



British
Acupuncture
Council

Annual Review 2024





Photo ©Tanja Raaste, BAcC Membership Manager

From the CEO



Cultivating our community garden: growing together in 2024

2024 for the BAcC was a year of supporting the community, developing vision and setting our intention for the future progress for traditional acupuncture.

Thank you to outgoing CEO Jennifer Norton who stepped down from her role in early 2024 after serving for over four years. Jennifer steered the organisation through the entire Covid pandemic period and the BAcC gives sincere thanks for her commitment and judgement that enabled the organisation to hold together under enormous pressure. Thank you also to Dr Samantha Peters who stepped in to act as interim CEO for the interim months before I assumed the position in June.

Supporting growth and practice

Supporting members and community was a key theme for the BAcC in 2024. This was no better represented than in the provision of an extensive free member webinar series. Clinical acupuncture webinars were provided on neurology and recurrent miscarriage along with a crash course in Chinese pronunciation and assistance on pursuing excellence in acupuncture upon graduation. Safe practice webinars were provided on note-taking and informed consent,

managing mental health in practice, adverse incidents and understanding professional conduct procedures.

Providing members with support for success in business is a key role for the BAcC and this featured prominently in the webinar lineup with talks on improving SEO, registering for healthcode insurance and starting a business substack. The BAcC gave extensive support to members throughout Mental Health Awareness Week, with resources for marketing mental health acupuncture services and supporting members to manage their own mental health as practitioners. Business support also featured in the conference with a dedicated panel for students and new graduates on the key lessons that practitioners had learned to build success in practice.

Deepening the roots: research and integration

From numerous research blogs by Research and Policy Manager, Ian Appleyard MBacC, and webinars on

From the CEO continued...

lifestyle change by Jonquil Pinto MBACc, to the dedicated focus on research at the conference with presentations by Mandy Brass MBACc and Beverley de Valois MBACc, the BAcC gave extensive support to the academic community in 2024.

Supporting members to work in the NHS was also a key theme in 2024, culminating in November with 'NHS Integration Month'. This featured a presentation on the successful Inner Gloucester primary care network: 'Ear acupuncture for anxiety', followed by a 'BAcC Direct' webinar on the future of NHS integration, plus a 'Community Conversation' to feed into future strategy. 2024 also saw the launch of the 'Integrated Projects' section of the website, with dedicated content, webinars and presentations designed to support members to present the best of acupuncture research to health professionals and government. The BAcC also made a formal submission to the NHS 'Change UK' consultation for the long-term plan for the NHS.

The annual conference was a huge success with a greatly improved turnout and satisfaction scores from members. It also made history as the first ever joint conference between the BAcC and the Register of Chinese Herbal Medicine (RCHM), underlining the common high standards that both organisations hold in the field of Chinese medicine. This spirit of unity ran throughout the year with many joint webinars and a special day for BAcC Members in the Bristol Chinese Herb Garden part-funded by the RCHM.

New shoots: cultivating student aspirations

A special focus was brought to students of both acupuncture and herbal medicine with the BAcC-RCHM 'student vision board' initiative. Students from each acupuncture and herbal medicine college came together to make vision boards to express their hopes, aspirations and wishes for the future. These were displayed at the conference and also shared as the source for discussion at a special meeting in October for all members of both organisations. This project resonated with the conference theme of intention, with vision and intent running through all activities of the BAcC in 2024.

Acu. and EJOM (the member magazine and journal) both went from strength to strength in 2024. Acu. continued its warm online reception, becoming the second most visited page for its spring edition. EJOM produced a very well-received edition, reflecting on its 30 year anniversary and featuring guest articles from BAcC Members Stephen Birch and Vivien Shaw among many others.

Blossoming partnerships and shared vision

2024 was also a year of cementing relationships with our existing partners and forging bonds with new ones. A deeper relationship was built with the Professional Standards Authority (PSA), as I met with the body's CEO in June and attended a meeting of top-level government and NHS figures in Wales. Governing Board member, Susan Evans MBACc attended the 2024

Our new member webinar series



ETCMA General Assembly in Portugal, continuing the leading role of the BAcC in the development of Chinese medicine in Europe. The BAcC also attended the Integrative Personalised Medicine Congress in June with presentations made by Governing Board chair, Pia Huber FBACc and Ian Appleyard MBACc.

