

NCPS ANNUAL MEMBER SURVEY 2024



Summary

In early 2024, we asked our members what they thought about us, what they think about their profession, how work is for them at the moment, and how it is for their clients. We're proud to be able to share the results of that survey with you all.

There are some excellent suggestions as to how we can improve our Society to make it work better for everyone, including providing access to lower cost CPD, improving our Directory (and doing better at promoting it online and through SEO), and giving more support with changing membership categories. Another ask from our members was around formal meet ups, which they would like to be arranged and publicised by us, with 60.1% of members asking for this.

It was heartening to learn that almost 90% of respondents would recommend the Society to friends and colleagues – what an incredible figure, and we're so grateful to those of you that do. Our members see us as helpful, supportive, friendly, and professional, and we can't ask for more than that.

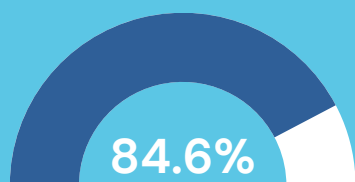
A huge thanks go to the Membership team at the Society for leaving 87% of our members rating their experience with the team as Good or Very Good, with nearly 60% of respondents saying that their experience with the Membership team was Very Good.

84.6% of members are very likely or certain to renew their membership – 60.5% of those are certain to do so.

90% of respondents would recommend the Society to friends and colleagues



84.6% of members are very likely or certain to renew their membership



There's more we need to be doing, including making sure we share updates to our profession from across the wider world, ensuring everyone stays up to date with what's new in counselling & psychotherapy.

We also aren't doing enough to keep you in the loop with our campaign work, which is something we will work on over the next year.

We had some incredible insight from the survey around how patients of NHS Talking Therapies are coming to our members for further support after having received help through the NHS, which is really important for our campaign work.

It's also really helpful that we know what's impacting on our members. The cost of living crisis, NHS waiting lists, and funding issues were all things that came up for respondents time and time again. We will do what we can to support members with this, through policies that impact on members day-to-day interactions with us, to our campaign work that tries to solve some of the issues around the NHS and funding.

A huge thank you to all of our members that took part, and we hope you find the results of this survey as enlightening as we have.

Jyles Robillard-Day
CEO

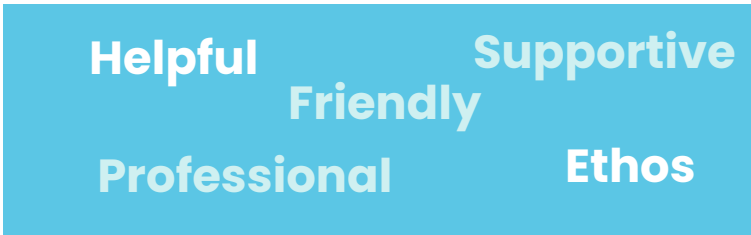
SUPPORTING COUNSELLORS, PSYCHOTHERAPISTS, THE PUBLIC AND OUR PROFESSION



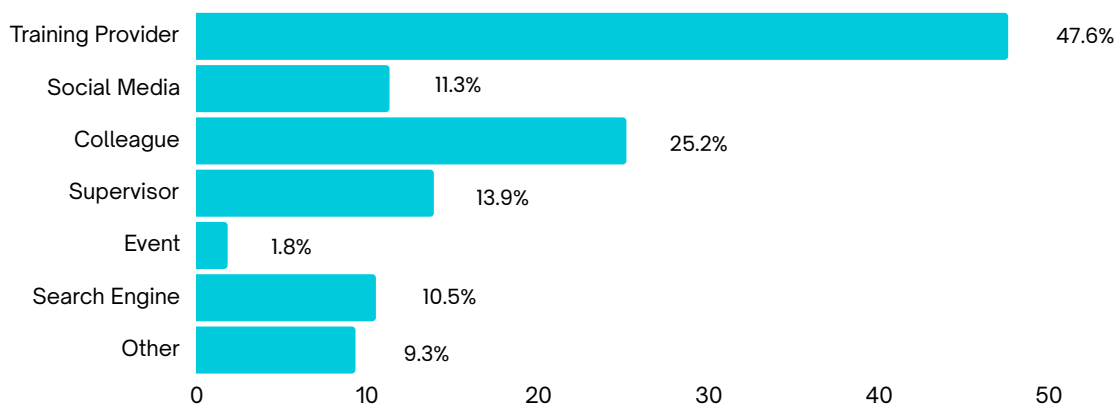
Your Membership

Almost half of respondents first heard about the society via their trainer, with a quarter hearing about the society from a colleague. Over one-third of respondents were attracted to the society based on a recommendation from their training provider / tutor, to resonate with ethos, or because they were unhappy with their previous membership body / professional association.

Most respondents (almost 90%) would recommend the society to friends / colleagues. Some of the most common words used as to why respondents would recommend the society can be seen opposite.

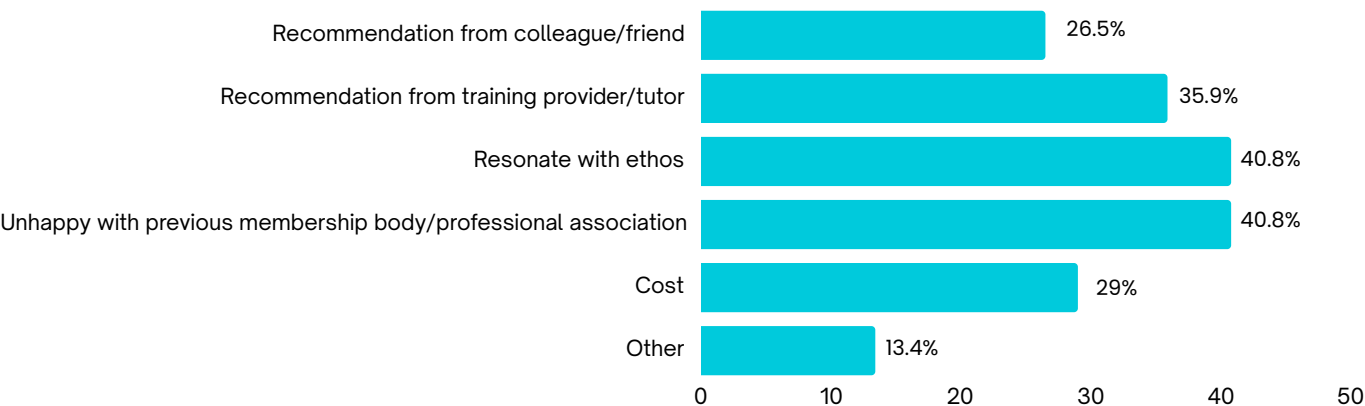


How did you first hear about the Society?



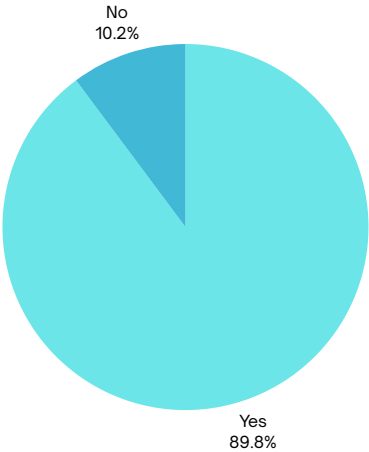
Respondents could select more than one option.

What attracted you to join the Society

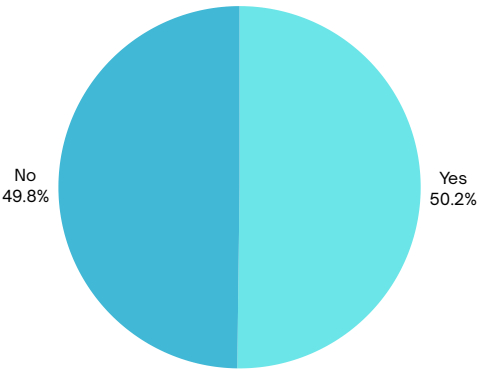


Respondents could select more than one option.

