

## INVITATION TO TENDER

06 - 2025

British Association for Counselling and Psychotherapy - BACP

## About BACP

We are BACP and we exist for one simple reason - counselling changes lives.

The British Association for Counselling and Psychotherapy is the professional association for members of the counselling professions in the UK. A Membership Organisational charity that sets standards for therapeutic practice and provides information for therapists, clients of therapy and the public.

BACP is the leading professional association for counselling and psychotherapy. Established over 40 years ago, BACP has over 78,000 individual members and 900 organisational members across the nations of the UK

## Our philosophy

Counselling changes not just the lives of individuals, but of families and communities.

Our desire for social justice determines everything we do and guides our relationship with our members and the public, as well as commissioners and government. It's why we champion the counselling professions as a viable, and increasingly evidence-based choice for people. We know counselling works.

We are alongside our members throughout their careers and put them at the heart of what we do. We understand their needs and support them in making a positive difference to the mental wellbeing of their clients.

We do this by promoting and facilitating research to produce trusted best practice, and by providing a robust framework to ensure the profession follows and adheres to the highest possible standards that protect individuals seeking therapy.

As a result, we help the general public, individuals and commissioners make better, more informed choices about the provision of counselling, and continue to raise the ethical and professional standards of the profession.

## Charitable objectives

As a registered charity, our two key charitable objectives underpin our work and we use our income and property to promote these aims. In all of our activities, whether we're providing services to members, commissioning research or campaigning, these are the objectives that guide us, and the principles by which we measure our success.

Our charitable objectives are:

- to promote and provide education and training for counsellors and psychotherapists working in either professional or voluntary settings, whether full or part time, with a view to raising the standards of the counselling professions for the benefit of the community and for those who are the recipients of counselling or psychotherapy
- to inform and educate the public about the contribution that the counselling professions can make generally and particularly in meeting the needs of those whose participation and development in society is impaired by physical or psychological health needs or disability.

## BACP Mission

BACP will promote and advocate for the role and relevance of the counselling and psychotherapy profession in improving psychological health and wellbeing, and promoting social justice, in our contemporary and diverse communities.

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

To deliver our mission we commit to:

1. We will listen to, learn from and work with our members to inform the work of the Association.
2. We will equip our members to be able to work in a fast-changing world, to be able to influence and contribute to the wellbeing of society.
3. We will be the professional home of choice for members and communities of practice, providing relevant services and opportunities to learn, develop and inspire each other.
4. We will further develop confidence in and credibility of the profession by developing and upholding professional and ethical standards, informed by an evidence base.
5. We will campaign for the appropriate provision of counselling and psychotherapy for all members of society, and for opportunities for paid employment of our members. We will champion the skills, competence, and contribution of our members to the public, employers, commissioners, and policymakers.
6. We will optimise the organisation of BACP to ensure it is flexible, responsive, and capable of resourcing the vision and goals.

BACP will be able to provide further background briefing for potential suppliers. This may be either through separate meetings or telephone conversations. Please ensure that you give us as much notice as possible to arrange such meetings.

### **BACP Strategy 2023 - 2028**

To meet changing demands during the next five years, we have identified six strategic themes and specific goals that we believe will deliver change and improvement to our members, the profession, and the public. The strategic goals set out how we will develop our profession and our association, and the goals operate to form a whole.

#### **1. Setting the gold standard**

In the next 5 years BACP will set the global gold standard for best practice in psychotherapy and counselling.

#### **2. Ensuring financial sustainability**

In the next 5 years we will expand and diversify the sources of revenue to ensure long term financial sustainability.

#### **3. Shaping the future of the global counselling and psychotherapy community**

We will be a leading Association shaping global professional standards and the development of the global counselling and psychotherapy profession.

#### **4. Establishing digital best practice and providing high quality digital services**

In the next 5 years we will set our best practice standards for digital counselling and psychotherapy as well as developing new digital services for our members and wider community.

#### **5. Promoting a diverse and inclusive profession and access to counselling and psychotherapy services**

In the next 5 years we will deliver and build upon our EDI strategy to improve diversity in the profession and improve access to counselling and psychotherapy for all those who need it.

#### **6. Supporting members with new, customised services**

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

BACP will be able to provide further background briefing for potential suppliers. This may be either through separate meetings or telephone conversations. Please ensure that you give us as much notice as possible to arrange such meetings.

## **Background to the project**

As the UK's leading professional body for members of the counselling professions, we're committed to improving equality, diversity, and inclusion (EDI). We believe that creating 'a profession for the future' means addressing many systemic issues. This requires fundamental change in our culture, values, belief systems, behaviour, organisational and structural systems, practice, services and financial commitment, over a sustained period.

