Healing Associations, attendance at the Bowen Forum AGM and a General Naturopathic Council meeting and meetings with the British Complementary Medicine Association, FIH and the Society for Auricular Acupuncture. In addition, CNHC's Executive Chair was interviewed by BBC Radio Swindon.
- 25 The Executive Chair and Chief Executive continued their schedule of meetings with other regulatory bodies and associations, with meetings with representatives from the Royal College of Midwives, the Health Professions Council, the General Medical Council and the General Osteopathic Council.
- 26 CNHC's contract with its PR company ended at the end of 2009 and a new consultant was appointed to carry out some specific targeted communications work.

### **Staffing**

- 27 On 1 February 2010 an advertisement was placed for a new Business Manager to replace the current post holder who is employed on an interim basis. The closing date for applications is 28 February and interviews will take place on 15 March.

### **IT facilities**

- 28 CNHC's server went down over the Christmas holidays which meant that some emails were not received and there was some disruption to work when the office reopened on 4 January. The server has now been replaced, although it is taking some time to restore full functionality.

### **Other issues**

- 29 Systems for logging and monitoring calls, website usage and collecting newsletter statistics have now been set up and an analysis has been prepared for the Board meeting in February 2010.
- 30 CNHC responded to a DH consultation paper on the Statutory Regulation of Acupuncture, Herbal Medicine, Traditional Chinese medicine and other traditional



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medicine systems practised in the UK. It also agreed action to be taken in response to the publication of *Extending professional and occupational regulation: the report of the Working Group on Extending Professional Regulation* (DH, 2009).

- 31 In February, CNHC's Board will consider its response to consultation papers published by the Council for Healthcare Regulatory Excellence (CHRE) on *Distributed Regulation: A Call for Information* and *The Revised Performance Review Process and Standards: Proposals for Consultation*.

CJ/MD/MW  
11 February 2010

Quarterly analysis of website visits, newsletter statistics  
and calls received

**Website visits**

1 The following table and graph shows the number of visits made to the CNHC website since January 2009. The average number of visits<sup>1</sup> during this period was 13,652/month.



| Month          | Visits per month | Average per day | Month        | Visits | Average per day |
|----------------|------------------|-----------------|--------------|--------|-----------------|
| January 2009   | 15,178           | 490             | January 2010 | 19,821 | 639             |
| February 2009  | 8,319            | 297             |              |        |                 |
| March 2009     | 8,519            | 275             |              |        |                 |
| April 2009     | 8,582            | 286             |              |        |                 |
| May 2009       | 8,512            | 275             |              |        |                 |
| June 2009      | 10,903           | 363             |              |        |                 |
| July 2009      | 13,436           | 433             |              |        |                 |
| August 2009    | 13,896           | 448             |              |        |                 |
| September 2009 | 18,940           | 631             |              |        |                 |
| October 2009   | 17,861           | 576             |              |        |                 |
| November 2009  | 17,449           | 582             |              |        |                 |
| December 2009  | 16,058           | 518             |              |        |                 |
| <b>TOTAL</b>   | <b>157,653</b>   | <b>432</b>      |              |        |                 |

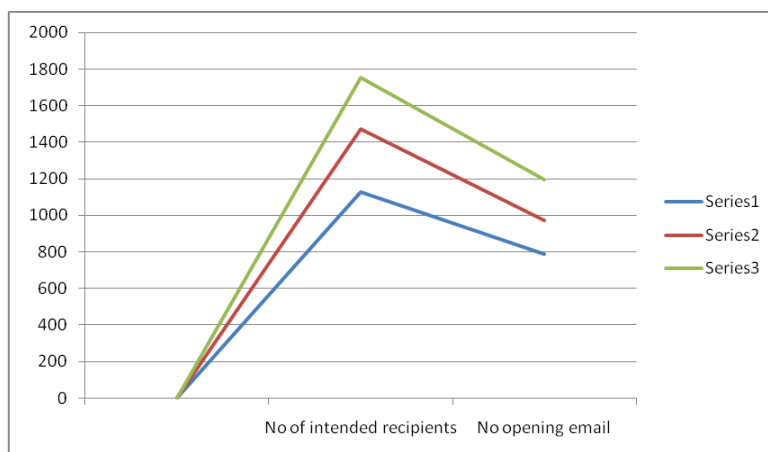
<sup>1</sup> A "visit" means that a machine with a certain IP address has downloaded at least one of the page on a website. If the same IP address downloads a different page, it's not another visit, because it's the same computer, ie a visit shows how many individuals have visited the website.

