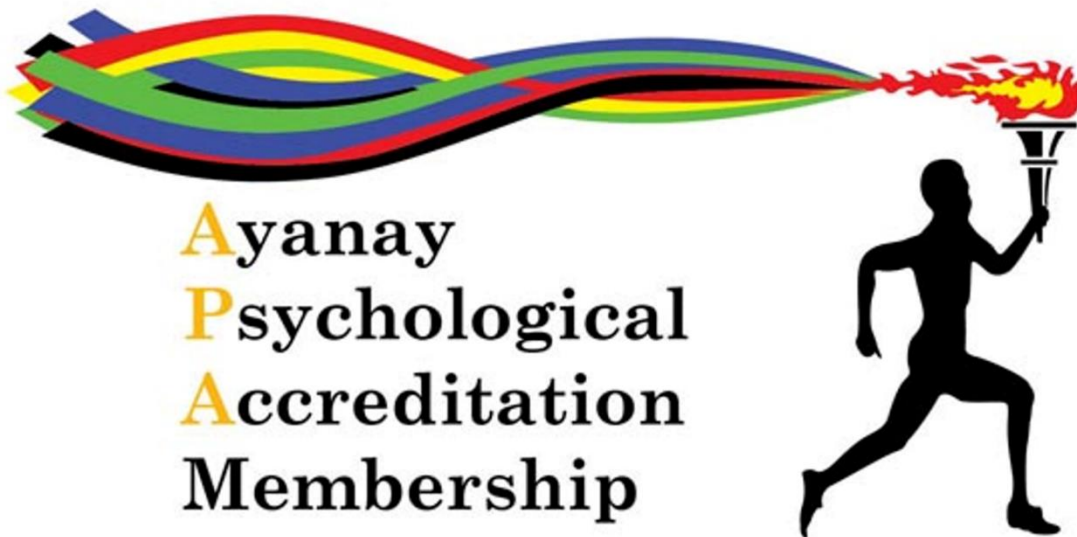


Ayanay Psychological Accreditation



Ayanay
Psychological
Accreditation
Membership

APA MEMBERSHIP STRUCTURE

Organisational Structure

Membership Categories

Verbal Application Pathway



The APA Story

APA The affectionate name for Ayanay Psychological Accreditation Membership is dedicated to supporting therapeutic professionals and focused on improving the client experience.

The term Ayanay [pronounced A an A] refers to people who are trailblazers, torchbearers, researchers, and teachers: those who show others the way. They are self-aware leaders, motivators, and idealistic visionaries.

Ayanay was founded by Vonnie Crosbie, after receiving a diagnosis of cancer in January 2018. The diagnosis, treatment and recovery meant Vonnie's private psychotherapy practice (APS Psychotherapy & Counselling) went into suspended animation. This resulted in time to create and develop ideas around how the therapeutic industry can unite, grow, and progress, not just for the professionals but for the service of those that seek the support of therapists, counsellors, and coaches (the clients). In April 2018 Ayanay was structured into a membership model with Dave Sleet (Author of 'The Psychological Hive – Connectivity for Success') and Ayanay Membership quickly evolved into Ayanay Psychological Accreditation (APA).

APA is the collaborative efforts of our founders who came together early in 2017 while Vonnie was still going through her cancer treatment. With Vonnie's extensive knowledge, understanding, and experience of multiple therapeutic theories and modalities, and the collaboration with Dave Sleet, APA delivers a truly unique set of service (#theapaway). APA's existence is testimony to the power of collaboration, linking the therapeutic, counselling, and coaching worlds together in a way that has not been seen before in the UK, with the combined knowledge, understanding and experience of our founders.

Our accreditation membership was launched on the 4th July 2019 to provide the therapeutic community with a genuine choice of membership bodies. In September 2019, our legal name was changed as the company was reregistered at Companies House as Ayanay Psychological Membership Ltd, Trading as APA.

APA work to provide the best possible package of support to the therapeutic community, through special events, online learning, and our elevated learning retreats.

