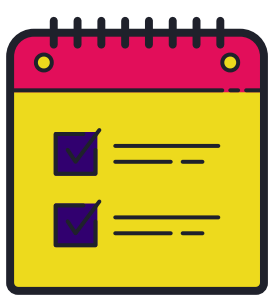


Listening group report - March 2022

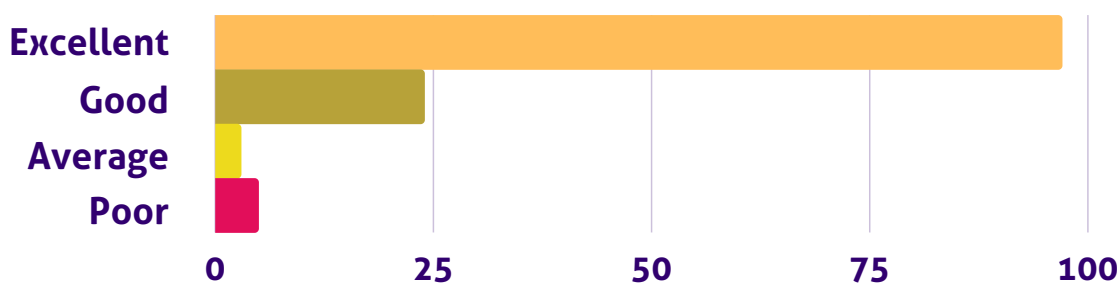


Welcome to the Listening group monthly report

Each month, we report on feedback received from our members about the service we provide.

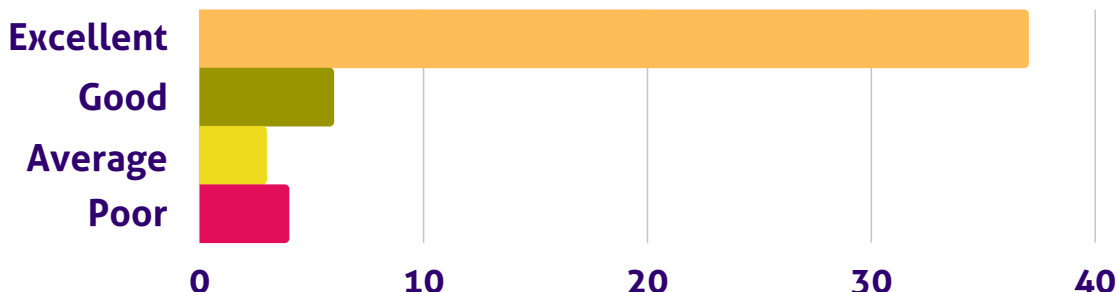
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



75% of members felt our service was excellent, 19% felt it was good, 2% felt it was average and 4% of members felt our service was poor

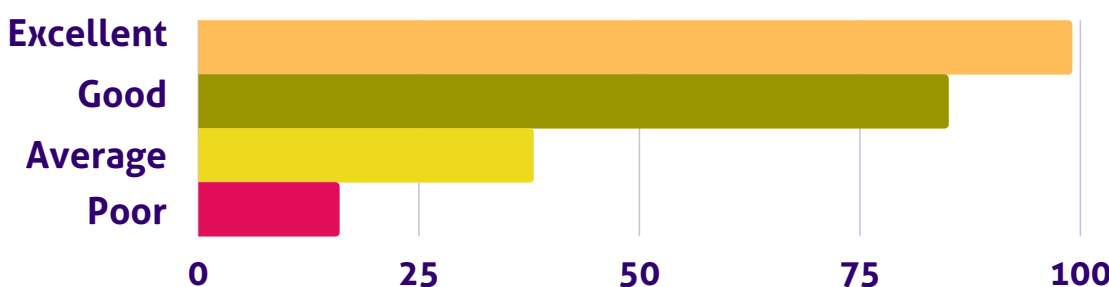
Ethics feedback



74% of members felt our service was excellent, 12% felt it was good, 6% of members felt it was average, and 8% felt our service was poor

eBulletin feedback

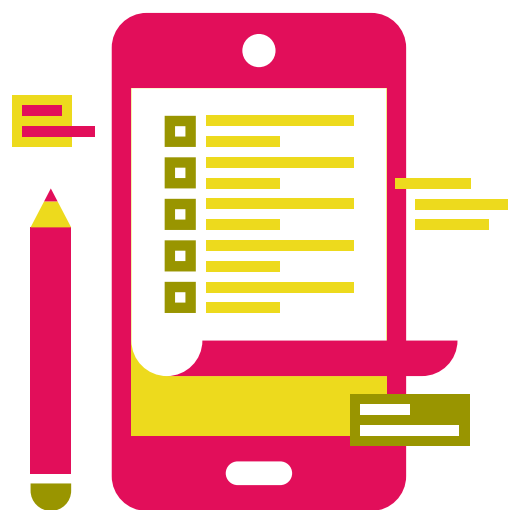
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



