



# Re-Animating Self-Advocacy

MIRROR Strategy  
2019 - 2023



# Principles of Self-Advocacy

M		<p><b>Members</b></p> <ul style="list-style-type: none"> <li>• We have control of the organisation, we oversee everything</li> <li>• We decide what the group does and ask for help when we need it</li> <li>• We are part of the management committee</li> <li>• We learn skills to take on more responsibility</li> </ul>	<p>Funded by</p>  <p>Llywodraeth Cymru Welsh Government</p>
I		<p><b>Ideas</b></p> <ul style="list-style-type: none"> <li>• We find out what is going on in our community</li> <li>• We're not afraid to try new things</li> <li>• What works for us is often a good idea for others</li> <li>• We share our ideas</li> </ul>	
R		<p><b>Rights</b></p> <ul style="list-style-type: none"> <li>• We have accessible information to help us know our rights and teach others</li> <li>• We support each other when our rights are ignored</li> <li>• We work together to make sure our rights are upheld</li> <li>• We have the right to make choices</li> <li>• We help decision makers to include us</li> </ul>	
R		<p><b>Reflect</b></p> <ul style="list-style-type: none"> <li>• We learn from our experiences and the experiences of others</li> <li>• We spend time thinking about what is working or not working</li> <li>• We think about why we are doing things</li> </ul>	
O		<p><b>Organisation</b></p> <ul style="list-style-type: none"> <li>• We plan together</li> <li>• We have good policies and ways of doing things</li> <li>• Our organisation is fair and friendly to all</li> <li>• We make sure we let people know what is going on</li> </ul>	
R		<p><b>Review</b></p> <ul style="list-style-type: none"> <li>• We listen to the views of members, staff and others</li> <li>• We change when we need to</li> <li>• We look back to see if we are doing well</li> <li>• We celebrate achievement</li> </ul>	 <p>© Copyright All Wales People First 2017</p>

Photographs marked \* are courtesy of Natasha Hirst Photography

# Contents

4

An introduction to the MIRROR Strategy

5

Executive Summary

8

The Organisation

22

Our Achievements

27

The MIRROR Strategy 2019 - 2023

53

Our Partnerships

54

S.W.O.T Analysis/ Evaluation Pledges

# An Introduction to the MIRROR Strategy

The M.I.R.R.O.R acronym was developed by the Chief Executive, Joe Powell as a structure in which to capture the core components, necessary to ensure that self-advocacy groups are member led, innovative and sustainable. The M.I.R.R.O.R principles of self-advocacy were informed by the feedback from the 2016 National Conference 'Our Lives and Our Rights' which looked at whether self-advocacy still had a role to play for people with Learning Disabilities in Wales. It also re-examined what good self-advocacy should look like.

The All Wales People First National Council looked at the first draft of the M.I.R.R.O.R Principles of self-advocacy and decided the values that should underpin each letter of the acronym.

All Wales People First wants to embed the M.I.R.R.O.R principles of self-advocacy in all of the work it does. The M.I.R.R.O.R acronym stands for: -

**Members**

**Ideas**

**Rights**

**Reflection**

**Organisation**

**Review**

It is hoped that the M.I.R.R.O.R Principles will give a general consistency to what good self-advocacy should be, across Wales, without compromising local group identity. It is also intended to help local groups to run as sustainable businesses, be flexible and adaptable to change and meet the needs of the Social Services and Well Being (Wales) Act. The M.I.R.R.O.R Strategy, replaces the Business Plan format previously adhered to by All Wales People First. It outlines our commitment to utilising the M.I.R.R.O.R principles of self-advocacy to respond to the needs of members and local groups across Wales at a National level.



**Design voted by All Wales People First National Council 2016**





# Executive Summary

The 2019 – 2023 M.I.R.R.O.R Strategy has been informed by a variety of sources, they are: -

- 'An exploratory study into the role(s) of the advisor in People First in Wales', Research by Anne Collis.
- 2016 Conference Report 'Our Lives, Our Rights'
- 2017 Conference Report 'SOS – Save Our Self-Advocacy'
- 2018 Conference Report 'All Wales People First presents, All Together Now'
- All Wales People First 2017 Anonymous Evaluation
- Independent Facilitation sessions with the National Council and Board of Directors by Ann Lukens.
- Draft MIRROR Strategy feedback by the All Wales People First, National Council and the Board of Directors.
- All Wales People First Development Worker Report 'A future for self-advocacy'
- National Council Development Officer report on the National Council Review.



**Kirsty Williams AM with members and delegates at the 2016 Manifesto Launch at the Senedd.**



The 2016-2019 Business Plan 'Reducing Dependency, Promoting Rights' focused on supporting groups to reform themselves around the Social Services and Well Being (Wales) Act and to run as sustainable businesses. During this period, All Wales People First were keen to assess the progress made and how well the local groups were adapting to the cessation of the advocacy grant scheme, securing local authority funding and

diversifying their income schemes.

Whilst this Business Plan was successful in many ways, the feedback from members and local groups told us many things. They told us that it was still difficult to get local authority funding for core self-advocacy and that many local authorities still failed to understand the difference between self-advocacy and advocacy. Some groups were struggling to get funding and other groups faced the prospect of mission drift because they were forced to obtain other, more secure funding such as advocacy funding.

