Annual Report

April 2014 to March 2015

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Chairperson's foreword

Welcome to the SAIF Annual report for 2014/2015. It has been a busy year for SAIF. We have settled into a good working relationship with SCVO and are now able to move on with our work of raising awareness about accessible information. The highlights of the year have been our national conference in October and our Workshop at the Gathering in February. We have also, through SCVO, delivered training both internally and to other organisations and we continue to offer two free e-learning modules to individuals.

During the year we said goodbye to several long-standing members of the forum including our chairperson, Ben Forsyth, who was a founder member of the forum. I'd like to thank Ben for all his hard work in ensuring the continuing existence of SAIF. We also welcomed several new forum members who bring with them a fresh eye, enthusiasm and a wide range of relevant subject knowledge. Perhaps, most importantly, they bring possibilities for establishing strong partnerships. Already we are working with the Scottish Disability Equality Forum (SDEF) to bring together information about good practice in the delivery of Inclusive Communication and we have strengthened our existing links with Disability Information Scotland.

As we move into 2015/2016, we are planning a programme of raising awareness events across Scotland, re-issuing updated versions of our publications and establishing good working relationships with our partners.

Jean Alcock

Introduction

People with communication support needs face exclusion and discrimination every day.

Accessible information is giving information in a way that is accessible to as many people as possible. To make information accessible you need to think about the language you use, and how you present it.

Accessible information is part of Inclusive Communication.

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 their organisation. 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.

This report provides an overview of the activities SAIF has carried out throughout April 2014 to March 2015 to meet the aims stated within our three year development plan. See appendix one for SAIF's aims.

What we have been doing in 2014/15

Awareness raising educational programme

One of the main things across all three years of 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. Below are some of the activities that have been carried out in 2014/15:

SAIF National Conference

SAIF held the 'Bringing our information into the 21st Century' conference on the 27th October 2014 at the Thistle Hotel in Glasgow.

The conference explored how organisations can ensure the information they provide is accessible to everyone, particularly people with disabilities.

Individuals attended various workshops covering some of the areas within accessible information and had space for discussions and sharing information and ideas.

Delegates represented organisations across all sectors. A total of 91 people attended out of the 114 people who registered.

A short conference evaluation report was produced which provides a summary of the discussion sessions and post-conference evaluation.

The conference summary evaluation report is available to view at www.saifscotland.org.uk/saif-conference-summary-evaluation-report/

Information explosion – information inclusion workshop

The Gathering is a free annual event for people working in the third sector to network, showcase their work and learn from each other.

SAIF held a practical workshop session at the Gathering on the 25th February. A total of 38 people registered for the workshop, 26 attended on the day.

The online evaluation showed that the majority of delegates found the workshop useful; increased their knowledge and understanding of accessible information and felt confident that they could use the knowledge gained in their current role.

The most common areas that people wanted to be involved with SAIF were through the e-newsletter and e-learning.

A summary of tweets and images from the workshop has been produced through Storify.

See our information explosion - Information inclusion Storify at https://storify.com/SAIFScotland/information-explosion-information-inclusion

In house training

New SAIF training materials were developed with some of the exercises being embedded into the existing SCVO Equalities training. This was rolled out across SCVO with a total of 57 staff members receiving the training.

Evaluations showed that 70% of staff felt the SAIF session was excellent and the remaining 30% felt it was good.

External organisations who received awareness training were:

- Young scot

- Udny Community Trust

- Highland Hospice

- Ross and Cromarty Citizens Advice Bureau's

Evaluations showed that 57% felt the SAIF session as excellent, 35% felt it was good and 8% felt it was average.

Elearning

A total of 88 individuals registered for the 'Accessible Information Awareness' module this year which is a 13% increase from the last year. Only 54 of these individuals completed the module.

A total of 55 individuals registered for the 'Hidden Accessibility' module which is a 14% increase from last year.   A total of 33 individuals completed this module.

Publications

All SAIF publications were reviewed over the year with some minor changes applied to text and contact details.

All SAIF publications are available online in Word, PDF and html formats.

An A5 information leaflet was produced for circulation at the Gathering along with two new SAIF banner stands.

Website

Over the period of 1st April 2014 to 31st March 2015 the SAIF website was visited by 3007 users, 75% of whom were new users.

The website was reviewed on a regular basis and changes were made throughout the year. Changes applied were:

- Wording on the home page was updated to reflect what SAIF does and highlight what we mean by accessible information.