The BAcC was an official co-badge supporter of the World Federation of Acupuncture-Moxibustion Societies conference in London in conjunction with the Association of Traditional Chinese Medicine (ATCM) and the British Medical Acupuncture Society (BMAS). The BAcC helped the ATCM celebrate its 30th anniversary with a special musical performance by Safe Practice Manager, Hannah Bowie-Carlin MBACc. Finally, I had the honour of being invited to speak at the inaugural World Conference of Traditional Medicine in Beijing co-organised by the World Health Organisation (WHO) and the Beijing health authorities. I was able to make key connections with the WHO including assistant director general, Bruce Aylward.

Planting seeds for the future

The year was rounded off with the launch of three new initiatives to bring us together

as a community and start the vital process of renewal and rekindling of awareness of the great importance of the achievement of what the BAcC represents. We can only build and grow if we appreciate what we already have. For this reason, I launched a new series of webinars called '**BAcC Direct**', where, as the first practitioner CEO of the BAcC for some time, I have been able to give an inside, transparent and open view of the organisation in order to build the future together. In conjunction with this, I launched a new series of member engagement sessions on different topics called '**Community Conversations**', discussing vital issues like NHS integration strategy and Welsh licensing challenges. Finally, I started a new official podcast for the BAcC entitled '**Cultivating Tradition**' with interviews with members across the BAcC who have played a key role in forming the organisation.

Alex Jacobs
BAcC CEO
June 2025

From the Chair

Growth, change and abundance



This was a year of meaningful transition and renewed focus for the British Acupuncture Council.

The Chinese calendar teaches us that the year of the **Wood Dragon** is characterised by evolution, **improvement** and **abundance**. These themes have resonated strongly throughout the year, with a period of dynamic change and promising new directions.

Goodbyes

In 2024, BAcC Chief Executive Officer (CEO) **Jennifer Norton** stepped down after four years of valued service. Jennifer made exceptional contributions to the organisation, guiding us through the challenges of the COVID-19 pandemic, managing the budget during a time of increasing costs and advancing the professionalisation of our organisation. Jennifer has since moved into a new role as CEO of the British Psychoanalytic Society.

We also bid farewell to **Samantha Peters** and **Mark Stobbs**. Samantha supported the BAcC as a Lay Director since September 2019, Vice Chair since September 2021, and finally Interim Chief Executive April to June 2024. She provided steady and thoughtful leadership at a time of uncertainty for the organisation. As an experienced CEO, management professional and expert in healthcare regulation, Samantha's leadership and insightful

strategic thinking have been invaluable to our organisation. Mark supported the BAcC as a Lay Director June 2023 – December 2024. As an experienced medical lawyer, with a background as Director of Legal Policy at the Law Society and Director of Scrutiny and Quality at the Professional Standards Authority, Mark contributed deep reflection and experienced views to the Governing Board. We warmly thank both Samantha and Mark for their commitment to the BAcC.

Another notable loss to our sector was the closure of the acupuncture course at **Lincoln College**. Coordinated by **Meng Fanyi**, this college provided 12 years of excellence in acupuncture education and contributed numerous cohorts of high-standards practitioners. The closure is an important reminder of the current challenges in the higher education sector and emphasises the importance of maintaining our exceptional training institutions.

Welcoming new shoots

We were pleased to welcome **Alex Jacobs** as our new CEO. An acupuncturist and BAcC Member for 12 years, proactive contributor to the acupuncture profession, passionate promoter of Chinese medicine to the public and fluent speaker of Mandarin Chinese, we could have hardly asked for a person more dedicated to our field.



Julie Reynolds



Jen Wade



Sheira Chan



Rev Deb Connor

The Governing Board is optimistic about the direction of our organisation under Alex's tenure and elated that a practising acupuncturist has taken on this role.