Members were struggling to access services because of public transport cuts and it still wasn't clear how well the Social Services and Well Being (Wales) Act 2014 was empowering members to live as active citizens. The movement had little flexibility in measuring the impact of the Social Services and Well Being (Wales) Act on our members lives and we had limited influence in measuring and challenging Welsh Government and Local Authorities about how well the act was helping them to achieve their well-being outcomes.

The most important thing they told us was that All Wales People First needed to play a more active role in supporting



**Members of the All Wales People First National Council at the 2016 Manifesto Launch \***



**Chief Executive, Joe Powell with members of Vale People First's 'Real Lives' group. Manifesto Launch 2016 \***

local groups and to help groups to work together in a more pro-active and cohesive way. All Wales People First needed to be the catalyst to a new approach to self-advocacy in Wales.

It was clear that the movement needed to have a much stronger voice and influence to respond to the needs of the members and the groups during the current political times of austerity. This included a stronger voice in the media. This included campaigning and lobbying. We needed to work more with people with other disabilities who share our political views. It was also clear that we needed to have a much stronger presence in North Wales.

The 'Learning Disability-Improving Lives Programme' which identified gaps in services for people with learning disabilities, following the feedback from the population needs assessments, further illustrated this and presented the self-advocacy movement with an opportunity to support the change necessary, in ensuring that the members have access to their local communities and the services they need to achieve their own well-being outcomes.

The 2019-2023 M.I.R.R.O.R Strategy 'Re-Animating Self-Advocacy' is designed to respond to feedback from members and local groups and to change the shape and effectiveness of self-advocacy in Wales. This approach aims to:

- Help the movement work together in a more effective and cohesive way.
- Give local self-advocacy groups more advice and support.
- Hold Regional Partnership Boards to account with regards to their duties to our members as part of the SSWB Wales Act.
- Support Regional Partnership boards to evaluate and co-design local services.
- Support groups to work together and identify Business opportunities.
- Help groups to have strong governance and to run as sustainable businesses.
- Have a stronger voice in the media.
- Protect and promote the importance of self-advocacy as a preventative service.
- Raise the profile of self-advocacy in Wales.
- Support Welsh Government's 'Learning Disability – Improving Lives Programme



# The Organisation

## Our Purpose

All Wales People First is the National Umbrella body of self-advocacy groups across Wales. All Wales People First is a member led organisation. Its strategic vision is led by member representatives of self-advocacy groups across Wales through the All Wales People First National Council, which currently meets six times per year. The National Council comprises of member representatives of twenty-two member groups across Wales. The National Council is what makes All Wales People First unique, being the only organisation that is led by men and women with learning disabilities.

## Mission Statement

**“All Wales People First is the united voice of self-advocacy groups and all people with learning disabilities in Wales. It shares knowledge and information to achieve equal rights and a positive image.”**

Ratified by the All Wales People First National Council, July 31<sup>st</sup> 2018.



All Wales People First Annual Conference 2016  
Monday 3rd October 2016, Cardiff

Video minutes captured live at the event.



## Our Core Values

Our Core Values were reviewed and agreed by the All Wales People First National Council in the presence of some members of the All Wales People First Board of Directors on the 29th January 2019. They are:

All Wales People First believes in being open, honest, celebrating achievements and making decisions thoughtfully, fairly and together.

We believe that people with learning disabilities should

- Believe in ourselves, our hopes and dreams
- Have equal rights (listed on page 10)
- Have a positive image
- Have access to self-advocacy
- Be informed and be able to voice, choice and control
- Know about rights, especially Human Rights
- Be included as active citizens in Welsh Society
- Be treated as adults
- Be respected and respect others



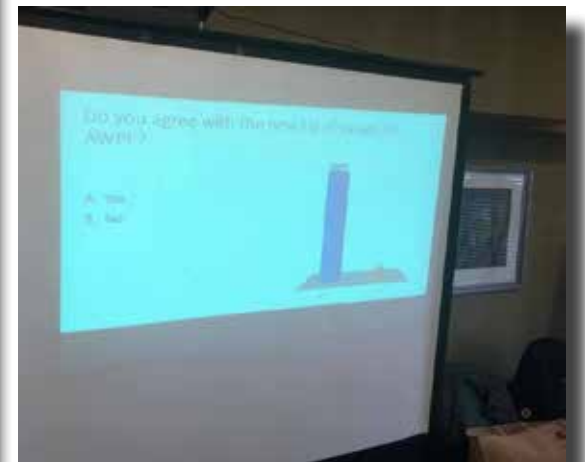
Designed by members during the poster workshop, 2016  
National Conference 'Our Lives and our Rights'

On the 29th January 2019, members of the All Wales People First National Council discussed their rights. Members decided that rights, which include the right to have access to society was important to them. They are:

- Right to be leaders
- Right to a full, active life with meaningful friendships, relationships, marriage and parenthood
- Right to be treated with respect, as adults
- Right to speak up about our own lives and be listened to
- Right to have our say in decisions being made that affect people with learning disabilities in Wales
- Right to equal opportunities
- Right to live without fear of bullying
- Right to paid work and support to get work if we need it
- Right to express own sexuality
- Right to opinions
- Right to information in a way we can understand it, to be informed
- Right to vote
- Right to be responsible for our own actions, to take risks and push boundaries
- Right to say no
- Right to education and to educate others
- Right to health care and support
- Right to live independently in the community
- Right to control our own money

