



Annual review 2008-2009

Annual review
2008-2009



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Achievements of the year

1st October 2008 to 30th September 2009

4,974

enquiries were made by members to the College Library and Practice departments

25,327

hits per month on the iLOD (Interactive Learning Opportunities Database), providing members with information on CPD courses and events, and tools to facilitate their lifelong learning

650

members promoted OT Week; an Early Day Motion in Parliament supporting it received 60 cross party signatures

71%

of all OT students in the UK are now members of BAOT, the professional body

340,000

visits to our website during the year

11

new hOT topics published, enabling members to improve their delivery of evidence-based services

£42,448

was awarded in Research Foundation (UKOTRF) grants to members, including two new grants from the Institute of Social Psychiatry and Pressalit Care

352

OTs subscribed to the new 12-month career break BAOT membership

270

new publications were acquired and made available to members

The British Association of Occupational Therapists (BAOT) is the professional body and trade union for occupational therapy staff in the UK. Eight English regions and three countries are represented within its membership.

The College of Occupational Therapists (COT) is a wholly-owned subsidiary of BAOT and operates as a registered charity. It represents the profession nationally and internationally, and contributes widely to policy consultations throughout the UK.

The College sets the professional and educational standards for occupational therapy. It provides leadership, guidance and information relating to Research and Development, Education, Practice and Lifelong Learning. In addition, 11 accredited Specialist Sections support expert clinical practice.

Our President's message



“The Government agenda on personalisation will support its commitment to enable people to gain control over their own lives. But we need to be certain that those individuals who are clearly not in a position to manage their own budgets will still be able to rely on social services to do this.”

I was delighted to join delegates at the College's Specialist Sections' Annual Conferences for People with Learning Disabilities and Older People at the Brighton Centre in June 2009, to deliver the joint keynote address. My theme centred on how OTs can make a difference to the lives of older people and those with learning disabilities. We know that many older people do not receive the same levels of service as others in society. Their needs are regularly ignored and not prioritised. Legislation and, in particular, the equality legislation now proceeding through Parliament should help.

The Government agenda on personalisation will support its commitment to enable people to gain control over their own lives. But we need to be certain that those individuals who are clearly not in a position to manage their own budgets will still be able to rely on social services to do this. We also need national minimum standards to ensure consistent and high quality services and an end to the postcode lottery.

As an independent crossbench peer, I chair three all-party parliamentary groups and sit as an officer on four more groups between the Lords and the Commons. In my first year as President of the College of Occupational Therapists, I have campaigned and tabled questions on issues relevant to the College and our members. These have included: dementia care and the national dementia strategy; tackling ageism in the NHS; incontinence (both prevention and stigma); ambulance and patient transfer services; personalisation; long term care; pain management; the abuse of older people; and disability equality.

On behalf of the Council and the College, I wish to thank Dee Christie for her commitment and efforts as Chairman of Council for the past three years. Dee has ably steered the restructuring of the organisation, including the governance arrangements, and been so instrumental – with our Chief Executive – in consulting widely with members across the UK to craft and implement the new Strategic Plan for 2008–2013.

At the Annual Conference in June 2009, Naomi Hankinson was voted on to the British Association and College of Occupational Therapists Council as its Chairman, initially for one year. This was 24 years after she qualified as an occupational therapist. Working in mental health services from the first – in professional, general and project management roles – she is now a consultant in health and social care, and Development Consultant at the University of Central Lancashire Inclusion Institute where her focus is on service and workforce development, including professional engagement. A non-executive director of Vista Healthcare, a mental health and learning disabilities hospital, Naomi is a Visiting Fellow at London South Bank University. Her breadth of experience and knowledge in the mental health sector will be of particular benefit to our organisation.

I was asked before the Annual Conference in what way I felt OTs can best help improve people's lives? My answer is that occupational therapy can assist individuals of every age to discover a purpose by finding a skill that interests and involves them – and at which they can feel they are achieving, at whatever level. It is in this way that I believe OTs have a unique and clearly defined contribution to make to society's health and wellbeing. It is my mission to broadcast the value of the specialist services being delivered by our members as I continue to champion your profession.

A handwritten signature in black ink that reads "Sally Greengross". The signature is written in a cursive, flowing style.

The Baroness Greengross OBE
President

Highlights of the year 1st October 2008 to 30th September 2009

College of Occupational Therapists



Specialist Sections

HIV/AIDS, Oncology, Palliative Care

Older People

People with Learning Disabilities



aim 1 Record breaking conferences

More delegates than ever before attended our Annual Conference, which was held jointly with three Specialist Sections' conferences. Over 160 sessions were run including exhibitor workshops presented by more than 20 brand leaders.

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aim 1 Working with NICE

Study days in the regions trained members to implement new NICE public health guidance on mental wellbeing for older people. The College is now contributing to the NICE report on its development, roll-out and impact.

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aim 1 Leading the profession

Seminars that motivated members to develop their leadership skills were run across the UK. Our new Council Chairman, Naomi Hankinson (pictured centre), shared her insights at the first 'Leading the profession' event in Leeds.

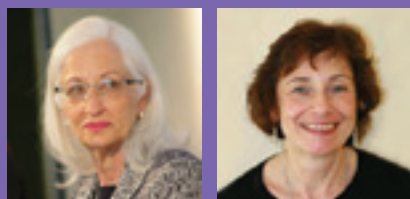
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aim 1 Canadian e-publication

A link with the Canadian Association of Occupational Therapists now enables BAOT members to access the esteemed e-publication CJOT, providing members with an international take on OT.

