

All awarding organisations are not equal.



Some offer much more than others.



Choose CPCAB. The cream of the crop.





**FE funding is being reduced and centres are facing a more demanding market place. As such, many are looking more closely at the awarding organisations they use and asking themselves “are we getting real value for money?”**

Students too are looking more closely at their qualifications: do they support the evidence-based practice which employers demand? **By choosing CPCAB you can offer qualifications which lead to employment.**

### **Unique commitment. Unique value**

CPCAB is the largest counselling AO in the UK and the only one run by practising counsellors, counselling tutors and psychotherapists. This makes us **uniquely committed to the professional integrity and quality of our qualifications**. This commitment extends to an active engagement in the counselling sector and practical support for counselling research, e.g. CPCAB is the only AO participating in the development of standards for counselling by the Health Professions Council (HPC).

We offer centres, tutors and learners a unique range of benefits. These include:

- **a coherent qualification progression route, from levels 2 to 6, for counsellors, helpers and clinical supervisors**
- students can also move from our progression route onto the Open University's (OU) Foundation Degree in Counselling
- **contemporary research-informed qualifications which lead to evidence-based practice - no other AO can make this important claim**

- excellent documentation for learners and tutors freely downloadable from our website
- **unrivalled levels of organisational and individual support for tutors and learners from highly trained and committed staff**
- encouraging diversity in training centres and learners together with a focus on learning to work with difference and diversity
- **an in-depth understanding of the relationship between the developmental process of counsellors in training and the needs of the client in the therapeutic process**
- and of crucial importance, we are the only AO involved in developing standards with the proposed new regulator of counselling and psychotherapy, the Health Professions Council (HPC).

### **Making a difference**

CPCAB also works closely with counselling agencies, professional associations and charities. Our counsellors and trainees play a vital role in helping voluntary organisations provide vital services to individuals and communities. You can find out more about how CPCAB's work makes a difference to the mental health of the UK by reading our **Impact Report 2010** at [www.cpcab.co.uk/publications/CPCAB-impact-report-201011.pdf](http://www.cpcab.co.uk/publications/CPCAB-impact-report-201011.pdf)

### **FE is changing. Make these changes work for you. Choose CPCAB**

For more information on how to change to CPCAB please visit our website [www.cpcab.co.uk](http://www.cpcab.co.uk) or call us on **01458 850 350**. We'll be pleased to help.

