



# ICSP Newsletter

FEBRUARY 2012

**GCMT**

**Fozzy's Forum**

**CPD Course Details**

**[icsp.uk.com](http://icsp.uk.com) is LIVE!**

# GCMT

General Council for Massage Therapies

***LCSP, CNHC, GCMT, NOS, PSB, SMA - the world of Soft Tissue Therapy is drowning in acronyms. If anybody knows what all of the preceding***

***abbreviations stand for, without looking them up, Steve Foster has promised that he will buy you lunch.***

I want to focus on just one of these for the purposes of this article, GCMT, or to give it its full name the General Council for Massage Therapies. What is it? Well in industry parlance it is the Governing Body for massage therapies, but to quote from the GCMT website ([www.gcmt.org.uk](http://www.gcmt.org.uk)).

The General Council for Massage Therapies (GCMT) is the only forum where Professional Associations who represent massage can come together to discuss and resolve industry issues. We aim to represent the views of the whole spectrum of massage practitioners and work collectively in the best interests of the profession.

GCMT members define the massage core curriculum which is now used as a key requirement of Complementary & Natural Healthcare Council (CNHC) registration.

The Council membership comprises Professional Associations (PAs) who represent those individuals practising massage in all its forms. Those PAs who sit on the Council have a primary responsibility to define the Core Curricula for massage modalities. Why is this important? Firstly the Core Curricula are now used in conjunction with National Occupation Standards to create massage qualifications, and secondly registration with the voluntary regulator CNHC requires individuals to have taken a qualification based on NOS and the Core Curriculum.

This gives a tremendous responsibility to Council members as the Core Curricula are now pivotal to qualification design and registration with the Regulator. We have to get it right in terms of balancing the requirements of the awarding organisations (ITEC, VTCT, City and Guilds etc.), the training providers and the Regulator, it is incredibly important for educational quality, consistency and credibility and ultimately the protection of the public that we get this right.

GCMT can also play a broader, and potentially much more important role, as stated above it is the only forum where the massage industry comes together. This potentially gives us tremendous influence within the industry. PAs working alone to influence regulators, awarding organisations, private health insurers, and indeed Government have little joy, but the collective voice of thousands of practitioners has to be listened to.

Paul Medicott

*Chair GCMT.*

# lcsp.uk.com is LIVE!

The new LCSP website went live just before Christmas and already the site has been heavily populated. So far there have been **709 unique visitors** who have viewed the site **1021 times**, and this is before the full marketing plan begins.

There have been 170 different search terms bringing traffic to the new website. The most popular words being used to find the site are LCSP and various permutations; however, there have been **103 searches for individual practitioners and their location** e.g. Beryl Harper Rawtenstall, Dennis Donnelly remedial massage therapy and Hilda Harvey + massage. The more information you have on your profile the easier it is for potential clients to find you.

Already the site is attracting great traffic from various avenues with **46 search engines or referral sites** bringing in visitors. This a great base to build a marketing strategy ensuring the site continues to grow organically. You can help the site grow simply by using it, ensure your profile is fully up to date, the notice board is being used and you are interacting with your peers. When a client searches, your entry could be the first they see, so **make sure your contact details are correct**.

Members who at present do not have they're own website now have the perfect opportunity to market themselves online, and members with existing sites can link their profile to their own site, allowing the user to gather more information on your practice and services.

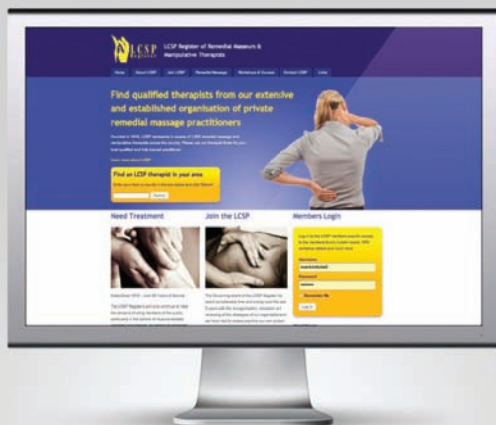
We will be constantly updating the website and the site will be fully e-commerce soon, members will then have the choice in the future of **renewing their membership online**.

