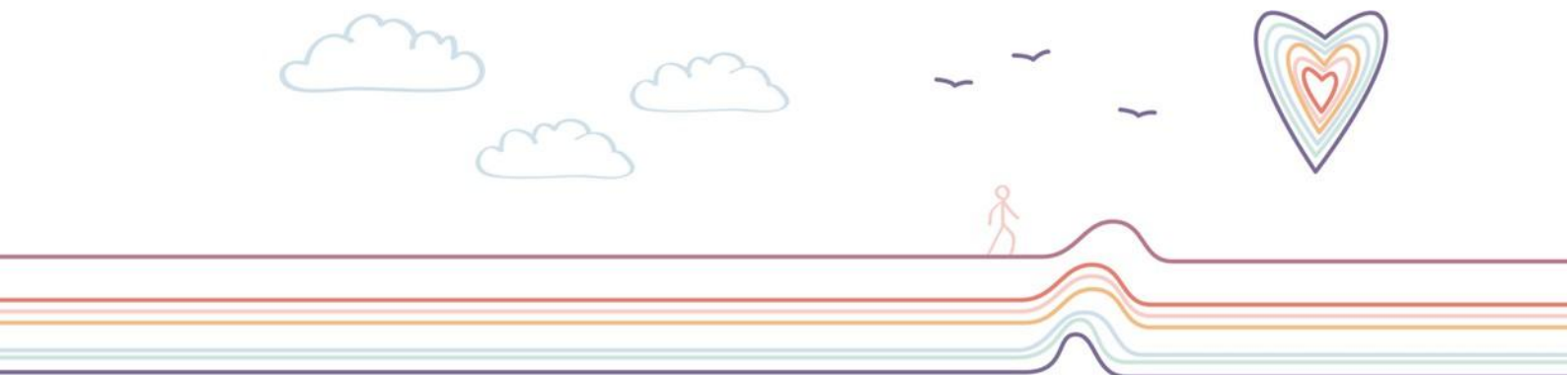




The only awarding body
run *by* counsellors
for counsellors

2026-2027

Guidance for CPCAB CPD endorsement approval



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1. Welcome to CPCAB

CPCAB is the only Ofqual, CCEA and Qualifications Wales-approved awarding organisation specialising in counselling and related qualifications; it is also the largest awarder of vocational counselling qualifications in the UK. Our [core philosophy](#) includes being caring of and committed to centres and training providers, and tutors and trainers which is why we would like to extend a warm welcome to you. We hope you will come to feel part of a community of people with a shared commitment to the core values of counselling, psychotherapy, counselling skills, helping work, talking therapies, life coaching supervision, and the full spectrum of skills-based practitioner vocations, together with high standards in education and training that focus on practitioner competence, ethical practice, and professional development.

This guide is intended to give you the key information you need to have your CPD workshop endorsed by CPCAB. Our team is available to support and help you with any questions or concerns that you may have throughout your application.

2. Introduction to CPD endorsement

CPCAB's CPD Endorsement programme offers recognition and quality assurance for CPD workshops. CPD workshops are typically between half a day and 30 hours in length and can be delivered online or in person by individuals with relevant subject expertise.

Following an initial endorsement visit and successful approval, training organisations may use the CPCAB logo on attendance certificates, websites and social media pages, and benefit from an annual listing on the CPCAB website to help market their CPD workshop. The CPD can then be delivered as often as required throughout the year, subject to payment of an annual fee.

On successful completion of the training, delegates can receive a certificate of attendance recognising their achievement. CPD endorsement is valid for one year from the date of approval and may be renewed annually through the reapproval process.

CPCAB's areas of expertise are in the sectors of counselling, psychotherapy, counselling skills, helping work, talking therapies, life coaching and supervision. To effectively endorse and quality assure a CPD workshop we would expect it to fall within these areas. This is so that the CPCAB endorsement assures attendees that the CPD offering is of good quality and provides a relevant training experience.

The type of CPD we endorse has a therapeutic purpose and includes but is not limited to:

- Core listening skills
- CPD with a social purpose
- CPD aimed at trainee and qualified practitioners
- Workshops for minoritized groups
- Helper/ trainee inductions to helplines and counselling services in agencies that offer specialist support

- CPD for helpers, mentors and counsellors with the aim of benefitting local communities
- Workshops that enhance the knowledge base of the counselling profession

We particularly encourage CPD that is in keeping with our values of empowerment, respect, compassion and connectedness.

CPCAB endorsement confirms the quality of the CPD workshop but does not make it a regulated CPCAB qualification. Providers should ensure attendees are aware of this in all promotional materials.