- The news section on the homepage was updated regularly and the twitter feed updated automatically when the twitter account was used.

- The frequently asked questions section has been updated.

- A new blog area was added to the website. This area will be used to develop a library of good news stories about experiences of individuals in relation to accessible information. See SAIF blog.

E-newsletter

A new SAIF e-newsletter has been developed. This was circulated as and when news was available rather than a regular basis. The number

of recipients has increased slowly during the last four months. It has now has reached 220.

Twitter

The SAIF twitter account has been more active this year due to an increase in staff awareness of the platform. SAIF members and staff have used twitter during events and training sessions.

Other networks

All SAIF communication was forwarded to the communication team within SCVO to ensure a wider circulation through the various networks involved with SCVO projects.

Forum members were encouraged to forward any SAIF communication to their own networks.

SAIF enquiries

Organisations and individuals can contact SAIF about any queries they may have around accessible information. All enquires are dealt with by staff or forum members.

Enquiries to SAIF have increased by 4% from last year. The top two enquiry types were information and advice (56%) and events and training (28%).

The most common enquiry area was general accessibility (28%). Individuals seemed to contact us more for information or advice on

accessible information awareness rather than more specific areas such as hidden accessibility or printed information.

More detailed charts are available in Appendix three.

Partnership working

SAIF has been working closely with its members looking at possible partnerships between SAIF and the organisations they represent.   We will continue our longstanding relationship with UPDATE Disability Information.

A partnership has been developed with the Scottish Disability Equality Forum (SDEF). We will develop a consortium of disability organisations who are interested in improving access to information in Scotland.

The consortium will help SAIF to build upon its status as a national Accessible Information Hub. The Hub will provide information, tools and guidance across a continually growing area of communication and engagement.

Discussions are ongoing with other organisations who are interested in working together in the future.

As SAIF is situated with SCVO we have been able to identify possible working relationships with projects across the organisation.

Membership

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

A skills and knowledge review of the SAIF membership was carried out. Some gaps were identified and a recruitment drive took place to ensure the forum was fit for purpose. Four new members joined the forum in June 2014.

A calendar of forum meetings and activity for the SAIF membership was agreed. This was to ensure effective networking, relationship development and the provision of space to share ideas and expertise.

Ben Forsyth was a forum member since 1997 and he took on the role of Chairperson in March 2006 and continued this until his resignation in November 2014.

Jean Alcock has now taken on the role of Chairperson and Amanda Burt is Vice Chairperson.

A list of current SAIF members is available in appendix four.

In addition to the changes to membership, the SAIF terms of reference were reviewed to ensure the forum is fit for purpose in relation to achieving SAIF's new objectives. The forum agreed that SAIF would continue to focus on accessible information within the area of inclusive communication. See SAIF's inclusive communication blog.

Looking forward

In year 2015/16 SAIF will focus on the further development and delivery of the awareness raising programme across Scotland.

Through better organisational representation within our membership we will continue to work with organisations such as Disability Information

Scotland and SDEF. This will to allow us to host additional events, gather a wider range of information and promote accessible information.

SAIF, along with SDEF and other organisations involved in the Accessible Information Steering Group, hope to establish the SAIF website as a one-stop-shop for advice and guidance on accessible information in Scotland.

We will investigate and report the impact on healthcare experiences through focussed and qualitative research and generate good news stories, case studies and blogs.

SAIF aims to have a stronger voice within Scottish Government by working alongside the SCVO policy department and responding to relevant consultations.

Contacts us

Scottish Accessible Information Forum

3rd Floor,

Brunswick House,

51 Wilson Street,

Glasgow,

G1 1UZ

Phone: 0141 559 5021

Email: saifscotland@scvo.org.uk

Website: 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 the Welfare Reform currently underway requiring use of ICT to access benefits and the Government drive to digitalisation)
- 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

Title	PDF	Word	Html
Making information accessible	Yes	Yes	Yes
Making information accessible (Checklist)	Yes	Yes	Yes
Making services accessible	Yes	Yes	Yes
Making websites accessible	Yes	Yes	Yes
A brief guide to making PDF's accessible	Yes	Yes	Yes
A brief guide to Easy read	Yes	Yes	Yes
SAIF information flyer 2014/15	Yes	Yes	No

