

Bespoke Mental Health

Impact and Insights Report
2024–2025

IMPACT



Closing the research-practice gap and promoting excellence

Skills-based online training in evidence-based psychological therapies delivered by leading experts, live and on-demand



Scale and reach

Over 17k live attendances and 20k on-demand completions with delegates from across the UK and beyond

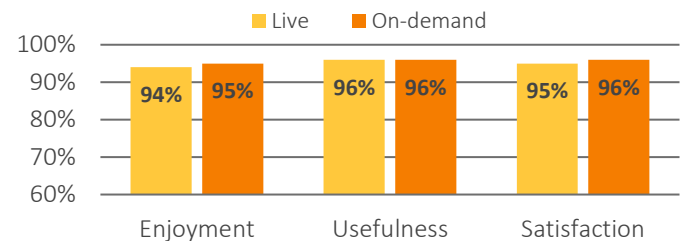


Extensive programme of events

48 live events and over 100 available on demand including topics such as cultural diversity, PTSD, depression, psychosis, neurodiversity, and events specifically for counsellors and PWP



Feedback



Organisational subscriptions

Over 60 organisations subscribed, including NHS Mental Health Trusts, mental health charities, and private mental healthcare providers, providing CPD for their entire psychological therapies workforce



Cost effectiveness

Average cost savings for organisations subscribing to the full programme exceeded £19k (an increase of £3k on last year)



Experience

Attendees and service leads describe the world-leading nature of presenters, the training, and working with us as exceptional, particularly valuing our responsiveness, outstanding service, and cost effectiveness



Giving back

Additional events at no extra charge, including a PWP conference and open access webinars to mark Global Day of Parents; World Suicide Prevention Day; World Mental Health Day; Global Day Against Pain

“I absolutely loved this training... it was exactly what training should be - why are we looking at this topic, how does it present, and then exactly how do we manage this based on the theory behind the topic. Absolutely amazing training thank you so much.” *Delegate*

INSIGHTS

Working together produces benefit

- Subscribing service leads involved in planning the training programme ensures relevance
- Delivering bespoke events for individual organisations meets additional organisation-specific needs
- Asking delegates at registration what they want to get out of events and any questions they have enables speakers to include additional relevant content and enhances delegate learning
- Opportunity for delegates to provide feedback after every event, live and on-demand, enables their views to inform planning of future training
- Liaison and comprehensive reporting support organisations to maximise the benefits of their subscription, ensures transparency, and feeds into future planning:
 - Support for new subscribers to make the most of their subscription from the start
 - Live event attendance and monthly on-demand usage reports to track staff engagement, with the option of breakdown by different teams to provide a fuller picture
 - Feedback from live and on-demand events shows how staff are experiencing the training
 - Termly and end of year usage/cost savings reports provide useful information on value for money

Training at scale supports embedding in clinical practice

- Entire psychological practitioner workforce access to training means enhanced clinical skills can be embedded at scale
- Training staff from the same team helps to reinforce new skills and creates opportunities for further embedding of best practice
- Ability to scale without compromising quality and level of interactivity (e.g. opportunity to ask questions and upvoting in the Q&A, opportunities for reflections on content, polls)
- On-demand access to some Bespoke Mental Health Canada events and free access to ‘giving back’ events provide additional training opportunities

“Bespoke have consistently produced and delivered events of the highest standard which have been of huge benefit to our teams. Also, the customer service from Bespoke is faultless and always a most positive experience.” *Clinical Lead, NHS Trust*

Confidence in CPD matters

- Training provided only in evidence-based psychological therapies, techniques and approaches
- Training delivered by leading experts, assuring quality and giving mental healthcare practitioners access to the latest thinking and research
- Attendees only receive certificates for a minimum of 80% attendance/on-demand access, supporting confidence in certificates
- Certificates recognised by external bodies such as the BABCP for registration/accreditation

Accessibility is important

- Slides and materials provided ahead of each event
- Training available on-demand as well as live
- The option of tracked viewing of on-demand events means that clinicians can receive certificates for their CPD requirements in the same way as those attending live
- Delegates can stop/start/rewind tracked on-demand recordings as they wish
- Availability of captioning on live events including captioning of videos used by speakers
- Captioned versions of on-demand events from April 2024

Service matters

- Responsive communication ensures individual and organisational needs are addressed in a timely way
- Access to live and on-demand events means that busy clinicians can have their training needs met promptly and efficiently at a time convenient for them
- Website personal membership offers a quick and easy way for clinicians to manage their online training and access their training records and certificates, benefitting over 13,000 clinicians

Innovations and developments in 2024-2025

- On-demand events from April 2024 made available with captioning to improve accessibility
- Feedback collected from delegates for on-demand events and shared with their service leads
- Events from previous years made available on-demand to extend access to topical subjects
- Group on-demand viewing of event recordings as part of an in-service event introduced from February 2025, with all delegates who meet the attendance requirement able to receive a certificate