

BACP sees 20% average monthly growth in member engagement with learning and CPD

Agylia LMS supports BACP in increasing member satisfaction and value.

The British Association for Counselling and Psychotherapy (BACP) is the largest professional body for members of the counselling professions in the UK. With a 'counselling changes lives' vision, BACP aim to be the professional home of choice for members and their 'communities of practice'.

To achieve this, BACP work with members throughout their career to provide a range of relevant training, continuing professional development (CPD) and networking opportunities.

Learning centre

Following a competitive tender process, BACP selected the Agylia Learning Management System (LMS) as their new Learning centre. This included their CPD hub, My CPD tool that equipped its 60,000 members with high quality, engaging and practical digital learning and CPD across relevant subjects.

BACP's Learning centre gives members access to a range of free learning pathways that contain a blend of resources. They include eLearning courses, podcasts, event recordings, pre-course reading, post-course tasks and other resources. Members are fully equipped with the knowledge needed to work in a fast-changing world, where they can contribute to the wellbeing of society.

The CPD hub also contains more than 300 hours of premium online presentations and resources covering a variety of topics, which members can use towards their CPD requirements.

Rebecca Gibson, Member Resources Manager at BACP, said: "Our new Learning centre and CPD hub delivers key learning resources that help members, of any experience level, to build additional skills, enhance fundamental concepts and the practical application of counselling and psychotherapy."

- 1 2.2 million learning and CPD interactions
- 2 Over 34,500 content completions
- 3 97.8% CPD hub subscription retention

"Over 10,000 members subscribe to our CPD hub, which hosts our premium content. There's a healthy 97.8% subscription retention rate, which exceeds our KPI target of 80%."

Rebecca Gibson, Member Resources Manager at BACP

Learn more:

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"Amongst our members, we work with focus groups and user acceptance testers to ensure the Learning centre and CPD hub, and My CPD provide the best experiences for our members. The Civica team are great to work with and are always willing to consider our feedback to inform future developments."

Rebecca Gibson, Member Resources Manager at BACP

My CPD

With the launch of My CPD, BACP have replaced their previous paper-based processes. Automated CPD recording, within the Agylia LMS, now ensures a member's CPD journal reflects their learning activities and is always up-to-date.

Members have benefitted from an online CPD planning tool, a graphical dashboard to visibly track progress and a custom-built CPD journal to record verifiable

and independent learning – such as attendance at lectures, seminars and conferences. There are also options to add reflective notes, upload evidence and export the journal for internal and external auditing.

BACP's My CPD has greatly simplified the planning, recording, tracking and auditing process for members.

Personalised experiences

Rebecca Gibson added that ease of access, coupled with personalised user experiences, were identified as early success factors for the Learning centre. She said: "We were able to achieve this by integrating the Agylia LMS with our member-facing website and membership management Dynamics CRM system."

BACP can now deliver personalised experiences by creating learning pathways with tailored, specialist content that's relevant to specific areas of member practice – supporting personalised professional development and growth.

Communities of practice

BACP recognise the importance and powerful nature of allowing members to learn with like-minded peers. The Agylia LMS enables BACP to connect members and place social learning at the heart of

their Learning centre. With BACP's 'communities of practice', members create their own discussion topics and share knowledge and best practice with each other.

Driving efficiencies

Deep integrations between the Agylia LMS and other core systems have enabled BACP to reduce administration times and enhance operational efficiencies through automating manual processes. BACP have also improved service delivery by gaining deeper member insights through reports, data and analytics – this continues to inform the ongoing development of the platform and associated learning content.

Increased engagement

In the first 12 months since launching the Learning centre and CPD hub in February 2021, 32% (19,200) of all BACP members have engaged with learning and CPD through the platform. During this period, BACP have seen engagement grow at an average rate of 20% per month.



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