SAIF Annual Report
March 2011

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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:
❑ Promoting accessible information throughout all areas of the community and for all disabled people.
❑ Producing and providing guidance in response to demand for printed information, electronic information and information in multiple formats.
❑ Providing practical support and training to local and national service providers to help them develop accessible information policies and practices and comply with the Equality Act 2010.
❑ Acting as an advisory body to the Scottish Government and bringing together the interests of disabled people and information providers to promote and increase the provision of accessible information.

Significant issues and developments in 2010

Funding
2010/11 was the third of a three year funding cycle which meant that the budget was very limited. In addition our host organisation Consumer Focus Scotland had its budget cut by the UK Government so financial support was unavailable from that source. During the year Consumer Focus was informed by the UK Government that it is to cease to exist, probably by March 2013.

Despite these difficulties SAIF again met its priority targets through the efforts of the SAIF members and staff, and again proved to be very good value for money.

In September Consumer Focus submitted a grant application for the further funding of SAIF during the three years to 2014. It is a significant tribute to SAIF that the Scottish Government has responded by awarding that grant.

New publications
We produced a new 10 page booklet *Making Information Accessible* in June which contains updated information from our previous set of individual posters.

We revised our 2006 publication *Making Ecommunication Accessible* significantly, renaming it *Making Websites Accessible* and combining the relevant parts of the old document with useful tips from our Testing Website Accessibility course. Jim Byrne edited the final publication.

We revised the *SAIF Standards* so significantly that the new version is only 12 pages long and renamed *Making Services Accessible.* It focuses on accessible information and closely related issues only. It is updated in content and style and much more accessible and user-friendly.

All three publications are in a similar style and the two developed this year will be published on our website and in hard copy early in 2011.

We also produced two smaller publications on-line, *A Brief Guide to Easy Read* in April and *What about Social Networks and Accessibility*, in June.

Training

We agreed to run 10 half-day courses on raising awareness of accessible information for NHS Greater Glasgow and Clyde over the year. To date none of them has gone ahead due to issues at NHS GG&C. In addition, our contact person there has now moved departments so we are waiting to hear from our new contact and any changes that might bring.

Jean Alcock devised a new in-house training course called Hidden Accessibility and we have run this for the Scottish Information Commissioner and Margaret Blackwood Housing Association.

Over the year we charged £5,500 for training courses and after paying trainers fees this resulted in a small income of £500. We used this money to provide Raising Awareness training for SAIF members.

SAIF Standards for Disability Information and Advice Provision in Scotland

Strategic objective 1
To develop, publish, promote and support the SAIF Standards for Disability Information and Advice Provision in Scotland, monitor implementation, and develop accreditation mechanisms. To develop, publish, promote and support the Scottish Formats Resource.

Working group 2010
Jean Dunlop
Mary Evans
Sandra Wilson

Background
The *SAIF Standards* were initially developed in 1999. A first updated and revised edition was published in 2004 and a second in 2007. The development of the second revised edition was initiated in 2005 because the Scottish Executive Sensory Impairment Action Steering Group asked us to amend the Standards to take account of recommendations it had received from DeafBlind Scotland, the RNIB and the Scottish Council on Deafness. As well as being written in plain language, that edition was edited significantly. It is now accompanied by a double CD containing both the Standards and an electronic checklist. We also produced a BSL version on DVD.

 A range of support publications has been produced to support the Standards. In 2007 SAIF published a new edition of the A5 Standards booklet aimed at disabled people themselves *Information and Advice Services – What disabled people should expect and receive,* and in 2008 a new edition of the easy-to-understand version, *Getting Information and Advice,* was published.

SAIF aims to get key elements of the *SAIF Standards* incorporated into mainstream quality assurance systems. This approach, along with initiatives such as the publication of the *Guide to User-Led Reviews* (second edition published in 2007), has replaced the development of any separate accreditation system for the Standards. SAIF agreed separate accreditation would be likely to marginalise rather than integrate the needs, rights and aspirations of disabled people.

The A3 poster *Making Information Accessible* was another support publication and it summarised a list of the key Standards on one side of A3. First produced in 2003, almost 6000 have been distributed.

SAIF commissioned and supervised a consultant to develop the first formats directory and it was published in early 2001 on CD Rom.

In 2002 SAIF agreed to work in partnership with UPDATE to develop, publish, promote, support and distribute a new edition. It was published in September 2003 as the *Scottish Formats Resource* and the lead format was print. In 2006 the second edition of the *Scottish Formats Resource* was published in CD Rom format. In 2009 a third edition was developed and is on-line only.