**CNHC Newsletter**

- 2 CNHC’s newsletter was launched in November. It is sent electronically to all registrants who have an email address and all those on CNHC’s contact list. A paper copy is sent to those registrants who do not have active email addresses. In the case of emails which are rejected, CNHC staff contact registrants to find out whether they have changed their email address and if so, to ensure that changes are made to contact details on the register.
  
- 3 As the table below demonstrates, the newsletter is being opened by a very high proportion of those to whom it is sent. For example 65% of intended recipients had opened the January newsletter 6 days after its despatch. According to the company organising the ‘mailing’ on CNHC’s behalf, this is an “amazing” result.

| Newsletter | Number of intended recipients | Date of despatch | Date of statistical report | % opening email | % of those opening email who went on to CNHC website | Number of emails which ‘bounced’ back | Number choosing to unsubscribe |
|------------|-------------------------------|------------------|----------------------------|-----------------|--|---------------------------------------|--------------------------------|
| 1          | 1,128                         | 30 Nov 09        | 8 Feb                      | 70%             | 22% (168)  | 10                                    | 1                              |
| 2          | 1,470                         | 22 Dec 09        | 8 Feb                      | 66%             | 9% (88)  | 37                                    | 6                              |
| 3          | 1,755                         | 29 Jan 10        | 8 Feb                      | 68%             | 18% (208)  | 29                                    | 11                             |

- 4 The following graph illustrates the increasing number of individuals being reached by the newsletter. (Series 1, 2 and 3 represents Newsletters 1, 2 and 3).

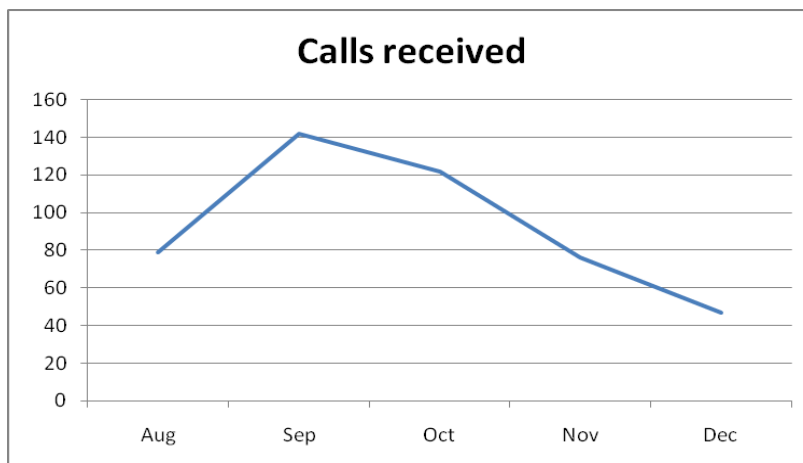


**Analysis of calls received**

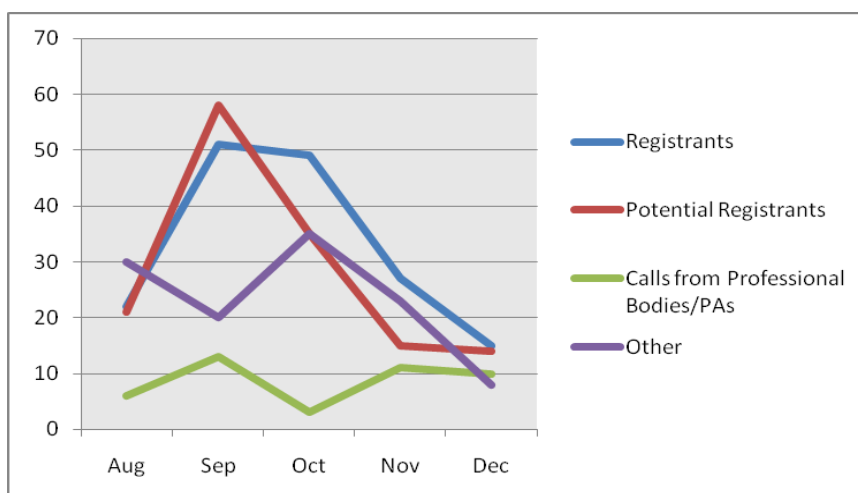
- 5 Telephone message sheets were developed in the early summer and piloted in July before commencing a formal system for logging calls from August 2009 onwards. A full analysis of calls received between August and December 2009 is attached at Appendix 1 to this paper. Key findings are summarised below:

5.1 466 calls were received in this 5-month period.

