

*Physiotherapy*  
**works**

*enhancing health and life*

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# A message from our president

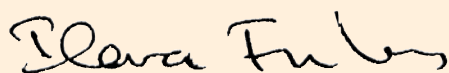
**2011** was always going to be a challenging year. The cuts to budgets across the public sector are taking their toll in all four UK countries, both on patient services and on members' jobs and lives. In the meantime, plans to restructure the NHS in England continue their troubled progress.

The CSP has had input into the consultations over the Health and Social Care Bill at every stage. Serious flaws remain, however, and the society will continue to ensure that members' concerns are heard. At the same time though, as the reforms roll out, it is vital that members play an active part in shaping the future of healthcare, taking advantage of the opportunities whenever they arise.

I tried to have the health bill amended to ensure that the profession is consulted in the commissioning processes and that the voice of physiotherapy is heard at all levels. This will now be included in the guidance. I remain committed to doing all I can to ensure the contribution of physiotherapy is recognised.

We know that physiotherapy is central to the government's aims of helping people to live healthy lives and to return to health after illness or injury. The CSP and members together have already done much to put this message across but the efforts must continue. Now in 2012, the London Olympic and Paralympic Games give us a golden opportunity to put physiotherapy in the spotlight as never before.

I should like to end on a personal and very happy note for me. I have always been immensely proud of my role as President of the CSP. Then in 2011, the society did me the overwhelming honour of making me an Honorary Fellow. It is a badge that I wear with enormous pride.



**Ilora Finlay**

Professor the Baroness Ilora Finlay of Llandaff, FRCP, FRCGP, FCSP (hon)  
CSP president



## Putting patients first: statement from

The year 2011 must rank as one of the most challenging to date and also one of the most unpredictable for members in all four UK countries. In England the effects of the Health and Social Care Bill were being felt in terms of adverse changes to patient services even before the legislation had passed into law. At the same time members in Scotland, Wales and Northern Ireland were under increasing pressure as they struggled to maintain standards of care in a bleak economic climate. As 2011 unfolded, the hopes for more clarity about the various government's plans receded and at times the situation seemed to change by the week. The uncertainty remains but the threats to patient services and posts continue. Throughout the process, the CSP has worked hard to ensure we are one step ahead of events and to support and guide members in these unprecedented times.

The government has recently made much use of the phrase 'patient-centred care'. But physiotherapists have always put the patient at the centre of everything that they do. We are a firmly patient-focused profession. In providing members with the information and the tools they need to make the case for physiotherapy at local, regional and national level, the CSP is helping to ensure that patients will continue to receive the excellent care that physiotherapists deliver. The CSP is committed to innovation, improving patient care and promoting cost-effective ways of delivering physiotherapy services. We are very positive about the substantial contribution that physiotherapy can make to better commissioning and planning. Members in all four countries will need to press locally for a voice on the local clinical commissioning groups or in other similar organisations.

The CSP has always punched above its weight both as a professional organisation and as a trade union. This was particularly so with the 30 November action over NHS pensions. 2011 also saw CSP membership up to record levels of 51,250. Ninety-five per cent of UK physiotherapists now belong to the society, giving us a stronger voice than ever as we go forward into what are sure to continue to be uncertain times.

**'PHYSIOTHERAPISTS HAVE BEEN RELUCTANT TO ACTIVELY PROMOTE THE VALUE OF THEIR PROFESSIONAL SKILLS AND THE BIG IMPROVEMENTS THEY DELIVER IN PATIENT OUTCOMES – BUT THAT IS WHAT IS REQUIRED IN THE HARSH WORLD OF COMMISSIONING'**

Dr Helena Johnson, CSP chair of council



**Dr Helena Johnson**  
Chair of council

# Chair and chief executive

We are in uncharted waters as the cuts to public services threaten members' jobs, pensions and employment rights, and as the NHS in England faces reforms that could change it beyond recognition.

Throughout the year, as the government's plans for the health service became increasingly hard to predict, the CSP pulled out all the stops to ensure that the voice of physiotherapy was heard, feeding in to consultations, informing members of the latest developments and rallying the profession at regional and local level to make our concerns known. We also, at the same time, worked an alternative approach to prepare members to survive the changes through CSP courses and publications like the 'PhysioWorks' leaflets. This work continues.

30 November 2011 saw the Day of Action when thousands of members across the NHS took action to defend their pensions. As Helena Johnson says, physiotherapy has a proud tradition as a patient-centred profession and members did not take the decision to strike lightly. But the facts are that the average NHS pension is just £7,500 a year – £4,000 for women – and that members are being asked to pay more and work longer for less in return. It is simply not equitable. CSP staff worked hard to encourage members to take part in our ballot and to ensure they were fully informed about the issues. The result was a gratifying 66 per cent voting turnout with 86 per cent saying 'yes' to strike action. The action has resulted in improvements to the Government's previous offer on pensions. Yet challenges remain with the 2 year pay freeze and other uncertainties.

Despite all the difficult circumstances there are strong grounds for optimism about the future demand for the profession. Physiotherapy is solution focused and is more than capable of adapting and thriving by delivering excellent patient services.

The CSP is a successful organisation on any measure – member satisfaction, achievement of corporate plans and commitment to and from its staff. Yet no member organisation can be fully effective without the engagement of those members. So I urge you all to make your voices known, wherever you work. Whether it is through the professional networks, boards and branches, through council and its committees, through our online member networks, or through your stewards and safety reps networks, the CSP wants to hear from you.



