

Carole Allan Presidential Address Abstract 2012

Over the last twenty years Psychology has flourished both at A level where it is the second most popular subject and also at undergraduate level. This has been coupled with a demand for psychological services of all kinds as people seek solutions to problems and a better understanding of human behaviour. Despite this success, the current financial situation has had a significant impact on the areas where Psychologists work including education, research, the public services and within industry. Statutory regulation through the Health Professions Council is now in its third year providing an opportunity to reflect on the respective roles of the professional body and the statutory regulator.

I will focus on how the Society has responded to these challenges to deliver its core purpose which is to increase the influence of psychological science and the practical applications of psychology for the public good, both within and outside the U.K. By fostering close collaboration between members, volunteers, honorary officers and members of staff the Society has continued to provide an authoritative voice on psychological issues by supporting and advising members on professional practice and academic issues. Psychology and psychological issues are promoted through the media centre, marketing and parliamentary activity and governmental consultations. Joint activities are undertaken with other learned societies and professional bodies, and increasingly psychological issues are being developed on an international basis.