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aim 1 Talking aloud

A conversation on the use of research evidence to support practice, between the respected professors Florence Clark (pictured left) and Gail Mountain, launched the inaugural Research Foundation lunch at our Annual Conference.

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aim 2 Royal Patron's support

Our Patron, HRH The Princess Royal, demonstrated her continuing support for the work of the College. She attended five events across the UK, to convey the important role the profession plays in contributing to the health and wellbeing of the UK population. This included a visit to Derby University to celebrate 60 years of OT education, where she met students in an anatomy class.





aim 2

Getting it right

Partnering Mencap and The Royal College of General Practitioners, the College worked on the 'Getting it Right' project to make mainstream OT services more accessible and appropriate for people with learning disabilities.

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aim 2

Best foot forward in Wales

BAOT member Chris Cheetham and Ruth Crowder, Policy Officer for Wales, joined with the Foot Lobby Alliance in Cardiff to run a joint fringe meeting at the Welsh Liberal Democrats Party Conference in April 2009, to raise awareness of the impact of poor footcare for older people.

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aim 2

Entering the obesity debate in N.I.

The College submitted evidence to the Northern Ireland Assembly Health Committee Inquiry into Obesity to highlight the needs of service users and carers affected by obesity.

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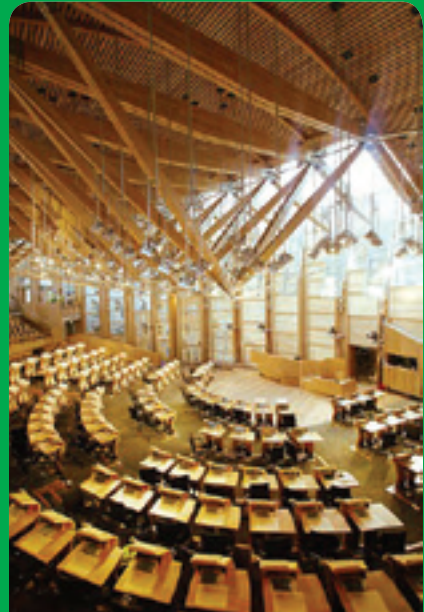


aim 2

Lobbying the Conservatives

The College ran a round table discussion on 'Living healthier, longer: supporting independent living in an ageing society' at the Conservative Party Conference in Manchester. Picture shows (L to R): Nigel Waterson, MP for Eastbourne and Willingdon and Shadow Work & Pensions Minister; Graham Stuart, MP for Beverley and Holderness; Anne Milton, MP for Guildford and Shadow Health Minister; and our chief executive, Julia Scott.

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aim 2

First for College in Scotland

The Scottish Parliament invited the College to give written and oral evidence to its Health and Sport Committee Inquiry into Child and Adolescent Mental Health Services (CAMHS).

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aim 3

UNISON support grows

New forums were set up in Northern Ireland and Scotland to support the network of UNISON stewards who provide industrial relations advice to our members.

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aim 3

Recruiting students

Presentations at HEIs across the UK helped to recruit more students to join BAOT. Those who enrolled received a memory stick containing College information. Recruitment material – posters, postcards and flyers – promoting the benefits of BAOT membership was distributed at these events.

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Our Chairman's report



Assuming the role of Chairman of Council in June 2009, I was aware that the College was in the throes of an organisational remodel, to ensure that it is fit for purpose in the current world of health and social care – across all the sectors within which our members work. As part of that process, I have been particularly encouraged to see how the 2008–2013 Strategic Plan is being used to direct

and prioritise where energy and resources should be focused. This Annual Review clearly illustrates that we are moving in the right direction, whilst recognising that there is always more to do. It is interesting that other professional groups have been looking at the College of Occupational Therapists as a potential model for a membership organisation.

Delivering public benefit

I wish to thank Dee Christie, our outgoing Chairman, most especially for her support in ensuring a thorough and efficient handover of Council business. A high percentage of new Council members have been elected this year, which means that we will have energy and new ideas alongside longevity and experience around the table. All these will be necessary when looking to the future health and wellbeing agenda. As a charity, the College must always demonstrate public benefit and I am pleased to report that our 2009–2010 Work Plan – which includes three new strategic priorities – has been designed to deliver outcomes that benefit members, service users and carers.

Building our political profile

Working steadily to increase our political profile has been a feature throughout the past year. College officers attended the major political party conferences for a second consecutive year. We have also continued to build relationships with key stakeholders and identify areas of mutual interest, contributing to and influencing policy development. Perhaps most importantly, we are using the expertise of our membership as a valuable reference and resource.

OT takes the lead

My thanks to Julia Scott, our Chief Executive, and to the Council, management and staff, who have worked so loyally and with such commitment over the past 12 months to take our organisation to the next stage of its development.

In her report, Julia talks about the wealth of narrative within and about our profession. I am also proud of the number of initiatives where occupational therapy is quietly leading, at a local and also a national level. Our work on KSF and Preceptorship, for example, has been adopted by, or has influenced, other Allied Health Professions (AHPs). Many OTs are organisational leads for social inclusion, or other key initiatives to improve the lives of the people using our services. There are many OTs working in non-traditional settings, who can inspire us all to reflect on our current practice. Please do ensure that you make the College aware of any initiatives or emerging roles that add to this growing body of innovative practice.

