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NEWS RELEASE

Few blues in Birmingham as new health regulator comes to town

The Health Professions Council (HPC) held its first public engagement forum in Birmingham City Football Club on 23rd June.

Over 100 members of the public were invited to attend to explore their ideas about health regulation, and their expectations of the HPC. The day took the form of presentations, workshops and discussion groups. The event was run on HPC's behalf by Opinion Leader Research, an independent market research company.

Chris Middleton, Director of Communications at the HPC, said, "The HPC was set up to protect the public. Because of this, it is vital that we engage with patients and the wider public in determining and achieving our aims. We believe open dialogue is necessary to fully understand public needs and expectations, and to ensure that we deliver against these."

He added, "We want to communicate with people in a way that is useful, and makes our role clear. This event forms a vital part of our communications strategy, so that we can ensure we react to people's ideas and input, and improve the way we work."

Laura McMurtrie, Chief Executive of the Commission for Patient and Public Involvement in Health, said, "Patients and the public want consultation processes that allow proposals to be challenged and viable new alternatives to be raised and considered. They want to be involved."

"The Health Professions Council is to be congratulated for holding this event. I hope that this consultation is the first step in a continuing process to ensure that the views of as many patients and members of the public are heard."

ENDS

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Notes to editors

1. The Health Professions Council is an independent, UK-wide health regulator set up to protect the public. It sets standards for twelve health professions. The HPC only registers people who meet its standards for their professional skills, behaviour and health, and will take action against people who do not.
2. Opinion Leader Research will now write up the findings from the day. This report will go to the HPC Communications committee and will be posted on the HPC's website, with information about how the HPC will respond to the findings.