The process of CPD endorsement involves:

- Application for approval
- Quality assurance of training (including visit from CPCAB)
- On-going monitoring via delegate feedback
- Annual renewal of CPD endorsement

3. Centre recognition and workshop endorsement

If you wish to offer CPD workshops endorsed by CPCAB, you will need to complete the [Application for CPD Endorsement](#) and submit this, along with the additional documents required for approval, to the Qualification Administration Team at contact@cpcab.co.uk.

CPD endorsed workshops, which remain the property of the CPD provider, are not subject to regulation but CPCAB is nonetheless required to ensure that all providers, have the necessary resources and contingency to deliver the endorsed workshops according to the published requirements. These requirements are primarily about protecting the interests of delegates.

The guidelines in Section 4 are intended to help explain the meaning and significance of each requirement of the application and to offer guidance about how it can be met. Please use this guidance alongside the application form for step-by-step support when completing your application.

What happens next?

Once we have received your application in full it will be passed to the CPD endorsement team, who will work in partnership with you through each step of the approval process to enable you to meet the requirements to become a recognised provider approved to deliver CPCAB endorsed workshops.

CPCAB reviews applications by considering the following:

- rationale for the proposed workshop
- proposed delivery arrangements
- organisational processes to support CPD delivery

The team may offer advice and guidance in the preparation of workshop content, size, appropriateness, learning materials and ethical soundness. The workshop specification is discussed and agreed ensuring it meets subject and design standards and is appropriate for the target audience.

CPCAB will invoice the organisation the agreed annual approval fee and the CPD workshop fee. These must be paid before approval can be granted (please see the CPCAB [Fees Document](#) on the CPCAB website).

Organisation approval and CPD approval.

CPCAB processes the application and confirms:

- approval of the organisation (as a provider of CPCAB endorsed CPD) and approval of the CPD workshop specification. At this point CPCAB will send an approval report confirming that you are approved and your CPD workshop is endorsed. This will entitle your organisation to use the CPCAB 'CPD endorsed' logo in your marketing and on your certificates issued to delegates.
- CPCAB will aim to visit the first delivery of a workshop in order to complete the endorsement process of that workshop.
- CPCAB will send the approval report and update the CPCAB dedicated CPD Endorsement webpage, as soon as the fees have been paid.

Ongoing requirements

We ask you to provide us with the details and dates of each CPD workshop you intend to run. Each year the organisation must complete a renewal form for each workshop offered with associated fee if they wish to continue with CPCAB endorsement. The Qualification Administration Team will contact you when this is due. We ask that training providers collect delegate feedback on all endorsed CPD workshops and send it to us with the annual renewal form. The CPCAB team will review the delegate feedback with you in order to continue to support your delivery. We will also ask you if you would like us to use your delegate feedback in our marketing of your workshop.

We look forward to welcoming you to CPCAB. Please do not hesitate to contact a member of the team if you have any questions or need support with your application.

4. Guidelines on how to complete the CPD endorsement application

[Part 1 of application - Contact details and proposed trainer team](#)

In this section we are asking you to tell us a bit about the people who will be involved in your CPD delivery.

It is helpful to be clear where you will train, what the costs will be and who your contacts are for training and finance.

As part of the application approval process, CPCAB will carry out checks on an organisation's trading status against publicly available data. If you are a non-profit making body, you will be required to provide evidence of this with your application form, e.g. copy of constitution, memorandum of association, or governing document that expressly prohibits profit distribution to members. Please state on the application form which document you will provide. A "non-profit making body" must meet the following criteria: does not distribute any profits it makes; applies any profits that might arise from its supplies of education research or vocational training to the continuance or improvement of its supplies. If you are unsure of your organisation status, please refer to your accountant or tax specialist for guidance.

Part 2 of application – Meeting CPCAB requirements

CPCAB endorse high-quality CPD, and for that reason we work with you to ensure that the CPD workshops you provide are delivered in accordance with our requirements. We particularly encourage CPD that is in keeping with our values of empowerment, respect, compassion and connectedness.

2.1.1 – Staff delivering the CPD workshops must be suitably qualified and will not bring your workshop, CPCAB or your organisation into disrepute.

2.1.2- We recommend that your advertising and recruitment are aimed at appropriate delegates in terms of their prior training and experience and that they are therefore suitable applicants for your CPD.

2.1.3 - CPCAB places great importance on working with difference and diversity in all aspects of workshop delivery. There are legal requirements which must be met. In 2010 all equal opportunities legislation was consolidated into the Equalities Act. You need to check that you are compliant with the law. You can click [this link](#) to get further information on the Equalities Act 2010.

2.1.4 - This requirement is primarily about protecting the interests of delegates. Centres and CPD providers often underestimate the resources that are needed to remain viable particularly when unforeseen/ unplanned difficulties arise.

