



Scottish Accessible Information Forum

# **Annual Report**

**April 2015 to March 2016**

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## Chairperson's foreword

Welcome to the SAIF Annual report for 2015/2016. Last year was busy, but this year has been even busier. SAIF is now securely embedded within the Public Affairs Directorate of SCVO with the advantage that our work is now in the mainstream of their activity. This can only be to our benefit in raising awareness about the need to make information accessible.

In 2015, we delivered three Awareness Raising Workshops during Fife Equality Week and ran a successful Roadshow in the Highlands in partnership with Disability Information Scotland. Interest in our elearning course continues to grow and since the New Year we have seen an increase of requests from organisations for in-house training.

We are continuing to develop our training programme with the view to rolling this out, next year, as part of SVO's training programme.

However, perhaps the most exciting development for SAIF is our involvement in developing the Inclusive Communication Hub in partnership with Scottish Disability Equality Forum (SDEF) and Sense Scotland. This initiative to provide an online resource for all information relating to inclusive communication, a vital part of which is accessible information, is long overdue and very exciting.

We have seen a few changes in membership during the year mainly due to the work commitment of members. This is inevitable in times when resources are stretched. However, we are maintaining a core membership, recruiting new members and developing good working links with partner organisations.

## Introduction

SAIF works to promote social inclusion by representing the interests of people living with information needs across Scotland and supporting the rights of disabled people and carers in having access to timely and accurate information.

SAIF can help organisations make their information accessible to all by raising their awareness and understanding of accessible information, and providing information and support for individuals and organisations. SAIF does this by providing a range of guidance, advice and practical support through training and publications.

SAIF is funded by the Scottish Government's Section 10 grant scheme and the contract is managed by the Scottish Council for Voluntary Organisations (SCVO).

This report provides an overview of the activities SAIF has carried out throughout April 2015 to March 2016 to meet the aims stated within our three-year development plan. [See appendix one for SAIF's aims.](#)

## What we have been doing in 2015/16

### Awareness raising educational programme

One of the main activities within our development plan is to develop and provide an awareness raising educational programme. This includes events, training, publications and sharing information through various communication networks.

The programme is open to all sectors because it's our aim to raise awareness of accessible information across all audiences in Scotland. Requests for sessions are discussed and agreed so that they meet the needs of the organisations and individuals involved.

Below are some of the activities that have been carried out in 2015/16:

#### Accessible information workshops

SAIF ran three workshops in Fife during Fife Diversity Week. A total of 49 people attended the workshops and feedback was positive.

#### Disability information event

SAIF worked alongside Disability Information Scotland to hold a disability information event on the 28<sup>th</sup> October in Inverness.

A total of 91 people attended from organisations across the third, public and private sectors.

#### Information officers group session

SAIF was asked to attend an Information Officers Group session on the 29<sup>th</sup> March. An awareness raising session was delivered along with a short session to support attendees in drafting an accessible information toolkit to take away with them.

#### The Gathering 2016

The Gathering 2016 took place on the 17<sup>th</sup> and 18<sup>th</sup> February at the Scottish Exhibition and Conference Centre (SECC). A total of 3,413

visitors attended this year. The SAIF e banner stand was placed prominently at the registration desk and marketing materials were distributed from the SCVO stand. The SAIF Chairperson was present on the Wednesday and used the time to speak to other exhibitors.

## **Training**

SAIF carried out a review of its in-house training materials and content, and held a pilot training course on the 21<sup>st</sup> October in the Scottish Borders. The SAIF forum members also took part in the training during the members' away day on the 21<sup>st</sup> January.

Feedback from both sessions was positive. Comments and suggestions have been taken on board and the new training is ready to be rolled out.

Two training sessions were arranged for staff at the Scottish Human Rights Commission. The first session focused on raising awareness of accessible information. A second session, on Creating Accessibility, has been scheduled for the next financial year.

SAIF recognises that organisations are struggling to find the resources required to allow all staff to attend in-house training. Two training courses have been developed and discussions are ongoing with SCVO about including these on the SCVO training calendar.

