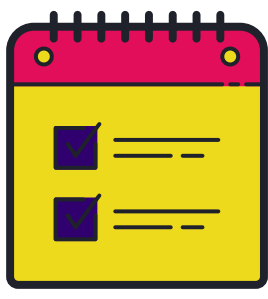


Listening group report - September

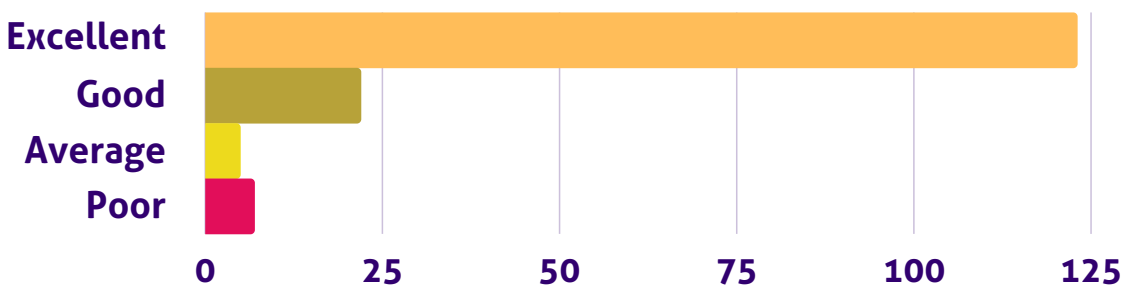


Welcome to the Listening group monthly report

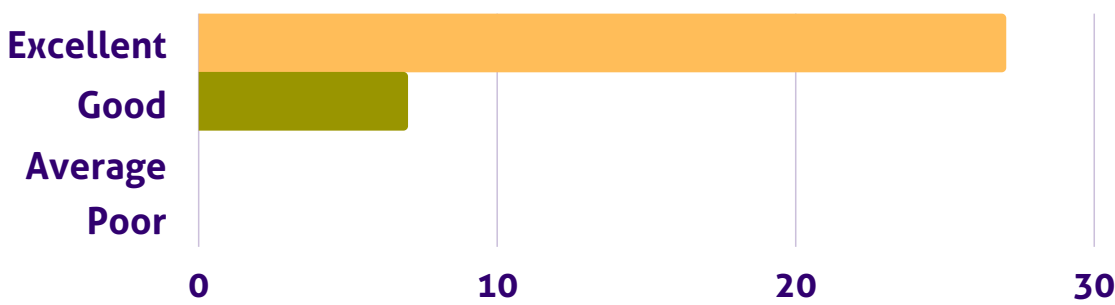
Each month, we'll be reporting on feedback received from our members about the service we provide.

The following data is taken from our Customer Thermometer service which shows us how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback, this is used by both customer service and ethics teams.