We believe that the best professionals should be given the best support, not only to develop their own best practice through increased awareness, but also to grow their business capacity through facilitation of elevated learning modules, effective networking, and introductions to additional revenue streams. This provides members with opportunities to promote their own workshops and presentations and ultimately to be paid for delivering them to APA Members.



Vonnie and Dave also saw the impacts on professionals of not being able to reach their supervisor, whether that was due to the supervisor being sick, on holiday, or just unobtainable at the point of most need.

With increasing numbers of professionals needing to supplement their income, and many not practising, APA sought to create a community of professionals that could ultimately learn, grow and support each other, using the same approach of psychological awareness that gave APA life.

With an ethos of supporting the therapeutic professional to achieve, APA truly supports those that support others, giving guests the perfect balance of learning and rest, which we believe is a vital component for growth as well as self-care.

APA has and continues to developed a full range of presentations seminars and programmes, that are delivered, to promote and develop psychological awareness in others, so that they, their businesses, and organisations, can develop and grow for the benefit of everyone.

APA is proving that collaborative working, even for professionals in private practice or working as a sole trader, can be an effective means of increasing success for clients and success for the professional. APA will continue to bring together and collaborate with the best advocates for effective working and elevated practice.

The APA Structure

The organisational structure and trading status of APA contributes to the operational effectiveness of the organisation and shapes the very heart of the work that APA does.

The core of APA is constituted in 3 parts:

- The Executive
- Core Torchbearers
- Membership Assessment Group

The Executive

The Executive is made up of the owners of APA. (Supported by an Executive Advisory Board)

Core Torchbearers

These are APA accredited members and ambassador members who provide their knowledge, understanding, experience, advice and guidance for the benefit of APA.



Membership Assessment Group

These are APA accredited members who have received training in the APA membership process. These members undertake the Conversation of Discovery and peer review of applicant essays. The APA Membership Assessment Group are paid directly by APA for their time.

These 3 Components collectively form the The Executive Advisory Board

Our Focus

Elevate, Provide, Increase & Create

Elevate: public confidence in the effectiveness and professionalism of the therapeutic community.

Provide: the therapeutic community with an ever evolving and enhancing level of support.

Increase: the positive awareness and use of therapeutic knowledge for the benefit of everyone.

Create: an effective framework for the sustainable and successful development of best practice within the therapeutic community and beyond.

APA BELIEVES THAT EPIC CHALLENGES REQUIRE EPIC SOLUTIONS



Membership categories

Straightforward, supportive membership, for the benefit of enhancing excellence in the therapeutic arena.

Psychotherapists and counsellors are valued equally. Those in training are respected for their desire to contribute. Those that are psychologically alert are encouraged and supported to widen the base of psychological awareness in the wider community.

APA Membership offers 4 categories.

APA membership is designed to acknowledge, recognise and celebrate your capacity for self-awareness in building ethical, client focused partnerships and effective therapeutic practice.

Whether you are qualified, in training or psychologically alert, APA is dedicated to furthering the excellence of therapeutic professionalism in the UK.

THERE IS NO HIREARCHY OF QUALIFIED PROFESSIONALS



Qualified Accredited Member

Member In Training

Psychologically Alert Level

Executive & Ambassador Member

Supported Membership Policy



We understand that some members may have financial difficulties, so we offer a supported membership fee for those who are in receipt of a state benefit (see list below - excludes tax credits), or who have no personal income. We do not offer Supported

Membership based on other factors such as age, location, race, religion, sexual orientation, or gender.

Supported membership fee does not mean reductions in benefits of membership. Therefore, in accordance with our Ethical and Professional Protocols, it is important that you ensure your subscription is a true reflection of your current circumstances.

Supported Membership

If this reflects your circumstances, we ask you each year at renewal (and upon application) to self-declare that you are either in receipt of a state benefit, state pension or are unwaged with no personal income. Your membership subscription will then be discounted accordingly.

