



“The Scottish  
Independent  
Advocacy Alliance”

Annual Report 2010–2011

## Chair's Report

The core vision and values of the SIAA remain constant and focussed on promoting Independent Advocacy and increasing availability to as many people as possible. The SIAA has been working hard advocating for Independent Advocacy in a variety of fora and has successfully established a credible presence amongst commissioners, funders, decision makers and legislators.

The SIAA Board would like to thank the Quality Assurance Working Group which has worked hard to further develop ideas that will hopefully shape the future development of the Scottish advocacy movement. We want to reiterate our commitment to this project and wish to see it progress speedily.

The Board would also like to extend our thanks to the Scottish Government Health Department Quality Issues Unit for our core funding as well as the additional support we have received throughout the year.

I would like to acknowledge the hard work and commitment of the staff; Shaben Begum, Lisa Brown, Adelle Gardiner, Muriel Mowat, Rhian Thompson and Erin Townhill. Also to the staff who left during the year; Vincent Finney and Dyann Whitelaw.

Also I would like to thank all the Board members who have worked throughout the year to ensure the strategic development of the organisation.

*Gordon Thomson*

## Treasurer's Report

The SIAA has had a healthy year and has used all available resources to further the cause of Independent Advocacy throughout Scotland. We recruited several new staff and this has helped us deliver on a number of commitments. The SIAA funded the Advocacy Safeguarding post with support from the Scottish Government Health Department. The Board agreed that this was an

appropriate use of resources to ensure that Independent Advocacy remains high on the agenda within Health Boards and Local Authorities especially in the current economic climate. We would also like to thank our auditors, Chiene & Tait and Greaves, West & Ayre for their accountancy expertise.

*Moira Nicholson*

### Board Members 2010–2011

Thanks are extended to all Board members for their work over this year:  
**Chair** Gordon Thomson, Ceartas • **Vice Chair** Karen McGlone, East Ayrshire Advocacy Service • **Treasurer** Moira Nicholson, The Advocacy Project • Frazer Campbell, Advocacy Orkney • Lindsey Henderson, *Independent Co-opted Member* • Tina Jordan, HUG/ACUMEN • Keith Maloney, CAPS • Morag McClurg, AIMS Advocacy • Audrey McColl, *Independent Co-opted Member* • Ann Morton, Patients Advocacy Service • Brenda Vincent, Equals Advocacy Partnership.

## Director's Report

The demands on the SIAA are ever changing as the Independent Advocacy movement grows and develops. The pace of change means that the whole movement needs to be receptive and vigilant to developments that offer both opportunities and threats to Independent Advocacy.

For the last 12 months the focus of our work has been around the key themes of **quality, access** and **awareness**. Our principal activities under these broad themes have yielded some very positive results. Highlighted below are some of our significant achievements.

### Quality

#### **Quality Assurance Working Group**

The QAWG has worked hard to consolidate the discussions that have been taking place within the movement over the last few years. The group has met regularly to develop a model for quality assurance that embodies the movements' commitment to transparency, accountability and quality. The Group need to be commended for sharing their experiences, time and expertise for a highly valued project.

#### **The Advocacy Safeguarding post**

With the support of the Scottish Government Health Department we have been able to support the development of up-to-date advocacy plans across Scotland. This vital project has meant that Independent Advocacy has been discussed, consulted upon and planned for at a strategic level in every Health Board area.

#### **The SIAA & Stroke Association advocacy training pack**

This is the final piece of work for this important joint project. The training pack was developed by Advocacy Highland, the SIAA and the Stroke Association. It will be disseminated amongst member organisations to help them have a better understanding of the potential impact of stroke and to be better equipped to advocate for and support people who have experienced a stroke.

#### **Social Return on Investment training**

Ten member organisations took part in the first Social Return on Investment training which has helped them think about the different ways that we as a movement talk about and measure the impact of Independent Advocacy. For most organisations this was a radical change in the way they thought about their work and the impact they have. The training has been invaluable to organisations involved in competitive tendering and helped them demonstrate their effectiveness in a broader context.

#### **Royal College of Psychiatrists —Advocacy Guidance (UK)**

Alongside representatives from across the UK we have helped to update the Royal College of Psychiatrists Guidance on Independent Advocacy. This group was tasked with providing consistent, accurate information about Independent Advocacy that was applicable and relevant to the four nations whilst recognising the differences in definitions, legislation and practice.



