

**Year of impact**  
**2024 to 2025**

2024  
2025

# Contents

Welcome from our CEO	3
Our year in numbers	4
Influencing policy and working with employers	6
Improving access for all	10
Championing our members	14
Learning and connecting	18
Setting the standard	22
Research	26
Our register	30
Road to impact 2024 to 2025	34

**British Association for  
Counselling and Psychotherapy**

15 St John's Business Park  
Lutterworth, Leicestershire, LE17 4HB

bacp@bacp.co.uk  
Call 01455 883300

[www.bacp.co.uk](http://www.bacp.co.uk)

Company Limited by Guarantee 2175320.  
Registered in England and Wales. Registered Charity 298361.  
BACP and the BACP logo are registered trademarks of BACP.

## Year of impact 2024 to 2025

The British Association for  
Counselling and Psychotherapy  
is the professional association  
for members of the counselling  
professions in the UK.

We've taken this opportunity  
to outline some of our key  
achievements during  
2024 to 2025.

# Welcome from our CEO

## Counselling Changes Lives.

**When we think of our impact, I always feel that our counselling changes lives strapline is a great way to sum it up. But is there a risk that we take it for granted, no longer questioning the claim or what deeper meaning lies behind those words?**

In this report, we aim to bring those words to life and offer that extra context. How does counselling change lives? Whose lives, exactly, and what kind of change? How do we support our members to deliver counselling which changes lives? How do we know that what BACP is doing is making a difference in the world, and what part are any of us playing in that?

BACP exists to raise standards of counselling and psychotherapy practice for the benefit of communities. We're also here to educate the public about the contribution that therapy makes to society.

There's so much work that goes on to ensure that people in need can access the gold standard of best practice, before clients even enter the therapy room.

Serving our members, producing vibrant publications and events, lobbying policy-makers for change, actively upholding standards, pushing forward with new projects and initiatives, and keeping the show on the road. It's so important that we do these things well.

Perhaps, in the busyness of our day-to-day efforts, we can be forgiven for losing sight – temporarily – of what we're striving for. Now and again, we should ask "so what?" This important question brings us back to the bigger picture that binds us together.


Counselling changes lives. It's not an empty claim or a rhetoric that demands blind faith. We owe it to ourselves and to the communities we serve to ask what difference we're making. The measures we use to understand this are not just the big numbers. They're the personal stories and daily lived experiences of the people whose lives we're touching and changing for the better. This is our way of holding ourselves to account as a profession and as an Association. And among them are the testimonies, experiences and perspectives shared in the coming pages.

Welcome to our Year of impact report.


**Dr Phil James**  
CEO



# Our year in numbers

 **35% of people** have had counselling or psychotherapy at some point in their lives



BACP/YouGov Public perceptions survey 2025

**116** research projects were advertised by members on our online noticeboard 

**82%**  of members say we set standards for the profession well

BACP Workforce mapping survey 2025

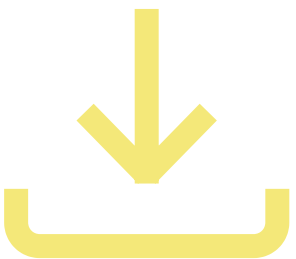
**2,258**  members amended their direct debit details online rather than having to submit a paper form, after we upgraded our website

  **93% of people** rated their customer services experience with us as good or excellent



**571,445** views of the BACP register

**Our Good Practice in Action** resources were downloaded **71,619** times



**99,524** subscriptions to our online journals

**£1.9 billion**

The amount of lifetime financial benefits to the Government that universal access to school counselling in England would generate against a cost of **£250 million**, according to a report by us, Citizen's UK and Public First





# Influencing policy and working with employers



## General Election 2024

**A record 50 of our policies featured in 18 party manifestos covering all four nations of the UK during the 2024 General Election campaign.**

From commitments to paid counsellors in schools, reducing waiting times for mental health services, and a trans-inclusive ban on conversion therapy – these pledges demonstrated that some of the key issues we campaign on were heard and understood by the political parties.

As well as being the result of long-standing campaigning work by our policy and public affairs team, this manifesto success was the outcome of a campaign carried out in just six weeks. And our members were crucial in making this happen.



Steve Mulligan

**“The General Election campaign was critical in helping us to position our members and the profession in the minds of policy makers,”**

**says Steve Mulligan, our Policy and Engagement Lead.**

**“We wanted to maximise the opportunity to influence the programme of the next Government, to help champion the profession to new MPs entering Parliament, and to bring our members with us on a campaign which could have a key impact on future employment opportunities.”**

Within two weeks of Rishi Sunak announcing the election date, we'd developed four BACP manifestos to share with political parties to influence their own manifestos. And we'd launched a campaign calling on our members to email all political candidates standing in their constituency to promote our manifesto asks.

In the next few weeks more than 7,400 emails were sent to candidates through our online platform. And some of our members contacted us when they received responses from their candidates, who have since been elected to Parliament.

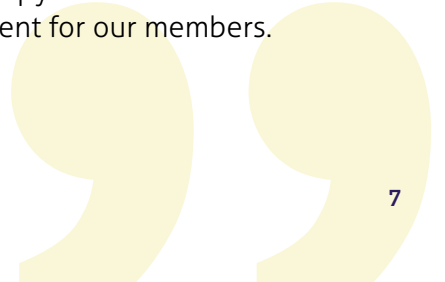
The now-MPs referred to 'unacceptable' waits for mental health services, 'failure to properly fund the NHS' and said the next Government should 'seriously consider' our policies. As party manifestos were published, we were thrilled to see how many echoed our calls.

For member Shira Baram, who's part of our School Counselling Expert Reference Group, this was a positive step after years of campaigning for universal access to school counselling.

“We were pleased to see school counselling reflected in the party manifestos. This has been the result of so much work to demonstrate the need for and benefit of counselling in schools.”

But the work does not stop there. We want actions, not just words. As a new Labour Government took office, our team continued to write to and meet MPs, policy-makers and stakeholders – including at our fringe event at the Labour Party conference in September.

The initial impact of this General Election campaign was the positive support and commitments from candidates, politicians and parties. We hope the longer-term impact will be better access to therapy for those in need and for more paid employment for our members.





# Key achievements

## Change in the law

- We helped influence an amendment to the Victims and Prisoners Bill, which has now been passed into law. It ensured processes are in place for police to only request counselling notes from sexual assault survivors when absolutely necessary and in proportion to their investigation. It means people can feel more secure in accessing vital counselling support at a time when they most need it. We worked alongside the British Psychological Society (BPS), National Counselling and Psychotherapy Society (NCPS) and the UK Council for Psychotherapy (UKCP) on the campaign.



## School counsellors' pay increase

- Our Essential guide for leaders providing school-based counselling provision prompted multi-academy trust Cabot Learning Foundation to review job descriptions and pay scales in line with our guidance and recommended salaries. This resulted in pay rises for 11 school counsellors who work for the trust across 35 schools, providing a service for 19,000 pupils. Our guide has also been downloaded more than 1,187 times.