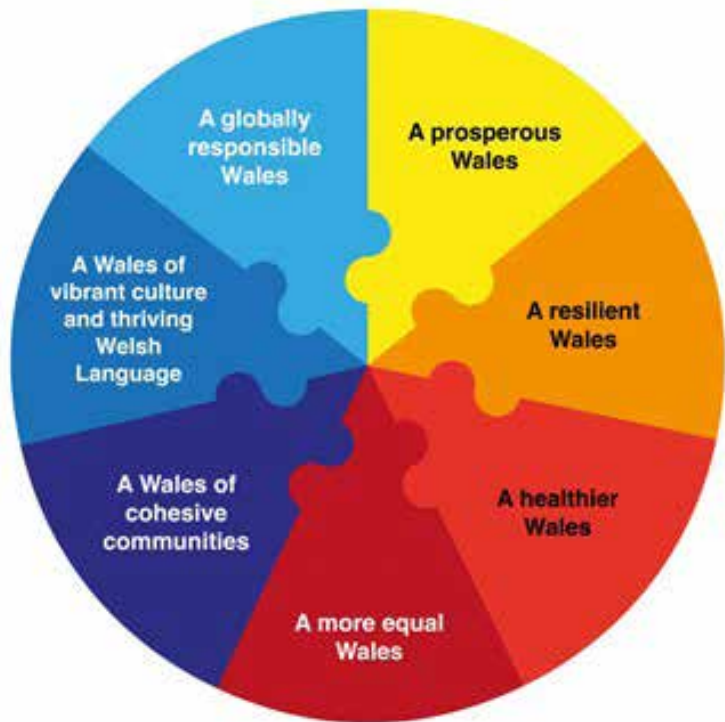


The Co-Chairs of the All Wales People First Board of Directors (Sophie Hinksman and Bryan Collis) facilitate a discussion around the values of All Wales People First with the National Council and fellow Board members on the 29th January 2019.



Our Core Values will make a positive contribution to the following components of the Well-being of Future Generations (Wales) Act 2015:

- ❖ A prosperous Wales
- ❖ A resilient Wales
- ❖ A healthier Wales
- ❖ A more equal Wales
- ❖ A Wales of cohesive communities

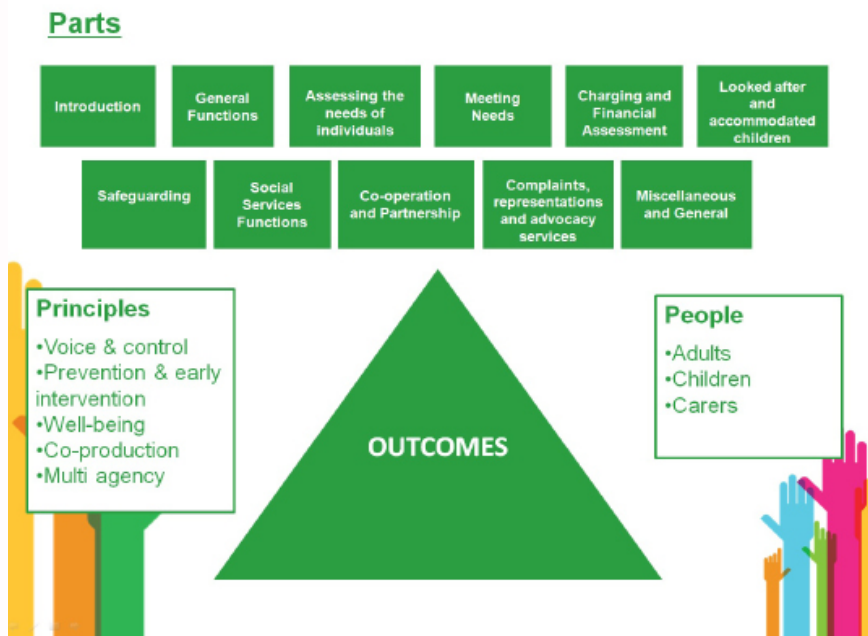




The M.I.R.R.O.R Strategy, will make a positive contribution to the following elements of the National Outcomes Framework as outlined in the Social Services and Well Being (Wales) Act 2014.

- I know and understand what care, support and opportunities are available and use these to help me achieve my well being.
- I can access the right information, when I need it, in the way I want it and use this to manage and improve my well being.
- I am treated with dignity and respect and treat others the same.
- My voice is heard and listened to.
- My individual circumstances are considered.
- I speak for myself and contribute to the decisions that affect my life, or have someone who can do it for me.
- I am healthy and active and do things to keep myself healthy.
- I am happy and do the things that make me happy.
- I get the right care and support, as early as possible.
- I am safe and am protected from abuse and neglect.
- I am supported to protect the people who that matter to me from abuse and neglect.
- I am informed about how to make my concerns known.
- I can learn and develop to my full potential.
- I do the things that matter to me.
- I belong
- I contribute to and enjoy safe and healthy relationships
- I engage and make a contribution to my community
- I feel valued in society

- I contribute towards my social life and I can be with the people that I choose.
- I do not live in poverty.
- I am supported to work.
- I get care and support through the Welsh language if I want it.
- I live in a home that best supports me to achieve my well being.



