



# SAIF Annual Report 2012

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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 18 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:

- ❑ Promotes accessible information throughout all areas of the community and for all disabled people.
- ❑ Produces and provides guidance in response to demand for printed information, electronic information and information in multiple formats.

- ❑ Provides 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.
- ❑ Acts as an advisory body to the Scottish Government and brings together the interests of disabled people and information providers to promote and increase the provision of accessible information.

## Significant issues and developments in 2011

### Funding

2011/12 was the first of a three year provisional funding cycle, the first time our funding has not been guaranteed for the full 3 years. Funding was guaranteed for the first year, with the second and third years relying on the Scottish Government (SG) spending review and SAIF finding a new host organisation, as our current host Consumer Focus Scotland will cease to exist by March 2013.

Despite these difficulties SAIF was able to meet its priority targets through the efforts of the SAIF members and staff, and again proved to be very good value for money. In December, our funding for the following 2 years was confirmed.

### Staffing

At the end of September, long time SAIF worker Steve Harvey retired. Due to the recruitment freeze we were unable to recruit a replacement worker. We submitted a revised work plan to the SG based on the reduced worker hours which was accepted and we were able to put the salary underspend into our work plan.

## New publications

In October we produced a new short booklet *A Brief Guide to Making Your Information Accessible* which is designed to be used electronically as it has links to useful guidance and fact sheets.

We revised our SAIF information leaflets and produced 2 versions in colour. An A5 leaflet and a smaller, fun size leaflet which folds out.

We worked in partnership with UPDATE who produced its Access Guide wall poster and an information leaflet to promote its online Scottish Formats Resource.

Regular enewsletters promoting the new material have gone out with links directly to our site and we have received positive feedback.

We wrote a blog style article on using accessibility toolbars to gauge accessibility, which we put on our website and then tweeted. We used the SAIF website as a case study and we were able to make a few tweaks to our site as a result.

## Training

In 2011/2012, we ran 5 in-house training courses. We ran a catch up Raising Awareness course for the Patient Information Centre staff at the new Victoria Hospital, for which there was no charge as it was a carry over from the previous financial year. We ran 2 Hidden Accessibility courses for the Scottish Parliament and we ran 2 Creating Accessible Documents courses for NHS Greater Glasgow and Clyde.

Over the year we charged £2500 for training courses and after paying trainers fees this resulted in a small income of £500 which we were able to put into our work plan.

## Elearning

NHS Greater Glasgow and Clyde began the pilot of the SAIF raising awareness elearning module. We look forward to receiving feedback on this module.

To establish if there was an interest in elearning generally, we ran a brief online survey on the home page of our website. We received 74 expressions of interest from diverse organisations. As a result of this interest, we asked Jean Alcock to update our raising awareness module and to develop another module based on our Hidden Accessibility training course. The first module, Accessible Information Awareness, has been completed.

We were also able to secure the services of Jim Byrne to develop an elearning platform within SAIF's existing website. A test version will be ready by the end of March and it is planned that it will go live in May/June this year.

Therefore we are able to offer those who replied to our survey two options to get involved in elearning. They can receive the content only to the module in Word for use on their own elearning platform, or they can use SAIF's own platform later in the year.

Having got back in touch with all the organisations, we now have 23 who wish to be involved in one form or another. Work on this will be ongoing over the next year and beyond.

## Enquiries and Events

In April 2011 we introduced a recording database to monitor our enquiries for consultation and advice on accessible information. We set a target of responding to 50 significant requests. Reports were provided at each forum meeting. As at February 2012 we have had 196 enquiries from many different organisations throughout not just Scotland but the UK. We can use this valuable information to target new guidance and support publications for next year. A summary report of enquiries was considered with the annual review papers.

We also have an objective to attend events to promote our work and in October 2011 we set up an events database to record involvement in external events. To date we have attended 9 events where we were speaking, attending or facilitating. A summary report of events was considered with the annual review papers.

## Strategic Objectives

We had 4 main strategic objectives to meet in 2011.

