

2021/2022

Impact Report

The Royal College of
Speech and Language
Therapists





The Impact Report

Contents

What is the Impact Report?	3
Meet the team	4
Professional guidance	5
Learning and CPD	5
Research and outcomes	6
Member communications	7
Raising our profile	8
Celebrating together	8
Fighting for progress	9
Working with leaders	10
Influencing for change	10
Financial report	11



Meet the team



Kamini Gadhok MBE, Chief Executive Officer

As CEO I am accountable to the Board of Trustees for the delivery of the RCSLT strategy, delivery of the annual operational plan and management of the RCSLT. I also provide leadership for the profession and work to build relationships with key stakeholders.



Derek Munn, Director of Policy and Public Affairs

As Director of Policy and Public Affairs I'm responsible for the RCSLT's relationships with the four governments of the UK, politicians and decision-makers, as well as our policy positions and asks. I also look after our partnerships and relationships with other organisations and stakeholders, and the RCSLT's work in Scotland, Wales and Northern Ireland.



Judith Broll, Director of Professional Development

I lead the Professional Development team, which provides a range of services including encouraging research and supporting development of the evidence base relating to speech and language therapy, developing professional standards, creating resources, and responding to members' professional development enquiries.



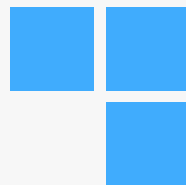
Cara McDonagh, Director of Engagement and Communications

As Director of Engagement and Communications, I'm responsible for the RCSLT's strategic communications with its members, stakeholders and the public. We use a range of channels to engage, including events, *Bulletin* magazine, media, social media, and digital content, including the RCSLT website. I'm also accountable for our branding, advertising and sponsored partnerships.



Karen Willis, Director of Finance and Resources

As Director of Finance and Resources I'm responsible for the finances of the RCSLT, and our buildings, IT infrastructure, HR and contracts. I'm also the Company Secretary of RCSLT and its trading subsidiary, making sure that everything we do is in accordance with company law and our Articles of Association.



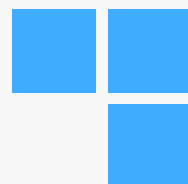
Professional guidance

During the year the RCSLT worked with members to co-produce seven professional guidance resources: eating and drinking with acknowledged risks; deafness; deafblindness; respiratory care; Health Education England (HEE) funded RCSLT CEN neonatal guidelines; additional learning needs (Wales); and telehealth. In line with our commitments around co-production, we adapted our approach to developing guidelines to include service user organisations, where appropriate. To inform our influencing work and support the profession in the delivery of services, we conducted member surveys and produced reports on: the impact of COVID-19 on UK speech and language therapy services; long COVID and speech and language therapy; and the need for and provision of speech and language therapy for individuals with post-COVID syndrome.

Learning and CPD

The RCSLT continued to work as part of a collaborative of 20 health and care professions and unions to evaluate and raise awareness of the joint principles for continuing professional development (CPD) and lifelong learning. We launched a new CPD site in December 2021 with a single-sign-on for members, improved accessibility, a better look and feel and improved analytics. At the time of writing, 12,000 learners had signed up to this. To help meet the increasingly complex needs of service users, we secured funding from HEE to plan and implement a UK-wide profession-changing initiative to bring eating, drinking and swallowing (EDS) competencies into pre-registration training. RCSLT Hubs, Clinical Excellence Networks and other groups – key drivers of member engagement – continued to be active following the pandemic, with RCSLT staff providing speakers, logistical support and online platforms for engagement.





Research and outcomes



234

*abstract submissions
to the 2021 RCSLT
Conference*



60,000

*episodes of care on
the RCSLT Online
Outcome Tool*

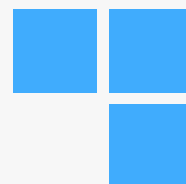


500

*academic journals
available to RCSLT
members*

The RCSLT has continued our focus on supporting the development of and member access to research evidence around COVID-19 and its impact. During the year our 'research capacity builders' group published a useful research practitioner framework resource map to identify the skills, knowledge and experience required to develop as a research practitioner.