Social Services and Well Being Wales (Act) 2014



Self-Advocacy, centre of the Advocacy Spectrum as produced by the Golden Thread of Advocacy

The M.I.R.R.O.R Strategy will also make a positive contribution to all of the Key Enabler Recommendations (desired outcomes) as laid out in the 'Learning Disability Improving Lives Programme':

- To have the information needed to be able to plan services to accurately and appropriately meet the needs of people with a learning disability.
- The voice and needs of people with learning disabilities and their families and carers is listened to and acted upon across public services.
- To ensure when standards are set in services and outcomes monitored and evaluated, the needs of people with a learning disability are considered.
- Transport services are designed to meet the needs of people with a learning disability wherever possible.

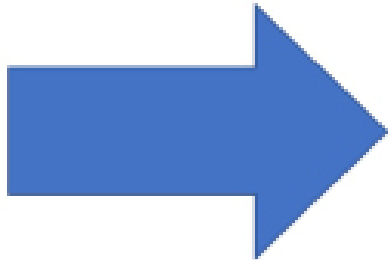
The M.I.R.R.O.R Strategy will also deliver the evaluation pledges made by the Chief Executive in the 2017 evaluation report. These pledges will be our outcomes.



Presentation Map from 2017 National Conference'  
SOS - Save Our Self-Advocacy'

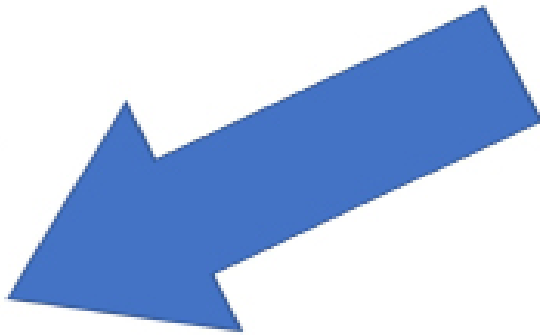


Members attend the conference and make decisions about the principles of the organisation and what the priorities should be for the year ahead.



Board of Directors make sure that All Wales People First works within the law, stays financially secure and manages its staff properly.

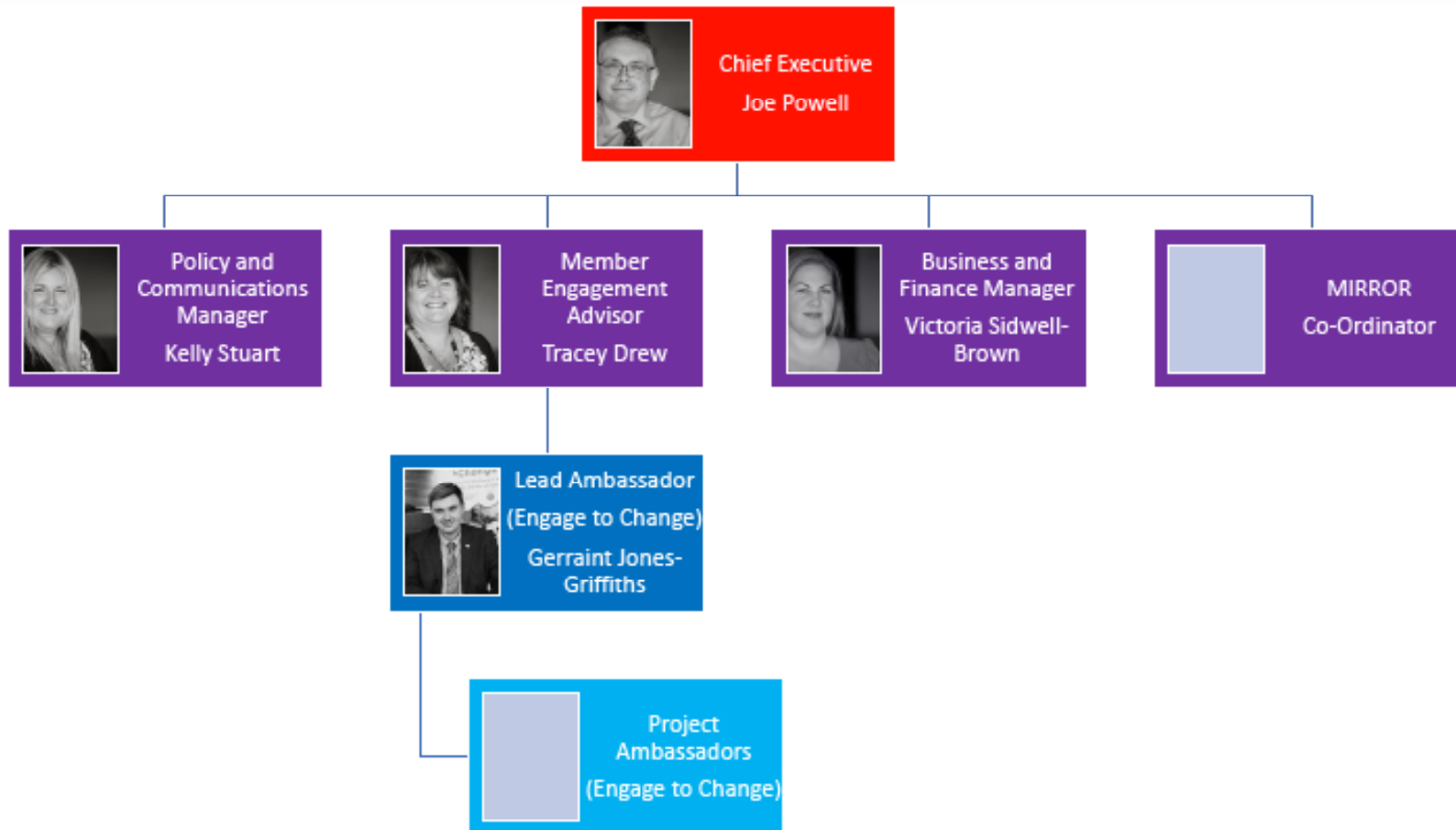
All Wales People First Board of Directors