**Phil Gray**  
CSP chief executive

**'DESPITE THE  
BIG CHALLENGES,  
PHYSIOTHERAPY HAS  
A VERY GOOD FUTURE  
AHEAD – IF ALL MEMBERS  
MAKE A STRONG CASE  
FOR THE PROFESSION AT  
EVERY OPPORTUNITY  
THEY CAN FIND'**

Phil Gray, CSP chief executive



## The changing face of the NHS



**'DO NOT THINK  
THE CURRENT  
HEALTH 'REFORMS'  
ARE JUST ABOUT  
STRUCTURES AND  
FUNDING STREAMS.  
THEY ARE ABOUT  
THE VERY FABRIC  
OF WHAT ALL OF US  
HOLD SO DEAR'**

Lesley Mercer,  
CSP director of employment  
relations and union services

In the summer of 2011, the government announced some changes to the Health and Social Care Bill in England as a result of the 'listening process'. Nevertheless the CSP remains seriously concerned about the proposals. In particular, the free, comprehensive nature of NHS services is under threat. As responsibility for commissioning services moves from the primary care trusts to the new clinical commissioning groups, examples are already emerging of a postcode lottery and service rationing. At the same time, the 'any qualified provider' policy will lead to increased competition and fragmentation, turning the NHS into an open market for healthcare providers where cost, not quality, is the priority.

Whatever the final shape of the plans, the pressure to take £20 billion out of the health care budget in England by 2014 will impact severely on services. The worry is that any new opportunities to introduce innovative, patient-driven services will be lost through cost cutting.

Physiotherapists' jobs, employment rights such as pensions and, most important of all, the services that they deliver to their patients are under threat as never before. While there may be opportunities outside the NHS, these are often in far less favourable environments. We recognise some members may choose to work on a self employed basis or in the private sector, but we fight to retain the employment rights of those who opt to continue working in the public sector – and to help those outside the NHS to achieve the most favourable terms and conditions. Throughout 2011 the CSP, working with and through its members and in partnership with other organisations, has kept up a relentless pressure on the decision-makers

to ensure NHS services remain publically funded, free at the point of need and that mainstream NHS services are provided by people employed in the public sector.

We know that properly funded physiotherapy services are essential to delivering the government's stated priorities, such as preventing ill health, managing chronic conditions in the community, improving mental health and supporting people back into work. We must continue to push this message as never before.

### The CSP acts on behalf of its members

Throughout 2011, we lobbied at local and national level to raise members' concerns and make the case for physiotherapy

- We told health secretary Andrew Lansley and other health ministers how frontline services were being affected in England
- Chief executive Phil Gray wrote to the new shadow health ministers at Westminster outlining our concerns
- We met some of the Northern Ireland Health and Social Services review panel established by the Minister for Health, and held an event at Stormont to inform politicians about the benefits of physiotherapy
- A CSP Scotland delegation met with the Scottish minister for public health, Michael Matheson MSP, to promote the value of physiotherapy in improving Scotland's health
- We sent briefings on the Health and Social Care bill to MPs and members of the House of Lords, with suggested amendments



- In the biggest turnout in 25 years, CSP members joined other unions in the TUC coordinated protest against the privatisation of the NHS and to protect our public services in March
- We had a strong presence at all the UK party political conferences, where we launched our 'Physiotherapy Works' message, and lobbied local councillors on physiotherapy's role.

### Providing evidence

We provided detailed responses to consultations on the English NHS reforms, the NHS 'listening exercise', the 'Healthy Lives, Healthy People' public health white paper and the proposed changes to employment tribunals

- We gave evidence to the Health Select Committee of Westminster MPs reviewing education, training and workforce planning
- We provided information to Welsh Assembly Members on cancer services
- We gave evidence to the Northern Ireland Health Committee on vacancy rates, waiting time targets and workforce planning
- We gave evidence to the Scottish parliament's Health and Sport Committee inquiry into the regulation of care for older people
- We gave members the tools to make the case for physiotherapy at local and regional level
- We worked with stewards to support members on the ground fighting cuts to services and outsourcing to social enterprise companies
- We have continued to build evidence

for cost-effective physiotherapy in healthcare provision

- The English regional networks have achieved some significant successes as they become more established. In particular: Yorkshire and Humber have been working with the CSP's practice and development department on the EQ5D patient reported outcome measure, resulting in tools on the society's website to help members monitor the impact of their practice; East of England have been advising the trauma network; and South Central and London are pilot regions for the CSP Championing CPD project.
- While our members working outside the NHS could, potentially, benefit from the changes to commissioning, many of them have found the process a difficult one. And for those choosing not to pursue NHS contracts, the recession has impacted on some patients' ability to buy physiotherapy care privately.