We refreshed our extensive offer of online journal access, providing members with free access to more than 500 academic journals. The 2021 RCSLT conference exemplified the development of research culture within the profession, with a record 234 abstract submissions showcasing the latest international speech and language therapy evidence. We also saw positive growth in services using the RCSLT Online Outcome Tool. Practitioners from 61 organisations now use the tool and its database contains outcomes data for almost 60,000 episodes of care.

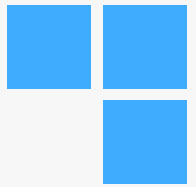


Member communications

The new-look *Bulletin* magazine – with its expanded content offer, improved design and eco credentials – won overwhelmingly positive approval from members during the year. The bi-monthly RCSLT newsletter remained a vital source of information for members, with open rates averaging an impressive 40.6%, well above industry average (25%). News relating to the pandemic proved consistently popular, with stories on vaccinations, personal protective equipment and COVID-specific clinical guidance garnering high click-through rates. The RCSLT website saw a sharp increase in traffic, with page views increasing 60% year on year to 1,593,100 and the number of website users increasing 166% to 1,065,100. The first RCSLT virtual conference in October 2021 attracted 1,314 delegates – the highest number to date. We also hosted 11 webinars on a range of topics, including deafness, leadership at all levels, EDS competencies and student placements. These reached more than 1,900 delegates live and many more afterwards.

A screenshot of the RCSLT Instagram profile page. The header shows the time as 11:53 and standard mobile status icons. The profile picture is a circular logo with a rainbow border and the text "RCSLT". To the right of the profile picture are statistics: 163 Posts, 5,605 Followers, and 88 Following. Below the profile picture is the bio: "RCSLT The Royal College of Speech and Language Therapists is the professional body for speech and language therapists and support workers. linktr.ee/rcslt/". Underneath the bio are three small circular profile pictures of people, followed by the text "Followed by laurakellz, beccaco90 and 2 others". There are two action buttons: "Follow" (in blue) and "Message" (in grey). Below these are four circular badges: "Pride takeo...", "Careers", "LGBTQIA+", and another one partially visible. At the bottom of the post grid are five icons: a grid icon, a magnifying glass, a video camera, a shopping bag, and a person icon. The main content area displays a grid of six posts. From left to right, top to bottom: 1. A woman with long dark hair wearing a purple shirt and a rainbow lei. 2. A woman with blonde hair wearing a dark patterned sweater and a rainbow lei. 3. A green Eid Mubarak! greeting card from RCSLT featuring cartoon sheep. 4. A pink Bulletin cover titled "BULLETIN" with a purple background. 5. A woman with glasses and brown hair smiling. 6. A NHS birthday celebration graphic titled "Happy birthday NHS" showing a group of people. The bottom navigation bar contains five icons: home, search, post creation, shopping bag, and profile.

8

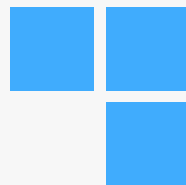


Fighting for progress

We engaged directly with members with lived experience of discrimination and prejudice, including through our work with the UK SLT Pride Network, our Anti-Racism Reference Group, and with our Disability Working Group, which is developing resources to support SLTs with a disability in the workplace.

Our first online anti-racism workshop, held in May 2021, attracted 400 members, and we are working with members and system leaders to identify approaches to further develop and embed education on this topic.

We developed a series of resources on the SLT's role in addressing health inequalities, and have worked with nine higher education institutions to share ideas and good practice in admissions, looking at how to improve the student experience and decolonise the curriculum. We updated our website content to reflect this renewed focus on diversity, and the revised 'Become a speech and language therapist' page is now the most visited page on the website, with 122,165 total page views.



