



University College
of Osteopathy

CPD Development & Delivery Policy



Core Documentation Cover Page

CPD Development & Delivery Policy

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V1.3	04/07/2018	To describe the procurement and delivery process of the UCO's Continuing Professional Development (CPD) provision.	Jerry Draper-Rodi	UCO	January 2020

Equality Impact

Positive equality impact (i.e. the policy/procedure/guideline significantly reduces inequalities)

Neutral equality impact (i.e. no significant effect)

X

Negative equality impact (i.e. increasing inequalities)

If you have any feedback or suggestions for enhancing this policy, please email your comments to: quality@uco.ac.uk

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CPD Development and Delivery Policy

1. SCOPE

- 1.1 This policy details the normal process followed when recruiting Continuing Professional Development (CPD) speakers and delivering CPD courses delivered by the University College of Osteopathy (UCO). In addition, this policy seeks to:
- a) Make clear and document our CPD procurement process.
 - b) Ensure the appropriateness of our CPD offering.
 - c) Ensure that CPD speakers (who may be external to UCO) are recruited in line with legislative requirements, including the Prevent Duty.

2. BACKGROUND

- 2.1 The UCO is at the forefront of CPD education for osteopaths and welcomes participants from other professions. We pride ourselves on the quality and diversity of our CPD programme and the speakers who deliver our CPD.
- 2.2 Our courses are designed so that participants can incorporate what they have learned directly into their daily practice. We use research evidence, peer-to-peer sharing, and practical experience to uphold standards and support the refreshment and extension of core skills.
- 2.3 Our vision is to provide a programme of CPD courses that are:
- high-quality, topical, evidence-based and provided by experts from a range of professional backgrounds;
 - open to professionals in and outside the UK using a variety of formats including face-to-face and multimedia;
 - in line with the regulatory expectations for continuing professional development;
 - informed by contemporary teaching approaches and include practical and experiential learning;
 - informed by the feedback we receive from our participants.

3. NEW CPD DEVELOPMENT

3.1 CPD DEVELOPMENT PROCESS

- 3.1.1 New CPD at the UCO may be initiated in two ways:
- i. The Head of CPD identifies and contacts speakers that are experts in their fields and offers them the opportunity to provide a course for the UCO.
 - ii. Potential speakers may contact the UCO directly and propose a course of CPD.
- 3.1.2 The CPD Manager in liaison with colleagues will make the initial determination as to whether or not the potential CPD is progressed.

3.1.3 Developmental discussions are iterative, normally by email, and often also involve phone calls. These exchanges allow discussion and elaboration of the proposed CPD content and timetables. The process assures proposed speakers that the UCO is involved and informed about the content of the material being delivered. In addition, presentation material is provided and reviewed by the UCO in advance of delivery.

3.2 RISK ASSESSMENT FOR UCO ONE-DAY AND TWO-DAY CPD

3.2.1 To ensure that the UCO delivers CPD courses that are of an appropriate and relevant nature and that the CPD speaker is suitably qualified to do so a risk assessment is undertaken prior to a CPD course being approved and offered. This includes considering mitigating actions should this be necessary to allow a course to be delivered. The risk assessment is undertaken as follows:

- i. An informal risk assessment of speakers is done during the initial contacts (by email and/or phone calls) with the Head of CPD;
- ii. A formal risk assessment of speakers is conducted when reviewing the course outline form that all speakers are required to fill in prior to presenting at the UCO; the course outline form details the course name, a brief outline of the course (background/relevance to the anticipated audience), a list of learning objectives, a proposed schedule for the day (listing presentation titles, practical/workshop titles and estimated timings), estimated costs, recommended pre-reading, maximum number of delegates, room size and resources requirements, a list of whom the course is suitable for, the speaker's biography, a list of up to five most relevant publications (if applicable) and the speaker's contact details. Course outline forms are reviewed and signed off by the Head of CPD.
- iii. Presentation material is reviewed before delivery by the Head of CPD.