Would /do you recommend the Society to friends / colleagues?



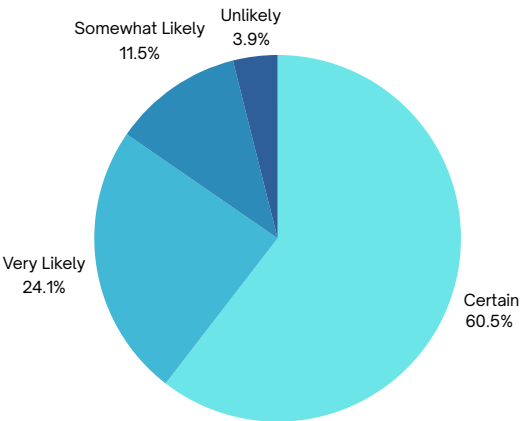
Are you a member of more than one professional body?



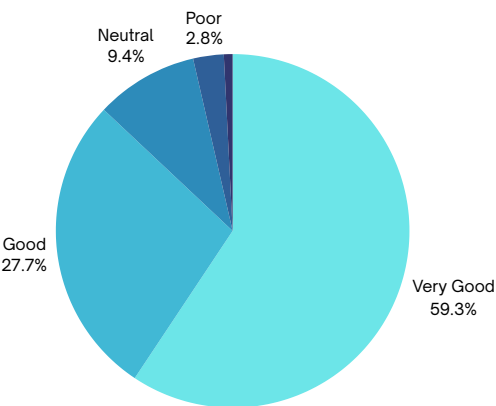
When it came to renewing NCPS membership, almost all respondents were likely to renew, with over half certain to renew. Less than one percent of respondents stated they would not renew.

Just under a third of respondents had not contacted the Member Services team. From the respondents who had made contact, the vast majority rated their experience as good or very good.

When it comes to renewing your membership, how likely are you to renew?



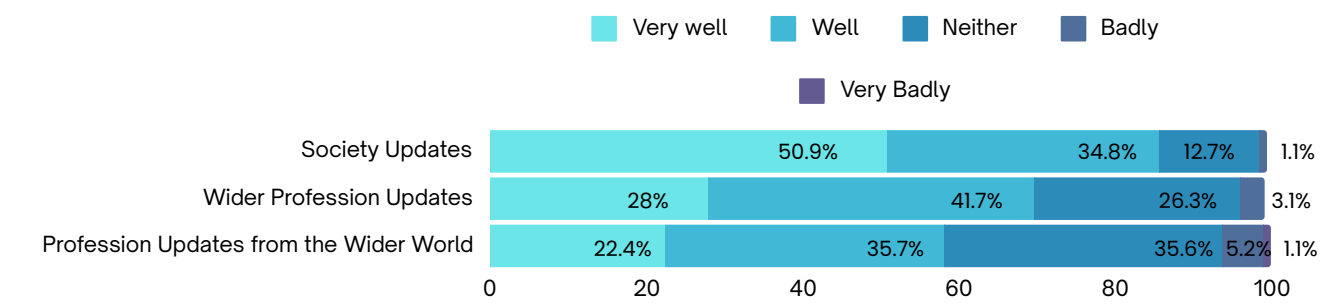
If you've contacted our Membership Services team, how would you rate your experience?



Excludes respondents who had not contacted member services.

Although over four-fifths of respondents felt well informed regarding updates from the society, this fell to just over half who felt well informed on updates relevant to the profession from the wider world. Almost three-quarters felt informed about updates from the wider profession.

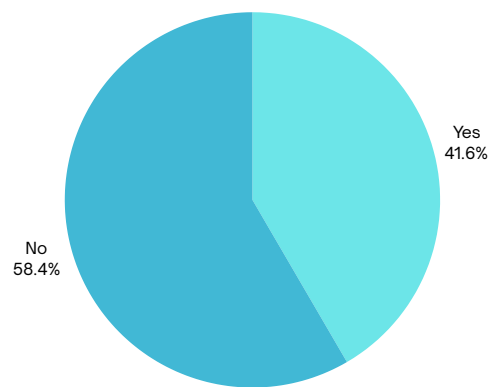
How well do you feel the Society keeps you informed about ...



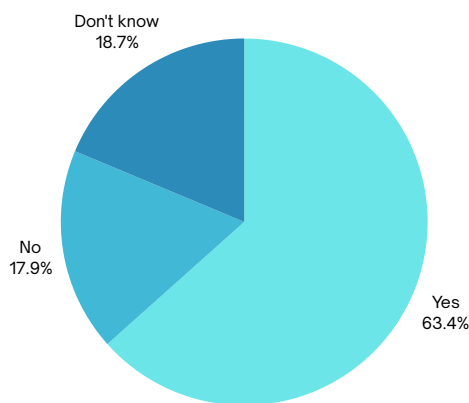
Over half of respondents were not aware of campaign work undertaken by the NCPS.

When it came to the range of CPD opportunities signposted by the society, almost two- thirds of respondents were happy with the range of opportunities provided, with less than a fifth of respondents not happy with the range provided.

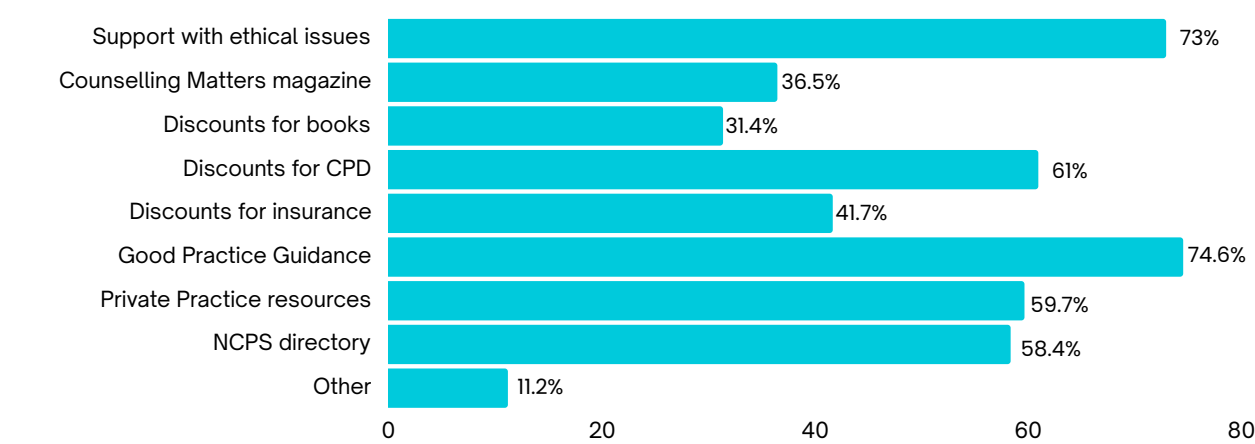
Are you aware of the campaign work that we do?



Are you happy with the range of CPD opportunities signposted by the Society?



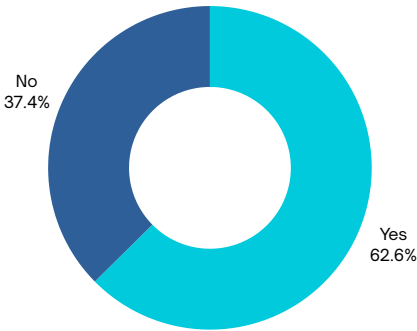
What current membership benefits are important to you as part of your membership?



Respondents could select more than one option.

Almost two-thirds of respondents were aware of the Specialist Accredited Registers.

