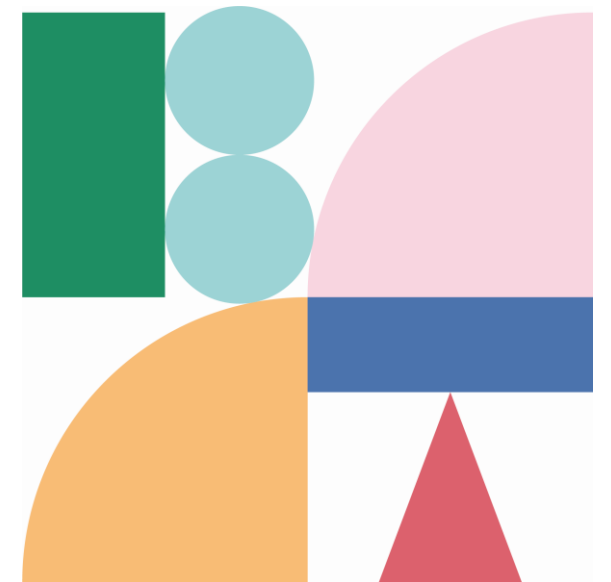




British Association of Art Therapists

AGM Annual Report
22nd June 2024



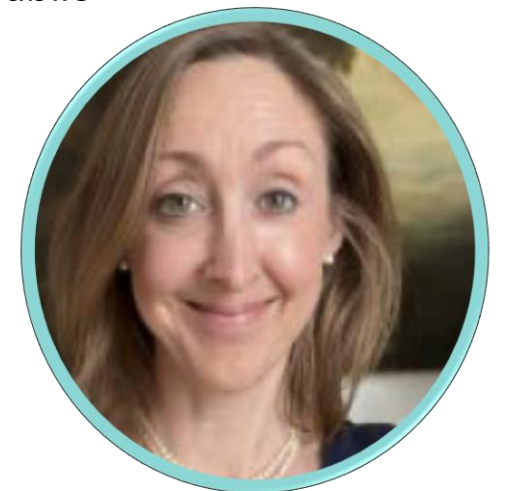
Welcome from the Chair

A very warm welcome to each of you in our 60th year as a professional body! It's a pleasure to have this chance to reflect together, as an art therapy community, on the path we have travelled over the past year. Across the four nations of the UK, we have each played our part in supporting and improving wellbeing and mental health for the children, young people and adults in our area. Bringing hope, building resilience, and nurturing people's ability to engage with their experiences, friendships and relationships, and the world around them - deeply, creatively, and playfully.

As your professional body, BAAT has worked in a coordinated and strategic way to harness and share the richness of our individual efforts, so that as a whole profession we might grow and flourish. As individual members, volunteers, staff and elected Council members, we each play our part. In doing so, we enable more people to understand what art therapy can offer and help more members of the public to access art therapy. Through practice and shared reflection, our profession develops understanding of safe, effective and enriching ways to support people. And by building relationships with colleagues from the arts therapies, allied health, psychological and arts in health professions we are stronger and more able to find a way through the challenges we see ahead. We are also more equipped to make our voices heard in public debates and decision-making across Wales, Northern Ireland, Scotland and England.

Each art therapist who serves on Council does so primarily because they believe in and value what art therapy can offer and because they want to support you in your work. I know that we are all looking forward to having this time with you at our AGM! Thank you again for all that you each do for our profession and for the positive impact that I know your work has on our nations' mental health.

**Claire Louise Vaculik,
Chair**



Chief Executive's Introduction

The last 12 months has seen ongoing work to improve services provided to members and place us on a more sustainable footing. Governance structures have been improved with greater transparency of decision making, responsiveness to members increased, and online forums developed to help members better engage with each other.

Overall membership numbers are steadily increasing, and member engagement improving; positive signs we are moving forward together as a community. Art therapy has a unique and vital contribution to make to improve people's social, emotional and mental health. With the media full of reports of increasing mental distress in society, it is more important than ever that we support and represent the art therapy profession to ensure we play a full role supporting individuals and our communities. The next few years will see more work to develop our public affairs activity to better represent the profession.

This report for the AGM highlights the work that the Association has been undertaking. Different members value different aspects of our activity. For some it's connecting with other members, for others it may be our peer reviewed journal, the find-a-therapist search function on our website, or the wide range of CPD courses on offer. This report hopefully gives you a sense of the breadth and depth of the work.

Our work is only possible because of the contribution of so many people: Council members, ably led by our Chair, Claire Louise Vaculik; coordinators of our special interest and regional group; committee members in Scotland, Wales and Northern Ireland; the editorial board of the International Journal of Art Therapy; and our highly professional staff team. I'd like to thank them all, and all our members who make our profession such a creative and vibrant community.

Gary Fereday
Chief Executive



Council

We are governed by a Council (all themselves full members), who are directly elected by full members at the Annual General Meeting (AGM). Working closely with our Chief Executive, Council has overall responsibility for the organisation, agreeing our strategic direction and ensuring good governance