# 1,187

**Our essential guide for leaders providing school-based counselling provision was downloaded more than 1,500 times**

# 50

**BACP policies were reflected in political party manifestos during the 2024 General Election campaign**

## Social housing tenants' support

- We worked with social housing provider Stonewater and therapy provider Carecoins to help develop a successful pilot mental health and wellbeing programme for tenants. Stonewater, which owns and manages 40,000 homes in England, wanted to support the increasing number of its tenants struggling with their mental health, employment and finances. Tenants referred to the pilot scheme were able to see a BACP-registered therapist within 24 hours. The pilot resulted in improvements in people's wellbeing with scores rising from three out of 10 to seven out of 10 for those completing a course of therapy.



## NHS pay rises

- We've continued to work with our members, NHS Trusts and third-party providers of mental health care to secure pay equity for counsellors and psychotherapists working in NHS Talking Therapies services. Too often our members report being paid at band 6 or below, rather than band 7. The support of our pay equity resources pack and Healthcare Policy Lead, along with the tenacity of our members, has helped secure positive changes to pay for NHS counsellors and psychotherapists.







# Improving access for all

## Reaching communities



**“When you enter our space, you matter, you are our sole priority. We might not be able to fix you - but we will take you through the therapy journey and give you skills, hope and determination.”**

These are the powerful words that **Shoana Qureshi-Khan, Chief Executive of Nottingham Counselling Service (NCS)**, wants racialised communities in the midlands city to hear, understand and benefit from.

Therapy should be accessible to everyone. But for some people to access life-changing therapy, barriers need to be broken down, complexities understood, stigma challenged, and services offered in a way that works for that community. This is what NCS will be working on over the next two years, funded by our third sector grants scheme. They’ll be working alongside social justice charity Himmah, in Hyson Green, a highly diverse and multicultural area of Nottingham, to improve access to therapy for people from racialised communities.

Shoana says: “The project is not just about offering counselling but about going out and reaching individuals who wouldn’t normally think about accessing counselling. We’ll be out in the community speaking to people, understanding the barriers they face and finding a way to reach them. There’s a lot of work to do before people even get into the therapy room.”

**She adds:**  
**“Working with an organisation like Himmah, which is already a known entity in the area, opens up new opportunities for us to reach people and to build up trust and understanding.”**

The project will deliver activities that aim to raise awareness about mental health issues, reduce stigma and increase engagement with treatment by people from racialised communities – including sessions to debunk myths about therapy. There’ll be training for the therapists involved on a range of topics to ensure people from the communities who attend counselling are supported with the specific issues they face. And crucially the project aims to deliver more than 390 free counselling sessions at Hyson Green Community Centre in Nottingham. The hope is to support more than 70 people over the next two years.

The project has been specifically designed to address some of the barriers the charity already hears about from the community – the centre location means people can attend on foot without having to pay for transport, it hosts a range of events so it won’t be obvious if people are attending for therapy, and people will be able to self-refer. The therapists based there will also be specialised in treating a range of different issues and using different modalities so that they’ll be able to find the right fit for the client.

“This funding allows us to be as humanistic as possible. It’s tailored to be delivered in a way that people need us to deliver it in,” adds Shoana. “It’s an exciting piece of work. There’s a huge legacy piece, which we hope will be more people from diverse communities coming to therapy.”

The project was launched in January with an event that brought together local people, community organisations and leaders and therapists for an inspiring evening of learning and discussion.

“All this has unearthed a real desire to learn,” adds Shoana. “We will evaluate and learn from this project. Although the funding is for two years, we don’t see this as a temporary project. We want this to have a life afterwards.”



# Key achievements

## Championing community-based counselling

- Our Bridging the gaps report detailed the value of community-based counselling services and the challenges they face in meeting rising demand amid uncertain funding. A total of 11 third sector counselling services in England contributed to the report, which was shared with commissioners and funders. Many of these services particularly support minoritised or racialised communities. If the report's recommendations are not acted on, we fear services' futures could be under threat leaving people without access to vital, specialised support. The report was downloaded more than 200 times.

**£130,000**

in grants given to six projects that remove barriers to therapy for people from racialised communities



## Anti-racism roundtable discussion

- Following the shocking racist violence seen on the streets of towns and cities in England and Northern Ireland in the summer, we held an online roundtable discussion on anti-racism. The session invited members and service leaders to voice their reflections on the role of the counselling professions in combatting racism. We hope this will inspire further conversations and already have a follow-up event planned to further develop and explore some of the issues addressed in this discussion.



**11**

third sector counselling services told their stories as part of our Bridging the gaps report

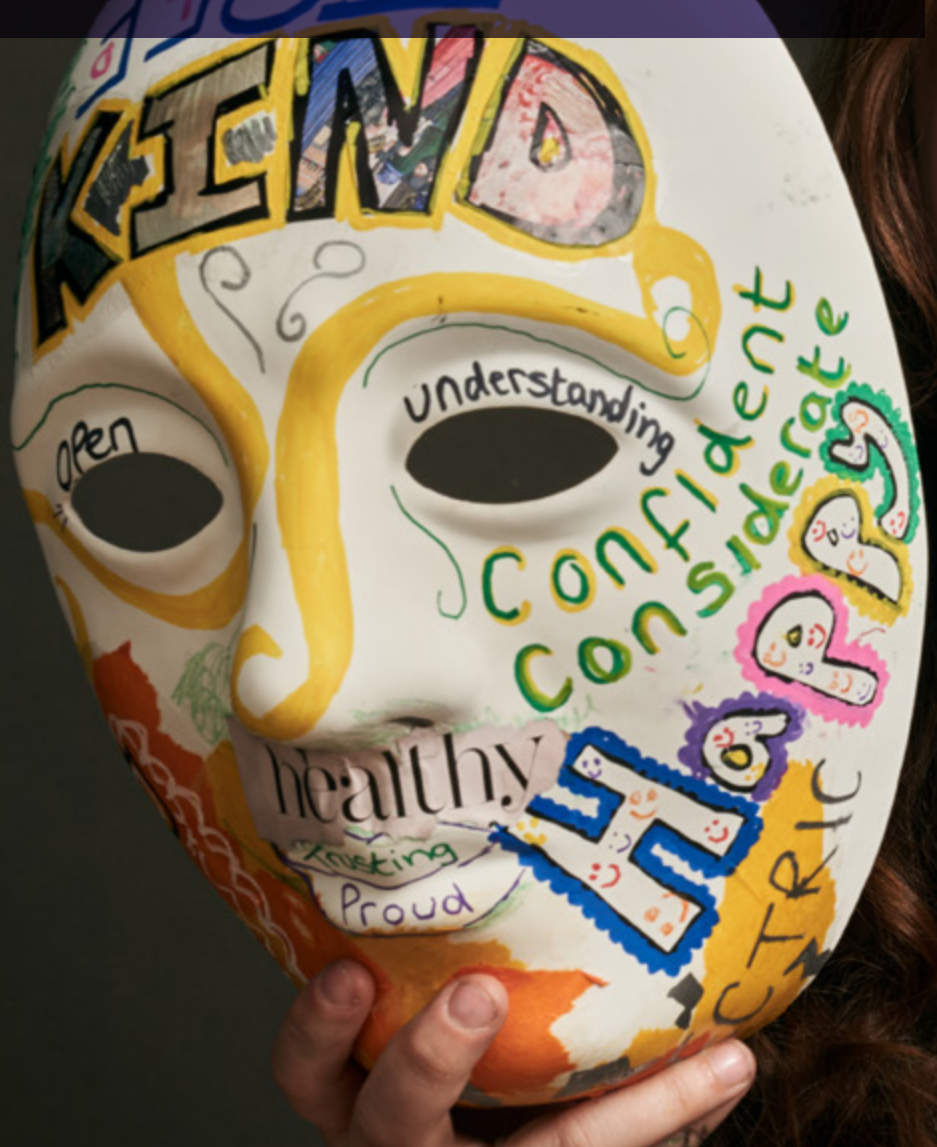


## Continuing conversations

- Our Equality, Diversity and Inclusion (EDI) team spoke to members, partners and stakeholders across the UK to highlight how people can get involved in our EDI work. These included at our Students conference in February, where EDI lead Aseia Rafique gave a talk on intersectionality, at our Making Connections event in Newport, and at the Lighthouse conference in Belfast. These events are part of the continuing conversations we must have to ensure EDI is embedded across everything we do, and understood by members and other organisations. This is needed to remove barriers to diversity in training, the profession and to ensure therapy is accessible to people from all sections of society.



