



British
Acupuncture
Council



Membership Services Committee (MSC)

Practitioner Member Candidate pack

July 2025

Contents

Practitioner Member Candidate pack	1
Introduction	4
About the British Acupuncture Council (BAcC)	4
Our vision	5
Our values	5
Our mission	5
Our history	5
A brief timeline	6
BAcC conference	6
Our structure	6
Role description and person specification	7
Membership services committee (MSC) member	7
Role purpose	7
Key responsibilities	7
Person specification	7
Knowledge and experience	8
Practical matters	8
Recruitment timetable	9

Introduction

Thank you for your interest in joining the British Acupuncture Council (BAcC). This information pack is designed to give you an overview of the BAcC's history, mission, vision, values and structure.



About the British Acupuncture Council (BAcC)

The BAcC is the leading self-regulatory body for the practice of traditional acupuncture in the UK. We are a member-led organisation with traditional acupuncturist members, governed by a Governing Board. The specialist staff team deliver membership services and support members to maintain professional standards. We provide our members with a wide range of services to facilitate their practice, and we also act for the traditional acupuncture profession as a whole.

The BAcC was one of the first organisations to become a Professional Standards Authority (PSA) Accredited Register. The Accredited Register scheme is designed to recognise that an accredited organisation maintains high standards of training, safe practice and professional conduct where the operational sector is not covered by statutory regulation.

Our vision

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

Our values

- **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

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 history

Prior to the genesis of the British Acupuncture Council in June 1995, there were five separate professional registers and member groups of the Council for Acupuncture (CFA 1980-95):

- **Chung San Acupuncture Society**, members having graduated from Lily Cheung's Chung San Acupuncture School
- **British Acupuncture Association and Register**, for graduates of the British College of Acupuncture
- **Register of Traditional Chinese Medicine**, an independent register not affiliated with any college
- **International Register of Oriental Medicine (IROM)**, for graduates of the International College of Oriental Medicine

- **Traditional Acupuncture Society**, for graduates of the College of Traditional Acupuncture in Leamington Spa

It was unanimously agreed by the CFA members that one body should represent and govern professionally qualified traditional acupuncturists in all aspects of their work. Since its inception, the BAAC has sought to act as a voluntary self-regulator of its members.

A brief timeline

1989	British Acupuncture Accreditation Board (BAAB) established
1993	European Journal of Oriental Medicine (EJOM) publishes first issue
1995	British Acupuncture Council established
1999	World Health Organisation publishes Guidelines on Basic Training & Safety in Acupuncture
2000	House of Lords report on Complementary Medicine released
2011	Governing Board replaces BAAC Executive Committee
2013	BAAC achieves accreditation by Professional Standards Authority
2013	BAAC launches Acupuncture Awareness Week
2015	BAAC rebrand emphasising traditional acupuncture
2016	Welsh Public Health Bill recognises BAAC members
2020	COVID-19 secure guidelines produced in collaboration with RCHM
2021	New BAAC five-year strategy finalised and released
2024	Alex Jacobs appointed as Chief Executive Officer
2025	BAAC is 30 years old!

BAAC conference

The UK Conference of Chinese Medicine 2025, jointly organised by the BAAC and The Register of Chinese Herbal Medicine (RCHM), is the largest UK acupuncture conference and has an established reputation – not just at home but globally – for bringing together the world's authorities on acupuncture, at the same time as facilitating a programme of workshops, discussion forums and interactive sessions.

Our structure

The Chief Executive Officer leads the small team in Jeddo Road, West London W12 9HQ. Our team support our members through a range of services including professional development, mentoring, CPD, education standards, safe practice, professional conduct and membership services.

The Chief Executive Officer reports to a Governing Board, made up of 5 practitioner members and 4 lay members, which in turn is ultimately accountable to the BAAC Members.