## **Elearning**

We have two elearning modules available on our website which are free to complete. Individuals can access and complete the modules at their own pace using the login details provided.

The modules are basic awareness raising courses which cover good practice in producing accessible information (Accessible Information Awareness) and the importance of ensuring that your electronic information is accessible to screen-reading software (Hidden Accessibility).

A total of 167 individuals registered for the Accessible Information Awareness module this year which is a 90% increase compared to last year.

For the Hidden Accessibility module, 67 individuals registered which is a 22% increase from last year.

## **Publications**

Our publications vary from full length booklets to single page step by step guides. These are available on our website and can be downloaded in Word, PDF and Html formats.

All SAIF publications are reviewed during each financial year and new quick guides are produced as required. [For more detailed information about available publications see appendix two.](#)

## **Website**

Due to an error with the site which records the analytics for the SAIF website, there was a gap in the analytics for 3 months. This means that the figures for the period of 1<sup>st</sup> April 2015 to 31<sup>st</sup> March 2016 are not correct.

Using the figures that we do have for this period we can see that there has been an increase in the number of new visitors to the website (75% of visitors were new users).

The blogs page is now interactive, allowing readers to make comments on our blog posts.

New quick guides were added to the information and advice pages of the website.

## **E-newsletter**

The SAIF e-newsletter is circulated to recipients when news becomes available. We currently have 427 recipients on our distribution list.

Individuals who wish to be added to the newsletter distribution list can email [saifscotland@scvo.org.uk](mailto:saifscotland@scvo.org.uk).

## **Twitter**

The SAIF twitter account is primarily used to highlight SAIF training and events. The number of organisations or individuals who follow us to date are 775.

## **Other networks**

SAIF has committed to the Inclusive Communication Nation debate. We will provide support and work alongside other organisations and individuals involved to take the debate to Scottish Government.

## **SAIF enquiries**

Organisations and individuals can contact SAIF about any queries they may have around accessible information. All queries are dealt with by the Project Coordinator or passed to forum members for specific feedback or advice.

Enquiries have increased by 22% from last year. The top two enquiry types were information & advice (51%) and events & training (28%). The most common enquiry area was general accessibility (47%).

The enquiry type and area have remained the same for the last two years. Individuals are still contacting us more for information or advice on basic accessible information awareness rather than more specific areas such as hidden accessibility or printed information. This has highlighted the need for further basic awareness raising among organisations across Scotland. [More details on the SAIF enquiry figures are available in Appendix 3](#)

## Partnership working

The most important partnership is SAIF itself. All members involved work together using their experience and knowledge to provide relevant advice and guidance to organisations across Scotland.

This year we worked in partnership with the Scottish Disability Equality Forum (SDEF) to develop a consortium of individuals who helped us shape the way forward for the development of an Inclusive Communication Hub. At the end of this financial year we agreed that the Hub should be taken forward by SAIF, SDEF and Sense Scotland.

SAIF now sits within the Public Affairs Directorate within SCVO.

## Membership

Members have an important role in the forum as it is their knowledge, skills and expertise that helps inform the SAIF's work.

Resources for organisations are limited which has an impact on the commitment some of our members can make. Since the start of this year, five members have stepped down due to other commitments or moving to another organisation.

However, we welcomed four new members to the forum in February. We look forward to working together as we move on with our activities in 2016/17.

## Looking forward to 2016/17

We will be recruiting for additional members to join the forum to ensure we increase our knowledge, understanding and experience of the accessible information needs of a wider group of people.

We will focus on the further development and delivery of the awareness raising programme across Scotland. This will include awareness raising events, production and distribution of new marketing materials and working with our current partners to ensure accessible information is embedded within our projects.

SAIF, Sense Scotland and SDEF will continue to work in partnership to further develop the Inclusive Communication Hub.

We will continue to support the Inclusive Communication Nation debate.

Plans are in place to include our new training courses on the SCVO training calendar which will give organisations the option to have smaller groups or individual members of staff trained.

We intend to work closely with SCVO's Communication and Information Service teams to look at how they produce and share information through their networks.