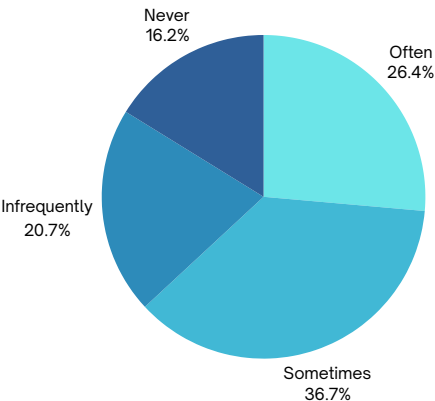
Are you aware of our Specialist Accredited Registers?



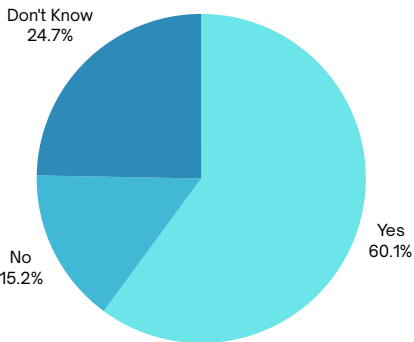
The majority of respondents networked, with less than one-fifth of respondents stating they never networked with other counsellors. From the respondents who currently networked, online (mainly WhatsApp and Zoom) and socialising informally at events were two of the most common methods.

Over half of respondents would like formal meet ups to be arranged and publicised by the society.

Do you currently network with other counsellors?



Would you like formal meet ups to be arranged and publicised by the Society?

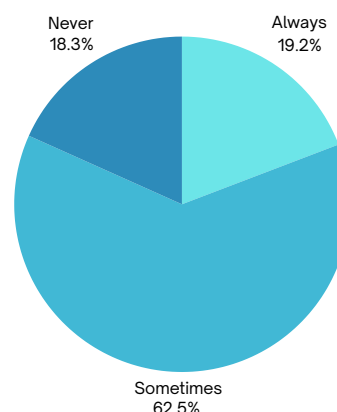


Over four-fifths of respondents read the Counselling Matters Magazine. When asked if there was anything about the magazine respondents would like to change, most respondents made no comment or stated they were happy with the magazine. Several common themes for change included having a paper-based version available and more articles and case studies around counselling.

When asked what topics respondents would like the magazine to look at, the most common responses included:

- Counselling topics
- Practice support
- Therapy
- Trauma
- CPD

Do you read our Counselling Matters Magazine?



Respondents were provided with a list of member benefits and asked to select all they felt were most important. The most important benefits of current membership were **Support with ethical issues** and **Good Practice Guidance**, each benefit identified by almost three-quarters of respondents.

Lower cost CPD, improvements to the directory, better online promotion of the member directory and more support with accreditation, were some of the most common ideas given by respondents for improving member benefits. We thank members for these suggestions.



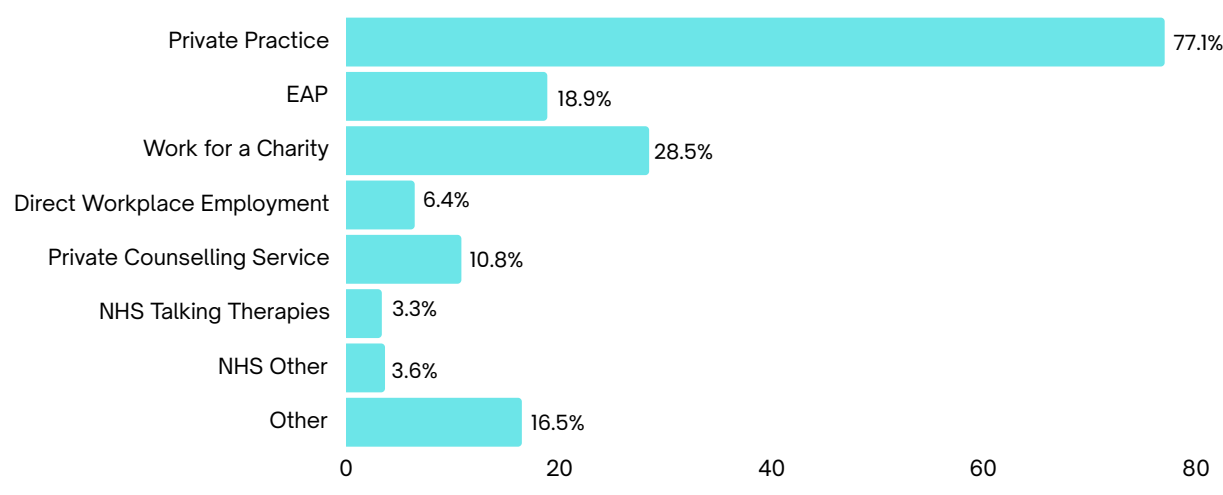
Your Practice

Over three-quarters of respondents currently practiced via Private Practice, whereas just 3.3% practiced via NHS Talking Therapies and 3.6% via Other NHS methods.

Where a respondent selected 'Other' as a current method of practice, the most common responses were School or College, or Training / Supervision.

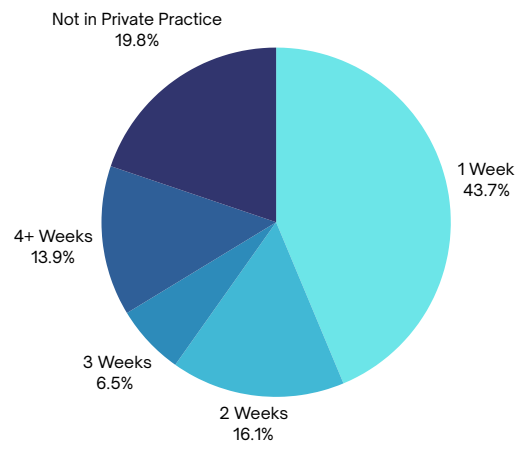
While around a fifth of respondents were not involved in Private Practice, to respondents that were, one week was the most common wait time for Private Practice work.

How do you currently practice?

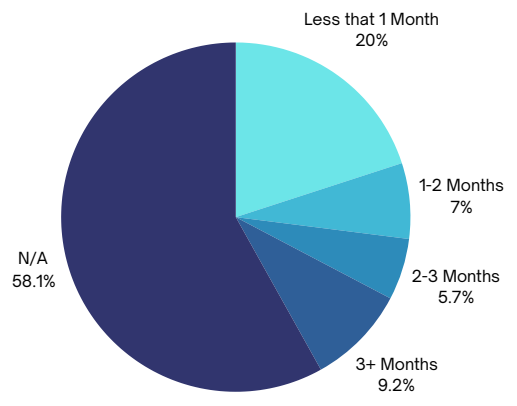


Respondents could select more than one option.

What are your current wait times for Private Practice Work?

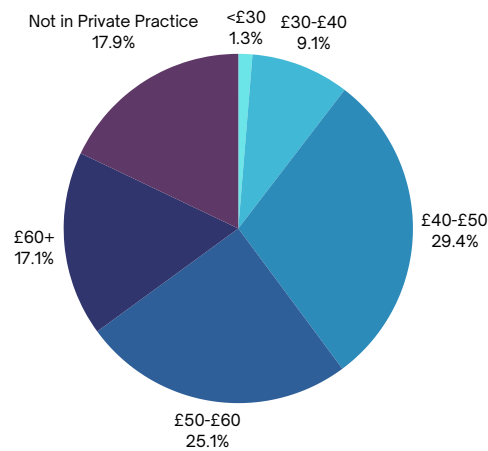


What are the current average waiting times for support in the main organisation you work for?

