

impact report

2014

Progress *against*
corporate objectives
and **financial statement**

Highlights from *the year*



Calculating the cost of falls

Our falls prevention economic model showed how the NHS could **save £331 million and prevent 225,000 falls annually** through improved access to physio-led services. Members at Guy's and St Thomas' NHS Trust subsequently used the model to **secure a £400,000 grant** for an exercise programme.
www.csp.org.uk/costoffalls

Supporting members in the workplace

Members continued to **receive strong employment support** from their workplace stewards, safety reps, regional senior negotiating officers and the wider employment relations team, reflected in the **positive feedback** from members in the *Rep of the Year* awards.
www.csp.org.uk/workplacesupport and www.csp.org.uk/repoftheyear

Rallying against austerity

Members joined almost **100,000 marchers** in October at the TUC-led **'Britain Needs a Pay Rise'** in London, and showed their opposition to austerity at mass rallies in Glasgow, Belfast and Durham. Our union continued to punched above its weight with a **strong visual impact**.
www.csp.org.uk/takeaction

Winning new pension rights for members

Staff working for non-NHS providers of NHS services gained access to an NHS pension in April. The **new rights** came as a result of the CSP and other health unions' **negotiations** from the 2011 pension dispute.
www.csp.org.uk/pensions

Demonstrating the evidence base

Five new Physiotherapy Works briefings **helped members demonstrate** the cost and clinical effectiveness of physiotherapy. Reports on A&E, chronic pain, falls, Parkinson's Disease and social care joined the suite of more than twenty tools for members to **influence decision-makers**. We used **high profile events** including Primary Care, Health and Wellbeing at Work and the RCGP and NCAS conferences to influence prominent healthcare decision makers and a **wide range of professionals** in the sector.
www.csp.org.uk/theevidence



Campaigning for fair pay

Members took part in workplace action in England in April and June, and **lobbied MPs in Westminster** in July over fair pay in the NHS. In Wales, members accepted an **improved pay offer** following government-union negotiations.
www.csp.org.uk/pay



Highlights from *the year*

Full stories behind these highlights and more, visit www.csp.org.uk/news

workout@workday

Workplace health and wellbeing initiatives have been proven to reduce sickness absence and improve productivity.

Raising the profile of physiotherapy

Over two major awareness-raising days, members organised more than **750 promotional events** around the UK. **Workout at Work Day** in June encouraged desk-bound staff to build physical activity into their working day. **Older People's Day** in October showed physiotherapy's role in helping people to live longer and live well. Both days attracted substantial media coverage and social media interest.

www.csp.org.uk/wowd and
www.csp.org.uk/olderpeoplesday



Promoting good health

Our public information, offering guidance on physiotherapy's role in preventing, managing and resolving health problems, had its greatest ever reach, with **over a million pages** being viewed through the CSP website.

www.csp.org.uk/yourhealth

Voicing the need for more physiotherapy

The message of physiotherapy's effectiveness is getting through. Prime minister **David Cameron** identified the need for more physios on **BBC's Today programme**, while shadow health secretary **Andy Burnham** made the same call in his Labour party conference speech. Meanwhile broadcaster **Andrew Marr** stressed the need for more neurology physios in his interview with health secretary **Jeremy Hunt**.

www.csp.org.uk/press



Photography: Chris Boland

Embedding independent prescribing

Legislation changes in **Northern Ireland, Scotland** and **Wales** allowed appropriately trained physios to begin prescribing medicine for their patients, independently from doctors.

They joined a number of members in England who were the first to pass an **independent prescribing** course for physios earlier in the year.

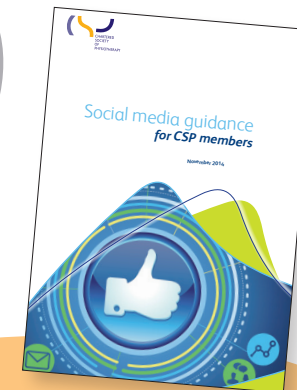
www.csp.org.uk/prescribing



Equipping members to promote their value

Physiotherapy Works took to the road with a **UK-wide series of workshops** to support members in making the case for physiotherapy. The events, **reaching 1,400 members**, showcased the range of evidence briefings, guides and tools available, aiming to give members the **confidence** and **skills** to **influence locally**.