Working with leaders

Our active influencing helped to ensure government policies and legislation reflected our members' wealth of speech and language therapy expertise and benefited service users in all four UK nations. We secured significant influencing objectives in the Health and Social Care Bill, which present substantial opportunities for members to play their full part in England's new health and social care structures. In Scotland, the RCSLT prepared for the Scottish Parliament elections. Our manifesto asks included an inclusive communication nation law and action plan, establishing a right to rehabilitation. In Wales, the RCSLT prioritised raising the profile of SLTs within mental health. Similarly, in Northern Ireland we had great success in influencing the 10-year mental health strategy meeting with the health and education ministers to highlight the role of SLTs in mental health services and special educational needs.

Influencing for change

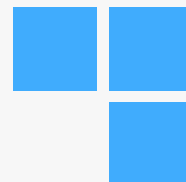
The year 2021-2022 in RCSLT influencing included 30,000 people undertaking training to use the Communication Access UK symbol and standards. Twitter takeovers by people with communication needs were hugely successful, with 93,000 impressions for the takeover on selective mutism. More than 40 national charities engaged in helping us to develop our vision, and 80 national organisations and the chairs of 22 parliamentary groups endorsed our call for speech and language therapy funding. The RCSLT engaged actively in the global influencing work of the International Association of Logopedists and Phoniatrists (for example in the World Health Organization's work on rehabilitation), and we now hold the distinction of being the only speech and language therapy body to be granted special consultative status by the United Nations Economic and Social Council.





