

Service Accreditation Scheme

Advertising your Accredited Status

Raising standards across the counselling professions has always been important to us. We therefore hope that after successfully demonstrating the professionalism of your clinical counselling or psychotherapy service, you will wish to advertise this as a reflection of meeting a proven quality standard from a professional body in this field. Advertising can raise credibility not only for clients and the wider public, but also for staff, as well as current and potential new funders and commissioners within the caring professions.

We are always delighted to be able to commend well organised and professionally run therapeutic counselling and psychotherapy provision across the UK, promoting good ethical practice to the benefit of the Nation's overall mental health and emotional wellbeing.

As a BACP Accredited service, you have successfully demonstrated that you meet our specific criteria for the delivery of responsible and professional standards of practice. As such, we will provide you with the Accredited Service logo for you to display on all materials related to your accredited service, and provide your details on our free, online and publicly accessible directory of accredited services.

However, it is important to us that the accreditation standard is advertised in a non-ambiguous way. Misleading advertising can be quite accidental, but if it implies the 'accredited' quality standard extends farther than we can professionally support, we will ask that you reconsider and revise what you say or how you use the accreditation logo.

The following statements, or variations of these, are therefore recommended for use anywhere you wish to highlight your accredited status:

- *BACP Accredited Counselling Service*
- *BACP Accredited Psychotherapy Service*
- *BACP Accredited Counselling and Psychotherapy Service*
- *Our Counselling and Psychotherapy Services are BACP Accredited*

What your accreditation covers

Your accreditation has been awarded for the operation and delivery of the specific counselling and psychotherapy service that applied for accreditation and was assessed by us, against the set criteria. If you expand your services, this may or may not impact on your accreditation, so do keep in touch.

It is important to remember that we do *not* accredit our organisational members. We accredit counselling and psychotherapy services *provided* by our organisational members. Whilst it may be argued that an agency, organisation or centre offering only clinical therapeutic counselling or psychotherapy, could claim to be an accredited agency, organisation or centre, it would not be strictly true. Especially when other mental health and wellbeing support services are also provided; very few organisations these days offer only clinical therapy.

Even if the policies and procedures submitting as part of an application, are in place across the organisation, only the counselling or psychotherapy service that applied for accreditation and was assessed by us, can be highlighted as being BACP Accredited.

For example, the Coffee Cup Counselling Centre provides a range of information, advice and support services for its local community, including a BACP Accredited Counselling Service. What they cannot claim to be is a BACP accredited organisational member, a BACP accredited centre or simply that they are BACP accredited, because only the counselling service has been judged and found to be of accreditation standard.

As a professional body for the Counselling Professions, we can only accredit those professions for which we have expertise in. Currently, this is limited to counselling and psychotherapy, but we hope to broaden our scope to the wider counselling professions field in the future.

Accredited Services Directory

All our accredited services are listed within the directory. This provides contact details and website links to each service and highlights where in the UK it is based and the counties its services are accessible to. It also displays a brief description of the accredited service provided. We initially populate a new directory entry with a very brief outline but invite you to submit a fuller description as preferred.

Currently, each directory entry is headed by the organisational member who provides the accredited counselling or psychotherapy service, so we encourage you to be specific in your description to emphasise the name of the service that has been accredited. Eventually we hope to provide an avenue to highlight the name of the accredited service above that of the organisational member, who may be the parent body.

You will need to check your entry at least once a year as part of your annual monitoring submission. Changes and updates can be made at any time if you email us with what revision is required, but the onus is on you, the accredited service, to ensure your entry is correct and up to date.

Accredited Services Logo

This is a great quality assurance kite-mark that clearly sign-posts a professional service and we encourage you to use it anywhere appropriate, to highlight your professional standards. The logo is made available to all our accredited services at the point at which they were awarded accreditation.

The logo can be used on all materials related to the specific accredited service(s), such as letterheads, email signatures, publicity and informational materials, and on website pages. If you wish to use the logo on a fixed website banner or on general publicity materials, you will need to make sure the website or document, makes it clear somewhere, that it is the counselling or psychotherapy service that has the accreditation award.

Care is needed especially if you provide several distinct and separate counselling or psychotherapy services and if one or more have not actually been assessed for the accreditation standard. If you are in any doubt, please contact us.

The logo is available in colour and mono jpeg versions, and as eps/vector images on request. You can resize the image as preferred but we ask that you do not change the aspect (use the corners to enlarge or shrink the image so it remains the same image regardless of size) or change the colours.

Monitoring

The advertising of BACP service accreditation is checked regularly as part of the annual monitoring process assessment. This will usually include a look at all publicity materials and websites.

Occasionally, we find instances where the advertising of accreditation could be misleading and we will contact you to request changes in these circumstances. Typically, an organisation will simply not have realised the implications of their initial advertising decision and we are able to work together to rectify the situation within a reasonable timeframe.

