

Association for Psychological Accreditation

Association for Psychological Accreditation



EMPATHY
CONGRUENCE
UNCONDITIONAL POSITIVE REGARD

#theapaway

Home of The International Psychological Standards & Accreditation Council

MEMBERSHIP GUIDE

The Benefits:

- No hierarchy of professionals
- Client focused over financial bias
- Maximum support for professionals
- Elevated learning that's relevant, responsive, and required
- Active member promotion
- Therapeutic community development
- Opportunity to become an APA Facilitator
- Discounted Career Professional Development
- Discounted Insurance with Holistic Services Insurance
- 25% discount on all APA Retreats*
- EMERGENCY SUPERVISION (2 hours per annum included)
- Open to all therapeutic professionals and those that are psychologically aware.



Association for
Psychological
Accreditation

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Home of The International Psychological Standards & Accreditation Council

The Membership Guide

Membership by Members for Members

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Introduction and Thanks

We would like to thank you for your interest in membership of APA, the Association for Psychological Accreditation. The team at APA are delighted to be able to offer therapists, counsellors and all psychologically alert professionals the first opportunity to be recognised for their self-awareness, capacity and capability as well as their focus on supporting others. Whether you are qualified, in training, or working in a sector where psychological awareness is beneficial, APA is here to support you.

We are proud to be offering psychotherapists and counsellors, that meet the qualifying requirement, the first UK-wide membership to include accreditation. The APA membership application process has been developed to maximise the ability to showcase your knowledge and skill, as well as your capacity to support those you work with.

The team at APA are dedicated to providing you with the best all-round membership service and experience. We are committed to working within the guidelines and boundaries of the Professional Standards Authority. As we grow and develop, our intention is to seek PSA recognition of our membership principles and ethical processes, in line with the PSA requirements.

The Application Process

Phase 1

Completed application form and documents sent to APA.

APA send confirmation of application receipt.

Membership Assessment Team review essay and application evidence.

Due diligence on information provided.

Phase 2

Membership Assessment Team email offering 3 dates and times for the 'Conversation of Discovery'.

Conversation of Discovery is completed, and full assessment review report is sent to APA Membership Manager for final decision.

Phase 3

Outcome email is sent.

Subscription Option is actioned.

All Membership collateral is sent.

Profile submission is updated on to the APA Directory.

We look forward to getting to know and supporting you all.



The APA Story

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

APA’s journey began as Ayanay Psychological Accreditation. 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.

In October 2025 Vonnie stepped down from the Executive and became an Emiratis Member of the Board and handing the baton of Directorship to Dr Asa Don Brown. Who working alongside Dave, has supported APA’s evolution, to Acknowledge, Recognise and Celebrate APA’s Elevated Ethical framework and Global capacity. Resulting in The Association for Psychological Accreditation being formally adopted as our primary Trading Name.

With additional Trading affiliations (known as) as

- APA
- The International Psychological Standards & Accreditation Council
- IPSAC

APA continues to provide the best possible package of support to the therapeutic community, through special events, online learning, our elevated learning retreats and our Framework for Elevated Ethical & Professional Conduct.

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.

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, for professionals in private practice or working as a sole trader. APA will continue to bring together and collaborate with the best advocates for effective working and elevated practice, to deliver our focus.

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.

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
- The International Psychological Standards & Accreditation Council

The Executive

The Executive is made up of the owners of APA.

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.

The International Psychological Standards & Accreditation Council

The IPSAC represents a global commitment to quality, integrity and excellence in psychological education, training and practice. Building on APA's longstanding mission to promote high standards in Positive Mental Health and Psychological Awareness for all, IPSAC extends these principles to an international context, fostering consistency, credibility and public protection across borders.

The International Psychological Standards & Accreditation Council (IPSAC) Panel is comprised of professionals, with over 10 years of experience delivering services to those in need based on the Panel Focus they hold.

Panel Member Focus

- Active Practitioner
- Advisor
- Researcher
- Legal Focus
- Education Focus
- International Focus

These Components collectively form the
The Executive Board

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.

The Trauma Regulation Board

APA is proud to support the work of The Trauma Regulation Board (TRB). This affiliation enhances the professional knowledge, understanding and effective integration of functional Trauma Awareness in psychologically supportive settings.

The TRB baseline of awareness is included in the Affiliation process for all Members.

The TRB is an APA Endorsed Learning Provider with multiple levels of CPD for professionals to grow and enhance their knowledge.



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 (3000-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.

Video Introduction

All applicants for the Qualified Accredited Membership Category are required to submit an Introduction video (3 Minutes Max) that they would use to introduce themselves to a prospective client.

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. APA Offers the Endorsed Learning Collection to assist Members to connect with Learning Providers that meet the highest Ethical Standards.

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 (3000-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 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 support those professionals.

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 support@apa-accreditation.co.uk or call our Service Team on 0208 556 4984

The APA Directory

All APA members, Recognised Specialists and APA Champions will be represented in the APA Directory, with each category having its own section within the directory.

Each entrant in the directory will show:

- A profile photograph of the entrant
- A short professional biography
- A link to the entrant's website or email address
- A link to a video introduction (3 minutes max)
- For Recognised Specialists, a link to their application essay

APA CORPORATE SUPPORT

APA is dedicated to raising levels of Positive Mental Health, this includes supporting the corporate and workplace environments. Supporting businesses to enhance their full onboarding and retention process, in a way that not only improves long term mental health in the workplace, but also increases their Community & Social Responsibility commitment and reduces their operational pressures.

APA is the first Psychological Accreditation Service to bring psychological awareness to the business support arena.

By focusing on psychological awareness, resilience and empowerment, employers of all types are able to maximise the potential of their teams and their operational organisation.

Business Support the APA way - (#theapaway) develops a mindset for successful cohesion and team focus that is woven into the DNA of an organisation, making positive mental health an integral component of its operation, rather than a part of a company's recovery plan, after things go wrong.

APA believes that positive Mental Health in the workplace is an asset that has a direct bearing on the effectiveness, efficiency, and sustainability of a business. The cost of poor Mental Health in the workplace can be damaging beyond measure.

APA's Community Learning Platform offers multiple options to Companies, Organisations, Charities, CIC's, and other workplace arenas.

Selection, Induction & Retention

The Triad of Mental Health in the Workplace

Workplace Counselling Consultation

Keys to Success (BYO Solution)

SELECTION, INDUCTION & RETENTION

Selection

This is a 4 Pillar Package that is delivered across a single day. The Pillars are:

- Great Interactions
- Reaction vs Response.
- Effective Planning
- When Things Go Wrong

Every employment candidate will grow from the selection day. This ensures that the sector, as a whole is developed, making the client business a leader in their field as the package covers the Employability Focus of the client business.

Saving countless hours on interviews and giving businesses a much more realistic knowledge of a candidate's working Knowledge, Understanding & Experience.

Induction

As many businesses restructure and redesign the dynamics of their operational and functional parameters, the Induction process will inevitably be adjusted. Enhancing the mental resilience of the workforce will be a vital part of every business's survival.


The APA Community Learning Platform has developed a 30-Day Induction package that increases and enhances the effectiveness of an employer's onboarding process, but also embeds a solid base of positive mental Health, well-being and resilience.

Retention

In a post pandemic world, where trauma has touched almost every life, it is prudent for forward thinking business leaders to accept, that many employees and colleagues will not be returning to work with the same, outlooks and nuances that they had in 2019. The Retention element of this package is fully trauma aware and allows business leaders to focus on building positive Mental Health Action into the workplace. Each employer will have their own desired areas of focus, APA will work with an employer to build a fully bespoke and responsive series of Masterclasses to enhance the retention of an effective, balanced and happy team.

THE TRIAD OF MENTAL HEALTH IN THE WORKPLACE

This is a 1-day Masterclass that supports employers and teams to develop the 3 key components of mutual responsibility for Positive Mental Health in the workplace.



APA's Triad of Mental Health in the Workplace is a high value, low-cost mechanism that allows greater psychological resilience to be built into a company's Human Resources Toolkit.

By using the Triad of Mental Health in the Workplace Employers are able to Increase their resilience and employers are able reduce their operational risks and financial burdens related to poor mental health.

WORKPLACE COUNSELLING CONSULTATION

Workplace Counselling has become an increasingly popular offering from employers, yet often the infrastructure and functionality of such an offering can mishandled and leave the employer with more challenges than solutions.

As many employers are unaware of the legalities of employing a Counsellor, mistakes are often made, such us:

- Restrictive Recruitment is falsely applied to selection of a counsellor
- Qualifications are not widely understood
- Professional Protection are not widely understood
- Ethical boundaries are often breached in the delivery of Workplace Counselling
 - Confidentiality
 - Hours of Face 2 Face Work
 - Supervision Requirement

APA can provide accurate, impartial support and guidance on all matters relating to Workplace Counselling, while ensuring that all due diligence on candidates is completed.

KEYS FOR SUCCESS

Often to achieve a powerful inner change, many of us would need new tools and ways of approaching the challenges we face. However, the tools and approaches we have in relation to our mental health and well-being are frequently locked in and we feel trapped by those very tools and approaches.

Keys For Success is a Build You Own Masterclass, allowing business leaders to select up to 6 key elements from the list below, to create a 2 day masterclass for Success.



Group 1	Group 2	Group 3
1. Moving Forward	8. Decision Making	15. My Story, My Future
2. It's time to play - be the game	9. Getting on TRACK	16. Needs, Wants & Desires
3. Train Hard - Work Smart - Win Easy	10. Great Interactions	17. When things go wrong
4. Reaction vs Response	11. Building a positive wall	18. Protecting My Attitude
5. Types of Personalities	12. Knowledge + Communication + Confidence = Passion	19. A New Outlook
6. Building Your Own Team	13. Who am I	20. Effective Planning
7. TUB Ratings	14. Safe Me	21. Excuses or Results

You can choose the elements that meet the needs of your Business, Charity, Group or Club

Choose 2 Elements from each Group to build a 2 Day Seminar

When these elements, are present in a person’s psyche, and were expressed in their actions, they appear to the rest of the world, in a different light. Their psyche enables them to have a different outlook. Harnessing these elements, allows participants to benefit from their own increased self-awareness.

All 2 day programmes are designed specifically for their audiences. No Training adaptations for purpose, No Training for trainings sake, No Training out of a box and definitely, no Death by PowerPoint.

Additional Support Options

APA Offers businesses several additional options for support:

- | | |
|--|---|
| Corporate Collaboration | Endorsed Learning Collection |
| The Ethical & Professional 20:20 Vision Awards | The APA Directory |
| | Elevated Whistleblowing Support Package |

For more information please contact support@apa-accreditation.co.uk

Corporate Collaboration - Not Membership

APA has developed an effective evolution from the flawed corporate membership framework that has been the traditional revenue funnel for the mental health charities for decades. As businesses have come to realise, the flawed approach of the past has failed to adapt to the ever-evolving demands of business or individuals and has been little more than a drain on their financial commitment. It is vital that business have a mental health support system that is fit for purpose and does not dictate the business activity, hence why APA created our Corporate Collaboration Protocol.

Step 1: The Ethical & Psychological Contribution Audit

This is APA's annual audit of positive mental health in the workplace, allowing businesses to showcase the effective operational processes they have developed, to provide an environment of positive mental health within the workplace.

This audit allows businesses to lead the evolution of workplace mental health, as they know what works for their business. The audit allows mental health professionals to provide support and guidance to maximise the ethical and psychological impacts of the business' efforts.

Step 2: APA PAL Membership of Executive Team

Ensuring that the executive teams in businesses have the best individual support and psychological awareness enhances the efficiency and focus of ethical and psychological interactions. This ultimately enhances the working environment and elevates the positive productivity of a business. A happy team equals happy profits.

Step 3: Incorporation of APA's Ethical Framework and Complaint Handling Protocols

Collaboration Partners agree to utilise APA's Ethical Framework and Complaint Handling Protocols. Where Partners require functional support in the delivery of Complaint Handling, they can use APA's Support and benefit from their Exclusive access to the Elevated Value Package. (See Below).

All publication of the APA's Material MUST be recorded as such and All Partners Teams MUST complete Complaint Handling Training with APA.

Step 4: Mutual Promotion

APA actively promotes those businesses and business leaders that actively engage with positive mental health in the workplace.

APA promotes all Collaboration Partners

- All Collaboration Partners are endorsed on APA's Printed and Digital collateral
- All Collaboration Partners listed on the APA website's Roll of Honour, with details of their approaches, so that others can grow and develop their own frameworks for positive mental health
- All Collaboration Partners are entered into APA's annual awards programme, The 20:20 Vision Awards. Showcasing the forward thinking, creative and effective engagement of positive mental health

All Collaboration Partners promote APA

- All Collaboration Partners promote APA on any Printed and Digital collateral
- All Collaboration Partners promote APA on their Website
- All Collaboration Partners promote APA Membership to their teams

The APA Ethical & Psychological Awards:

Having completed The Ethical & Psychological Contribution Audit, APA's Awards Panel will verify and validate the Collaboration Partners efforts, which will be acknowledged and recognised with APA's Well-being in the Workplace Award and are entered into APA's annual awards programme, The 20:20 Vision Awards.

Elevated Value Package

All Collaboration Partners benefit from exclusive access to APA's Elevated Value Package.

This exclusive range of services and products is not available through APA's Community Learning Platform and has been designed to support collaboration Partners to maximise the benefits of the partnership.

Counselling Support	Additional Employee Support	£90 Per Session
Coaching Support	Additional Employee Support	£90 Per Session
Mentoring Support	Additional Employee Support	£90 Per Session
Group Support	Target focused Interactions	£800 per day
Team Appraisals	APA's Career Compass Package	£150 per Employee

The Elevated Value Package also gives partners Priority access to APA's Community Learning programmes. This increases the partners capacity to support their teams and

focus their CSR efforts by supporting specific audiences within the community. Partners that select APA Learning Programmes also benefit from an Investment Linked Discount.

COST: The Ethical & Psychological Contribution Audit

APA’s Corporate Collaboration has been costed as a single annual investment based on size of the corporate entity.

The investment levels reflect the functionality of completing the audit process.

Size of Organisation		Time Required for Audit	Elevated Value Package	Investment Cost
Single Location	Less than 100 People	6 Weeks	10%	£3225
Multiple Locations		8 weeks	15%	£600 per additional location
Single Location	Less than 200 People	8 Weeks	20%	£6450
Multiple Locations		12 weeks	25%	£800 per additional location
Single Location	More than 200 People	12 Weeks	30%	£8000
Multiple Locations		14 weeks	35%	£1500 per additional location

Ethical & Psychological Contribution Audits are carried out by APA Accredited Professionals and require

- Site Visits
- Staff Interaction
- Operational Observation
- Policy and Procedural Review
- Product / Service Review

Endorsed Learning Collection

The Endorsed Learning Collection is a directory of training providers, placement providers and short course suppliers that have been endorsed by qualified therapeutic professionals and verified by APA (Ayanay Psychological Accreditation) as meeting the published Ethical & Professional Standards for Training Providers.

The Endorsed Learning Collection is a FREE, non-contractual directory, that removes the conflict of interest between membership bodies and providers. APA will make the directory available to the public as part of our commitment to Psychological Awareness for all. This not only allows prospective students to see the providers that are endorsed, but it also allows the public to have a point of reference, as to the quality of the training a qualified professional has received.



NO CONFLICT OF INTEREST BETWEEN MEMBERSHIP BODIES AND PROVIDERS

Providers wishing to be included in the APA Endorsed Learning Collection must ensure and maintain the APA Ethical and Professional Conduct protocols for Training Providers, alongside the wider [Ethical and Professional Conduct Protocols](#) already published by APA.