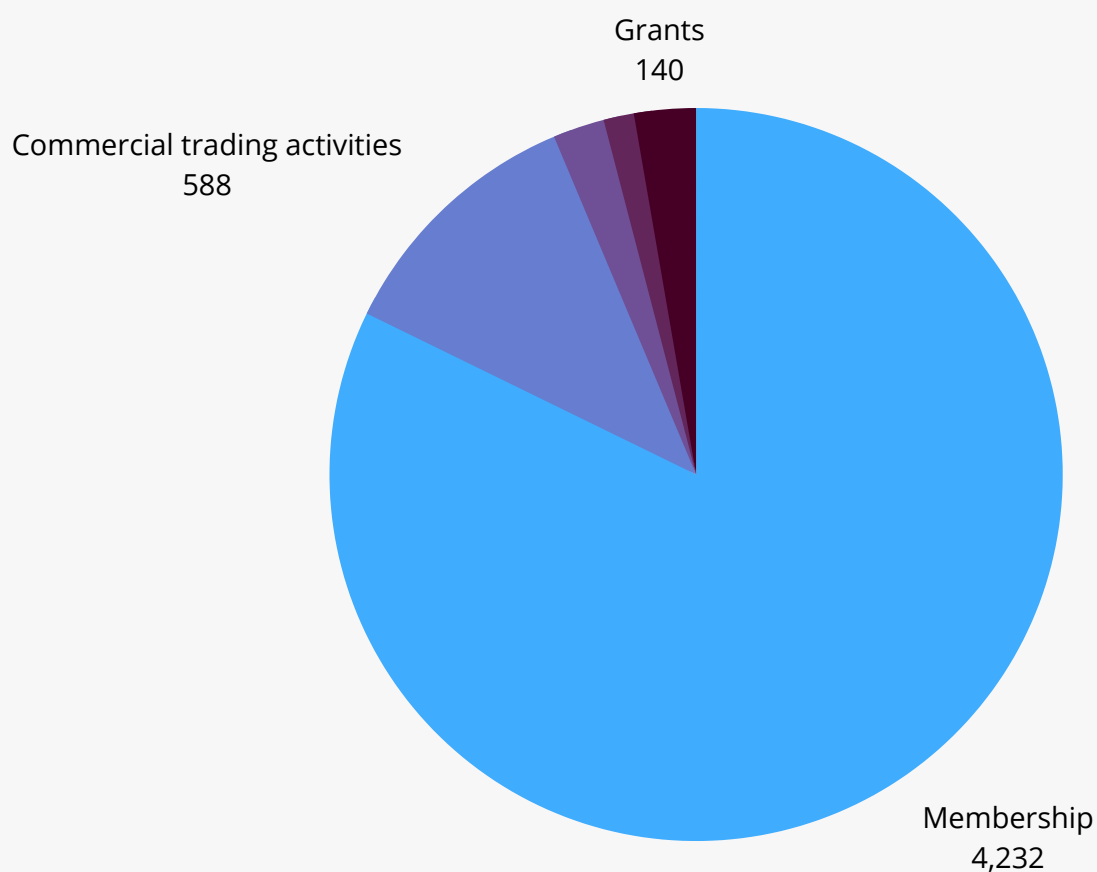
Financial report

	2021 / 22	2020 / 21
	£'million	£'million
Income	5.1	5.0
Expenditure	(4.8)	(5.0)
Net incoming / (outgoing) resources	0.3	(0.0)
Net gain / loss on investments	0.3	0.4
(Loss) on revaluation of property	0.0	(0.1)
Net movement in funds	0.6	0.3

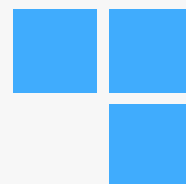


Incoming resources

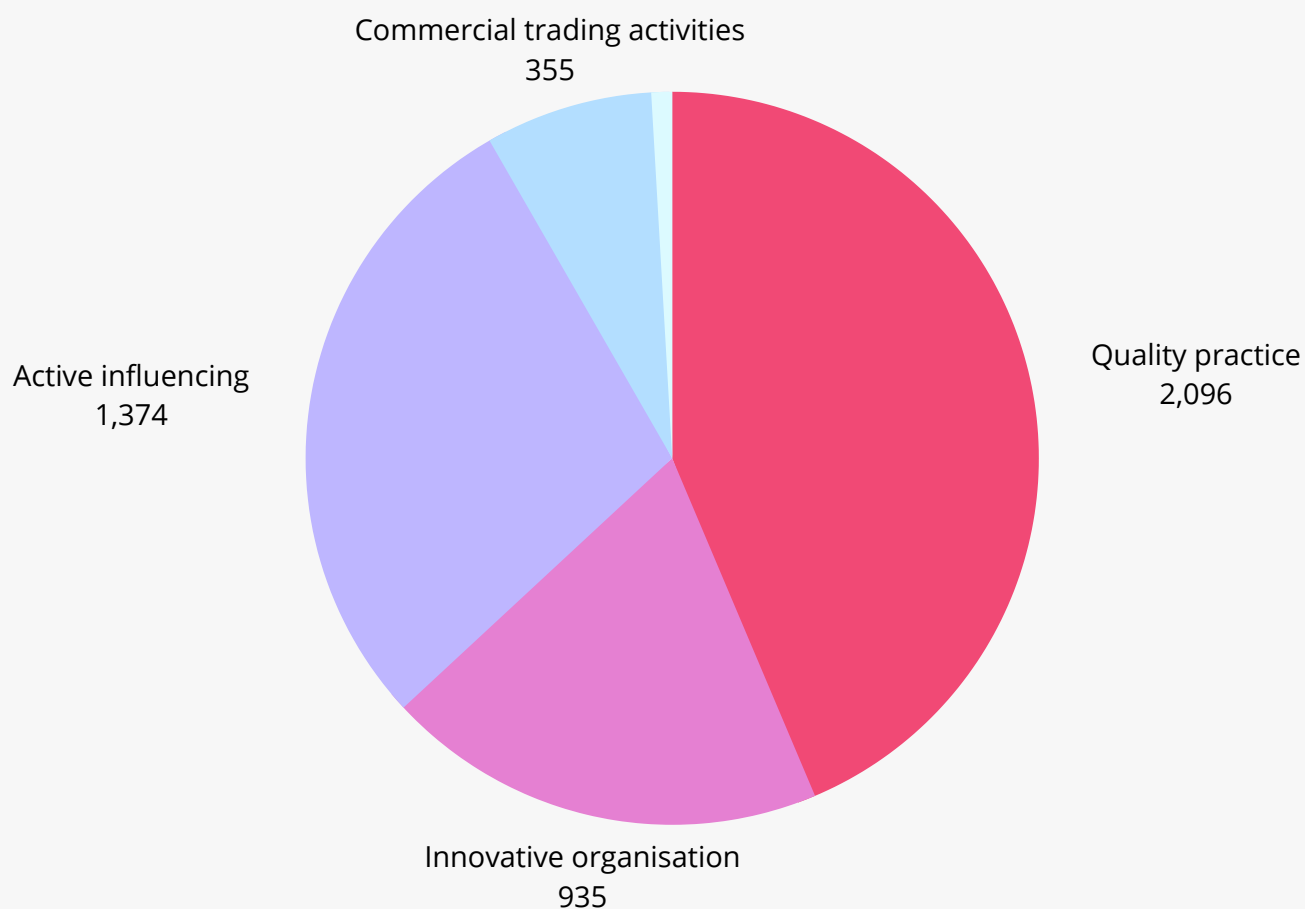
Membership remains the core of our revenue generation:



