



APCP West Midlands Region 2015-2020 Plan

Objectives & Strategies

Continuing professional development and education

- To provide 2 CPD events a year with in the Region for members - one forum event and one evening lecture with AGM
- To actively engage in running APCP national training events and conference as requested from National Committee
- To assist in sharing training across Regions by planning ahead and informing APCP Secretary of plans for the APCP training calendar on the APCP website
- To utilise the course feedback from attendees following all events for future planning

Support the development and use of evidence to establish physiotherapy as key to health well being and quality of life

- To develop sharing best practice opportunities within the West Midlands Region using a range of media within the next 5 years (ie. a networking event / use of social media / surveys / promoting use of ICSP)
- For West Midlands Region to be given interactive media training by the end of 2015
- For Regional Representative to increase the use of interactive media to complete CPD activities in their area over the next 5 years

Develop both physiotherapy's influence and CSP / APCP's influence and profile, paediatric specific

- ARC motions to be on Regional Committee meeting agenda in spring each year, to be fed back at July National Committee meeting
- West Midlands Region to set up their own hash tag on APCP twitter and use actively to engage members - this will be reviewed on a yearly basis to see if effective
- Standardised agenda to be used for Regional Committee meetings
- To increase engagement in West Midlands Regional Committee from all geographical areas, a range of specialities, private practice and support staff by 2020

Increase member engagement in APCP/CSP

- Regional brief to be sent out to members twice a year from Regional Representative via a range of media
- If an individual is offered a regional bursary they will be expected to provide an article within 3 months for the newsletter
- Network with local universities to target student member involvement
- To help APCP membership to reach 3000 APCP members by 2020

Ensure sustained financial viability

- All West Midlands regional events - prices structured to favour membership
- Pledge to members to provide local courses and regional feedback bi-annually
- APCP courses will be run locally ensuring that the Region will maintain its own financial stability
- Develop use of interactive media for meetings to reduce travel costs, time commitment and promote member engagement