Recognised Specialists

What it takes to be an APA Recognised Specialist:



The recognition badges are available to all professionals, across all professional engagement arenas and all voluntary registers. Any professional can request a Recognised Specialist badge by submitting an essay (Max 3000 words) or a video presentation (Max 5 minutes), that demonstrates their knowledge and capacity, along with any supporting certification (that will be publicly available). The badges are awarded based on a peer review of the essay / presentation, and an APA Executive review.

For decades the public have searched for professionals the same way, and for decades the public perception of specialisations is often that professionals have declared their areas of expertise as a directory entry, without scrutiny, much like a preference of the topics they enjoy engaging with, rather than any meaningful knowledge, learning or understanding. APA's Recognised Specialist badges seek to rectify this perception and give the public a meaningful starting point in their search for a suitable professional.

Knowledge

The essay / presentation must reflect knowledge that is

Elevated above that of core training and

Provide a higher level of understanding in the specialist topic.

Capacity

The essay / presentation must demonstrate a professional's capacity to

Increase the understanding of the topic in others and

Create a positive awareness of the topic in others

Current Specialisms


- Addiction Awareness
- Nutrition, Weight, Shape and Health
- Sexual Trauma Awareness
- Dementia Awareness
- Child and Infant Loss Awareness
- Physical Accessibility, Mobility & Hidden Conditions
- Sexuality & Gender Awareness
- 1976ers - Abuse in the Home Awareness
- Neurodiversity Awareness
- Play and Creative Therapy
- Military and Blue Light Awareness
- Education and Community Support
- Therapeutic Consultancy

Applicants do NOT have to be APA Members

APA is seeking to ensure that the public are able to make informed choices about the professional they connect with. As APA operates to enhance the therapeutic experience and empower professionals, the Specialist Recognition Awards are open to all those that have developed Knowledge, Understanding, and Experience in the relevant specialisms.

Knowledge, Understanding & Experience

APA accepts that being a specialist in any topic is never as simple as an academic knowledge but is a combination of elements. Nor is a specialism just a benefit of 'lived experience' alone. However you have acquired your knowledge, understanding & experience, it is your capacity to convert that into a benefit for others that makes a



specialism. To share your elevated awareness of a specialist topic in a way that is ethical, professional and conducive to positive development for others is the true sign of a specialist.

Value

APA's Specialist Recognition Awards empower professionals to embrace their own awareness and let the public connect with them, based on that awareness. Recipients will be promoted via APA's Specialist Directory and are subject an annual investment.

NO MORE TICK BOXES.

The Awards are E.P.I.C in that they

- Elevate the connectivity between professional and prospective client
- Provide direct knowledge to the prospective client from the professional
- Increase public confidence in the professionals capacity
- Create greater levels of Trust, Understanding & Belief in the Professional.

All applications for Specialist Recognition will be peer reviewed and reviewed by the APA Executive. All recipients will be included on the APA Recognised Specialists Directory.

This administration bares cost and APA is pleased to be able to offer all professionals a discounted Introductory levy:

APA Members - Review & Directory Listing - £10.00 PA, per specialism

Non-Members - Review & Directory Listing - £50.00 PA, per specialism

To Apply

APA has sought to make applying as responsive and effective as possible.

If you choose to produce a written essay, please limit it to a maximum of 3000 words and submit it in PDF format. 1 essay per Specialisation.

If you choose to produce a video presentation, please limit this to a maximum of 5 minutes and again only 1 video per specialisation.

If you have received specialisation certificates or awards, that support your application, please submit digital copies of such certificates and awards, these will also be included in any subsequent directory listing

Please remember your submissions will be made public, by applying for the Awards, you are consenting to this fact.

NOTE: Amendments and Resubmissions to The APA Directory listings will carry an additional administration charge.

Submissions should be made via support@apa-accreditation.co.uk

Continuous Professional Development

Continuous Professional Development (CPD) is a pre-set requirement of APA membership for all qualified therapeutic professionals (APA QAM category members).

APA does not specify, guide, or mandate what professionals do to enhance and develop their own knowledge, understanding or experience. From April 2022 APA will require QAM members to complete an annual Elevated Learning Validation Questionnaire as part of the annual membership audit process.

We do encourage APA QAM members to consider:

- Latest research and therapeutic developments
- Widening the range of modality awareness and understanding
- Personal enrichment
- Sharing knowledge, understanding & experience via the APA Peer Learning Platform

Validating CPD for Therapeutic Professionals is an elevation on decades of tick box exercises. Validating the impact and benefits of CPD that has been completed maximises the value of that learning and the practical use of the knowledge, understanding and experience the professional has gained.

As the Mental Health Infrastructure continues to grow it is vital that public confidence in the professional development, training, and delivery of services also grows.

Validating the practical inclusion of CPD in the delivery of services to those in need, will support an increase in public confidence in the Ethical & Professional growth of professionals.

APA has developed a CPD questionnaire applies to

ALL Learning material produced by APA including:

Video presentations on the APA YouTube Channel
Training Seminars or Presentations

Any Non Certified Learning including:

Professional Presentations
Professional Development Publications

APA CPD Certification is issued with the understanding that the Questionnaire once confirmed can be made available on request.

APA on YouTube

APA offers hours of free-to-view learning on our YouTube channel. With multiple playlists, this platform offers a whole range of learning and support. APA offers all viewers of the videos the opportunity to record the learning as part of their 'Ongoing Professional Development' by using the Elevated Learning Questionnaire and receive a CPD Certificate for the learning they have gained. This is **free** to all APA members. Non-members can also benefit from this option, with just an administration charge.

Members that wish to take part in the various podcasts can arrange a conversation with the APA Team, by contacting support@apa-accreditation.co.uk

Peer Learning Platform

APA offers all members the opportunity to earn from their knowledge, understanding and experience. With many professionals unable to increase their time to earn capacity, being able to earn 'passive' income, without reducing the time available for the professional's primary revenue source, is a massive opportunity for professionals. APA's Peer Learning Platform is, therefore, a phenomenal source of elevated learning for students and professionals alike.

Members can produce a 1hour video presentation on a topic that supports peers to grow and develop their knowledge and understanding. Those videos, once reviewed and approved by the APA Membership Advisory Board are uploaded to the Peer Learning Platform and are available to download via the APA website.

The cost of each download is £25.00. The member that produces the video receives £20.00 per download. £5.00 covers the administration costs of the platform.

Community Learning Platform

APA is mindful that the world of mental health has a duty to maximise and promote psychological well-being to all. Traditional support has been focused on recovery following a personal realisation of a personal need for support. APA acknowledges that the world of mental health has a significant contribution to offer by raising psychological awareness and resilience to those communities that experience challenging environments.

At APA, we believe that **“nothing improves by staying the same”**. APA's dedicated learning division provides a full range of psychologically based, trauma-aware support programmes that can assist in the process of transitioning to an elevated level of psychological awareness that positively enhances mental health.

This focus on preventative empowerment, is a key factor in APA's commitment to providing E.P.I.C. (See APA's Focus) solutions that benefit everyone.

APA members have the option to train with APA, in order to become licenced APA facilitators known as APA Champions.

APA Champions



In a world that has become so fragmented, disjointed, and insular, sections of our communities have become almost forgotten, with charities and goodwill being the mainstay of the services delivered above any statutory minimum.

APA's Community Learning programmes support those sections of our communities and offer meaningful and effective psychologically focused learning with elevated trauma-relevant integration.

APA members working in the specific arena, can train to deliver the various Community Learning programmes to promote, engage and support their local communities to access the programmes.

This provides APA members with an additional service for which they can earn directly.

Cost to train is £1500 Champion training takes 6 weeks and includes:

- Online and live interaction
- Task work
- Live presentation
- A 5* weekend training retreat

Once approved as an APA Champion the cost of access to the Specific Community Learning Presentation is just £180.00 per annum.



Rampage Champions

Supporting the Social Care Sector

Rampage Champions are dedicated to supporting the Community Learning programmes for those connected to social care. This includes APA's Social Care Navigator Service.

B.I.T.I.M.O. Champions

Supporting the Ex-Military & Blue Light Communities

B.I.T.I.M.O is the *only* transition programme designed by the psychological sector to bring together those that served and their person of significance.



1976ers Champions

Supporting those connected to Abuse in the Home

1976 was the year abuse in the home was outlawed in the UK. APA offers Several packages of support in this area and the 1976ers Champions are the advocates for this support.

STEPS Champions

Supporting those connected to the Justice Sector

For anyone with experience of the justice sector. Psychological awareness is a major key to long-term success. APA's STEPS Champions promote and advocate the Steps to Success programme, specifically designed for the justice sector.



CSR Champions

Supporting Businesses that value Psychological Awareness



Businesses have always struggled to develop effective connections with potential employees that have disadvantaged experiences in their lives. Our C.S.R. Champions are focused on supporting businesses to develop their operations in a way that puts positive mental health at their core, enhancing their reach and capacity to engage with the communities we support.

APA PROGRAMMES

Storytelling with The Mouse

Available to 8 - 10 Years old either in Primary School or Youth groups.

The Rampage Collection

Designed for 3 specifically targeted groups connected to the Social Care Sector.

- 11-14year olds, Their Carers and Their Professional Key Worker
- 16-19year olds.
- Professionals working with young people connected to the Social Care and Justice sectors.

On Your Marks & Ready, Set, Go!

Supporting Young people 17+ years old that are transitioning from the Care Sector.

Collaborative Parental Support

Supporting improved responsiveness & communication to maintain child well-being.

Step to Success

Focuses on the successful transition from the Justice Sector to independent living.

Pain to Purpose

A collaboration programme designed for those with experience of Abuse in the home and those that work with them.

Working Alone, Working Safe, Working Wise

Supporting all those that work alone, or in 1-2-1 environments.

The 1976ers Project A collaboration programme for employers to enhance the support for those with experience of Abuse in the home.

The VC Model Supporting effective and long-term development of Responses over Reactions.

Elevated Service Programme (Hospitality)

A collaboration programme focused on Hospitality: 18- 25year olds with experience of living in the Care Sector.

B.I.T.I.M.O. Transition LIVE

Designed to support the Ex-Military Community and those in transition from Military Service to Civvy Street.

The 3 R's Programme - Restore, Recover, Revive

This community engagement programme designed to Increase Trust, Improve Understanding and Develop an attitude of collaborative success.

Selection, Induction & Retention

Supporting Business to enhance the full on-boarding and retention process, in a way that not only improves long term mental health in the workplace, but also increases their Community & Social Responsibility commitment and reduces their operational pressures.

Motivational Enhancement Technique

Supporting Human Resources Managers to maximise Effective Communication.

Transition in Sport

Dedicated to Whole Person Performance and Positive Mental Health in Sport.

Selection, Induction & Retention

Supporting businesses to enhance the full on-boarding and retention process, in a way that not only improves long term mental health in the workplace, but also increases their community and social responsibility commitment and reduces their operational pressures.

Whistleblowers Support Package

Supporting those engaged in a whistleblowing environment.

The APA Ethical & Psychological Awards

We aim to empower and encourage businesses, charities, and all organisations to work to improve the psychological wellbeing of their teams. These awards are intended to recognise and celebrate this work and achievement. No more hoop-jumping or box-ticking. APA's ethos is to drive solutions that work for the benefit of those in need, at the time of need. We seek to encourage best practice and effective mental health support within the workplace.

The APA Awards Panel is made up of therapeutic professionals, business consultants and HR professionals.

The Categories

Wellbeing in the Workplace

Nominations for this award are open to businesses, charities and organisations that can demonstrate their systematic processes and responses to concerns of psychological wellbeing. The Awards Panel will verify and endorse those that have successfully completed the Corporate Collaboration audit.

The APA Contribution Award

Businesses, charities, and organisations are invited to nominate individuals from within their teams who have made an outstanding contribution to the development and improvement of psychological wellbeing in the workplace.

The Youth Engagement Award

This Award recognises the dedicated efforts to enhance, develop and grow the positive mental health of young people around the world.

The Adrian Pennington Award

Recognising the future talent of the psychological sector. APA celebrates those stand-out students that not only embrace the teachings of the past, are eager to learn in the present, but are also the 'torchbearers' of the future.

The Directors Award

This will be awarded by the APA Directors to individuals for outstanding contributions to the advancement of psychological understanding and professional development.

The APA 20:20 Vision Award

The APA Award for Ethical & Psychological best practice in the workplace. Every Ethical & Psychological Award winner will be eligible for the annual APA 20:20 Vision Award.

Insurance

It is a requirement of all our therapeutic professionals to have and maintain adequate insurance for their professional activities. APA cannot endorse or protect a professional member that does not hold valid insurance.

We are proud that our members are entitled to reduced indemnity insurance through Holistic Insurance Services and Howdens Insurance Group

Please note, no member is obligated to use these insurance provider.

By ensuring all QAM and PQM hold and maintain adequate insurance cover, APA can be confident in its active promotion of members. Protection in the event of adversity, both personal and professional, increases confidence in the professionalism of the sector.

Membership Promotion and Advertising

All APA members can promote their membership in several ways.

APA Elevated Directory

As an APA member, you are automatically entitled to have your website and your profile included in the APA Directory. This directory is open to the public and is actively promoted by the APA Management.

Qualified Accredited Members that offer supervision services will be clearly shown on the Directory.

NB - APA will not be hosting tiered membership levels.

Featured Member

APA will promote randomly selected members from each membership type. A short feature will be written and published on all APA social media platforms as part of APA's Meet The Member Monday. This will include a link to the members listing on the APA Directory.

Use of Membership Logos

Each membership type has its designated logo. Members will receive authorisation to use the appropriate logo on successful completion of the application and assessment process. Members may choose to use the logo as they see fit. Members may not alter the logo in any way. To do so will result in membership being terminated.



Promotional Events

Where appropriate, APA will notify members of opportunities to promote their services at selected APA retreats and events. APA reserve the right to select such events as we deem appropriate.

When such notifications are made, they will be made to all members without prejudice.

The space available to promote members services, will be dictated by venue.

The cost for such promotional space will vary and will be made transparent on the notification.

Use of APA Social Media Platforms

Our main aim is to support the therapeutic community. To this end, all APA members will be invited to join a members-only Facebook group. The details of which and guidelines for use of this space will be included in your letter of acceptance.

Use of APA Video Platform

APA will develop our video platform, allowing members to share their video content (once authorised by APA). This will allow members to earn from their content.



Membership Disclosure policy

All members are asked to confirm at application and renewal that they have read and understood the current Ethical & Professional Conduct Protocols, regulations, policies, and procedures.

If your work involves research into counselling and psychotherapy, where a research project has legal connections, we advise members to declare their projects in advance. These declarations will be held in confidence, for the protection of the member. You are also required each year to disclose and declare anything that may prejudice the public's perception of the profession, bring APA into disrepute, or compromise the standards of good practice within the profession.

Please note that disclosure of any information does not automatically exclude you from APA membership. However, failure to disclose such information may result in a refusal or withdrawal of membership.

Acceptance of your membership and subsequent renewals will only be confirmed and membership numbers issued when the application & assessment process has been completed.

Disclosure statements

- Do you have a conviction which is not spent under the Rehabilitation of Offenders Act 1974?
- Have you ever been refused or expelled from membership of any professional body or register on the grounds of professional misconduct?
- Have you ever been the subject of any criminal or civil claim brought against you, other disciplinary action, investigation, proceeding or enquiry?
- Are you currently or likely to be the subject of any disciplinary action, investigation, proceeding or enquiry?
- Is your fitness to practise impaired for any reason including health or personal circumstances?
- Are there any other factors which could call into question your suitability for membership?

Disclosure

If you can answer 'yes' to any of the disclosure statements above, please provide a full and comprehensive signed statement including details of:

Circumstances surrounding the disclosure,

- Any mitigating factors
- What steps you took to turn your life around
- What you have learnt from your experiences

You should send this to our Ethical & Professional Conduct department marked 'private and confidential'.

All material information relating to your membership must be disclosed. It is your responsibility to ensure that you declare all relevant information.