22 Members of the National Council, elected by self-advocacy groups in each local authority area. The National Council decide the ethos, policies and long term priorities of the organisation. The National Council is supported by four Regional Councils.



# Organisational Structure



***All Wales People First is an organisation for, and led by men and women with a learning disability. It is unique in Wales that it is the only national member-led organisation that represents the voice of men and women with a learning disability.***



### **The Chief Executive**

The Chief Executive, Joe Powell was appointed in October 2012, following a nationwide recruitment drive to appoint somebody with lived experience to head the organisation. Joe was diagnosed with Asperger Syndrome in 1996 and lived in learning disability care homes for eleven years. Joe fought to leave the care system and became an advocate for people with learning disabilities and autism. Joe has spoken nationally and internationally for many years about the need to reform the care system, improve attitudes towards people with learning disabilities and autism and to include people with learning disabilities and autism as equal citizens. In this

MIRROR Strategy Joe's job title will be changed from the National Director to the Chief Executive, this is to take into account the changing nature of his role and the larger input he now has in the operational and strategic vision of All Wales People First.

### **The Policy and Communications Manager**

Kelly Stuart was appointed as the Executive Assistant to the National Director in June 2016. Kelly has many years, experience working with policy and law. Kelly advises the Chief Executive about policy decisions within All Wales People First and works with the Chief Executive to ensure that All Wales People First represents the views of the National and Regional Councils in the media. During this MIRROR Strategy, it has been decided to change Kelly's job title to one that gives a more accurate description of her new role, in line with the MIRROR Strategy. The change in job title is also to prevent giving the impression that Kelly is the Chief Executive's support worker, thus potentially undermining his position.



***‘Nothing about us without us’***



### **The Member Engagement Advisor**

The National Council Development Officer, Tracey Drew was appointed in September 2016. Her role is to support the Chair and the Vice-Chair of the National Council to facilitate the National Council meetings and to support members to hold the Chief Executive and All Wales People First to account. The Member Engagement Advisor will also oversee the Regional Council meetings and will co-ordinate the work across both the Regional and National Councils. The Member Engagement Advisor will support members to develop self-advocacy skills, work on the Learning for Leadership training programme and the self-advocacy toolkit.

They will also work with members on member led information in the M.I.R.R.O.R Pack of Policies and introduce members to political ideas, ideologies and issues of Welsh and Local government policy. This is aimed at helping increase members knowledge and ability to engage in important issues that affect their lives and to give them greater knowledge to empower them to lead the strategic direction of All Wales People First. The change in job title to Member Engagement Advisor, reflects the changing nature of this post.

### **The Business and Finance Manager**

Victoria Sidwell-Brown was appointed in June 2017. The Business and Finance Manager will oversee all Business and Financial aspects of All Wales People First, which will include looking for funding opportunities, implementing the financial strategy and advising local groups about good financial practice and governance. The Business and Finance Manager will support and advise the M.I.R.R.O.R Co-Ordinator when required and will be able to advise local groups on issues of finance.



*"It doesn't matter what words you use. It's how you treat us that matters"*

**Ffion Poole, member of Caerphilly People First in response to the debate about the term 'learning disability' at the 2018 National Conference.**

## The M.I.R.R.O.R Co-Ordinator

The M.I.R.R.O.R Co-Ordinator will be a new role within All Wales People First. Their role will be to help local self-advocacy groups to work under the M.I.R.R.O.R principles of self-advocacy, run as sustainable businesses and to help to look for opportunities to diversify funding streams. The M.I.R.R.O.R Co-Ordinator will support members to run two of the Regional Council meetings and they will support the chair of S.W.A.N (Support Workers Advisory Network) which will run concurrently with the National Council meetings. The M.I.R.R.O.R Co-Ordinator will also provide staff training, which includes (essential components of) the Colin Vyvyan/ M.I.R.R.O.R training and the self-advocacy toolkit.



### Lead Ambassador (Engage to Change)

Gerraint Jones-Griffiths was appointed as the Lead Ambassador for the Welsh Government/ Big Lottery, Engage to Change project in June 2018. Gerraint's role is to promote the project and to support and train the other project ambassadors.

