# Annual Report

April 2010

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Available in a separate document. Background to current SAIF strategic objectives and outcomes to 2009/10 work plans

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# Introduction

SAIF aims to improve the accessibility of information to disabled people, carers and everyone who needs it. SAIF supports the right of disabled people to have access to information directly and in their preferred format. We provide guidance and the tools necessary for service providers to be as inclusive and accessible to as many people as possible. We promote the social model of disability and the user-led services that help break down the information barriers that many disabled people face.

Set up in 1997, SAIF is funded by the Scottish Government, employs two part-time project workers and is based in Consumer Focus Scotland (CFS). The SAIF advisory body is made up of 21 people drawn from disability-led organisations and information providers.

SAIF has:
❑ Produced the SAIF Standards for Disability Information and Advice Provision in Scotland, and a range of supplements to that publication.
❑ Established Update, the national disability information service.

SAIF is:
❑ Supporting and developing the SAIF Standards.
❑ Working with local authorities and others to encourage the development of accessible information policies and practices.
❑ Producing guidance material to promote accessible information and accessible ecommunication.
❑ Providing support and training to organisations and agencies interested in improving the accessibility of its information services.
❑ Acting as an advisory body to the Scottish Government.

# Significant issues and developments in 2009

**Funding**
Funding remained a challenging issue for us in 2009. For the eighth year SAIF was on the same Section 10 budget of £80,000. It meant that most of that budget went on staffing and running costs and little was available for development work. However, training income and deferred income was added, and our 'can do' approach meant that we were able to achieve our priority targets. We consider that yet again we were very good value for money.

**Staffing**
Joanne Martin was with us an additional part-time member of our staff team until September when the funding from Consumer Focus Scotland came to an end. Apart from significantly contributing to the work of SAIF, Jo completed her research report *Public Service Providers and Accessible Information* (see below) which was funded by CFS. The report helps us determine the kind of issues and priorities we need to address over the next few years. We are pleased to report that Jo has now found other employment and we wish her the very best in her new work.

**Research**
The above mentioned research involved interviews with staff of 19 local authorities, health boards and other public bodies. It looked at policies and practices, challenges and barriers, sources of help, the role and view of SAIF and what those authorities would like to see in the future. The report was sent to everyone who participated plus some others and is available on our website. Those who contributed will be consulted again as SAIF develops some of the issues which arose.

**New SAIF members**
In November we advertised for new members. Ben Forsyth (chair) and Jean Dunlop (vice-chair) subsequently interviewed a range of candidates and invited three to become SAIF members.

They are:
- Fiona Gray of the Disability Information Service in Glasgow
- Margaret Simpson of the Disabled Persons Housing Service in the Borders
- Alex Stuart of Enquire, Children in Scotland in Edinburgh.

They will add significant expertise to the SAIF Advisory Body, as they showed when they were welcomed to our Annual Review in February.

**New website**
Designed for us by Jim Byrne, the new SAIF website was launched in May and has been universally welcomed as an excellent example of good practice in accessibility and user-friendliness.

**Training**
SAIF training continued in 2009 with a Raising Awareness course in Edinburgh and an Accessibility in Practice course in Glasgow, both as part of our planned training programme. In all, over fifty people attended. In addition, we ran in-house training courses for four organisations, most notably multiple sessions for NHS Greater Glasgow and Clyde. The training courses brought in nearly £5,000. For more details see the *Training Review 2009* paper. The next step for SAIF will be to continue to promote in-house training and in addition look at the viability of on-line training.

**Social model publication**
Our new publication *The Social Model of Disability* by Grant Carson was published in June. For the first time we put a cover price on one of our publications (£2). It was published by The Stationery Office and we produced 500 for sale through the publisher and retail outlets. In addition we produced 1000 copies for distribution as complementary copies to our partners and usual supporters. Most of those 1000 copies have gone out and so far about 140 copies have been sold. The purpose was not to make money but to reach new audiences. During 2010 we may be able to work with The Stationery Office and determine whether we have had any success with that aim. We are now beginning to get accurate statistics from the new website and they show that there have been almost 1500 downloads of *The Social Model.*

**Easy Read Guidance**
At the end of the year we produced a much requested guide to easy read. Very briefly it states who easy read documents can be for, the different types there are and top tips for writing them. The guide will soon be posted on our website and hard copies will be available too.