**'THE CSP, INCLUDING MEMBERS LOCALLY, HAVE RAISED THE PROFESSION'S SERIOUS CONCERNS ABOUT THE IMPACT OF THE REFORMS ON THE DELIVERY OF PATIENT CARE AND THE WHOLE FUTURE OF THE NHS. I AM CONFIDENT THIS WILL RESULT IN CHANGING THEIR PROPOSALS FOR THE BETTER'**

Phil Gray, CSP chief executive





# Making the case for physiotherapy



**'PHYSIOTHERAPY IS SO IMPORTANT, BOTH MENTALLY AND PHYSICALLY, FOR RECOVERY'**

Matt Hampson, former England Rugby Under-21 paralysed after an injury in 2005

Throughout 2011, we continued to develop ways to encourage and support members across the four UK countries in building the evidence-base for the profession, sharing best practice and taking the key message to commissioners and other decision-makers that physiotherapy works and is cost-effective. We are determined that, whatever the fine details of the changes to the NHS, physiotherapists will seize the opportunities to demonstrate their value and will take a lead in redesigning services for the benefit of patients. This is a continuing process, building steadily on the work already begun in previous years.

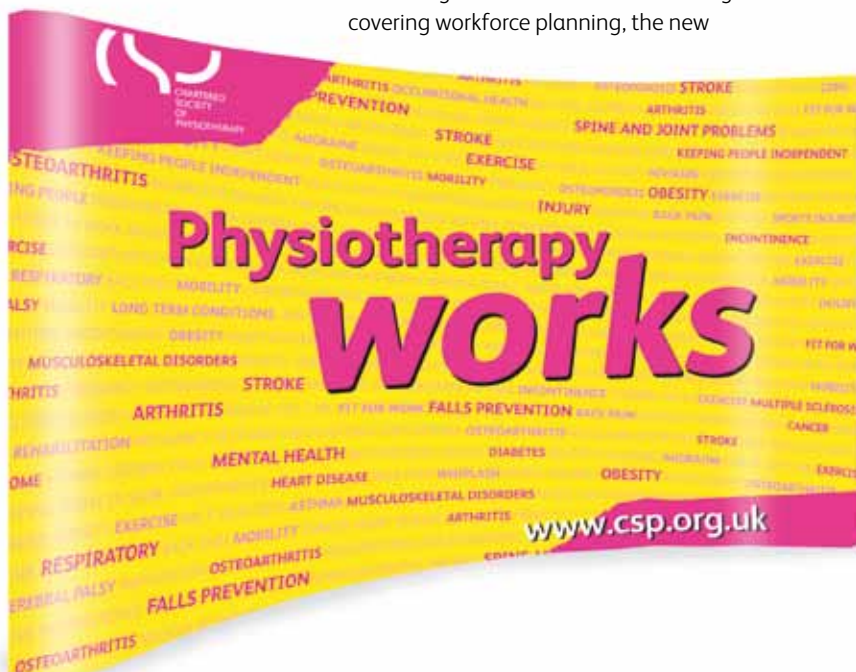
## Physiotherapy works

We expanded our 'Physiotherapy Works' evidence briefings on how physiotherapy is clinically and cost-effective, with new briefings on cardiac rehab, critical care, dementia care, fragility fractures and falls, multiple sclerosis and urinary incontinence. Each achieved the SKIPP (Supporting Knowledge in Physiotherapy Practice) quality kitemark.

- We published a 'survival' guide and ran workshops for managers and clinical leaders in England covering workforce planning, the new

commissioning environment, costing your service and using data and outcomes to demonstrate value

- We published a guide to surviving harsh economic times for members in the NHS in Wales. We ran a bespoke workshop for managers and clinical leaders in Northern Ireland, and further events have been scheduled for 2012 in Northern Ireland, Wales and Scotland
- We took the 'physiotherapy works' message to GPs at the Royal College of General Practitioners' annual primary care conference
- CSP Scotland posted an exhibition at the NHS Scotland National Event, promoting its Physiotherapy Works message to stakeholders and decision makers
- We launched a new 'person-centred' Code of Professional Values and Behaviour, setting out high standards of behaviour and supporting members in maintaining them
- Our work on independent prescribing ensured the results of the full public consultation in December 2011 were very positive and supportive of physiotherapists being able to independently prescribe
- Congress 2011, an academic forum with leading clinicians present, was a highly successful event. Members were able to keep up to date with the latest research findings and progress their careers and add to their CPD. The new 'Dragon's Den' event rewarding innovation offered the chance to network and share ideas added to an invaluable experience
- The annual Student Development Event, sponsored by ProActive Training, saw more than 100 student representatives gather to listen to inspirational speakers on the subject of leadership
- Our work on developing the ePortfolio continued, backed by money from the Union Learning Fund, delivering new resources for associates, newly qualified and advanced practitioners.





### Physiotherapy works ✓

## Critical Care

Critical care is the specialised care of patients whose conditions are life threatening and who require comprehensive care and constant monitoring, usually in intensive care units (ICUs) and high dependency units (HDUs).

Physiotherapy is a key part of the multidisciplinary team in critical care, working to improve patients' respiratory function, prevent complications and support recovery.

**Size of the problem**

- In 2010, there were 1,000 deaths in the UK due to complications of critical care.
- Approximately 1,000 people die in hospital each year as a result of complications of critical care.

**By 2033, there will be 1.4 million people with dementia in the UK.**

**Respiratory physiotherapy**

Respiratory physiotherapy is a specialised area of physiotherapy that focuses on helping people with respiratory conditions to breathe more easily and effectively.

**For England, this average can be cut by £1.3 billion annually.**

### Physiotherapy works ✓

## Cardiac rehab

Physiotherapy led cardiac rehabilitation (CR) is a clinical and cost effective intervention for those living with cardiovascular disease.

**What is CR?**

Cardiovascular disease is the leading cause of death in the UK, with heart disease accounting for 25% of all deaths. Cardiovascular disease includes coronary artery disease, heart failure, stroke, and peripheral artery disease.

