



UK Therapy Guild Academy of Integrative Counselling & Hypnotherapy Training Ethical Framework Policy

Document Owner: Nichola Doyle, Director Effective Date: 05 June 2025 Review Date: 04 June 2028

1. Our Commitment to Ethical Excellence

UK Therapy Guild Ltd is founded on the principles of integrity, respect, and professional responsibility. The practice of therapy and the provision of therapeutic training demand the highest standards of ethical conduct. We are unequivocally committed to ensuring that all our activities—from course design and delivery to student conduct and staff practice—are built upon a nationally recognised and respected ethical foundation.

This commitment protects the welfare of clients, ensures the professional integrity of our students and graduates, and maintains public confidence in the therapeutic professions.

2. Adoption of a Professional Ethical Framework

To ensure our practices are aligned with the highest national standards, UK Therapy Guild Ltd formally adopts and operates in accordance with the **BACP (British Association for Counselling and Psychotherapy) Ethical Framework for the Counselling Professions**.

Our Director, Nichola Doyle, ensures that its principles are deeply embedded into the fabric of our organisation.

3. Why the BACP Ethical Framework?

The BACP Ethical Framework is one of the most comprehensive and respected codes of conduct in the UK. We have chosen to adopt it because it is founded on key values and principles that are central to our own mission, including:

- **Putting clients first:** Prioritising the well-being and autonomy of the client.
- **Working to professional standards:** Emphasising competence, evidence-based practice, and continuing professional development.
- **Showing respect:** Valuing the dignity, rights, and diversity of all individuals.
- **Building appropriate relationships:** Recognising the importance of trust and clear boundaries.
- **Maintaining integrity:** Committing to honesty, probity, and transparency.
- **Demonstrating accountability:** Taking responsibility for our professional actions and decisions.

4. Application of the Framework

The BACP Ethical Framework is the bedrock of our academy. Its principles and values guide every aspect of our operations:

- **Curriculum and Training:** All course content, including theoretical models, skills practice, and assessment criteria, is designed to instill a deep understanding and practical application of the BACP's ethical principles.
- **Student Code of Conduct:** All students are required to read, understand, and agree to abide by the principles of the BACP Ethical Framework as a condition of their enrolment. This governs their behaviour in training, on placement, and in their future practice.
- **Staff and Tutors:** All teaching and associate staff of the UK Therapy Guild Ltd are required to be members of a relevant professional body and to adhere to its ethical code, with the BACP Framework serving as our core standard.
- **Supervision and Support:** Our supervision and student support structures are designed to help students navigate complex ethical dilemmas in a safe and constructive environment.
- **Complaints and Appeals:** Our internal procedures for handling complaints and appeals (as detailed in a separate policy) are consistent with the BACP's professional conduct procedures, ensuring fairness and accountability.

5. Application to Digital and Social Media

5.1 The professional and ethical standards outlined in the BACP Ethical Framework extend to all forms of digital communication associated with the Academy. This includes, but is not limited to, the student website forum, official WhatsApp groups, private messaging, and any other social media platforms used for student interaction.

5.2 All students are expected to uphold these ethical principles in their online conduct as a fundamental part of the Academy's required Student Code of Conduct. This expectation of professional and ethical online behaviour applies to all enrolled students, irrespective of which version of the student contract they have signed.

5.3 Any online communication that contravenes the BACP Ethical Framework, such as breaches of confidentiality, lack of respect for others, or unprofessional conduct, will be considered a breach of the Student Code of Conduct and may be subject to disciplinary action under the Fitness to Practice Policy.

6. Conclusion

By formally adopting the BACP Ethical Framework, UK Therapy Guild Ltd provides a clear and unambiguous statement of its commitment to professional, safe, and ethical practice. It is the responsibility of every person associated with our organisation to uphold these standards at all times, in all settings.