

Pink Therapy's New Directory

FAQs



Is the new directory live yet?

The new directory goes live on August 22nd, we are inviting current Pink Therapy members to an early access phase of the website, so that when it goes live there is minimal disruption to your practice and referrals.

Any tips for setting up my profile in the new directory?

If you want to, you can just copy and paste across the content from your previous profile, or you could take this opportunity to review and refresh. A great feature of this directory is that the search functionality also picks up on content *within* your profile. This means that it's not just what tick boxes you select but allows you to phrase things how you want within your profile, and this gets picked up by the search function - helpful for your own SEO too.

What happens to the old directory?

Until August 22nd, the old Pink Therapy Directory remains publicly available (along with your profile on there). After August 22nd, the new directory takes its place, and the old directory 'goes dark'. For a period of time, this means you will be able to access your old profile, but that it won't show to the general public. The new Directory will be the only website for your profile(s) that will be live and public facing. By October 2026, the old directory will be deleted in line with data management.

Why have we made these changes?

You spoke - we listened and now we are putting it into action. We aim to support you, our members, in your private practices, as well as supporting our wider LGBTQ+ communities get access to the best quality, affirming, GSRD therapy, that is at the heart of what we do at Pink Therapy. And with a new era of leadership beginning, we wanted to signal our commitment to delivering for all, we have made a significant re-investment in the directory. We hope you like the changes.

Is something missing? Got an idea for a feature? Or want to give feedback?

We would really appreciate all feedback about the new directory, positive or negative, please share your thoughts with us [here](#). Our plan for the directory is that it will continue to organically grow and reflect the ways that our profession and field is changing, so feedback allows us to develop future features for you.

Why do I have to set up a new profile?

Nothing is ever perfect, and we appreciate that having to set up a new profile is not ideal, but when we balanced different issues (speed, reliability, data security & protection, quality of content) this was the best way forward. As a thank you for your support and understanding

during the transition, members who transfer their profile before **22 August 2026** will receive a membership benefit when they join the new directory.

Members currently paying monthly will receive September 2026 free of charge and will then move to an annual membership, with their first annual payment due in October 2026 . Please note that monthly payment plans will no longer be available on the new directory.

Members currently paying annually will have their renewal date extended by one month at no extra cost, receiving one month's free membership.

Why has Pink Therapy stopped offering monthly memberships?

As Pink Therapy evolves, we're responding to what our community has told us they want: a move away from being "just a directory" and towards becoming a genuine professional membership organisation that actively supports, champions, and celebrates LGBTQ+ therapists and the specialist field of GSRD therapy.

Members have told us they want more than advertising. They want a stronger professional community, greater recognition of their specialist expertise, enhanced member benefits, and a more visible voice advocating for LGBTQ+ affirmative therapy. Our new membership model is designed to help us deliver exactly that.

To support this vision, we've moved to an annual membership structure, similar to many professional associations and membership bodies. For a small, therapist-led LGBTQ+ organisation, annual membership provides greater financial stability and certainty, enabling us to plan ahead, invest in new services, develop member benefits, strengthen our community, and expand our work promoting and representing LGBTQ+ and GSRD therapists.

Most importantly, this change allows us to focus more of our time and resources on creating value for members, including professional development opportunities, community-building initiatives, advocacy, visibility for LGBTQ+ therapists, and celebrating the important contribution our members make to the communities they serve.

We understand that paying annually may not suit everyone's budget. That's why we've introduced flexible payment options at the point of purchase for you to choose from that allow members to spread the cost across the year while still enjoying the full benefits of membership.

In addition, many therapists may be able to claim the cost of their membership as an allowable business expense for tax purposes. To make administration as straightforward as possible, members can instantly generate invoices through the membership portal. As individual circumstances vary, we recommend speaking with your accountant or consulting HMRC guidance if you're unsure whether this applies to you.

By investing in membership, you're not only supporting your own professional profile and development, you're helping to strengthen and grow a vibrant, visible, and influential community of LGBTQ+ and GSRD therapists.

What happens next?

The launch of the new directory is just the beginning. We will continue to develop and enhance the platform, introducing new features and improvements that make it easier for members to manage their profiles, connect with clients, and get the most value from their membership.

Alongside the rebrand and relaunch of Pink Therapy, we are investing in marketing, promotion, and awareness-raising activities to increase the visibility of the directory and the professionals it showcases. Our aim is to help more LGBTQ+ people find safe, inclusive, and affirming therapeutic support, while also helping our members reach a wider audience and grow their practices.

By combining an improved member experience with increased public visibility, we hope to create a stronger, more connected community that benefits both therapists and those seeking support. We look forward to continuing this journey with you and shaping the future of the directory together.

How your listing appears in Search Engine Results Pages

Historically, a decision was taken to avoid returning individual therapist profiles directly to search engine results. This decision was taken at the time to protect more vulnerable members. However, we have now switched this around. With the new directory, we are putting this decision in your hands. Those who wish to appear in search engine results directly, please sign up to the regular membership option. For those who wish to not appear in search results pages (from Google etc) please sign up to the **Privacy Profile** on the membership options page, this is the option to exclude yourself from search engines.

What about my payments?

The new directory launches on 22 August 2026. Members who transfer their profile by this date will receive one free month as a thank you from us.

Please note: This offer is only available to members who sign up before August 31st 2026. Members who do not transfer their profile by 31st August will not be eligible for the free month extension on their membership.

If you currently pay monthly

Your first payment on the new directory will be due in October and will be for an annual subscription, as we will no longer be offering monthly payment plans. Information on how to spread the cost is below.

- September will be completely free of charge.
- Your annual subscription payment will be taken in October on the same date as your previous monthly payment date.

- If you would prefer to spread the cost, you are welcome to use payment options such as Klarna, PayPal Pay in 3, or other financing services available to you. Just select this option at check out.
- If you require a receipt to claim this business expense in your tax filings, this is available within the payments & subscriptions section where you can generate an invoice to submit.

Please note: Members who currently pay monthly will be required to move to an annual membership when joining the new directory, as monthly payment plans will no longer be available.

If you currently pay annually

If you transfer your profile by 31st August 2026, your renewal date will be extended by one month, giving you an additional month of membership at no extra cost.

Example: If your membership is due to renew on 15 November, your new renewal date will become 15 December.

Still have a question? Can't find what you are looking for?

Please contact us as directory@pinktherapy.com, our friendly team look forward to supporting you from there.

Do you have accessibility needs?

We welcome the opportunity to support anybody with accessibility needs who may require some further assistance and are happy to help, please contact us at directory@pinktherapy.com