**Rehabilitation**

Cardiovascular rehabilitation (CR) is a structured programme of exercise, education, and psychosocial support for people with cardiovascular disease. It aims to improve physical fitness, reduce symptoms, and improve quality of life.

**Size of the problem**

- One in four people (25%) die from cardiovascular disease each year.
- In the UK, there are 1.5 million people with cardiovascular disease.
- In the UK, there are 1.5 million people with cardiovascular disease.

### Physiotherapy works ✓

## Dementia care

Physiotherapy delivered as part of a multidisciplinary team approach, is clinically and cost effective in the management of dementia.

**What is Dementia?**

Dementia is a general term for a decline in mental ability severe enough to interfere with daily life. It is caused by damage to the brain, which can be due to a variety of factors including age, genetics, and lifestyle.

**Physiotherapy clinically and cost effective**

Physiotherapy delivered as part of a multidisciplinary team approach, is clinically and cost effective in the management of dementia. It helps to improve physical function, reduce symptoms, and improve quality of life.

**By 2033, there will be 1.4 million people with dementia in the UK.**

**Improved quality of care for people with dementia**

Physiotherapy delivered as part of a multidisciplinary team approach, is clinically and cost effective in the management of dementia. It helps to improve physical function, reduce symptoms, and improve quality of life.

**Size of the problem**

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### Physiotherapy works ✓

## Multiple Sclerosis

Physiotherapy delivered as part of a multidisciplinary team approach, provides a range of benefits, from improving physical health to enhancing quality of life, for people with Multiple Sclerosis (MS).

**Multiple Sclerosis (MS) is a chronic, inflammatory, neurological condition that affects the central nervous system.**

**Physiotherapy clinically and cost effective**

Physiotherapy delivered as part of a multidisciplinary team approach, is clinically and cost effective in the management of Multiple Sclerosis. It helps to improve physical function, reduce symptoms, and improve quality of life.

**Size of the problem**

- In 2010, 24,622 people were diagnosed with MS in the UK.
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**50% fewer than 10 years ago**

Physiotherapy delivered as part of a multidisciplinary team approach, is clinically and cost effective in the management of Multiple Sclerosis. It helps to improve physical function, reduce symptoms, and improve quality of life.

### Physiotherapy works ✓

## Fragility fractures and falls

Physiotherapy delivered as part of a multidisciplinary team approach, provides a range of benefits, from improving physical health to enhancing quality of life, for people with Fragility fractures and falls.

**What is a Fragility Fracture?**

A fragility fracture is a fracture that occurs in a bone that is normally strong enough to support the weight of the body. It is caused by a fall from a standing height or a low energy trauma.

**Size of the problem**

- In 2010, 24,622 people were diagnosed with MS in the UK.
- In 2010, 24,622 people were diagnosed with MS in the UK.

**Half of people who have a fall will fall again within the next 12 months if they are not given the right care.**

**Cost and size of the problem**

Physiotherapy delivered as part of a multidisciplinary team approach, is clinically and cost effective in the management of Fragility fractures and falls. It helps to improve physical function, reduce symptoms, and improve quality of life.

## Collaboration and tools

Collaboration with patients' groups in order to promote the value of physiotherapy was increased. In particular we joined forces with the National Rheumatoid Arthritis Society to highlight the postcode lottery for patients with rheumatoid arthritis.

- We began leading a national project to evaluate the effectiveness of self-referral for women with urinary incontinence. The pilot study uses a CSP-developed web-based data collection tool
- We secured an agreement to make the new MSK patient-reported outcome measure [the EQ-5D-5L] and calculator tool freely available to members via a link on the CSP website. Together the two tools offer a simple, sensitive and fast way of demonstrating the effectiveness of physiotherapy for this group of patients.

## Research

The CSP Charitable Trust made £322,000 available to the Physiotherapy Research Foundation for grants for research into clinical, educational or service delivery areas and for both experienced and new researchers.

The CSP Charitable Trust made **£322,000** available to the Physiotherapy Research Foundation for grants for research into **clinical, educational or service delivery areas** and for both experienced and new researchers

- We completed the CSP research priority exercise and the results were promoted through the congress held by the World Confederation for Physical Therapy, at CSP congress and at a workshop at the CSP-convened Education Forum
- We surveyed members' views' on independent prescribing of medicines by physiotherapists that informed our response to the Department of Health's public consultation
- We worked in partnership with other Allied Health Professionals to launch the AHP Research Network, strengthening support for and collaboration in research with other allied healthcare professionals across the UK
- Our 'patient stories' training for members across Wales explained the benefits of using patient narratives – which are different from case studies – in order to improve services.

**Code of Members' Professional Values and Behaviour**

The CSP Code of Professional Values and Behaviour sets out what the Society expects of all its members.

Acceptance of the Code demonstrates Members' commitment to:

- Serving the needs of individuals with whom they interact
- Maintaining and enhancing the profession's reputation and standing
- Fulfilling their broader social responsibilities (to go with their professional role)

**The four principles of the Code CSP members:**

- 1 take responsibility for their actions
- 2 behave ethically
- 3 deliver an effective service
- 4 strive to achieve excellence

See the full Code at [www.csp.org.uk/code](http://www.csp.org.uk/code)

## Patient case study

**Thomasina Banks, 88**, has asthma, a back injury and a previous broken hip. She attends a weekly physio-led group which she says has not only maintained her mobility but even improved it recently.