State benefits currently accepted by APA Membership

- Income Support
- Job Seekers' Allowance
- Employment and Support Allowance
- State Pension
- Disability Living Allowance / PIP
- Carer's Allowance
- Universal Credit
- Council Tax Benefit (not discount)
- Housing Benefit
- Bereavement Allowance

If your benefit is not listed above, please call to check if we will accept it.

APA offers this reduction at the time of current application only and takes into consideration your situation at the time of your application. We are unable to issue a supported membership retrospectively, but conversely, we do not expect you to pay the full membership fee should your circumstances change within the membership year you were granted the reduction. It is your responsibility to inform us of any changes in circumstance that affect your eligibility for supported membership.

Refunds will not be issued for fees previously paid where you had not declared your eligibility.



Supported membership only applies for the 12 months' membership period and will need to be declared each year at renewal.

APA will audit a random sample of members who are receiving supported membership to verify their eligibility. Members selected for audit will be required to provide evidence within 21 days that they are still in receipt of a state benefit as declared. This could be in the form of a copy of a letter from the benefits' agency or a bank statement showing receipt of the benefit dated within the last 12 months, or other evidence as requested by the APA audit.

Should an application for supported membership be found to be ineligible the application will be declined, where a applicant is found to have given false or misleading information their membership will be immediately terminated with prejudice and blocked from reapplying for APA membership.

If the supporting evidence is not received within the 21 days of an official APA request, your application will cease. You will not be entitled to a return of fees.

Retreat, Conference, and Event Fees

All APA members are entitled to 25% discount on all retreats. Where APA can extend discounts to other event types, we will make it known in the promotion of all such events.

The APA Directory

Supported membership has no impact on a member's entitlement to a directory listing.

Qualified Accredited Member



Benefits of APA Membership (QAM)



APA membership (QAM) is designed to acknowledge your capacity for self-awareness in building ethical, client focused partnerships and effective therapeutic practice. It is not specific to any modality.

APA membership (QAM) is awarded through an in-depth application and assessment process. In which, you must be able to demonstrate a real understanding of the way you work and how

you help your clients.

All your existing member benefits plus:

- Use of the title 'APA (QAM)'
- A certificate of accreditation and the 'APA (QAM)' logo that you can use to promote your professionalism.
- Professional recognition of the quality of your working use and understanding of therapeutic knowledge.

Requirements

APA membership (QAM) is only available to qualified therapeutic professionals, (therapists and counsellors) which is detailed below:

Qualification requirements

You must have completed and graduated with a minimum of a level 4 (four) diploma course in professional counselling, psychotherapy, or training that:

- Included at least 450 hours of tutor contact hours.
- Lasted at least two years (part-time) or one year (full-time).
- Included a supervised placement, as an integral part of the training, covered theory, skills, professional issues, triage work and personal development and required an assessment of your competence at the end.

NB - Applicants must provide details of course and copies of certification at the time of application.

You cannot include:



Continued Professional Development (CPD) training courses which are not considered core practitioner training for counselling and psychotherapy.

Any additional certified training that supports your chosen therapeutic process, can be recognised in your membership listing, once agreed during the application & assessment process. We reserve the right to include and exclude certified courses based on our own research and that of others. The boards' decision on such courses will remain under review, as research and knowledge of such courses evolves.

Supervised practice requirements

You must also have:

- Been employed in a therapeutic role or private practice for more than 12 months.
- Members that have only been qualified for over 12 months must have been supervised for at least 2 hours a month throughout this period.
- Members that have been qualified for 12 months must be able to show they have been in receipt of supervision, equal to 2 hours a month, for the previous 12 months.

NB - Potential members must supply this evidence at the time of application.

Minimum Supervision requirements

You must have a current and ongoing contract for counselling or psychotherapy supervision for a minimum of 2 hours for each month you are practising. You can have more than one contract in place, however, the minimum requirement of 1 hours per month must be with a single supervisor, with the additional hour made through additional supervision, including formal peer supervision.