I look forward to meeting many more of you around the UK and hearing about your experiences and ideas. By listening to your views, we can ensure that our profession continues to face the challenges and pick up the opportunities which are currently on offer in our workplaces – wherever they are.

A handwritten signature in black ink, appearing to read 'Naomi Hankinson'.

Naomi Hankinson
Chairman of Council

Public Benefit Statement

In setting our objectives and agreeing the Strategic Plan for the period 2008–2013, the Council and management of the British Association and College of Occupational Therapists have given careful consideration to the public benefit as it relates to our charitable purposes. In everything we do – with and for our members and their service users – the College of Occupational Therapists aims to contribute to the public good, for communities across the UK. We do this by ensuring that:

- Occupational therapists have access to CPD guidance and advice from the College that helps them to optimise their competences and provide high quality care for both service users and carers.
- Users of OT services receive professional, evidence informed services.
- Members are supported and kept well informed, in order to anticipate and react to changing needs and demands.
- Our profession is focused on helping to improve the health and wellbeing of the UK population.
- The public is made aware of how occupational therapy can benefit individuals and make a positive difference to their lives.

Our Chief Executive's report



“The first year of our Strategic Plan – October 2008 to September 2013, has been busy and productive. The new plan focuses on three key areas and we have been actively engaged on all these fronts.

A series of major achievements in the year offer significant opportunities, as well as new challenges for the profession.”

Work related outcomes

The College has been closely involved with a number of Government-led initiatives across the United Kingdom, which highlight the occupational therapy contribution to health and wellbeing initiatives. Our work with the Department of Work and Pensions and UK Health Care Services is of particular significance. It has focused on the importance of Vocational Rehabilitation (VR) and occupational health services, and the role that occupational therapists can play.

What OTs offer to these essential rehabilitation services is now being recognised, voiced and confirmed by non-occupational therapy colleagues. The challenge is for individual members to invest in work related assessments and interventions – both within their existing services and in new areas – in order to measure the difference occupational therapy can make and to demonstrate how cost effective such input can be. All OTs should be asking the question: “What work do you do/would you like to do?” and planning interventions accordingly, in order to deliver work related outcomes. Providing an enhanced resource is always a challenge, but by redesigning services and keeping quality and innovation at the forefront of their planning, I am confident that members can rise to this challenge.

COT supports NICE publication

The College's contribution to the delivery of the NICE publication *Occupational Therapy intervention and physical activity interventions to promote the mental wellbeing of older people in primary and residential care* has been another significant achievement. We were delighted to be involved as a key stakeholder to work collaboratively with NICE. The College held eight member study days around the UK to promote the implementation of the NICE guidance to OTs and other stakeholders.

In what is a key document, the English Government champions excellence and affirms the role of occupational therapy in this area of work. Now it is for those in OT practice to use the guidelines to rise to the challenge, to review their service offer and ensure that they do all they can to support mental wellbeing amongst this particular target group. Failure to do so will mean that an important opportunity is lost.

Transformation across health and social care

The word 'transformation' is the latest buzzword and has been applied equally to health and social care over the past year. The new millennium, new technologies, changed public expectations and demographic shifts have all brought significant levels of change and modernisation to the way that health and social care are delivered.

These fresh approaches support major rethinks, and breaks in a custom and practice approach to service delivery. Promoting good health, active

citizenship and resourceful communities are all areas in which OT can usefully play a role. It may require us to reshape our own thinking, but our core skills mean that we are supremely well prepared to respond to change and 'shape shift' in order to face new challenges and demands that maximise our potential. Delivering personalised health and care services may require a move from the traditional *modus operandi* for many, but not for occupational therapy staff who have always adopted a client centric approach.

Across the UK, politicians and strategic advisers talk about choice and control. Some struggle with these principles, fearing that control means an unacceptable exposure to risk, and that there is little choice to be offered. But these principles will endure: we all expect them to be a feature for any services we receive, so ways have to be found – however challenging that may seem. Is it a case of survival of the fittest? Possibly, but it is also survival of the adaptable and those who can maintain their core philosophy whilst redesigning outputs to ensure quality outcomes for their service users. This is an area where occupational therapy staff excel already.

A lexicon of OT stories

I closed our fantastic 2009 Conference in Brighton with a reference to the wealth of stories or narratives our service users, and our members, share with us. We are fortunate to be a part of such a rewarding and story rich profession, and I urge you all to take time to listen, reflect and learn from your own and each other's experiences. We all speak the same language and we need to develop a lexicon of OT stories to share with those outside the profession, to enable them to share our passion for occupational therapy.

The work of Council

I must formally acknowledge and thank Dee Christie, Chairman of Council since 2006, together with the 2008 retiring Council Members, for their important contribution and thoughtful decision-making. Led by Dee, the Council has introduced improved governance arrangements and proceedings, in order to streamline process and ensure a proportionate response to the management of risk and custodial responsibilities. There is more to be done and we welcome our new Chairman, Naomi Hankinson, who is keen to take on this challenge. But it is clear that much has been improved and the membership of BAOT are benefiting from the changes made.



Julia Scott
Chief Executive

Supporting members

- Optimise members' performance and competence with CPD and lifelong learning support.
- Communicate effectively with members and enable them to communicate with each other.
- Provide industrial relations support in the workplace.
- Encourage members to act as ambassadors and promote the value of occupational therapy.
- Offer opportunities for members to get involved with the Association and College through specialist sections, regional and local groups.
- Show how the College and Council work for members and get members actively engaged in these activities.