Again in 2009, the Standards Working Group developed a new publication, *The Social Model of Disability* by SAIF member Grant Carson. For the first time a price was put on the publication (£2) and it was published by The Stationery Office. The purpose of the charge was to reach different audiences via retail outlets.

Work plan outcomes 2010

1. Promote and meet ongoing demand for the SAIF Standards – target 200 copies.
   For the first time only a handful of hard copies and interactive CDs used, the website is the source of information for most people.

2. Promote and meet ongoing demand for the Standards support publications – target 800 copies.
   Similar situation, less than 300 copies distributed.

3. Continue to negotiate with key quality assurance systems for inclusion of SAIF Standards – target 2 systems and develop involvement with the BSI.
   Wrote to Customer Service Excellence in the Cabinet Office, belatedly received a reply but decided to delay more work on this issue and review our approach to it when the new publication "Making Services Accessible" is ready. Continued correspondence with BSI and responded to some consultations.

4. Review the SAIF Standards and develop a new version which more particularly focuses on accessible information issues.
   Significantly revised the SAIF Standards resulting in a user-friendly and accessible 12 page booklet "Making Services Accessible" which will replace the Standards. This new publication will be put on the website and hard copies produced in 2011.

Local Accessible Information Strategies

Strategic objective 2
To encourage the development of accessible information strategies by local authorities.

Working group 2010
Margaret Hurcombe (chair)
Jean Alcock
Claire Brennan
Jean Dunlop
Ben Forsyth
Fiona Gray
Lucie McAnespie
Bobby Park

Background
SAIF initially sent questionnaires to local authorities in 1998 and followed up with a well attended conference in 1999. Promotional materials were then produced, and the issue was embedded within the SAIF Standards. In 2001/02 SAIF again wrote to all local authorities and health boards linking *Same As You* to local strategies and issuing another questionnaire. The results were collated and reported to the Scottish Executive.

Whilst the issue of local strategies was key to the SAIF Standards, in 2004 SAIF produced a separate publication called *Barrier Free Information* to help promote the issue. It was written as a practical guide for local authorities and others on how to develop a local accessible information strategy.

Very successful seminars and training events were developed and delivered during 2006, 2007 and 2008. They were well attended with very positive feedback. They increased our contacts and profile considerably in local authorities, health boards and other public sector bodies.
In 2008 promotional material was sent out to the health sector and as a result a number of health boards got in touch to look at in-house training and SAIF has established increased links with that important sector.

Following the development of a charging policy and a training strategy an ambitious new training programme was designed for 2009. Training again took up the main part of the work of local strategies.

This year, local strategies working group meetings were put on hold as a short-term development plan working group was set up to deliver the funding application for 2011-2014 and this took precedence. However, work was able to continue on some training initiatives and Jean Alcock devised a new in-house training course called Hidden Accessibility which has been well received.

Work plan outcomes 2010

1. Continue to promote in-house training, through flyer, website and enewsletter – target 4 training events
    Successfully retained contract for NHS Greater Glasgow and Clyde for 10 half-day Raising Awareness courses. Ran a new in-house course Hidden Accessibility for The Scottish Information Commissioner and Margaret Blackwood Housing Association .

2. Pursue proposal to outsource administration of training packs
    Looked into this and negotiated with NHS GG & C that they would make up the training packs themselves as part of the contract.

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
    We continue to provide training for NHS Greater Glasgow and Clyde and are represented on NHS Inform through Jean Alcock. We have also worked with NHS QIS on their single equality scheme and with the NHS Access and Inclusion Team at NHS Education for Scotland.

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
    We produced and distributed A Brief Guide to Easy Read, following up with those involved in the initial public service providers research to keep them up-to-date.

5. Work with the ecommunication group to develop an online learning proposal for 2011 and beyond
   After some exploratory work on this we accepted we would not have the budget to do this, unless we look at other methods of funding for this specific piece of work.

6. Arrange internal Raising Awareness training for SAIF members
   Training took place at GCIL on 12th May.

7. Revisit Training the Trainers in 2011
   Jean Alcock and Val Crookston continue to train for us. There has been a marked decrease in demand for training and therefore no current need to look for more trainers.

8. Explore the potential for getting the SAIF training accredited
   With working group meetings on hold this year, we have not explored this.

Ecommunication

Strategic objective 3
To develop the SAIF website and promote good practice in the use of IT as a means of improving the provision of accessible information.