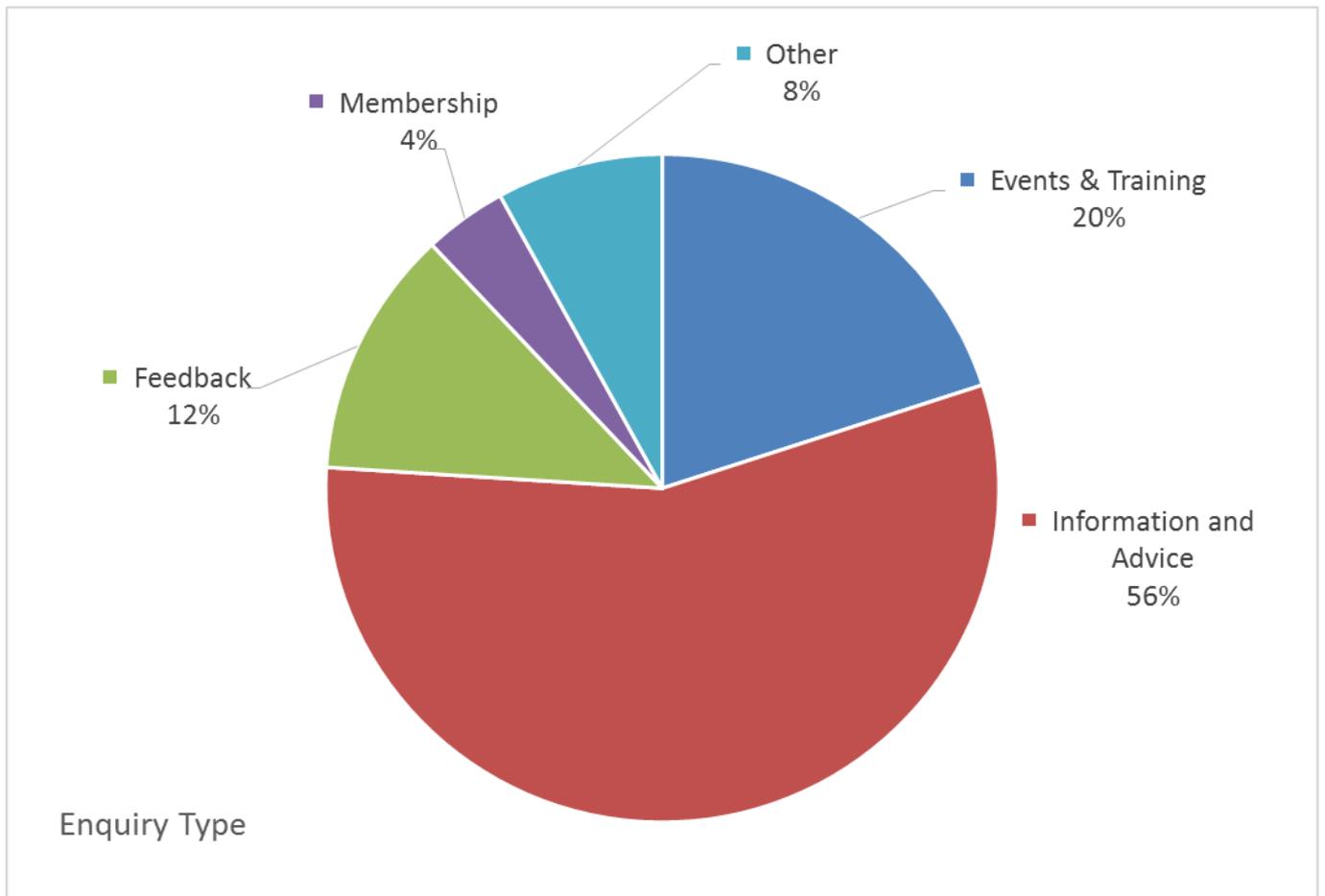## External publications available on the SAIF website