**“If you’re not at the table,  
you’re on the menu.”**

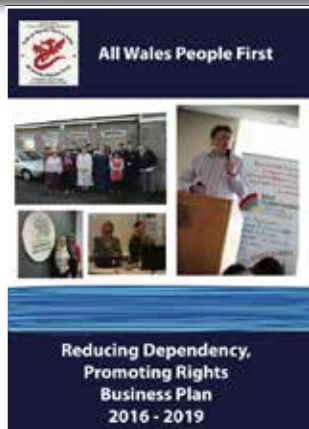
**Michael Enzi, American Politician**





**All Wales People First in attendance at the launch of the Gwent Charter. The Gwent Charter was based on the M.I.R.R.O.R Principles of Self-Advocacy.**

# Our Achievements



The 2016 - 2019 Business Plan 'Reducing Dependency, Promoting Rights' has been a success in many ways. The core purpose of the Business Plan was to help to support local self-advocacy groups across Wales to frame themselves around the Social Services and Well Being (Wales) Act as preventative services, to operate as sustainable businesses and to provide guidance and training to staff to improve their skills and competence. We wanted the Business Plan to help to increase the members opportunities to understand their rights under the Social Services Well Being Wales Act, but at the same time celebrate and encourage interdependency as part of being active in their local communities.

The Welsh Government bid, which supported this Business Plan, was one of the few which was given full funding from the Welsh Government's first ever 'Social Services and Well Being (Wales) Grant' (which replaced the Section 64 grant) and was commended for the way it responded to and acknowledged the requirements of the Social Services and Well Being (Wales) Act.

The organisation recruited a brand-new staff team, which included the addition of an Executive Assistant to the National Director a new National Council Development Officer and new Business Manager (Business and Finance Manager). Two Development Workers were also appointed to work with groups in North and South Wales. The Development Workers helped many groups to rethink their governance structures and to look for opportunities to work together in new ways.

All Wales People First hosted six regional events to help local groups to identify the ways that they would like to work together in the future.

## **M.I.R.R.O.R/ Colin Vyvyan legacy training**

The Welsh Government match funded the legacy money left to us by former board member, Colin Vyvyan. The training became known as the 'M.I.R.R.O.R training' and the modules were agreed and designed by staff and members of local groups, prior to the 2016-2019 Business Plan. The training modules were framed around the M.I.R.R.O.R principles of self-advocacy and were delivered in partnership with Cardiff and the Vale College and assessed by Agored Cymru. The modules were:

- 1) Self-advocacy movement
- 2) Rights and politics
- 3) Introduction to Strength Based Practice
- 4) Implementing Strength Based Practice

- 5) Facilitation Skills 1 – learning the skills
- 6) Facilitation Skills 2 – putting the skills into practice
- 7) Good Governance in Self Advocacy Organisations
- 8) Professional skills 1
- 9) Professional skills 2
- 10) Building Community Connections
- 11) Action Planning for the Future.

There were two levels to the training, level 1 which incorporated some modules and level 3 which incorporated all modules. 9 members of staff completed level 1 and 7 members of staff completed level 3. All who took part in the training said they found it really beneficial.

## The Annual Conferences

Three conferences were held during the Business Plan period, all of which served a strategic purpose, informing the 2019/2023 M.I.R.R.O.R Strategy. All conferences were planned and designed by a National Council Sub-Group.

In 2016, we held the 'Our Rights, Our Lives' conference at the Future Inns, hotel in Cardiff Bay. The conference reflected on what good self-advocacy looked like and whether there was still a place for self-advocacy in Wales.





## Internal Evaluation

In 2017 we also held an internal review into All Wales People First. We produced three surveys, one of members, one for support staff and one for the rest of the third sector. We wanted to know if we needed to change to enable the self-advocacy movement in Wales to adapt to changing political times. We also wanted to see how we were regarded by the rest of the third sector in Wales and whether we could work more effectively with them. The feedback was largely positive but there was room for improvement. The room for change and improvement largely centred on working together with and supporting local groups and working more cohesively on a Pan Disability basis with people with other disabilities. An evaluation report was produced and placed on the All Wales People First website and the pledges will inform the outcomes in this MIRROR Strategy (see page ).

## Our Rights, Our Voice

We worked with Learning Disability Wales on a project 'Our Rights, Our Voice' train the trainer course which aimed to educate people about their rights, under the UN Convention of Human Rights for People with Disabilities. This was an extension of the successful Learning Disability Wales 'Our Rights, Our Voice' European funded project, in response to members feedback that they would like to extend this to more people with learning disabilities.



Members of the National Council design the 2017 Evaluation Questions, June 2017.



Final Evaluation Report, published 2018





## Website

All Wales People First worked with Promo Cymru and Burning Red on a new Website which was completed and sent live in 2018. The new Website gives the organisation greater opportunity and capacity to share news and resources from local groups and keep the membership connected across Wales. The website was co-designed in consultation with the All Wales People First, National Council.

## M.I.R.R.O.R Pack of Policies

The organisation also worked with Barod CIC to update the Management and Practice (MAP) box of policies which were first produced in 2006. The new policies are framed around the M.I.R.R.O.R principles of self-advocacy and have been renamed the M.I.R.R.O.R pack of policies. The M.I.R.R.O.R pack of policies will be updated regularly by All Wales People First and will be shared with local groups. The policies will help groups to both work within the law, and to the M.I.R.R.O.R principles of self-advocacy. They will be updated annually by All Wales People First and shared with local groups.

