

## Unit Title: **Counselling: Setting up a Practice**

**Please note that this unit is expiring from any new learner registrations on 31/12/2019. Please contact AIM Awards for information on replacement qualifications on 01332 341822.**

Unit Level:	<b>Four</b>
Unit Guided Learning Hours:	<b>60</b>
Ofqual Unit Reference Number:	<b>D/506/3125</b>
<b>Unit End Date:</b>	<b>31/12/2019</b>
Unit Sector:	<b>1.3 Health and Social Care</b>

### Unit Summary

This unit will provide learners with the skills, knowledge and understanding needed for setting up, developing and maintaining a private counselling practice.

### Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

**This unit has 4 learning outcomes**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Understand <b>UK and EU business and marketing systems</b> and procedures for the efficient, effective, ethical and legitimate functioning of a counselling practice	1.1. Critically compare and contrast the UK and EU requirements for counselling practices and practitioners
2. Understand research methods in order to conduct a meaningful evaluation and enquiry into candidate's own private counselling practice	2.1. Critically compare <b>research methods</b> that would provide meaningful data for counsellors working in private practice 2.2. Differentiate between the projected outcomes of the used methods of data collection 2.3. Draw conclusions which demonstrate an ability to critically reflect on practice
3. Be able to <b>develop a business plan</b> required to establish, develop and maintain a private counselling practice	3.1. Develop a business plan focusing on setting up a private counselling practice

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
4. Understand the <b>effectiveness of supervision</b> in maintaining professional counselling practice standards	4.1. Critically evaluate the benefits of supervision for private practitioners 4.2. Critically evaluate the effectiveness of supervision for private practitioners

### **Assessment**

This unit is assessed by an internally set and assessed journal of up to 800 words per session.

### **Indicative Content**

#### **Learning Outcome 1**

**Understand UK and EU business and marketing systems:** UK and EU business and marketing systems and procedures for counselling practice and practitioners (legal, professional, etc).

#### **Learning Outcome 2**

**2.1 Research methods:** research methods (e.g. Case study; client evaluation forms such as the CORS and the SRS; CORE).

#### **Learning Outcome 3**

##### **Develop a business plan:**

- planning an independent private practice (who, what, why, when, where, how)
- locality; planning the physical set-up of the practice
- deciding on and developing a professional profile
- marketing the business; developing and maintaining a web presence
- financial matters (budget, fees, expenses, accounts, banking, tax, etc)
- storing data (client records, process notes, evaluation forms, recordings, documentation, etc)
- managing risk and safety issues; crisis plan; succession plan
- client contracts - developing and maintaining
- legal and ethical issues
- support networks (peer, professional, etc).

#### **Learning Outcome 4**

**Effectiveness of supervision:** benefits, effectiveness and practicalities.

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### **Evidence Requirements**

Evidence of practical ability must be demonstrated.

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### **Reading List**

#### **Required Reading**

Bond, T. (2010). **Standards and ethics for counseling in action** (3rd Ed.). London: Sage.

Hemmings, A., & Field, R. (Eds.) (2007). **Counselling and psychotherapy in contemporary private practice**. Hove: Routledge.

Jenkins, P. (2007). **Counselling, psychotherapy and the law** (2nd Ed.). London: Sage.

Mitchels, B., & Bond, T. (2011). **Legal issues across counselling & psychotherapy settings: A guide for practice**. London: Sage.

#### **Recommended Reading**

Bond, T., & Mitchels, B. (2008). **Confidentiality and record keeping in counselling and psychotherapy**. London: Sage.

Bor, R., & Stokes, A. (2011). **Setting up in independent practice: A handbook for counsellors, therapists and psychologists**. London: Palgrave Macmillan.

Hodson, P. L. (2012). **The business of therapy: How to run a successful private practice**. Maidenhead: Open University Press.

McMahon, G., Palmer, S., & Wilding, C. (2005). **The essential skills for setting up a counselling and psychotherapy practice**. Hove: Routledge.

Mitchels, B., & Bond, T. (2010). **Essential law for counsellors and psychotherapists**. London: Sage.

Weitz, P. (2006). **Setting up and maintaining an effective private practice: A practical workbook for mental health practitioners**. London: Karnac.