Focusing on EDI yields huge benefit for the profession, therapists and those considering entering the profession, and of course mental health across all parts of our society. Our strategy sets out our commitment to evolve and improve practice across all areas of our work. Making the necessary changes is complex and we're at the beginning of the journey. We'll innovate, use research, pilot schemes and collate metrics to measure impact, ensuring we build in accountability and evolve the strategy.

In 2023, we published our EDI Strategy.

The mental health needs of people from marginalised communities are often unmet by available services and many people are still experiencing a 'triple barrier' of worse health, reduced access to services, and poorer outcomes when services are accessed (Centre for Mental Health 2020).

People from marginalised and racialised community backgrounds are less likely to seek help for their mental health; this may be due to cultural stigmas associated with help-seeking or people feeling that clinicians have a poor understanding of different cultural needs and even expecting or experiencing racism within services.

The report from our pilot grant scheme in 2023 found that co-production between counselling services and community partners is effective in removing barriers to therapy for people from marginalised community backgrounds and highlighted the value for clients in having choice to work with therapists who share their own identities and experiences.

## **The project to be evaluated**

In support of BACP's work to improve Equality Diversity and Inclusion (EDI) in the counselling professions, we are seeking evaluation of a project we have funded to improve access to talking therapy for people from racialised community backgrounds.

Two-year funding totalling £50,000 has been awarded to a Nottingham-based counselling service to deliver a project with a community partner, which will deliver 190 counselling sessions in community venues.

## **Objectives**

We are seeking an experienced evaluation organisation to collaborate with the grant holder and partner organisation, to agree and undertake evaluation and to produce a report that captures impact, knowledge and learning from the project.

## Requirement

The evaluation partner will work with the BACP project team and the delivery organisations to develop and agree a framework and activities to evaluate the extent to which the project meets one or more of the objectives;

- Addressing structural and cultural barriers that prevent people accessing ‘mainstream’ counselling services.
- Improving choice of service delivery models as a catalyst to making services more accessible and acceptable.

The final evaluation report will reflect the findings of [BACP’s 2024 ‘Bridging the Gaps’](#) report into the value of third sector services in meeting the needs of people from marginalised community backgrounds.

## Term

The contract will be in place for an 18-month period between September 2025 and March 2027.

## Time Frame

The table below sets out timeframes and key milestones in the award and delivery of the evaluation contract. Please note, that times are indicative and may be subject to change to meet project requirements.

Milestone/Event	Date
Invitation to tender issued	June 2025
Expression of interest responses via email. Tender responses deadline	31 <sup>st</sup> July 2025
Shortlist complete	August 2025
Interviews and bidder clarification	August 2025
Appointment	August 2025
Inception meeting	September 2025
Delivery of detailed evaluation plan	February 2026
Mid-term, formative report with recommendations and lessons learned so far	June 2026
Final, summative report, PowerPoint and other agreed outputs	March 2027

## Fees

The estimated value of this contract is between £10K and £12K **exclusive of VAT**. Bids in excess of this range will be excluded for being unaffordable.

Suppliers are encouraged to complete the table of charges below (included in application form) estimating the number of days and travel and subsistence costs associated with their proposal. The total fixed price will be exclusive of VAT and inclusive of expenses and all costs to be incurred.

Service	Quantity/Days	Unit Costs/ Day rate	Total
Pre contract set up meeting with BACP and delivery organisation (online or in person, TBC)			
Bi-weekly email updates on progress			
Synthesis of existing data, research and literature			
Development of evaluation plan			
Design of materials			
Evaluation activities			
Monthly project group meeting			
Development of full written research report and other reporting outputs including Power Point presentation of key learning and findings.			
<b>Sub-total</b>			
<b>Total Price excluding VAT (<i>this figure will be used to calculate your price score</i>)</b>			

## Payment Structure and billing requirements

Services will be paid for at three key project milestones:

- 40% of project costs following the project set-up meeting and development of project management material such as a timetable and work plan.
- 20% of projects costs on satisfactory completion of mid-term report.
- 40% of project costs on sign-off of all project outputs/deliverables including final summative report and other agreed outputs.

## Resourcing - Key Personnel

The successful supplier will maintain excellent communications with BACP at all times ensuring that we are well informed, aware of issues and central to decision making in relation to progress. The successful supplier will:

- Nominate a named contact in their proposal as **Contract Manager**. The designated person will carry prime responsibility for the contract and will be the Accountable Officer.
- Nominate a named contact in their proposal as **Service Manager**. The designated person will carry prime responsibility for the delivery and implementation of services under this contract. The Service Manager and Contract Manager can be the same person, provided they have the relevant skills.
- The Contract Manager and Service Manager will liaise with and take instruction from the BACP's Contract Manager, Nicola Pickup, and Third Sector Lead, Jeremy Bacon, and will be expected to attend monthly online project meetings.