As BAcC CEO, Alex is committed to upholding the professional standards of our organisation and promoting BAcC Members to the public, to prospective patients and to policymakers.

An important recognition of extraordinary contributions to our field, four Fellowships of the Council were awarded in 2024: **Julie Reynolds, Jen Wade, Sheira Chan and Deb Connor**. BAcC Fellows have made extraordinary contributions to the British Acupuncture Council or the wider acupuncture profession and are distinguished with the designatory letters FBACc.

Further, a review of the **Independent Admissions** route to membership was completed, resulting in a more streamlined process for applicants. Typically requiring further assessment, training or mentoring, this is the route to membership for applicants trained outside of a British Acupuncture Accreditation Board (BAAB)-accredited programme or outside of the UK. With a growing number of prospective applicants expressing interest, the completion of this review positions us to welcome new colleagues into the organisation in the near future.

Weaving the vines

With the **British Acupuncture Accreditation Board**, we agreed a merger of our two bodies. A landmark moment for our profession, the

Governing Board has been delighted to hear so much support from members for this integration. We anticipate this move will enhance our common aims in supporting the provision of high standard training in acupuncture, ensure parity with similar healthcare disciplines and provide greater clarity in our messaging to the public, media and government.

Co-hosted with our colleagues in the Register of Chinese Herbal Medicine, we held the UK Conference of Chinese Medicine. Focusing on the theme of Intention, this weekend of Chinese medicine and acupuncture connection and collaboration was wonderfully received by the memberships of our two organisations, and shared with colleagues further afield in the European TCM Association, the Association of Traditional Chinese Medicine and more.

Looking ahead

While this was a year of substantial change for our organisation, I am confident that it's brought us closer to our vision to see acupuncture as a valid healthcare choice. We have been hearing from our members a growing sense of alignment and direction. In 2025, we look ahead to collaboratively shape our next organisational strategy, moving on from this year of evolution, improvement and abundance.

Alan Longcroft
Chair
June 2025

Our Governing Board

until 12 September 2024

Practitioner Directors

Sarah Major
Practitioner
2022-25
(1st term)

Susan Evans⁵
Practitioner
2021-24
(2nd term)

Alan Longcroft
Practitioner
2022-25
(2nd term)

Lianne Aquilina⁵
Practitioner
2021-24
(1st term)

Kalwant Grewal
Treasurer/Board advisor
2022-25
(1st term)

Pia Huber⁵
Chair/practitioner
2021-24
(2nd term)

Alex Jacobs
CEO/Company Secretary

Joseph Ogonna
Non-practitioner
2022-25
(2nd term)

Samantha Peters
Non-practitioner & Vice Chair
2022-25³ (2nd term)

Mark Stobbs²
Non-practitioner
2023-2024
(1st term)

Julie Stone⁴
Non-practitioner
2021-24
(1st term)

Non-practitioner/Lay Directors

Our Governing Board

from 13 September 2024

Practitioner Directors

Sarah Major
Practitioner
2022-25
(1st term)

Felicity Moir
Practitioner
2024-2027
(1st term)

Vivien Shaw
Practitioner
2024-2027
(1st term)

Anthony Todd
Practitioner
2024-2027
(1st term)

Kalwant Grewal
Treasurer/Board advisor
2022-25
(1st term)

Alan Longcroft
Chair/practitioner
2022-25
(2nd term)

Alex Jacobs
CEO/Company Secretary
Appointed June 2024

Joseph Ogonna
Non-practitioner
2022-25
(2nd term)

Joanne Shaw
Non-practitioner
2024-2027
(1st term)

Mark Stobbs²
Non-practitioner
2023-2024
(1st term)

Claire Martin
Non-practitioner
2024-2027
(1st term)

Non-practitioner/Lay Directors

1. Alex Jacobs was appointed June 2024, taking over as CEO from Jennifer Norton.
 2. Mark Stobbs stood down on 5 December 2024.
 3. Samantha Peters stood down from the Board in March 2024 to become interim CEO until 31 May 2024.
 4. Julie Stone stood down 1 October 2024.
 5. Pia Huber, Lianne Aquilina and Susan Evans stood down on 12 September 2024.