Claire Ballinger, Chairman of the Older People Specialist Section, presenting a session at the 2009 Annual Conference.

With our focus on guiding members throughout their studies and their careers, and keeping them up to date with new developments, the British Association and College of Occupational Therapists is responding to the progress and change taking place within health and social care to help members meet the needs of service users.

Stating our position

Members have benefited this year from a series of position statements produced by the College, which enable them to influence service development locally. *The value of occupational therapy and its contribution to adult social service users and their carers* in particular challenges the profession to think beyond just providing equipment, and highlights OTs' contribution towards the new personalisation agenda (position statements are available to download from our website).

Collaboration with the Department of Health

Occupational therapists make-up just 2% of the adult social care services workforce in England, yet deal with 35% of all referrals in that sector. This statistic was just one of the research findings from *Occupational Therapy in Adult Social Care in England*, a joint publication between the College and Department of Health. This collaboration provides robust evidence for OTs working in social services in England and is being used to influence developments within the Adult Social Care Workforce Strategy.

Annual conference breaks records

Delegates flocked to the College's Annual Conference at Brighton in June. Attendance figures broke all records since the event was first held in 1976 because – for the first time – it was run jointly with conferences for three of the Specialist Sections:

Older People; HIV/AIDS, Oncology and Palliative Care; and People with Learning Disabilities. OTs from these three specialisms and from across the UK benefited from over 160 sessions designed to meet their CPD needs and share best practice. Over 80 companies ran stands and 20 brand leaders offered exhibitor workshops to give training sessions on their products and services.

Awards at UKOTRF lunch

The inaugural United Kingdom Occupational Therapy Research Foundation (UKOTRF) lunch was held at the Annual Conference. During the event, eight members were presented with individual awards for education, research and CPD. These R&D awards variously helped them with funding for student projects, service development and international activity.

Publishing with MS Society

The College and the Multiple Sclerosis Society have worked collaboratively to provide guidance for members in the care and management of people with MS. Our 33rd Annual Conference was chosen to launch the resulting publication *Translating the NICE and NSF Guidance into Practice*.

Focus on members' CPD

We have continued the focus on supporting our members' CPD, organising over 40 events across the UK. Delegates attending 'Blueprint for the Future' in Glasgow during November 2008 were given the confidence to engage with colleagues and gained



an insight into the leadership qualities needed to be influential – both in their own workplace and in developing the future of OT services in order to improve outcomes for service users.

CPD guidance notes and a pro forma were developed to supplement the range of other support already available from the College to help those OTs who are subject to the Health Professions Council (HPC) audit in 2009.

Take me to your leader

In a move to inspire our members to develop their leadership skills, the College ran a series of 'Leading the Profession' seminars. Leaders of the profession were invited to give an insight into their own career pathways, in order to inspire and motivate others.

Our new Council Chairman, Naomi Hankinson, opened the first seminar in Leeds in January 2009, sharing her expertise and insight with delegates. The seminars then rolled out to Liverpool and Middlesbrough, with a further event in Glasgow in late 2009.

How to implement NICE guidance

Training our members on how best to implement the new NICE public health guidance on mental wellbeing for older people is critical if the profession is to play a key role in encouraging individuals to age 'well' and remain active. This particular NICE guidance paper is seen as an exemplar and the College has now been asked to contribute to a report by Professor Mike Kelly from NICE on its development, roll-out and wider impact.

Student voice

Student members form the new shoots of our profession, and workshops and presentations to help them prepare for their future careers have been run in HEIs across the UK. In April 2009, delegates gathered at Sheffield Hallam University to share their passion and enthusiasm at the Annual National Student Conference. 'Creativity and Innovation' was the theme, with student members addressing concerns and receiving guidance on a broad range of topics that included tackling placements and the challenges on graduating (*see also page 12*).

Support for support workers

Support workers play a vital role in the profession, providing much of the face-to-face contact with clients and their families. With the changing needs of health and social care services presenting new tasks and roles, the College published a support worker framework for associate members in February 2009. This assists in their career development and provides an opportunity for them to develop the necessary client centric knowledge and skills.

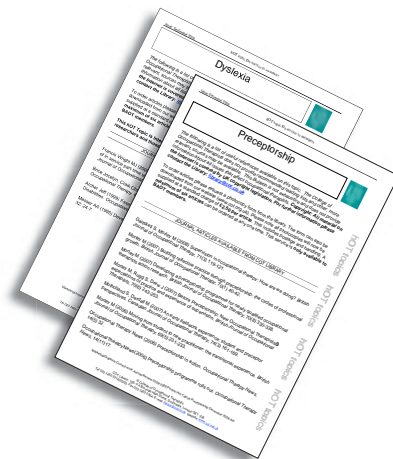
Further recognition of the valuable expertise of support workers within the profession came in January 2009, when a printed copy of *The British Journal of Occupational Therapy* (BJOT) was reinstated as a core component of the membership package for our associate members.

Electronic updates...

A large number of members have visited our website to download e-information from the College and so gain fast access to the very latest healthcare developments. During the year, 35 issues of COTIM (COT Information Management) were made available, providing regular updates on e-health

across the UK nations. Specialist updates are also supplied to members via a series of email networks.