If you are employed by an external organisation (not in private practice) in a therapeutic role, a copy of your supervision record must be maintained by yourself. APA's Starter Pack includes a Template for this record keeping.

2 Hours per annum emergency / crisis supervision is available to all APA members as part of the membership fee. Additional supervision contracts with APA accredited supervisors are available via the APA referral system.



The Essay and Statement requirements

The Essay

In line with industry practice, APA requests all applicants submit a short essay (1000-word limit) reflecting your knowledge and understanding and how you apply them in your client interactions and working relationships. Unlike industry practice, we acknowledge the potential for learning contained in such essays. Therefore, we offer every applicant the opportunity to have their essay published on the APA website, supporting the sector to grow and develop from the contribution that would otherwise be lost.

The Statement

On the APA membership application form, all applicants are required to complete a statement (300-word limit) reflecting on self-awareness. This statement will be used by the APA Membership Assessment Team to prepare your 'Conversation of Discovery'. This is the verbal component of the application process.

Personal Therapy Requirement

APA believes that the value of Personal Therapy should be included in all educational programmes within the therapeutic sphere. However, as that is not the case, taking the responsibility for one's own therapeutic development is vital, in enhancing the client experience. All applicants for APA Qualified Accredited Member status must have undertaken Personal Therapy and be open to on-going therapeutic support.

NB. Supervision is not Therapy.

Commitments

All APA members commit to completing a record of Ongoing Professional Development (OPD) totalling 20 hours per year.

As an APA member, you agree to abide by our [Ethical & Professional Protocols](#). Reading this membership document is part of the application process.

As an APA member, you must agree to uphold the terms and conditions of the membership. You will have to recommit every year when you renew your membership online.

The Oath

APA understands that public confidence in our sector is paramount if individual professionals are to succeed. We have developed an Oath of Commitment to Ethical Working. This oath is part of our Ethical and Professional Conduct protocols. All applicants wishing to become a Qualified Accredited Member will be accepting this oath.



Oath of Commitment to Ethical working

I swear to honour and uphold this oath, to the best of my knowledge and awareness. I will respect the learnings and wisdom of those therapists, counsellors, and coaches both in the present and the past, who have shared their experiences and guidance, and in so doing have shaped my understanding and knowledge. I pledge to use their ethical teachings in my work with clients, colleagues, and peers.

How to apply

APA Membership (QAM) involves a detailed written application and an assessment process:

- Full details of qualifications and insurances.
- Proof of identity and addresses (home and work) and any work permits as required.
- Proof of employment in a therapeutic role as appropriate.
- Copy of current DBS / Disclosure Certificate. (Working with vulnerable people)
- An essay (1000-word limit) reflecting your knowledge and understanding, and how you apply them in your client interactions and working relationships.
- Details of supervision contracts / employers' supervisory provision.
- A verbal 'Conversation of Discovery' assessment with an APA membership assessor.

Costs

APA membership (QAM) subscriptions run for a year and are reviewed annually. If you are receiving certain state benefits, or have no personal income, you may be entitled to pay a reduced fee. The details of the 'supported' status will be held confidentially by APA. There will be no public recognition of 'supported' status.

You will need to select this option when you apply or renew your membership. You must provide evidence to support your request for 'supported' status.

Qualified Accredited Member Types

APA Membership (QAM).

£144 a year or £12 a month

APA Membership (supported) (QAM).

£96 a year or £8 a month

NB. All membership agreements are on a rolling annual basis. Termination of membership prior to the end of an annual cycle will result in full payment of any remaining costs.



Member In Training

Benefits of APA Membership (MIT)



APA membership (MIT) is designed to acknowledge your capacity for self-awareness in building ethical, client-focused partnerships and effective therapeutic practice. It is not specific to any modality.

APA membership (MIT) is awarded through an in-depth application and assessment process, in which, you must be able to demonstrate an understanding of your desire to promote best practice in the way you work and how you help your clients.