### Objective 1- Promotion

To promote and improve accessible information throughout all areas of the community and for all disabled people.

### Objective 2 – Guidance and Support

To update, promote and support the SAIF standards and associated guidance in response to continued need, including printed and electronic information and multiple formats.

### Objective 3 - Partnership

To work collaboratively with local and national agencies to promote and improve best practice in accessible information, offering practical support to help them comply with the accessible information requirements of legislation, including the Equality Act 2010.

### Objective 4 - Representation

To represent and bring together the interests of disabled people in the promotion of accessible information and user-led services.

To meet these objectives we have 2 working groups, Promotions Working Group and Ecommunication Working group with specific targets. We have also set targets for the Project Workers and forum members to take up.

# Promotions Working Group

## Strategic objective 1

To promote and improve accessible information throughout all areas of the community and for all disabled people

## Working group 2011

Lucie McAnespie (Chairperson)

Ben Forsyth

Mary Evans

Lyn Allison

Sandra Wilson

Claire Brennan

Fiona Gray

Bobby Park

## Background

Within SAIF we previously had 4 working groups: Standards, Local Strategies, Ecommunication and Promotional Strategies. To streamline work we decided to create just 2 working groups for 2011 which would combine the focus of the previous 4. We decided on retaining Ecommunication and creating Promotions which would take on training, publications and promotional work.

## Work plan outcomes 2011

1. Produce a pocket sized guide to what SAIF does and how it can help, identifying:

- SAIF services, activities and guides
- SAIF as a unique body which is not disability specific
- the expert membership of SAIF as a resource which can be accessed by service providers

Outcome - two colour guides were produced, an A5 version and a smaller pocket sized guide and distributed. There are no small versions left and a few A5.

2. Promote new publications Making Services Accessible, Making Websites Accessible and Making Information Accessible – target 1000 copies to existing and new contacts

Outcome - mail out completed.

3. Maintain partnerships with trainers who can deliver training on accessible information to a standard which is acceptable to SAIF

Outcome - this year Jean Alcock, Val Crookston and Eva Bolander all provided training for SAIF.

4. Promote training as a service SAIF can provide and respond to requests for training – target 2 training courses

Outcome - this year we were able to exceed our target and run 5 training courses.

# Ecommunication

## Strategic objective 2

To update, promote and support the SAIF Standards and associated guidance in response to continued need, including printed and electronic information and multiple formats.

## Working group 2011

Sandra Wilson (Chairperson)

David Armstrong

Mary Evans

Nicola Noon

Alex Stuart

Jean Alcock

Sheila Hands

## Background

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

This year we published A Brief Guide to Making Information Accessible which contains useful links to all areas of accessible information.

Although hard copies are provided, the guide is intended to be used online.

This year we have become better at targeting enewsletters and using twitter, resulting in a marked increase in visits to our website, accumulating over 1000 visits in November and meeting our target of a 20% increase in visits on last year. We also have 520 followers on twitter.

## Work plan outcomes 2011

1. Develop SAIF's social networking presence as appropriate – (e.g. twitter and Facebook) – target 300 followers on each

Outcome - we currently have 520 followers on twitter. After discussion at a working group meeting we agreed to concentrate on twitter and withdraw from Facebook.

2. Produce regular enewsletters – target quarterly

Outcome - seven enewsletters were sent out which led to increased visits to our website.

3. Work with UPDATE to revise the online Scottish Formats Resource (SFR) – target March 2012

Outcome - worked with UPDATE on the SFR and produced and distributed a flyer promoting this. We also contributed to the access guide poster which has had excellent feedback.

4. Update the website content and add an increasing range of accessibility guidance – target 2 new online products over the year

Outcome - we produced a blog on checking website accessibility and the Brief Guide to Making Information Accessible went online in November.

5. Develop use of British Sign Language (BSL) within website

Outcome - without increased funding we are unable to do this. On our website we have our introduction to SAIF in BSL and will continue to promote the use of BSL where we can.