Any information declared may be processed alongside APA's own due diligence to determine your suitability for membership of APA.

Under the Rehabilitation of Offenders Act 1974, certain convictions will become spent after a certain amount of time. If you have been convicted of a criminal offence you must declare your unspent convictions but do not need to declare ones that are spent. For guidance on whether a conviction is spent, please speak to the Citizens Advice Bureau or the relevant government department.

If you have any convictions, please list your unspent conviction(s) on a disclosure of criminal convictions form available by calling customer services.

Complaint Protocols

Our promise to you

We will:

- Abide by our company values and act with integrity, openness, honesty, fairness, and respect
- Act with the highest standards
- Listen, learn, and grow from every experience
- Manage ALL complaints, whether relating to members or officials, in accordance with the complaint protocol

How to complain

If you feel that an APA employee or member has fallen short of the high standards you should expect, you have a right to make a complaint.

We take all complaints seriously and will discuss the details with you directly to find a fair and balanced solution to every complaint.

You can contact us to make a complaint:

- 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

How long do I have to make a complaint?

We ask, that you contact us within a month of you finding out you have reason to complain. In exceptional circumstances, we may be able to accept your complaint after this deadline. This will be discussed with the Senior APA Executive during the direct conversation of enquiry.

What happens when I've made a complaint?

We will acknowledge your complaint within 48 hours of receiving it. All Action Plans will have an initial 20-working day Resolve or Report Cycle.

You will be kept informed at every stage, or as agreed in the action plan.

The 20-working day Resolve or Report Cycle, is managed in a 4 Phase Process.

Phase 1

- Overview
- Conversation of Enquiry – Complainant

Phase 2


- The Member must submit a formal written response to the Notice of Enquiry.

Phase 3

- Formal Conversation of Enquiry with the Member.

Phase 4

- Conclusion Report to be issued to the member and the Complainant within 5 working days or No later than the due date.



We will aim to resolve all complaints as quickly, fairly, and effectively as possible. If a complaint cannot be resolved in the first 20 working day cycle, both parties will be informed on the final day and within 48 hours a Dedicated Complaint Handler (DCH) will be appointed, and a new action plan will be drawn up and submitted to both parties.

The DCH's aim is to resolve your complaint within 30 Working days. Therefore, the DCH Action Plan will include pre-set contact points and details of any additional information required from either party. It will be for parties to respond to such information requests within the timeline stated. Failure to comply with a DCH request, without explanation, will be deemed as a disengagement from the process and can be considered in the complaint outcome decision made by the DCH.

Where Complaints require greater investigation.

In situations where a complaint clearly requires detailed investigation, the initial conversation of enquiry will identify this, and the action plan will be created to reflect this need.

Options available to APA in such circumstances include:

- Dedicated Complaint Handler can lead the complaint from the outset
- Timeline can be adjusted with pre-set updates built into the action plan
- Independent review

Resolution Options

Dedicated Complaint Handlers will have a range of options available to them to assist in securing a resolution, up to and including mediation. Mediation will be a costed option, and this will be at the expense of the parties involved.

APA's Conclusion Options are:

- Upheld
- Urgent Action Required
- Unfounded
- Advisory Note - APA has developed the Advisory Note option to support Ethical and Professional development where such opportunities arise. They are not Sanctions, Mandatory Requirements or Inferred Penalisation.

Right of Appeal

If you wish to appeal a complaint outcome decision made by a DCH, you can request a complaint review by a Senior APA Executive.

Options available to APA in such circumstances include:

- Full review
- Process review
- Re-investigation (should additional information have come to light)

The Right to Appeal will be held open for one calendar month, from the date of the complaint outcome decision.

If you or either party remain dissatisfied when you receive APA's response, you can ask for your complaint to be reviewed by the full Membership Advisory Group. The review will be completed within 20 working days. The decision of the Membership Advisory Group is final and there is no further right of appeal.

Complaints made regarding breaches of our Ethical & Professional Conduct Protocols.

Complaints of this nature are particularly serious, as they can impact on the whole profession.

These complaints will always be led by a Senior APA Executive and a Dedicated Complaint Handler, with the complaint outcome decision being made by the Membership Advisory Group.

There will be no pre-set timeline for investigations of this type of complaint and APA reserves the right to seek legal advice regarding disclosure of the investigation and where public protection is in question. APA reserves the right to report concerns to the police and follow their guidance. Be aware, this can mean that APA does not inform the member directly of an investigation into alleged illegal activity.

Any member who finds themselves the subject of legal proceedings or investigation, (criminal or civil law, except for parking offences and claims of a financial nature) should declare it to APA at the first possible opportunity. Failure to openly declare will be seen and acted upon, as a breach of the Ethical & Professional Protocols.

Class Action Complaints

Where multiple independent complaints are received, APA reserves the right to connect the complaints and treat them as a 'Class Action Complaint'. The process will work exactly as stated above. The only difference is that there will be multiple sources of information.

Appealing a decision regarding breaches of the Ethical & Professional Conduct Protocols.

As all Complaint Outcome Decisions in this category are made by the Membership Advisory Group, should a member wish to appeal they can request an executive ruling by appealing to the Chief Executive Officer.

What we cannot look into:

There are some things we can't deal with through our service complaints process. Examples are

- Any decisions already made under our Ethical & Professional Conduct Protocols
- Any attempt to have a previous complaint reconsidered

If your concerns can't be dealt with under our service complaint policy, we will contact you and explain the reason why.


If things have gone wrong, we will:

- Accept, acknowledge, and explain what went wrong
- Consider developing processes or providing specific training to prevent the same problem in the future

Publicising a Complaint Under Investigation

All complaints are deemed Private and Confidential whilst under investigation. Any party engaged in an APA Complaint investigation will be expected to maintain the confidentiality of the complaint. It is highly damaging for details of complaints, that are under investigation to be made public. The court of public opinion is not part of the APA Complaint Protocol. Parties that breach the confidentiality of the complaint protocols will automatically have the complaint ruled against them.

Professionals that breach confidentiality in relation to a complaint, as in any other breach of confidentiality, would be acting unethically and would also face sanction, due to unethical conduct.



Members of the public that chooses to breach confidentiality, remove any integrity of the investigation into their complaint. APA will, therefore, rule a complaint as unproven and cease the investigation.

Publicising Complaint Outcome Decisions

It is APA's policy that not every complaint outcome decision warrants public exposure. However, where legal advice suggests that a member presents a risk to the public, APA reserve the right to terminate a members' affiliation. APA also acknowledges that it may be appropriate in some circumstances for the Disclosure and Barring Service, Disclosure Scotland and/or other relevant authorities and employers, if applicable, to be notified. (NB APA will NOT publish details of any such termination. Only that x member has been removed from the membership on grounds of Ethical & Professional Conduct Protocol breaches where a risk to the public was legally advised). APA will only take this course of action following legal or police advice. The measure of risk will be assessed by civil law standards not criminal law. This means a member will not have the protection of APA, based on not having been found guilty in a court of law. APA will act to protect the public, based on probability of risk.

External Complaints Notification

Occasions can arise where a member is wronged by a fellow professional, not connected to APA. In such situations, APA offers our members the option of support, in pursuing their external complaint. APA acknowledges 2 types of external complaint:

Type 1: Non-legal Complaints

Non-legal complaints refer to complaints to a governing or membership body. If you feel, as an APA member, that you have been wronged by a fellow professional, APA encourages you to exercise your right to make a complaint, to that professional's governing body or membership body, should no governing body be constituted.

Type 2: Legal Complaints

Where evidence and legal and / or police guidance is presented to APA. (When professionals cross the line of legality, APA will ethically safeguard clients and protect the integrity of the profession.) When an APA member is wronged and is the victim of illegal acts, APA will endorse their right to take the advised legal action.

We take all requests seriously and will discuss the details with you directly to find a fair and balanced solution to every complaint.



Protecting APA Members

When it is brought to the attention of the APA Executive that members of APA are being subjected to sustained malicious harassment, from individuals that promote themselves as therapeutic professionals, they will be supported by APA.

APA wishes to make it clear that no one who carries out such actions can ethically or morally claim to be a therapeutic professional.

APA members have the unique option, within the therapeutic community, to be supported when they have a complaint against an external body. The External Complaints Notification is there to provide members with support in times of such need. Where appropriate this support can and will include active intervention, and communication as well as joint working with other agencies. APA will not tolerate members being harassed, bullied, stalked, or threatened and when such actions are undertaken by fellow professionals, APA has, is, and will always act to protect its members.

Such actions towards peers and fellow professionals shows a clear disregard for the principles of the therapeutic role. This highlights a stark question as to the suitability of a professional to work consistently with clients in a safe and professional manner. We call on all membership bodies to join APA in imposing a zero-tolerance policy on such activity.

Professionals that have received such treatment should never feel abandoned by their membership body.

A mindset that attacks a fellow professional through malicious harassment, online trolling, digital stalking, abusive or menacing phone calls and / or SMS messaging, etc, is clearly in need of improving their own coping skills.

Furthermore: Where a professional publicly presents behaviours and actions that are either unethical or unprofessional towards clients, APA members, or risk bringing the reputation of the therapeutic sector in to question, APA reserves the right to act to protect against such unethical, unprofessional, and in cases potentially illegal actions.

Whistleblowing Protocols

Whistleblowing is classified by the UK Government as follows:

“ Whistleblowing is the term used when a worker passes on information concerning wrongdoing. In this guidance, we call that “making a disclosure” or “blowing the whistle”. The wrongdoing will typically (although not necessarily) be something they have witnessed at work.

To be covered by whistleblowing law, a worker who makes a disclosure must reasonably believe two things. The first is that they are acting in the public interest. This means in particular that personal grievances and complaints are not usually covered by whistleblowing law.

The second thing that a worker must reasonably believe is that the disclosure tends to show past, present or likely future wrongdoing falling into one or more of the following categories:

- Criminal offences (this may include, for example, types of financial impropriety such as fraud)
- Failure to comply with an obligation set out in law
- Miscarriages of justice
- Endangering of someone’s health and safety
- Damage to the environment
- Covering up wrongdoing in the above categories


Whistleblowing law is located in the Employment Rights Act 1996 (as amended by the Public Interest Disclosure Act 1998).

It provides the right for a worker to take a case to an employment tribunal if they have been victimised at work or they have lost their job because they have ‘blown the whistle’.”

APA believes that the motivation for ‘Whistleblowing’ is often, in a large part to protect and prevent harm. APA see’s this motivation as a positive opportunity to

- Elevate the organisations effective functioning
- Provide the safest possible environment for disclosures
- Increase the effectiveness of the organisation
- Create the most robust and efficient Voluntary Support Platform in the Sector

APA holds true to its founding principles of Empathy, Congruence, and Unconditional Positive Regard. These principles extend to and include APA’s approach to reports and disclosures of wrongdoing within the organisation.



APA's highly robust and transparent protocols for Complaint Handling are industry leading and as such APA's response to Whistleblowing reports must demonstrate clear and effective protections for the 'Whistleblower', any potential victim of such wrong doing, (whether the victim be, an individual, group, organisation or other such entity), and APA itself.

The APA Executive hereby gives a firm and consistent commitment to act in full accordance with legal guidelines, legal precedent, and APA's own policies and guidelines.

APA believes that all persons connected to the organisation should, at all times, be comfortable to disclose experiences and interactions that they feel would constitute a need to inform.

Those with such knowledge and experience should be confident that they will be treated with respect, understanding and protected from any negative engagement. Whistleblowers will be met with Empathy, Congruence and Unconditional Positive Regard. The information disclosed and subsequent investigation will be treated in all best practice and within the parameters of APA's Ethical & Professional Conduct Policy, alongside APA's Complaint Handling Protocols and underpinned by the additional measures as stated in the Whistleblowing Response Protocols.

Raising a Complaint or Whistleblowing

Whistleblowing is intended to be the protected space for employees, and those connected to the function of the organisation. However, APA believes that anyone with evidence of organisational wrong doing, that would meet the elements of

- Criminal offences (this may include, for example, types of financial impropriety such as fraud)
- Failure to comply with an obligation set out in law
- Miscarriages of justice
- Endangering of someone's health and safety
- Damage to the environment
- Covering up wrongdoing in the above categories

Should be afforded the same protections as an employee who highlights the same information. This ensures that such evidence can be brought to light, irrespective of who is able to share the evidence.

The Protocols

APA believes that the integrity of any organisation is shown best on how it responds when it is under pressure. Circumstances that require a whistleblower to come forward are a clear indicator, that an organisation is under pressure.

Once a Whistleblowing disclosure is made, APA's response is critical to ensuring an effective process is delivered.

APA has designed the Protocols to maximise several key factors:

1. Ease of Disclosure
2. Protection of Source
3. Integrity of Investigation
4. Effectiveness of Escalation (Where required)
5. Ethical & Professional Recovery
6. Transparency of Learning

APA is mindful of the impacts of a whistleblowing disclosure, we therefore, facilitate a Confidentiality Package to ensure that the source is protected and the organisation can investigate without risk of evidence of wrong doing being lost, destroyed or in any way compromised. This Confidentiality Package will be reviewed as part of the Ethical & Professional Recovery.

Phase 1

Ease of Disclosure

Anyone with evidence or a suspicion of wrong doing covered by 1 or more of the 6 Whistleblowing elements, can contact APA

Directly:

- Direct report of Whistleblowing via:
 - By telephone Call our service team on 0208 556 4984
 - By email support@apa-accreditation.co.uk
 - In writing APA Ltd, Cambridge Park, Wanstead, London, E11 2PU

Indirectly:

There are several ways first contact can be made indirectly.

I. **Open Contact Thursday**

APA operates weekly confidential appointments with the APA CEO. Booking an Open Contact Thursday appointment and discussing the concerns with the CEO.

II. Contacting any Member of the APA Team.

All APA team members have a Duty of Care and a responsibility to act as the Person of First Contact, for Whistleblowing Reports.

III. Contacting an appropriate external authority

APA acknowledges that often the confidence to highlight such wrong doing can be a difficult step to take. This can mean that external reporting to an appropriate authority feels a more comfortable option. Therefore, a report of Whistleblowing, via an appropriate external authority, will be accepted by APA as a valid disclosure that will activate the Whistleblowing Protocols.

Phase 2:

Protection of Source

It is imperative that from the moment of disclosure, there is a full and consistent process of Information Collection:

Source details are a part of the that information. This information must be held in the strictest of confidence and limited to a maximum of 2 people within the organisation.

Where possible, the source details should not be recorded digitally or shared in communication until completion of any investigation, and then only if sharing the source details is appropriate.

Anonymising a Whistleblowing source at the beginning of the process and minimising the digital footprint of the sources identity, is designed to limit risks of impeding or otherwise interfering with the integrity of an investigation.

Therefore, at the Point of Disclosure all Communication will be managed by Team member that received the disclosure. (1st Responder)


Phase 3:

Integrity of Investigation

Investigations involving evidence or suspicion of elements covered by 'Whistleblowing' often come into 2 categories.

- Blatant and Clear
- Complex and Concealed

Whichever type of scenario is in question APA will investigate within the bounds of the law and our Ethical & Professional Conduct Protocols.



The role of the 1st Responder will be a conduit for all information, evidence and communication (to and from the Source).

Once a disclosure is made the 1st Responder will work with an appropriate Investigation Supervisor. This will be a member of the APA Core Torchbearer team that is not deemed by the source to be compromised or involved in matter at hand.

The 1st Responder and Investigation Supervisor will be the only people to know the identity of the source.

The Role of the Investigation Supervisor is to ensure that any evidence, information or communication relating to the investigation is validated, verified and appropriately managed.

Communication relating to the investigation will not be shared with anyone unless it is deemed appropriate to increase the investigation team. (Confidentiality of the Source will remain in place in this instance)

Investigation Time Line

It is ill advised to pre-set a dedicated Time Line for whistleblowing investigations. However, All 1st Responders and Investigation Supervisors will work to explore the extent, and impact of any wrong doing, with all due diligence, effective focus and urgency.

