
Press Kit

COUNSELLING TUTOR · SEPTEMBER 2026





COUNSELLING TUTOR

About us

Counselling Tutor is an online learning provider for counsellors and student counsellors, founded in 2015 by Ken Kelly and Rory Lees-Oakes — both qualified counsellors, clinical supervisors and lecturers. Registered and based in the United Kingdom, with members in the UK, Ireland and worldwide.

It was the first organisation ever to receive NCPS Trusted Resource status.

“I went from, ‘This is something I hope I will be able to do in years’ time...’ to, ‘I can actually do this, and this is a part of me.’”

XIA

Level 3 counselling student

In-house *experts*



Rory Lees-Oakes

CO-FOUNDER AND CO-DIRECTOR

Qualified counsellor, clinical supervisor and lecturer. Author of *Counselling Theory in Practice: A Student Guide* and co-author of *Online and Telephone Counselling: A Practitioner's Guide*. Rory spent over a decade lecturing in counselling and won the 2015 Silver Plato Award for outstanding use of technology in education. He is a Fellow of the Pearson Teaching Awards. He is dyslexic.

CAN SPEAK TO

making counselling theory usable · technology in education ·
clinical supervision · professional isolation in private practice



Ken Kelly

CO-FOUNDER AND CO-DIRECTOR

Qualified counsellor, clinical supervisor and educator, and author of three books including *Ethical AI Practice: Critical Thinking for Counsellors and Psychotherapists in the UK*. Ken leads Counselling Tutor's online training and its ethical AI work, with a focus on outcome-based learning and inclusive professional education. He is autistic and dyslexic.

CAN SPEAK TO

ethical AI in counselling and counselling education ·
outcome-based course design · neurodivergence in professional
training

Key statistics



YOUTUBE CHANNEL

66,822

SUBSCRIBERS

Audience of qualified and student counsellors
Started 2011
Over 250 videos
5.5+ million views



THE COUNSELLING TUTOR PODCAST

408

EPIISODES

Started 2015
Released every Saturday at 11am
4.5 rating on Apple Podcasts
4.9 rating on Spotify



COMMUNITY AND COHORTS

60,000

WIDER COMMUNITY

Across the podcast audience, Facebook community and CPD Library alumni
Private student community of around 6,000
13,000+ trained in Online and Telephone Counselling
1,200+ qualified as supervisors
500+ completed Trauma-Informed Practice
350+ trained in working therapeutically with autistic clients

Recognition & standards

NCPS Trusted Resource

The first organisation ever to receive NCPS Trusted Resource status.

Quality Checked training

Three courses carry NCPS Quality Checked recognition: Online and Telephone Counselling, the Advanced Certificate in Clinical Supervision, and Working Therapeutically with Autistic Clients. The audit is renewed annually and the logo appears on the certificate.

Organisational membership

Counselling Tutor is an Organisational Member of both BACP and the NCPS.

Certificates

Recognised by all UK professional bodies. CPD hours are loggable with BACP, NCPS, UKCP, COSCA, BPS and IACP in Ireland.

CPD hours by course

Advanced Certificate in Clinical Supervision	180 hours
Online and Telephone Counselling	80
Trauma-Informed Practice	60
Working Therapeutically with Autistic Clients	45

Framework mapping

Online and Telephone Counselling is mapped to the BACP competence framework for online and telephone therapy. The supervision certificate is mapped to the NCPS good practice guide.

Contact

We can connect journalists to our in-house experts, or to our wider membership community of qualified counsellors — helping the media cover mental health and wellbeing topics with accurate, knowledgeable sources.

Direct quotes from Ken Kelly and Rory Lees-Oakes are available on request.

MEDIA ENQUIRIES

Ness Cooper

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PROFESSIONAL LEARNING. PRACTICAL INSIGHTS. LASTING IMPACT.

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