



## COSRT Strategic Plan 2013



**Our goal is for COSRT members to be known as the experts in sexual and relationship therapy by the public, employers and professionals.** When a client comes to the consulting room of a COSRT member, it should be *because* the therapist belongs to COSRT.

In the medium term we want to:

- be recognised as the organisation setting national standards for our profession,
- establish COSRT accredited membership as the standard for employment in the NHS and elsewhere,
- ensure that we have a stable and growing financial base to support our work,
- raise our profile nationally and internationally,
- meet our targets for annual increases in membership.



**We have prioritised the following audiences for our work in 2013:**

- Our current organisation – existing members, Trustees, staff and volunteers
- Prospective members
- The general public



**Work for the next five years will be organised around three themes**

Professional Standards – maintaining and developing professional standards alongside regulation for the profession either through the HCPC or the PSA (previously the CHRE). Accreditation will become the gold standard, all members will be encouraged to become accredited.

Organisational maintenance and development – strengthening our organisational structure and working practices to ensure that the organisation remains legally compliant, financially sound and can effectively support a larger membership.

Communications – a communications plan will be developed and implemented in order to improve communications to the existing members and volunteers/ staff; raise awareness of COSRT among professionals to increase membership and raise the profile of COSRT amongst the general public so they know where to go for help.



**Organisational goals – Professional Standards**

In 2013 we will work to:

- Complete Phase 1 of the Sexual Therapy Outcome Measurement Project (STOMP) and develop Phase 2 to provide an evidence base for the work of psychosexual therapy.
- Complete work on a new Fitness to Practise Procedure : A robust complaints procedure respected by all our stakeholder groups will underpin our professional standards and our public profile.
- Achieve external recognition for the status of our accredited members through regulation/registration to help gain recognition with the NHS and other employers.
- Enhance membership categories including organisational and international membership and membership benefits as an important way of drawing in a wider group of professionals, leading to a higher public profile and increased membership.
- Support the development of new psychosexual courses



**Organisational goals – Organisational Maintenance and Development**

In 2013 we will work to:

- Complete an HR Review, ensuring COSRT as an organisation is in the best possible position to support a growing organisation.
- Complete our Financial Review, including a review of the Reserves Policy and a review of Financial Procedures Policy to ensure that COSRT's financial base is as secure as possible.
- Introduce a pensions package for staff, following agreement by the Trustees.
- Complete a project examining the use of our logo and trademark.
- Subject to the findings of the HR Review, appoint a Communications Manager as a practical way to deliver the communications work stream.



**Organisational goals – Communications**

In 2013 we will work to:

- Develop and deliver new projects with partner organisations with a view to establishing long-term partnership arrangements and raising COSRT's profile.
- Review and refresh existing communications materials and develop new ones, including completing the new COSRT website and establishing a new newsletter.
- Develop a delivery plan for PR and communications activity throughout the year. The plan for 2013 will be focused mainly but not exclusively on strengthening communications with existing and potential members to ensure that the membership base remain steady.