Any investigation must have a clear and accurate outcome.

- Proven
- Not Proven
- Unfounded

APA's course of action following any investigation must remain consistent and appropriate to the findings of the investigation.

The Investigation Supervisor will have the ultimate responsibility for assigning an outcome to the investigation. The 1st Responder will have the opportunity to contribute and submit their thoughts regarding the evidence and their interactions with the source.

Confidentiality during the investigation

without details of the disclosure being made public.

Phase 4:

Effectiveness of Escalation (Where required)

Once an outcome is recorded by the Investigation Supervisor, Irrespective of the outcome the Investigation report and evidence must be declared to the full APA Executive Team. Who will within 72 hours produce an initial response to report, with a full formal response being produced within 7 working days.

It is prudent to remember that there may be circumstances where it is appropriate for the Investigation Supervisor to take immediate escalatory action and inform legal authorities prior to informing the Executive Team. In such cases, the Executive Team may not be party to details of the investigation.

The course of action following an investigation once a full formal response from the Executive Team has been completed will move as follows:

A Disclosure is Proven

When a Whistleblowers disclosure has been proven APA will

- I. Report and share the investigation findings with the appropriate authorities
- II. Release a public statement Thanking the source for highlighting the wrong doing, accepting, acknowledging and apologising for the operational failures to prevent the situation.
- III. Initiate a full operational review of factors involved in the situation.
- IV. Take any appropriate disciplinary action.

A Disclosure is Not Proven


When a Whistleblowers disclosure has not been proven APA will

- I. Inform the Membership that a disclosure had been made, investigated and found to be Not Proven.
- II. Initiate a critical operational review, to test the robustness of APA Policies and Procedures to ensure maximum protections are in place.
- III. Ensure the source is invited to take part in the review.

A Disclosure is Unfounded

When a Whistleblowers disclosure is discovered to be Unfounded APA will.

- I. Inform the Membership that a disclosure had been made, investigated and found to be unfounded.
- II. Release a Public Statement that a disclosure had been made, investigated and found to be unfounded.

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- III. Making a false, or malicious disclosure, would constitute a highly Unethical & Unprofessional act. This would result in a direct investigation, as to the motives and intent behind such an action.
 - IV. APA reserves the right in such instances to invoice the source for the costs, associated with making an unfounded disclosure.

Phase 5

Ethical & Professional Recovery

Following any investigation there will be impacts that must be responded to, both large and small, seen and unseen. The emotional and physical impacts on those affected by a whistleblowing investigation cannot be overlooked.

APA is committed to effectively supporting all those affected by such circumstances, while also ensuring that the organisation is able to recover.

Phase 6

Transparency of Learning

APA is committed to ensuring that any whistleblowing event, is an opportunity for learning. The organisation will therefore produce a dedicated report following any Whistleblowing event, that outlines the details of the Investigation, the outcomes, the measures of recovery and the lessons learned.

APA will make such reports available on request with copies issued to all parties involved in the initial event.

Executive Commitment

The APA Executive hereby, commits to upholding the Whistleblowing Protocols and Pledges to deliver a working environment, conducive to the effective communication and investigation of any perceived wrong doing that would activate these protocols.

Core Torchbearers Pledge

APA's Core Torchbearers pledge to maintain a functional neutrality in any and all Whistleblowing Investigations. Upholding these protocols and APA's Ethical & Professional Conduct Protocols to ensure that any perceived wrong doing or risk of wrong doing is appropriately reported, managed and resolved.

Members Duty of Care

All APA Members carry a Duty of Care in respect of reporting perceived risks related to the Whistleblower elements:

- Criminal offences (this may include, for example, types of financial impropriety such as fraud)
- Failure to comply with an obligation set out in law
- Miscarriages of justice
- Endangering of someone's health and safety
- Damage to the environment
- Covering up wrongdoing in the above categories

Cancellation policy

APA Members can cancel their membership at any time but may not be eligible for a refund of fees already paid.

Ceasing your membership will also stop access to all APA membership benefits, products and services that are received through being an APA member. Cancellation without prejudice means members that cancel their membership will not be excluded from APA public events, or from reapplying for membership in the future.

When you cancel your membership

If you choose to, you can end your membership, or stop any service you've applied for separately, by telling us. This should be confirmed in writing or by email. If you do tell us that you wish to end your membership, you will no longer be able to benefit from being a member.

If you pay your subscription by Direct Debit payments, the Direct Debit instruction will be cancelled by APA for the next payment. Please note that if you cancel your Direct Debit instruction this will automatically terminate your membership. It is therefore important that you contact APA as soon as possible.

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.

In the event of you wishing to end your membership we will require payment of any arrears that may be due from you at the time and the removal of all links from your marketing material, including your online presence, following which you will have no further obligations.



Canceling your Membership

Cancellation of membership needs to be in writing, either by letter or email. On receipt of your request, our Membership Executive will complete your APA departure assessment. Your membership will be current until we receive confirmation, that there are no outstanding fees or disciplinary enquiries, or actions against you. APA will write to you to confirm that we have cancelled your membership as per your request.

However, until this letter is received you should consider your membership to be current and that you remain obligated to the terms and conditions, policies, ethical and professional protocols of APA.

If you choose to end your membership, or your application for membership is declined, we will keep all your information, securely and confidentially, for a period of 12 months.

You will no longer appear on the APA Directory, be authorised to use the APA logo and may not use any affiliated letters or titles.

If you are subject to an ongoing disciplinary procedure with APA, any request to cancel may be held until completion of the procedure.

Reinstatement of cancelled membership

Dependant on the APA departure assessment stating 'no objections', cancelled membership can be reinstated at any time within 12 months of the original request taking effect, via the completion of a membership reinstatement form. As the original request was for cancellation the membership will not be backdated but will restart from the point of the membership being reinstated.

Those requesting reinstatement of cancelled membership will also need to submit the necessary supporting documentation, as laid out in the departure assessment.

Unfortunately, after 12 months of a membership being cancelled, the only route to restart membership is to complete in full a new membership request.

The APA Directory

Once your request to cancel your membership is confirmed, your entry will no longer be displayed on the Directory search pages of our website.

Conferences and Events

Cancellations of conference or event attendance will be required in writing or by email. If there is more than two weeks to the conference or event, a refund will be issued according to the refund policy. If you cancel after this period or are unable to attend without letting us know beforehand, no refund will be issued.

Termination of Membership policy

APA reserve the right to terminate a membership for reasons other than breaches of our ethical and professional protocols. This policy details the more specific reasons we may terminate your membership.

All members, of every category of membership, need to be concerned with the maintenance of good practice within the profession and commit themselves to practising according to the Ethical & Professional Conduct Protocols to which members must adhere.

We may end your membership, stop providing services or products and end our agreement, with immediate effect. Any services linked to your membership will stop at the same time, ie your APA Directory entry, entry to any members' or public events, without reimbursement of any fees already paid.

If we don't exercise rights that we have against you straight away, we can still do so later.

Reasons for Termination of Membership

Some more practical examples of why we may terminate membership are:

- If a member is unsuccessful in renewing their membership
- If a member is unsuccessful in passing an APA audit
- If a member is found to be ineligible for a chosen membership category
- You provide us with false or misleading information at any time
- You allow someone else use your membership or associated products and services

These examples are not exhaustive and merely demonstrate some circumstances that may result in the termination of membership.



Instant Termination

We may also end membership immediately (and stop providing services and products) if we have reasonable grounds for thinking that you have done any of the following:

- You have breached any of our Ethical and Professional Conduct Protocols
- You have put us in a position where we might break a law, regulation, code, or other duty that applies to us if we continue your membership
- You behave in a threatening or abusive manner to our staff or a fellow member
- We believe that maintaining your membership might expose us to action or censure from any regulator or law enforcement agency

Other products and services

On ending of membership, all benefits, products and services will cease and you will not be entitled to access these. Members are advised that APA may also, in certain circumstances, consider a lifetime block on a member.

Refunds

If membership is terminated for any reason, no refund of membership subscriptions, products or services will be made.

Public Declarations Of Termination

Any termination of APA membership will *only* be published where it is in relation to breaches of our Ethical and Professional Conduct Protocols that put clients at risk. APA also acknowledge that it may be appropriate in some circumstances for the Disclosure and Barring Service and Disclosure Scotland and/or other relevant authorities and employers, if applicable, to be notified.

(NB - APA will NOT publish details of any such termination. Only that x member has been removed from the membership).


APA Membership Terms and Conditions


If you wish to become an APA member, you will have to meet the application and assessment requirements and agree to the following terms & conditions, which are set out below.

Your initial application includes a paragraph entitled 'Applicant's Declaration and Signature' which you sign and return to us. The terms and conditions set out below do not supersede this declaration, they are additional.

Terms and Conditions

1. I confirm that the information provided by me in my membership application is accurate, is not subject to any alteration or change and that by signing the agreement and declaration at the end of these terms and conditions, I confirm and agree that the information I have submitted is true.
2. I confirm and agree that my application request for my chosen membership type is correct, and that I meet the requirements of the specified membership type.
 - a. I confirm and agree that I will abide by the APA Ethical & Professional Conduct Protocols and any amendment or variation that may be made to it and any other formal, written statements that APA may make from time to time, regarding ethical practice
3. I confirm and agree that I will ensure that my personal details are kept up to date.
4. I confirm and agree that I will ensure that I have adequate, current, and ongoing professional indemnity insurance sufficient to my area(s) of practice. Members must ensure that they are covered by adequate indemnity insurance for all areas of their work. We advise members in employment to check that the employer(s)'s indemnity insurance includes and fully covers counselling and psychotherapy.
5. I confirm and agree that I will undertake and record Ongoing Professional Development (OPD) in line with the membership requirements and will abide by and fully cooperate with the APA OPD audit procedure, as may be varied from time to time.

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6. I confirm and agree that I will ensure that I have appropriate supervision in place and will abide by and fully cooperate with the APA supervision audit procedure, as may be varied from time to time. If I am an accredited member (APA QAM), I further confirm that my supervision or consultancy arrangements constitute, a minimum of 2 hours per month with a single supervisor.
 7. I confirm and agree that I will notify my supervisor(s) that the APA Audit Team (hereinafter referred to as AAT) may make contact to confirm that I have appropriate supervision in place. I hereby agree to provide the AAT with details of my supervisor(s) (should they change from the details given in my application) who may be contacted, and I agree to give authority to that supervisor(s) to disclose such information that the AAT may deem appropriate. I also give full and complete authority to the AAT to contact that supervisor(s) to request such information as may be required in accordance with any enquiry relating to the supervision audit protocol or any disciplinary process.
 8. I confirm and agree that I will declare any issues relating to character that may affect my practice. Please refer to the Ethical & Professional Conduct Protocols.
 9. I confirm and agree that I understand that professional conduct details will be disclosed to relevant parties, where deemed necessary or obligatory.
 10. I confirm, acknowledge, accept, and agree that if my APA membership is terminated, it will only be published where it is in relation to breaches of ethical and professional conduct that put clients at risk. I respect that it may be appropriate, in some circumstances, for the Disclosure and Barring Service and Disclosure Scotland and/or other relevant authorities and employers, if applicable, to be notified.
 11. I confirm that I understand and agree that withdrawal of membership, as a result of professional conduct proceedings or failure to comply with the audit requirements, will result in the termination of my membership of APA.
 12. I confirm that I am aware that the APA Directory is accessible to the public and as such I agree that information regarding my name, geographical location, registration status, membership status and professional conduct sanctions is freely available, in line with GDPR.
 13. I confirm that I will only offer therapeutic supervisory support, (paid and non-paid) following successful completion of an industry-approved course in practical supervision, with a minimum of a certificate in proficiency.



14. I confirm that I will honour the supervisory requirement and accept that to work without a supervisor would equate to being in breach of the Ethical and Professional Conduct Protocols.

15. I confirm that any information that I have given is truthful and that I have provided full, frank, and complete disclosure of all matters that may be relevant to my inclusion as an APA member.

16. I further confirm and agree that if there are any changes to any of the information that I have given, I will notify APA immediately at support@apa-accreditation.co.uk

The terms and conditions are provided here for information only. If you are eligible to join you are welcome to start the application & assessment process today.

Ethical and Professional Conduct Protocols

At APA we support and encourage all members to maintain an active learning attitude towards ethical and professional conduct. If in doubt on any question of ethical and professional conduct, members should seek guidance from APA directly.

All Members

1. Ethical and Professional Conduct overview

Trust, Openness and Truth

Congruence in and out of your practice is essential. The foundation of all positive relationships, begin with trust, openness, and truth.

Confidentiality, Protection, and Boundaries

Creating boundaries creates safety and security. Being confident to set boundaries in your professional and personal life is reflective of assertiveness, self-care, and ethical practice.

Accountability and Responsibility

We all make mistakes; responsibility to acknowledge, process, accept, and explore, is reflective of accountability and responsibility.

Social Media

APA does not condone any information regarding clients being disclosed via any means, including social media, this includes Facebook, X Formerly Twitter, therapy groups, LinkedIn, or any other platform. APA will vigorously protect all clients and remove any such breaches of client identification from our social media platforms and take further action as required.

This is supported by the Online Conduct and Protection Agreement.

2. What are Ethical and Professional Breaches


- Legal and moral breaches of confidentiality
- Sexual misconduct
- Non-disclosure of criminal or civil investigations
- False recording of evidence
- Bringing the industry into disrepute
- Malicious communications
- Misrepresentation of a client

This is not an exhaustive list and while acts of criminal and civil wrongdoing are clear, we acknowledge the boundaries of individual practice, to account for and take immediate action in relation to informing the correct authorities in situations of:

- Personal risk of harm
- Risk of harm to others
- Terrorism
- Money laundering
- Trafficking / slavery

Failure to report these situations and inform a client that the report is being made will be seen by the organisation as unethical and would result in removal from the membership. This would be made public if the actions of the member were deemed a risk to the public by either law enforcement or independent legal advice.

Ethical actions and interactions are based in empathy, congruence, and unconditional positive regard: to be treated in any other way would be unethical. This extends beyond the traditional measures of discrimination and abuse. To ensure that maximum protections are in place for everybody the 'burden of proof' in complaints levelled against professionals in the therapeutic sector has traditionally been unfairly favoured to protecting the alleged wrongdoer, as the injured parties are often unable to meet a 'burden of proof'. As a result



of this, APA has selected to use the principle of civil law's burden of Proof – 'the probability of guilt' rather than the criminal law burden of proof – 'beyond reasonable doubt'

Let it be clearly known and understood that no unethical actions on the part of APA members will be tolerated.

Qualified Accredited Members


1. 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.

2. Commitment to Ethical Practice.

- All qualified therapists need to work in line with our ethics and boundaries, utilising their self-awareness, with clients and with others.
- Obtaining appropriate insurance, holding a valid qualification, regular recorded supervision, Ongoing Professional Development (OPD), an ability to utilise self-awareness for the benefits of clients and yourself, and referring on when necessary. *(NB. APA offers Emergency Supervision to all members, in case of emergency and in the context of current supervisory arrangements.)*
- Creating a living will is deemed ethical in the event of death. Assigning a peer or supervisor is advised.
- When working with children or vulnerable adults*, having a current DBS in place is essential.
- Confidentiality means **no** information being disclosed, unless in peer supervision or with your supervisor. Social platforms are not the place to discuss clients.
- Ethical and effective boundaries must be maintained.

We also advocate therapy, but this is not a mandatory requirement. We believe that APA members are aware enough to know that therapy is essential when needing to process, and if that need is required, they will utilise a therapist to assist them.