Working group 2010
Sandra Wilson (chair)
Jean Alcock
David Armstrong
Mary Evans
Nicola Noon
Alex Stuart

Background
SAIF established a website in 1999 with the help of the Making Connections Unit at Caledonian University. In 2002 we began funding a consultant, Eva Bolander, to help rebuild and update the website. Ongoing development of its content and accessibility made it an excellent example of good practice. Our funding for 2008-2011 meant that we could no longer fund Eva so her contract was ended in May 2008.

In 2002 SAIF published *Making Websites Accessible* and it proved very popular. A new updated version, *Making E-communication Accessible,* written by Jim Byrne and Eva Bolander, was published at the end of 2006. A series of A4 posters on key accessibility issues was also produced which could stand alone or accompany the publication.

Our development plan objective to redesign and modernise the website looked to be unachievable until the then Scottish Consumer Council, now Consumer Focus Scotland, contributed an extra £10,000 to our budget for 2008/09. This meant we could go ahead.

In 2008 we looked for tenders to design and support the new website. Jim Byrne was successful and following significant consultation work with our ecommunication group our new site was launched in May 2009.

This year we published Making Information Accessible, a 10 page booklet containing updated information from our range of posters. We also produced a short paper raising awareness of the issues of accessibility in social networking sites called What About Social Networks and Accessibility which went on our website.

Work plan outcomes 2010

1. Continue to develop and market website
   As part of the promotional strategy, set up key themes on email signature which would prompt more visitors to our website.

2. Look into rewriting Making Ecommunication Accessible
   Rewritten and renamed as Making Websites Accessible. It will be published on the website and a limited number of hard copies will be produced in 2011.

3. Look into a charging policy for downloading publications
   Established that Consumer Focus Scotland would not charge for downloading publications.

4. Produce paper on social networking and accessibility
   What About Social Networking and Accessibility produced and put on website.

5. Develop use of BSL within website
   With thanks to Nicola Noon and SCOD we now have a BSL video clip on our home page.

6. Provide regular website statistics on visits and downloads
   Monthly reports available on visitors to our website.

7. Promote new poster pack
   An enewsletter was distributed advertising our new booklet and there was good demand for them.

8. Develop proposal for online training
   After initial work it was accepted that we would not have the budget to pursue this.

9. Review Accessibility in Practice courses – both for content and for those using assistive technology
With the help of Derek Kelter from Momentum and Jean Alcock we reviewed these courses and produced a summary report.

Promotional Strategy

Strategic objective 4
To promote accessible information generally, to key national agencies and to the private sector.

Working group 2010 (temporary)
David Armstrong (chair)
Claire Brennan
Ben Forsyth
Sandra Wilson

Background
This objective was introduced into the SAIF work plan at the 2003 February review. It initially had two key parts – to target the private sector and key national agencies in the public sector. The latter target is shared with the Local Information Strategies working group. We worked with Scottish Business in the Community and in 2004 produced a broadsheet targeting the private sector, 2000 copies were eventually sent out. The issue of raising the profile of SAIF and accessible information generally was added following the evaluation of SAIF which was completed in 2003.

Work plan outcomes 2010

1. Finalise communication strategy and implement what we can immediately.
   Completed and considered alongside the funding application.

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

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

4. Work with UPDATE and other partners, if they are ready, to update, reprint and distribute *The Access Guide* poster.
   Considered first draft and compiled a list of suggested improvements.

Other SAIF Objectives

Work plan outcomes 2010

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.
   - **NHS Quality Improvement Scotland – Healthcare Environment Inspectorate leaflet**
   - **NHS Health Scotland – Equality & Diversity Impact Assessment, Translation, Interpreting & Communication Support**
   - **NHS Quality Improvement Scotland – Single Equality Scheme**
   - **NHS Quality Improvement Scotland – Complaints procedure and leaflet**
   - **British Standards Institute – Inclusive Services BS 18477**
   - **Food Standards Agency – Scores on the Doors Policy**
   - **Scottish Legal Aid Board – Keeping Your Home website**
   - **Scottish Information Commissioner – publication schemes**

2. Report to Consumer Focus Scotland.
   Quarterly reports submitted and annual presentation to the CFS board.

3. Report to the Scottish Government as appropriate or requested.
   Annual performance monitoring information was provided in May.

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.
   Consumer Focus agreed to submit and support a Section 10 application for SAIF funding for 2011 – 2014. Governance arrangements were developed by CFS and agreed. The funding application was developed by the working group and SAIF staff, with input from the CFS Director, and submitted on 24th September.

Working group 2010 (temporary): Ben Forsyth, Jean Dunlop, David Armstrong, Margaret Hurcombe, Lucie McAnespie and Sandra Wilson.