The College also published 11 new hOT topics, on subjects from assistive technology through to social care research. These hOT topics enable members to improve their delivery of evidence-based services. And the R&D Bulletin, circulated fortnightly to members who indicate their interest in research, contains a timely update on research opportunities and policy development updates.



...and online publications

OT practice manuals and government reports that support members' CPD activity were among over 270 new publications acquired in the past year. To help maintain high standards of care for service users from well-informed OT staff, our members are now also entitled to a free download as soon as the College publishes a new title. And the College Library – which houses the national collection of occupational therapy literature – dealt with 3,372 complex enquiries from members, with a further 1,602 requests handled by our Practice department.

Thanks to a reciprocal agreement with the Canadian Association of Occupational Therapists, BAOT members were able to access the valued e-publication, the *Canadian Journal of Occupational Therapy* (CJOT).

www.cot.org.uk

The College website re-launched in June 2009 following extensive member consultation. Based on a user-centred design, the site will continue to be developed in order to showcase the profession to our members and the general public. It provides information and guidance that reinforces the value of occupational therapy in health and social care today, and provides a platform for members to communicate with each other on matters related to their work (*see also page 12*).



Alice Shipman, an occupational therapy student at the University of Southampton, reports on her final year placement in Bloemfontein, South Africa – part funded by the College's Award Panel Discretionary Award.

Alice worked within a dementia unit with long-term patients who lacked daily stimulation and were progressively less able to complete daily living tasks. "Using the model of creative participation, I helped with personal care needs, providing cognitive and sensory stimulation and equipping individuals and staff to create a positive environment to preserve abilities," Alice explains. Within South Africa's OT training programmes, moving and handling education is limited and under funded. So Alice created a learning resource to educate OTs on moving and handling practice that delivered positive changes to the hands-on approach of staff with patients. She also worked on the 'Palesa Beads' programme at the Tshimologo Centre, training visually impaired adults – with help from OT and medical students – to create beaded products that are sold to help finance their centre. "My skills in clinical reasoning, creativity, resourcefulness and knowledge were all enhanced," Alice says. "This non traditional placement was an opportunity I wish every OT could experience."

- As the voice of the profession, actively lobby in all UK countries to promote the value and benefits of occupational therapy for the population.
- Build awareness of the contribution of occupational therapy – amongst the general public, policy makers and stakeholders.
- Develop strong alliances and partnerships that raise the profile and promote the value of occupational therapy.
- Nurture leaders within the profession.
- Through the UK Occupational Therapy Research Foundation, deliver evidence that demonstrates the value of OT interventions and occupation-focused outcomes to support the profession.
- Promote links that maintain the international reputation of BAOT for professional development and leadership.



At the Labour Party Conference in 2009, our Chief Executive, Julia Scott, joined with Barry Sheerman, MP for Huddersfield, and Mark Lever, Chief Executive of the National Autistic Society, to run a joint fringe meeting on integrating services for children.

We work with our members, influencers and stakeholders to promote the value and benefits of occupational therapy at every level – to cement the profession’s place in health and social care delivery. We also campaign and seek representation on relevant working parties, committees and government groups to make our voice heard.

Partnerships add value

The joint collaboration between the College and the General Social Care Council, announced in March 2009, will enable both organisations to provide enhanced career and CPD opportunities, particularly for occupational therapists working in social care. OT and social work practitioners will be encouraged to provide integrated approaches to care for service users. As partners, we can also influence policy changes that help raise standards in the workplace; ultimately this will lead to better outcomes for our service users.

an alliance with the Department of Work & Pensions. Enabling OT practitioners to develop the knowledge and skills that help people to return or remain in work is the core of this online CPD learning resource. When published in late 2010, it will help members to develop a greater knowledge and understanding of VR policy and the role that OTs can play in this vital area.

Knowing how to improve healthcare for people with a learning disability and comply with all aspects of the Disability Discrimination Act is essential for our members. That’s why the College has worked in partnership with Mencap and The Royal College of General Practitioners on the project ‘Getting it Right’. The checklist that has been produced enables OTs to work towards better health, wellbeing and quality of learning and gives information on how to make mainstream OT services more accessible and appropriate for those service users with learning disabilities.

The College has also collaborated with the Chartered Society of Physiotherapy (CSP) and the Society and College of Radiographers (SCoR) to seek areas of greater integration between our three organisations. The starting point has been to explore practice placement opportunities for students and support workers, and share best practice in this area.

New Training Pathway for OTs

As part of the new NIHR Clinical Academic Training Pathway, seven universities across England now offer funded research Masters degrees, and nine occupational therapists have been successful at this level. The College can claim some credit for creating these new research opportunities through our involvement with the Research Forum for Allied Health Professions.

UKOTRF supports members’ research

Following the launch of the United Kingdom Occupational Therapy Research Foundation (UKOTRF) in 2007, our members have accessed a range of research related activities and resources. These have included a study day ‘Mastering evidence-based practice’ in March 2009, helping delegates to enhance their research skills; and five grants over £40,000 awarded to PhD student members under the Research Career Development Grant scheme. These included new grants from the Institute of Psychiatry and Pressalit Care.

In addition, members researching at doctoral or early post doctoral level can apply for a new award in 2010 from the Elizabeth Casson Trust, providing £15,000 funding for research into ‘Return to work’.