## Engage to Change

All Wales People First were also part of a very successful 'Getting Ahead 2' grant consortium (Engage to Change) which looked to provide employment and internship opportunities for 16-25 year olds with learning disabilities and autism spectrum conditions. The money came from unclaimed bank accounts, was funded by Welsh Government and was administered by the Big Lottery. The project is funded for five years and is approximately, ten million pounds. It is the largest grant for an employment initiative ever issued in Wales. The role of All Wales People First is to support Cardiff University to evaluate the project with a forum of members from our National Council and to



**Chief Executive Joe Powell with members of the Engage to Change Forum, South Wales**

employ ambassadors to promote the project. All Wales People First employed Gerraint Jones-Griffiths in 2018 as Lead Ambassador. Gerraint leads and coaches the other project Ambassadors.

### **(D.R.I.L.L – Disability Research into Inclusive Living and Learning)**

All Wales People First were also successful in obtaining a D.R.I.L.L (Disability Research Inclusive Living and Learning) grant, to fund a project to develop a self-advocacy toolkit for local groups. The aim of the toolkit was to help local groups to plan and evaluate their projects to ensure that they are both working to the M.I.R.R.O.R Principles of self-advocacy and are meeting local authorities' duties to the Social Services and Well Being (Wales) Act. All Wales People First worked with:

- Barod C.I.C
- Jan Bardsley (Open University)
- Bryan Collis (Independent Researcher)
- Jan Walmsley (Independent Researcher)

The toolkit was disseminated on day two of the All Wales People National Conference, 2018 'All Wales People First presents, All Together Now' on the 17<sup>th</sup> October 2018 and is now available to local groups and the wider learning disability sector as a download on the All Wales People First website.



**Last meeting of the Toolkit Reference Group,  
July 2018.**



**DRILL Wales Programme Officer,  
Jody Mellor at the Toolkit  
Launch, 17th October 2018**

# The MIRROR Strategy 2019 - 2023

The M.I.R.R.O.R Strategy 2019-2023 has been developed and informed from a variety of sources. They are:

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- 2016 Conference Report 'Our Lives, Our Rights'
- 2017 Conference Report 'SOS – Save Our Self-Advocacy'
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- All Wales People First 2017 Anonymous Evaluation
- Independent Facilitation sessions with the National Council and Board of Directors by Ann Lukens.
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- All Wales People First Development Worker Report 'A future for self-advocacy'
- National Council Development Officer report on the National Council Review.

The aims and objectives have been themed from the pledges made by the National Director in the 2017 anonymous internal evaluation report (page ). The Key Performance Indicators have been identified from the independent facilitator (Ann Lukens) sessions with the National Council and the Board of Directors and will be specified in the internal Delivery Plans.

## **STRATEGIC AIM – Members**

**“People with learning disabilities should have the greatest influence in the learning disability sector in Wales. They should be at the centre of all policy and strategic directions. We will work together to ensure that their voice is the strongest, most effective and the most authentic in Wales.”**

- **We have control of the organisation, we oversee everything**
- **We decide what the group does and ask for help when we need it**



- We are part of the management committee
- We learn skills to take on more responsibility

### **This is what we WILL do?**

We will increase the influence of the genuine member voice within All Wales People First, increase their self-advocacy skills and enhance their political capital as citizens under the Social Services and Well Being (Wales) Act. We will increase the number of members we have and to give greater voice to people with more profound learning disabilities who currently do not have a voice.

### **How will we do it?**

#### **The National and Regional Councils**

We will restructure the All Wales People First National Council to include four Regional Councils and reduce the number of National Council meetings from six to four. This will increase the number of overall members who engage with the National Council, raise the visibility of All Wales People First amongst its members and increase the effectiveness of the National Council in supporting the Welsh Government's 'Learning Disability – Improving Lives Programme.' These measures will also increase the lobbying and political impact of the movement.

The Regional Councils will be planned and delivered in co-production with local groups and we will hold four per year. They will be a conference style meeting and will both help to assist the Welsh Government's 'Learning Disability, Improving Lives' programme as well as present an opportunity for members to work on regional collaboration or training and consultation. We will support a member per region to attend their Regional Partnership Boards (or appropriate Learning Disability sub-



**All Wales People First Chair Lucy Hinksman and Vice Chair, Catherine Watchorn at the National Council, May 2018**



**Members of the National Council, review the direction of All Wales People First, with independent facilitator Ann Lukens**





**Margaret Flynn of the National Inspection Safeguarding Board works with the National Council on accessibility of their 2016 report.**



**Tracey Drew facilitates a session of the National Council Conference sub-group to design the 2018 National Conference.**

groups). They will feed information into and out of the Regional Councils (appendix eleven). The information gathered will help us to give feedback to the Welsh Government about the effectiveness of the Regional Partnership Boards across Wales, in delivering their duties to our members, under the Social Services and Well Being (Wales) Act. The Regional Councils will also offer Regional Partnership Boards an opportunity to work with members to modify or design the services they need to fulfil their own well-being objectives and to support Regional Councils to fulfil their duties under the Social Services and Well Being (Wales) Act.