## Information required

Applicants must provide the following information in their bid:

- Details of your firm including the organisation and structure, industry experience and client base. If you are successful in reaching the interview stage of this invitation to tender, a minimum of two references will be required, from organisations of a similar size and sector to that of BACP.
- Approach - An explanation of how you will be able to bring insight and add value to help BACP to achieve the vision and objectives set out in the corporate strategy.
- A full description of the proposed methodology for carrying out the evaluation;
- Resourcing - details of the staff proposed including location, relevant experience and confirmation of their grade and proposed role. Succession planning and steps to ensure staff continuity should also be provided;
- Confirmation that there are no current conflicts of interest in having BACP as a customer, and proposals for dealing with any actual or potential conflicts of interest if they occur during the contract award;
- Copies of your Firms Health and Safety Policy, Anti-Bribery Policy, Data Protection Policy and Modern Slavery Act 2015 formal statement, if applicable.



## Evaluation of bids

Tender submissions will be evaluated to determine the most economically advantageous tender assessed with regard to quality and whole life cost. The following sub-criteria (not necessarily in order of preference) will be considered:

- A clear understanding of BACP's role, responsibilities and organisational environment;
- Relevant experience in conducting similar evaluation work in the third and community sector and/or in the areas of mental health, counselling/psychotherapy and/or in social justice/Equality Diversity and Inclusion (EDI).
- Attention to the brief.
- Ability to meet the timescales including a realistic delivery timetable.
- CVs of proposed staff provide evidence that sufficient resource with the right depth and breadth of expertise and experience will be employed to bring insight and add value.
- Proposed approach and methodology - see guidelines on this below.
- Evidence of an effective approach to risk and mitigation and project management to achieve desired outcomes.
- Application of quality standards to each element of the evaluation.
- Added value- demonstrate where possible additional methodologies, tools or approaches might be applicable/suitable.

Panel Scoring Criteria		Score %
Readiness to deliver the evaluation	Experience of similar evaluation work	30
	Experience of project personnel	
	Understanding of relevance of this project to BACP	
Evaluation proposal	Suitability of methodology	40
	Ability to meet the evaluation brief within timeframes	
	Recognition and mitigation of risks	
Value and impact	Likelihood of evaluation comprehensively capturing knowledge and learning from the project	30
	Strength of final report, based on proposal and previous work.	
	Added value to the project	

Unsuccessful applicants will be informed of BACP's decision and will be provided with feedback on their offer, if requested.

## Guidelines on approach and methodology

Evaluation suppliers are asked to consider the evaluation methodology suggestion below and outline how they would implement a research strategy incorporating these suggestions.

1. Preferred approaches to working collaboratively with the delivery organisations.
2. Development of a logic model including the project inputs, objectives, activities, outputs and outcomes (short term, intermediate and long term)
3. Feedback from /consultation with key staff delivering the programme/scheme including BACP project managers
4. Feedback from/consultation with beneficiaries on the schemes
5. Feedback from/consultation with community and wider stakeholders and project team.

In their proposals, applicants should include in detail the phasing of different evaluation activities over the course of the contract. Suppliers should also provide information on how evaluation participants will be engaged (i.e., recruitment and sampling), how fieldwork will be conducted, modes of data capture and storage, methods of analysis for quantitative and qualitative evaluation, and how they would ensure quality of data analysis and reporting outputs.

## Expected Outputs:

From this evaluation project, BACP expects the following outputs:

- Detailed evaluation plan
- Full set of data from consultations/fieldwork
- A mid-term report detailing the progress of the evaluation project and initial findings.
- A full **evaluation report, with an executive summary** and a full set of reporting outputs which are likely to be published, inclusive of details of the methodology and key findings from each strand of research activity
- A **summary presentation**/PowerPoint which BACP can use as a standard presentation to report the findings of the evaluation to external partners and audiences.

As part of the submission, we request two examples of previous written reports for a similar evaluation project conducted in the third or community sector and/or in the areas of mental health, counselling/psychotherapy and/or in social justice/Equality Diversity and Inclusion (EDI). This submission can be a link within the application or as PDF attachments.

## Submission

Tenders for this project should be submitted, preferably via email, to the address below by 5pm on Thursday 31<sup>st</sup> July 2025:

Nicola Pickup  
Legal Services Manager

British Association for Counselling and Psychotherapy  
BACP House  
15 St. John's Business Park  
Lutterworth  
Leicestershire LE17 4HB

Email: [contracting@bacp.co.uk](mailto:contracting@bacp.co.uk)

Please ensure your email is clearly marked ***BACP Third Sector Grant Evaluation Partner Tender***

For the avoidance of doubt, late tenders will not be accepted.

**For further information, please contact:** [jeremy.bacon@bacp.co.uk](mailto:jeremy.bacon@bacp.co.uk)