# Championing our members



## Unmasking ADHD through therapy

“I don’t know the person that I’d be if I hadn’t had therapy.”

This honest admission from Alice Patterson opens our [Unmasking ADHD through therapy video](#) and demonstrates the incredible impact that therapy has on people’s lives.

The video was part of our campaign to highlight how therapy can help people navigate the emotional strain of masking and coping with a new Attention Deficit Hyperactivity Disorder (ADHD) diagnosis.

Alice was one of four people we invited to attend a workshop to decorate masks to symbolise the divide between their public personas and the traits they often feel compelled to hide. They spoke movingly in the video, to journalists and on TV about how therapy had changed their lives.

Another participant Lauren Taylor tells us: “I would often appear happy and bubbly, on the ball with tasks, when really I was struggling to keep up... My therapist helped me realise that was OK, that I had to do things differently... If I have a rough day and I’m feeling bad about myself, I look back at what my therapist has told me.”

Their experience was captured through a series of striking portraits and a short film, resulting in more than 50 pieces of media coverage, with 98% of these articles featuring our key messages about how counselling can support people with ADHD. The emotive video was viewed more than 4,000 times across our social media channels. Several of our members featured in the resulting coverage.



The campaign was part of our continuing public relations work to highlight the skills and expertise of our members and to help people find a BACP-registered therapist who can help them.



Adam Pollard, our Head of Marketing and Engagement, says:

“This campaign told such an important story about the impact therapy has had on our four amazing workshop participants in a creative and visually engaging way. We hope it helped viewers of the film and readers of the media coverage see how therapy could help them or their loved ones, and how they can find a qualified, registered therapist.”

Alice adds:

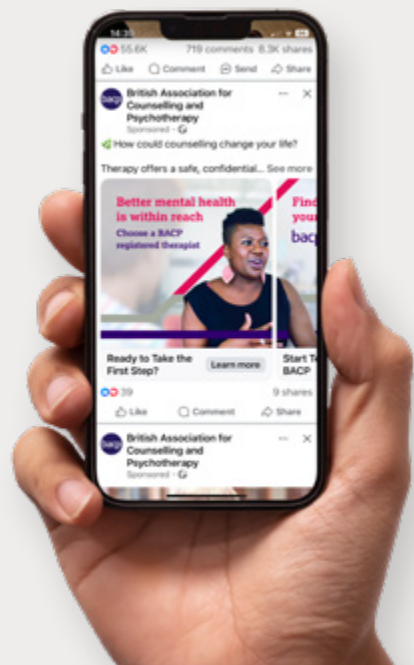
“Through going to therapy I was able to drop the mask in certain scenarios. It really made me be OK with who I am. I’m really proud of having ADHD.”



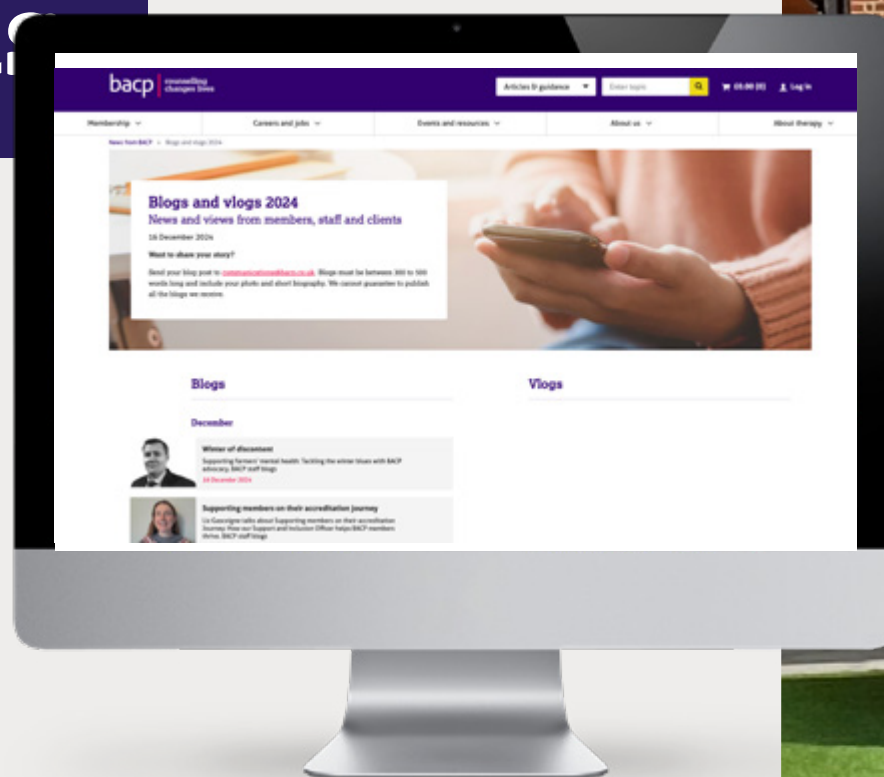
# Key achievements

## Digital marketing

- Our digital marketing campaign generated more than 13,000 enquiries to members listed on our directory from people seeking support. The adverts were shown across Google AdWords, Facebook, Instagram and websites more than seven million times. The campaign objectives are to raise awareness of BACP, highlight the benefits of therapy and ultimately, signpost those in need to a BACP member.