Role description and person specification

Membership services committee (MSC) member

Role purpose

The overall purpose of the MSC is:

- To oversee the development and promotion of membership services including professional development, regional support public relations and opportunities for businesses.
- To oversee the recruitment and retention of members, ensuring that membership policies and procedures are fit for purpose
- To provide guidance and strategic direction for effective political influencing activities, to promote and enhance professional recognition

Key responsibilities

MSC members work collectively to fulfil their responsibilities in the following areas:

Post qualification development

- Ensuring the provision of appropriate and relevant professional development events such as conferences, seminars and webinars.

Opportunities

- Overseeing development and delivery of local support to members at regional levels.
- Identifying and recommending new opportunities for development and promotion of members' businesses.

External influence

- Providing guidance and strategic direction for effective political lobbying activities.
- Providing guidance and strategic direction for effective international development and activities.
- Overseeing strategic contact and influence on external stakeholder organisations.

Person specification

Skills abilities and attributes

- A clear, strategic thinker;
- Good, independent judgement;
- Strong communication and interpersonal skills, able to liaise effectively with a variety of stakeholders;
- Values the contributions of others and listens effectively to team members;
- Ability to think creatively;
- Able to demonstrate integrity, objectivity, accountability and openness;
- Willingness to speak their mind and be prepared to make unpopular recommendations to the committee;
- Ability to work effectively in a team;

- Passionate about improving the services to BAcC members;
- Commitment to the BAcC and its objectives;
- Willingness to devote the necessary time and efforts to the BAcC, with a focus on your area of expertise.

Knowledge and experience

Practitioner members

- Knowledge of and experience with the main objects of the BAcC, including current trends in the principles and practice of acupuncture, and of the services available to members of the BAcC;
- Experience and skills in one or more of the following areas:
 - Professional development events
 - Regional group activities
 - Mentoring and supervision
 - Business development and promotion
 - Political and lobbying activities
 - International development and activities
 - Strategic influencing of external stakeholders or stakeholder organisations

Practical matters

Meetings and time commitment

- The MSC committee meets a maximum of four times per year. Meetings will usually last three to six hours and will generally be held online by Microsoft teams.
- Reading of some documents between meetings is required.
- In addition to the above, members may be invited to attend training sessions.

Terms of appointment

- Appointment is for a term of three years, with a possible renewal for a further three years.

Remuneration and contractual relationship

- Committee members are engaged as an independent contractor and will receive a contract for services. There is no employment relationship between the BAcC and the committee members, and they are fully responsible for their own income taxes.
- Attendance allowances will be payable for committee attendance at the following rates (reviewed annually):
 - £200 per day (over three hours, not including travelling time)
 - £100 per half day (up to three hours, not including travelling time)
- Committee members will also be able to claim travelling time of £5 per hour for any time spent over one hour on both the inward and return journey, i.e. a member travelling three hours each way to a meeting would discount two of the hours and claim four hours at £5 per hour.

Expenses

- Travel: committee members are expected to travel by the most economical means possible in order to attend meetings. The current rates of reimbursement (reviewed annually) are:

Use of private car	45p per mile
Standard class rail fare	in full
Underground and bus	in full
Taxis	discretionary approval
Parking	discretionary approval
Hotel/Overnight Stays	maximum £100 per night
(London £125 per night)	discretionary prior approval
Air Fares	discretionary prior approval
- Subsistence – expenses may be allowable depending on the timing and location of the meetings.

Additional requirements

All committee members are required to:

- abide by the Code of Conduct (see appendix two)
- abide by the seven Nolan Principles of Public Life (see appendix three)

Application instructions

If you are interested in applying for the role, please submit your CV and tailored covering letter / supporting statement to support@peoplesmarthr.co.uk by 5pm on **Tuesday 19 August 2025**.

Recruitment timetable

Closing date: Tuesday 19 August 2025

Interviews: Wednesday 27 August 2025 (Online by Microsoft Teams)

The recruitment process will consist of a panel interview with the committee chair and two BAcC staff members.