

1 Introduction

Key events in October included meetings of the Finance Committee and the Board, and a meeting with the Health Professions Council (HPC) as part of a sequence of meetings with statutory bodies.

2 Governance

2.1 Committee activity

The Finance Committee met on 6 October. The Committee discussed CNHC's VAT status, the monthly management accounts, a revised budgetary review and cash flow forecast, and a quarterly registration report. The Committee also considered its objectives for 2010, and agreed revisions to CNHC's financial standing orders to include sections on fee setting and income recognition.

A meeting of the Board took place on 24 October. Items discussed included the following:

- The Board agreed a recommendation made by the Professional Standards Committee 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; 2011 (eligible to re-apply). It also agreed membership of the interview panel for new appointments and that an advertisement for the Board member vacancies should be placed on the Guardian Online website, as well as on the Federation for Integrated Health (FiH) and CHNC websites.
- 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.
- The Board agreed its responses to a DH consultation paper on the Statutory Regulation of Acupuncture, Herbal Medicine, Traditional Chinese medicine and other traditional 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).

2.2 Public accountability

CNHC has now received its first complaints which will be heard by the Investigating Committee on 24 November.

The October Board meeting was the first meeting open to observers, although no observers attended on this occasion. Bookings have been made for places at future meetings.

2.3 Professional accountability

- The Executive Chair and Chief Executive have met with [REDACTED], Project Manager for the Foundation for Integrated Health
- The Executive Chair has had a meeting with [REDACTED] from the British Complementary Medicine Association
- The Executive Chair and Chief Executive met with the CEO from the Health Professions Council
- A CNHC presentation was given at the 2nd Regulation Event Conference hosted by the Scottish Government Health Directorate on 28 October 2009

3 Public relations

Mandate's report for October 2009 is attached at Annexe 1 to this report.

The CNHC website was restructured during October 2009 to make it easier for registrants and members of the public to manoeuvre the site and find information and documents.

4 CNHC's Register

A quarterly report on registration numbers, the schedule for opening up the register to new disciplines, registration numbers and fee income projections was prepared for the consideration of the Finance Committee and Board in October 2009. This included a detailed analysis of the issues and events which have impacted on numbers and the timescale for opening up the register to new disciplines.

5 Staffing

The current arrangements for the work of the Executive Chair and Chief Executive /Registrar were confirmed, with processes be put in place to appoint a new Chief Executive/Registrar and Chair by the end of 2010. It was also agreed to appoint a full-time Business Manager as soon as possible.

6 Financial position

The management accounts to end September 2009 were finalised and a draft budget and cashflow forecast for 2010 prepared for consideration by the Finance Committee and Board in October.

7 Conclusion

Registration numbers continue to rise. Attention is now focusing on future registration projections and the budget for 2010 and 2011.

■/MD/MW

11 December 2009

PUBLIC RELATIONS REPORT

October 2009



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Healthcare Council

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October Activity

1. Coverage

An article appeared in *Woman's Weekly* (13th October) surrounding reflexology and urging people to contact CNHC to find a registered practitioner by providing all CNHC contact details.

Mandate sold in details of the CNHC to the Greater Manchester regional press with massage case study [REDACTED]. As a result, a separate piece appeared in *The Manchester Evening News* (15th October) which has a readership of 161,545, listing CNHC as the place to find a registered nutritional therapy practitioner.

The Rossendale Free Press also ran a feature on [REDACTED] and included all details of the CNHC register. In addition *The Bury Times* interviewed [REDACTED] and coverage is expected in November.

Further coverage detailing the opening of the register to reflexology practitioners appeared in *International Institute of Reflexology*.

Publication:	Circulation:	Advertising value
<i>Woman's Weekly</i>	335,118	£4,650
<i>Manchester Evening News</i>	161,545	£2,444
<i>Rossendale Free Press</i>	14,250	£712
<i>International Institute of Reflexology</i>	-	-
Total: 4 pieces	Total: 510,913	Total ad value: £7,806

The total opportunities to see of the coverage secured was over 1.5 million and if the amount of column inches that were secured for CNHC during October was paid-for advertising space, it would have cost the CNHC £7,806.

2. Speaker opportunities

Following an initial call/email in August, Mandate has been following up with member organisations and professional associations to explore speaker opportunities for Maggie Dunn and Maggy Wallace

No further opportunities have arisen.

3. Case studies

In order to raise awareness amongst both practitioners and the wider public, Mandate continues to source suitable practitioners, as well as directly liaising with suggested practitioners.

In October two press releases have been drafted. One case study is to be written up and two case studies are to be contacted for information in November.

- **Massage therapy:**

- [REDACTED] – the press release was drafted and approved and sold in to 45 print and broadcast regional titles including health, news and features journalists. Interest includes *The Bristol Evening Post* and *The Western Morning News* – Mandate to follow-up
- [REDACTED] – following approval of the press release Mandate sold-in to 15 key regional print publications. Mandate to follow up
- [REDACTED] – Mandate contacted [REDACTED] however given the short time that she has been qualified as a massage therapist, it was decided not to pursue this case study
- [REDACTED] – Mandate drafted press release however sell-in has already taken place to the Manchester regional media with case study [REDACTED]. Mandate suggested utilising [REDACTED] information for the 1,000th registrant press release following lack of response from the original proposed case study. Mandate is awaiting go ahead from MD and MW.
- No response from [REDACTED] or [REDACTED] – Mandate to follow-up in November

- **Reflexology:**

- [REDACTED] and [REDACTED] – Mandate is still awaiting case study recommendations and will chase both

- **Shiatsu:**

- [REDACTED] – Mandate has issued press release to generate interest amongst shiatsu practitioners ahead of the register opening to them.
- [REDACTED] recommended colleagues [REDACTED] and [REDACTED] are to be contacted in November for additional shiatsu case studies
- [REDACTED] from the British School of Shiatsu forwarded the contact details for [REDACTED]. Mandate has interviewed [REDACTED] and is currently writing up the case study press release.

4. Discipline backgrounders

The PSBs for massage therapy, nutritional therapy, aromatherapy and reflexology have all been chased for input to their respective documents. Mandate has received a response from some of the contacts namely: [REDACTED] and [REDACTED] however the decision was taken not to chase the remaining PSB's. This content can now be found on the CNHC website.

5. Other activity

- Both *Which?* and *Consumer Direct* have been contacted and information have been sent over about the CNHC. As yet, there are no opportunities available within the publications however Mandate will continue to liaise with both publications to build the relationship and offer commentary if possible commentary opportunities or features around complementary health arise.

Media coverage summary

Total coverage for CNHC since May 2009: **32 pieces**

Actions for November

- Follow up with regional media regarding case studies
- Draft press release for further case studies
- Draft 1,000th registrant press release using [REDACTED] as a case study following confirmation from MD and MW
- Once drafted and approved, Mandate will sell in the news and also liaise with the media following a briefing
- Draft a press release announcing the register opening to shiatsu – CNHC to confirm opening date
- Draft a press release announcing the register opening to yoga therapy – CNHC to confirm opening date