5.2 As shown in the graph below, the number of calls received per month ranged from 47 calls (10% of total calls) in December to 142 calls (30%) in September.



- 5.3 The number of calls logged in January was approximately 90. An analysis of calls will be included in the next quarterly report.
- 5.4 The number of calls was particularly high in September from registrants and potential registrants. The majority of these related to Nutritional Therapy, as a result of agreement being reached between CNHC and the Nutritional Therapy Council (NTC) about verification of applications for registration and the NTC publishing the closure of its register at the end of September. There were also a significant number of calls following the opening of the register to Reflexology in August, and a publicity-drive by the Association of Reflexology encouraging its members to register.
- 5.5 Between August and December 2009, the majority of calls received (35%) were from registrants, 31% from potential registrants and 9% were from professional bodies/associations. The remainder (25%) covered a range of issues including media and PR-related calls (25%), calls from health organisations such as the Department of Health and NHS Direct (19%) and suppliers (15%).
- 5.6 The following graph compares the number of calls received in the different categories between August and December 2009.



- 5.7 60% of calls from registrants related to the fast track registration process, problems completing the online registration process or not receiving confirmation of registration or a certificate of registration. 12% of calls were payment-related. The falling number of calls from potential registrants partly reflects the fact that the quality of guidance available on how to register from CNHC and professional bodies has improved. The falling number of calls from registrants reflects the fact that a lot of the teething problems relating to registration and the register have now been resolved and we have also introduced procedures for following up registrants by email in case they have not received system-generated emails from the register.
- 5.8 56% of calls from potential registrants related to the process for registering, 15% were general enquiries for information or about fees and 13% were related to the requirements for registration and focused on training, courses, qualifications and CPD.
- 5.9 44% of calls from professional bodies/associations related to the process for registration, 14% were 'general' enquiries and 14% were about meetings, conferences and events. 12% were queries made on behalf of their members.
- 5.10 25% of other calls related to public relations and advertising, 19% were from health organisations such as the Department of Health and NHS Direct and 15% were from suppliers.