www.csp.org.uk/physioworksl locally



Supporting professional practice

New record-keeping guidance reflecting the outcomes of the **Caldicott Review** and the **Francis Report** supported members to manage patient records effectively and legally. **Advice** on the **safe** and **professional use of social media** was welcomed widely among the thousands of new followers of CSP on **Twitter** and **Facebook**.

www.csp.org.uk/professionalism



1

Objective: Provide services to support members in their working lives

1.1 Support members' engagement with their own CPD, career advancement and standards of work

✓ **Deliver third year** of Union Learning Fund CPD Excellence project; launch six CPD excellence resources; integrate approach into member CPD support

✓ **Publish** four new e-learning resources

1.2 Assist members in meeting the challenge to job and delivery of quality of care posed by financial cuts and competition

✓ **Provide targeted briefings**, training and advice for members to challenge job and service cuts, make the case for different roles and demonstrate service value. Publish two new resources

1.3 Help members to resolve employment and professional problems at work

✓ **100% coverage** of employment and professional advice services

— **70% of members** think CSP provides effective professional support and employment support (actual figures: 76% professional and 67% employment)

— **70% of members** are satisfied when contacting CSP (actual figure: 65%)

✓ **70% of members** rate CSP's online communications highly (actual figure: 74%)

1.4 Work to secure fair pay and terms of conditions of employment in all sectors

✓ **Industrial Relations Committee** agrees that CSP has effectively achieved local and national engagement to protect the national Agenda for Change agreement

1.5 Build negotiation, campaigning and partnership working into the CSP's work at all levels

✓ **CSP retains seats** on NHS Staff Council Executive partnership forums in the four countries and the TUC Executive Committee

2

Objective: Lead physiotherapy practice and secure its effective delivery in the future

2.1 Secure member support for the vision for physiotherapy

✓ **70% of members** feel CSP is effective at leading the future direction of the profession (actual figure: 70%)

2.2 Support members to deliver safe, clinically and cost-effective physiotherapy services for patients

✓ **60% of members** use patient outcome and experience measures in their practice (actual figure: 64%)

✓ **50% of members** are aware of CSP recommended models of best practice (actual figure: 89%)

✓ **Four Physiotherapy Works** resources produced or updated and endorsed by patient organisations

2.3 Support members in developing, sharing and using the profession's research and evidence base

✓ **60% of members** feel CSP supports members effectively with evidence based tools to aid them in service development (actual figure: 70%)

— **15% more members** access Physiotherapy Journal online compared to 2013 (actual figure: 1%)

✓ **30% of professional networks** have taken part in re-recognition process by 2015 (Target reached, but process paused pending governance review)

2.4 Influence education and workforce planning to ensure the physiotherapy workforce meets future needs

✓ **Develop business case** targeted at key stakeholders to demonstrate the need for increased student intakes by September 2014

✓ **Launch new practice education** resource to deliver qualifying programmes to meet future needs

3 Objective: Expand opportunities for physiotherapy to provide quality patient services across the UK

3.1 Engage members to be active in expanding opportunities for the profession and themselves

 **55% of members** involved in raising the profile of physiotherapy locally or nationally in the last year (actual figure: 47%)

 **50% of members** feel CSP supports them effectively to be influential on behalf of patients, the profession and themselves (actual figure: 65%)


3.2 Promote the role of physiotherapy in keeping older people independent

 **Target commissioners and decision-makers** across the UK with physiotherapy's role in relation to older people

 **35% of public aware** of physiotherapy's role in falls prevention (actual figure: 29%)*

 **73% of public aware** of physiotherapy's role in rehabilitation (actual figure: 76%)*

3.3 Raise awareness among decision makers, patients and the public across the UK about what physiotherapy offers

 **Increase GP awareness** that physiotherapy 'helps a lot' in rehabilitation/recovery (55% target, 57% actual), preventing falls (34% target, 47% actual) and treating/managing work-related health problems (43% target, 53% actual)

 **Work in partnership** with two key patient organisations

3.4 Take opportunities to promote the physiotherapy role in public health and 'fit for work'

 **68% of public aware** of the physiotherapy role in treating/managing work-related health problems (actual figure: 59%)*

 **82% of over 55s aware** of the physiotherapy role in staying healthy and improving health problems (actual figure: 76%)*

3.5 Promote the link between quality patient services and quality employment opportunities

 **75% of relevant** CSP briefings provide a link between quality employment and quality patient care

*The public awareness targets were predicated on the Physiotherapy Works programme funding a high profile public marketing campaign, but the programme approach was changed during the year so no campaign was run.