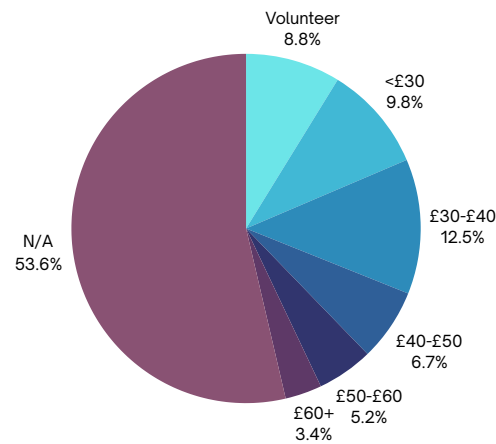


Where a respondent was involved in Private Practice, £40 – £50 on average per session was the most common charge. Very few respondents charged less than £30 per session for Private Practice work. When working for an Employee Assistance Program, charity or other organisation, the most common fee received was £30 – £40.

What do you charge, on average, per hour session in your Private Practice?

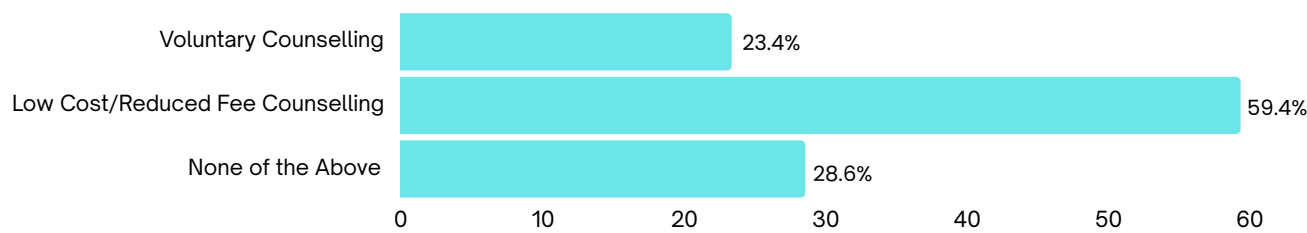


If you work for an Employee Assistance Program (EAP) / Charity / Other organisation, what do you get paid per session?



Over half of respondents provided low cost / reduced fee counselling, whereas just under a quarter provided voluntary counselling. Just over a quarter of respondents provided no form of voluntary or low cost / reduced fee counselling.

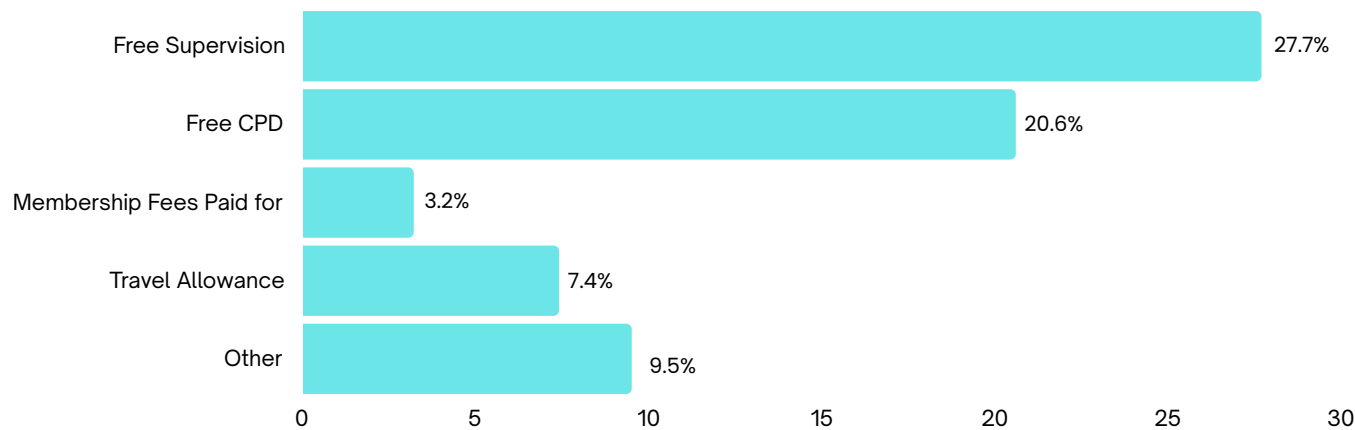
Do you provide either of the following?



Respondents could select more than one option.

Where a respondent received other benefits as part of working for a main organisation, free supervision and free CPD were the most common selected benefits.

What other benefits do you get as part of working for your main organisation?

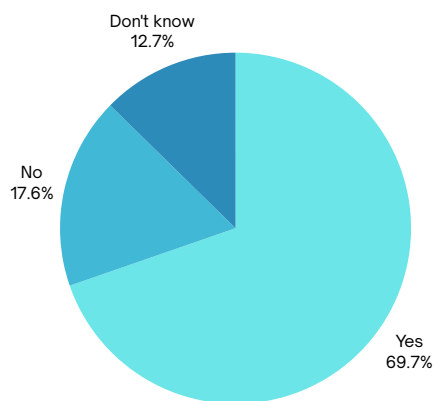


Respondents could select more than one option.

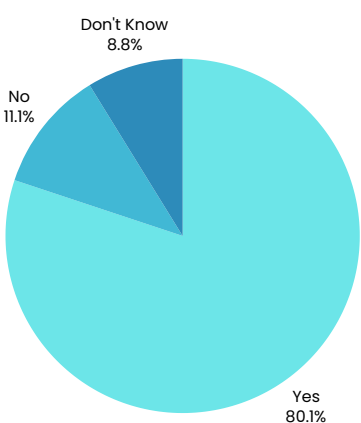
Clients

Over two-thirds of respondents had seen private clients who were trying to access support via the NHS but ended up accessing private therapy due to waiting times. The majority of respondents had seen clients who had accessed NHS Talking Therapies and attended, but felt they needed further support from private therapy.

Have you seen private clients that were trying to access support via the NHS but ended up accessing private therapy due to NHS Wait times?



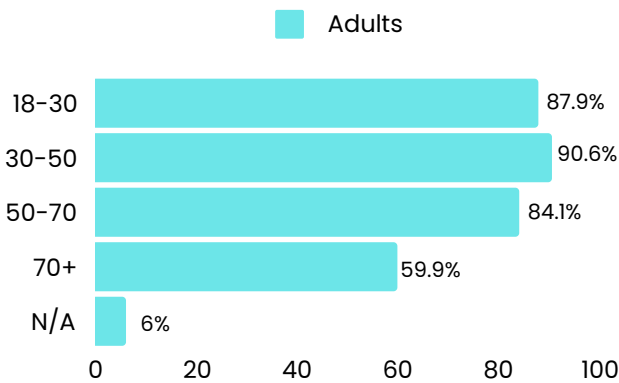
Have you seen clients who have accessed NHS Talking Therapies and attended therapy, but felt they needed further support from private therapy?



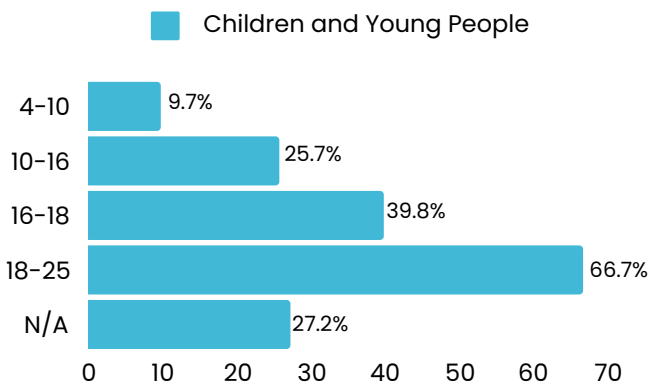
Respondents saw adult clients across a wide range of ages. However, this fell considerably to just over half of respondents seeing adults aged 70+. With regards to children and young people, around two-thirds of respondents saw clients aged 18 – 25, falling to less than ten percent of respondents seeing clients aged 4 – 10.