Claire Louise
Vaculik



Chair

Caryl
Sibbett



Vice Chair

Sinead
Braiden



Council member

Liliana
Montoya De La Cruz



Council member

Francesca
Norouzi



Council member

Catherine
Stevens



Council member

Sarah
Challenger



Council member

Dr Jessica
Collier



Council member

Sophia
Cowx



Council member

Simi
Warah



Council member

Michele
Wood



Council member

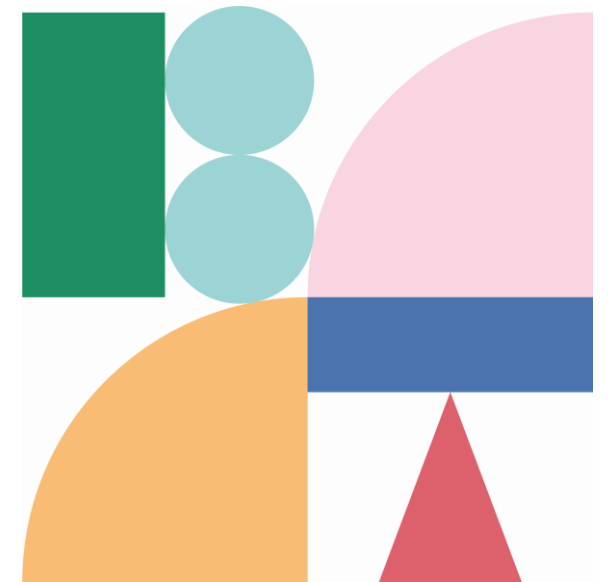
Daniel
Regan



Equality, Diversity and Inclusion
Advisor

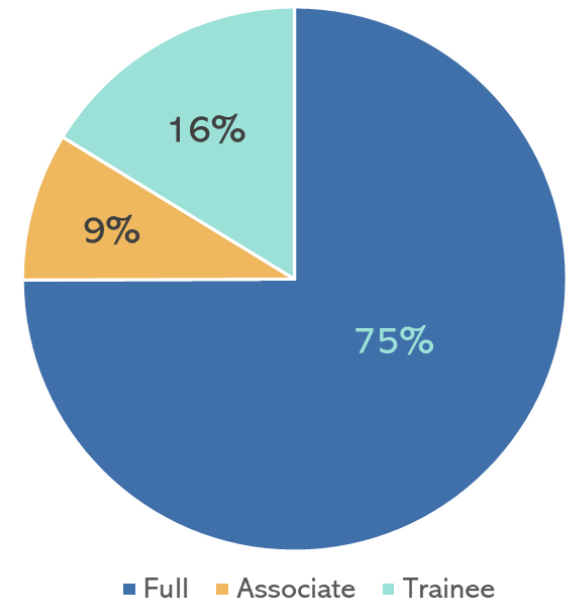
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Membership

Members are core to everything we do. Over the past 12 months we have been so pleased to see steadily increasing membership numbers, across all categories.



Member Engagement

We are working to better support, engage, and understand the views of our members

Ensuring that members are engaged in and guide our work is fundamental to our approach. We are working to develop more opportunities for members to come together, so that we can build an even more vibrant and engaged community - of practitioners and those interested in art therapy.

Initiatives include:

- Our first in-person annual conference since the Covid pandemic. The conference will take place on 9th November 2024 at the Wellcome Collection in central London
- Continuing to offer our all-member meetings in Scotland, Wales and Northern Ireland; and developing similar meetings in England
- Developing engagement strategies and using regular member surveys to ensure we understand our members' needs and aspirations for the profession
- Continuing to develop the support offered to our Special Interest, Regional and Country Groups and associated online forums. A comprehensive set of reports from the Groups, highlighting their activities across the whole of the UK, can be found in the memberzone. Do have a look and read about some of the really creative, inspiring and supportive meetings and events that have been offered by BAAT volunteers!





Equality, diversity and inclusion

We are committed to creating a more diverse and inclusive culture, and to taking action to support this

We acknowledge that structural racism and all forms of discrimination have had an enormous impact across our society. We continue to work to deliver the commitment in our Equality Equity Diversity and Inclusion Strategy and Policy.

In the last year, we have:

- Published a special issue on anti-oppressive art therapy In the International Journal of Art Therapy
- Appointed Daniel Regan as our Equality, Diversity and Inclusion Advisor to Council
- Promoted the 'Race Is Complicated' Toolkit, which we were involved in commissioning through the Coalition for Inclusion and Anti-Oppressive Practice
- Delivered a free CPD training for members based on the Toolkit
- We are signatories to the Memorandum of Understanding on conversion therapy in the UK, a joint document signed by over 25 health, counselling and psychotherapy organisations which aims to end the practice of conversion therapy in the UK.
- Introduced the new BAAT Award for Inclusion and Anti-oppressive Practice