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

1. Hold quarterly SAIF meetings.
   Meetings held as planned in April, June, September and November.

2. Hold regular working group meetings as required.
   All the working groups met as regularly as required.

3. Annually review SAIF work.
   Annual review to take place over one full day on February 17th 2011.

4. Recruit new members as appropriate.
   Not required this year, currently 17 members, will review if funding application is successful.

5. Ensure partnership working with UPDATE.
   Continued, with Update chief executive invited to SAIF meetings and staff liaison on a range of issues.

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

Selected outcomes 2010
- Ongoing work with NHS 24 Equality & Diversity Impact Assessment Team
- Attended Equality Bill consultation event
- Met with representative of Scope Australia
- Provided detailed feedback on the Consumer Focus draft Equality and Diversity Policy and draft Single Equalities Scheme
- Met with Head of Publishing and Branding for the Scottish Government
- Worked with Consumer Focus Scotland Consumer Network Co-ordinator
- Represented on the NHS Scotland Medicines Information Access Group
- Represented on the Scottish Government Inclusive Communications Working Group

- Presentation to the Consumer Focus Scotland Policy Team
- Attended Inclusion Scotland AGM
- Attended NHS Greater Glasgow & Clyde Annual Review
- Met with NHS Education for Scotland

Other support, information or guidance provided to (examples):
- Culture and Sport Glasgow
- Scottish Helpline for Older People
- RNIB Scotland Employment Development Staff
- Fife Council
- Lead Scotland
- Castlemilk Social Work Department
- Cowal Community Care Forum
- The Media Co-op
- NHS Forth Valley Disability Service
- Glasgow Museums
- Cairn Housing Association
- Margaret Blackwood Housing Association
- Scottish Information Commissioner
- E-code, Slovakia
- University of Glasgow
- Inclusion Scotland

SAIF publications distribution in 2010

Publication	First Publ	Total Print	In Stock	**Total Used**	Used 2010
SAIF Standards - 2007 2nd revised edition	2007	1870	40	**1830**	10
Standards interactive CD	2007	2000	360	**1640**	20
Standards BSL DVD	2007	100	4	**96**	0
Guide to User-Led Reviews	2006	1400	5	**1395**	15
Making Information Accessible (A3 Poster)	2003	6000	30	**5970**	50
Information and Advice Services – What Disabled People Should Expect & Receive (A5 booklet)	2007	3200	40	**3160**	130
A5 booklet BSL DVD	2007	200	40	**160**	10
Getting Information and Advice (Easy-To-Read A5 booklet)	2008	1800	60	**1740**	40
The Social Model of Disability For sale at £2 Free copies	2009	500 1000	360 90	**140** **910**	10
Making E-communication Accessible	2006	1800	150	**1650**	10

Out of print publications

Publication	First Publ	Total Print	In Stock	Total Used
SAIF Standards – 1st edition	1999	2900	0	2900
SAIF Standards – 2nd edition	2004	1540	0	1540
Formats Directory – CD	2001	1500	0	1500
Scottish Formats Resource – 1st edition (paper)	2003	1500	0	1500
Guide to User-Led Service Reviews	2002	2000	0	2000
Making Websites Accessible	2002	2500	0	2500
Guide to Part 3 of the DDA	2004	2000	0	2000
Making Information Accessible (A4 poster)	2000	3000	0	3000
What Disabled People Should Be Able To Expect From Information And Advice Services (A5 booklet)	2000	5000	0	5000
Using An Information or Advice Service (Easy-to-Read A5 booklet)	2000	4000	0	4000
An Opportunity for National & Specialist Organisations to Distribute and Share Information More Effectively	2004	1500	0	1500
Barrier-free Information	2004	1800	0	1800
Scottish Formats Resource CD Rom	2006	1500	0	1330
Is Your Business Attractive to Potential Customers and Employees Who Are Disabled People?	2004	2000	0	2000
Making Websites Accessible (A4 Poster)	2006	2500	0	2500
Making Word Documents Accessible (A4 Poster)	2006	2500	0	2500
Making E-mails Accessible (A4 poster)	2007	1500	0	1500
Making PDF Documents Accessible (A4 poster)	2007	1500	0	1450
Making PowerPoint Accessible (A4 poster)	2008	1500	0	1450

SAIF members – February 2011

Name	Work place and/or area based
David Armstrong	Student Loans Company
Claire Brennan	NHS 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	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	Disabled Persons Housing Service, Borders
Robert Sneddon	Wigtownshire Coalition of Disabled People, Stranraer
Alex Stuart	Children in Scotland, Edinburgh
Sandra Wilson	Fife Employability Network
Carolyn Wyper	NHS Ayrshire and Arran
Total = 17	