Just over a quarter of respondents stated not applicable with regards to working with children and young people.

What client age groups do you see?



What client age groups do you see?

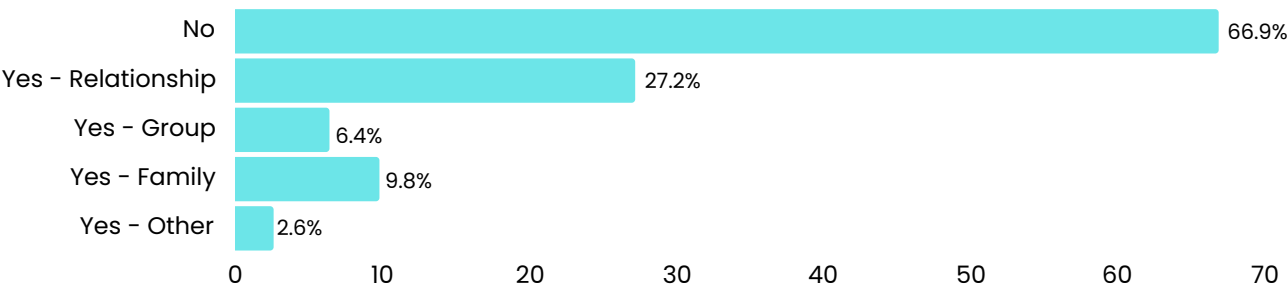


Respondents could select more than one option.

Two-thirds of respondents worked with no more than one client in the room at a time. Where more than one client was in the room at the same time, these tended to be clients in relationships.

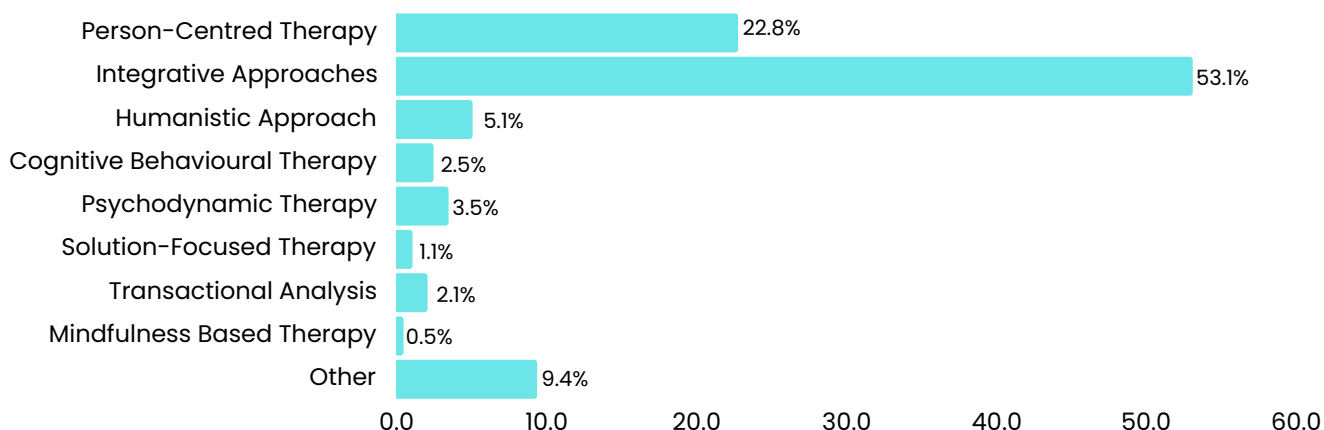
An Integrative Approach was the most common way of working, reported by over half of respondents. This was followed by just under a quarter of respondents who used a Person-Centred Therapy approach in their way of working.

Do you work with more than one client in the room at a time?



Respondents could select more than one option.

Which modality or way of working describes your practice?

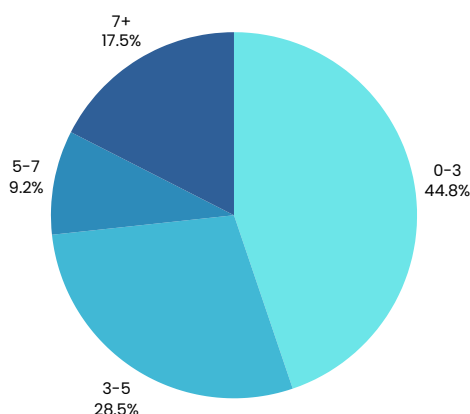


Trauma, bereavement, anxiety, and addiction were some of the most common areas specialised in by respondents.

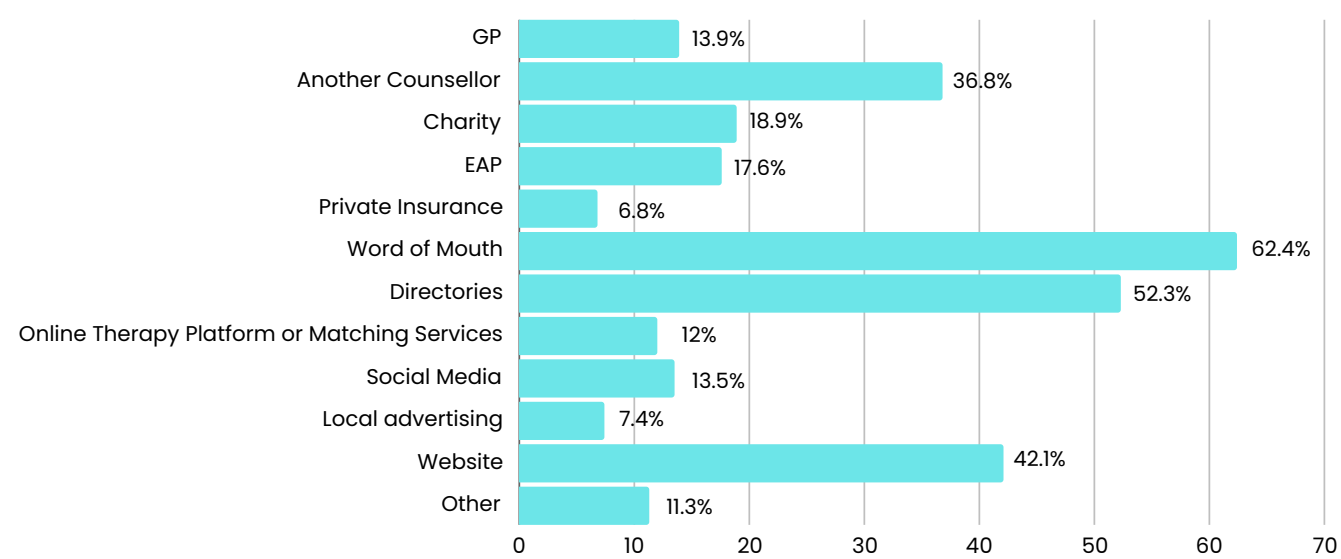
Just under half of respondents received 0 – 3 client enquiries / referrals per month, followed by just over a quarter of respondents who received 3 – 5 enquiries / referrals per month. When asked where enquiries / referrals came from, almost two-thirds of respondents stated word of mouth was one area for their referrals, followed by Directories as a referral method for just over half of respondents.



On average, how many client enquiries / referrals per month do you receive in total?



Where do your enquiries / referrals come from?

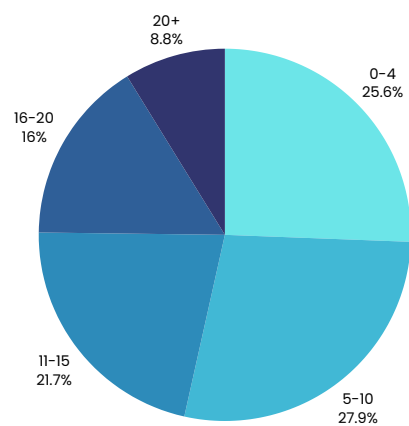


Respondents could select more than one option.