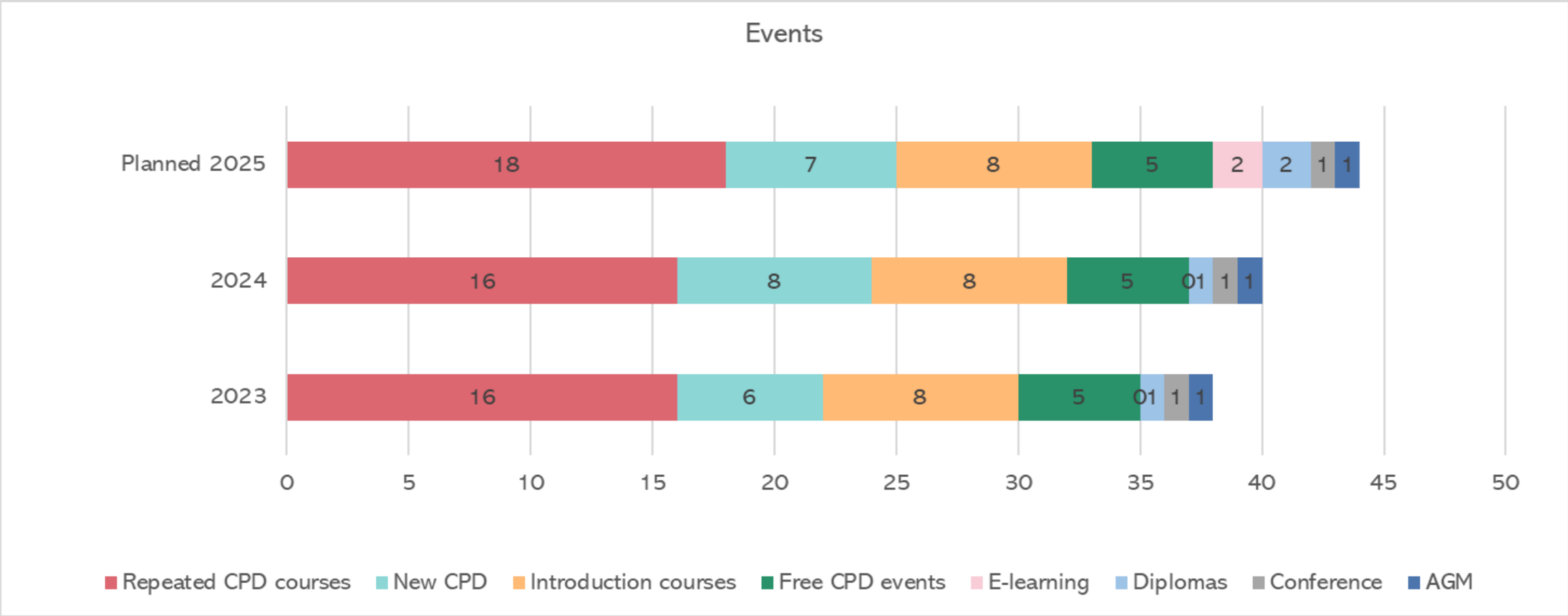


**Race is
complicated**

A toolkit for psychological
therapies training

Our Wide Range of Events

Each year we run a wide range of events, with CPD events (including 4 free events for members), introductory and foundation art therapy courses for those interested in a career as an art therapist, and a level six supervision diploma course. In the last 12 months we have run 34 short CPD courses, with an average of 32 attendees per course. These are very well attended and receive excellent feedback.



Updating our CPD Offer

The staff team review the feedback from participants and also ask members to share ideas for training and new courses that they would like to see, so that we can provide varied, rich and contemporary professional development.

2024 new course topics include:

- Autism
- Bodymind model
- Environmental art therapy
- Fairy tales
- Learning Disability
- Mentalisation
- Museums
- Complex trauma and dissociation

2024 free course topics include:

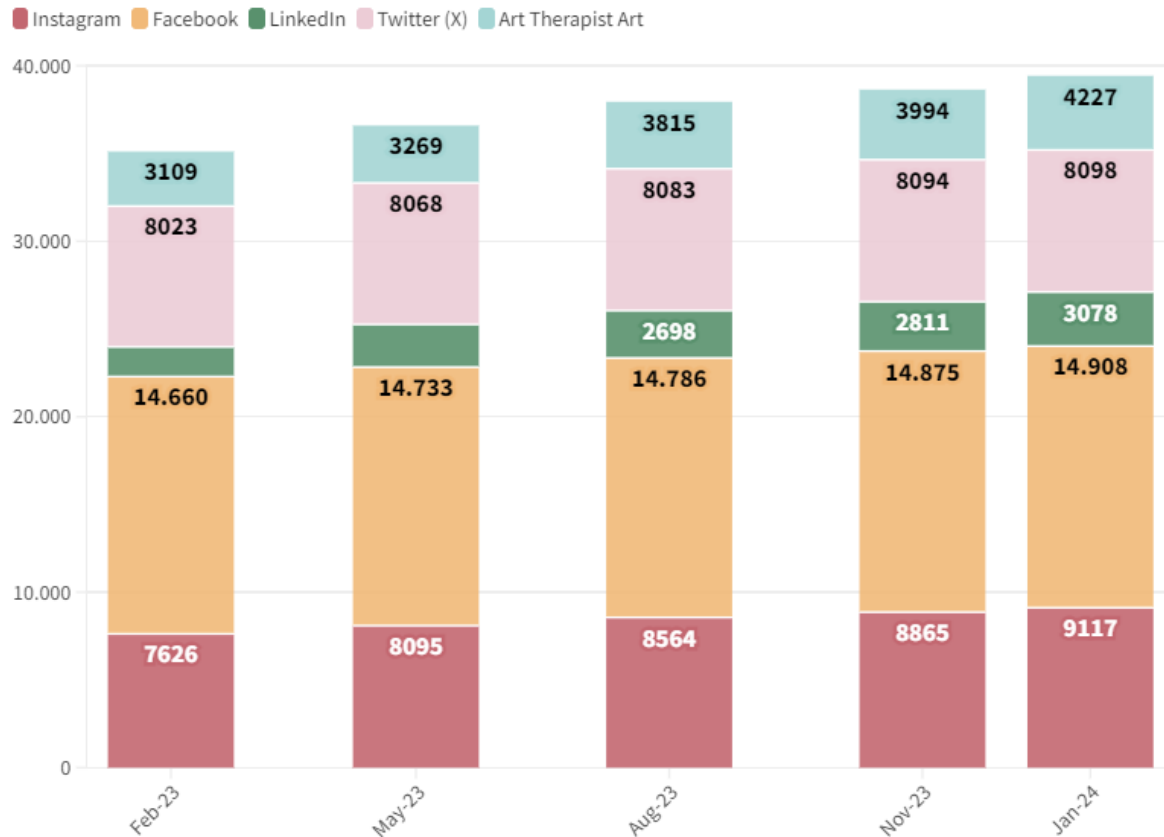
- HCPC updated standard
- EDI toolkit
- Find an Art Therapist tool
- Get that art therapy job
- Peer reviewing

2025 planned new course topics include:

- Life story work
- Making an Audio Image Recording (AIR)
- Research skills: systematic reviews
- Art therapy with young people who self-harm
- Masterclass in trauma-informed art therapy practice
- Masterclass in research leadership
- Masterclass in art therapy with difficult to engage children & young people
- Masterclass in maintaining creativity as an art therapist
- Diploma in art therapy with CYP

Communications: Social Media

To build the profile of art therapy, we maintain a comprehensive presence on social media – posting on all the major platforms.