**Consumer Focus Scotland**
During 2009 the Director of Consumer Focus Scotland, Martyn Evans, left to take up another post. A new Director, Marieke Dwarshuis, has

been appointed and we hope she will be as supportive of SAIF as Martyn was from the time SAIF started in 1997.

The new organisation is still settling in with many changes in personnel, new policies and procedures being implemented and teething problems being encountered most notably with budget and IT issues.  This has impacted to some extent on SAIF staff time but we have done our best to minimise it.

**Summary**
Probably the most significant event for SAIF in 2009 was the economic downturn and the subsequent gloomy forecasts for public sector funding. Combined with the change from the Scottish Consumer Council to CFS these events contributed to SAIF beginning to discuss future directions and future funding more urgently than would otherwise have been the case.  That discussion began to reach conclusions at our Annual Review in February.  Our future aims are clear and we can seek support and funding from the Scottish Government for beyond March 2011 when our current grant ends.

Yet again the profile of SAIF was increased.  Training, research, promotional work and the general knock-on effects of increased numbers of consultations, enquiries, events and meetings all played their part.

The impending Equality Act 2010 legislation may further increase the profile of accessible information as an issue.  It is likely therefore to increase our visibility again as we assist information providers to comply with the requirements of the Act.

SAIF held all its scheduled meetings and the working groups put in a tremendous effort to meet targets and develop new ones.  As in previous years, SAIF members can be very proud of their achievements in 2009, particularly given some difficult circumstances and a very limited budget.

# SAIF publications distributed in 2009

Standards

| Publication | First Publ | Total Print | In Stock | **Total Used** | Used 2009 |
|---|---|---|---|---|---|
| SAIF Standards - 2007 2nd revised edition | 2007 | 1870 | 50 | **1820** | 290 |
| Standards interactive CD | 2007 | 2000 | 380 | **1620** | 120 |
| Standards BSL DVD | 2007 | 100 | 5 | **95** | 10 |

Standards support publications

| Publication | First Publ | Total Print | In Stock | **Total Used** | Used 2009 |
|---|---|---|---|---|---|
| Guide to User-Led Reviews | 2006 | 1400 | 20 | **1380** | 180 |
| Making Information Accessible (A3 Poster) | 2003 | 6000 | 80 | **5920** | 620 |
| Information and Advice Services – What Disabled People Should Expect & Receive  (A5 booklet) | 2007 | *3200 | 170 | **3030** | 110 |
| A5 booklet BSL DVD | 2007 | 200 | 50 | **150** | 20 |
| Getting Information and Advice (Easy-To-Read A5 booklet) | 2008 | *1800 | 100 | **1700** | 200 |

Others

| Publication | First Publ | Total Print | In Stock | **Total Used** | Used 2009 |
|---|---|---|---|---|---|
| The Social Model of Disability For sale at £2 Free copies | 2009 | 500 1000 | 360 100 | **140** **900** | 140 900 |
| Making E-communication Accessible | 2006 | 1800 | 160 | **1640** | 190 |
| Making Websites Accessible (A4 Poster) | 2006 | 2500 | 0 | **2500** | 400 |
| Making Word Documents Accessible (A4 Poster) | 2006 | 2500 | 0 | **2500** | 400 |
| Making E-mails Accessible (A4 poster) | 2007 | 1500 | 0 | **1500** | 400 |
| Making PDF Documents Accessible (A4 poster) | 2007 | 1500 | 100 | **1400** | 400 |
| Making Powerpoint Accessible (A4 poster) | 2008 | 1500 | 100 | **1400** | 400 |

# SAIF members – April 2010

| Name | Work place and/or area based |
|------|------------------------------|
| David Armstrong | Student Loans Company |
| Claire Brennan | NHS Education for Scotland |
| Jean Dunlop (vice-chair) | Kilmarnock and national, various organisations |
| Mary Evans | Dyslexia Scotland |
| Ben Forsyth (chair) | Welfare Rights Officer Midlothian Council, Edinburgh |
| Fiona Gray (new member) | Disability Information Service, Glasgow |
| Andy Groves | Grapevine Information Service, Centre for Independent Living, Edinburgh |
| Margaret Hurcombe | Family Advice & Information Resource, Edinburgh |
| Lucie McAnespie | Speech & language therapist, East and Midlothian |
| Linda Miller | Grampian Accessible Information Taskforce |
| Nicola Noon | Scottish Council on Deafness, Glasgow |
| Bobby Park | Glasgow and national, various organisations |
| Margaret Simpson (new member) | Disabled Persons Housing Service, Borders |
| Robert Sneddon | Wigtownshire Coalition of Disabled People, Stranraer |
| Alex Stuart (new member) | Children in Scotland, Edinburgh |
| Sandra Wilson | Fife Employability Network |
| Carolyn Wyper | NHS Ayrshire and Arran |
| | |
| Total = 17 | |