Our staff team 2024



* Tanja Raaste took over as Membership Manager in August 2024.
** Paul Burdon took over as Interim Communications Manager in August 2024.



BAcC Conference 2024

‘I love being a BAcC member. One of the many things I enjoy are the interesting talks and webinars put on for members.’

Kerry Lambert
BAcC Member



‘It was a great conference, I really enjoyed it. Cannot wait for the next conference. It was positive and full of hope. I spoke to so many people I have never met before.’

James Woodward
BAcC Member



Treasurer's report

for the year ended 31 December 2024

2024 marked a welcome financial turning point for the BACc. Following the prior year's deficit, we ended the year with a **surplus of £30,851**. This reflects a combination of cautious expenditure management and careful stewardship of member resources – in alignment with our strategic priority to run a cost-effective, accountable organisation.

Performance overview

- **Total income** held steady at **£1.22 million**, slightly below 2023 levels. Membership subscriptions remained the core revenue driver at **£1.16 million**.
- **Administrative expenses** decreased from £1.30 million to **£1.19 million**, aided by savings in areas such as:
 - Public relations (down by £21.9k)
 - Legal fees (down by £21k)
 - Conference and website/database costs (reduced by £14k and £23k respectively)
- These and other improvements helped to reverse the **£79.8k deficit from 2023**, returning the BACc to a balanced and more sustainable position.

How this benefits members

This surplus has directly supported:

- Continued delivery of member insurance services and core regulatory functions;
- Investment in member events and professional support;

- Protection of reserve levels, which now stand at **£376.8k**, helping safeguard the Council's ability to withstand financial shocks and plan future investments in member services.

Reserves and sustainability

The increase in reserves by **£30.9k** this year is a positive development. Sustained action is needed to grow this buffer while continuing to deliver services efficiently.

Link to strategic objectives

The financial progress achieved in 2024 aligns with some of our key strategic aims, specifically:

- **Strategic Aim 1:** Ensuring that member fees are deployed in a way that maximises value and protects professional standing.
- **Strategic Aim 5:** Running a cost-effective, accountable organisation.

Looking ahead

Prudent financial planning and continued control of non-essential costs will remain vital in 2025 and beyond, particularly as we undertake strategic reviews of IT infrastructure, CPD delivery, and membership engagement. The progress made this year builds a stronger foundation for long-term resilience.