'It's done me a lot of good,' she says. 'I can now walk up small inclines, which I couldn't do before, and I'm able to manage without a stick. 'The physiotherapists are so patient and I've found the talks they give really useful. They are able to advise you on what exercise is good for you and what not to do. And the social aspect of the group is really important if you live on your own. I thoroughly enjoy going.'



# Supporting members in their working



**51,000**  
members accounting  
for **95%** of  
physiotherapists  
in the UK.

The CSP is one of the most successful unions and professional associations in the UK. During 2011, membership continued to grow and it now stands at more than 51,000. Such strength in numbers is important as the society continues to support physiotherapists in developing their careers, in both the public and independent sector, adding to their skills and also in challenging local and national threats to jobs and services and to the health services in the four countries.

As a membership organisation the CSP aims to reflect the views of its members and to offer them channels for discussion and support. *Frontline* magazine remains one of the main communication tools, but is increasingly complemented by a range of other media, including the website, which is updated daily. Alongside these the society communicates with members by the weekly ebulletin, and other regular bulletins for specific member groups. The iCSP networks allow members to connect and share knowledge, now fully integrated within the new CSP website.

## Member learning and resources

Support for members' career development and learning continued to grow through: our expanding library and information services, particularly on our new website, designed to enable members to access the information they need easily and fast; publication of cutting-edge research in *Physiotherapy Journal* and regular clinical research updates in *Frontline* and the CPD series; our interactive online member communities, iCSP, and the personalised online CPD tool, the ePortfolio. In particular we secured financial

backing from the Union Learning Fund for Championing CPD. This project will develop new member resources, especially for associates, newly qualified and advanced practitioners, and will pilot 'learning champions' to support colleagues while developing their own CPD

- The new CSP website, launched in March, now includes iCSP networks, membership account management and Physiotherapy Journal abstracts. It also gives a single login to the ePortfolio, the online library catalogue and a range of journals and evidence
- We launched a new, sharper weekly CSP email news bulletin to replace the previous fortnightly service.
- We introduced video content to the CSP website, including interviews from CSP Congress, CPD advice and the day of action, and briefings on the NHS pension scheme negotiations, any qualified provider and clinically-led commissioning
- Our annual awards once again put the spotlight on innovation, expertise and excellence, celebrating members' achievements and promoting the benefits of physiotherapy through local media coverage to the wider public.

## Member support

Our Enquiry Handling Unit continues to provide a fast, effective service for members on a huge range of issues, handling a record number of 607 enquiries on one day in a record week of 2,300 enquiries between 3rd and 7th October.

- In order to help busy members to communicate easily and regularly with their society, we have introduced video-conferencing. The CSP belongs to its members and they must be able to engage with us and influence the agenda
- We added to our money-saving financial and lifestyle member benefits scheme, CSP Plus, which helped an





## The **CSP** **Equality and Diversity Toolkit**

was updated to reflect changes to the Equality Act and received a commended award in the TUC Communications Awards 2011



increasing number of members recoup the equivalent cost of their CSP membership subscriptions.

- Six alliance groups were formed from thirty-seven Professional Networks to strengthen working relationships between the CSP and Professional Networks, and more effectively draw upon member expertise to inform strategic work (e.g. policy and standards development).

### Workplace support

Support for members as they face different challenges in each of the home countries was tailored to the national political and professional climate, while we offered grass-roots support in England through the English Regional Networks.

- Our support for individual members in the workplace continued through our employment advice service and also through our legal services as required
- Staff and stewards explained the concerns about pensions and helped mobilise members for the strike ballot through a campaign in *Frontline* and on the website. CSP officers addressed around 350 membership meetings. As a result members played a key part in the Day of Action. Meanwhile our communications department worked hard to expose the myth of the 'gold-plated' public sector pension in the media
- Our commitment to supporting equality and diversity in the workplace and in healthcare services continued, with Diversity Network Day a particular success. The CSP Equality and Diversity Toolkit was updated to reflect changes to the Equality Act and received a commended award in the TUC Communications Awards 2011
- We ran the largest exercise in CSP history to protect CSP members' health and safety. Over 1,500 members were involved in the bodymapping project, leading to greater awareness of MSK disorders and improvements to local arrangements in some areas
- We worked with the Fitness Industry Association to

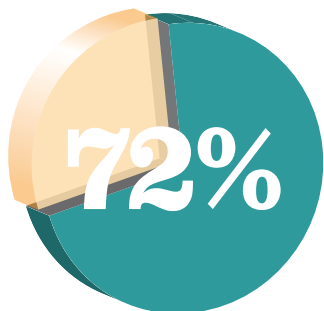
produce new guidelines for GPs clarifying the roles of physiotherapists and fitness instructors in delivering supervised exercise-based programmes and developing better working links between the two professions.

### Steward support

Our stewards, backed by the CSP regionally and nationally, did a huge body of bargaining work on new local on-call agreements. Local arrangements have now been agreed with a number of employers, while negotiations are ongoing with most trusts or boards across the UK.