**Vulnerable adult refers to any adult with a diagnosed vulnerability in learning capacity or physical frailty.*

3. Specifics of QAM Ethical and professional working practice

Trust, Openness & Truth

Congruent, honest, reflective, and responsive: to hold these qualities is to create a foundation of trusting and positive relationships.

Legal Alignments

Confidentiality in line with GDPR Regulations. Being registered through the ICO. Reporting of danger to individuals, or by individuals to another, to the appropriate authorities, (police, social services, GP). Reporting of illegal offences in relation to other therapists. Disclosing to APA legal actions against yourself, whether criminal or civil. Ensuring indemnity insurance is acquired.

Conflicts of Interests

APA members are required not to obtain services from clients in return for therapy, or to involve themselves with friends or close acquaintances, in utilising therapy in return for services, to be conscious of conflicts of interests and to abide by our ethical framework.

Self-Care

APA members are expected to be aware of their limitations in relation to self-care, to have no more than 25 clients weekly, to ensure breaks in relation to note taking and processing between appointments, to be consciously aware of tiredness, sickness and ensure self-care is a priority for the practitioner.

Autonomy

APA members have the right to challenge APA in line with autonomy, to encourage clients to reach autonomy, to avoid collusion within the therapeutic process, to be exploratory, rather than advisory in the context of the appointment.

E.g. to advise and instruct how to utilise a breathing technique is appropriate, to instruct another to break up a relationship is inappropriate.

Supervision

Ongoing supervision is mandatory for all qualified therapists. APA members must provide their supervisors' details on becoming a member and must inform APA when they change supervisors. Supervisors also have the responsibility of reporting unethical breaches in line with APA ethics and guidelines. A current record of supervisors' details is included within your application form.

Ongoing Professional Development (OPD)

APA will perform audits randomly on members and OPD is essential in line with continued development. OPD includes research, reading, training, seminars, and psychological retreats.

Living Will

APA members are duty bound to create a living will, with either a peer or supervisor, and gain agreement in writing from all clients that, upon their death, they will be contacted by an agreed party and informed, offered support and redirected to services appropriately and destruction of all notes attached to said clients. This includes creating a form consisting of purely contact details and clients name and obtaining clients signature and consent, fulfilling responsibility to clients upon your death or incapacity.

Member In Training


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.

Commitment to Ethical Practice

A Member In Training complies in the same way the qualified therapist does, except in relation to supervision and insurance. Ethical practice begins from the commencement of study. This involves complying with course requirements and fulfilling all obligations. Once seeing individual clients within said course, APA ethics and boundaries should be adhered to.

- Supervision should be included within any placement. If this is not available, supervision via an independent supervisor will be required, 1 hour to every 4 clients seen, allowing 15 minutes for each.
- Evidence of your course and supervision details are required upon applying for membership. Members in training must recognise capacity and communicate with placement managers and course tutors, if uncomfortable or uncertain of any situation
- Being aware of assessment paperwork and boundaries, prior to appointments in placements
- Utilising your therapeutic experience for self-development, not for guidance through your course



APA reserves the right to request a summary of academic attainment from a member's course provider in the event of any challenge to a member's competency.

Specifics of MIT Ethical learning and development of professional and self-awareness

A. Moral values

Honesty, integrity, congruence, empathy, and unconditional positive regard are all reflective of moral values.

B. Conflicts of Interests

All trainees must be aware of situations which can create conflicts of interest i.e. in a placement, a direct line manager ought not to be your supervisor. They are two separate roles and can result in conflicts of interest.

C. Self-Care

Self-care is paramount and all trainees need to be accountable and manage their self-awareness in relation to self-care.

D. Autonomy

We encourage autonomy and our emergency supervision, or your independent supervisor, ought to be supportive within your own autonomy and that of clients.

E. Supervision

The role of supervision is critical in providing clients with best practice. All MIT must ensure they maintain the supervision requirements as laid out in their membership requirements. Supervisors are not instructors, the core principles of supervision are to Support, Nurture, and Psycho-educate.


F. On-going Professional Development (OPD)

To adhere to course requirements in line with professional development and supplement the course learning with approved professional learning.

Psychologically Alert Level Member

Commitment to Ethical use of psychological awareness

Psychologically interested parties are not under the same remit as trainee therapists or qualified therapists. We at APA would encourage individual therapy as conducive to personal development, but this is not a mandatory requirement. All interested parties are welcome to be involved in our events that aim to increase your learning and your self-



awareness and being an interested party does not exclude you from any ongoing development that we will be hosting.

We do, however, encourage all Psychologically Alert Level members to work in line with our ethics and boundaries.

A. Morals

Honesty and Integrity play a successful role in all relationships.

B. Responsibility

To protect, respect and honour APA's ethical protocols

C. To enhance our membership positively and appropriately

Actively engaging with those around you in a way that promotes psychological awareness and understanding.

Ethical and Professional Conduct Protocols

Training Providers

At APA we support and encourage an active learning attitude towards Ethical and Professional Conduct. The focus points of this supplement are Educational Providers (EP), Placement Providers (PP), and Short Course Suppliers (SCS), collectively referred to here as Training Providers (TP).

While APA does not assert that students MUST affiliate to APA in order to study, we do assert that it is unethical to mandate a student to affiliate to a voluntary register of the Training Providers choice. Education in an unregulated area does not permit such mandating by an educational facility. Training providers that uphold such a criteria will not be eligible for APA endorsement.

Endorsing Training Providers is not taken lightly due to the importance of the Training Providers role.

Training Providers that meet APA's Ethical and Professional Conduct Protocols will be recognised in APA's Endorsed Learning Collection.

If in doubt on any question of Ethical and Professional Conduct, Training Providers should seek guidance from APA directly. This supplemental focus on Training Provider Activity does not override or supersede the Ethical and Professional Conduct Protocols already published by APA. Nor does this supplement refer to Social Media Activity of Training Providers as Social Media activity would be protected by the wider [Ethical and Professional Conduct Protocols](#)

The Baseline

All Training Providers should ensure the following protocols are in place and the details are openly available to students and perspective students:

- Secure recording protocols of all students personal, financial and study details.
- Confidentiality Agreements for all students.
- Ethical and Professional Conduct Protocols regarding Provider – Student interactions. (This should include reference to the TP’s out of study contact policy)
- All course supervision requirements and protocols. There should be no Mandatory Affiliation to Specifically affiliated Supervisors. Supervisors MUST be qualified.
- Open, clear, accurate and independent advice on membership bodies and insurance requirements.
- Clear information regarding career development, active working requirements, based on each level of training available.
- A clear and open policy of promotion or advertising that forbids anything that can mislead or misrepresent the outcome of a course.
- Due diligence MUST be in place to ensure that all students, applying for training that would allow them to work with clients, have not already received legal sanction against such contact.


This does not override, exceed or in any way assert exception to the APA [Ethical and Professional Conduct Protocols](#).

There is NO FEE to recommend a Training Provider is listed on The Endorsed Learning Collection. This is designed to ensure prospective students and the public have an untainted awareness of the many ethical providers available in the UK. This is a listing of providers that are recommended by professionals for professionals.

Education Providers, Placement Providers and Short Course Suppliers that wish to proceed, will be invited to undergo an operational review, in line with the APA Ethical and Professional Conduct protocols for Training Providers. This carries an Administration Fee.

APA maintains remote audits of all training providers included on the Collection. Those that do not hold to the protocols outlined within the APA Ethical and Professional Conduct protocols for Training Providers, will be removed, and informed retrospectively.

The Endorsed Learning Collection is the ONLY UK based directory of Ethical Education Providers, Placement Providers and Short Course Suppliers. APA offers Directory Listing without coercion or manipulation of students, faculty, or employees.



The Individual Professionals that deliver Educational programmes are recommended to be affiliated with sector appropriate Voluntary Support Platforms.

APA DOES NOT Mandate Professionals to be APA Members

APA DOES NOT Review or Accredite individual Courses being offered

APA DOES NOT license, endorse or sanction Non APA Members

Therefore, an APA Endorsement is not an accreditation of a course, modality or professional educator.

All Endorsed Learning Providers promote, encourage and empower students and faculty to deliver Ethical, Congruent, Transparent and Professional transference of knowledge, Understanding and Experience, within the Ethical and Professional Framework laid out by the APA Ethical and Professional Conduct protocols for Training Providers, alongside the wider [Ethical and Professional Conduct Protocols](#).

Education Providers

APA recognises the level of education and experience accepted as capable to work with clients in need of Psychological support is achieved when a student successfully completes a Certified course with a minimum of a Level 4 (four) diploma, in professional counselling, psychotherapy or training that:

Includes:

- At least 450 hours of tutor contact hours, as an integral part of the training, covering theory, skills, professional issues and triage work
- Lasts at least two years (part-time) or one year (full-time)
- Includes a supervised placement of at least 100 hours
- Personal Development / Therapy
- Requires an assessment of competence at the end

Providers that deliver programmes that meet these requirements and do so within the bounds of APA's Ethical and Professional Protocols will be entitled to be recognised in APA's Endorsed Learning Collection.

Education Providers that deliver Diploma Level courses at Levels 1 - 3 exclusively, are welcome to Endorsed as a PRIMARY PROFESSIONAL LEARNING PROVIDER.

Placement Providers

APA believes in the vital importance of ethical and professional placements during the training process to become a qualified therapeutic practitioner. APA endorses Placement Providers that ensure maximum protection of students, safeguards for clients and the highest levels of placement oversight.

Placement Providers are responsible for completing due diligence that all Trainee Practitioners engaged in placements have active supervision and insurance in place throughout their engagement.

NO placement sessions, therapeutic or non-therapeutic contact should take place between a Trainee Practitioner and a client without prior placement management knowledge.

All Placement sessions must be tracked and recorded; Placement Providers must maintain regular oversight of the Trainee Practitioners Session Tracker. See Session Tracker Template

Short Course Suppliers


In recent years there has been an influx of Short Courses providing personal development in the field of psychological and therapeutic awareness. It is essential for the integrity of the profession, that these courses are only ever promoted, presented, and undertaken as Personal Development Programmes. APA will not endorse any Short Course Supplier that misrepresents, misleads, or presents in a way that is ambiguous to the value of the course. No Short Course Programme alone entitles the student to practice Psychological Therapy on another person.

Due diligence should be in place to ensure that all students applying for training that would allow them to work with clients, have not already received legal sanction against such contact. (DBS / Disclosure Scotland checks) The Endorsed Learning Collection Training Providers wishing to be included in the APA Endorsed Learning Collection must ensure and maintain these protocols, alongside the wider Ethical and Professional Conduct Protocols already published by APA.

Peer Learning Platforms

Peer Learning Platforms have an extremely important role to play in the development of professional learning. Those professionals who engage in Peer Learning make a hugely positive contribution to the continual professional and personal development of those that support those in need.

It is prudent that all Peer Learning Platforms ensure the Learning they make available is designed and delivered in a way that is Ethically and Professionally appropriate. It is also



required that any Continuous Professional Development (CPD) Certification that is awarded by a Peer Learning Platform is Validated with Evidence of the Peer has learned from the experience. (A CPD Validation Questionnaire Template is available from support@apa-accreditation.co.uk)

Placement Overview

The APA Session Tracker should be signed / initialled by the client, to confirm topics raised and duration of each session.

Placements should not be concluded or recorded as complete, without the corresponding tracker recording validated hours, as required for the qualification to be complete.

Training Providers have a Duty of Care to Students, Placement Clients, Faculty, and the wider profession. Therefore, all Training Providers that wish to be included in APA's Endorsed Learning Collection are required to report any Concerns, Complaints, or Ethical Breaches prior to any internal investigation. Subsequent investigations must also be reported to APA, as well as the individuals affiliated Voluntary Support Platform.

Placement Session Tracker

APA believes that it is prudent for students to maintain a dedicated record of sessions with clients while they are in placement.



Date of Session	Planned (P) Unplanned (U)	Topics Raised	Action	Duration	Signed

Notes:



Date of Session	Planned (P) Unplanned (U)	Topics Raised	Advised Action	Duration	Signed

Notes:



Date of Session	Planned (P) Unplanned (U)	Topics Raised	Advised Action	Duration	Signed

Notes:



Online Conduct & Protection Agreement for APA Members

1. Purpose

The purpose of this Social Media Conduct & Protection Agreement (“Agreement”) is to establish clear expectations and professional standards regarding ALL APA Members use of social media. This Agreement is designed to:

- Protect client confidentiality and privacy
- Maintain ethical and professional conduct
- Uphold the reputation and integrity of the counselling profession and organisation
- Reduce risks related to online communication and digital presence
- Ensure compliance with applicable laws, professional codes of ethics, and regulatory standards

2. Scope

This Agreement applies to:


- All counsellors, therapists, interns, consultants, contractors, volunteers, and staff providing professional services whilst affiliated to APA. i.e ALL APA MEMBERS
- All social media platforms and digital spaces, including but not limited to:
 - Facebook, Instagram, TikTok, LinkedIn, X (Twitter), YouTube
 - Blogs, podcasts, online forums, and professional discussion groups
 - Messaging apps and private online communities
 - Personal and professional accounts where the professional may be identifiable as an APA Member.

This Agreement applies to both **work-related and personal social media activity** where a professional's identity or client relationships may be implicated.

3. Definitions

Social Media: Any online platform that allows creation or sharing of content or participation in social networking.

Confidential Information: Any information that could directly or indirectly identify a client or disclose client-related details, including names, images, stories, session content, case details, or contextual information.



Professional Boundary: The ethical and therapeutic limits governing relationships between counsellors and clients.

4. Core Ethical Principles

Members agree to conduct themselves online in accordance with:

- Professional codes of ethics governing counselling practice
- Confidentiality and privacy obligations
- Respect for client dignity and autonomy
- Professional integrity and competence
- Non-exploitation of therapeutic relationships
- Cultural sensitivity and non-discrimination

5. Confidentiality and Client Protection

5.1 Absolute Protection of Client Identity

APA Members must never:

- Share identifiable client information
- Post photos, videos, or audio involving clients
- Discuss client sessions or cases in ways that could lead to identification
- Share “disguised” or “anonymous” client stories if there is any risk of recognition

5.2 Case Examples and Educational Content

If using examples for educational purposes:

- Content must be fully fictionalised or based on composite cases
- No real timelines, demographics, or unique identifiers may be used
- Content must not resemble any current or former client in a recognisable way

5.3 Screenshots and Digital Communications

APA Members must not share:

- Client messages or emails
- Online therapy session content
- Testimonials or feedback without formal written consent compliant with ethical guidelines and local laws

6. Professional Boundaries and Client Interaction

APA Members agree to:

- Avoid accepting friend or follow requests from current clients on personal accounts
- Avoid initiating or engaging in direct messaging with clients through social media
- Maintain clear separation between personal and professional digital identities
- Use official clinical communication channels only

If a client attempts contact through social media:

- The APA should not engage through Social Media
- The client should be redirected to approved communication channels
- The interaction should be documented and included in the professionals Supervision Tracker

7. Professional Representation Online

APA Members must:

- Present accurate credentials, qualifications, and scope of practice
- Avoid misleading claims or guarantees of outcomes
- Clearly distinguish between educational content and therapy services
- Avoid giving personalised clinical advice to individuals online

When providing general mental health information:

- Include appropriate disclaimers stating content is educational and not therapy
- Encourage individuals to seek professional support when needed

8. Ethical Communication and Public Conduct

APA Members agree to:

- Avoid derogatory, discriminatory, or harassing language
- Refrain from public disputes with clients or former clients
- Maintain professionalism even in personal accounts where professional identity is known
- Avoid posting content that could compromise public trust in the profession.
- Where APA Whistleblowing protocols apply. Posts must include notification that evidence has been verified.

9. Security and Digital Risk Management

APA Members must:

- Use strong passwords and secure authentication methods
- Enable privacy settings where appropriate
- Avoid discussing work on unsecured platforms
- Maintain your devices in a protected offline status (Airplane Mode) when not needing to be online.
- Be cautious about location tagging or identifiable workplace references (especially when working from home)
- Report suspected privacy breaches immediately to law enforcement, your supervisor, the ICO.