# Work plans 2010/11

## SAIF Standards for Disability Information and Advice Provision in Scotland

1. Promote and meet ongoing demand for the SAIF Standards – target 200 copies.

2. Promote and meet ongoing demand for 4 Standards support publications – target 200 of each = 800 copies.

3. Continue to negotiate with key quality assurance systems for inclusion of SAIF Standards – target 2 systems and develop involvement with the BSI.

4. Review the SAIF Standards and develop a new version which more particularly focuses on accessible information issues.  Attempt to get support or endorsement for the revised edition.

**Working Group 2010/11**

Jean Dunlop
Mary Evans
Margaret Simpson
Sandra Wilson

# Local Accessible Information Strategies

1. Continue to promote in-house training, through flyer, website and enewsletter – target 4 training events

2. Pursue proposal to outsource administration of training packs

3. Continue promotion of accessible information and SAIF training opportunities in the health sector, develop existing partnerships and seek new ones – target 3 health boards or other health service agencies

4. Follow up relevant recommendations from *Public Service Providers and Accessible Information* report, for example produce a paper seeking to define easy-read, providing a range of examples and a set of principles

5. Work with the ecommunication group to develop an online learning proposal for 2011 and beyond

6. Arrange internal Raising Awareness training for SAIF members

7. Revisit Training the Trainers in 2011

8. Explore the potential for getting the SAIF training accredited


**Working Group 2010/11**

Margaret Hurcombe (chair)
Jean Alcock
Claire Brennan
Jean Dunlop
Ben Forsyth
Fiona Gray
Lucie McAnespie
Bobby Park

# Ecommunication

1. Continue to develop and market website

2. Look into rewriting Making Ecommunication Accessible

3. Look into a charging policy for downloading publications

4. Produce paper on social networking and accessibility

5. Develop use of BSL within website

6. Provide regular website statistics on visits and downloads

7. Promote new poster pack

8. Develop proposal for online training

9. Review Accessibility in Practice courses – both for content and for those using assistive technology


**Working group 2010/11**

Sandra Wilson (chair)
Jean Alcock
David Armstrong
Mary Evans
Nicola Noon
Alex Stuart

# Promotional Strategy

1. Finalise communication strategy and implement what we can immediately

2. Consider next steps and promotion issues for inclusion in future development plans

3. Ben to continue liaison work with the DWP and HMRC

4. Work with UPDATE and other partners, if they are ready, to update, reprint and distribute *The Access Guide* poster.

**Working Group (temporary) 2010/11**

David Armstrong (chair)
Claire Brennan
Ben Forsyth
Sandra Wilson

# Other SAIF Objectives

**Strategic objective 5a**
Feedback to the Scottish Government about matters to which accessible information is relevant.

1. Respond to relevant Scottish Government and other consultations
2. Report to Consumer Focus Scotland
3. Report to the Scottish Government as appropriate or requested
4. Liaise with Consumer Focus Scotland to develop partnership working and seek their support for an application to the Scottish Government for Section 10 funding for the period 2011 – 2014

**Working group 2010/11**
To deal with item 4 above:

Ben Forsyth
Jean Dunlop
David Armstrong
Margaret Hurcombe
Lucie McAnespie
Sandra Wilson

**Strategic objective 5b**
Organise SAIF and the working groups in pursuit of the strategic objectives

1. Hold quarterly SAIF meetings
2. Hold regular working group meetings as required
3. Annually review SAIF work
4. Recruit new members as appropriate
5. Ensure partnership working with UPDATE

**Strategic objective 5c**
Represent the interests of disabled people and carers in the promotion of accessible information & user-led services

SAIF
Consumer Focus Scotland
100 Queen Street
Glasgow
G1 3DN.

Tel:            0141 226 5261
Fax:           0141 221 9695
E-mail:        info@saifscotland.org.uk
Web site:      www.saifscotland.org.uk