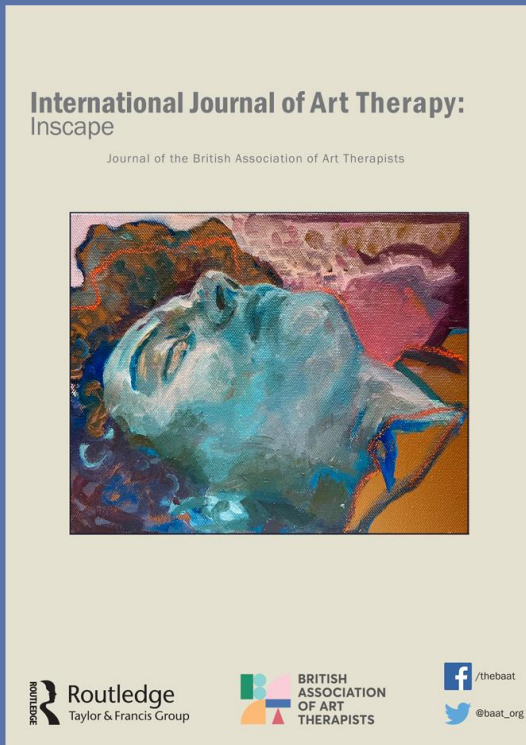
- Instagram has overtaken X (twitter) in followers.
- X (twitter) staying very stagnant.
- LinkedIn fastest growing channel despite size – grown by 81% in the last year

Top 3 posts:

1. Instagram: [What is art therapy?](#)
2. Facebook: [Thank you to artwork submissions](#)
3. LinkedIn: [New issue journal](#)

Communications: The Journal

Our peer reviewed journal - The International Journal of Art Therapy - is widely-read and very well-respected, with an impact factor of 2.7! It also reaches a considerable international audience.



Almost 170,000 downloads in 2023
190% increase from 2018, which had 57,363 downloads



Global downloads:

- Europe: 54%
- North America: 23%
- Asia: 11%
- Australasia: 10%
- Africa: 1%



2445 followers on X (twitter)
3858 total mentions in social media, news and blogs.

Communications: InSight

Our online magazine, InSight, attracts some 3000 readers every month, helping raise awareness of current issues and developments in art therapy and related fields.



To respond to members' interest, the publication of InSight was increased from twice-a-year to a quarterly publication. The magazine offers members accessible art therapy-related articles and highlights the work of art therapists across the world. Some articles are freely available for the public and other professionals to read, whilst others are member-only content.

InSight provides a platform to showcase the work of our members to a global audience. Any member can submit a contribution via our website for consideration for publication by the editorial team.

Communications: Members

Every month members receive both our online Bulletin and our Events Bulletin. The Bulletin provides a digest of all the latest news and developments from the profession, whilst the Events Bulletin provides a summary of a range of key training events, seminars and conferences of interest to art therapists.

Monthly Bulletin

Typical open rate: **47%**

[Industry average: 7-28%]



BRITISH ASSOCIATION OF ART THERAPISTS **The Bulletin**

Guest speaker announced for our annual general meeting
Saturday 24 June 2023, online

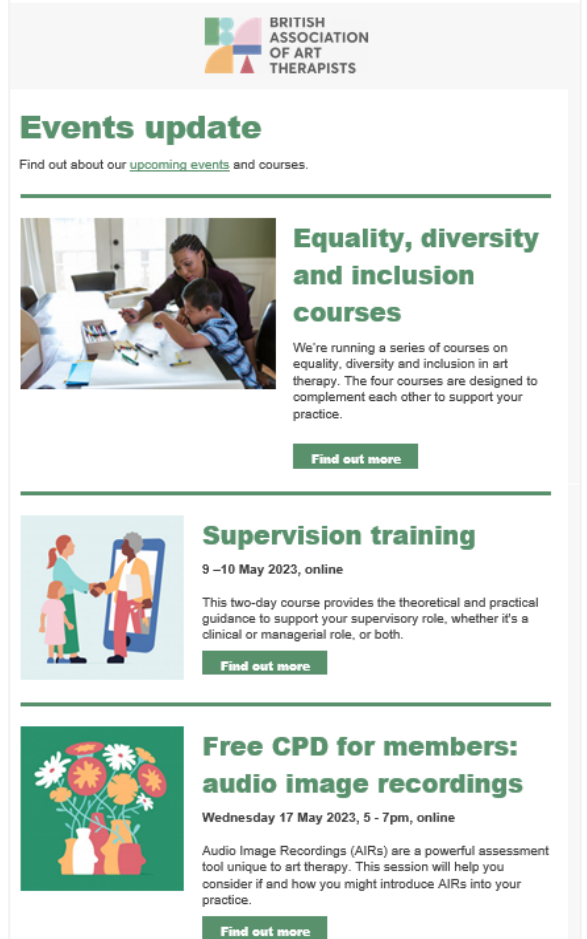
We are delighted to announce that philosopher and author, [Robert Rowland Smith](#) will be speaking at our annual general meeting (AGM). Robert will be exploring repression, expression, trauma, and framing. Art therapist and our Council member [Liliana Montoya De La Cruz](#) will respond to Robert's presentation, bringing in her art therapy experience and international perspective.