Winning the contract to develop a learning resource for members on Vocational Rehabilitation (VR) has seen the College form

Fringe presence at the party conferences

The College ran fringe events at the three main party conferences in Autumn 2009, raising awareness amongst MPs and the voluntary sector of occupational therapy as an essential service. Partnering The Princess Royal Trust for Carers, we ran a round table discussion on 'Living healthier, longer: supporting independent living in an ageing society' at all three conferences; and together with the Allied Health Professions Federation, the College held a joint fringe meeting on integrating services for children at the Labour and Lib Dems conferences. Follow-up meetings with MPs, charities and statutory organisations are planned, to forge partnerships or collaborative working and so provide additional evidence that supports the need for OT.

OT value for Scottish CAMHS

For the first time, the College provided written and oral evidence to the Scottish Parliament and its Health and Sport Committee Inquiry into Child and Adolescent Mental Health Services (CAMHS). The value of the OT contribution to CAMHS is now recognised within the Scottish Parliament, as is the need for more OTs to be employed in CAMHS.

Influencing in Northern Ireland

The College has continued to raise the profile of the profession in Northern Ireland by responding to consultations, building and strengthening partnerships, and raising visibility by participating in high profile exhibitions. There have been a significant number of requests for occupational therapy representation on several relevant N.I. government groups, including the Mental Capacity and Mental Health Legislation Reference Group.



Stormont, home to the Northern Ireland Assembly

In addition, the written and oral evidence that the College submitted to the Northern Ireland Assembly Health Committee Inquiry into Obesity in April 2009 has helped to promote the value of occupational therapy in tackling obesity. It made the case for a more holistic approach to services, including more wide-ranging occupational therapy provision.

The Welsh lobby

It was the same story in Wales, where the College gave written and oral evidence to the National Assembly for Wales' Equality of Opportunity Committee Inquiry into Home Maintenance and Adaptations Services for Older People. Many of our recommendations were accepted in the final report: notably increasing the capacity of OT services in Wales and the employment of an OT to give advice to government.

Working in alliance with other therapy professions, the College lobbied for two years and successfully secured a statutory seat for therapists on the new Welsh Health Boards, to help shape the profession. Therapists appointed to these seats will participate in the strategic planning, implementation and delivery of healthcare that is service user centred and enables people to live independently, maximises their abilities and reduces dependence on health and care services.

OT links to global forensics

The College of Occupational Therapists' stand at the international forensics conference 'Facing the Future: Forensic Mental Health Services in Change' in Edinburgh in June 2009 built awareness of the value of occupational therapy amongst the global audience of non-OTs within the forensics field. Their response was positive: we received requests from many international delegates who wanted to know how they could obtain OT services within forensic mental health worldwide.

International best practice

Making our members aware of best practice in occupational therapy worldwide is another way in which the College can ensure that OTs who deliver UK services maintain the highest possible standards. The annual summary of the Occupational Therapy Profession in Europe 2009, published in May by the Council of Occupational Therapists for the European Countries (COTEC), gives statistics about all 27 member countries. It is also invaluable to members interested in international workforce issues and working in other countries. Links have been made with the NHS European office in order to communicate the importance of this international perspective to our members.



Liz Cade, OT lecturer at Glyndwr University in Wrexham, North Wales, reveals why she believes OT Week is such a powerful vehicle for promoting the profession – and some of the events she has staged to mark it over the years.

For two days in November 2008, 20 OT students at Glyndwr University organised an OT Week display at the Sainsbury store in Wrexham. The display contained posters and marketing literature from the College of Occupational Therapists for people who may consider OT as a career. The event proved so successful that students are planning a similar event during OT Week in 2009. "We very much regard this activity as an integral part of the students' CPD and their learning," says Liz Cade, who has herself organised a number of OT Week events. Her innovative ideas have included a display depicting people within a giant jigsaw, the pieces representing physical and psychological functions to show how an OT can help fit the pieces together. She progressed this in subsequent years for displays in GP practices across Cheshire, and finally in Chester Market Hall – where OTs working in hospitals and the community created a collaborative display for OT Week.

- Be fit for purpose to support and promote the future development of the profession.
- Demonstrate good management and stewardship of all resources.
- Retain existing members and increase the number of new members joining BAOT.
- Be widely recognised as guardians of the profession's body of knowledge.
- Disseminate appropriate information, facts and intelligence, to inform and guide workforce planning and government policy.
- Add value to higher education institutions by setting pre-registration standards for College accredited occupational therapy education.



Fiona Fraser, the College's Education Manager for Student Services, presenting the benefits of BAOT membership to students at London South Bank University.

As the professional body for occupational therapy, we act for and on behalf of our members. We strive to ensure that both the Association and College are well-managed and fit for purpose, so that we may continue as custodians of the unique body of knowledge that sustains this profession.

Investment in new technologies

Work has continued on the major IT investment to replace the membership database with a new Customer Relations Management [CRM] system and redesign the website and move it on to a Content Management System (CMS) platform. The new website went live in June 2009, with the CRM switchover to follow in 2010. It will eventually be possible to join BAOT online, and for members to purchase events and publications electronically, as well as accessing products, services and social networking opportunities. All this we know – from survey evidence – is what our members and potential members expect.

Database promotes profession

In May 2008, the College started to capture and store an information database to enable our organisation to convey key messages from evidence in order to promote the value of the profession. To date, the database has 660 items of information, which staff from the College can access and use to demonstrate the relevance of occupational therapy to strategic partners such as commissioners of OT services and the Department of Health.