42% of members felt our content was excellent, 36% felt it was good, 16% felt it was average, and 7% felt the content was poor

Reasons for contacting BACP:

We've looked at data from calls and emails. In March, the main reasons members gave for contacting BACP were:



Themes - top 5

Membership
Accreditation
Ethics
Registration
Find a Therapist / Jobs

As a group, we review the 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

New applicants
Training
Renewal
Payments
Upgrade

Accreditation

Applications
Application payments taken
Criteria
Chasing updates
Deferral

Ethics

Other
New query or online booking
Supervision
Info sheets and Good Practice in Action
Feedback

Feedback received

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

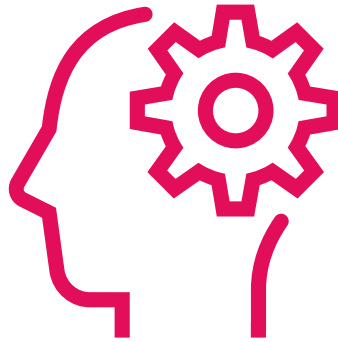


1: Therapist directory

We've been asked if enhanced figures are available for members to view their listing performance on the directory. You can request this by emailing directories@bacp.co.uk or, you can book a telesurgery appointment. This is a free 30 minute session with a member of our team. They'll provide information about your listings performance and give advice on how you can improve your profile. Further details are available on our [website](#).

2: Continuing professional development (CPD)

One question we've been asked recently is 'What can be used as CPD?' We do have a guide to CPD available on our website which explains how to meet the Register requirements for CPD. You can easily access this by clicking [here](#).



3: Exit interviews

It's been suggested that BACP should consider providing exit interviews for members leaving BACP who may be retiring from the profession. Your feedback is important to us and this is something we're currently reviewing, we'll provide a further update when we have more information for you.

Listening group report - March 2022

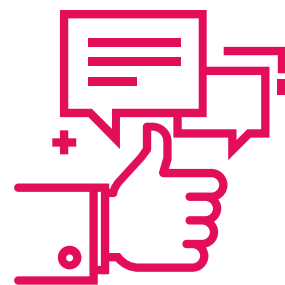
Positive feedback

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



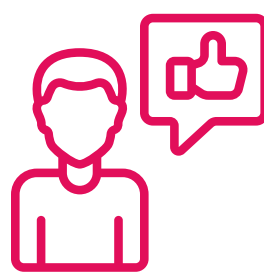
"I find BACP extremely professional and very supportive of their members. This organisation ensures that professional standards and ethical practice is maintained, to ensure people attending for counselling are safe."

"Thank you BACP Therapy Today for a poignant & resourceful article exploring community-based group interventions & how they can promote healing, connectedness & hope after collective trauma"



"I just wanted to give you feedback to say that I have already benefitted immensely from being able to access the amount of invaluable resources available; the email reply with advice from the Ethics Hub and also articles featured in the member news and updates email. The membership is certainly well worth it and I feel well supported. The online membership application was so smooth and painless. I've applied to associations in other countries and their process is far from the smooth process I experienced with you – there's a lot they can learn from you! Thank you for the good job."

"Love the style and format of these bulletins. Concise, informative and educational. Super grateful to be a member of such an inclusive, supportive, forward thinking and open ethical body. I'm only at the start of my journey, about to qualify and so exciting about what the profession and BACP has in store for me. Rich learning"



"I received a very quick and detailed response to my query, which left me reassured and signposted me to further information if I felt that I needed it. This was my first time as a BACP member asking for advice / information and I'm really happy with how my query was dealt with. Thank you."

"After speaking with your advisor I feel much clearer regarding moving forward with registering on your Directory and have additional information for preparing for Accreditation should I wish to do so in the future. Please continue to the option to speak to an advisor rather than a text based service as I find this to be very informative. All my questions could be answered quickly and I feel a lot more confident as to what I need to do now. Thank you for all your help"



"Thank you for your swift and comprehensive response to my query. This is most helpful with many points to consider. That consideration will take time to absorb before I make a decision as to any next steps. There is much to take into account here and I intend to fully make time for that, Thank you again."

"The whole accreditation application process has been an exceptional experience. I had been advised this was "just a tick box exercise". In fact, this has been an invaluable process that has really made me think through all that I do. It has provided me with thinking around some key parts of my work. The questions seemed deceptively easy – yet the reality is the structure means I have had to think through my work in a fundamental fashion. I am glad I have done this. I feel better integrated in my work and have a clearer view of what I actually do."



"Such an excellent event on Coaching for social impact and change - thought-provoking evidence and exploration of how coaching can support the marginalised and disempowered, great presentations"

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