All standard member benefits plus:

- Use of the title 'APA (MIT)'
- A certificate of acceptance and the 'APA (MIT)' logo that you can use to promote your professionalism.
- Professional recognition of the quality of your understanding of therapeutic knowledge.
- Discounted Indemnity Insurance (UK Residents only) via Holistic Insurance Services.
- 2 Hours Emergency Supervision per annum.

Requirements

APA Membership (MIT) is only available to students that are currently enrolled on therapeutic or a psychological course that meets the requirements as detailed below:

Qualifying Requirements

You must be enrolled on a certified course with a minimum of a Level 4 (four) diploma, in professional counselling, psychotherapy or training that:

- Includes a total of, at least 450 hours of tutor contact hours.
- Lasts at least two years (part-time) or one year (full-time).
- Includes a supervised placement of at least 100 hours, as an integral part of the training, covering theory, skills, professional issues, triage work, and personal development and requires an assessment of your competence at the end.



NB - Applicants must provide details of course(s) at the time of application.

You cannot include:

Continued Professional Development (CPD) training courses which are not considered core practitioner training for counselling and psychotherapy. Any additional certified training, that supports your chosen therapeutic process, can be recognised in your membership listing once agreed during the Application & Assessment Process. We reserve the right to include and exclude certified courses based on our own research and that of others. The boards' decision on such courses will remain under review as research and knowledge of such courses evolves.

Supervision requirements

All MIT Members should be working with a supervisor during their training period, this will evolve from supervision by tutors to an independent certified supervisor.

Supervision while in placement:

Whilst you are on placement in a therapeutic role, you should have an ongoing provision for counselling or psychotherapy supervision for a minimum of 1 hour per week. This can be met through a collection of sources: course tutors; placement supervision; group supervision and / or privately arranged one-to-one supervision.

Supervision outside placements:

While a member is not in placement, supervision should be recognised as a powerful support system, that enhances the members capacity and knowledge and personal development. Therefore, all MIT members should be in receipt of a monthly minimum total of 2 hours of supervision from a single source.

A copy of your supervision record must be maintained by yourself, as well as by your placement supervisor.

You can have more than one supervision contract in place, however, the minimum requirement must be with a single supervisor.

2 hours per annum emergency / crisis supervision is available to all APA members as part of the membership fee. Additional supervision contracts with APA accredited supervisors are available via the APA referral system.



The Essay and Statement requirements

The Essay

In line with industry practice, APA Membership requests all applicants submit a short essay (1000-word limit) reflecting your knowledge and understanding, and how you apply them in your client interactions and working relationships. Unlike industry practice, we acknowledge the potential for learning contained in such essays. Therefore, we offer every applicant the opportunity to have their essay published on the APA website, supporting the sector to grow and develop from the contribution that would otherwise be lost.

The Statement

On the APA membership application form, all applicants are required to complete a statement (300-word limit) reflecting on self-awareness. This statement will be used by the APA Membership Assessment Team to prepare your 'Conversation of Discovery'. This is the verbal component of the application process.

Personal Therapy Requirement

APA believes that the value of Personal Therapy should be included in all educational programmes within the therapeutic sphere. However, as that is not the case, taking the responsibility for one's own therapeutic development is vital, to enhancing the client experience. All applicants for APA Member In Training status must undertake Personal Therapy and be open to on-going therapeutic support.

NB. Supervision is not Therapy.

Commitments

APA members (MIT) commit to completing a record of Ongoing Professional Development (OPD). That requirement is a minimum of 10 hours per year.

As an APA member, you agree to abide by our Ethical & Professional Conduct Protocols. Reading and completing the Ethical & Professional Conduct Protocols document and agreement form are part of the application process. You should also read our membership policies.

As an APA member, you must agree to uphold the terms and conditions of the membership.



The Oath

APA Membership understands that public confidence in our sector is paramount if individual professionals are to succeed. We have developed an Oath of Commitment to Ethical Learning. This oath is part of our Ethical and Professional Conduct Protocols. All applicants wishing to become a Member In Training will be accepting this oath.