More than  
**13,000**  
enquiries to members listed  
on our directory from people  
seeking support



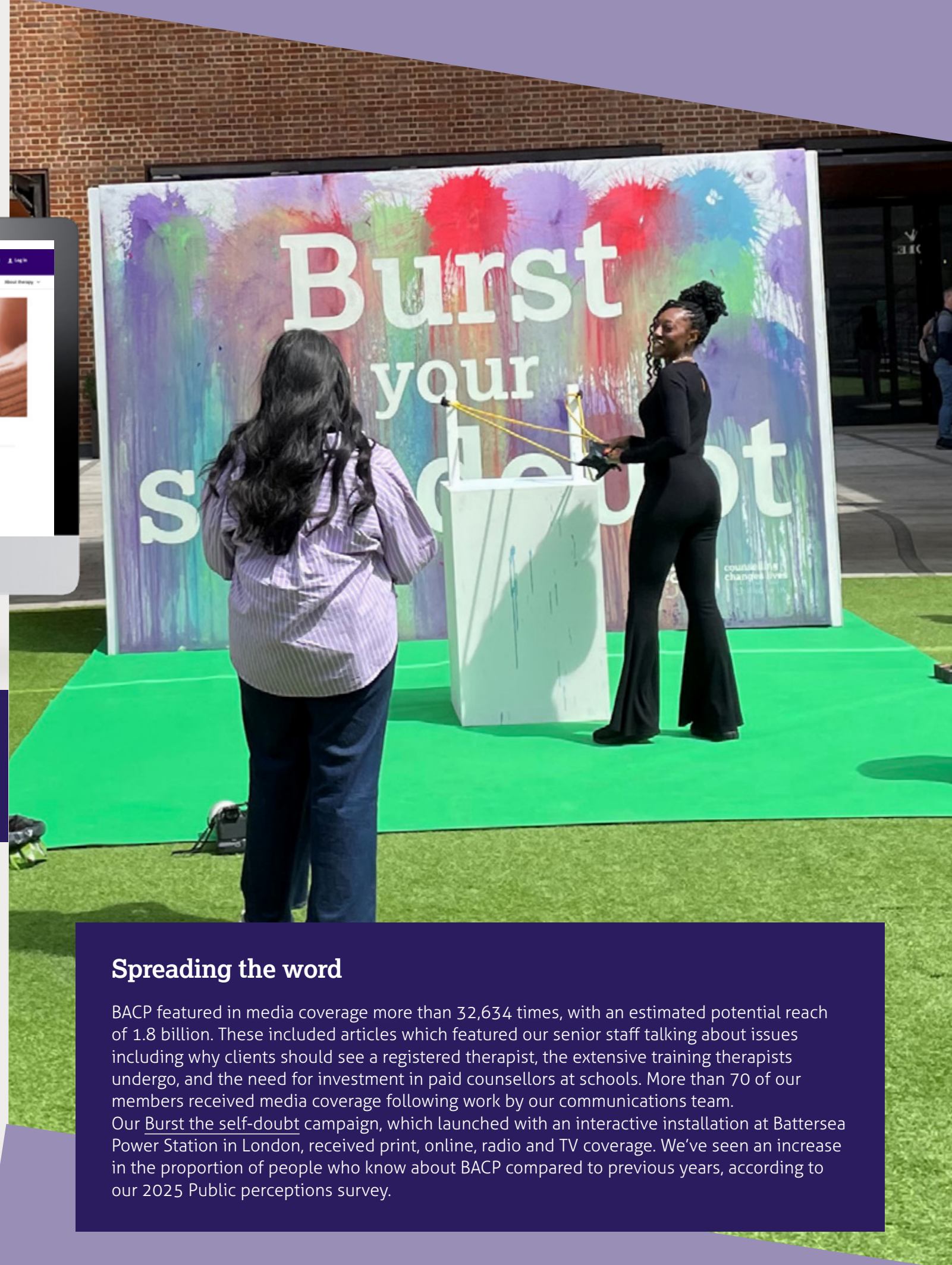
**32,634**  
views of our blog pages

## Sharing therapists' perspectives

- Gypsy, Romany and traveller communities' mental health, psychotherapy and chronic respiratory care, and the importance of inclusion for mixed-race individuals were just some of the varied topics of blogs from our members published in the past year on our website. More than 50 blogs, in which members shared their own perspectives and experience, were published during the year, with 32,634 views of our blog pages.

## Spreading the word

BACP featured in media coverage more than 32,634 times, with an estimated potential reach of 1.8 billion. These included articles which featured our senior staff talking about issues including why clients should see a registered therapist, the extensive training therapists undergo, and the need for investment in paid counsellors at schools. More than 70 of our members received media coverage following work by our communications team. Our Burst the self-doubt campaign, which launched with an interactive installation at Battersea Power Station in London, received print, online, radio and TV coverage. We've seen an increase in the proportion of people who know about BACP compared to previous years, according to our 2025 Public perceptions survey.





# Learning and connecting

## Supporting supervisors

**The work of a supervisor in private practice can be isolating and complex, and there are fewer continuing professional development (CPD) and networking opportunities for supervision than for other areas within the profession. Supervision queries are also one of the main reasons members call our ethics service, as supervisors look for guidance to best support their supervisees.**

This is why, in 2022, we launched an event specifically for supervisors. Since then, our Supervisors event has seen a 22% increase in bookings. It's grown from a pilot event to a permanent annual fixture in people's diaries and been held in London, Manchester, and Bristol.

The 2024 event featured speakers sharing their expertise on topics including artificial intelligence and the human connection, training supervisees, developing inclusive supervision, and adoption work in supervision. It also included opportunities for networking, reflection and discussion.

Niki Gibbs, a lecturer and BACP senior accredited counsellor and supervisor, was among the 150 members who attended.

"The upbeat, packed and impeccably organised day once again provided excellent CPD on current and emerging issues, relevant to all supervision practices, large and small," she says.

"We had numerous opportunities to work together and network, swapping ideas and experiences to reinvigorate our practice and feel the camaraderie of our shared endeavours. I was also delighted to unexpectedly bump into a colleague from my supervision training course from nearly a decade ago. All in all, a truly enriching and upbeat day."

Dr Faisal Mahmood, a BACP accredited counsellor and Head of Counselling and Psychotherapy at Birmingham Newman University, was part of the event's organising committee.

"This conference has been outstanding in bringing together senior colleagues and supervisors.

"The quality of keynote speakers and presentations was truly impressive. Robin Shohet, a pioneer in supervisory practice, delivered an inspiring keynote on Fear and love in supervision, encouraging us to break through the barriers of fear in our work."

In a survey following the 2024 event, 80% of attendees agreed that attending made them more knowledgeable, 75% agreed the event inspired them, and 61% said the event made them feel more confident as a supervisor.



Rebecca Gibson

**"The Supervisors event is exciting to organise, as it creates a fantastic opportunity for supervisors to come together as a community, network, and share experiences,"**

says our Member Resources Manager Rebecca Gibson.

**"The energy in the room on the day is uplifting, especially during the plenary discussion at the close of the event when speakers and delegates share their insights and reflections. Seeing the motivation to learn, share knowledge with peers and overcome challenges is truly inspiring."**



Dr Faisal Mahmood

Faisal concludes:

**"It was a fantastic event, thought-provoking, engaging, and much needed for our profession. Overall, the conference provided a remarkable platform for learning, collaboration, and professional growth."**





# Key achievements

## Strong communities

- Our Communities of Practice has more than 16,720 users. We have 28 communities on a range of topics that have been suggested by our members. New communities added in the past year include global majority counsellors, and children, young people and families. Anecdotal feedback from users reflects that the platform provides them with opportunities to share experiences, learn from others and join a supportive online community.

