# BACP 2023-2028 Strategy

### 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 infographic

### Strategic aim 1

Setting the gold standard

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

### Strategic aim 2

Supporting members with customised services

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

### Strategic aim 3

Shaping the profession globally

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

### Strategic aim 4

Ensuring financial sustainability

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

### Strategic aim 5

Promoting diversity

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

### Strategic aim 6

Establishing digital best practice

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

Strategic aims 1, 3 and 5 come under the ‘Our Profession’ category.

Strategic aims 2,4 and 6 come under the ‘Our Association’ category.

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