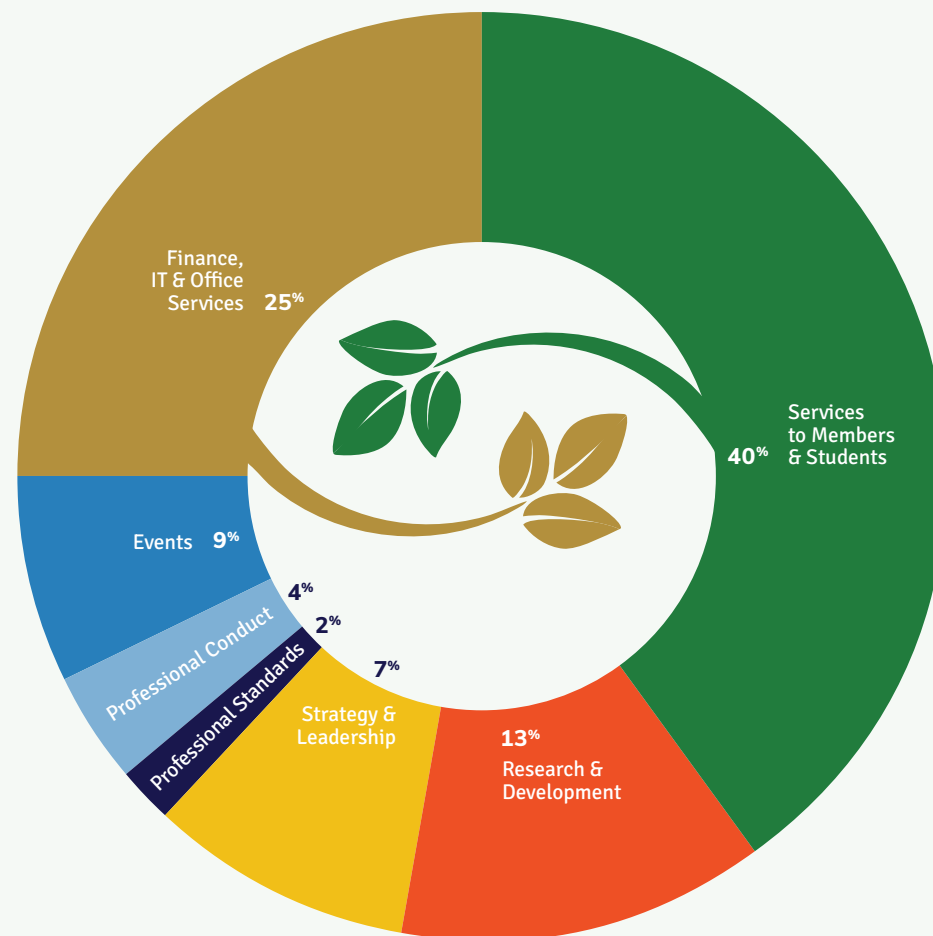
Kalwant Grewal

Treasurer and Chair of the Finance Risk and Audit Committee

Treasurer's report

for the year ended 31 December 2024

Allocation of funds



Report of the directors

for the year ended 31 December 2024

The directors present their report with the financial statements of the company for the year ended 31 December 2024

Directors

The directors shown below have held office during the whole of the period from 1 January 2024 to the date of this report.

J C Ogbonna

A L Longcroft

S L Major

Other changes in directors holding office are as follows:

P A J Huber-O’Gara - resigned
12 September 2024

S F Evans - resigned
12 September 2024

S Peters - resigned
2 April 2024

L M Aquilina - resigned
12 September 2024

F J Stone - resigned
1 October 2024

D M Stobbs - resigned
5 December 2024

Ms V S Shaw - appointed
12 September 2024

A S Todd - appointed
12 September 2024

Ms F C Moir - appointed
12 September 2024

Ms C R Martin - appointed
9 October 2024

Ms J E R Shaw - appointed
12 September 2024

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

On behalf of the board:



A L Longcroft
Director
1 July 2025

Report of the independent auditors

to the members of the British Acupuncture Council

We report to the directors on our examination of the accounts of the company for the year ended 31 December 2024 which are set out on pages 16 to 24.

Responsibilities and basis of report

As the directors of the company, you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied ourselves that the accounts of the company are not required to be audited, we report in respect of our examination of your company's accounts.

Independent examiners' statement

We have completed our examination. We confirm that no matters have come to our attention in connection with the examination giving us cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered part of an independent examination.

We have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

H L Barnes

Chartered Accountants
Barclays Bank Chambers
Stratford upon Avon
1 July 2025

Profit and loss account

for the year ended 31 December 2024

	Notes	2024 £	2023 £
Turnover		1,217,400	1,218,141
Administrative expenses		1,192,668	1,301,595
		24,732	(83,454)
Other operating income		201	660
Operating Surplus (deficit)	4	24,933	(82,794)
Interest receivable and similar income		7,306	3,661
Surplus (deficit) before taxation		32,239	(79,133)
Tax on surplus/(deficit)		1,388	696
Surplus (deficit) for the financial year		30,851	(79,829)

Balance sheet

for the year ended 31 December 2024

	Notes	2024 £	2023 £
Fixed assets			
Tangible assets	5	5,630	6,289
Current assets			
Debtors	6	84,814	92,200
Cash at bank and in hand		338,040	294,747
		422,854	386,947
Creditors			
Amounts falling due within one year	7	51,724	47,327
Net current assets		371,130	339,620
Total assets less current liabilities		376,760	345,909
Reserves			
Income and expenditure account		376,760	345,909
		376,760	345,909

Balance sheet

for the year ended 31 December 2024

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2024 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors and authorised for issue on 1 July 2025 and were signed on its behalf by:


A L Longcroft
Director


J C Ogbonna
Director

Statement of changes in equity

for the year ended 31 December 2024

	Notes	Retained earnings £	Total equity £
Balance at 1 January 2023		425,738	425,738
Changes in equity			
Total comprehensive income		(79,829)	(79,829)
Balance at 31 December 2023		345,909	345,909
Changes in equity			
Total comprehensive income		30,851	30,851
Balance at 31 December 2024		376,760	376,760

Notes to the financial statements

for the year ended 31 December 2024

1 STATUTORY INFORMATION

The British Acupuncture Council is a private company limited by guarantee. The company is registered in England under number 03066963 and the address of the registered office is 63 Jeddo Road, London W12 9HQ.

2 ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Office furniture, fittings and equipment

- 25% on reducing balance

Computers and accessories

- 25% on cost

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Pension costs and other post-retirement benefits

The Council operates a workplace pension scheme. Contributions payable to the pension scheme are charged to the profit and loss account in the period to which they relate.

Subscriptions

The subscription year coincides with the accounting year. Subscriptions received in advance are treated as deferred income and released to the income and expenditure account in the year to which they relate.

Notes to the financial statements

for the year ended 31 December 2024

3 EMPLOYEES AND DIRECTORS

The average number of employees during the year was 12 (2023 - 13).

4 OPERATING SURPLUS

	2024 £	2023 £
Operating surplus is stated after charging:		
Auditors' remuneration	–	£4,560

5 TANGIBLE FIXED ASSETS

	Office furniture, fittings and equipment £	Computers and accessories £	Totals £
Cost			
At 1 January 2024	1,685	20,563	22,248
Additions	318	4,026	4,344
At 31 December 2024	2,003	24,589	26,592
Depreciation			
At 1 January 2024	709	15,250	15,959
Charge for year	323	4,680	5,003
At 31 December 2024	1,032	19,930	20,962
Net book value			
At 31 December 2024	971	4,659	5,630
At 31 December 2023	976	5,313	6,289

Notes to the financial statements

for the year ended 31 December 2024

6 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Other debtors	84,814	92,200

7 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	17,676	22,020
Taxation and social security	1,388	810
Other creditors	32,660	24,497
	51,724	47,327

Notes to the financial statements

for the year ended 31 December 2024

	2024 £	2023 £
Turnover		
Subscriptions	1,161,905	1,171,249
Conference income	45,570	41,088
Sales of membership publications	9,925	5,804
	1,217,400	1,218,141
Other income		
Sundry income	201	660
Bank interest received	7,306	3,661
	7,507	4,321
	1,224,907	1,222,462

Detailed income and expenditure account

for the year ended 31 December 2024

Notes

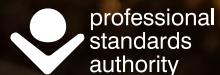
	2024 £	2023 £
Expenditure		
Office rent and rates	–	15,593
Office insurance	9,572	8,719
Other office costs	7,148	7,373
Secretarial and administrative costs	511,596	492,741
Pension costs	14,128	15,632
Telephone	20,509	22,004
Printing, postage, stationery and advertising	24,417	23,848
IT costs	51,055	58,083
Staff travelling and subsistence	4,916	6,002
Staff recruitment and training	10,857	2,854
Members' professional insurance	235,184	259,744
Conference expenses	54,888	68,923
Contributions	151,226	150,853
Accountancy and audit	8,400	5,400
Miscellaneous expenses	201	164
Governing Board – attendance, travelling and subsistence	22,791	19,234
Committee: Subcommittee – attendance, travelling and subsistence	25,334	32,092
Committee: Regional groups expenses	1,325	1,650
Subscriptions	1,910	2,967
Public relations costs	5,071	26,986
Legal and professional charges	17,070	38,019
Website and database project	5,772	28,764
Depreciation and loss on disposal	5,002	5,468
	1,188,372	1,297,673
Brought forward	36,535	(75,211)
Finance costs		
Bank charges	4,296	3,922
Net surplus	32,239	(79,133)



British Acupuncture Council

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professional
standards
authority

accredited register