



APCP London Region 2015-2020 Plan

Objectives & Strategies

Continuing professional development and education

- For London Region to provide the optimum of 2 CPD events per year, but aim to continue to provide 6-8 per year as currently delivering
- To contribute to the training calendar by providing details of upcoming events with enough warning, ideally with up and coming events advertised 3-4 weeks ahead of date - overall goal of a 3 months ahead training programme
- Standardised course feedback link to be sent out to attendees following all events for collection of feedback
- All course feedback to be available on APCP website so they are aware they are being listened to and directly influencing future topics in the area - this will also be helpful to other regions for acknowledging successful speakers/topics
- All To provide lecture handouts, when available, and permission has been sought from the lecturer - to ensure that all confidential information (pictures /dates) is removed unless agreement to be published

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

- For London Region to develop sharing best practice opportunities within local regions using a range of strategies within the next 5 years (ie. a networking event / use of social media / surveys / promoting use of ICSP)
- For Regional Representative to utilise interactive media training by the end of 2015 and utilise twitter account for engaging members and be assisted by committee members to engage in this and post appropriate media / information
- For Regional Representatives to increase the use of interactive media to complete CPD activities in their area over the next 5 years (i.e. webinar / skype / live twitter interaction with hashtag / question posting)

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

- London Regional Representative to bring clear, concise ARC motions / statements to Regional Committee meeting agenda in spring each year, to be fed back at July National Committee meeting regarding suggestions
- London 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 London Region Committee meetings
- To focus on increasing engagement in London Region of all members 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 London Regional Representative via a range of media, but particular focus on newsletter interaction
- To reinforce the objective that if an individual APCP regional member is offered a regional bursary they will be expected to provide a review article within 3 months for the newsletter
- London Region committee to network with local universities to target student member involvement
- London Region committee to network with assistant members to engage them in involvement in APCP events
- London Region committee to provide learning objective reviews and reports for evening lectures, either by providing these themselves or interacting with member to provide them

Ensure sustained financial viability

- To ensure our pricing structure for London Region events is structured to strongly favour membership
- London Region pledge to members to provide local courses and regional feedback bi-annually via the newsletter about how their local membership is relevant
- London Region courses will be run locally ensuring that the Region will maintain its own financial stability
- To continue to vary the location within London Region for lectures to reduce travel costs, time commitment and promote equal member engagement as appropriate
- To run events that are popular and generate income to support local members with bursaries for Annual Conference
- To consider other avenues for income generation, such as webinars or recording lectures for a fee to access at a later date