2.1.5 - CPCAB and its recognised centres and CPD providers handle a range of personal data and are subject to data protection obligations under the UK GDPR and Data Protection (2018). We therefore ask our centres and CPD providers to ensure that they meet their data protection obligations and to declare this to us. See [CPCAB's Data Protection policy](#) for further information.

2.1.6 - If you are delivering your workshops online or in a blended format, we ask that you commit to work to the competencies outlined in the [CPCAB Quality Framework for Online Delivery](#).

2.1.7 - CPCAB will aim to visit the first delivery of a workshop to confirm that it is being delivered in line with the approved standards. Where it is not possible to attend the first delivery, an endorsement visit will be arranged at a subsequent delivery. This will be followed up with a written feedback report to you.

2.1.8 - We recommend that you have clear guidance in place for delegates if they wish to make a complaint about the training and to have payment and cancellation policies available for each delegate.

2.1.9 - CPCAB does not provide attendance certificates for delegates attending CPD workshops, as these are issued by the training provider. Endorsed workshops may include the CPCAB CPD logo on documentation relating to the promotion and delivery of the workshop. The logo will be provided once the workshop has been approved. Providers must **not** include the logos of CPCAB's regulators on CPD certificates as this is prohibited.

2.1.10 - Participant evaluations are a key source of evidence that endorsed workshops continue to meet learners' needs and maintain CPCAB's quality standards. Centres are therefore required to collect feedback from attendees for each workshop delivery and provide samples as part of the annual renewal process.

[Part 3 of application – Work content/design \(specification\)](#)

As part of applying for CPCAB CPD endorsement you will be asked to provide CPCAB with an overview of your proposed workshop. By completing Part 3 of the application form you will be outlining the focus and scope of your workshop. This will include an indication of the target delegate group, a brief description of the workshop content, purpose and length. Please note that there is no assessment attached to CPD.

[Part 4 of application – Centre/training provider declaration](#)

Before submitting your application, please ensure that this section is signed by an appropriately authorised person within your organisation, confirming that the information provided is accurate and complete for CPCAB's review and assessment against the CPD Endorsement requirements.

Please note: CPCAB reserves the right to refuse recognition to a centre if the application gives rise to ethical or professional concerns, or if a centre fails to provide appropriate supporting evidence or fails to meet the application criteria. Any such decisions will be given in writing, and application fees are not refundable in these circumstances.

[Part 5 of application – Supporting documentation](#)

We ask you to provide supporting documentation to support your application. If this information is not provided your application may be delayed and might mean that it is not possible to start delivering your workshop on the date you intend. We have provided a table for use as a checklist to ensure that you have provided all the relevant documents to support your application.

5. Guidance on the use of the CPCAB logo

Once a CPD workshop has been endorsed, providers may use the CPCAB Endorsed CPD logo on materials promoting that workshop, including websites, social media, publicity materials and attendance certificates.

The logo must only be used in relation to the specific endorsed workshop and must not imply that the provider or other courses are approved, accredited, regulated or endorsed by CPCAB.

Providers must make it clear that CPCAB endorsement relates to the quality of the CPD workshop and does not make it a CPCAB qualification.

The right to use the logo ends when endorsement expires or is withdrawn. CPCAB reserves the right to request the removal of the logo from any materials that do not comply with these requirements.

Providers must not use the logo of CPCAB's regulators on certificates, marketing materials or any documents related to CPD endorsement as this is prohibited.

6. What to expect from an endorsement visit

Following approval, a member of CPCAB's CPD Endorsement team will contact you to arrange an endorsement visit. Where possible, this visit will take place during the first delivery of the workshop to confirm that it is being delivered in line with the approved standards.

If the workshop is delivered over several days, the visit may take place on any one of those days, as agreed between you and the CPCAB representative.

Where it is not possible to attend the first delivery, an endorsement visit will be arranged at a subsequent delivery. Following the visit, you will receive a feedback report highlighting areas of good practice and, where necessary, recommendations to support the ongoing quality of your CPD provision.

7. Annual Renewal of CPD Endorsement

CPD Endorsement is renewed annually through a straightforward review process. When your renewal is due, CPCAB will send you a reminder email and invite you to complete a renewal application form. To renew, providers are required to update their contact details, confirm which CPCAB-endorsed workshops they wish to continue offering, and submit samples of participant feedback for each workshop being renewed. Providers must also declare whether any significant changes have been made to the workshop title, content, or duration since it was originally approved or last renewed.

Applications are reviewed by the CPCAB team and, where the workshop continues to meet endorsement requirements, a renewal fee is charged based on the workshop duration. Once payment has been received, CPCAB will issue a renewal approval report confirming endorsement for a further 12 months.

Renewed endorsement enables providers to continue delivering their endorsed workshops throughout the year, use the CPCAB CPD Endorsed logo in accordance with the scheme's terms, and benefit from ongoing promotion through the CPCAB website.