10. Testimonials, Marketing, and Promotions

APA Members must:

- Comply with ethical advertising standards
- Avoid soliciting testimonials from current clients
- Ensure marketing content does not exploit vulnerability or create unrealistic expectations
- Obtain written informed consent when testimonials are ethically permissible

11. Reporting and Incident Response

In line with APA's D.I.A.L Reporting Protocols, Members must promptly report:

- Confidentiality breaches
- Boundary violations
- Online harassment involving clients or professional identity
- Misrepresentation of services
- Ethical concerns related to social media conduct

Reports should be made to your supervisor, and APA.

12. Consequences of Non-Compliance

Failure to adhere to this Agreement may result in:

- Mandatory retraining or additional supervision
- Removal of online content
- Sanction or Termination of APA Affiliation
- Reporting to external bodies where required

Recommendations & Advice

It is APA's intent to provide members, be they Qualified Accredited, In Training, or Psychologically Alert Level, with the best possible network from which to grow, develop and ultimately support those around them.

To this end, we respectfully offer all members our recommendations and advice. This is, as a supplement to all APA membership requirements and terms and conditions.

We will publish recommendations and advice in response to members' requests and sector developments.

Public Reviews

APA has reviewed professional profiles from across the sector, as well as having explored the rising phenomenon of public reviews within the sector. It is APA's view that Professionals have been drawn into a world of public scrutiny through public reviews, that cannot be verified, contextualised or effectively responded to. This in the worst case scenarios can lead to negative experiences being suppressed or expressed without transparency or safeguards for the client or the professional.

This presents a false perception, can be counterproductive to effective therapeutic engagement, and can alter the dynamic of the client relationship with the professional.

APA has designed safeguards and enhanced promotional tools for professionals that strengthen the ethical representation of the Therapeutic relationship.

It is vital that the Mental Health sector remains true to its own ethical protections. Most notably:

1. The unending confidentiality of the client.
2. That the professional is there to support the client, Through empathy, Congruence and Unconditional Positive Regard.

APA acknowledges that much of the therapeutic journey will educate the client in many areas of the interactions in their lives. The Therapeutic relationship is not designed to be a mutual gain for the professional outside of the lessons learned through experience of supporting the client, and of course the financial transaction for the professionals time, experience and capacity to support the client.

Types of Review

APA believes that the power of a verifiable review is immense, a review that the public can put into context is unquestionably beneficial to a professional that is open to public review of their work and professional practices. This public review of Therapeutic practice, however, is not possible, as the therapeutic experience can only ever be truly experienced in a life setting with a client. What one client experiences will differ to the next and prospective clients must be supported to develop the individual relationship, rather than perceive the Therapeutic experience of others as a benchmark expectation.

APA is therefore acknowledging that effective, transparent and professional reviews have an effective place in the Therapeutic arena. We are therefore clarifying the types of review that are truly beneficial to both prospective clients and the professional.

1. Peer Reviews
2. Client Reviews

Peer Reviews

Reviews from professional peers are transparent, verifiable and do not breach confidentiality.

Client Reviews

Unstructured Reviews from clients can be unclear, unverifiable, leave the client open to their confidentiality being breached, and do not allow a context or balanced view to be expressed, as it can come from a place of gratitude or sense of duty to the professional rather than an autonomous decision. Unsolicited reviews, where a client has chosen to open themselves for verification of their review, should be permitted. In such situations Professionals are advised to accept the autonomy of the client.

Recommendations:

Recommendation 1

APA is Recommending that ONLY Professional Peer Reviews are requested and used publicly by Therapeutic Professionals and those in training.

Recommendation 2

No client, in any therapeutic setting should be asked to provide a review for public viewing. Any experience feedback should only be given as part of the therapeutic process and this remains confidential. Professionals cannot control the information shared once it is public and therefore the professional cannot ensure that client confidentiality is maintained.

Advice

At the beginning of the Therapeutic Engagement, new clients could be advised that the therapeutic relationship does NOT require them to give public reviews for the benefit of the Therapeutic Professional. However, we acknowledge an autonomous decision by the client to write a public review, on completion of therapy, is their absolute right. This boundary should be explained during the 1st appointment.

Supervision

APA acknowledges the importance of effective supervision; we actively encourage all members to follow the advice of their supervisor. Whilst APA accepts the Minimum Supervision requirements as below.

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.

Our Recommendations are:

Qualified Accredited Members:

Recommendations:

Recommendation 1

APA is acutely aware that the early years of therapeutic practice, following qualification, can be especially challenging for any new professional. It is vital for the development of best practice that all newly qualified professionals can access effective supervision. It is a requirement that any APA member offering supervision services, either paid or unpaid, are certified to offer such service. We therefore recommend all members ensure that the supervisor they use as their primary supervisor, is certified to provide supervision.

Recommendation 2

Just as it is vital that the supervisor is sufficiently capable of providing an effective service, APA advocates that all supervision is appropriate to the member's capacity, experience, and knowledge as a working professional. The supervision requirement is for a minimum of 2 hours per month with a single primary supervisor. (This must be declared and kept up to date, as part of the membership requirement.) APA recommends that all members use the minimum supervision guidance outlined below:

Post Qualification – 2 years

Recommended Supervision level = 1 hour per week. Average 4 hours a month.

This can be composed of multiple supervisors, where a member may be providing services to multiple organisations for example. If a member is providing therapeutic services to a single employer, it may be prudent to secure the services of a supervisor, independent of the employer, as your primary supervisor.

Post Qualification 3 - 5 years

Recommended Supervision level = 45 minutes per week. Average 3 hours a month.

This can be composed of supervisors, where a member may be providing services to multiple organisations, for example. If a member is providing therapeutic services to a single employer, it may be prudent to secure the services of a supervisor, independent of the employer, as your primary supervisor.

Post Qualification 5+ years

Recommended Supervision level = Average 2 hours a month.

This can be composed of multiple supervisors, where a member may be providing therapeutic services to multiple organisations, for example. If a member is providing therapeutic services to a single employer, it may be prudent to secure the services of a supervisor, independent of the employer, as your primary supervisor.

Advice:

Members are encouraged to follow the guidance of their supervisor(s) in relation to the type and frequency of supervision they would benefit from, based on the member's need in any given situation. (Members are reminded that, should they need to seek additional support, the APA Directory will highlight all members that are able to offer support.)

Members are advised *not* to use the Emergency Supervision component of their membership to resolve questions or disagreements between members and supervisors.

Members In Training:

Advice:

Point 1:

During your course of study, you will have various cause and opportunity to receive supervision. In addition to the MIT supervision requirements when in placement, APA advise all Members In Training to consider utilising a supervisor for their own personal development.

Point 2:

Effective supervision has been shown to deliver the best outcomes for all 3 elements, (employee, client & supervisor) and the overall organisation, when supervision is delivered independently of the employee's operational management. We advise that this principle of operationally independent supervision is adopted.

Psychologically Alert Level Members:

Advice:

APA offers the following advice on the topic of supervision, to all sectors that use supervision as a means of developing effective professional conduct and protection of client interests.

Point 1:

A good operational manager does not automatically make a good supervisor. No one should be working in a supervisory capacity without having first obtained a professional competency certificate to deliver supervision.

Point 2:

Effective supervision has been shown to deliver the best outcomes for all 3 elements, (employee, client & supervisor) and the overall organisation, when supervision is delivered independently of the employee's operational management. We advise that this principle of operationally independent supervision is adopted.

Specialisation Training


Member In Training:

APA acknowledges the importance of effective training in specific specialisations or areas of professional practice. That said, APA accepts that the potential, for long term psychological damage to be inflicted, with no intent or immediate symptom, simply due to premature exposure to a specialised environment. APA encourages all members to ensure that children and vulnerable adults* are protected from risk of psychological harm.

*Vulnerable adult refers to any adult with a diagnosed vulnerability in learning capacity or physical frailty.

Recommendation:

APA recommends that all psychologically based practice with children and vulnerable adults is classed as a specialised skill set. Therefore, all training in a specialised skill is only undertaken post qualification.



*Vulnerable adult refers to any adult with a diagnosed vulnerability in learning capacity or physical frailty.

Advice:

APA advises all organisations that currently use pre-qualified trainees to deliver psychological services to children or vulnerable adults to cease. The long-term impact of trainees on such groups is increasingly being discovered as negative, long after the trainee has completed the engagement with the individual. We acknowledge that this is wholly unintended and simply a side effect of inexperience being used in an environment where experience is critical. APA holds no prejudice to any member that has undertaken such training before qualifying.

Placements During Training

Charities, 3rd Sector organisations, statutory providers and others working with pre-qualified trainees:

APA acknowledges that placements during training are of vital importance. This should never be eroded, and we encourage all those in training to use placements to increase and widen their knowledge base. APA recommends that placements during training do not include working with children or vulnerable adults: *Vulnerable adult refers to any adult with a diagnosed vulnerability in learning capacity or physical frailty.

Recommendation:

We recommend that charities, 3rd Sector organisations, statutory providers and others that benefit from providing training placements to pre-qualified professionals declare their commitment to working ethically in not exposing children or vulnerable adults to a pre-qualified trainee.

Advice:

APA acknowledges that many placements will be currently underway, at the time of releasing this document. We therefore advise all organisations that are impacted by this point to cease commencing any new such placements. Replacing pre-qualified professionals with post-qualified professionals that wish to specialise in the specific skill set. At this time, we advise that no alteration is made to the operational safeguards and protections currently in place for those that are in training.

Please note the APA MIT (Member In Training) status extends to a minimum of 12 months following qualification. It is this first 12-month period that many newly qualified professionals will require the learning in their chosen specialisation.



Recruitment

Recruitment within the field of mental health in the UK has traditionally been subjected to unethical restrictions, imposed by a revenue dependent charity focus of self-regulation.

APA is mindful that there is currently no government appointed regulatory body for qualified therapeutic professionals, outside of the protected titles of psychiatrist and clinical psychologist.

APA is clear that all recruitment for qualified therapeutic professionals not covered by the government approved restrictions should be open to all appropriately qualified professionals. We encourage employers and potential clients that wish to engage the services of a qualified therapeutic professional to make affiliation to a voluntary register a preferred criteria for consideration, rather than mandating affiliation to a specific voluntary register.

There are 3 key areas of recruitment in this sector in which APA believes members should be supported:

- Within APA
- Within the sector
- Voluntary service

Within APA

While APA is still growing, APA does not have an 'employed' team. All functions are carried out on a voluntary basis or via time worked agreements with members of the Executive Advisory Board.


It is APA's intent to employ a recruitment policy that remains in line with APA's ethos of unrestrictive recruitment.

Within the Sector

APA advises all members, employers, voluntary registers and the public to equip themselves with the knowledge and understanding of the legal protections in place, regarding restrictive recruitment. Simply put:

UNLESS THE POSITION BEING RECRUITED FOR IS PROTECTED,

NO EMPLOYER CAN APPLY A MANDATORY AFFILIATION TO A VOLUNTARY REGISTER IN ORDER TO SECURE EMPLOYMENT.



APA encourages all qualified professionals that see recruitment criteria with mandating of affiliation to a specific voluntary register to inform APA. We will challenge the restrictive recruitment.

Voluntary Service

For decades voluntary service has been used as a means of developing experience and a required component of accreditation. APA does not use this approach and believes that qualified therapeutic professionals should not be required to offer their knowledge, understanding and experience, in order to satisfy a voluntary register. APA encourages members that wish to provide their services and time to organisations and charities that they want to support; there should be no obligation to do so.

The voluntary sectors that wish to engage the support of qualified therapeutic professionals should be encouraged to make the engagement as beneficial to the professional as possible, rather than relying on an unethical mandatory requirement for professional acceptance of the professional's qualification.

Where the voluntary sector wishes to engage the services of a qualified therapeutic professional, as a paid employee, the same ethical approach to recruitment should be applied, as outlined below:

UNLESS THE POSITION BEING RECRUITED FOR IS PROTECTED, NO EMPLOYER CAN APPLY A MANDATORY AFFILIATION TO A VOLUNTARY REGISTER, IN ORDER TO SECURE EMPLOYMENT.


APA encourages all qualified professionals that see recruitment criteria with mandating of affiliation to a specific voluntary register to inform APA. We will challenge the restrictive recruitment.

Equality and Diversity Commitment

APA is dedicated to ensuring equality and diversity across the therapeutic community.

We, therefore, maintain and protect the neutrality of our membership assessment process. All APA members will be assessed on their experience, capacity, capability, commitment, and use of self-awareness to support and enhance the therapeutic growth of their clients.

We believe that generations of segregation, by identification categories, have been counterproductive in the desire to affect inclusive diversity and equality. Highlighting differences to show inclusion is by nature an oxymoron.



APA does not request members to declare their race, religion, sexual orientation, physical / emotional ability, or any other such personal details. Members that meet the qualifying requirements for the appropriate membership category will be treated as equals, across the APA membership and within the wider therapeutic community.

This commitment to neutrality extends to ensuring there is no bias in favour of members on the same basis, of their race, religion, creed, sexual orientation or any other such personal details.

We ask that all members acknowledge that to adjust one's treatment of a client or colleague, based on their race, religion, creed, sexual orientation or any other such personal details, is a fundamental breach of ethical and professional conduct, as to do so brings the whole industry into disrepute.

APA acknowledges and accepts that reasonable adjustments can and should be made to positively facilitate and accommodate the needs of clients with disclosed mobility and sensory challenges.

In becoming an APA member, professionals across the membership demonstrate a desire to develop effective solutions and communication, that increases the effective inclusion and normalisation of a diverse culturally experienced base within the therapeutic community.

We commit to uphold all legal requirements and confirm that no preferential treatment or protection will be extended to members based on their race, religion, creed, sexual orientation or any other such personal details.


Our Commitment is to treat all members, from all backgrounds and experiences, equally.

APA Response to 'Conversion Practices'

Definitions

In a joint Statement the College of Psychiatrists of Ireland, the Psychological Society of Ireland, and the Irish Association for Counselling and Psychotherapy, stated that

“Conversion therapy is a term for therapy that assumes certain sexual orientations or gender identities are inferior to other and seeks to change or suppress them on that basis. This is sometimes referred to by terms including, but not limited to, ‘gay cure therapy’, ‘reparative therapy’, or ‘sexual orientation and gender identity change efforts’.



The LGBTQ+ Campaign Group: Stonewall describe Conversion practices as being

“One-directional: the intention is to get a person to change or their sexual orientation or gender identity. This is the opposite of appropriate, affirming and healthy therapy or counselling, which will support an individual who is exploring their sexual orientation or gender identity whatever the outcome may be.”

What the Doctor says

Professor Colin Melville Medical Director and Director of Education and Standards, General Medical Council (GMC) said in 2021

The GMC supports the aim of this proposed legislation to put an end to so-called conversion therapy practices in the UK. We would take very seriously any allegation about a doctor engaging in so-called conversion therapy and our guidance clearly sets out that any such therapy is inconsistent with our standards.

Note: the “so-called conversion therapy practices.”

Dr Lorcan Martin, President of the College of Psychiatrists of Ireland and a consultant in general adult psychiatry, said:

“There is no place in a modern, progressive society for conversion therapy, which seeks to target and undermine certain people with potentially very serious results. The absence of societal inclusivity or acceptance can have a major negative impact on a person’s mental health, and we hope that today’s announcement helps inform the public of the risks of conversion therapy, ensures healthcare professionals are aware of issues related to this practice and, ultimately, that conversion therapy is fully eradicated...”