[Find out more](#)

Events Bulletin

Typical open rate: **65%**

[Industry average: 17-28%]



BRITISH ASSOCIATION OF ART THERAPISTS

Events update

Find out about our [upcoming events](#) and courses.

Equality, diversity and inclusion courses

We're running a series of courses on equality, diversity and inclusion in art therapy. The four courses are designed to complement each other to support your practice.

[Find out more](#)

Supervision training

9 -10 May 2023, online

This two-day course provides the theoretical and practical guidance to support your supervisory role, whether it's a clinical or managerial role, or both.

[Find out more](#)

Free CPD for members: audio image recordings

Wednesday 17 May 2023, 5 - 7pm, online

Audio Image Recordings (AIRs) are a powerful assessment tool unique to art therapy. This session will help you consider if and how you might introduce AIRs into your practice.

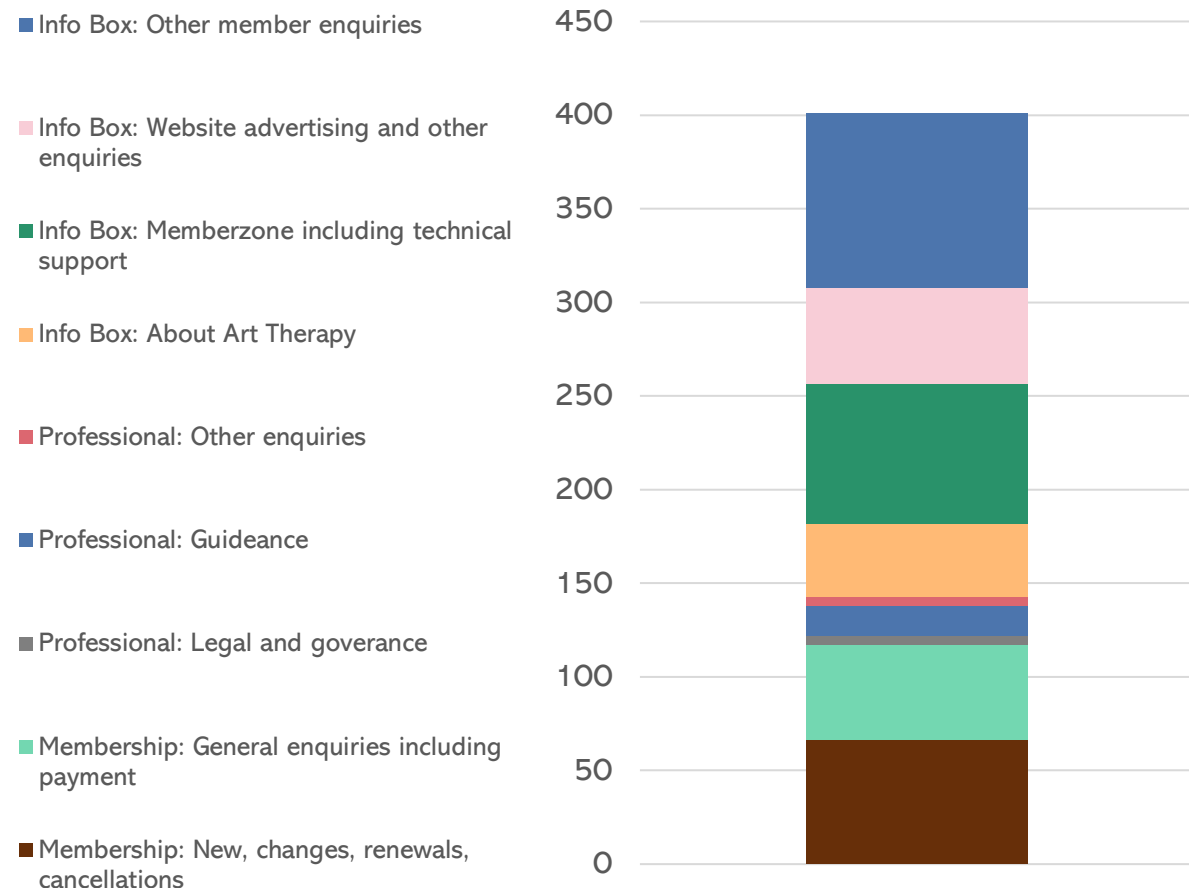
[Find out more](#)

Enquiries

Every month our small office team handles some 400 enquiries - from members, other clinicians, employers, and members of the public. Our Professional Advisor provides individual members advice, often on complex clinical and professional issues.