4 Objective: Influence effectively, in the context of the wider health, social and political environment

4.1 Improve our political engagement strategy across the UK

- ✓ **67% of members** agree CSP is effective at influencing decision-makers (actual figure: 79%)
 - **65% of members** agree CSP is quick at responding to external influencers (actual figure: 59%)
-

4.2 Develop a corporate communications strategic approach to the use of digital media

- ✓ **10% more people** visiting the CSP website compared to 2013 (actual figure: up 25%)
 - ✓ **10% more members** visiting campaigning and influencing resources on the CSP site compared to 2013 (actual figure: up 60%)
 - ✓ **10% more followers** of CSP Twitter account over 2014 (actual figure: up 77%)
-

4.3 Champion the NHS as a universal and publically accountable service, free at the point of need

Ongoing work

4.4 Support the TUC 'For a Future that Works' campaign and the country equivalents

Ongoing work

4.5 Provide members in Scotland with the information they need as health professionals in relation to the 2014 referendum on independence

- ✓ **Communications planned** and delivered in line with referendum timetable
-

5

Objective: Enhance our effective relationships with members and nurture dynamic networks

5.1 Complete the first stage of Adapt (CRM) infrastructure and develop the culture and processes to support that work

✓ **First stage of project** completed by end of May (rescheduled with Council's agreement from original end of February target)

5.2 Collect and use data to develop understanding of our members, their views and their environment

✓ **85% of members** have completed membership profiles by year end (actual figure: 88%)

✓ **60% of members** feel CSP gives them opportunities to influence CSP's work (actual figure: 62%)

5.3 Tailor and target communications to enable members to receive the materials and messages they most need

✓ **Three agreed key messages** reach 80% of members each quarter

✓ **70% of members** agree CSP is effective at communicating with members (actual figure: 80%)

— **38% of all members** log in to the CSP website each month (actual figure: 32%)

✓ **24% of all members** open Physiotherapy News (actual figure: 30%)

5.4 Sustain and equality proof the CSP's networks and representative structures

✓ **10% increase** in diversity network membership over three years

✓ **Members from minority groups** feel they an equal opportunity to influence CSP work as all other members

5.5 Develop our approach to the commercialisation of health care

Ongoing work

6 Objective: Support and develop CSP staff – working together to deliver shared goals and financial stability

6.1 Maintain the current strong financial base from which to deliver member services

✓ **Delivery of budgeted** financial outcomes including an annual surplus of at least 1.5% of turnover

6.2 Retain our focus on member recruitment and retention

✓ **Overall membership** sustained at 52,000 (actual figure: 53,154)

✓ **39,200** full practicing members (actual figure: 40,252)

✗ **2,250 associate members** (actual figure 2,038)

✓ **80% of students** recruited by graduation (actual figure: 91%)

✓ **50% of members** feel CSP provides good value for money (actual figure: 50%)

6.3 Develop and implement an integrated approach to net income generation (fundraising strategy)

✓ **Non-subscription** income of at least £572,000 (actual figure: £839,000)

6.4 Deliver cultural change and integrated working across the CSP to support the delivery of the CSP Strategy

Measurement deferred until 2015

6.5 Ensure CSP staff are developed, equipped and motivated to provide the best possible services to members

Measurement deferred until 2015

Financial statement

CSP accounts 2014

The underlying trading position of the Society remained strong in 2014. The final result for the year was a modest surplus of £640k. In 2014 membership numbers continued to rise, closing the year at 53,154. This represented an annual growth rate of just over 1.5%, which meant that subscription income exceeded expectations. Frontline advertising revenue also increased, by £120k over the previous year. This reversed a twelve year downward trend. The Society's expenditure continued to be tightly controlled in 2014.

The Society was again able to make a significant additional gift aid payment to the Charitable Trust. In December Council approved a one-off payment of £400k to fund a project to develop members' leadership capacity to advocate for physiotherapy and service improvement.