Oath of Commitment to Ethical Learning

I swear to honour and uphold this oath, to the best of my knowledge and awareness. I will respect the learnings and wisdom of those therapists, counsellors, and coaches, both in the present and the past, who have shared their experiences and guidance, and in so doing have shaped my understanding and knowledge. I pledge to use their ethical teachings in my work with clients, colleagues, and peers.

What Happens When You Qualify?

When a 'Member In Training' qualifies they should send confirmation of qualification, to the Assessment Team at APA. If the member is engaging in therapeutic work as a qualified professional, we will ask that they also confirm the details of their insurance and supervisory provision.

Members in their 1st 12 months post qualification period, will be registered in house as 'Post Qualified Member'. They will receive an updated certificate and a QAM digital badge, which will replace their MIT digital badge.

Please note: There will be **no additional fees**. In order to complete their Post Qualification period, will simply continue paying monthly payments until they have completed the Post Qualification period (12 months) and are then Registered as holding full Qualified Accredited Member status.

Post Qualification Period

This period is designed to ensure maximum support to a newly qualified member whilst on the road to accreditation.

Supervision during the Post Qualification period must meet the minimum requirement of 2 Hours per month. This can be made up of multiple sources of supervision, that can include on job supervision, where a member is employed or completing specialisation training.

Members will be required to identify their primary source of supervision.



Members are advised to follow their supervisors' guidance regarding any additional supervision they would benefit from.

Members are encouraged to develop and maintain connections with fellow professionals and ensure they are completing OPD.

As this period of personal and professional development is so vital for any newly qualified professional, all Post Qualified Members will remain within the remit of APA's Member In Training directorate.

How to apply

APA Membership (MIT) involves a detailed written application and an assessment process:

- Full details of course(s)
- Proof of identity and addresses (home and work) and any work permits as required
- Proof of any employment in a therapeutic role as appropriate
- Copy of current DBS / Disclosure Certificate. (Working with vulnerable people)
- An essay (1000-word limit) reflecting your knowledge and understanding, and how you would apply them in your client interactions and working relationships.
- Details of any supervision contracts / employers' supervisory provision
- A verbal assessment with an APA Membership Assessor

Costs

APA membership (MIT) subscriptions run for a year and are reviewed annually.

If you're receiving certain state benefits or have no personal income, you may be entitled to pay a reduced fee. The details of the 'supported' status will be held confidentially by APA. There will be no public recognition of supported status.

You will need to select this option when you apply or renew your membership. You must provide evidence to support your request for 'supported' status.

Member In Training

APA Membership (MIT) **£96 a year or £8 a month**

APA Membership (supported) (MIT) **£60 a year or £5 a month**

NB. All membership agreements are on a rolling annual basis. Termination of membership prior to the end of an annual cycle will result in full payment of any remaining costs.



Psychologically Alert Level Member

Benefits of APA Membership (PAL)

APA membership (PAL) is designed to acknowledge your self-awareness and desire to develop a psychologically based, ethical, person-centred focus in your working practices.

APA membership (PAL) is awarded through an in-depth application and assessment process. In which, you must be able to demonstrate a real desire to promote and develop best practice in the way you work and how you can enhance the psychological wellbeing of yourself and those around you.

All standard member benefits plus:

- Use of the title 'APA (PAL)'
- A certificate of acceptance and the 'APA (PAL)' logo that you can use to promote your professionalism.
- Professional recognition of your understanding, of the benefit of psychological awareness to enhancing working relationships.
- Discounted Indemnity Insurance (UK Residents only) via Holistic Insurance Services.
- 2 Hours Emergency Supervision per annum.

Requirements

APA membership (PAL) is open to professionals or those in the voluntary sector that have a desire to increase their psychological awareness.