Expanding the evidence base

The development of a SNOMED Clinical Terms subset on OT assessment tools used by OTs has been completed by the College, with the subset on OT outcomes for patients recorded by OTs now underway. These SNOMED subsets – part

of a government initiative to develop consistent electronic healthcare recording systems across the UK – will enhance the consistency of clinical recording for patient care and ensure that OTs have systems designed to support their practice. By providing data for secondary use by researchers, it promises to underpin a rapid expansion of the evidence-base for occupational therapy over the next decade.

UNISON forums expand

UNISON stewards provide the first line of industrial relations support to members in their workplace. So it was good news to see new forums being set up in Scotland and Northern Ireland, to support existing UNISON stewards and to recruit new stewards to fulfil this role.

Time for a break?

Often when BAOT members take a short career break, they want to remain up-to-date with professional developments and ensure they are well placed to return to practice. Responding to this demand, the College introduced a 12-month career break membership category in October 2008. The reduced subscription fee recognises members' competing financial priorities; we will do all we can to ensure that they retain BAOT membership and Health Professions Council (HPC) registration.

New shoots of our profession

In sustaining the profession, we seek to generate new shoots by encouraging more student

members to join BAOT. The presentations made at Higher Education Institutions (HEIs) across the UK helped this recruitment drive and enabled students to learn more about their professional body. New student members who enrolled were sent a memory stick containing College information, together with their membership card.

It is encouraging to report that 71 per cent of all the students studying occupational therapy across the UK are now members of BAOT. The majority of those students now pay their own subscriptions, with HEIs continuing to pay for just 15 per cent. Membership of the professional body ensures that students have information and guidance to help with their studies and to enable them to develop best practice. On graduation, BAOT membership gives them access to quality products and services to help them to deliver high quality intervention to service users.

Collaborating with HEIs

It is a measure of our collaboration with the HEIs that all 31 institutions offering OT courses continue to be accredited by the College. This enables us to influence the future development of the profession, ensuring that innovative and creative approaches to curriculum development are adopted by these HEIs. Top quality graduates then move into the workplace, equipped to respond to the future changes in health and social care provision. It also contributes important revenue to BAOT.

With the publication of its *Curriculum Guidance for Pre-Registration Education* in Autumn 2009, the College – as the professional body – indicated its determination to support the HEIs and to influence the direction of occupational therapy. The validated TUNING competences – designed to make European education programmes more compatible and competitive – have been written into this new Curriculum Guidance for all re-accredited programmes from the academic year commencing September 2009. The expectation is that all new graduates should demonstrate these competences at graduation.



We continued to keep the HEIs updated on College developments via an informative newsletter. The second edition was published in Spring 2009 and circulated to the Deans of Faculty, education commissioners and AHP leads.

Management of risk

The Audit Committee, comprising three BAOT members, an accountant and a lawyer acting on behalf of Council, continues to review and monitor major risks and identify any gaps in the risk register for the organisation. Ex Council Chairman, Dee Christie, has recently joined the Committee. During the year, the Committee has revised the reserves policy for the organisation and is reviewing the policy on investments.

Consultancy Service helps win funding

The College's Consultancy Service ran a detailed review on capacity and demand for paediatric occupational therapy in Berkshire East community children's OT services in early 2009. The focus was to make efficiency savings, generate care packages and develop a presentation on the role of OT, relating core functions with benefits gained. As a result of the review, Berkshire East

won a substantial resource investment, allowing the Service to expand staffing levels, broaden the skills mix and enable more specialist paediatrics OTs to be employed.



It pays to advertise!

Despite the economic downturn, the advertising revenue for *OT News* (OTN) and *The British Journal of Occupational Therapy* (BJOT) exceeded the target for the year to September 2009. That is good news as this income stream helps make it possible for the College to provide members with these two monthly publications, OTN and BJOT – and their clinical updates, service developments, education and research news – as part of the membership package.



Dr Sheena Blair, Head of the Division of Occupational Therapy at Glasgow Caledonian University, which has over 300 OT undergraduate students, reflects on how the support and collaboration provided by the College of Occupational Therapists benefits her HEI and students.

"The team here appreciates how quickly the College responds to any queries we have and how College staff give us measured, wise and discerning advice," says Sheena Blair. "To be able to demonstrate during a recent visit by the HPC that our programme met the criteria of our professional body was an immense boost and benefit." Sheena Blair and her department particularly appreciate the College's encouragement for innovation within the curriculum. "We never at any time feel that the College is prescriptive and we feel motivated by their constructive comments and guidance in developing a curriculum that meets the new health and social care agenda and also anticipates changes over the next five years," she comments. "We appreciate the new Curriculum Guidance for Pre-Registration Education from the College. It resonates well with our latest curriculum. The fact that the College listens to us, respects and values our views and experiences – and has an overview of every other programme in the UK – is a very encouraging aspect. We feel we are being benchmarked against others and that is immensely reassuring."

