

BRITISH/ PSYCHOANALYTIC /COUNCIL

Guidance on using the Accredited Mark

Background

1. As our Registrants will already be aware, the BPC is a Professional Standards Authority voluntary accredited register and regulator. This means that our performance is monitored by the Professional Standards Authority, who report to Parliament, on a yearly basis to ensure that we are compliant with the PSA's eight standards for Accredited Registers. The eight standards are as follows:
 - I. Eligibility and Public Interest
 - II. Management of the Register
 - III. Standards for Registrants
 - IV. Education and Training
 - V. Complaints and concerns about Registrants
 - VI. Governance
 - VII. Management of risks arising from the activities of the Registrants
 - VIII. Communications and Engagement
2. For further information regarding these Standards, and the criterion used by the Professional Standards Authority to consider compliance please click [here](#) . If you wish to understand further information regarding the Professional Standards Authority in general, and the role they play within the statutory and voluntary accredited register system, please click [here](#).

Accredited Mark

3. As a result of being accredited by the Professional Standards Authority, the BPC is able to display the Professional Standards Authority's Accredited Mark on our website. For the avoidance of doubt, the Accredited Mark is as follows:



4. In turn, and by virtue of being a current BPC Registrant, our Registrants are also able to display the Accredited Mark on their website(s) or marketing materials alongside the BPC logo.

5. Whilst there are many benefits to be gained from using the Accredited Mark, Registrants must follow the following guidelines at all times:
 - a. Only BPC Registrants working in the United Kingdom can use the Accredited Mark.
 - b. The Accredited Mark cannot be used by a practitioner who is no longer a current BPC Registrant. This applies to the BPC logo as well. If a practitioner is using the Accredited Mark and is no longer a BPC Registrant (and is not a Registrant holding current registration at another Professional Standards Authority voluntary accredited register e.g. the BACP/UKCP as means of example), the BPC will contact you and ask you to take down the relevant logo and Mark.
 - c. The Accredited Mark cannot be used by practitioners who have only completed one of the BPC's kitemarked trainings e.g. MBT, DIT etc unless they are also a current BPC Registrant. This applies to the BPC logo as well.
 - d. The Accredited Mark should only be used professionally and for practice related matters e.g. on your professional website, any external advertising Directories or websites, on marketing materials or on your contractual documents with patients. This applies to the BPC logo as well.
 - e. The Accredited Mark should not be used in a manner which would bring the reputation of the Professional Standards Authority or the BPC into disrepute and/or damage public confidence in the profession, the BPC, or the Professional Standards Authority. This applies to the BPC logo as well.
6. Should you have any queries regarding the Accredited Mark or its intended use, please contact the BPC at hello@bpc.org.uk and we will respond to you as soon as possible.

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