Qualifying requirements

Anyone in a professional role, employed or working on a voluntary basis, in education, social care, law enforcement, judiciary, prison & probation, law, HR, mental health, sport, fitness, youth and community work, local government etc, where interactions with non-professionals are the predominant nature of their role.

Therapeutic professionals that have not yet completed a level 4 (Four) diploma or above or are practicing in an area other than counselling or psychotherapy are able to become accredited as an APA (PAL) member. This includes coaches.



Commitments

As an APA member, you agree to abide by our Ethical & Professional Conduct Protocols. Reading and completing the Ethical & Professional Assessment document and agreement form, are part of the application process. You should also read our membership policies.

As an APA member, you must agree to uphold the terms and conditions of the membership. You'll have to recommit every year when you renew your membership.

How to apply

APA membership (PAL) involves a written application and an assessment process:

- Full details of professional or voluntary role.
- Proof of identity and addresses and any work permits as required.
- Proof of employment or voluntary engagement.
- A 'Conversation of Discovery' with an APA Membership Assessor.

Costs

APA Membership (PAL) subscriptions run for a year and are reviewed annually. If you are receiving certain state benefits or have no personal income, you may be entitled to pay a reduced fee. The details of the 'supported' status will be held confidentially by APA. There will be no public recognition of 'supported' status.

You will need to select this option when you apply or renew your membership. You must provide evidence to support your request for 'supported' status.

Psychologically Alert Level Member (PAL) Types

APA Membership (PAL)	£96 a year or £8 a month
APA Membership (supported) (PAL)	£60 a year or £5 a month

NB. All membership agreements are on a rolling annual basis. Termination of membership prior to the end of an annual cycle will result in full payment of any remaining costs.

The APA Executive is proud to offer all APA Memberships at the same subscription cost since 2019.

Freezing the cost burden on Members at Pre-Pandemic Levels whilst continuing to increase the value and benefits of membership.



Executive & Ambassadors

APA Executive & Ambassador membership is gifted by the APA Membership Advisory Board and all Executive & Ambassador members are shown in the APA Directory.

Ambassador members are selected based on:

- Nominations from the Membership
- Receiving an Ethical & Psychological Directors Award

Ambassador members provide their knowledge, understanding, experience, advice and guidance for the benefit of APA.

Annual Membership Audit

Ensuring the maximum oversight of professional standards and evolution are key factors in protecting clients and maintaining professional growth. APA is committed to ensuring that all Qualified Accredited Members (APA QAM) are actively engaged in ethical and professional conduct and are meeting the membership commitments they made when becoming members of APA.

APA undertakes a membership audit twice a year, in May and September. Each audit will engage with 30% of randomly selected members.

The membership audit documentation will be sent to the selected members in the first week of the auditing month. Members will be required to complete the audit documentation and submit all relevant certification within six weeks. All qualification updates and specialisation development, along with any professional enhancing courses, will be recorded on the Members' Record. Members will be given the opportunity to update their profile details if they so wish.

This Annual process will see 60% of APA members audited each year, the highest operational review of qualified therapeutic professionals in the non-regulated sector of UK mental health.

Verbal Application Pathway

APA is dedicated to supporting and actively removing all operational barriers for those wishing to join the membership. We understand and appreciate that for some people the digital processes, form filling and essay writing, can present additional challenges.



We would invite those individuals that experience such challenges to experience our Pre-application support package and use APA's Verbal Application Pathway via video call.

- An introduction and completion of application document.
- Pre-submission essay support.
- Audio / video essay submission will be permitted for applicants that use the pre-application support protocol.
- Assignment of a dedicated Assessment Team member.

Please feel free to let the APA team know when you would like to book the first call to start the process, via info@ayanay.co.uk or call our Service Team on 0208 556 4984

A new approach for new results

Contact us

- By telephone: Call our customer service team on 0208 556 4984
- By email: support@apa-accreditation.co.uk
- In writing: Ayanay Psychological Accreditation,
11 – 13 Cambridge Park, Wanstead, London E11 2PU