The historic deficit of the CSP staff pension scheme (calculated under the FRS17 rules) increased by just over 76%, to £8.1m, in 2014. The main reason for this movement was a 16% fall in the yield on AA-rated corporate bonds, a key variable in the valuation calculation. At the end of 2014 yields (interest rates) paid on both government and corporate bonds were at historic

lows. The main reason was the political and economic instability throughout the world. Continuing conflict in the Middle East, Ukraine, Africa and problems in the Eurozone drove investors out of equities into loan stock, or bonds. These were perceived as safer investments in uncertain circumstances. This caused bond yields to fall, as the demand for bonds exceeded supply. Falling interest rates are very bad for pension schemes, as this drives up the present value of future liabilities and so increases the scheme deficit.

In the accounts we are required to report the financial position of the pension scheme using the method prescribed by FRS17. This contrasts very significantly with the much more accurate and useful actuarial valuation method, which is used to run the pension scheme. As at 31 March 2015, the first draft of the actuarial valuation reported the scheme in surplus by £1.2m.

Stuart deBoos *CSP director of finance*
Helena Johnson *CSP treasurer*



CSP accounts 2014

Income and expenditure account for the year ended 31 December 2014

	2014 £'000	2013 £'000
Income	15,613	14,713
Operating expenses	(14,602)	(13,813)
Pension finance income	147	226
Gift aid payment	(666)	(857)
OPERATING SURPLUS	492	269
Investment income	148	145
Taxation	-	-
Surplus after taxation transferred to general fund	640	414

Balance sheet as at 31 December 2014

	2014 £'000		2013 £'000	
FIXED ASSETS				
Tangible assets		8,749		7,390
Investments		5,208		5,194
		13,957		12,584
CURRENT ASSETS				
Debtors and prepayments	1,599		1,402	
Cash at bank and in hand	159		952	
	1,758		2,354	
CREDITORS: amounts falling due within one year	2,408		2,858	
NET CURRENT (LIABILITIES)		(650)		(504)
Defined benefit pension scheme liability		(8,115)		(4,600)
Net worth of CSP		5,192		7,480
Represented by: General & other funds as at 31 December 2014		5,192		7,480

Income – where has it all come from?

	2014 £'000	2013 £'000
Subscriptions	14,135	13,524
Income from journals	495	570
Income for educational purposes	368	251
Events	266	208
Miscellaneous	349	160
Total Income	15,613	14,713

Expenditure – what has it all cost?

	2014 £'000	2013 £'000
Area of activity:		
Practice & Development	3,394	3,176
Employment Relations and Union Services	2,385	2,343
Journals	1,331	1,444
Marketing and Communications	1,753	1,698
Events	256	227
Administration and Finance	5,336	4,699
Total Operating Expenses	14,455	13,587

Notes:-

i) The Accounts were approved by Council on 25 March 2014.

ii) In the published accounts the CSP reports its freehold office land and buildings at market value. In December 2014 the properties were professionally valued at £7,350,000.

iii) The market value of the CSP investment portfolio, at 31 December 2014, was £5,208,000.

iv) Full sets of the statutory accounts of the CSP, CSP Charitable Trust and CSP Members' Benevolent Fund can be obtained from the Director of Finance at 14 Bedford Row, London WC1R 4ED.

v) This page contains summary information extracted from the full statutory accounts of the Chartered Society of Physiotherapy for the year ended 31 December 2014. The auditors, Baker Tilly UK Audit LLP, have given these accounts an unqualified audit report



CHARTERED
SOCIETY
OF
PHYSIOTHERAPY

14 Bedford Row
London WC1R 4ED
Tel: 020 7306 6666
Fax: 020 7306 6611
Email: enquiries@csp.org.uk

CSP Northern Ireland

Arthur House
41 Arthur Street
Belfast BT1 4GB
Tel: 028 9044 6250
Fax: 028 9044 7110
Email: northernireland@csp.org.uk

CSP Scotland

49 North Castle Street
Edinburgh EH2 3BG
Tel: 0131 226 1441
Fax: 0131 226 1551
Email: scotland@csp.org.uk

CSP Wales

Cymdeithas Siartredig Ffisiotherapi
1 Heol Yr Eglwys Gadeiriol
Caerdydd CF11 9SD

1 Cathedral Road
Cardiff CF11 9SD
Tel: 029 2038 2428/9
Fax: 029 2022 7383
Email: wales@csp.org.uk

impact report

2014

Professional Networks

For further information on our Professional Networks go to
www.csp.org.uk/professional-networks



**This document is available in large print
or Braille for people with sight problems:**

Tel: 020 7306 6666