Dr Ger McNamara, representative of the Psychological Society of Ireland and senior clinical psychologist in adult mental health, said:

“The aim of our work is to help reduce human suffering. We do this by using evidence-based assessments and therapies. The evidence base for conversion therapy shows at best it doesn’t work and at its worst is harmful, creating more suffering in those who undergo it. We come together today to unequivocally state, conversion therapy is not acceptable...”

What APA Says?

Conversion Practices are NOT Therapy. Conversion Practices are rooted in fear, ignorance and often a failure to accept others. Conversion Practices are Coercive Abuse and have no place in the modern world, especially in the arena of therapeutic counselling, psychotherapy or coaching.

APA's PUBLIC POSITION STATEMENT

APA believes that the affiliation between Conversion Practices and therapy is a malicious and deliberate attempt to legitimise an abusive and dangerous practice.

Conversion Practices are rooted in fear, ignorance and often a failure to accept others. Conversion Practices are Coercive Abuse and have no place in the world, especially in the arena of therapeutic counselling, psychotherapy or coaching.

Conversion Practices are an external intervention that seeks to change a person's sexual orientation or gender identity. Conversion Practices target a single, predetermined outcome, to 'cure' someone from being lesbian, gay, bi, trans, ace, intersex and/or queer, unlike Therapy, that works to empower a personal awareness, acceptance and freedom of choice.

Throughout history, perpetrators of abuse have sought to justify their actions and perpetrators of conversion practices are no different. The truth is that no abuse is justified or protected based on the perpetrators perceptions, views, opinions or beliefs.

Conversion Practices are counter-intuitive to the purposes of therapy and therefore APA rejects any association between therapy and conversion practices.

Conversion
Practices
are NOT
Therapy

APA's Response

1. Conversion Practices are in their singular focus Unethical, Non-therapeutic and are therefore **not acceptable** within APA's Ethical and Professional Protocols.
2. Conversion Practices are often reported to be driven by presentations of shame, guilt, rejection, and a need for a person to become compliant to another's will. **This is coercive abuse and is illegal.**
3. Those that have experienced coercive abuse through Conversion Practices, **should be supported by a Recognised Specialist** in the field of Sexuality & Gender Awareness.
4. Due to the extreme vulnerability of those that experience or are at risk of Conversion Practices, APA believes that **statutory 'Safeguarding' guidelines need to be modified** to include mitigating the risk of Coercive Abuse.





5. The use of **'perpetrator justification'** should, in **APA's view be legally rejected** in cases of Coercive Abuse involving Conversion Practices, just as they are in cases of Child Sexual Abuse or Assault based on Religious belief (so called Honour / Shame Killings, being the extreme example).
6. APA acknowledges the risk of objection on grounds of cultural and religious identity, However, **cultural and religious identity are not legal protections from the laws of abuse**. Conversion Practices are coercive and therefore, they are Abuse.
7. **APA seeks to protect gender affirming therapies, such as the Person-centred and Person-led approach** supporting individuals who are experiencing gender dysphoria, other forms of gender questioning, or who seek to transition socially, legally and / or medically, with **Empathy, Congruence and Unconditional Positive Regard**.

APA's Full Position Overview

Whilst the arena of Counselling, Psychotherapy and Coaching are unregulated a blanket ban that focuses on the terminology of 'Conversion Therapy' will only create new labelling, being delivered by alternative titles. APA believes that for a BAN to be truly effective, the focus would be best served by focusing on the Practices used by perpetrators of the abuse and using the legal protections that already exist for children AND vulnerable adults.

This would be possible by updating the National Safeguarding Guidelines to recognise the risk of harm and vulnerability for those individuals (of any age) exposed to coercive abuse based on the perception, (by others) that they are lesbian, gay, bi, trans, ace, intersex and / or queer.

APA would invite all relevant parties to discuss and explore the development of an effective reporting pathway and a supported recovery framework.

Where abuse or risk of abuse is identified or disclosed, irrespective of the age, life circumstances, or legal status of the victim, APA believes that the Post Disclosure Care Response must consider the wider support network, that is needed for a positive recovery from the abuse. This must be reinforced by the National Safeguarding Guidelines for all practitioners.



APA takes the view that any anyone using coercive abuse is acting outside the ethical boundaries of the Therapeutic space and presents a clear risk to vulnerable people of all ages. Such individuals should, in APA's view be prosecuted for that abuse and where the abuse is directed towards a child, the perpetrator should be required to be registered as an Offender against a Child. APA would support this legal requirement being extended to all offences against children AND vulnerable people.

As the sector of Counselling, Psychotherapy and Coaching is unregulated APA believes that clear direction is given in the Safeguarding Guidelines that any offender convicted and placed on the Register of Offenders against a Child should be legally excluded from any and all activity that affords the offender access (directly or indirectly) to any environment, (paid or unpaid), where vulnerable or at risk individuals are present. This includes training and educational environments, where the studying and qualifications would create access to vulnerable people and therefore create a risk of harm.

APA believes that whilst the sector is unregulated, the Voluntary Registers have a duty of care to uphold the National Safeguarding Guidelines, and calls on all Counselling, Psychotherapy and Coaching Registers to align with APA to collectively denounce 'Perpetrator Justification' and any affiliation between Conversion Practices and The Therapeutic Model.

APA seeks to support the development of a positive protection response for anyone that recognises the risk of harm from Conversion Practices. Creating a positive environment for discussion, disclosure and safe pathways to recovery for anyone that is abused in this way, simply for being lesbian, gay, bi, trans, ace, intersex and / or queer.

It should be made clear that APA does not ignore the risk of Conversion Practices being asserted against those, that have held their sexual identity privately for decades or are taking the brave steps to embrace it, as an older person. Vulnerability to Conversion Abuse does not in APA's view hold an age limit.

APA would hope that where there is a clear dynamic of a perceived position of power / authority, in the delivery, endorsement, or facilitation of Coercive Abuse, the criminal justice system will stand firm in prosecuting individuals as accessories to the abuse.

Training for Therapeutic professionals in this area has been woefully absent in almost all professional qualifying courses. APA advocates for this to be resolved as a matter of urgency, so that all Counselling and Psychotherapy Courses from Level 4 Diploma and above, incorporate awareness, response and recovery pathways. APA acknowledges the value of the current CPD packages in this area, along with the extensive lived experience of many qualified professionals.



It is clear to APA that those seeking effective therapeutic support, should be able to connect to and engage with professionals that have an elevated knowledge, understanding and experience of this sensitive topic.

APA applauds the efforts of all those that seek to end the abusive practices that have been hidden under the guise of 'Therapy'. We deplore those that have permitted the term 'Therapy', to be misused by those that cause harm.

APA Members

ALL APA Members abide by THE OATH OF ETHICAL WORKING

This includes the Ethical and Professional duty to report harm or risk of harm.

A client that presents having already experienced or currently experiencing exposure to Conversion Practices are guided to inform the client of the ethical need to report the harm or risk of harm.

This report in the first instance is to protect the client in the event of any escalation in the harm or risk of harm (including harm to self) This report allows for a support team to be formed for the professional to maximise the effectiveness of the professional support for the client.

Where the disclosure of harm or risk of harm is imminent the report should be made to the appropriate authorities and then relayed to the professionals' Supervisor and to the APA Membership Service.

Professional Support Activation

Tracking of Disclosure and Concerns

Access to a Recognised Specialist

Access to an Emergency Supervisor - (2 hrs included in Membership Subscription)

An individual support package can then be built to maximise the effectiveness of response. Protecting the professional and the client.

Where Coercive or Physical Abuse is reported to the police, the individual support package will include guidance on sharing session notes, and post disclosure communications. This is to ensure the confidentiality of the working environment is not compromised.



APA's Social Media Platforms

APA operates and manages an increasing collection of social media platforms. We welcome and encourage the use of social media in line with the following boundaries. This aligns with APA's wider Online Conduct & Protection Protocols.

We have 2 primary boundaries and 2 secondary boundaries

Primary Boundaries

1. Respect each other.
2. No breaches of confidentiality.

If you need to contact admin, please do so via email to support@apa-accreditation.co.uk with the subject: FAO Social Media Admin.

If anyone sees any inappropriate posting, please contact admin confidentially and without prejudice. All members should be aware that APA Management and group administrators check the group regularly, but it is possible that we may miss something.

Respect each other

Please respect other group members, their theoretical approaches, and opinions. We welcome open, honest, congruent conversation and discussion. There is nothing wrong with having a differing opinion or challenging the opinions of others, this is how we learn and grow. We only ask that these conversations remain professional and within the bounds of APA's ethical and professional conduct protocols, that you have already agreed to uphold.

We have members from all levels of counselling, psychotherapy, and coaching, in training, in employment and in private practice, as well as our Psychologically Alert Level members. Please don't make anyone feel invalidated or marginalised for asking something that, to you, may seem obvious. We all started somewhere and are all still learning.

If you feel the need to give feedback, please make it respectful and productive. We, as professionals, are the world's most psychologically endowed, therefore we should be always mindful of our impacts. Please do not be rude to other group members; there is never any need for it. If you find yourself in a situation where tension is rising, then remove yourself from it and contact admin.



Confidentiality

If you talk about the group outside of the group, please treat it as confidentially as you would treat clients' details.

This group is not intended to replace supervision. Although discussion of difficult and challenging areas or empathic support from the group can help with a problem, please remember that your supervisor is your first line of appropriate confidential support. Any posts about client work must be in a hypothetical context in order to maintain confidentiality.

There must be **no** identifying client details. Any posts breaching this will be removed immediately. Repeat offenders' risk being removed from the group.

Please note this important condition.

While all members are completely entitled to refrain from connecting to APA on social media, considering the ever-increasing use of social media as means of communication, members may not block admin or moderators on any APA group or page.

If members do this, we cannot see what they post or effectively facilitate protective management of public communication on APA platforms and therefore can't protect either that member or other members from attacks or boundary breaches.

Members are perfectly entitled to remove themselves from the APA social media platforms. However, blocking APA officials on social media will be seen as an attempt to conceal APA from ensuring the conditions of membership are maintained. To do so would activate a full membership audit that could result in termination of membership. This remains in effect, even if you block a moderator or admin without being in the APA groups.

2 Secondary Boundaries

Read and Accept the Boundaries

This is a group contract, not one person's rules. If you are not happy with it or you think something should be added or changed, please contact APA directly via email. To support@apa-accreditation.co.uk with the subject: FAO Social Media Admin.

There can be disputes between moderators and group members as the moderator team also have views on many of the issues and are allowed to express them within the boundaries.



A big thanks to the moderators, without whom we could not run and sustain such an amazing community. If you need to contact admin, please do so via email to support@apa-accreditation.co.uk with the subject: FAO Social Media Admin.

Advertising

Advertising for paid for services or self-promotion should be limited to Tuesday. Any advertising on other days will be deleted. Members are reminded that this is a closed group and can only be seen by fellow members. Should members wish for their posts to be seen by a wider audience, please use the APA open group which allows non-members to benefit from such posts.

APA Exclusive Group on Facebook

APA Exclusive is a closed social media group on Facebook, only open to those receiving an invitation to join, having first successfully completed their APA membership assessment.

Please read this prior to choosing to join the APA exclusive group on Facebook. You will be asked to confirm reading and accepting these social media rules: Joining the group will be taken to signify that you agree to abide by the boundaries of the group. We have endeavoured to ensure this platform is as safe and secure as the online world allows. We do, however, remind all members that the online world is continually developing and evolving, as a result nothing posted online is ever 100% secure or private and while the APA Management actively works to ensure the best members' experience online, we ask that members abide by our boundaries, for the benefit of all.

The Process

- Member confirmation email is sent to new member with the link to the Facebook group
- Member sends a request to join the group
- All questions **must** be answered to join group
- All questions **are** answered: person joins group

Question 1: What is your membership number?

Question 2: Have you read and accepted the group boundaries?

Question 3: Which membership category do you hold?

A. Qualified Accredited Member.
B. Member In Training

C. Psychologically Alert Level member.
D Post Qualified Member.



APA Projects

APA is dedicated to the positive evolution of the psychological support sector. To ensure that, as an organisation, APA is effective in its focus, we develop projects and campaigns to support the evolution of positive psychological awareness for everyone.

It is APA's position that all campaigns and projects are shaped and grown initially from within the Membership Advisory Board before inviting members to contribute to the development of any project to be offered in their name.

Current Projects

APA is engaged in several projects that are committed to ensuring improved positive mental health for professionals and those in need.

Project 1:

End the **Bottleneck Around Counselling & Psychotherapy**

Project 2:

NHS #111 115

Project 3:

Framework for Positive Mental Health

Project 1:

End the **Bottleneck Around Counselling & Psychotherapy**

APA is clear that all recruitment for qualified therapeutic professionals, not covered by the government approved restrictions, should be open to all appropriately qualified professionals. We encourage employers and potential clients that wish to engage the services of a qualified therapeutic professional to make affiliation to a voluntary register a preferred criteria for consideration, rather than mandating affiliation to a specific voluntary register.

It is the traditional unethical mandatory affiliation requirement to specific voluntary registers that equates to restrictive recruitment and creates a bottleneck around counselling & psychotherapy. APA's primary project is

dedicated to removing this, thus maximising the availability of qualified therapeutic professionals to provide their knowledge, understanding, and experience to those in need.

The Baseline for Qualified Therapeutic Professionals.

APA endorses and stands by the sector's long held criteria of qualification.



Qualified therapeutic professionals in the sphere of counselling and psychotherapy must meet a minimum baseline, long accepted by the sector, that a qualified counsellor / psychotherapist is qualified to work with clients upon attaining:

- A diploma (Level 4) in counselling and / or psychotherapy 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.

Diplomas are invariably passed on completion of supporting feedback from:

1. A tutor or tutors.
2. Placement manager. (Minimum 100 hrs of structured placement experience)
3. Group supervisor.
4. Individual supervisor

For the protection of best practice, students studying this topic will also have been through their own therapy and ethical best practice would ensure that individual supervision is maintained following qualification. [Supervision should not be confused with case management in organisational settings.]

The roles of organisations that hold VOLUNTARY Registers.

☆ NO VOLUNTARY REGISTER OR CHARITY PROVIDES A REGULATORY STANDARD.

☆ NOR CAN QUALIFIED PROFESSIONALS BE LEGALLY MANDATED TO BE AFFILIATED TO VOLUNTARY REGISTERS.

☆ QUALIFIED PROFESSIONALS CANNOT LEGALLY BE PREVENTED OR REMOVED FROM EMPLOYMENT ON THE GROUNDS OF AFFILIATION OR NON-AFFILIATION TO A VOLUNTARY REGISTER.

☆ QUALIFIED IS QUALIFIED, AFFILIATION / ACCREDITATION DOES NOT EQUAL QUALIFIED.