- We played an important role at the TUC Congress, with four CSP delegates speaking on NHS reforms, public spending cuts, employment rights and equality
- CSP director of employment relations and union services Lesley Mercer chaired the TUC women's conference, where the society moved motions on pensions, maternity rights and the health and social care bill
- The CSP won a significant joint union Employment Tribunal claim over the unilateral imposition of changes to collective agreements in a case over cuts to pay protection arrangements. CSP also worked hard to defend Agenda for Change and contributed to joint health union evidence to the pay review body that criticised the pay freeze and likely negative impact on recruitment and retention
- We produced a wide range of resources and continued training for stewards as they face the challenges of their role, including a new Stewards' Handbook, guidance/advice on downbandings and on the 'any qualified provider' policy. All stewards were given a new media pack while a number received media training.

# Communicating our messages and raising



In a poll last year  
**72 per cent of people agreed**  
that physiotherapy can help you stay healthy and improve any existing health problems, compared with 60 per cent in 2009

Getting our message across, not just to our own members but to those outside the profession, is more important than ever as we face cuts to patient services and to members' pay and conditions. In 2011 the CSP worked hard to raise the profession's profile. We publicised the health benefits of physiotherapy and explained members' stance on pensions, pay and the NHS reforms both to the decision-makers and to the wider public.

The evidence suggests that the efforts are working. In a poll last year 72 per cent of people agreed that physiotherapy can help you stay healthy and improve any existing health problems, compared with 60 per cent in 2009. Our analysis shows that the main message people took from policy-related stories was concern over physiotherapy waiting times.

## Media coverage

Using a poll of more than 1,000 members and some strong examples, the press office pitched a story to specific journalists on the effects of cuts to physiotherapy on Frontline services. The result was a page-lead story in *The Observer*, with quotes from the CSP chief executive and a number of physiotherapists.

- We carried out an audit of more than 100 primary care trusts in England to establish how physiotherapy services were commissioned and funded. The results were then sent to the press.

The *Daily Mail*, just one of several papers to carry the story, ran it under the headline: 'Patients face wait of six months for NHS physio because budgets have been slashed'

- A Sheffield CSP steward was given information and support in placing a story with the *Star* regional paper. The resulting piece quoted the steward explaining

why strike action was so difficult but necessary

- The *Guardian* ran a major article featuring two case studies of physiotherapists facing drastic cuts to pension benefits, while the *Welsh Western Mail* quoted the CSP's assistant director of employment relations explaining why industrial action was being taken. *The Times* also featured a physiotherapist prominently in its strike coverage
- CSP chief executive Phil Gray signed a joint letter to *The Times* with other health unions warning about the NHS changes, following this up with interviews on BBC television and radio, ITV News, Channel 4 News and was quoted in national newspapers.

## The expert voice

The press office also responded to media requests for expert comment. A professional adviser appeared on the BBC Breakfast programme to discuss Rafal Nadal's attack of cramp and also promoted self-referral to physiotherapy in the magazine *Top Santé*. We helped *Runner's World* magazine produce an article on aqua running and CSP spokesperson Sammy Margo was prominently quoted.

## Campaigns

Physiotherapy Works and Move for Health both continued to be strong focuses for promoting the clinical and cost effectiveness of physiotherapy. Workout at Work Day was a particular success, with staff from major employers such as John Lewis and Sainsbury's. We also took physiotherapy to MPs when CSP advisers and members went to the House of Commons to give advice and promote our message.

## Workout at Work Day

This campaign centred on promoting exercise and wellbeing in the workplace. It highlighted simple ways of incorporating exercise into the daily work routine and also highlighted the business benefits of having a physically active workforce, showing how



# £2.38 million

the value of publicity for the profession  
achieved by the press office

## ing the profile of the profession

physiotherapists can help deliver this. Members were encouraged to run an event in a workplace, with support from the public relations team. The results exceeded all expectations with more than 200 member events, over 100 trust and hospital events, more than 1,200 pieces of media coverage and participation by leading companies. Other results included a parliamentary question about World Physical Therapy Day, 13 MPs signing an Early Day Motion, and politicians in Northern Ireland and Wales taking part in walks. In Scotland MSPs joined the CSP in Holyrood for an active lunchtime walk and workstation workouts led by CSP members

### Reaching out

The completion of the CSP's research priorities project in 2011 provided an ideal opportunity to develop stronger links with research charities and patient representative groups. On World Arthritis Day we produced a joint report with the National Rheumatoid Arthritis Society.

- We had a stand at the World Confederation of Physical Therapy Congress to showcase UK physiotherapy
- We also began to talk about independent prescribing in our media work.

### Social media

Our new Twitter account, @thecsp, launched in September, had attracted more than 400 followers by the end of the year and the number is growing. Senior staff tweet to promote our campaigning messages and to encourage people to link to news stories on the CSP website. On the 30 November Day of Action,



the society ran regular updates on the site. Photographs from the London march were posted on the CSP's Twitter account, while members tweeted pictures from picket lines. These were posted onto the society's website. Meanwhile iCSP continues to connect members and provide a safe area to discuss and share specific fields of knowledge and experience.

**1,250**  
the number of  
physiotherapy stories  
generated in print,  
online and  
on television  
and radio



**Above:** CSP staff with commendations at the TUC Communication Awards

## Patient case study

**Jane Watson\*** has a 10-year-old son with the degenerative brain disorder infantile Batten disease, diagnosed eight years ago. A paediatric physiotherapist works with the family, not only providing first-class treatment to Jane's son but also supporting the whole family in the practical day-to-day difficulties they encounter.