Title	PDF	Word	Html
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

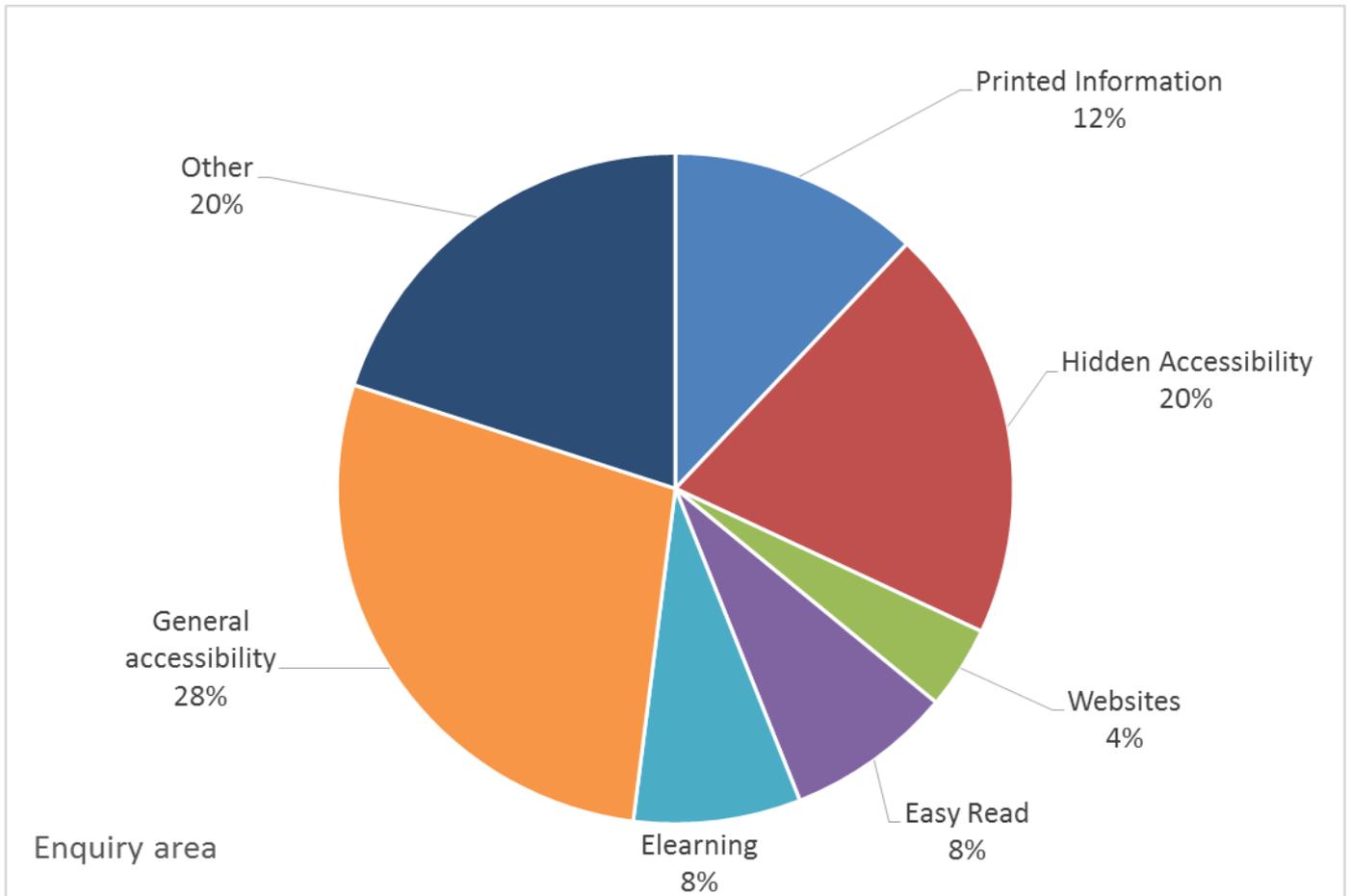|			
Glasgow Good Information Group (GGIG) - Saying It Simply Report	Yes	Yes (Text Only)	No
GGIG It's All About Pictures Project - Consumer testing with service organisations report - Event and survey report - Symbol sets fact files - Easy read good practice guidelines - Electronic accessibility: Making pictures accessible to screen-reading software	Yes	Yes	No

