



is for Advocacy

Annual Report
2014–2015



Scottish
Independent
Advocacy
Alliance

Improving Advocacy across Scotland

The past year has been very productive for the SIAA. The Self-directed Support and Families at Risk Projects were completed, the Quality Assurance pilot project continued. Memberships of a number of Cross Party Groups continue. The latest edition of the Advocacy Map was published as were three reports on research into the impact of independent advocacy.

These and other achievements detailed in this report would not be possible without the hard work and commitment of the SIAA staff and Board members. Thanks also for the continued support of our sponsors in the Scottish Government Health Department.



Gordon Thomson, Chair



Moira Nicholson, Treasurer



Shaben Begum MBE, Director

Policy & Influence

Our policy work has proved to be crucial especially with so much legislation going through the Scottish Parliament. Our aim has been to respond to all relevant legislation and policy consultations with the aim of raising awareness about the value of independent advocacy, proposing the right to access independent advocacy for groups not already covered by legislation and raising the profile of advocacy and the SIAA.

We have focused on a few specific pieces of legislation that could have a direct impact on advocacy provision including:

- *Public Bodies (Joint Working) (Scotland) Act 2014*
- *Mental Health (Scotland) Act 2015*
- *Welfare Fund (Scotland) Act 2015*
- *Housing (Scotland) Act 2014*

The purpose of this work has been to ensure that relevant legislation gives groups and individuals access to independent advocacy in situations where there is an imbalance of power, where people feel they have no or limited influence and control over decisions made. The strength of our lobbying and campaigning work around policy and legislation is using real life stories about the difference that advocacy has made to the lives of individuals and communities. The real life stories from member organisations provide a valuable insight for decision makers including politicians and civil servants into the impact of advocacy and how it helps people know and better understand their rights, make decisions and ensure they are listened to. In addition, we now have a body of in-depth research into the difference advocacy has made to the lives of different individuals. This has been invaluable in helping us persuade decision makers that investment in advocacy yields huge results.

We have been longstanding members of the following groups:

- Scottish Government Adult Protection Policy Forum
- SPSO Customer Sounding Board
- GMC Scotland Advisory Board
- Mental Welfare Commission Advisory Group
- Scottish Tribunals & Administrative Justice Advisory Committee
- Patient Advice & Support Service Reference Group
- Centre for Mental Health and Incapacity Law, Rights and Policy Expert Advisory Group
- Scottish Mental Health Partnership
- Scottish Legal Complaints Commission Consumer Panel
- MHTS User & Carer Reference Group
- MHTS Advocacy Reference Group
- Principles into Practice Network
- SCVO Intermediaries Network
- SCVO Policy Committee

We have been active members of the following working groups:

- SDS working groups
- 12 Propositions for Social Care
- Parents Network
- Mental Health Strategy Service User Group
- Mental Health Strategy Families and Carers Group
- A Stronger Voice Reference Group – Scottish Health Council
- Person Centred Care – Scottish Government
- Advocacy in Prisons Network
- Various Cross Party Groups including:
Children and young people,
Older people / Age & Aging,
Palliative Care, Human Rights,
Mental Health, Learning Disability, Disability, Carers, Health Inequalities, Racial Equality, Drug and Alcohol Misuse, Heart Disease & Stroke, Adult Survivors of Childhood Sexual Abuse

The Cross Party Groups are a valuable networking opportunity and are useful for meeting other groups and individuals, raising awareness about independent advocacy and the SIAA.

Independent Advocacy and Self-directed Support Project

Project Aims

- To raise awareness and understanding of the role of independent advocacy throughout a person's care and support journey.
- To raise awareness and understanding of the role of Self-directed Support organisations in local areas and develop a shared understanding of the role of advocacy organisations in the supported person's journey.
- To help build capacity primarily within the advocacy movement.

Outputs and Outcomes

 ***Directing Your Own Support*** – Examining the value of independent advocacy in supporting people through the Self-directed Support journey.

 ***Advocacy and Self-directed Support: Guidelines for Advocates*** – An overview of the legislation, the rights of the individual and the duties of local authorities in relation to SDS. It concentrates on how the Scottish Government intends the SDS legislation to be translated into practice.

 ***How can an advocate help me with Self-directed Support?*** – Outlining the main provisions and principles of SDS legislation along with a description of ways in which independent advocacy can help people with their SDS journey.

A total of 15 one day training event were delivered to 158 independent advocates across Scotland. The Training Pack developed for the courses is now available. An advocacy awareness session was held for service provider organisations which provided a brief outline of the value and impact of independent advocacy in the context of Self-directed Support. The Advocacy and SDS page on the website contains a wide range of resources and links.

Families at Risk (FaR)

Project Aims

- To raise awareness of the issues faced by families at risk and the potential impact of advocacy.
- To support independent advocacy organisations working with families at risk.

