



British  
Acupuncture  
Council



BAcC strategy  
2021-26

# BAcC strategy 2021-26

The British Acupuncture Council is the UK's largest professional and self-regulatory body for the practice of traditional acupuncture with a membership of around 2,500 professionally qualified acupuncturists

This strategy sets out our vision, mission, values and key aims and objectives over the next five years and high-level measures of success.



**Pia Huber**

Chair of the Governing Board

# Welcome from the Chair

This strategy has been developed to guide the BAcC in its service to members, so that in their practice, traditional acupuncturists can flourish as healthcare professionals, making an important contribution to the health and well-being of people in the United Kingdom.

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In developing this strategy, we have involved BAcC members. This included the establishment of a strategy focus group made up of 12 highly engaged BAcC members who volunteered to contribute at the initial thinking stages about scope and shaping priorities. Their involvement continued in developing the main content and at various stages of refinement. Members of the Governing Board collated the input and formed the first draft. A number of iterations were considered by the Board and were informed by consultations with our members and BAcC staff.

A key focus of this strategy is to keep members at the heart of everything that BAcC is doing. A key aspect will be that we continue to listen and to engage with our members clearly and effectively.

Further important aims of this strategy are to raise the profile of our members and of traditional acupuncture in the UK. With the support of our partners, the British Acupuncture Accreditation Board (BAAB), promotion of continued professional development and underpinned by accreditation with the Professional Standards Authority (PSA) we will continue to uphold the highest level of professional standards.

In this time of growing awareness of the climate emergency, the strategy includes a further core aim to be a green and environmentally friendly organisation. This will also align with our aim to manage the BAcC's resources prudently and provide our members with value for money.

This strategy provides a clear set of goals and aspirations and informs the operational plans which directly translate our aims into the daily work undertaken by the CEO and the BAcC staff; but also by the committees and working groups where we draw on members' input.

The desired outcomes of the strategy will be measured by the Governing Board using a number of key performance outcome measures included in this plan and through regular monitoring of progress with the operational plans.

We are confident that this strategy will help the BAcC to move forward in its steady work in ensuring our place as important healthcare professionals within the UK's health provision.



**Jennifer Norton**  
Chief Executive Officer

# Overview from the CEO

Following the global pandemic, 2021 will be about opening up and building a stronger, more supportive organisation. I am delighted that our strategy is launched this year as we begin to plan for a new future, with new priorities.

The strategic plan is an incredibly important document for any organisation – the BAcC plan holds the Governing Board to a standard. Developed by the membership through consultations and advisory groups, this document lays out our plans for the next five years and provides the basis for all our work. The Board will use this document to measure and report successes to the members in the years to come.

This document is the foundation stone for all we hope to achieve in the next five years.

We have structured the plan around six main priorities which emerged from consultations as the most important goals for the BAcC. We will focus our support and organisational efforts on making progress in these priority areas and we welcome contributions from members in helping us achieve these goals.

This valuable document will act as a route map, ensuring that we are guided by our members in all the things we do. A key part of the plan is outlining how we will measure our progress towards achieving our ambitions. We will regularly review progress and report to members informally through our normal communications channels as well as formally through the Annual General Meeting. This strategy will build on the work of others who have strived to increase our profile as an organisation, support the membership, and establish the Council as an influential and proactive force for championing the acupuncture profession. We will take this great work and together begin to move forward to provide a supportive and inclusive regulatory and membership body.

I commend this plan to you and look forward to working with you and the Governing Board to achieve our collective goals. Our aim has always and will always be, to put our members at the heart of what we do.

# BAcC strategy 2021-26

## Our vision

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BAcC members being at the forefront of providing traditional acupuncture as an accepted and leading healthcare choice

## Our values

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### > Holism:

We believe in holistic and personalised patient care.



### > Safety:

We believe in safe and responsible patient care.



### > Integrity:

We are committed to the highest professional and ethical standards in all our work.



### > Evidence:

We believe in evidence-based approaches founded in robust research.

## Our mission

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> To promote members' professionalism, uphold learning and research, and celebrate diversity of practice.



> Promote members' excellent acupuncture skills and standards of safety.



> Uphold high standards of education and support members' research.



> Unify our members by celebrating the diversity of traditional acupuncture practice as well as valuing our common roots.