| Categories  | Aug       | Sep       | Oct       | Nov       | Dec       | Total      | % of calls  | % of total calls |
|---|-----------|-----------|-----------|-----------|-----------|------------|-------------|------------------|
| <b>Registrants</b>  |           |           |           |           |           |            |             |                  |
| Fast track queries/problems completing registration/Nothing received after completion | 10        | 41        | 27        | 12        | 8         | <b>98</b>  | 60%         |                  |
| Payment Query   | 3         | 2         | 8         | 6         | 1         | <b>20</b>  | 12%         |                  |
| Certificates  | 1         | 2         | 4         | 1         | 1         | <b>9</b>   | 5%          |                  |
| Quality mark enquiry  | 3         | 2         | 2         | 2         | 0         | <b>9</b>   | 5%          |                  |
| Additional disciplines  | 3         | 1         | 2         | 3         | 0         | <b>9</b>   | 5%          |                  |
| Complainee (relating to conduct & competence)   | 0         | 0         | 5         | 1         | 1         | <b>7</b>   | 4%          |                  |
| Search Facility   | 2         | 1         | 0         | 1         | 1         | <b>5</b>   | 3%          |                  |
| Registrant Complaints / Issues  | 0         | 1         | 1         | 1         | 1         | <b>4</b>   | 2%          |                  |
| Renewals  | 0         | 0         | 0         | 0         | 2         | <b>2</b>   | 1%          |                  |
| Complimentary feedback / suggestions  | 0         | 1         | 0         | 0         | 0         | <b>1</b>   | 1%          |                  |
| <b>Total</b>  | <b>22</b> | <b>51</b> | <b>49</b> | <b>27</b> | <b>15</b> | <b>164</b> | <b>100%</b> | <b>35%</b>       |
| <b>Potential Registrants</b>  |           |           |           |           |           |            |             |                  |
| Process for registering   | 9         | 37        | 19        | 6         | 9         | <b>80</b>  | 56%         |                  |
| General Enquiry/Info Required/Fees  | 6         | 7         | 7         | 2         | 0         | <b>22</b>  | 15%         |                  |
| Courses/Qualifications/CPD/Training Enquiries   | 3         | 7         | 3         | 3         | 2         | <b>18</b>  | 13%         |                  |
| Other/new disciplines   | 0         | 5         | 3         | 3         | 1         | <b>12</b>  | 8%          |                  |
| Multi discipline enquiry  | 1         | 0         | 2         | 0         | 1         | <b>4</b>   | 3%          |                  |
| Benefits/advantages   | 1         | 1         | 1         | 1         | 0         | <b>4</b>   | 3%          |                  |
| International Enquiry   | 1         | 1         | 0         | 0         | 1         | <b>3</b>   | 2%          |                  |
| <b>Total</b>  | <b>21</b> | <b>58</b> | <b>35</b> | <b>15</b> | <b>14</b> | <b>143</b> | <b>100%</b> | <b>31%</b>       |
| <b>Calls from Professional Bodies/PAs</b>   |           |           |           |           |           |            |             |                  |
| Registration process enquiry  | 3         | 4         | 2         | 2         | 8         | <b>19</b>  | 44%         |                  |
| General Enquiry   | 2         | 3         | 0         | 2         | 2         | <b>9</b>   | 21%         |                  |
| Meetings/events/conferences/AGMs  | 0         | 1         | 1         | 4         | 0         | <b>6</b>   | 14%         |                  |
| Member query  | 1         | 2         | 0         | 2         | 0         | <b>5</b>   | 12%         |                  |
| PR enquiry - leaflets/articles  | 0         | 3         | 0         | 1         | 0         | <b>4</b>   | 9%          |                  |
| <b>Total</b>  | <b>6</b>  | <b>13</b> | <b>3</b>  | <b>11</b> | <b>10</b> | <b>43</b>  | <b>35%</b>  | <b>9%</b>        |

| Categories                               | Aug              | Sep               | Oct               | Nov              | Dec              | Total                     | % of calls | % of total calls |
|--|------------------|-------------------|-------------------|------------------|------------------|---------------------------|------------|------------------|
| <b>Other</b>                             |                  |                   |                   |                  |                  |                           |            |                  |
| Media/PR/advertising enquiry/Press       | 8                | 6                 | 6                 | 6                | 3                | <b>29</b>                 | 25%        |                  |
| Health Organisations (eg DH, NHS Direct) | 7                | 1                 | 9                 | 4                | 1                | <b>22</b>                 | 19%        |                  |
| Suppliers/IT Providers                   | 4                | 4                 | 6                 | 2                | 1                | <b>17</b>                 | 15%        |                  |
| Board/committee members/PSB              | 1                | 3                 | 3                 | 3                | 1                | <b>11</b>                 | 9%         |                  |
| General Enquiry                          | 4                | 1                 | 1                 | 1                | 1                | <b>8</b>                  | 7%         |                  |
| Financial Query/invoice/payments         | 3                | 0                 | 2                 | 3                | 0                | <b>8</b>                  | 7%         |                  |
| Events                                   | 1                | 2                 | 1                 | 1                | 1                | <b>6</b>                  | 5%         |                  |
| Public enquiry - looking for a therapist | 2                | 0                 | 2                 | 2                | 0                | <b>6</b>                  | 5%         |                  |
| Meetings                                 | 0                | 1                 | 3                 | 0                | 0                | <b>4</b>                  | 3%         |                  |
| Complaints                               | 0                | 1                 | 1                 | 1                | 0                | <b>3</b>                  | 3%         |                  |
| Education providers                      | 0                | 1                 | 1                 | 0                | 0                | <b>2</b>                  | 2%         |                  |
| <b>Total</b>                             | <b>30</b>        | <b>20</b>         | <b>35</b>         | <b>23</b>        | <b>8</b>         | <b>116</b>                | 100%       | 25%              |
| <b>Grand total</b>                       | <b>79</b><br>17% | <b>142</b><br>30% | <b>122</b><br>26% | <b>76</b><br>16% | <b>47</b><br>10% | <b>466</b><br><b>100%</b> |            | <b>100%</b>      |