Revenue source	£'000
Membership	4,232
Commercial trading activities	588
Other income	117
Investment income	69
Grants	140
Total revenue	5,146



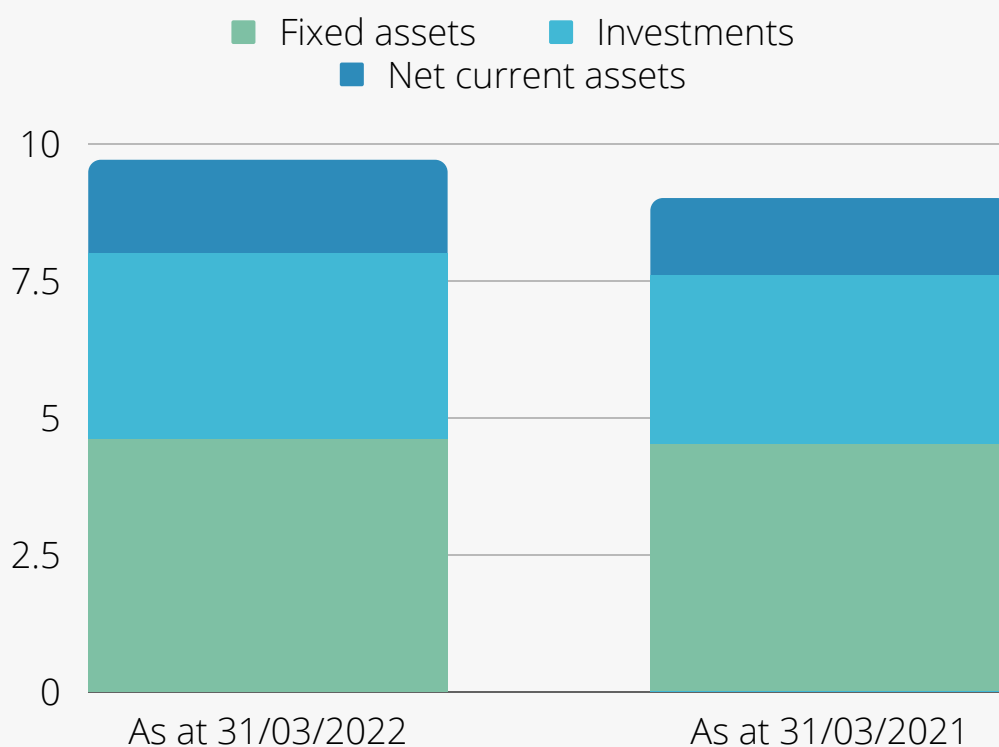
Resources expended



Expenditure category	£'000
Quality practice	2,096
Innovative organisation	935
Active influencing	1,374
Commercial trading activities	355
Investment management costs	44
Total expenditure	4,804



Assets



Expenditure category	At 31 Mar 2022	At 31 Mar 2021
	£'million	£'million
Fixed assets	4.6	4.5
Investments	3.4	3.1
Net current assets	1.7	1.4
Total net assets	9.7	9.0