**16,720**  
Our Communities of Practice platform has more than 16,720 users



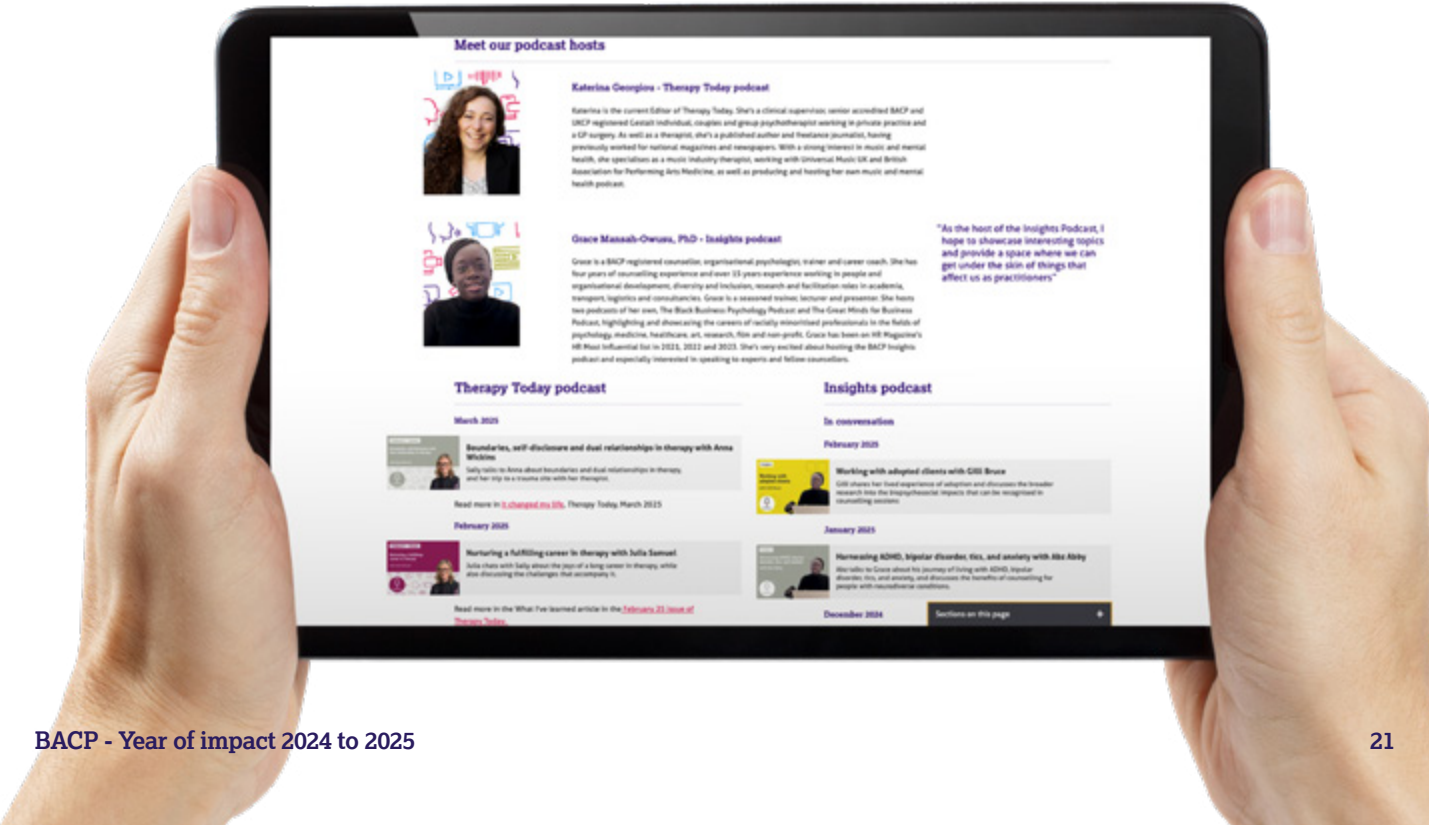
## New online content

- We added 373 new videos to our online dashboard, with this content supporting events, the CPD hub, and the Learning centre, to drive professional learning and development. These included videos on topics as wide-ranging as navigating maternity leave in private practice, befriending your anxiety – an existential perspective, and understanding and treating 'Pure O' in OCD. Videos on the platform were viewed more than 106,000 times in total. More than three quarters (76.4%) of respondents to our survey said that we provide online CPD opportunities well.

**125,500**  
views of our video learning content in the past year

## Powerful podcasts

- Our podcasts offer members insights into diverse career paths, thought-provoking discussions and guidance on how to expand their expertise. We re-launched our Therapy Today podcast, which delivers engaging content from our main journal, and our Insight podcast, which focused on topical learning and development themes, in summer 2024. Since then, our podcasts have been listened to 3,276 times, representing a year-on-year increase of 117%. During the same period, the podcast page on our website was viewed more than 12,000 times.