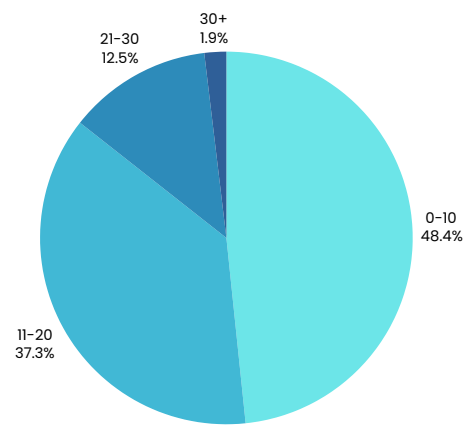
The number of clients seen per week varied considerably by respondent, with just over half of respondents seeing ten or less clients a week, through to just under one-tenth seeing twenty or more clients a week. Just under half of respondents spent ten or less hours a week on average with clients.

Just under one-fifth of respondents spent eleven or more hours a week on tasks such as admin, supervision, and CPD, with just over three percent of those spending twenty or more hours on such tasks.

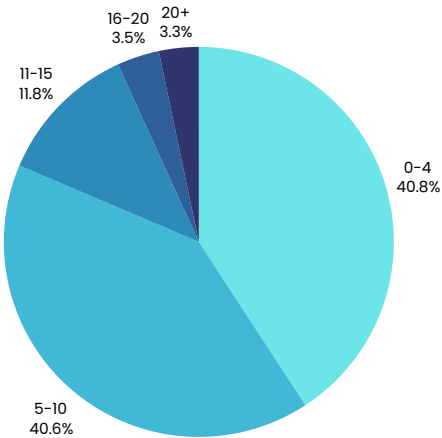
On average, how many clients a week do you see?



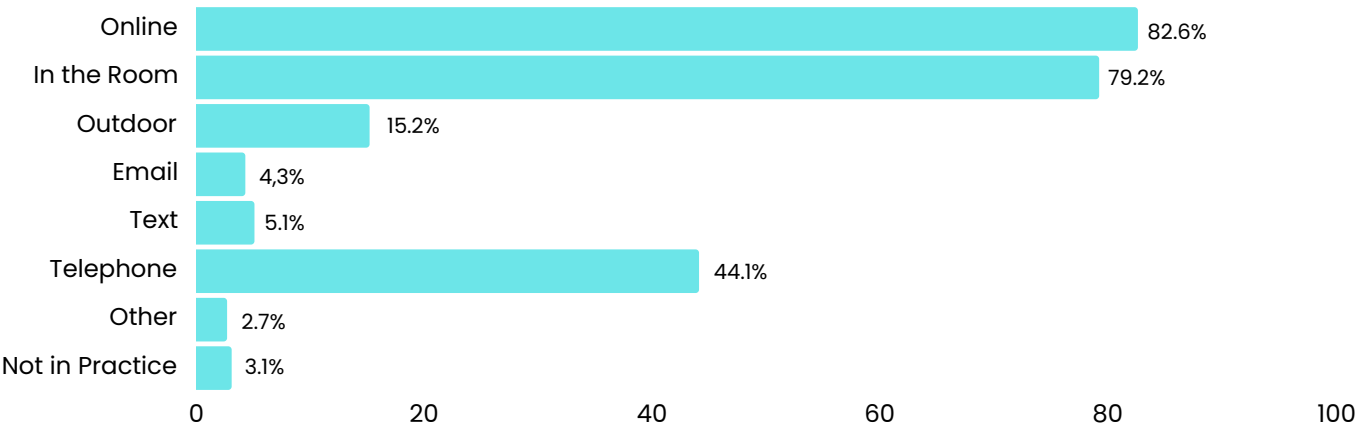
What is your average number of client hours a week?



How many hours a week do you spend on everything else – e.g. admin, supervision, CPD?



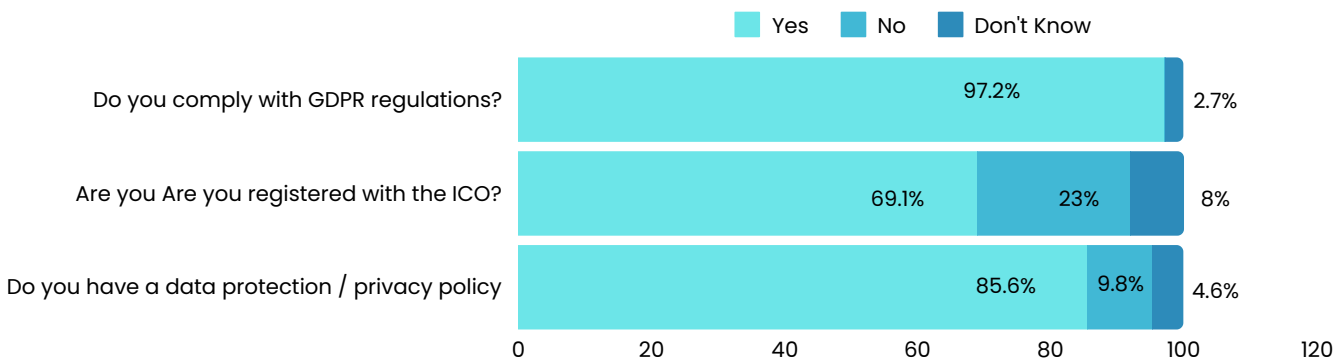
How do you practice?



Respondents could select more than one option.

Respondents were asked a series of questions surrounding the General Data Protection Regulation (GDPR). While almost all respondents stated they complied with GDPR, just over two-thirds of respondents were registered with the Information Commissioner’s Office. Over four-fifths of respondents had a data protection / privacy policy in place.

General Data Protection Regulation (GDPR)



Respondents could select more than one option.

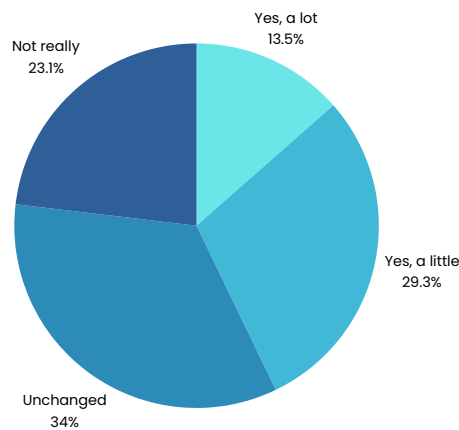
Insights

Respondents were asked a series of questions relating to practice changes since the pandemic and the potential impact of Artificial Intelligence (AI) on their practice.

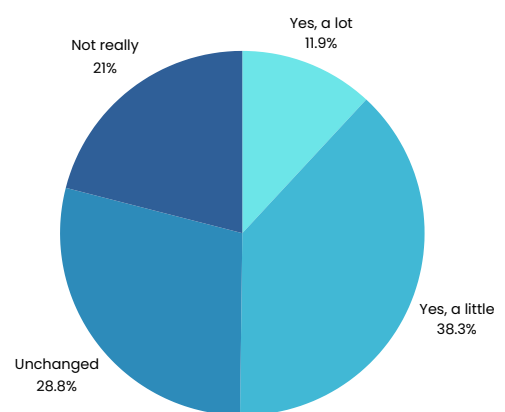
Over a third of respondents stated that their client group had changed either a little or a lot since the pandemic, with a quarter of respondents stating their client base had remained unchanged.

Half of respondents stated that their presenting issues had changed either a little or a lot since the pandemic, with just one-fifth of respondents stating presenting issues had remained unchanged.

Has your client group changed since the pandemic?