We feel the new website will be of a great benefit to all members and with a full search engine optimisation programme it will attract new members as well

I will be at the forthcoming regional meeting in Bolton where I will be doing a presentation on your new website so far. By working closely with you and listening to your suggestions we are confident that we can create a professional and successful website for the LCSP and its members.

Members who can't attend please feel free to contact me on either **0795 1954 889** or **jeff@noworriesmarketing.co.uk**, for any assistance you need with the facilities

**Jeff Gray** Managing Director  
No Worries Marketing Solutions Ltd





**“Happy New Year  
to each and  
every one of you!”**

#### **NEW WEBSITE:**

Well it has finally happened! The LCSP Register website has been dragged into the 21st Century and I think the new site is a far more professional and informative tool that will better reflect the professional status of the Register and all its practitioner members. Naturally we wanted the site to be useful and informative to our end users the public and patients, we have built in lots of data collection systems so we can tell which pages are popular and where the general and specific viewer has been. Each member has already a profile created for them with basic contact details etc. available on public access, there is the opportunity now to create your own 'advanced' profile allowing you to greatly expand on information about yourself, your areas of expertise and your clinic details. The Board of the Register have decided that for a limited time this additional facility will be 'free of charge' to you, so you have nothing to pay and only the potential for gaining additional patients. Naturally with a project of this size and complexity there will be some 'fine tuning' to be done. If you find any errors, omissions or areas that do not respond please contact Jeff Gray at the IT Company direct at:  
jeff@noworriesmarketing.co.uk

#### **REGIONAL MEETINGS:**

The next meeting is scheduled for Friday 10th February at the Mecure Bolton West Hotel. The evening will commence at 7.00pm and should finish at about 10pm. There will a presentation by yours truly on using 'Outcome Measure' to validate your work and using this information to obtain corporate work. Also Jeff Gray from 'No Worries Marketing Solutions' will be there to answer questions and give members further opportunities to discuss the new Website. Your Board members will be there if you have any specific questions you would like to raise also. If you would like to attend please let the admin office know of your intention as this will allow us to cater for you. This is a FREE event to LCSP members and also qualifies as a valid CPD activity and as such a certificate of attendance will be issued.

#### **2012 SUBSCRIPTIONS:**

Enclosed within this posting is your renewal documentation. None of us are insensitive to the present financial state that we are all involved with. The Board has given long consideration to the subscription rates and decided to only increase the practicing members rates and even those only by a very marginal rate of £5. Given the present high level of investment by the Board in raising our general profile and member support services I feel sure that you will accept this small increase and consider the membership fee as still representing excellent value. Please complete your renewal forms carefully and legibly and return to the admin office. Payment of subscriptions by card can also be processed by the office.

#### **INSURANCE RENEWAL RATES:**

We are indeed indebted to our Insurance partners for the continuing excellent service they provide the Register in

general and individual members in time of need. Negotiations for renewal have yet to be finalised at the time of printing, however, you yourselves have assisted in this process by your compliance with the CPD and other risk management factors that have all been taken into consideration by our insurers. The compensation culture is such that it is more important than ever to have adequate, full and correct insurance in place. With some claims, even for massage therapists, reaching several million pounds now, to have any substandard or weak policy could cost you, your business, your reputation and even your home.

#### **ADVERTISING STANDARDS AUTHORITY:**

The relentless pursuing of some complementary practitioners appears to be continuing with some detractors utilising computer based searching programmes looking for references to named medical conditions in practitioners web based adverts. It is important to remember that the ASA themselves and the Committee of Advertising Practice (CAP) do not have statutory powers of enforcement as they are self-regulatory bodies. Ultimately any complaint should be referred to the Office of Fair Trading who do have powers under the Trading Standards Legislation.