Customer service feedback

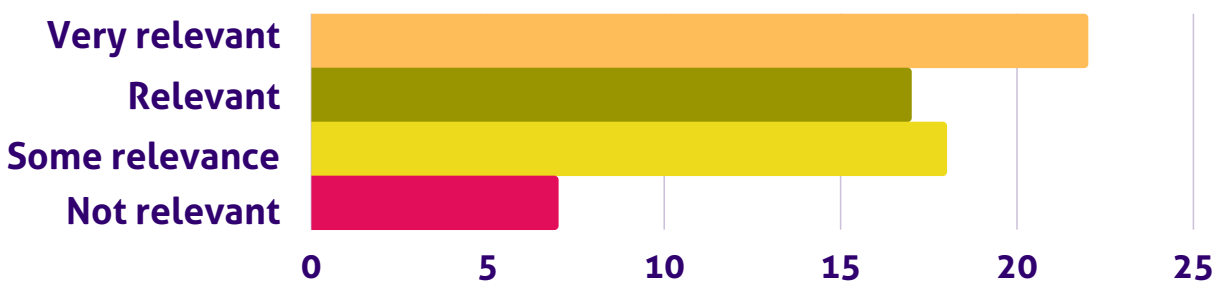


Ethics feedback



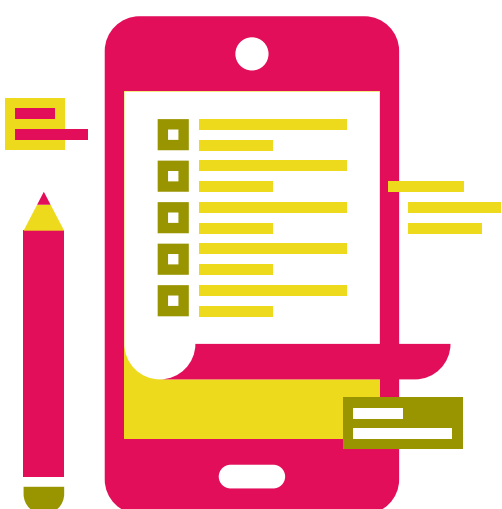
We also use this service for our eBulletins to find out how relevant our members feel the content is.

eBulletin feedback



Reasons for contacting BACP:

What are the reasons for contacting BACP? We've looked at this using data from calls and emails and these were the main topics in August:



Themes - Top 5

- Membership
- Accreditation
- Registration
- Ethics
- Seeking Therapy

As a group, we review a breakdown of this data and look at ways to reduce the number of calls and emails coming into BACP. Our aim is to improve the service we provide so that members feel supported. Here's the breakdown:

Membership	Accreditation	Registration
Reinstatement (lapsed)	Application query	Certificate of proficiency and cancellations
New applicant	Other	Complaint
Upgrade	Criteria query	Certificate of proficiency queries
Renewal	Application payment taken	Other
Training	Chasing updates	Audit query

Feedback received

We've reviewed the feedback received this month, here are some of the key messages we've been hearing from our members:

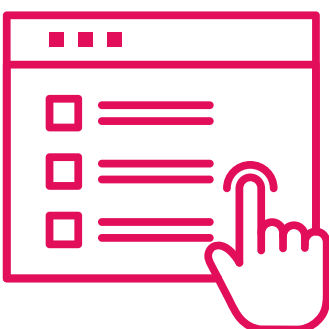


1: Workforce mapping survey

We've been asked why the workforce mapping survey didn't include a free text box to allow feedback. We don't add a free text field for all surveys due to the resource needed to analyse the data. We do however, include a free text box in the annual member survey which allows members to provide feedback.

We did receive feedback about the survey and we were happy to make the suggested changes. The survey was updated to make it more inclusive and we also amended some of the response options.

We welcome feedback on the survey and any other service we provide so please email listening@bacp.co.uk to let us know your thoughts.



2: Find a therapist listing

It's been suggested to us that the character limit isn't enough for the directory listings. Although this has increased in recent years, we know from a recent heat mapping exercise by our developers that users don't look at the entire listing. As it's considered a better user experience for people to view less data, we won't be increasing the character limit further.



3: Membership status

A member has asked us to review the way the membership status shows when logging into their account as it only shows the current expiry date. This can cause confusion if a member has renewed within the current term. We are updating this shortly and will be including additional text to make this much clearer for those who have renewed.



Listening group report - September



4: Online training

We've been asked about the acceptance of online training for membership. The standards for the profession that are set out in the QAA benchmarks and the core curriculum which include the requirement for experiential and relational learning in order to develop the necessary self-awareness and relational skills required for client work.

Therefore, counselling and psychotherapy training is typically conducted face-to-face to allow for this type of learning and development. This is a standard that is shared by all the counselling and psychotherapy professional bodies, such as the NCS and UKCP, that are accredited by the Professional Standards Authority (PSA).

The pandemic required many training courses to move online and so we shifted our position to allow some online teaching delivery. However, in order to best replicate the experiential elements of core training we only allow live, online teaching.

Distant learning is usually asynchronous (text-based), independent learning that doesn't include any tutor contact, skills practice and experiential work with tutors and peers. Live online teaching is synchronous and usually delivered through video platforms. We don't allow any asynchronous distance learning as it doesn't support the development of the necessary self-awareness and relational skills required for ethical and effective client work.