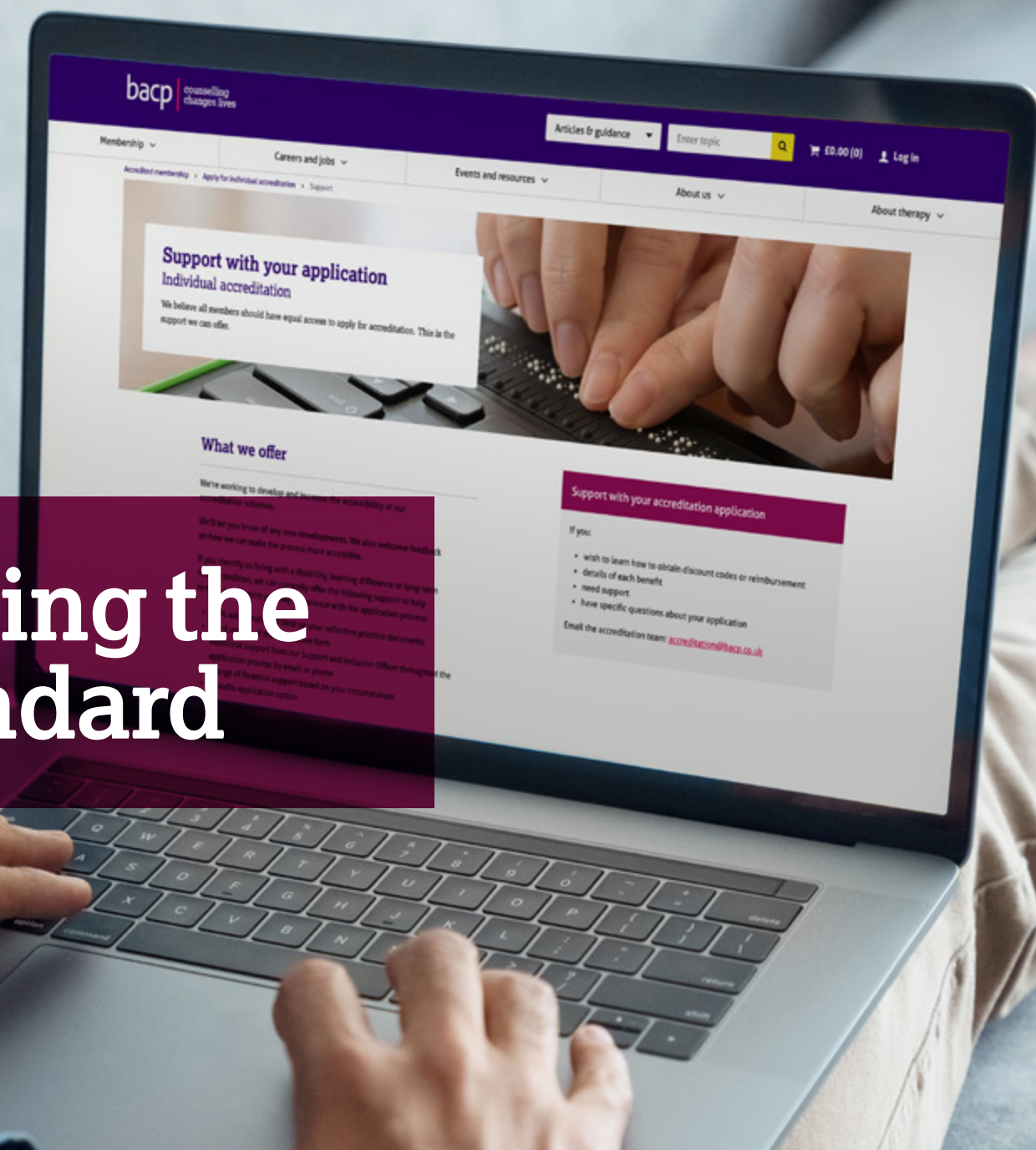
# Setting the standard

## Accessing accreditation

For Steve Rattray, remaining an accredited BACP member was an important step. But it presented challenges that most other members wouldn't experience. Steve's sight has been deteriorating for decades and he's now blind with only a limited amount of light perception. Remaining accredited seemed out of reach. But then Liz Gascoigne stepped in.

Liz is our Support and Inclusion Officer whose role is to help members who have a disability, learning difference or another support need and who are interested in applying for accreditation.

Steve, who relies on a screen reader device to access the written word, explains his situation.



**“I haven’t seen my hands for over 20 years and I have never seen any of my clients when we are in a room together. Accreditation is a daunting process. I’d have been lost without Liz.”**

BACP accreditation is a recognition of high standards of knowledge, experience and development in counselling and psychotherapy, and has a rigorous application and assessment process. Some employers require their therapists to be accredited.

Liz has talked Steve through the process, documents and criteria. She’s helped him navigate the website, access the forms to fill in and deal with the structure and layout of the application.

**Steve says:**

**“I know I’ve got someone I can turn to, who has the willingness to support me, but is also honest and candid in her feedback. “Her default position is ‘what do you need?’ She is polite, pleasant and supports me with such good humour. She tells me that I can do it, and the sense of belief and support has been vital when I have doubted myself.”**

**300 members**  
overcome barriers and  
apply for or achieve  
accreditation

Steve is one of 405 members who came to Liz looking for support with the accreditation process this year. And she’s handled 4,707 support phone calls and emails during the year. She spends time with members to identify their needs and then tailors the support she offers to them individually.

She’s also worked to adapt forms and guidance, develop audio-submission processes and reviewed all member-facing accreditation guidance, removing jargon and ensuring there’s accessible formatting and visual prompts to make it easier for people to follow.



**“It’s a privilege to provide this personalised assistance and to know how it can make a real difference for members, helping them feel heard, understood, and empowered throughout the process,” says Liz.**

As a result of her work, more than 300 members have been able to overcome barriers and apply for or achieve accreditation.



# Key achievements

## Addictions competence framework

- Our Addictions competence framework has been downloaded 1,192 times following its publication in November 2024. The framework provides therapists, supervisors, trainers and trainees, employers, service providers, commissioners and researchers with an up-to-date resource to inform, support and underpin evidence-based practice. It's accompanied by a specialist curriculum for training providers who wish to deliver a comprehensive training programme for counselling and psychotherapy practitioners to work safely and ethically with adults seeking help with addiction.

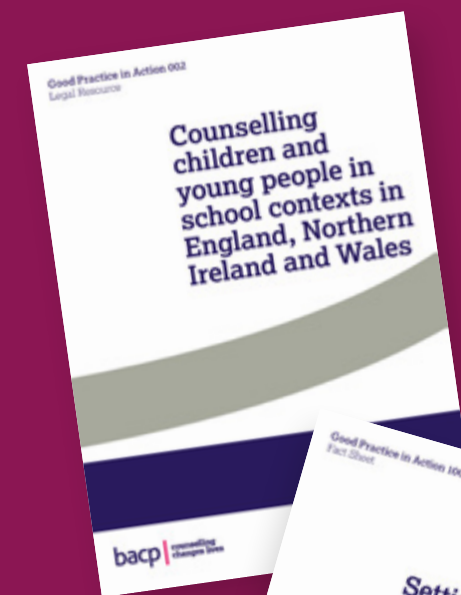
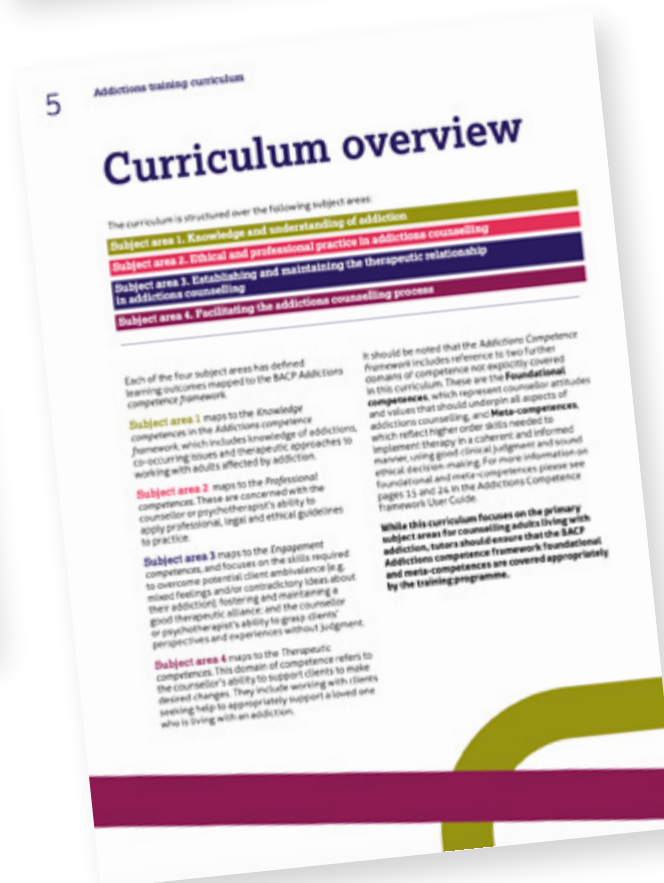


## NHS pathways

- Students taking part in a landmark project have started the third and final year of their postgraduate psychotherapeutic training. The three-year NHS Pathways project, launched by us and four other Scope of Practice and Education (SCoPEd) partners, in collaboration with NHS Talking Therapies, provides fully funded postgraduate training in psychotherapeutic counselling within NHS services in England. The project is one of the impacts arising out of the work on the SCoPEd framework, a shared standards framework which transparently sets out the core training, practice and competence requirements for counsellors and psychotherapists working with adults.

## Ethics and good practice resources

- We've added links from our [Ethics hub](#) to member support on topics including international working, online platforms, data protection, employment disputes and to our Good Practice in Action (GPiA) resources. These help members find the information they need quickly when faced with ethical challenges. We've updated and re-published 53 GPiA resources, including a new resource on contracting for children and young people in the counselling professions. Our latest workforce mapping survey showed that 82% of our members say we provide them with resources that support professional and ethical practice well.