## Access

### **The Advocacy Map 2009–10**

This has helped us track the annual spend on advocacy across Scotland. It has shown that over £1 million was spent on advocacy during 2009–10 and that advocacy organisations supported 25,000 people. However figures from a variety of organisations including the World Health Organisation and NHS Scotland suggest that at any one time there are over 1 million people who have a statutory right of access to Independent Advocacy. This is concerning for us as a movement but should also be a wakeup call for decision makers, politicians and legislators.

### **Available for all? A report on Independent Advocacy for people with problem drug use in Scotland.**

This report was commissioned by the Scottish Government Health Department Drug Policy Unit and raised some important questions about the Independent Advocacy needs of this marginalised and discriminated against group. Further work with the Drug Policy Unit is planned for 2011–12.

### **Funding new opportunities in advocacy**

This research showed that Independent Advocacy organisations are constantly searching for new opportunities for innovation, to expand and work with different groups. However the funding for this work is not always available. The current economic climate will add to the pressures of balancing funding levels with the demands for advocacy.

## Awareness

### **Consultations**

With the recruitment of a Policy and Parliamentary Officer the SIAA has been able to respond to over 30 consultations. This has helped to get Independent Advocacy included in policy and legislation and has been essential in raising the profile of Independent Advocacy and the SIAA.

### **The Scottish Parliamentary Election**

The SIAA developed the first Scottish Manifesto for Independent Advocacy with the help of member organisations. The Manifesto outlined the four demands of the movement that Independent Advocacy must be; accessible, diverse, sustainable and engaged. Also it was essential to raising the profile of Independent Advocacy and enhanced the understanding of advocacy amongst potential members of the Scottish Parliament.

### **Twitter**

The last year has seen the SIAA start using social media to raise the profile of Independent Advocacy and the organisation. It has enabled us to make contact with individuals and organisations out with the Scottish advocacy movement including MSPs, service providers and campaigning organisations.

## The year ahead

- Progress the Quality Assurance project
- Complete the Inspiring Advocacy project
- Local elections 2012
- Work to broaden the range of people advocacy organisations are funded to work with

*Shaben Begum, MBE*



## Detailed Income and Expenditure Account

For the year ended 31 March 2011	2011	2010
<b>Income</b>	<b>£</b>	<b>£</b>
Grants	200,000	337,385
Interest	720	487
Membership	4,225	2,114
Training	3,700	655
Publications	5,900	12
Donations	295	—
<b>Total</b>	<b>214,840</b>	<b>340,653</b>
<b>Expenditure</b>		
Staff costs	126,090	129,699
Temporary staff costs	16,721	—
Rent and utilities	20,366	19,020
Waste and Recycling	666	648
Insurance	868	564
Stationery and postage	5,804	6,809
Office equipment	178	128
Publicity	31,621	24,033
Repairs and renewals	747	464
Bank charges	176	276
Cleaning	918	914
Subscriptions	515	605
Professional fees	4,698	12,056
Audit fee	2,271	2,134
Accountancy costs	2,483	2,209
AGM costs	5,378	5,540
Training and conferences	2,939	6,561
Staff expenses	3,561	4,863
Board expenses	3,366	6,488
Consultant fees	6,851	22,168
Depreciation	1,446	326
Pilot project payments	—	27,000
IT and internet costs	8,174	4,006
Working groups	574	—
Other costs	—	892
<b>Total</b>	<b>246,411</b>	<b>277,403</b>
<b>(Deficit)/Surplus</b>	<b>(31,571)</b>	<b>63,250</b>





**The SIAA works to improve quality**  
by helping members follow best  
practice and secure better levels  
of funding.

Total annual spend  
on advocacy **per head**  
of the population of  
Scotland.



Advocacy organisations in  
Scotland rely on approximately  
**1,200 volunteers** but nationally  
there are only 450 paid staff.

**We work to improve access and awareness**  
by raising the profile of Independent Advocacy  
and tackling the barriers to delivering it to  
those who need it.



**1 in 5 people** has a statutory  
right to access Independent  
Advocacy.



**Only 2.5%** of those  
with a statutory right  
to access Independent  
Advocacy do.

**These values are key to our work**

Quality, access and awareness were a key  
part in all of our external communications  
and resources.



**50% of our time**  
is spent improving  
evaluation practice,  
quality and impact  
assessment, 40% on  
increasing access  
and 10% on raising  
awareness.

### Our Mission Statement

The Scottish Independent Advocacy Alliance promotes, supports and defends the principles and practice of Independent Advocacy across Scotland. It does this by:

- Providing a strong national voice for Independent Advocacy organisations
- Supporting the growth of existing Independent Advocacy organisations
- Promoting the development of new Independent Advocacy organisations
- Encouraging existing advocacy organisations towards independence.



Scottish Independent Advocacy Alliance

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