Appendix three – SAIF enquires

Enquiry type

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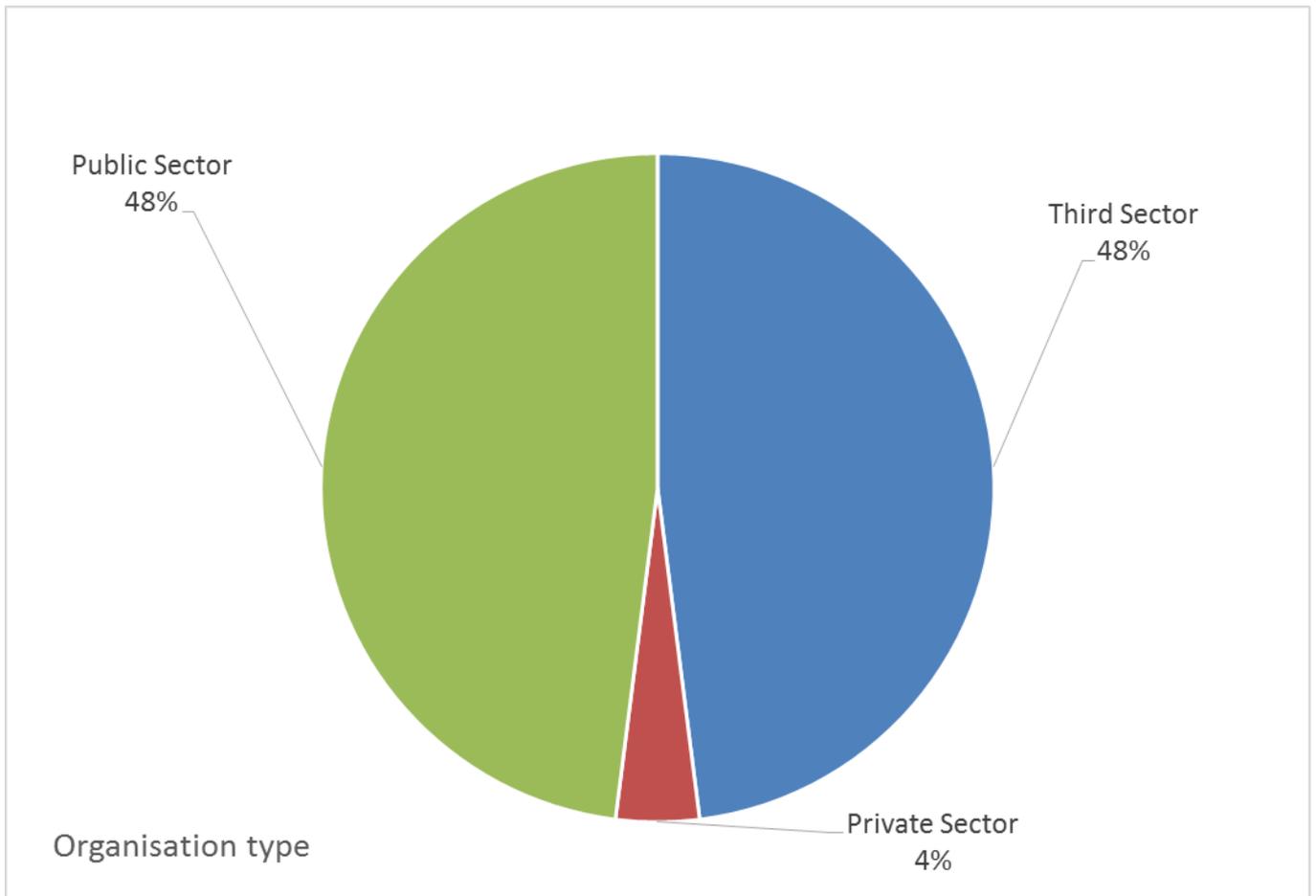

Enquiry Type

- Other 8%
- Membership 4%
- Events & Training 20%
- Feedback 12%
- Information and Advice 56%

Enquiry area

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

Printed Information 12%
Hidden Accessibility 20%
Websites 4%
Easy Read 8%
Elearning 8%
General accessibility 28%
Other 20%
Enquiry area

Note: 'Other' includes areas such as building access and individuals offering their services.

Organisation type

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

Public Sector
48%

Third Sector
48%

Private Sector
4%

Organisation type

Appendix four – Current SAIF membership

Jean Alcock   Individual representative

Morven Brooks   Scottish Disability Equality Forum

Amanda Burt   Individual representative

Michelle Davitt   Disability Information Scotland

Mary Evans   Individual representation

Kirstie Henderson   Lothian Centre for Inclusive Living

Lucie McAnespie   NHS Lothian

Julie Morrison   Individual representative

Bobby Park   Glasgow Access Panel

Emma Russell   Individual representative

Kathleen Travers   Individual representation

Sandra Wilson   Individual representative