Outputs and Outcomes

Leaflets and posters for children and parents explaining the role of advocacy were produced and disseminated to all Children's Hearing Centres and all Children and Family Social Work centres.

A briefing paper outlining the value of independent advocacy was also sent to all Children's Panel members.

 ***Families at Risk: Guidelines for Advocates*** was developed and widely disseminated amongst all advocacy organisations across Scotland, 35 NHS and Local Authority advocacy commissioners. There has been a great deal of positive feedback on the document.

“ It's our bible guiding us through the complexity of the system. We have actually used it to the advantage of the client to submit appeals.”

Training was provided across Scotland with 142 participants reaching 25 organisations. Feedback on this has consistently been positive.

An external evaluation of the project stated 'there is clear evidence that the Families at Risk project has improved the capacity of advocacy organisations, and individual advocates, in this area.' Phase 1 of the FaR project ended on 31st March 2015.

Advocacy Quality Assurance Pilot Project

Project Aims

- To establish a pilot quality assurance project to measure the quality of advocacy provided in Scotland.
- To ensure clear, transparent and cost effective use of available resources in the delivery of advocacy.
- To identify appropriate means of delivering an advocacy quality assurance project in Scotland.

Outputs and Outcomes

The role of SIAA was focused primarily on administration, the national context and advice on advocacy practice where necessary. There was also a Reference Group made up of people with current and past experience of delivering and commissioning advocacy and people with experience of using services.

Charlotte Lee and Karen Irvine were recruited as Project Co-ordinators and they and the seven sessional evaluators carried out 6 evaluations during the life of the project.

The evaluations identified areas of good practice and a report on these will be drawn up and shared across SIAA members.

The pilot has been evaluated by the Scottish Health Council and a report on their findings has been published.

There were a number of learning points which emerged as the pilot developed and which will be incorporated in the proposal for a continuation of the project.

Internships

The four interns employed during the year carried out pieces of research producing reports which have been of real value to our ongoing work – this is their experience.

“ I really enjoyed working at SIAA... It’s an organisation with great people doing a great job and I know that this experience and all I have learnt will stay with me for a long time.”

Hanna Carlsson

“ Interning at the SIAA was a great experience which taught me invaluable research skills that will be very useful in the future... Everyone was very welcoming and it was a huge motivator for me to do something that was valued by the SIAA.”

Karin Engstrom

“ I spent ten weeks at SIAA researching the impact of advocacy on older people’s lives... I felt supported at all times and confident to ask questions. It was an amazing experience and a great place to work. I will definitely miss everybody!”

Andreea Boccioaga

“ My internship at the Scottish Independent Advocacy Alliance was without a doubt the highlight of my year... In addition to the excellent work the SIAA produces, its uniqueness stems from the fact that it is a body which operates in line with the values it advocates, which is in my opinion a commendable and rare quality.”

Eloise Johnston

Map of Advocacy across Scotland 2013–2014

This year saw the publication of the 2013–2014 edition of the Map of Advocacy across Scotland. It shows demand for advocacy has gone up by 8% from the 2011–2012 year whereas funding for most respondents has either been reduced or frozen.

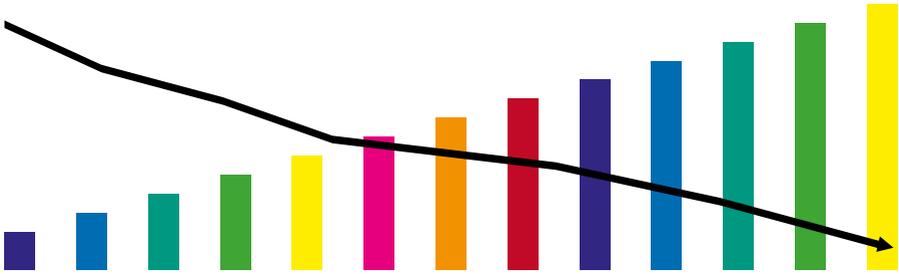
- 1.** **Over 27,000 people accessed advocacy** in the 2013–2014 period, **an increase of 8%** over the 2011–2012 year figures.

- 2.** Increased numbers of advocacy organisations report **introduction of waiting lists**.

- 3.** Respondents report that **funding across Scotland in many cases is frozen** or levels have reduced over the 2011–2012 year.

- 4.** The **total amount of funding** for advocacy in 2013–2014 was **£11,266,058**.

- 5.** **65% of organisations had a static or reduced income** in the year 2013–2014.



Demand for advocacy increases as funding continues to decline.

6. Annual **average statutory spend** per head on advocacy has **reduced by approximately 1p** from £2.07 down to £2.06.

7. In 2013–2014 a **total sum of £610,329** was awarded to advocacy organisations **from charitable trusts and other grant awarding bodies**.