**1,192**  
Addictions competence  
framework downloads



# Research

## Understanding trainees' experiences

**Training to be a counsellor is a rewarding journey. But students can face multiple challenges as they look to secure the vital placements that give them client experience.**

Difficulties include competition for spaces, difficult working conditions, complex client caseloads and lack of payment while having to fund their own travel, supervision and admin costs.

Mariya Ivancheva faced some of these during her own counselling training. And when the opportunity came to research other trainee counsellors' experiences and carry out a piece of work that could make a difference within the profession, she jumped at the chance.

Mariya, from the University of Strathclyde, has teamed up with Dr Jennifer O'Neil, of Edinburgh Napier University, to explore this issue.

Their project, Free labour and precarity in mental health provision: trainee counsellors' experiences across the UK, is one of three that has been funded by BACP's research grants, sharing a pot of £120,000.



Project lead Mariya says:

**“I’ve seen first-hand why this is not just an important issue for trainee counsellors, but how it affects the whole profession.**

**“The variety of experiences that trainees are having has an impact on the diversity of the profession, and who can afford to train as a therapist. There are many services relying on volunteerism and unpaid labour. This starts out with trainees but continues for those in their early years in the profession as well.**

**“We want to use this research to have a positive impact on counsellors and the future of the profession.”**

The grant has opened new doors for them in how they can carry out their research – from securing additional support for analysis to being able to present their findings at more conferences.

They've already interviewed more than 30 trainee counsellors about their experiences and will also speak to professional bodies, training organisations and others.

The pair will publish two articles on their research. They'll also take part in workshops and panel discussions to further share their evidence. The first of these will be at the BACP Research Conference in May 2025.

They received their funding after our independent grants peer review panel, made up of academic researchers and people with lived experience of using, or caring for someone who has used counselling, psychotherapy or coaching services, looked at 31 applications before awarding three grants.



Dr Clare Symons, our Head of Research, says:

**“Our panel welcomed the originality of this project due to its focus on trainee counsellors' experiences. It's not only relevant to addressing our strategic priorities around professional training and the education sector, it's also vital to understanding further the social and economic context surrounding the counselling profession and it addresses a concern about unpaid work that we know many of our members hold.”**

Other projects funded by the grants include the University of Roehampton's study titled Co-development and validation of a young person's therapy preference measure, and Newcastle University's The roles of epistemic mistrust and alliance rupture in dissatisfied dropouts from psychotherapy.







# Key achievements

## Funded PhD

■ Along with York St John University, we've funded PhD student Lei Sorvisto to undertake research on the use and implementation of routine outcome measures (ROMs) in the counselling professions. ROMs are when therapists regularly use outcome measures, or questionnaires, with clients to allow them to understand the progress of their work together over time. Lei's research will explore clients', practitioners' and services' views on the use of ROMs, as well as how more inclusive systems for collecting ROMs can be created. We hope this research will contribute valuable evidence to help equip therapists and services in the sensitive and appropriate use of ROMs to benefit clients.



**50% increase**  
in members of our  
Postgraduate Research  
Forum in the past year

More than  
**160**  
master's students  
and researchers  
have benefitted from  
support through  
our Postgraduate  
Research (PGR) Forum

## Refugees support

■ Leeds-based charity Solace provides free therapy and support to refugees and asylum seekers across Yorkshire and the Humber regions. The charity also runs free online training for people who work with refugees and asylum seekers. Our research team analysed feedback data from the course participants, which demonstrated the evidence of the benefits of the training. This evidence will strengthen funding applications to develop resources to improve support for survivors of persecution and exile.



## Research forum

More than 160 master's students and researchers have benefitted from support through our Postgraduate Research (PGR) Forum. The peer support network, run by our research team, includes guest speaker seminars, chairing opportunities, research resources and events, monthly news emails, drop-in abstract support for research conference submissions and virtual writing retreats. The group's membership increased by 50% in 2024 to 2025 compared to the previous year and its activities have expanded, in consultation with its members.



# Our register

## Support through the complaint process

**In the unregulated UK therapy landscape, it's vital we do everything within our power as a professional organisation to protect the public and maintain confidence and trust in counselling and psychotherapy.**

This crucial work stretches across many aspects of our organisation. It ranges from the competence frameworks, resources and learning opportunities we provide for our members to support high professional standards, to accreditations, audits and checks on membership and qualifications that mean our register remains a sign of credibility and trust.

But there are rare occasions when clients are unhappy with their therapy and make a complaint to BACP that goes through our Professional Conduct Procedure.



**“The very nature of a fair and robust conduct process means there are many procedural requirements and it can be a lot to take in. It can be overwhelming and distressing for both individuals bringing a complaint, and members who are the subject of one,” our Registrar Emma Hayes acknowledges. “We wanted to help mitigate the emotional strain and impact this necessary process has on both complainants and members.”**

A few years ago, we introduced the Professional Supporter role ensuring that complainants receive clear guidance, compassionate emotional support, and practical help from someone who is knowledgeable about our procedures. In the past year, all five complainants who requested this support received it.

**Emma adds:**

**“Members also told us they felt anxious, isolated, and unsure of how best to respond to concerns when a complaint is made against them. Although BACP offered written guidance and support from the professional conduct team members, members expressed the need for a more person-centred, confidential avenue of assistance.”**

## 45 calls took place through our Member Support Service

The Member Support Service came about following a successful member motion at our 2022 AGM and was piloted at the end of 2023. It became a permanent service in 2024 to help practitioners with the emotional impact of the complaint and process. The practical support aims to help members engage more confidently and transparently in the process.

In 2024, 45 member support calls took place. Member support contractors who carry out the calls also share anonymised feedback on themes from these conversations on a quarterly basis. This helps us understand if there's more we can do to support members and clients. This has already led to the development of some FAQs about the service.

**Emma concludes:**

**“This structured, empathetic support benefits all parties in a complaint, creating a fair and robust approach to professional conduct. By upholding ethical standards in a consistent and transparent way, these services protect the integrity of counselling and psychotherapy, instilling wider confidence in the profession.”**





# Key achievements

## Confidence in our register

■ We were re-accredited for another 12 months by the Professional Standards Authority for Health and Social Care (PSA). The PSA's accredited registered scheme is a government-backed initiative that ensures professional bodies like us meet rigorous standards of practice, ethics, and public protection. Accredited registers must uphold high levels of quality, competence, and professionalism, demonstrating their commitment to safeguarding clients. This accreditation means that our register of members is independently assessed and approved, giving the public confidence that BACP-registered therapists meet robust ethical and professional standards. It also reassures clients that they are accessing safe, effective, and high-quality therapy from practitioners who are held accountable to a strict code of practice.