Email enquiries: typical month

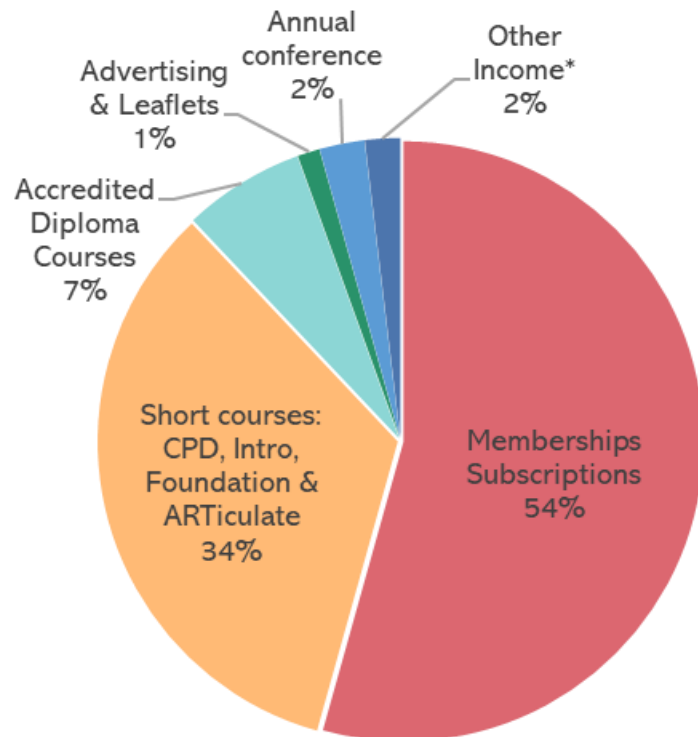


Finances

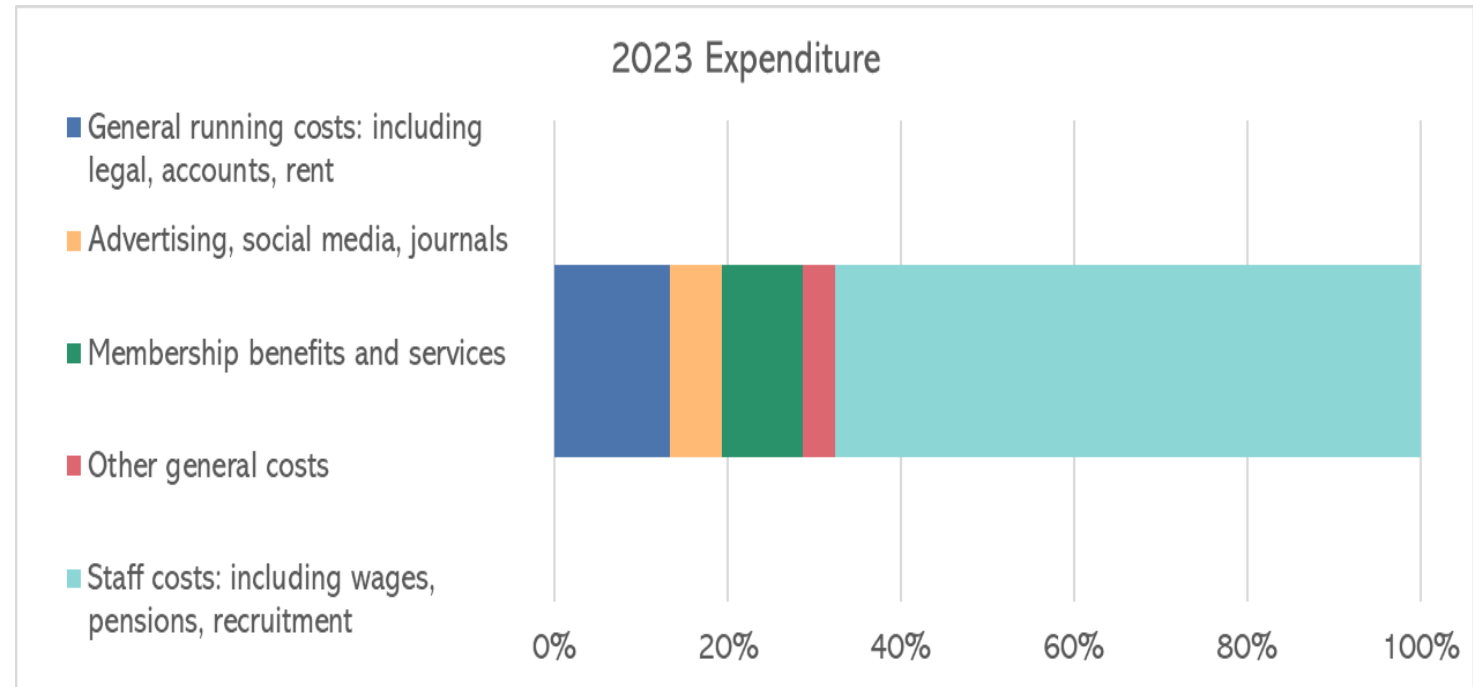
It is really important to us that we maintain a solid financial footing for the organisation. Our main source of income remains membership fees, with additional income coming from the delivery of our comprehensive range of training courses and annual conference.

Our full accounts for 2023 are available in the memberzone.

FY 2023: income



2023 Expenditure



Working towards our Strategic Priorities

Working with the Chief Executive, it is Council's responsibility to set the strategic direction of the Association. We continue to make good progress toward our strategic priorities.

- To more effectively promote our profession and the work that our members do, we developed a public affairs strategy. The work will be UK wide, and several four nation initiatives are being developed. We are also developing a series of rigorous briefing papers on the evidence base of art therapy that will appear on our website, available to members and the public, to ensure we can all easily articulate the efficacy of the clinical work.
- To ensure good member engagement and the development of our art therapy community, we continue to improve the support provided to Special Interest, Regional and Country Groups - and the associated online forums.
- To ensure we are well governed and with transparent decision-making processes, new bylaws were developed that support the new Articles of Association (agreed by members at the 2023 AGM).





Promoting Art Therapy across the whole UK

We are developing our public affairs work to raise the profile of art therapy across all four nations.