#### **2012 - A NEW YEAR & NEW CHALLENGES:**

So we head into the New Year and all have to face the future, none of us know what lies in store but we all have hopes, wishes and dreams and have to adapt to the challenges that arise. So what of 2012? It is a leap year and it is of course an Olympic Year, this in itself will give opportunities to all manner of businesses and our therapy work is no exception to this. There will be a massive influx of foreign visitors, indeed many hotels are already sold out but it is every business that should be thinking and planning for this opportunity.

In your workplace have you surveyed to find if other languages are spoken? If you have a clinic or office location wouldn't it be advantageous to have notices etc. in different languages? Are you able to take Euros in payment for services? Can you accept foreign credit cards? Is a foreign cheque written out in pounds sterling accepted by your bank? Do you and your staff know where the nearest foreign currency exchange is? If you find the answer to these questions now, then you are preparing and will be ahead of the game. The summer and its opportunities will soon be with us, as a business owner it pays to be prepared to accept work and business if it is offered.

For those of you not able to attend the next regional meeting in February, I will report the details of the presentation by the web designer in the next issue of the LCSP Register newsletter. This years Annual General Meeting will be held at the Holiday Inn, Cambridge on Friday 15th June at 7.00pm, and I would welcome the opportunity of meeting some of you there.

I will close as I started by wishing you all well in 2012 and thanking you all for the support you give the LCSP Register.

Very best wishes from your Secretary  
Steve Foster.

*p.s. A cautionary tale: Over the last few days I have been involved in a complaint against a therapist. The client alleges that the therapist took no medical history, failed to communicate properly regarding the treatment process, rushed the treatment procedure and hurt her!*

*One peeved new client, very unlikely to return but with a grievance as she has 3 more treatments prepaid, a present at Christmas from a relative via 'Groupon'.*

*(see the article 'Advertising and the Internet' in the last Newsletter by Dr Lambden)*



# Continuing Professional Development



By Sue Bennett FLCSP (phys)

**flexible healing**  
A POSITIVE APPROACH TO INJURY

As we enter a new year, I find it is a time to reflect on our practice, ask of ourselves where could we broaden our knowledge. At times it can be useful to consolidate the knowledge we have already, giving ourselves the opportunity to deepen our skills, increase confidence, which can lead to greater self-assurance in assessment expertise. This will help build our practice and increase patient's confidence in us as ever developing therapists.

We are all aware of the current economic situation, and how it can impact on patient numbers. Our income could have dropped somewhat, and affording CPD can at times feel difficult. On the other hand if we invest in making our skill set exceptional, we become known for the quality of the treatment, assessment and care that we can offer.

Thinking more positively it is clear that NHS physiotherapy waiting times are increasing, people are under pressure to be back at work, the public are wanting a service which can deal with any pain or dysfunction quickly. Patients would rather visit our practice and pay than wait for weeks in discomfort. It is my view that if we acquire skills and techniques which set us apart from other therapists in our local area, we can still attract a patient list which will provide us with reasonable living.

There is a great interest in sports therapy, with many sports people visiting Remedial and Sports massage therapists, rather than going through the NHS. **Nick Dinsdale** is offering some reasonably affordable training in management of sport injuries, or you could check out **Susan Findley** at [www.nlssm.com](http://www.nlssm.com) for a variety of CPD opportunities of varying time scales and cost.

Another opportunity to acquire further skills and knowledge is to attend the 'Introduction to Articulation and Mobilisation for massage therapists' workshop, led and developed by **Andrew Mansfield**, an Osteopath who assists me with my reflective practice, especially around assessment of joint function. Andrew trained at the European School of Osteopathy learning basic principles and philosophy laid down by Andrew Taylor Still and John Martin Littlejohn. Andrew believes that Remedial Massage and the Hendrickson Method are not far removed from the teachings of Osteopathy, and for us to have a greater understanding of the articulation and mobilisation of joints, would only enhance our practice. The weekend is intended to provide a

good overview of the fundamentals of mechanical treatments and will give the therapist a strong grounding in basic skills and a routine that can run alongside Remedial massage and Hendrickson method. (see dates on the back page).