## Contacts us

Scottish Accessible Information Forum

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Website: [www.saifscotland.org.uk](http://www.saifscotland.org.uk)

Twitter: @saifscotland

## Appendix one - SAIF aims

- Raise awareness and understanding about accessible information
- Promote greater understanding of how poorly provided information can further marginalise vulnerable people in society
- Represent the interests of people living with communication needs
- Influence policy and service provision to better meet the needs of users and carers by understanding information and communication needs
- Provide tools, materials and training to help public agencies, third sector organisations and others to meet the communication needs of a diverse range of service users and carers
- Reduce health inequalities by breaking down information barriers (particularly important in the context of welfare reform, which is requiring the use of ICT to access benefits and the Government's digitalisation drive)
- Increase the involvement of users and carers in care management and the design and delivery of healthcare and other public services
- Contribute to the efficiency and quality of the healthcare experience by improving the understanding of accessible information
- Acting in an advisory role for government

## Appendix two – SAIF publications

### SAIF Publications

<b>Title</b>	<b>PDF</b>	<b>Word</b>	<b>Html</b>
Making information accessible	Yes	Yes	Yes
Making information accessible (Checklist)	Yes	Yes	Yes
Making websites accessible	Yes	Yes	Yes
A brief guide to PDF's and accessibility	Yes	Yes	Yes
A brief guide to Easy read	Yes	Yes	Yes
Quick guide – How to apply headings within styles	Yes	Yes	
Quick guide – Producing and accessible PDF from Word	Yes	Yes	
Quick guide – Accessibility checks in Word 2013 PDF documents	Yes	Yes	
Quick guide – Accessibility checks in PDF documents	Yes	Yes	
Creating simple accessible interactive forms in Word 2007	Yes	Yes	
Creating simple accessible interactive forms in PDF	Yes	Yes	

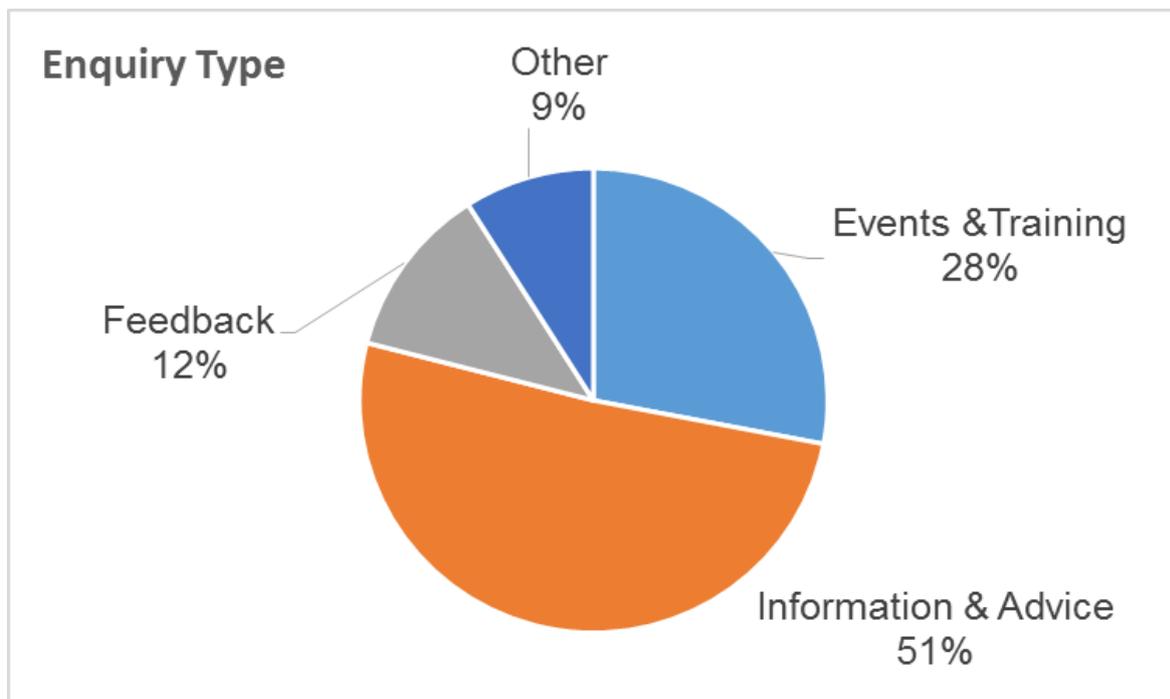
## External publications available on the SAIF website