'She really goes beyond the realms of what we would expect,' Jane says. 'When you have a child with a terminal illness some professionals seem to tread a little too carefully around you, but our physiotherapist is always so positive. She is skilled, caring and approachable – she really is my son's fairy godmother.'

*\*not her real name*

# CSP Congress 2011





**‘I CAN ONLY STAND THANKS TO IMAGINATIVE,  
PROFESSIONAL AND DEDICATED PHYSIOTHERAPISTS’**

Gill Hicks, who lost her legs in the 2005 London bombings

## How are we doing?

CSP membership is at an all-time high, with 51,000 members, accounting for 95 per cent of physiotherapists in the UK.

- The CSP surveys members every year to measure progress in delivering on our plans. The results from the online survey conducted in November were very positive. Despite the challenging external environment, they demonstrate across the board an improvement on last year, with a three to four per cent increase in member satisfaction on many of the indicators of CSP’s work. Overall, member satisfaction with the level of service that the CSP currently provides has improved by around 30 per cent over the last 11 years, with dissatisfaction reduced by 50 per cent

- The Society delivered 96 per cent of its overall Corporate Plan for 2011 and in some areas 30 per cent more
- The CSP has been awarded Investors in People accreditation for the third time running. The process looks at how an organisation plans, develops, encourages and supports its staff to deliver the business objectives of the organisation and high quality services. The external assessor found that the society met all the required standards and exceeded many of them. In a survey of staff, 96 per cent cared about the CSP, 84 per cent would recommend the society as a place to work and 86 per cent were proud to work for the CSP.

## CSP Accounts 2011

### Notes

i) The Accounts were approved by Council on 21 March 2012.

ii) In the published accounts the CSP reports its freehold office land and buildings at market value. In December 2011 the properties were professionally valued at £5,975,000.

iii) The market value of the CSP investment portfolio, at 31 December 2011, was £4,065,000.

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) Pages 16 and 17 of the Annual Report contain summary information extracted from the full statutory accounts of the Chartered Society of Physiotherapy for the year ended 31 December 2011. The auditors, Baker Tilly UK Audit LLP, have given these accounts an unqualified audit report.

### Income and Expenditure Account for the year ended 31 December 2011

	2011 £'000	2010 £'000
Income	13,294	12,972
Operating expenses	(12,479)	(12,172)
Gift Aid payment	(583)	(530)
<b>Operating surplus</b>	<b>232</b>	<b>270</b>
Investment income	104	84
Loss on sale of investments	(226)	-
Taxation	-	-
<b>Surplus after taxation transferred to general fund</b>	<b>110</b>	<b>354</b>

### Balance Sheet as at 31 December 2011

	2011		2010	
	£'000	£'000	£'000	£'000
<b>FIXED ASSETS</b>				
Tangible assets		6,642		6,263
Investments		4,065		4,352
		<b>10,707</b>		<b>10,615</b>
<b>CURRENT ASSETS</b>				
Debtors and prepayments	1,192		889	
Cash at bank and in hand	1,799		1,201	
	<b>2,991</b>		2,090	
<b>CREDITORS: amounts falling due within one year</b>	<b>3,009</b>		<b>2,560</b>	
<b>NET CURRENT (LIABILITIES)</b>		(18)		(470)
Defined benefit pension scheme liability		(5,637)		(2,818)
<b>Net worth of CSP</b>		<b>5,052</b>		<b>7,327</b>
<b>Represented by:</b>				
General & Other Funds as at 31 December 2011		<b>5,052</b>		<b>7,327</b>



# Financial stability

The society's Accounts for 2011 show some significant differences to the previous year. These are not due to the underlying trading position of the society, which remains strong. The final result for 2011 was a modest surplus, of £110k. In 2011 membership numbers continued to rise, closing the year at 51,254. This meant that subscription income exceeded expectations, but there was a further substantial fall in *Frontline* advertising revenue. Expenditure continued to be tightly controlled in 2011.

External factors, completely outside the society's control, had a very big influence on the results in 2011. During the year investment markets were very turbulent, mainly due to the Arab Spring, ongoing debt problems in the eurozone and the effects of 'quantitative easing' in the UK. Overall the value of most investments fell during the year – the society's portfolio dropped by around 7 per cent. One crucial component of the movement in asset prices was a decline in the yields on AA-rated corporate bonds. The reason why this is so important to the CSP's Accounts is that these bond yields are a key variable in the calculation of the surplus, or deficit, on the staff pension scheme. In the Accounts we are required to

calculate the financial position of the pension scheme using the method prescribed by Financial Reporting Standard 17 (FRS17). This contrasts very significantly with the much more accurate and useful Actuarial Valuation method, which is used to run the pension scheme.

These factors feed into the 2011 Accounts in two main ways. Firstly the deficit on the staff pension scheme has almost doubled, to £5.6m, in the Accounts. This contrasts with the £1.1m surplus at the last interim actuarial valuation, as at 31st March 2011. The other main impact of falling markets was to make the society report a loss on the sale of investments, even though the units were sold for more than they originally cost.

The CSP's two charities, the Charitable Trust and the Members' Benevolent Fund, performed well in 2011 but their results were also adversely affected by the poor performance of their investment portfolios.

