BACP 2023-2028 Strategy

Lutterworth, Leicestershire, LE17 4HB

Our vision

A society where good mental health and wellbeing for all is supported by everyone having access to high quality, ethical counselling, psychotherapy and coaching professionals.

counselling changes lives

Our mission

To promote and advocate for the counselling professions to improve psychological health and wellbeing, and promote social justice, in our diverse communities.

We will act in the interest of the public as a professional, relevant, credible, and communicative organisation for the counselling professions, bound by a common purpose, and transparent values.



The mental health and wellbeing environment is changing - demand for services is increasing, new digital ways of working have emerged and equal access to services remains a challenge.

BACP will lead the way through this changing landscape with our five-year strategy 'Increasing our reach'.

We have identified six strategic themes and specific aims that we believe will deliver change and improvement for our members, the profession, and the public.

These strategic aims set out how we will develop our profession and our Association, and the aims operate together.

BACP Strategic Plan 2023-2028

Increasing our reach

Strategic aim 1

We will set a global gold standard for best practice in the counselling professions

We will be a leading Association shaping global professional standards and the development of the global counselling professions



In a rapidly changing world, BACP needs to provide relevant and timely services and support to members throughout their professional journey





Strategic aim 3

Strategic aim 5

We will deliver our EDI strategy to improve diversity in the profession and improve access to counselling, psychotherapy and coaching for all those who need it

We will expand and diversify our sources of revenue to ensure long-term financial sustainability

Strategic aim 6

We will set out best practice standards for digital counselling, psychotherapy and coaching, as well as developing new digital services for our members and the wider community