Key activities agreed by Council for 2024 include

- developing a clear research and evidence strategy, to support the wider promotion of art therapy and our public affairs activity.
- developing specific campaigns to ensure we effectively and strategically promote art therapy in specific settings or with client groups. This work will be supported by campaigning material and guidance so our members can support the activity in their locality, when talking to other clinicians and commissioners of services



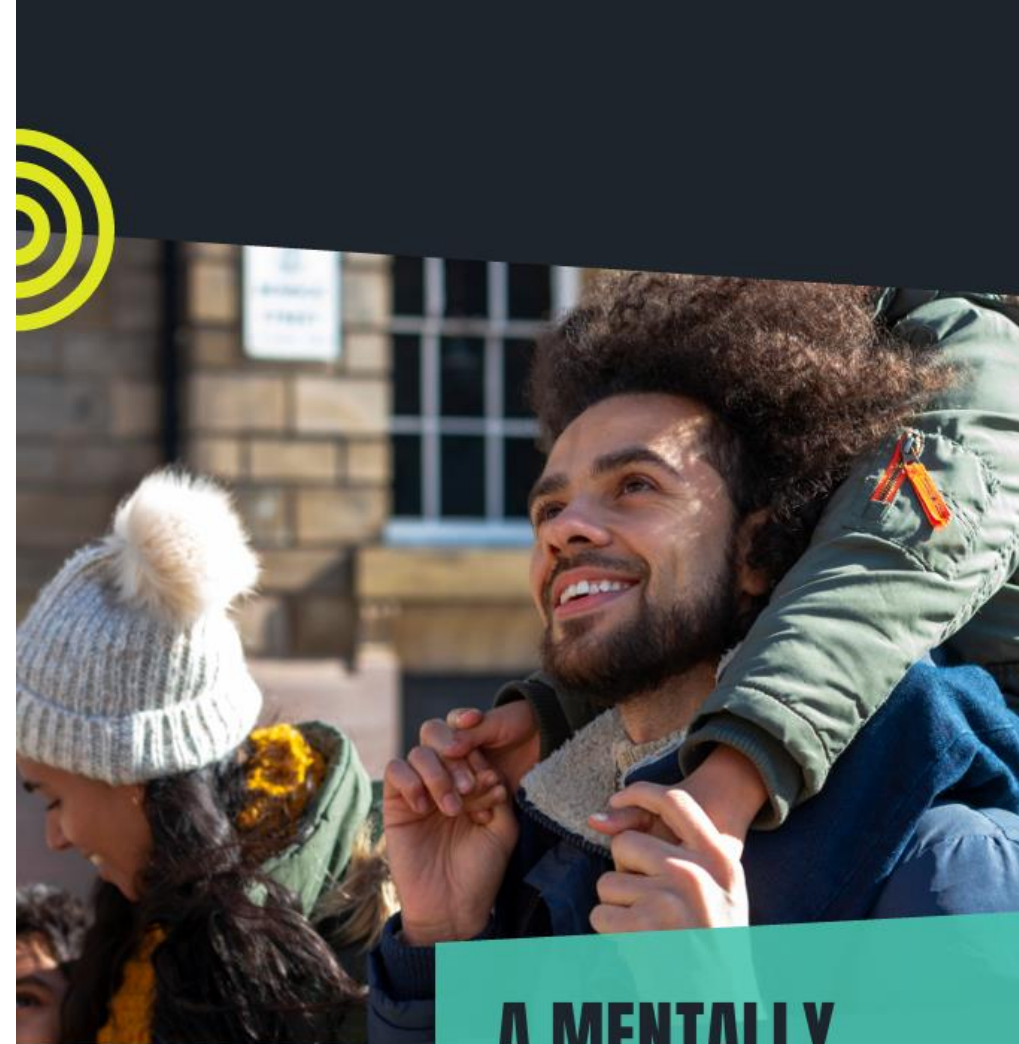
Campaigns

We are committed to ensuring the Association and the profession play our part in responding to issues across the UK, which are important to members and that fall within the scope of our Articles. We aim to work in partnership with other organisations and professional networks on issues, as we know this is the most effective way to bring about change.

1. A Mentally Healthier Nation

This year, we joined the campaign for a Mentally Healthier Nation, along with over 60 other organisations.

The campaign calls on all the UK's political parties to commit to making mental health a priority. We look forward to working with the Centre for Mental Health, who are running the campaign, to ensure art therapy and art are considered in policy suggestions.



A MENTALLY HEALTHIER NATION

Towards a ten-year, cross-government plan for better prevention, equality and support



2. Responding to the climate crisis

We continue to work with members to raise awareness and understanding of the climate crisis and how art therapy might respond. We are signatories to the Allied Health Profession Federation's "Charter on Climate Action and Sustainability" and a founding members of the Climate Minds Coalition, a group of psychological professional bodies collaborating on issues surrounding the climate emergency



3. Promoting Art Therapy in Hospices

We are developing a targeted public affairs campaign to raise the profile of art therapy in hospices across the UK, with an aim to increase the use of art therapy across the hospice sector. This was an area of work suggested by the relevant Special Interest Group, which will be supporting the development and launch of the campaign. This shared work will be used as a pilot, so we can learn how best to promote art therapy across different sectors.