8. In 2013–2014 the total **number of staff employed by advocacy organisations increased to 518**, up from the 2011–2013 figure.

9. The 2013–2014 year saw a **reduction in the number of volunteer advocates** from 612 in 2011–2012 down to 495.

10. Advocacy organisations reported receiving over 800 ASP related referrals, **3% of the total number of referrals** received in 2013–2014.

Spreading the Word

Website

The Advocacy Map received **4,286 total views online**.

893 visits to the Advocacy Map **by referral**.

512 independent visits to the Advocacy Map on the SIAA website.

380 new visitors to the website accessing the Advocacy Map.

The Advocacy Map received **53.3% more visits** than the highest viewed page on our website.

30% of all site visits in the last 4 weeks came from the **week of the launch**.

MailChimp

The Advocacy Map was **opened 3,013 times** via the E-bulletin.

Twitter

The Advocacy Map was **retweeted 41 times**.



Chris O'Sullivan @mentalcapital · Oct 13

@siaa_voice it's a unique resource across the UK, and outstanding work.

SRN @SRN_Tweet · Oct 13

@siaa_voice we think it's essential reading!

Derek T Barron @dtbarron · Oct 13

@siaa_voice useful information for us to consider at a local level.

Ian Welsh @IanMWelsh · Oct 13

@siaa_voice have launched the Advocacy Map 13/14. A crucial tool for seeing state of advocacy provision in Scotland.

Research into the impact of Advocacy

During the year three separate studies into the impact of independent advocacy were conducted. The studies were carried out by interns recruited through Third Sector Internships Scotland. Findings showed that advocacy had made a huge difference to the lives of the individuals, who reported that advocacy provided practical support and made sure their rights were upheld and their voices were heard. They also reported increased confidence, self-esteem, reduced levels of anxiety and improved general wellbeing.

“ You know that you’ve got support... Once you’re involved you’ve got that support until you don’t need it anymore and it takes the pressure off you, mentally and physically.”

“ I can speak up more and my advocate is helping me learn how to stand up for myself and do things myself.”

“ Life’s changed for me, I can smile again... I don’t think I’d be alive without advocacy.”

The three reports are:

 ***Advocacy Changed My Life*** – Research into the impact of independent advocacy on the lives of people experiencing mental illness.

 ***Without advocacy I’d probably be dead*** – Research into the impact of independent advocacy on the lives of people with learning disabilities.

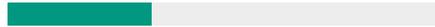
 ***Advocacy is for the people*** – Research into the impact of independent advocacy on the lives of older people.

The published reports can be found on our website www.siaa.org.uk

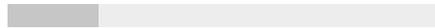
Effective Communications

E-bulletin

The E-bulletin is sent out every Friday to a healthy readership of around 900 individuals and organisations. It consistently has a **read and click rate that is above the industry average.**



SIAA average read rate **33.2%**

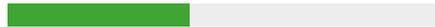


Third sector average read rate **21.7%**

E-bulletin statistics from period beginning 1st April 2014 to 31st March 2015.

Members' Monthly E-bulletin

The Members' Monthly E-bulletin is **sent to the member organisations.**



SIAA average read rate **42.2%**



Third sector average read rate **21.7%**

E-bulletin statistics from period beginning 1st April 2014 to 31st March 2015.



Twitter

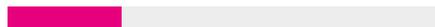
Since the 1st of April 2014 to 31st March 2015 we have gained over **700 new followers**, we have sent over 200 tweets and have been retweeted over 100 times which has reached over 250,000 profiles. We have been mentioned 53 times and the mention reach has been over 170,000 profiles.



 Over **200 new tweets**



 Retweeted over **100 times**



 Over **53 mentions**

About Advocacy Magazine

The magazine has a wide readership amongst the parliament and other organisations. Copies are **sent to all MPs, MSPs as well around 800 organisations and individuals.** The magazine is also shared on social media channels where it and the E-bulletin have received over 6,000 views.



“ Great publication and full of very relevant and interesting articles, thanks.”

Margaret Hay, Community Integrated Care

“ Interesting articles regarding Independent Advocacy in Scotland.”

SOLD Network



**VALUING POWERFUL
EMPOWERING
UNDERSTANDING
CONSCIENTIOUS
SUPPORTING CHOICE
EMPATHETIC
STANDING ALONGSIDE
HELPING
LOYAL GENUINE
BUILDS CONFIDENCE**

LISTENING



**Scottish
Independent
Advocacy
Alliance**

Scottish Independent Advocacy Alliance
Promoting  Supporting  Defending

London House, 20-22 East London Street, Edinburgh EH7 4BQ
Tel: 0131 556 6443 Email: enquiry@siaa.org.uk
Fax: 0131 550 9819 Website: www.siaa.org.uk

Scottish Charitable Incorporated Organisation
Scottish Charity No. SC033576