6. Provide regular website statistics on visits and downloads – monthly

Outcome - monthly report provided.

7. Maintain website as an example of good practice and maintain website statistics to measure usage – target 20% increase on 2010/11

Outcome - we were able to improve our website during the year thanks to our accessibility check and Jim's ongoing support. We also far exceeded our target of 20% increase on visits thanks to targeted newsletters and practical support publications to promote.

8. Develop e-learning training module with NHS Greater Glasgow and Clyde and look again at developing our own e-learning modules

Outcome - completed. We have 2 elearning modules in the pipeline and our own in-house elearning platform is being developed.

9. Update social networking on-line guidance – target March 2012

Outcome - this is underway and we hope to have it finished during March.

10. Track digital communication for accessibility issues and respond as appropriate

Outcome – we have discussed online recruitment and will consider this issue in the future.

## Other SAIF Objectives

### Work plan outcomes 2011

#### 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  
A list of all the organisations we have worked and consulted with was enclosed with the annual review papers.
2. Report to Consumer Focus Scotland  
Quarterly reports submitted and ongoing catch ups with Senior Director continue.
3. Report to the Scottish Government as appropriate or requested  
Annual performance monitoring information was provided in May. An updated report was also submitted in September following the retirement of one of the project workers.

## 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 took place over one full day on February 28<sup>th</sup> 2012.

4. Recruit new members as appropriate

Following the resignation of 2 members, we recruited 4 new members over the course of the year and elected a new vice-chairperson.

5. Ensure partnership working with UPDATE

The UPDATE manager continues to be invited to SAIF meetings and staff have liaised on a range of issues, including production and promotion of The Access Guide and information leaflets promoting the online Scottish Formats Resource.

## Strategic objective 5c

Represent the interests of disabled people and carers in the promotion of accessible information and user-led services

### **Selected outcomes 2011**

- Attended Equality Bill consultation event
- Attended launch of Human Rights Toolkit at Scottish Parliament
- Spoke at the first Patient Information Forum conference in Scotland
- Spoke and facilitated at the Glasgow seminar on the Principles of Inclusive Communication

A list of events in which we have participated since October 2011 was enclosed with the annual review papers.

## SAIF publications distribution in 2011

<b>Publication</b>	First Publ	Total Print	Used 2011	<b>Total Used</b>	Left in stock
Making Information Accessible	2010	1250	108	<b>1108</b>	142
Making Websites Accessible	2011	1000	938	<b>938</b>	62
Making Services Accessible	2011	1000	600	<b>600</b>	400
A Brief Guide to Making Information Accessible	2011	100	725	<b>725</b>	175
SAIF small info leaflet	2011	1000	949	<b>949</b>	51
SAIF A5 info leaflet	2011	1000	787	<b>787</b>	213
The Access Guide	2011	500	384	<b>384</b>	116
Scottish Formats Resource Leaflet	2011	1200	800	<b>800</b>	400

## SAIF members – February 2012

<b>Name</b>	<b>Work place and/or area based</b>
David Armstrong	Student Loans Company
Claire Brennan (vice-chair)	NHS Scotland
Mary Evans	Dyslexia Scotland
Ben Forsyth (chair)	Welfare Rights Officer Midlothian Council
Fiona Gray	Disability Information Service, Glasgow
Andy Groves	Grapevine Information Service, Centre for Inclusive Living, Edinburgh
Lucie McAnespie	Head of Adult Speech & Language Therapy, Midlothian
Nicola Noon	Scottish Council on Deafness, Glasgow
Bobby Park	Glasgow and national
Margaret Simpson	Disabled Persons Housing Service, Borders
Robert Sneddon	Wigtownshire Coalition of Disabled People, Stranraer
Alex Stuart	Children in Scotland, Edinburgh
Sandra Wilson	Fife
Sheila Hands	Muirhead, Angus
John Paul Moffat	Dates n' Mates, Glasgow
Lyn Allison	Edinburgh
Amanda Burt	Aberdeen
<b>Total = 17</b>	