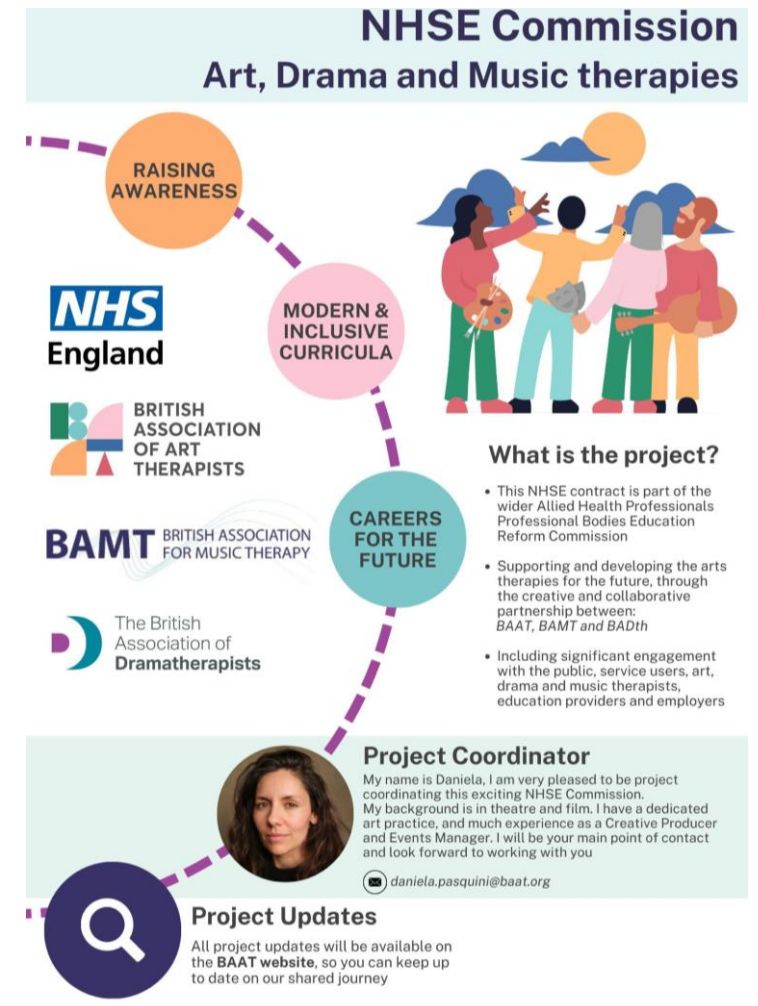
Developing our Art, Drama and Music Therapy Professions

Commissioned by NHS England at the start of this year, we are now working in collaboration with our music and drama therapy colleagues to support the development of the three professions

This work is part of the wider Allied Health Professionals Professional Bodies Education Reform Commission.

The opportunity for greater collaboration between the British Association of Art Therapists (BAAT), the British Association for Music Therapy (BAMT) and the British Association of Dramatherapists (BADth) is welcome and builds upon work that we have done together previously.

We are pleased to be working more closely together, as we can see the potential that this offers to learn from one another. There is also the opportunity to speak out for service users' needs and advocating for art, drama and music therapists more loudly, by raising our voices together on important issues.





There are three key aims of the project:

1. To raise awareness of art, music and drama therapy, we are working to better understand how people see and think about art, drama and music therapy and in turn develop a series of resources that can raise awareness of the professions and inspire people to think about them as a career.
2. To co-produce three contemporary curricula with art, drama and music therapists, the project will develop resources for education, educators and practice educators to ensure that there is the right support for students across the different training pathways.
3. Collaboratively develop clear career frameworks that support art, drama and music therapists. It work will also aim to support employers to better understand how skills and knowledge develop across a career within these professions.

While the project is funded by NHS England, we will be reviewing practice and policies, speaking with people, and learning from all four nations and arts therapists from other countries around the world.

Next steps

We look forward to working with you over the coming year. Although we face challenges ahead, it is an exciting time for our profession and there is much to do.

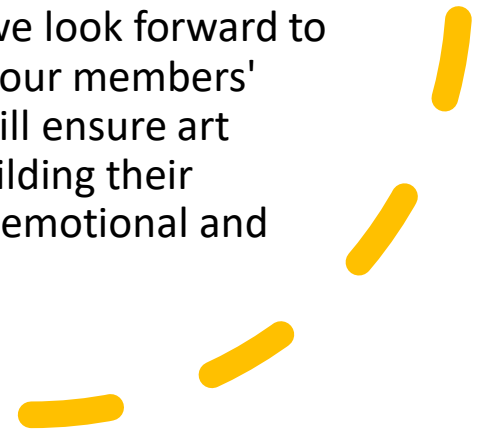
The Association has undergone considerable change over the past few years. Council members, our staff team and members have all worked hard to modernise the way we work and are governed. We have improved the transparency of decision-making, increased member engagement across the whole of the UK, developed our website and online platforms, and improved member services.

That work has provided a more sustainable and responsive organisation. We are now better placed to promote the amazing work of our members. To do this we are developing our public affairs and advocacy work and have several emerging campaigns underway.

To be really effective we need members involvement to harness your expertise and ensure we reflect your concerns and aspirations for the profession. So please do get involved! Consider becoming active in your local Regional Group, join a Special Interest Group, respond to our all-member surveys, contribute to our publications, volunteer as a coordinator, and consider standing for Council.

Together with the support of our professional staff team we look forward to working with you to raise the profile of our profession, so our members' expertise is understood and realised. We know that this will ensure art therapy can help more people and more communities, building their resilience, nurturing their creativity, and improving social, emotional and mental health.

Thank you.

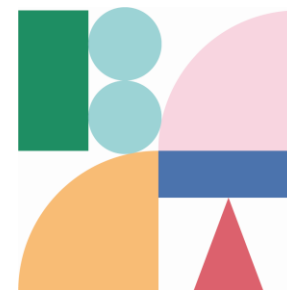


www.baat.org

hello@baat.org

+ 44 (0) 20 7686 4216

24-27 White Lion Street,
London, N1 9PD
United Kingdom



**BRITISH
ASSOCIATION
OF ART
THERAPISTS**