BAOT membership



Member profile at 30th September 2009

Total number of members 28,934

Professional members 22,810

Student members 4,995

Associate members 866

Retired members 263

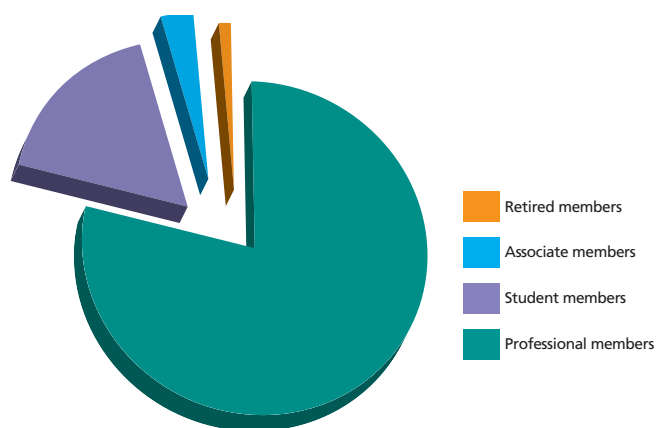
The 2% increase in total BAOT membership recorded in 2008–2009 – with the total number of members now standing at 28,934 – was in line with targeted growth. The fact that we welcomed 1,593 new professional members and 111 new associate members as first time joiners during the year was especially encouraging.

Student membership remained stable at 4,995. This was despite the withdrawal of HEI Benchmark contract arrangements that had previously given automatic membership, and the resulting new requirement for an increased number of students to join their professional organisation individually.

The British Association and College of Occupational Therapists offers all our members – at whatever stage in their career – a passport to a unique professional community. Over the past year, our members have been instrumental in promoting the value of this affiliation to their colleagues. Members have also worked positively with the College to help shape the products, services and events we provide. As a result of your feedback, core items such as *OT News*, *The British Journal of Occupational Therapy* and our website have been redesigned; innovations such as online access to the

Canadian Journal of Occupational Therapy have been added to our offer; and exciting new social media networks have started to emerge.

The organisation's continued success can best be achieved with contributions from all our members, and so we look forward to working with them in the years ahead.



Members of Council, Boards and Committees

Patron

Her Royal Highness The Princess Royal
KG, KT, GCVO, QSO

President

The Baroness Greengross OBE

Vice-Presidents

Professor Sir Clive Booth
Professor Roger Coleman
(retired December 2008)
Colin Ettinger
Dame Mary Glen Haig DBE
Moya Willson
Professor Heinz Wolff BSc, FIBiol

Chairman of Council

Dee Christie (retired June 2009)
Naomi Hankinson (appointed June 2009)

Vice-Chairmen of Council

Sara Blackbourn (appointed June 2009)
Sara Forster (appointed June 2009)
Peter Hewin (retired June 2009)
Sharon Tuppeny (retired June 2009)

Secretary (BAOT)

Julia Scott

Chief Executive (COT)

Julia Scott

Council Members

Associate Member

Jacqueline Smith

Community & Social Care Services

Natasha Cooper

Higher/Further Education

Matthew Molineux (resigned November 2008)
Patricia McClure (appointed March 2009)

Independent Sector

Maggie Winchcombe

Industrial Relations

Peter Hewin (retired June 2009)
Mike Griffin (appointed July 2009)

International – WFOT

Ritchard Ledgerd (retired June 2009)
Dr Alison Laver-Fawcett (appointed June 2009)

International – COTEC

Kate Sheehan

Mental Health & Learning

Disability Services

Mary Booth

Physical Medicine & Disability Services

Sara Blackbourn

Service Commissioner

Suzanne Daish (retired June 2009)
Sally Reed (appointed June 2009)

Service Manager

Helen McCloughry

English Board

Lynn Keirs (retired June 2009)
Colin Jones (appointed June 2009)

Northern Ireland Board

Lucia Ramsey (retired June 2009)
Tracy Gibbs (appointed June 2009)

Scottish Board

Susanne Fraser (retired June 2009)
Shona McCulloch (appointed June 2009)

Welsh Board

Sara Forster

Learning and Development Board

Professor Auldeen Alsop (retired June 2009)
Helen Bradley (appointed June 2009)

Membership & External Affairs Board

Joan Howarth (retired June 2009)
Cath Wright (appointed June 2009)

Professional Practice Board

Sharon Tuppeny (retired June 2009)
Helen Lycett (appointed June 2009)

Research & Development Board

Dr Alison Hammond (resigned January 2009)
Dr Lynne Goodacre (appointed March 2009)

Special Observers

Health Professions Council

Professor Ann Turner

UNISON

Sara Gorton

Chairmen of Boards England

Lynn Keirs (retired June 2009)
Colin Jones (appointed June 2009)

Northern Ireland

Tracy Gibbs

Scotland

Susanne Fraser (retired June 2009)
Shona McCulloch (appointed June 2009)

Wales

Sara Forster

Professional Practice

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Learning and Development

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Helen Bradley (appointed June 2009)

Membership & External Affairs

Joan Howarth (retired June 2009)
Cath Wright (appointed June 2009)

Editorial

Dr Edward Duncan

Research & Development Board

Dr Alison Hammond (resigned January 2009)
Dr Lynne Goodacre (appointed March 2009)

Chairmen of Committees

Annual Conference Scientific Programme

Suzanne Martin (retired June 2009)
Debra Greaves (appointed June 2009)

Associate Members

Ken Green (retired June 2009)
Vanessa Cowell (appointed June 2009)

Audit

Anita Steed (retired June 2009)
Dee Christie (appointed June 2009)

Benevolent Fund

Dee Christie (retired June 2009)
Naomi Hankinson (appointed June 2009)

Fellowship Standing Committee

Professor Heinz Wolff BSc, FIBiol

Practice Publications Group

Channine Clarke (retired April 2009)
Rachel Woolcomb (appointed April 2009)

Annual review
2008-2009



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British Association of Occupational Therapists
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