Please look after your logo and do not share it with third parties. You have earned your accreditation with hard work and diligence, and use by non-accredited services could weaken its strength. So, if you see any false advertising or misuse of the logo, please do let us know. We will investigate and contact organisations direct to rectify the situation.

Frequently Asked Questions (FAQs)

Q: We are a BACP member, how can we get access to the accredited service logo?

A: Service accreditation is distinct from BACP membership and only members who have been awarded accreditation of their counselling or psychotherapy service(s) will be provided with the 'accredited' logo for their use. For details on use of the general BACP logo, please access the [BACP Advertising Policy](#).

Q: Can we advertise ourselves as a BACP Accredited Centre or Accredited Agency?

A: No, we prefer you didn't, even if you only provide a therapeutic counselling or psychotherapy service. This is because it can lead to misleading assumptions, especially if your service develops other services over time. If you do offer other services, such as advocacy, befriending, support & advice, training, mediation for example, then stating the Centre is accredited would not be true as we can't accredit those types of services.

Q: Although we offer a range of services, we work to the same management structure and policies & procedures. Can we not therefore say our organisation is BACP accredited?

A: Unfortunately, no. Your counselling or psychotherapy service would have some very specific policies and clinical management requirements that would not be applicable or transferrable across different services provided by an organisation. In addition, due to the specific nature of our accreditation criteria and assessment, clarity is vital; the term 'organisation' in this context is a non-specific, widely used description denoting a group of people working together.

Q: Why can't we simply state we are BACP Accredited on our website?

A: This statement suggests that your organisation, as an entity, has been awarded accreditation. Arguably, if you only provide therapeutic counselling or psychotherapy, then this may not be an inaccurate statement. However, in our experience this gives the wrong sense of what the accreditation is for, and few organisations provide only clinical therapy these days.

Q: The words 'Counselling Service' form part of our organisational name but we do offer other services besides counselling. How will this affect our advertising of accreditation?

A: If you offer more than a counselling or psychotherapy service, then you need to consider how best to emphasise that it is the counselling service that has gained accreditation. Likewise, if you offer a range of specialised counselling services you must be clear whether you have accredited one or all of your counselling services. We would encourage you to clearly state on your website and other publicity materials, that your Counselling Service is BACP Accredited. This will differentiate between you as an organisation and the specific service (or services) that has been awarded accreditation.

Q: Our agency provides a range of different counselling services specialised to different target populations. Can we all be under one 'accredited' banner?

A: You must remember that only counselling and psychotherapy services that have been assessed by BACP can call themselves BACP Accredited. It may be possible to provide additional information during an existing accreditation term, for new counselling services you have developed but you cannot simply include new services under the accreditation awarded. This is particularly important if you have an accredited adult counselling service and introduce a new young people's counselling service, or introduce couples, group or family therapy. Such changes would require you to complete and submit our 'Changes' application form (available from our website) which asks you to address nine criteria, with supporting evidence specifically for the additional service not originally part of your accreditation assessment. If you are in doubt contact us to discuss your options.

Q: We are looking to rebrand to become a Counselling & Wellbeing Service. Will this impact on our accreditation?

A: Possibly. It depends on whether this is a change of name, or an effect of broadening your service provision to offer a Wellbeing Service. If it is simply a change of name, even if officially sanctioned by the Charity Commission and Companies House (if applicable), and there are no significant changes to your counselling service as assessed and monitored by us during your accreditation term, then there would be no impact on your accreditation. The introduction of a new service, which is not therapeutic counselling or psychotherapy, irrespective of whether it is provided by qualified practitioners, cannot be encompassed in the accreditation awarded. Your advertising would need to clearly reflect this.

Q: Can we use the logo on our website fixed banner, which is shown on all our website pages, even those showing our non-counselling services?

A: Yes, you can. However, somewhere on your website you must state that it is your counselling or psychotherapy service that is BACP Accredited. Typically this would be the counselling webpage, or elsewhere if you are showcasing your history, developments and achievements, or describing your professional standards.

Q: Can we encompass our psychoeducational and self-help services within an accreditation?

A: No, unfortunately as these are not therapeutic counselling. They may be provided by qualified practitioners and may offer a valuable support and development resource for your service users but they are not in and of themselves, what we define as clinical practice.

Q: Do we have to use the accreditation logo?

A: No, use isn't mandatory. However, we would be surprised if you didn't want to confirm your accreditation with us in some way and may ask for feedback on your reasons during the annual monitoring process through your five-year accreditation term. Suggestions for

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consideration and development are always welcome to feed into our general review on what we are able to offer.

The key is to contact us if you are unsure about how you are advertising your accreditation. Email to accreditation@bacp.co.uk or call us on 01455 883300.

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