It was wonderful to receive the latest CPD Portfolio's with many members taking a proactive approach to their development as therapists.



The next round of sample CPD Portfolios will be in the coming autumn.

Always remember the books we purchase, and time spent studying them, can count as CPD hours. I would welcome any reviews of books that members may have found really useful.

A favourite of mine is '**Handbook of Manual Muscle Testing.**' By Nancy C Cutter & George Kevorkian. Excellent for a quick reference when struggling to remember which synergists may not be functioning in those patients with chronic conditions.

**Warm Wishes**  
**Sue**

Date	Venue	Course Info	Provided by:	Cost
10 <sup>th</sup> February 2012	Mercure Bolton West Hotel	<b>LCSP regional meeting starts at 7.00pm</b>		<b>FREE</b>
11 <sup>th</sup> & 12 <sup>th</sup> February 2012	The Britannia Hotel, Bramhope, Leeds	<b>Introduction to Articulation and Mobilisation for Massage Therapists</b>		<b>Two day workshop £230</b>
Monday 5 <sup>th</sup> March 2012	Mytton Fold Hotel and Golf Complex, Blackburn	<b>Management of Sports Injuries using an evidence based approach</b>		<b>£85.00 inclusive lunch &amp; refreshments</b>
10 <sup>th</sup> & 11 <sup>th</sup> March 2012	Holiday Inn, Stratford-upon-Avon,	<b>Treatment of Acute &amp; Chronic Shoulder Pain</b>		<b>Two day workshop £230</b>
25 <sup>th</sup> & 26 <sup>th</sup> March 2012	Old Otlisians Rugby Club, Otley, West Yorkshire	<b>Hendrickson Method study days - Knee, foot and ankle</b>		<b>One day workshop £80, both days £150</b>
Monday 16 <sup>th</sup> April 2012	Mytton Fold Hotel and Golf Complex, Blackburn	<b>Electrotherapy to compliment Manual Therapy</b>		<b>£85.00 inclusive lunch &amp; refreshments</b>
20 <sup>th</sup> , 21 <sup>st</sup> & 22 <sup>nd</sup> April 2012	Britannia Hotel, Bramhope, Leeds	<b>Introduction to the Hendrickson Method</b>		<b>Three day workshop £360 Deposit £70</b>
15 <sup>th</sup> June 2012	Holiday Inn, Cambridge	<b>LCSP AGM Starts at 7.00 pm</b>		<b>FREE</b>
8 <sup>th</sup> and 9 <sup>th</sup> September 2012	Britannia Hotel, Bramhope, Leeds	<b>Chronic Headaches, Cervical Spine Dysfunction and TMJ dysfunction and pain</b>		<b>Two day workshop £230</b>
20 <sup>th</sup> and 21 <sup>st</sup> October 2012	Holiday Inn, Stratford-upon-Avon	<b>Assessment and treatment of Hip dysfunction and injury</b>		<b>Two day workshop £230</b>

**For more information or to book, please contact the course provider on the details below:**



Presented by: **Nicholas Dinsdale** BSc (Hons), MSc Sports Injuries & **Nicola Dinsdale** BSc (Hons), MSc Sports Injury Rehab (ongoing)

**Bookings and Cheques** to "Nicholas Dinsdale" 36 Moorland Crescent, Clitheroe, Lancs. BB7 4PY

If you need more information on any of our workshops, please

contact us by: Tel: **01200 427 457**

Email: [nick@njdsportsinjuries.co.uk](mailto:nick@njdsportsinjuries.co.uk)

Web: [www.njdsportsinjuries.co.uk](http://www.njdsportsinjuries.co.uk)



Presented by **Sue Bennett FLCSP (phys)**

**Bookings and Cheques** made payable to "CPD workshops"

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