3.2.2 A UCO staff member welcomes CPD speakers and delegates on the day of the CPD course and is available throughout the day should any problems arise. If delegates felt that inappropriate content was delivered in a course, they are encouraged to contact the UCO staff member to inform them of their concerns or may make a complaint through the CPD Complaint Process (see below).

3.2.3 Feedback from CPD delegates is reviewed by the CPD & Events Officer and Head of CPD where issues or areas of good practice are identified and acted upon if necessary.

3.3 RISK ASSESSMENT FOR UCO REFRESHER CPD COURSES

3.3.1 When refresher CPD courses are delivered, each speaker is required to provide a session summary and their biography in place of completing a course outline form as their interventions are typically short (1hr 40min long) and the majority of these speakers are members of the UCO's faculty. Other speakers are usually academics with a track record of research and scholarship related to manual therapy and rehabilitation. The risk assessment for refresher CPD course speakers is as follows:

- i. The same review process is conducted on the speaker's session summaries and biographies as with the course outline forms for new CPD courses by the Head of CPD.
 - ii. An informal assessment is conducted based on the email and phone contacts.
- 3.3.2 Refresher CPD events are normally chaired by a UCO faculty member who is able to identify and alert CPD staff about any concerns that may have arisen during the session.
- 3.3.3 A UCO staff member welcomes CPD speakers and delegates on the day of the CPD refresher course and is available throughout the course in case a problem arises. If delegates felt that inappropriate content was delivered in a course, they are encouraged to contact the UCO staff member to inform them of their concerns or may make a complaint through the CPD Complaint Process (see below).
- 3.3.4 Feedback from CPD delegates is reviewed by the CPD & Events Officer and Head of CPD where issues or areas of good practice are identified and acted upon if necessary.

4. RESOURCES AND ROOM BOOKING

- 4.1 When the Head of CPD confirms that a CPD course will be delivered, they shall put the speaker(s) and the CPD & Events Officer in contact to confirm a mutually convenient date.
- 4.2 The CPD & Events Officer shall ensure that room availability based on the CPD requirements (as stated in the course outline form) is checked and booked in line with the following parameters:
- a. That UCO CPD courses are only delivered on weekends when the UCO's undergraduate part-time programme is not
 - b. External bookings are concomitant to UCO CPD weekends
- 4.3 The CPD & Events Officer sends possible dates to the speaker(s) and may pre-book rooms until speakers confirm a date, if room availability is limited.
- 4.4 Once a date is confirmed, the CPD & Events Officer books the room(s) with the name of the CPD as a title and the room identification. If rooms had been pre-booked, those not used are then released.

5. FEES AND CONTRACTS

5.1 SPEAKERS' FEES

- 5.1.1 The CPD department use a three-layer fee scale:
1. Most of our speakers are normally offered the entry hourly rate for delivery.
 2. For speakers with further education (e.g. MSc) or with recognised expertise in a field, a higher hourly rate than the entry rate may be considered.

3. For speakers internationally renowned and/or with a PhD, a higher hourly rate than that of speakers with further education may be considered.

5.2 DEVELOPMENT FEES

5.2.1 CPD Speakers are normally offered two typical fee options for developing their CPD course:

1. payment of development fees which leads to the inclusion of an exclusivity clause in the contract
2. a profit share option (e.g. payment of a percentage for each participant's fees from the tenth participant booked). It is mostly offered to historical contracts that already include it.

5.3 CONTRACTS

5.3.1 Contract templates for CPD have been created to offer enhanced efficiency and to be consistent and fair to CPD speakers. These templates are mapped to a table containing parameters to help decision making on which contract to use for each CPD speaker.

5.3.2 When a date is set for a CPD course and the course outline form has been validated by the Head of CPD Manager, the CPD & Events Officer shall issue a contract using the template corresponding to the type of CPD planned.

5.3.3 The mapping table is used to see which aspects of each template need to be filled in or modified depending on the requirements of the CPD delivery, e.g. speakers' fees or course title.

5.3.4 The CPD & Events Officer is responsible for ensuring that the Head of CPD signs the agreed contract before sending a copy to the CPD speaker(s) to sign and return.