<b>Title</b>	<b>PDF</b>	<b>Word</b>	<b>Html</b>
Enabling information report	Yes	No	No
The social model of disability	Yes	Yes	No
Access guides			
- Public Realm	Yes	No	No
- Barrier free	Yes	No	No
- Wheelchair accessible	Yes	No	No
Glasgow Good Information Group (GGIG)			
- Saying It Simply Report	Yes	Yes	No
GGIG It's All About Pictures Project			
- Consumer testing with service organisations report			
- Event and survey report	Yes	Yes	No
- Symbol sets fact files			
- Easy read good practice guidelines			
- Electronic accessibility: Making pictures accessible to screen-reading software			

## Appendix three – SAIF enquires

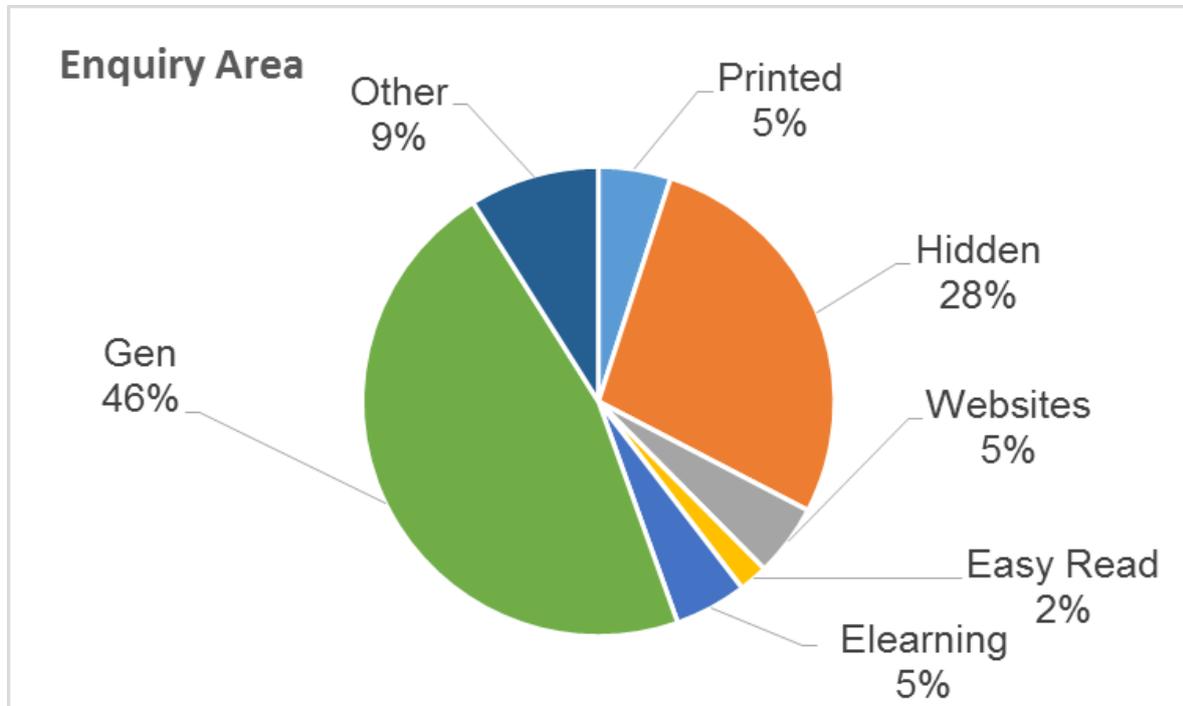
### Enquiry type

The chart below shows the percentage of each of the type of enquiries received over the last year.



## Enquiry area

The chart below shows the percentage of each enquiry area individuals contacted us about.



## Organisation type

The chart below shows the percentages of each organisation type that contacted us.