**Stuart deBoos**  
CSP director of finance

## Income – Where has it all come from?

	2011	2010
	£'000	£'000
Subscriptions	12,273	11,835
Income from journals	678	785
Income for educational purposes	92	18
Events	138	206
Miscellaneous	113	128
<b>Total Income</b>	<b><u>13,294</u></b>	<b><u>12,972</u></b>

## Expenditure – What it has all cost?

	2011	2010
	£'000	£'000
Area of activity:		
Practice & Development	2,862	2,743
Employment Relations and Union Services	2,375	2,281
Journals	1,458	1,449
Communications and Marketing	1,592	1,427
Events	172	238
Administration and Finance	4,020	4,034
<b>Total Operating Expenses</b>	<b><u>12,479</u></b>	<b><u>12,172</u></b>

**75%**

respondents in a survey of 9000 members who were very or fairly satisfied with CSP services

**£500,000**

value of media coverage of physiotherapists on the day of action

**65,000**

number of enquiries handled by the Enquiry Handling Unit throughout the year

**212 million plus**

potential number of readers of news stories about physiotherapists on the day of action

**72%**

percentage of people surveyed who agreed that physiotherapy can help them stay healthy and help with existing health problems

**81%**

respondents in a survey of 9000 members who said the CSP was very or fairly effective at raising the profession's profile

**21297**

members registered with an ePortfolio account by the end of the year

**£371.84**

annual savings on gas and electricity prices made by one member's family through the CSP Plus member benefits scheme

**9,000**

number of members addressed by CSP officers at 350 meetings about the ballot and Day of Action

**254**

pieces of media coverage of Workout at Work Day across the UK

## The CSP in numbers

**129,000**

number of iCSP pages viewed in one month

**200**

number of member events held to mark Workout at Work Day

**30%**

increase in member satisfaction with the CSP over the last 11 years

**100 plus**

number of NHS trusts and hospitals holding Workout at Work Day events

**351**

number of managers attending survival guide and clinical leaders workshops to date

**96%**

media coverage of the CSP judged positive

**1972**

queries dealt with by the Professional Advisory Service

**700 plus**

number of CSP members taking part in the March for the Alternative to protect public services

**90%**

proportion of members have a CSP website account and 40 per cent of those log in at least once a month

**169,000**

number of times the CSP website was visited in November by almost 93,000 people, collectively looking at over 900,000 pages

**‘WITH AN INCREASED EMPHASIS ON PATIENT CHOICE AND GOOD USE OF HEALTH BUDGETS ACROSS THE UK, IT IS MORE IMPORTANT THAN EVER THAT WE RAISE PUBLIC AWARENESS OF THE VALUE AND EFFECTIVENESS OF PHYSIOTHERAPY’**

Lynne Stockbridge, CSP campaigns and communications director

## Patient case study

**Rebecca Jugovic** has thanked physiotherapists for their role in saving her young daughter Evie’s leg and helping her to walk again. A road accident left the toddler with a broken left thigh bone and her right leg broken in two places.

In an attempt to avoid amputation, staff at Leicester Royal Infirmary sedated Evie and she then spent a week in intensive care and underwent operations to reset the bones and graft skin on to her legs. She was then given extensive physiotherapy treatment, which helped her walk again, first with splints and then on her own. Mrs Jugovic said: ‘It’s not over yet. I do physio at home with her on her ankle, and she will have to go in for more operations on her skin. All things considered though, she’s doing really well.’

## Service innovation

An innovative pain clinic has slashed waiting lists from a year to, in some cases, two to three weeks thanks to a bright idea on the part of a physiotherapist. The dramatic improvement came about after Dave Baker, an extended scope physiotherapy practitioner with a qualification in supplementary prescribing at City and Hackney Community Health Service, realised that most patients did not really need a doctor.

He and a clinical nurse specialist now run a joint non-medical prescribing service for patients who do not require injections. Only three per cent of new patients need to be referred to a doctor-led clinic and feedback from patients has been overwhelmingly positive. The pair won their primary care trust’s New Idea and Innovation award.

## In the frontline

Frontline physiotherapists backed by CSP stewards helped stop cuts to services that would have seen chronically ill patients limited to one session of physiotherapy each. The move was part of a cost-cutting exercise aimed at saving £134,000. After the physiotherapists and the CSP raised concerns, South West Essex primary care trust had another look at plans for MSK patients classed as chronic to be seen only for assessment and then given a care plan by physiotherapists.

‘Physios challenged the decision but didn’t just oppose it,’ says CSP steward Lee Matthews. ‘We made constructive suggestions to find a way forward to save money but without the huge rationing that was planned.’ CSP practice head Claire Strickland adds that by making strong professional arguments and working with members, the CSP can help achieve better outcomes for patients.





CHARTERED  
SOCIETY  
OF  
PHYSIOTHERAPY

### **CSP Headquarters**

14 Bedford Row  
London WC1R 4ED  
Tel: 020 7306 6666  
Fax: 020 7306 6611  
Email: [enquiries@csp.org.uk](mailto: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](mailto: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](mailto: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 2038 2428/9  
Email: [wales@csp.org.uk](mailto:wales@csp.org.uk)



INVESTOR IN PEOPLE

### **Professional Networks**

For further information on our Professional Networks go to  
[www.csp.org.uk/professional-networks](http://www.csp.org.uk/professional-networks)

Up-to-date details of the membership of CSP's committees and groups can be found on the CSP website.

To read this document online and for more information on the work of CSP visit:  
[www.csp.org.uk](http://www.csp.org.uk)

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

**Tel: 020 7306 6666**