6. MARKETING

6.1 Once the course outline form has been validated by the Head of CPD, they will inform the CPD & Events Officer.

6.2 The CPD & Events Officer creates a marketing sheet: this includes information on the CPD fees, venue, speaker and additional material that the marketing department can use for the promotion of this CPD.

6.3 The CPD & Events Officer creates a draft Eventbrite page for the CPD course, based on the course outline form.

6.4 The CPD & Events Officer liaises with the Marketing Department to inform them that content is ready to be used for the promotion of the CPD course.

6.5 The Marketing Department then publish the Eventbrite page, populate a page on the UCO CPD webpage and start promoting the course on UCO social media pages, newsletter, osteopathic magazines and other resources as appropriate.

- 6.6 Regular communication between the Marketing and CPD Departments occurs, and on a monthly basis a list of CPD courses will be created to enable the Marketing Department to decide which CPD course to focus the promotion on.

7. DELEGATES' BOOKINGS

- 7.1 Delegates can book onto a CPD course either online on the Eventbrite page or over the phone.
- 7.2 When booking online, delegates enter their details and pay their CPD course fees directly via Eventbrite which are then absorbed by the UCO.
- 7.3 When booking over the phone, the CPD & Events Officer enters the delegate's details into Eventbrite and books them a 'free' ticket. Their CPD course fee payment can then be made:
- Over the phone with a debit/credit card using Paypoint 360.
 - By bank transfer (delegates are asked to put the name and date of the CPD courses as reference).
 - By cheque, posted to the CPD & Events Officer at the UCO with their name and address and the name of the course on the back of the cheque. This cheque is then photocopied and the cheque and photocopy are given to the Finance Department for processing.
- 7.4 UCO members of staff are offered two free places per CPD course delivered by the UCO on a "first come first served" basis as follows:
- UCO faculty members contact the CPD & Events Officer to notify their interest for a CPD course.
 - The CPD & Events Officer register the first two faculty members on Eventbrite with a free ticket.
 - Once the first two places are allocated, members of staff can still register for a free place. Members of staff may wish to pay for their place on a CPD course when booking (at the discounted rate) to save a place and if the course is not fully booked, a free place will be offered and the fee will be refunded.
 - If the CPD course becomes fully booked with full fee-paying delegates, members of staff (apart from the first two places allocated) are asked to either pay the discounted rate or to drop their place.
 - Members of staff who take up a free place and then do not attend the course without notice shall be charged the full delegate fee.
- 7.5 All bookings are normally operated through Eventbrite to simplify the process and to allow emailing all delegates of a CPD course at once through this system.

8. DELEGATE FEEDBACK

- 8.1 Feedback forms are included in delegates' packs to enable them to provide anonymous feedback about the CPD course they have attended.
- 8.2 The CPD speaker(s) are asked to collect the forms in and leave them with any remaining documents for the CPD & Events Officer to collect.
- 8.3 The CPD & Events Officer scans the forms and sends them to the CPD Manager and the CPD speaker(s) usually within 3 days post the CPD course.
- 8.4 The Head of CPD reviews the feedback forms and emails the speaker(s) to:
 - a. (if the feedback is overall positive) thank them and synthesise the feedback in order to offer potential idea to help speaker(s) improving their next delivery.
 - b. (if the feedback is overall negative) to discuss the feedback, engage a conversation with the speaker(s), potentially ask for clarification and restate UCO CPD department's aims and values.
- 8.5 If delegates' feedback is mostly negative, the Head of CPD shall contact the delegates to acknowledge this and apologise that their experience did not meet UCO standards and discuss measures to be put in place to address any issued identified. Compensation may be offered depending on the nature of the feedback.

9. COSTING

- 9.1 All CPD costs include the speakers' fees, printing costs, lunch provision for the delegates and speakers, hot drinks and biscuits for coffee/tea breaks for speakers and delegates.
- 9.2 Some specialised CPD courses may have extra costs due to material required for the teaching (e.g. rehabilitation tools).

10. CANCELLATION PROCEDURES

- 10.1 No refunds are offered for cancelled places unless a substitute participant can be found.
- 10.2 The UCO does not guarantee that all advertised courses will run. In the event of a course being cancelled, all paid fees and deposits are refunded in full or delegates are offered vouchers or booking onto an alternative CPD course.