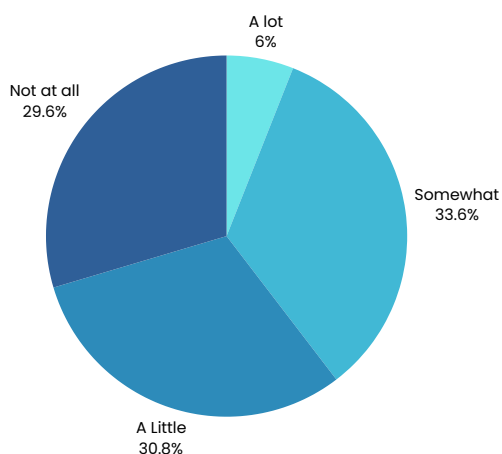
Have the presenting issues changed since the pandemic?



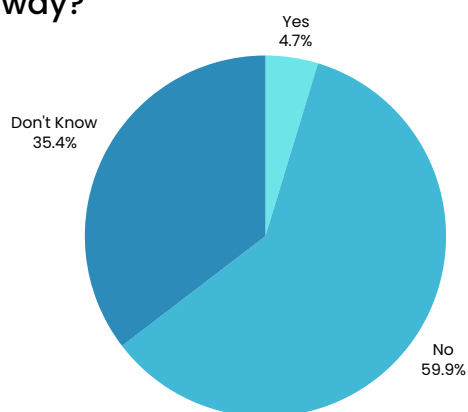
Respondents were asked a series of questions relating to AI and the impact of AI on their practice.

- Most respondents were aware of the developments of AI in counselling, with just over a quarter not at all aware.
- Over half of respondents felt the development of AI had not impacted on their practice in any way.
- Over a quarter of respondents envisaged AI as having an impact on their practice in the future, with nearly half of respondents not knowing if AI would have an impact.
- Almost half of respondents envisaged the impact of AI as having a negative impact on their business, with less than one-tenth envisaging the impact of AI on their practice as being positive.

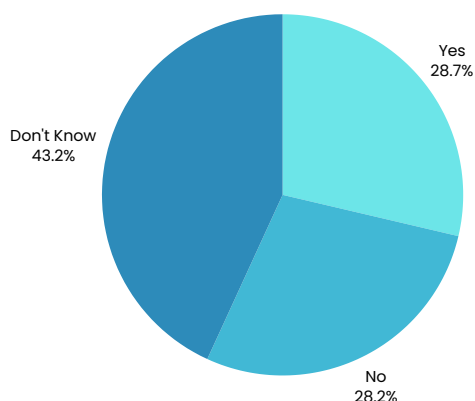
Are you aware of the developments of AI in counselling?



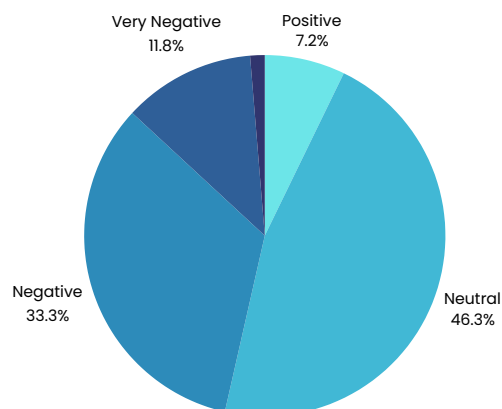
Has the development of AI impacted on your practice in any way?



Do you envision AI having an impact on your practice in the future?



Do you envision the impact of AI as being:



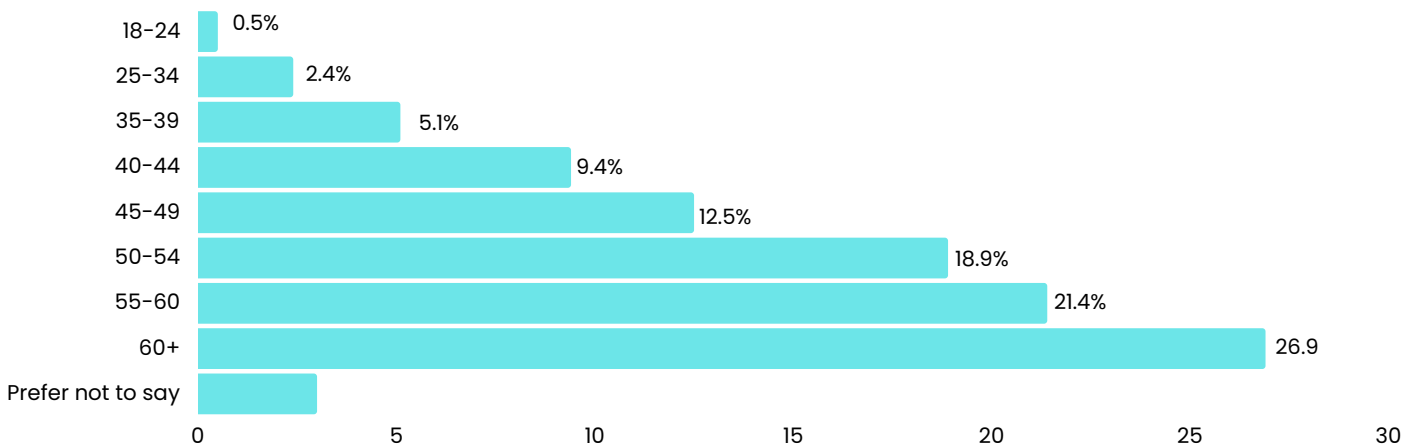
Finally, respondents were asked what external factors they feel are having the most impact on their practice at the moment. A range of issues were recorded, with some of the most common being as follows:

- Cost of living crisis
- NHS Waiting lists
- Funding issues

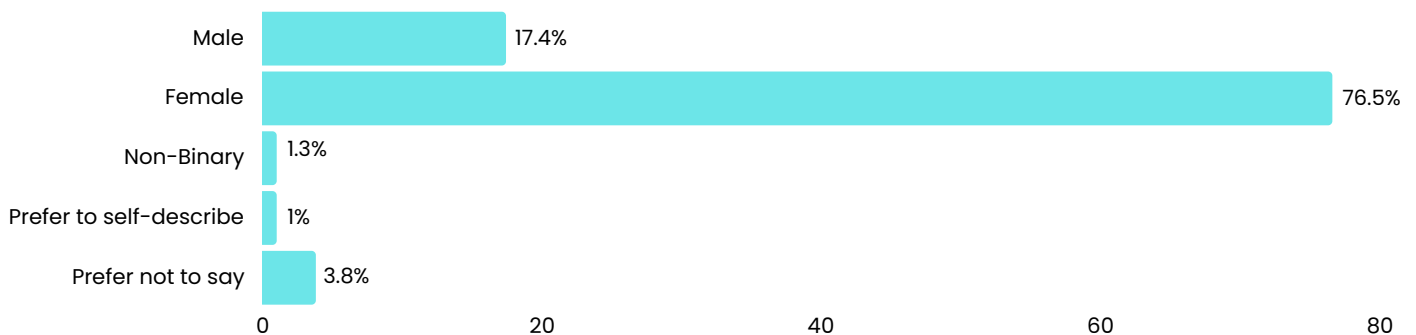
Equality and Diversity

The final set of questions were optional and included so that the NCPS could understand their membership makeup, and where they may need to improve to make sure the profession is representative of UK society.

