

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.

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.

Our values

Responsibility

Encouragement

Support

Passion

Excellence

Collaboration

Trust

Our five-year strategy – Increasing our reach

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