## Get help with counselling concerns

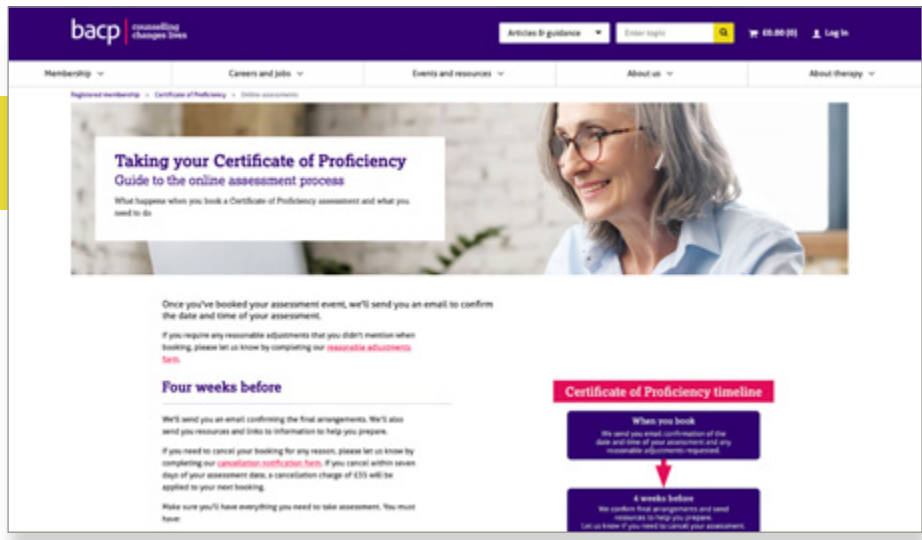
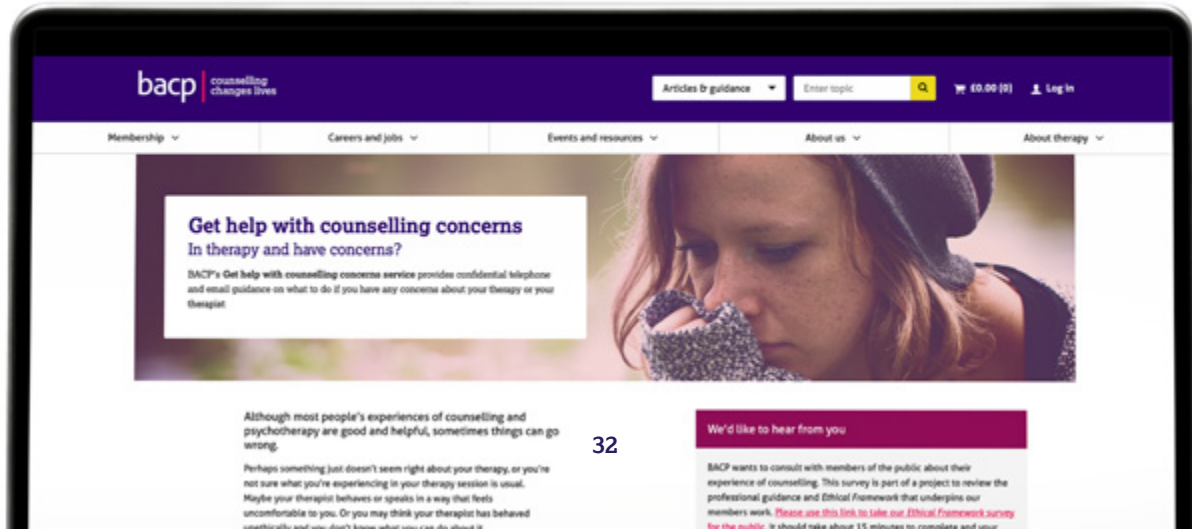
■ Our Get help with counselling concerns service responded to 1,754 enquiries, with 92% of people surveyed rating the service as good or excellent. Get help is a confidential, frontline service for anyone who has concerns or is worried about their therapist, supervisor, trainer, or any therapeutic relationship where they've received a service. The service is the only one of its kind in the UK and is an important aspect of our accreditation with the Professional Standards Authority, further demonstrating our commitment to supporting both clients and members.

## Certificate of Proficiency

■ We supported 4,143 members in passing their Certificate of Proficiency (CoP) assessment and becoming eligible for registration. The assessment is for individual members who have not studied for a BACP-accredited course and want to join our register to demonstrate they have the skills, knowledge and abilities to be a professional counsellor or psychotherapist. We support therapists going through the assessment in many ways including developing case study material, helping them with their queries as they prepare and giving them feedback on their results.

**1,754**  
Our Get help with counselling concerns service responded to 1,754 enquiries

**4,143**  
Members were supported in passing their Certificate of Proficiency (CoP) assessment



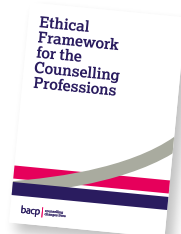


# Road to impact 2024 to 2025

2024

April

Our *Ethical Framework* review members survey closed, giving us vital feedback on how therapists feel about the framework. The survey was part of a series of consultation activities, which are helping to shape an updated document. We also held an online webinar for members in April. The publication of a new draft of the *Ethical Framework* is due for summer 2025, when a second consultation phase of the project will begin.



May



Our 2024 research conference took place over two-days in Birmingham showcasing a fascinating range of studies relating to counselling and psychotherapy. The theme of the conference was enriching research, practice and policy with lived experience. There were four keynote presentations and discussion panels, 68 peer-reviewed presentations, including, 12 lightning talks, four methods workshops, 32 research papers, 11 discussion papers and nine posters.

August



We issued a statement condemning the violent riots that took place across the UK. We are committed to an inclusive, zero-tolerance, anti-racist stance that reflects the ethics and integrity that is at our professions' heart.

July



Our membership reached 70,000. This includes student, individual, registered and accredited members. The size of our membership helps us to have an even stronger voice to champion counselling and psychotherapy.

June



We were shortlisted for three Memcom awards - in the categories for best lobbying campaign, best public awareness campaign and best email newsletter. These recognised our policy campaign in Northern Ireland on primary school counselling, our 'Anxiety is' public relations campaign, and our fortnightly member email. At the ceremony in September, we picked up the best email newsletter award and were commended for 'Anxiety is'.

September



We carried out our annual Mindometer survey of our members to understand more about the state of the nation's mental health. It revealed that 39% of therapists described demand at their practice as overcapacity.

October



We received the largest number of applications for membership during the year, with 1,632 applications made. We traditionally receive the most applications between September and November each year, with these three months representing 40% of annual applications.

November

MPs heard about the benefits of school counselling during a Parliamentary debate. MP Sojan Joseph highlighted our school counselling campaign asks during the session, after we briefed him and other MPs. He spoke about how counselling could help children and also the need for community-based mental health hubs that offer mental health support.

March



We launched on Instagram. We joined the social media platform to help us reach more people about the positive impacts of the counselling profession. It followed our departure from X in February.

February



Our Students conference had our biggest in-person attendance for an event since the start of Covid. More than 400 people attended the event in London on the day, with another 500 joining online. Some 86% of respondents to our post-event survey agreed the event inspired them.

January



Our customer services team had their busiest month on the phones. They answered 3,308 calls, supporting members with issues such as membership applications, renewals, understanding training routes into the profession and ethical queries.

2025



# Year of impact 2024 to 2025

**British Association for  
Counselling and Psychotherapy**

15 St John's Business Park  
Lutterworth, Leicestershire, LE17 4HB

[bacp@bacp.co.uk](mailto:bacp@bacp.co.uk)  
Call 01455 883300

[www.bacp.co.uk](http://www.bacp.co.uk)

Company Limited by Guarantee 2175320.

Registered in England and Wales. Registered Charity 298361.

BACP and the BACP logo are registered trademarks of BACP