



# Market Report

A Snapshot of your Market Sector

## Counselling

This pack has been designed to provide information on setting up a business in the **Counselling** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website ([www.bgateway.com/businessplan](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **March 2019**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

## What do I need to know about the Counselling market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The Learning Disability, Mental Health and Substance Abuse Facilities industry's main function is to provide intensive care for people with mental illnesses, learning disabilities or substance abuse problems. **Over the five years through 2023-24**, industry revenue is forecast to rise at a compound annual **rate of 1.7% to reach £1 billion**. The government has pledged additional funding for mental health services over the next five years as part of its long-term plan for the NHS. (IBISWorld, *Learning Disability, Mental Health & Substance Abuse Facilities*, December 2018)
- ◆ Growing financial pressure on the NHS has meant it is reportedly struggling to provide mental healthcare to everyone in need. In the UK, mental health conditions make up around **28% of the total burden** of disease, but receive just **13% of the total NHS budget**. In addition, the budget for adult social care, which provides ongoing mental health support, has been cut in real terms by **13.5%** in England over the last eight years. (Intel, *Managing Stress and Wellbeing*, UK May 2018).
- ◆ By **2030 there could be approximately 2 million** more adults in the UK with mental health problems than there are today. (NHS Confederation, *A Manifesto for Better Mental Health*, Mental Health Policy Group – General Election 2017) (<https://tinyurl.com/y3ypbszr>)
- ◆ **1 in 4 people** will experience at least one diagnosable mental health problem and the number of people who are affected by mental health is rising, while **615 million people worldwide** suffer from anxiety or depression. (Counselling Directory, *Facts and Figures*) ([tinyurl.com/qbjfg5c](http://tinyurl.com/qbjfg5c))
- ◆ **1 in 10 women** develop a mental illness during pregnancy or within the first year after having a baby. (Maternal Mental Health Alliance) (<https://tinyurl.com/y4jimeyc9>)
- ◆ Industry bodies include the [Counselling and Psychotherapy in Scotland](#), the [British Association for Counselling and Psychotherapy](#) (BACP), the [British Psychotherapy Foundation](#) (BPF), the [National Counselling Society](#) (NCS), the [British Psychoanalytic Council, Accredited Counsellors, Coaches, Psychotherapists and Hypnotherapists](#) (ACCPH) and the [Maternal Mental Health Alliance](#) (MMHA)

## Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **IBISworld – Learning Disability, Mental Health & Substance Abuse Facilities (December 2018).** According to the mental health charity, Mind, one in four Britons suffer mental health problems over the space of one year. The NHS now provides public funding for counselling services through the Improving Access to Psychological Therapies programme. Private services are still available, and tend to be more lucrative for industry operators. As a result of the range of situations that counselling can help in, as well as greater government promotion, the proportion of the industry dedicated to this area is expected to grow over the five years through 2018-19.
- ◆ **Mintel – Managing Stress and Wellbeing- UK (May 2018).** Just 15% of adults who experienced stress in the last year spoke to a professional, suggesting that reduced access to medical services could be a hindrance. However, an increase in app-based support and therapy via videoconference could help fill the gap in mental healthcare, and alleviate additional levels of stress that can accompany attending a clinic or even attempting to secure an appointment with a GP. For example, Healios is an online service that lets people connect to therapists over a video link. The service is already being used by 20 NHS trusts and provides support for 14 different conditions, including anxiety, depression and psychosis. Options that avoid linking people with therapists are also available.
- ◆ **Mintel – Private Healthcare- UK (June 2018).** Meanwhile, the NHS faces a well documented battle, with increasing demand and slowing funding growth. Mintel’s consumer research shows that confidence in the future of the NHS is weakening, but there are no signs that people will give up on public healthcare altogether. Some say they will consider private self-pay treatment as a top-up to the NHS, which could make new PMI custom even harder to come by. Older millennials could be the future of the market, given they are entering a life-stage that should support PMI ownership and represent a good underwriting experience for insurers. However, they are the generation most confident in the future performance of the NHS, and this could be difficult to overcome. Limited or modular policies, particularly covering private GP access or mental health services, could help establish a relationship with younger customers that could be expanded in the future.

There are also a number of online resources you may find helpful:

- ◆ **ScotPHO – Scottish Public Health Observatory** ([www.scotpho.org.uk](http://www.scotpho.org.uk)) contributes to the collection and use of data on a wide range of health statistics, including information on mental health ([tinyurl.com/o8fvmjh](http://tinyurl.com/o8fvmjh)).
- ◆ **The Scottish Health Survey Topic Report: Mental Health and Wellbeing** - this Government report has a section on the nation’s mental health and wellbeing. (<https://tinyurl.com/y3pvnvfp>)
- ◆ **The Mental Health Foundation** is a charity which publishes a range of documents and research ([www.mentalhealth.org.uk/publications](http://www.mentalhealth.org.uk/publications)) including *Fundamental Facts about Mental Health 2016*. (<https://tinyurl.com/ydd8pse2>)



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- ◆ **The Counselling Directory** lists professional counsellors and psychotherapists as well as publishing statistics ([www.counselling-directory.org.uk/](http://www.counselling-directory.org.uk/))
- ◆ **Scottish Government Mental Health Strategy 2017-2021** - This report sets out the government's vision for mental health provision, ensuring that people have access to the right help and the right time, tackling the disparity between treatment of physical and mental health. (<https://tinyurl.com/y2epl9vb>)
- ◆ **UK Council for Psychotherapy** is an organisation providing psychotherapies in both the public and private sectors ([www.psychotherapy.org.uk](http://www.psychotherapy.org.uk))
- ◆ **Mental Health Services** – further information about fees and services from the NHS ([www.nhs.uk](http://www.nhs.uk))

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## How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**



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## What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**.

## Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Retaining and Grow Your Customer Base](#) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

## How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

### Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

### Funding

[Practical information](#) on finance and funding for starting and growing your business

### Insurance

[Business insurance guide](#)

### Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

### Pricing

Business Companion [Pricing & payment guide](#).

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

### Promotion

[BG guides to Marketing](#)

### Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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