In addition, the mode of teaching delivery should mirror the mode of counselling delivery so to train as a face-to-face practitioner, face-to-face teaching and supervision is also required. We recognise that some people with accessibility issues may only want to train as a remote therapist (i.e. only working online or over the phone) and therefore only want to attend online training. We are currently working with our external stakeholders to establish how core counselling training could be delivered fully online without compromising professional and ethical standards.

All the professional bodies who are accredited by the PSA have taken a similar stance i.e. core training was always required to be face-to-face delivery only, but they now allow a proportion of live (synchronous) online tutor contact hours.

All training providers have a legal obligation to make reasonable adjustments to ensure that training is accessible to all, regardless of the mode of delivery of the course. This includes ensuring face-to-face training is accessible as well as online, synchronous training as each mode of delivery can present accessibility issues for different groups. This means that courses that offer both face-to-face and online, synchronous teaching delivery have to ensure that all teaching methods are accessible to all students.

Requirements and guidance about online training for existing members can be found on our website.

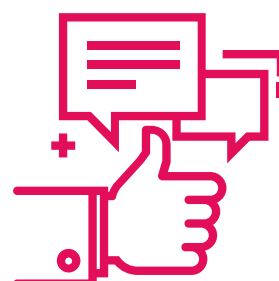
Positive feedback

As part of our monthly reporting, we want to share some of the positive feedback we've been seeing. Here are some of the comments we've received about our service.



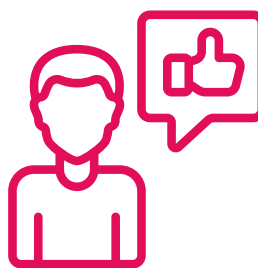
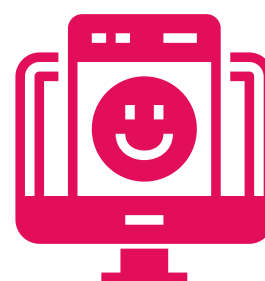
"Thank you for the personal contact to renew. I've been planning to but it has slipped my mind, I will be renewing soon. Thank you for the prompt and the option for feedback including the ideas you offered for option. I'll renew in the coming week or so and hopefully won't forget again! I love and appreciate being a part of it."

"Answered my call promptly, no lengthy waiting listening to unwanted loud music! Friendly manner, easy and clear to discuss & resolve my query...and acted on immediately. Totally stress free, even a pleasure! Thank you."



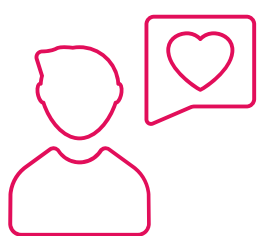
"What a pleasure to be treated so courteously and in a friendly, efficient manner. Thank you so much for the follow up link as was promised."

"As with therapy, it is helpful to many people when there is a sense of continuity of service. The relationship is important and trust can be built. The person who has been supporting me seems knowledgeable, competent, and sensitive."



"I just wanted to say thank you for your help this morning in making the changes on my directory entry. It may seem something quite small that you did, but it made things so much easier for me and I very much appreciated it."

"Thank you for this, it's really very helpful! I totally see the difficulties in supporting the profession in it's rapid transition to online working, honestly the BACP did a sterling job given the circumstances! It's good to know the BACP is checking and promoting a secure platform, I'll tick that behind my ear for therapists who mention wanting to do "email therapy", that way I can suggest a solution without just explaining that email isn't suitable - again, thanks"



"Many thanks for passing this on. It's excellent, and I very much appreciate the time you've taken to put it together especially at such short notice. It's fantastic to have such a credible voice as BACP adding to the call for more recognition of the need for quality emotional and psychological support for cancer patients and their families within the strategy. If there's any way we can offer our support to BACP in the future please don't hesitate to get in touch "

We'll be producing reports each month to keep you up to date with new feedback and any updates on actions taken. If you have any feedback for us, please email: listening@bacp.co.uk