# Our aims and objectives

# 1



## Always put members at the heart of what we do

- › listen to members' opinions and needs
- › ensure good two-way communication from the centre out to the regions and back again
- › foster a strong community through facilitating opportunities for members to meet and support each other
- › provide high-level legal, safety and ethical advice and encourage mentoring and peer support
- › develop and focus services to provide value for money
- › work to attract new and past members, making sure that graduates recognise the BAaC as the first choice professional body

# 2



## Raise the profile of our members

- › work to improve public awareness and governmental understanding of BAaC members as acupuncture specialists and healthcare professionals (for example by working with the PSA)
- › educate the public and media about existing and growing body of research indicating the positive effects of acupuncture
- › promote the credibility, skill set and personalised approach of professional traditional acupuncturists as part of modern healthcare to the public and to government
- › promote the profession of traditional acupuncture to the next generation
- › liaise and cooperate with other acupuncture and East Asian medicine organisations and charities, nationally and internationally
- › communicate and collaborate with relevant charities
- › highlight the BAaC's leading role in education and practice standards to other health professionals and associations
- › monitor political developments and inform members of any future change in our regulation

## Our aims and objectives

# 3



### Uphold professional standards

#### Maintain the highest professional standards by:

- > collaborate with the British Acupuncture Accreditation Board (BAAB), ensuring excellence in training the next generation of traditional acupuncturists
- > support members in their continuing professional development (e.g. provide conferences and online/in-person events) and promote reflective practice (e.g. through the BAAC supervision register and the mentoring and supervision network)
- > provide and refine policies on safety and ethics
- > ensure best practice in our professional standards procedures, when both responding to the public and providing support for members
- > increase engagement with acupuncture students, teaching institutions and the Council of Heads of Acupuncture Courses (CHAC)

# 4



### Help members to deliver best practice and run a business

- > disseminate effective positive acupuncture messages via all relevant digital channels
- > support members in promoting their work through positive media coverage, locally and nationally, emphasising safety and effectiveness
- > increase contact with new members to help them build a practice in the early years
- > use PR and marketing strategy to position BAAC membership as a mark of the highest skilled acupuncture treatments for prospective clients
- > encourage innovative approaches in members' practices and businesses
- > support CPD to enhance members' business skills
- > promote the BAAC's Professional Standards Authority (PSA) accreditation

## Our aims and objectives



### Run the BAcC as an organisation that is cost-effective, open, and accountable

- › set the strategic direction of the BAcC and actively monitor the delivery of the strategy and account for its delivery
- › ensure clarity and alignment between the Governing Board's strategic role and the day-to-day operations for running of the organisation
- › safeguard the financial stability of the organisation basing all decision-making by adopting best practice in risk management
- › instigate and maintain a variety of channels to facilitate effective communication between the Governing Board, Committees, Chief Executive, Staff, and the members
- › assess the effectiveness of the revised governance structure within two years of implementation
- › continue to ensure adequate member representation in governance alongside expert lay members and ensure committees are effective and fit for purpose
- › foster and support an engaging, talented and committed staff team
- › ensure all proposals for change are evaluated for effectiveness and value for money
- › manage BAcC finances prudently delivering value for money at all times
- › ensure effective plans are in place to build up reserves to cover future development needs and the risks the BAcC is likely to face
- › seek new and diverse sources of income (e.g. sponsorship, webinars, CPD training and regional and national conferences and events)
- › review the roles of the BAcC as both regulator and promoter of the profession



### Strive to be a green and environmentally friendly organisation in line with current best practice

- › reduce paper use
- › reuse products wherever possible
- › recycle wherever possible
- › encourage reduction and recycling of plastic and paper waste in clinical practice
- › continuously review our environmental impact and maximise green potential



# Monitoring and evaluating progress and reporting to members

- › This strategy sets out the aims and objectives for the British Acupuncture Council over the next five years. Day to day delivery of this strategy will be undertaken by the Chief Executive and the staff team based on fully aligned operational plans.
- › The Governing Board will regularly monitor and evaluate progress on strategy using a set of key success measures aligned directly to the aims and objectives.
- › Any adjustments deemed necessary to reflect changing circumstances will be made in operational planning consistent with the strategy overall and the reality of resources available.
- › We will seek members views on our priorities throughout the lifespan of the strategy and the Board will report on progress being made at the Annual General Meeting held each year.

# Measures of success

1

Always put members at the heart of what we do

Members feel the BAcC genuinely listens to all its members

2

Raise the profile of our members

There is increasing evidence that acupuncturists are widely recognised as healthcare professionals

3

Uphold professional standards

There is growing public trust in BAcC acupuncturists and the very high standards they adopt

4

Help members to deliver best practice and run a business

Members feel fully supported through the BAcC providing expert and up to date guidance

5

Run the BAcC as an organisation that is cost-effective, open, and accountable

Members say that they are getting value for money from their membership

6

Strive to be a green and environmentally friendly organisation in line with current best practice

The BAcC develops a thorough understanding of its environmental impact and aims to become carbon neutral by 2026

Thank you to all of the  
members of the BAAC  
especially those that helped to  
contribute to this strategy



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