

Bespoke Mental Health

Insights and Impact Report
2023–2024

IMPACT



Closing the research-practice gap and promoting excellence

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



Scale and reach

Almost 17k live attendances and over 11.5k on-demand completions with delegates from across the UK and beyond. The subscription model allows organisations to access training for their entire psychological therapies workforce



Events

We provided 42 training events including topics such as Social Anxiety Disorder, PTSD, Depression, and Psychosis and two supplementary programmes of six events each with a focus on additional modalities and low intensity CBT



Cost effectiveness

Average cost savings for organisations subscribing to the full programme exceeded £16k

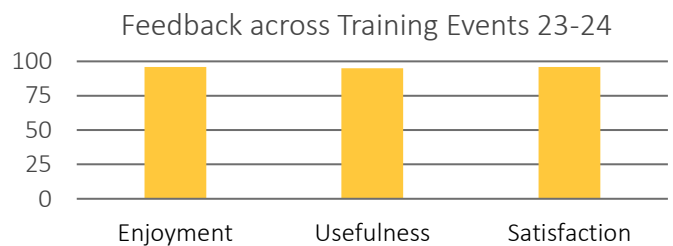


Organisations

47 organisations signed up for Bespoke Mental Health to provide CPD for their workforce including NHS Mental Health Trusts, mental health charities, and other mental healthcare providers



Feedback



Experience

Attendees and Service Leads describe the world-leading nature of presenters, the training, and working with us as outstanding, particularly valuing our responsiveness and excellent service



Giving back

We offered additional events at no extra charge, including six 2-hour webinars on applications of therapy, an open access webinar on climate anxiety, and a conference for PWP's

“I have taken away so much today. I was totally absorbed in the learning. One of the best trainings I have attended. I feel refreshed and re-energised. Thank you.” *Delegate*

INSIGHTS

Working together produces benefit

- Organisational leads involved in planning the training programme ensures relevance
- Creatively tailoring our provision to meet organisations’ CPD needs facilitates learning
- Delivering bespoke events for individual organisations meets additional organisation-specific needs
- Asking delegates what they want to get out of events and any questions they have for speakers at registration allows speakers to include additional relevant content and enhances delegate learning
- Attendees only receive certificates for a minimum of 80% attendance/on-demand access, supporting confidence in the certificates
- Certificates recognised by external bodies such as the BABCP for registration/accreditation
- Website personal membership makes it quicker and easier for clinicians to manage their online training and provides easy access to training records and certificates
- Reporting back supports organisations to maximise the benefits of their subscription, ensures transparency, and feeds into future planning:
 - New subscribers receive weekly registration reports to monitor access and support to make the most of their subscription from the start
 - Attendance at each event and monthly on-demand usage reports to track staff engagement
 - Reports can show usage in different teams to provide a fuller picture of engagement
 - Delegate feedback from each live event to see how staff are experiencing the training
 - Termly usage/cost savings reports provide useful information on value for money
 - End of year usage/cost savings reports provide key information on overall value for money
 - Brief end of year summary reports include key information in one place

“Providing a CPD offer across Talking Therapies and Secondary Care Therapy services that meet the spectrum of individual therapists’ need has historically been difficult for clinical leads. Since we started using Bespoke we have been able to provide our therapists with greater choice and personalisation in their CPD offer. Working with the Bespoke Team to scope training needs annually keeps the content relevant to system needs and we have the quality assurance of the sessions being delivered by industry leaders. Our annual report demonstrates significant year on year savings for the large group of therapists who use it and offers us exceptional value for money.” *Service Development Lead for the Adult Mental Health Community Division, NHS Trust*

Accessibility is important

- Slides and materials provided ahead of each event and optional live auto captioning of presentations supports accessibility
- Training being available on-demand as well as live greatly increases accessibility
- Having the option of tracked viewing of on-demand events means that clinicians who access our training in this way can receive certificates of attendance for their CPD requirements in the same way as those accessing it live
- Captioning available on live events (being extended to on-demand events in 2024-25) and captioning of videos used by speakers improves accessibility

Training at scale supports embedding in clinical practice

- Whole 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

Service matters

- Responsive communication ensures individual and organisational needs are addressed in a timely way
- Ease of registration and access to live and on-demand events means that busy clinicians can have their training needs met quickly and efficiently at a time that is convenient for them
- Reminders of upcoming events ensures that relevant training is not overlooked

Innovations and developments in 2023-2024

- We introduced registration filters to enable organisation leads to easily review where staff accessing the training are based for both live and on-demand usage
- We introduced captioning of all videos used by speakers to improve accessibility for delegates
- We enhanced onboarding support for new subscribers including providing weekly registration reports
- On-demand access to Bespoke Mental Health Canada events for UK delegates provided additional training opportunities