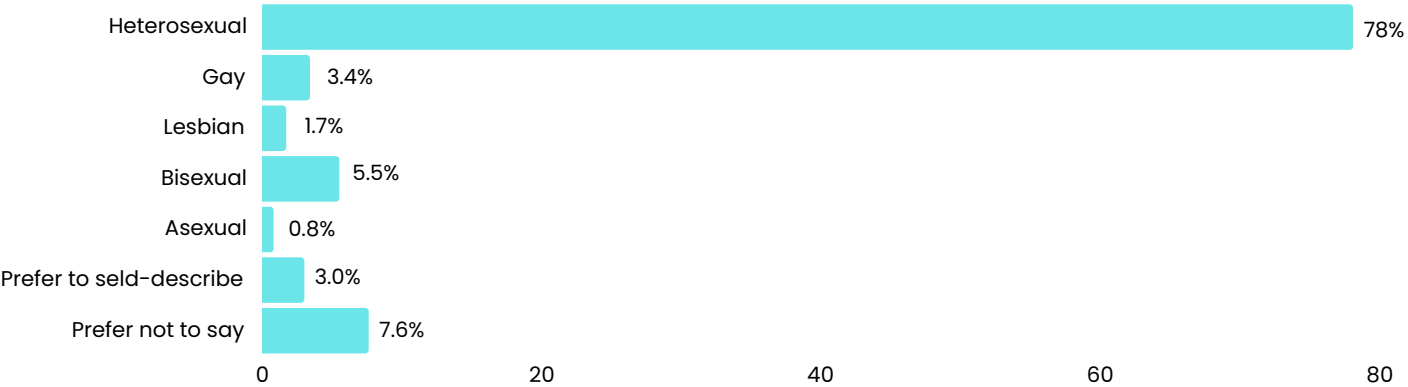
Member age group



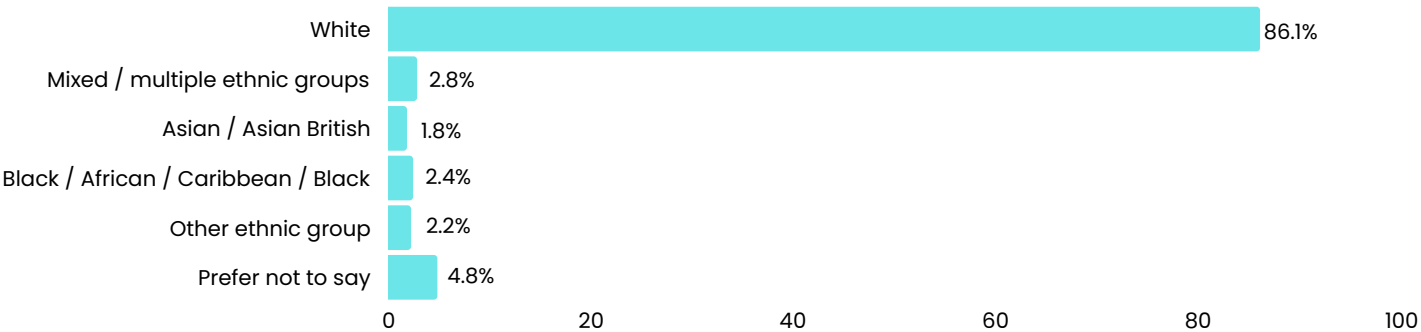
Which of the following best describes your gender identity?



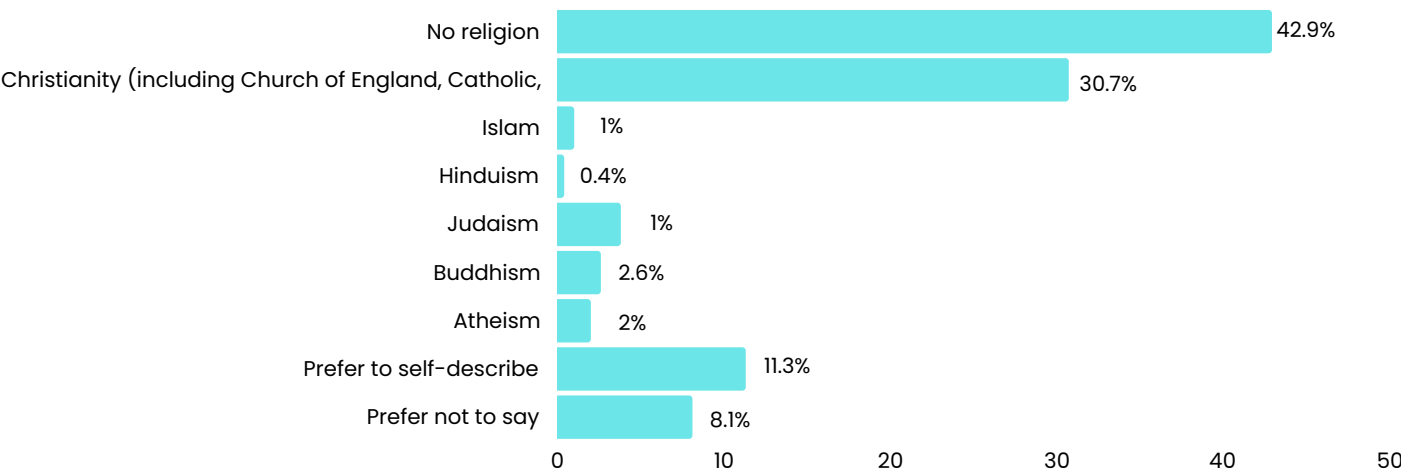
Which of the following best represents your sexual orientation?



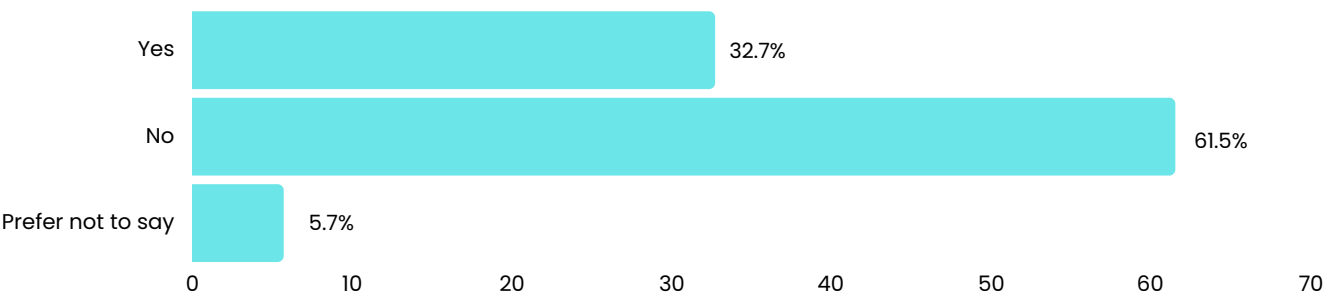
Which of the following best describes your ethnic background?



Which of the following best describes your religious belief, if any?



Do you consider yourself to have a disability or health condition?



Background and Objectives

The National Counselling and Psychotherapy Society (NCPS) has conducted a 2024 Member Survey, seeking insights on topics such as membership, practice, insights and the issues that are impacting our members more broadly.

Approach

The survey took place online and was issued to all members.

The first survey invite email was sent via the NCPS to all members on the 22nd of January 2024. Two further email reminders were sent during the fieldwork period. The survey closed on the 29th of February 2024.

Data Analysis

Where shown, percentages are rounded to one decimal place (i.e. 0.1%). As such, the sum of percentages to a given question may be greater or less than 100%.

Where a question allowed respondents to select more than one option, the sum of percentages for such a question may also exceed 100%.

Questionnaire Design

The online questionnaire provided a flexible and inclusive approach for respondents. The key features were:

- 1. Multilingual Support:** Respondents could complete the survey in over 100 languages. This ensured accessibility for diverse language speakers.
- 2. Accessibility for Visually Impaired Individuals:** Respondents who were blind or had sight issues could use their screen reader software to complete the survey.
- 3. Technical Testing:** The questionnaire underwent rigorous testing, including in-house checks and piloting with external members. This ensured usability, clarity of wording, and accessibility.

Our approach aimed to gather members’ views effectively while promoting inclusivity and ease of participation.