11. REFUNDS

- 11.1 When a payment on Eventbrite needs to be refunded, the CPD & Events Officer processes it through Eventbrite.
- 11.2 If a payment was made by card or cheque the CPD & Events Officer takes the bank details and contact details of the delegate and asks the Finance Department to issue to refund.

12. DATA PROTECTION

The UCO ensures that we process personal data provided to us by CPD speakers and delegates in line with relevant data protection legislation, including the Data Protection Act 2018 and the EU General Data Protection Regulation (GDPR).

12.1 SPEAKERS' DETAILS

12.1.1 In the course outline form, speakers are asked for their contact details to ensure effective communication during the development of the CPD.

12.1.2 The course outline form that CPD speakers complete identifies what personal information of theirs we process and for what purpose, including details of the UCO's Data Protection Officer and what they should do if they wish to withdraw their contact details. It is also clearly stated that if CPD speakers decide not to provide their contact details, this would not compromise their position as a speaker or potential speaker.

12.2 DELEGATE DETAILS

12.2.1 Personal details of CPD delegates shall be processed by the UCO to ensure effective communication of CPD courses for which they are registered in line with data protection legislation.

13. CPD COMPLAINT PROCESS

13.1 INTRODUCTION

13.1.1 The UCO views complaints from either CPD speakers or delegates as an opportunity to learn and improve our CPD provision, as well as to ensure that actions are taken to put things right for the person who has made the complaint as appropriate in a fair and timely manner.

13.1.2 This policy does not cover complaints from staff, students or patients, who should use the relevant policies.

13.2 DEFINITION OF A COMPLAINT

13.2.1 The definition of a complaint from a CPD speaker or delegate is any expression of dissatisfaction, whether justified or not, about any aspect of CPD provision at the UCO.

13.3 HOW TO MAKE A COMPLAINT

13.3.1 If a CPD speaker or delegate wishes to make a complaint they may do so by email or in writing using the following contact details:

The Complaints Officer
275 Borough High Street, London, SE1 1JE
Email: complaints@uco.ac.uk
Tel: 020 7089 5353

13.4 RESOLVING A COMPLAINT

A) STAGE ONE

- 13.4.1 In many cases, a complaint is best resolved by the person responsible for the issue being complained about. If the complaint has been received by that person, they may be able to resolve it swiftly and should do so if possible and appropriate.
- 13.4.2 Whether or not the complaint has been resolved, the complaint should be passed to the Complaints Officer within a week.
- 13.4.3 On receiving the complaint the Complaints Officer shall records it in the complaints log.
- 13.4.4 If the complaint has not already been resolved, the Complaints Officer shall delegate an appropriate person to investigate it. The investigation normally involves speaking to the complainant and witnesses as appropriate to clarify the facts of the complaint.
- 13.4.5 If the complaint relates to a specific person, they shall also be informed and be given a fair opportunity to respond as part of the investigation.
- 13.4.6 The complaints investigator shall summarise their findings and identify any action to be taken in response to the complaint as appropriate.
- 13.4.7 CPD complaints shall be acknowledged by the person handling the complaint within 10 working days; the acknowledgement should say who is dealing with the complaint and when the person complaining can expect a reply.
- 13.4.8 Complainants shall normally receive a definitive reply within 20 working days of the acknowledgement. If this is not possible because for example, an investigation has not been fully completed, a progress report should be sent with an indication of when a full reply will be given.
- 13.4.9 Whether the complaint is justified or not, the reply to the complainant should describe the action taken to investigate the complaint, the conclusions from the investigation, and any action taken as a result of the complaint.

B) STAGE TWO

- 13.4.10 If the complainant feels that the problem has not been satisfactorily resolved at Stage One, they may send their complaint to the Vice-Chancellor who shall review it.

13.5 APPEALS PROCESS

- 13.5.1 If the complainant is dissatisfied with the outcome of Stage Two, they may appeal to the Board of Directors as a further and final appeal stage to resolve their complaint.