Affiliation to a voluntary register is the **preferred** status of all qualified therapeutic professionals. However, this is not a legal requirement or the role of an employer to mandate the register an employee is affiliated too. Whilst preference may be given on



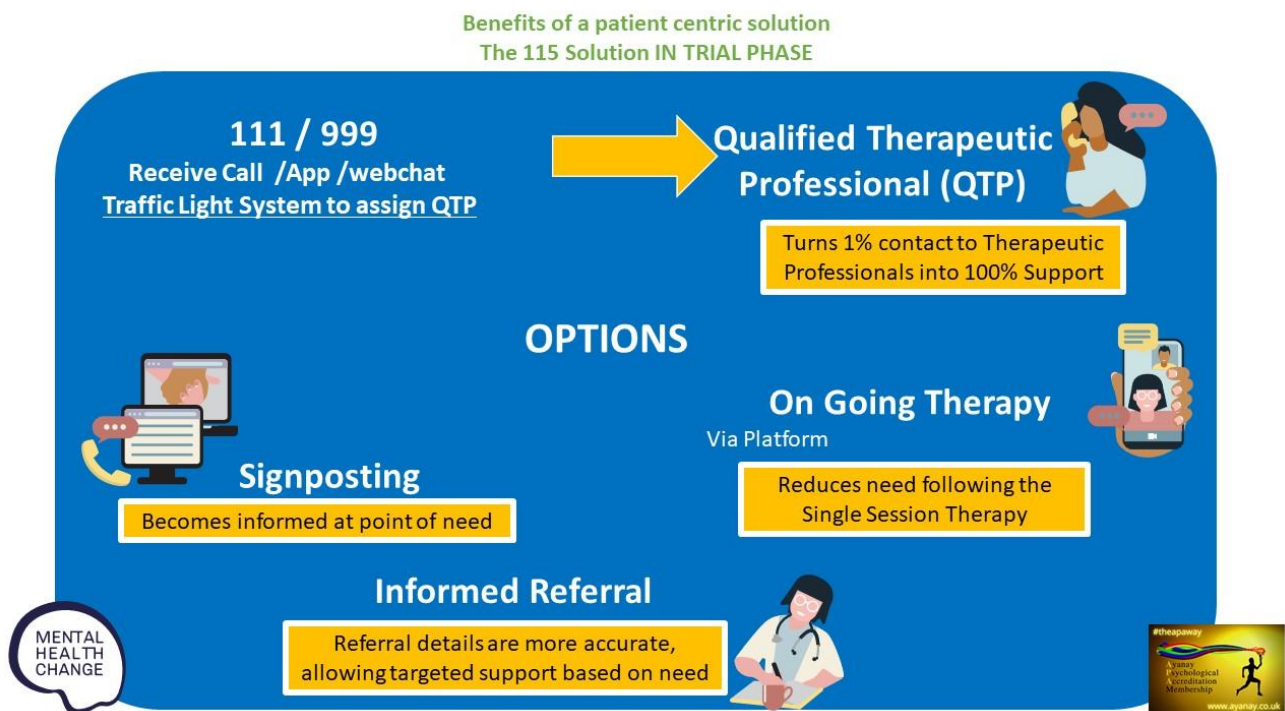
grounds of logistical and operational awareness, APA encourages all employers to verify the ethical standards of all voluntary registers as part of their own due diligence.

The failure to protect qualified therapeutic professionals has created an environment of restrictive recruitment that charities that hold voluntary registers have knowingly and unethically benefited from and manipulated to maintain their financial benefit.

Project 2:

NHS #111 115

Qualified therapeutic professional to carry out single session interventions via #111 at the point of need.



NHS #111 MUST REMAIN THE PRIMARY CONTACT POINT FOR NATIONAL MENTAL HEALTH SUPPORT.

This project does not alter that objective of NHS National Policy. However, the capacity to meet that policy under current guidelines simply does not exist. Therefore, APA recommends a supportive elevation of capacity and mobilisation of resources to make the National Policy fit for purpose.



APA in unison with Mental Health Change has produced a new, balanced, focused and collaborative environment for the development, empowerment, and long-term enhancement of effective mental health delivery for those reaching out to current emergency response services.

Project 3:

Framework for Positive Mental Health

The **APA Framework** targets the following critical and societal concerns:

- **Children's social care**
- **Education**
- **Youth employability & entrepreneurial spirit**
- **Crime reduction**
- **Emotional health & wellbeing - mental health reimagined**

APA has produced a new, balanced, focused and collaborative environment for the development, empowerment, and long-term enhancement of effective mental health awareness for communities around the world.

APA's custom-built programmes, structures and collaborative support pathways are trauma informed, and psychologically based.

For the 1st time national leadership teams can have a solid base from which to successfully demonstrate the benefit of multi-disciplined, interlinking, and inter-agency collaboration, in the field of mental health, incorporating Mental Health awareness from the outset, rather than as an operational or funding necessity. APA is keen to showcase that by working with a professional psychological organisation, such as APA, national leaders can include the knowledge, understanding and experience of the psychological sector, into their national systems of human and social growth.

This forensic inclusion in key areas, reduces the crippling costs of poor Mental Health and supports growth towards a more resilient population. This focus will give all communities a completely new platform from which to develop their own sustainable growth.

The framework designed by APA, like the SHARD (The tallest building in London), stands on a floating platform that is untouched by the failures and weaknesses of the past. This framework will mark the arrival of a new era in the world of Mental Health, with the focus on the future and the potential of the people, an age determined by the strength and



resilience of nations, an era of doing things differently. An era of positive, and effective collaboration. An age that reawakens the hope of nations.

The world needs a new beginning. This framework will catapult Positive Mental Health into the era of the New Normal. A normal that highlights a nations adaptability, focus, and drive to build positive collaborative partnerships with the world.

This framework will appeal to certain institutions which are inherently charitable. By extension, several United Nations agencies, Commonwealth of Nations institutions i.e., European Union institutions, personal foundations and corporate organisational entities around the globe may also be targeted sources for both financial and operational partnerships.

APA Open Contact to The Executive

APA is proud to be the only accreditation service in the UK that offers direct access to the Executive on a weekly basis. Open Contact Thursday is truly unique feature of APA, displaying our commitment to members and the public alike.

Confidential time slots can be booked with the APA Executive every Thursday by emailing support@apa-accreditation.co.uk

Open, transparent and effective communication with Members, Peers and The Public is a founding principal of APA and we will not become a faceless, isolated organisation. APA will maintain direct access to the executive through Open Contact Thursday, Our Open Access Group on Social Media, and APA's Feed & Grow Survey.

Feed & Grow Survey

APA invites continuous feedback via our Feed & Grow Survey, which is available on the APA website. www.ayanay.co.uk

The Feed & Grow Survey is also included in the annual membership audit requirement.

External Engagement Position

Political Neutrality

As a limited company offering a voluntary register, in an unregulated sector, APA is mindful of the political sensitivities that exist around the world of mental health and especially the topics of regulation, recruitment, and qualification setting.



APA declares it does not advocate, endorse, or align with a political viewpoint, party or external pressure groups that hold a political bias.

APA's role is to support, advocate and promote the best therapeutic environment possible, for the benefit of professionals and clients.

The APA Executive is forbidden from joining any politically motivated organisation and APA will not provide finance, or favour to any UK political party, (or any businesses, charities, and organisations in the political arena), beyond the delivery of contracted programmes and where appropriate, advice, guidance, and positive psychological awareness. This is only done, with full political neutrality.

Inter-Disciplinary Focus

APA is acutely aware that for decades the therapeutic worlds of physical and mental Health have been divided and while huge efforts have been made in raising the awareness of mental health responses, for which APA applauds those involved, APA testifies here, to our commitment for greater collaborative evolution and mutual respect, becoming the benchmark of health care awareness and functionality into the future.

APA openly welcomes and invites collaboration, discussion, and shared learning across both physical and psychological well-being disciplines.

Extreme Care Provision

This relates to the medical engagement of psychological care. APA appreciates the complexities and variable considerations involved in situations requiring 'extreme care provision'. Therefore, APA advocates, encourages and promotes closer working with qualified therapeutic professionals, rather than a blanket exclusion in favour of medical or pharmaceutical intervention. APA endorses a Collaborative Care Provision that includes meaningful therapeutic engagement from the outset of the planning process.

Inter-Register Communication

A mental health infrastructure that is not actively functioning in line with the therapeutic principle of effective and positive communication has been proven to fail those in need, just as it has failed the therapeutic professionals that depend on the support of the sector's infrastructure.

APA is committed to enhancing the therapeutic experience of all those that work in and around the world of therapeutic psychology, as well as for those that find themselves in need of psychological support.



Effective and positive communication is a fundamental element of the therapeutic partnership. APA seeks and encourages all mental health delivery services and support systems to develop open and supportive communication channels, in line with the core ethos of therapeutic principles.

APA openly welcomes and invites collaboration, discussion and shared learning across all psychological well-being organisations, businesses, charities, and holders of voluntary registers.

The International Psychological Standards & Accreditation Council

The **International Psychological Standards & Accreditation Council (IPSAC)**, under the umbrella of the Association for Psychological Accreditation (APA), represents a global commitment to quality, integrity and excellence in psychological education, training and practice. Building on APA's longstanding mission to promote high standards in Positive Mental Health and Psychological Awareness for all, IPSAC extends these principles to an international context, fostering consistency, credibility and public protection across borders.

International endorsement through IPSAC ensures that psychology programmes, institutions and training providers meet rigorous, evidence-based benchmarks that reflect both scientific rigour and professional competence. By harmonising internationally recognised standards, the Council supports psychologists and organisations in demonstrating the quality of their training, enhancing professional mobility and fostering trust among professionals, students, regulators and the public.

At its core, IPSAC champions:

- **Excellence in education and training**, ensuring programmes are structured to cultivate ethical, effective and science-informed practice.
- **Public protection**, by assuring that accredited pathways produce practitioners equipped to deliver safe, competent psychological services.
- **Global relevance and collaboration**, enabling cross-border recognition of standards that support international mobility and mutual respect within the profession.

Aligned with APA's ethos, the International Psychological Standards & Accreditation Council embodies a shared vision: to elevate the quality and impact of psychological practice worldwide, safeguard the public interest, and uphold the integrity of psychology as both a science and a profession.



The International Psychological Standards & Accreditation Council offers Regulatory and Voluntary bodies from around the world the opportunity to receive International recognition and professional endorsement of their functional delivery of Ethical Psychological Services and Protections, for Clients and Professionals alike.

The Evaluation Process

The International Psychological Standards & Accreditation Council (IPSAC) invites organisations worldwide to benefit from global collaboration that promotes shared learning, professional development, and enhanced operational effectiveness.

Organisations seeking international recognition participate in a structured evaluation process consisting of 3 Phases:

- **Phase 1 – Three-Part Audit**

- A comprehensive review of organisational standards, governance, and professional practices.

- **Phase 2 – Digital Presence Review**

- An assessment of online communications, public information, and digital professionalism.

- **Phase 3 – Organisational Presentation to the IPSAC Panel**

- A formal presentation demonstrating service quality, ethical frameworks, and commitment to professional excellence.

Through this process, IPSAC fosters international cooperation, strengthens professional credibility, and supports organisations in demonstrating their commitment to delivering ethical, high-quality psychological services.



Phase 1

The 3 Part Audit

Part 1: The Paperwork

Policies, Protocols & Procedures are reviewed by a Panel of Professionals.

Part 2: The Functional Delivery

This takes into account the feedback of an Organisations Members and Staff.

Part 3: The Management Conversation of Discovery

A direct Conversation of Discovery between Pre-selected Members of the organisation and Members of The IPSAC Panel.

The Audit will focus on the organisations alignment with:

- Existing international psychological ethics frameworks and accreditation standards
- Transparent governance structures and mechanisms for accountability within the boundaries of the organisations jurisdiction
- Understanding & awareness of psychological impacts of Professional Trauma & Neurodiversity
- Consideration of cultural, legal, and regulatory differences when applying their ethical standards
- Safeguards that ensure the protection of both practitioners and clients engaging in the delivery of psychological services, Face to face or digital including cross-border digital engagement

Phase 2

Digital Presence Review

The **International Psychological Standards & Accreditation Council (IPSAC)**, Review of Digital Presentation reflects the reality of modern communication and organisational engagement.

The Panel will review all online representations and engagements.

Including

Formal Media and Press Releases

Social Media Content*

Including

- Social Media engagement separate to an organisations own content
- Content and Responses of Executives (Professional Accounts)



The Review will focus on the alignment with 5 Key Areas:

- Existing international psychological ethics frameworks and accreditation standards
- Transparent governance structures and mechanisms for accountability within the boundaries of the organisations jurisdiction
- Understanding & awareness of psychological impacts of Professional Trauma & Neurodiversity
- Consideration of cultural, legal, and regulatory differences when applying their ethical standards
- Safeguards that ensure the protection of both practitioners and clients engaging in the delivery of psychological services, Face to face or digital including cross-border digital engagement

Phase 3

Organisational Presentation to the IPSAC Panel

A direct 2 Part online presentation to the IPSAC Panel

Part 1 The Executive Presentation to showcases the organisations:

- Aims
- Commitment to evolution
- Collaborative engagement
- Responsiveness to Professionals

Part 2 The Members Presentation

The presentation will be delivered by least 2 professionals / Staff or Members that are not part of the executive, to showcase their experience of the 5 Key Areas.

- Existing international psychological ethics frameworks and accreditation standards
- Transparent governance structures and mechanisms for accountability within the boundaries of the organisations jurisdiction
- Understanding & awareness of psychological impacts of Professional Trauma & Neurodiversity
- Consideration of cultural, legal, and regulatory differences when applying their ethical standards
- Safeguards that ensure the protection of both practitioners and clients engaging in the delivery of psychological services, Face to face or digital including cross-border digital engagement



THE IPSAC RESULT

The International Psychological Standards & Accreditation Council offers Regulatory and Voluntary bodies from around the world the opportunity to receive International recognition and professional endorsement of their functional delivery of Ethical Psychological Services and Protections, for Clients and Professionals alike.

The Process to receive such recognition and professional endorsement ensures that the result of such an application is consistent, sustainable and fair to all organisations that seek it.

The IPSAC Panel will have several options to consider for each application.

- Awarded in Excellence
- Awarded
- Advisory Notice with a Time Hold
- Advisory Notice with Recommendations
- Rejection

Awarded in Excellence

Where the IPSAC Panel are confident that the organisation has embraced an evolutionary based focus, that delivers an Ethical and Professional framework for their Professionals above the 5 Key Areas of consideration for IPSAC Recognition & Endorsement.

Awarded

Where the IPSAC Panel are confident that the organisation is delivering on the 5 Key Areas of Consideration for IPSAC Recognition & Endorsement.

Advisory Notice with a Time Hold

Where the IPSAC Panel are confident that the organisation is developing their capacity to deliver on the 5 Key Area of Consideration for IPSAC Recognition & Endorsement. This Option allows a fixed time period to allow to mature their capacity.

Advisory Notice with Recommendations

Where the IPSAC Panel believe that the organisation would benefit from direct and focused support to enhance their capacity to deliver on the 5 Key Area of Consideration for IPSAC Recognition & Endorsement.

Rejection

Where the IPSAC Panel believe that the organisation have not demonstrated their capacity to deliver on the 5 Key Areas of Consideration for IPSAC Recognition & Endorsement, or willingness to engage in positive and collaborative growth.



Why IPSAC Matters

The International Psychological Standards & Accreditation Council (IPSAC) evaluates organisations on their individual merits. There is no requirement for organisations to demonstrate “mutual alignment” with other bodies, ensuring that each assessment remains fair, independent, and context sensitive.

For decades, statutory and voluntary bodies around the world have shaped the delivery of psychological services with limited sector-wide oversight. IPSAC provides a consistent and reliable international benchmark, enabling such organisations to achieve global recognition as providers of excellence in ethical psychological services.

The IPSAC Panel is committed to fostering collaborative growth through the sharing of knowledge, experience, and professional insight. This approach enables organisations worldwide to showcase their dedication to ethical psychological support and the protection of both professionals and those in need of services.

Upon completion of the three-part assessment process, the IPSAC Panel submits a formal recommendation to the APA Executive Board for approval. All communications between an organisation and the IPSAC Panel during the audit process are treated as confidential and form part of the formal IPSAC recommendation.

In the interest of transparency and public trust, IPSAC will publicly confirm when an assessment has been requested and will also publish the final outcome. The Council reserves the right to share information regarding assessment results as part of its commitment to openness and accountability. This helps the public to increase the Trust, understanding and Belief in the infrastructure of the whole Psychological Framework.

The IPSAC Panel

The International Psychological Standards & Accreditation Council (IPSAC) Panel is comprised of professionals, with over 10 years of experience delivering services to those in need based on the Panel Focus they hold.

Panel Member Focus

- Active Practitioner
- Advisor
- Researcher
- Legal Focus
- Education Focus
- International Focus



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
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Association for
Psychological
Accreditation

#theapaway



Home of The International Psychological Standards & Accreditation Council