The restructure of the National Council will also include subgroups which will greatly increase representatives influence within All Wales People First. The sub groups will be chaired by a member of the National Council. The three sub groups will be:

- Increasing Membership
- Position Statements
- Lobbying and Campaigning

We will also look to get better funding for the National Council meetings to make it easier for people travelling from North Wales to stay in the same venue as the South Wales meeting, reduce their overall travel times and to ensure that the meeting facilities are close to good public transport links and are accessible for people with physical disabilities. The four National Council meetings will take place in the North, West, East and South of Wales to make it fairer to all attendees and to increase our presence across Wales.

The National and Regional Council Meetings will be

supported and co-ordinated by our Member Engagement Advisor with assistance by M.I.R.R.O.R Co-Ordinator and the AWPf Support Worker.

The Regional Council meetings will consist of:

- North Wales
- West Wales and Powys
- Cwm Taf and Western Bay
- Pan Gwent and Cardiff and the Vale

### AdFest

AdFest will replace the All Wales People First National Conference. AdFest will be a festival that celebrates the contribution people with Learning Disabilities make across Wales. It aims to raise the profile of people with Learning Disabilities in Wales, increase their visibility and to encourage and promote Citizenship. AdFest will also recognise and award people with Learning Disabilities for the outstanding contribution they make to Welsh Society as well as citizens, politicians or any other person who have made a significant contribution to aiding citizenship. AdFest will incorporate stalls, activities and keynote speakers with the aim of bringing people with learning disabilities from all over Wales together. This will increase participation of people with learning disabilities across Wales, increase the opportunity to sign more members for local groups (and All Wales People First) and increase the political capital of all members to influence local authority and Welsh government consultations (including the Learning Disability Improving Lives Programme). AdFest will not only help to bring people with learning disabilities into the Community, it will also help to bring the Community into the lives of people with learning disabilities.



**(Top) Engage to Change Ambassadors at the North Wales Information Event.**

**(Bottom) Engage to Change Ambassadors with the Chief Executive at Learning Disability Wales Conference 2018.**





## Membership Services

All Wales People First will look to diversify its membership services to include people with learning disabilities who All Wales People First have previously not been able to reach. This is usually people with more profound learning disabilities and people within the criminal justice system. We will work on the premise that all people with learning disabilities in Wales have the right to advocate for themselves, unless it is proven they are not able to do so. This is in line with the basic ethos of the Mental Capacity Act. All Wales People First will consider whether a piece of academic research is needed to help to achieve this.

## Sharing Stories

All Wales People First will do more to share the stories of its members on the All Wales People First website and other media platforms. Our members stories are one of the strongest assets the self-advocacy movement has. We will utilise this strength by using member stories to highlight the needs for change in Welsh and UK policy, raise awareness of current items of media concern and to challenge authorities and other institutions who are not meeting their responsibilities to our members.

## Member Engagement

All Wales People First will increase the support it gives to its members by providing self-advocacy, political awareness and basic governance training to its members. The award winning 'Learning for Leadership' programme, updated in 2019/2020 will be delivered by All Wales People First to members as well as training around self-advocacy, governance and other skills they require. The Member Engagement Advisor will provide this support to members and it can (if required) be incorporated into the Regional Council meetings.



**Lead Ambassador Gerraint Jones Griffiths wins the 'Breaking Down Barriers' award at the Autism and Learning Disability Awards, September 2018.**

## Member Representation

The members of All Wales People First will play a larger role in representing All Wales People First as being the face of the organisation. They will share this responsibility with the Chief Executive by either accompanying to meetings or attending meetings supported by either the Member Engagement Officer or AWPf support worker. Members with key roles such as the Chair or Vice Chair of the National Council will be more prominent in the organisation. Members will also have more responsibility in the National Council, such as chairing the National Council sub-groups.

## Engage to Change

All Wales People First will continue to work on the Engage to Change project, which aims to gain real work placements and experiences for people with learning disabilities and autism across Wales aged 16-25. This will be completed during the lifetime of this MIRROR Strategy. Our members will continue to play a key role in evaluating the Engage to Change project with Cardiff University as well as employing the project ambassadors. We hope that the learning from this work and the evidence gained by Cardiff University will help to inform Welsh Government policy, which in turn will help to extend opportunities for employment for people with learning disabilities and autism of all age groups.

## OUTCOMES - Members

The outcomes linked to this strategic aim will help to fulfil the following evaluation pledges:

- All Wales People First will review its National Council to find better ways of making the meetings fairer and more accessible for people of all regions of Wales.
- All Wales People First will look for more funding in the next Social Services and Well Being Wales Grant to get better venues for the South Wales meetings, to ensure that those travelling from the North can stay in the same venue as the meeting.



- All Wales People First will host one conference out of every three in North Wales (proportional to the member groups).
- All Wales People First will ensure that it increases its visibility in the North.
- The Chief Executive will visit at least eight, member groups per year.
- The Chief Executive will reserve one day a week in his calendar for members to contact him by phone about any issues regarding People First or just to chat.
- If the National Council agree that we need to find a way to involve people with profound learning disabilities as self-advocates, we will incorporate this into our next Business Plan (MIRROR Strategy).
- AWPf will review the terminology it uses regarding 'Learning Disability' as part of the process for every new MIRROR Strategy (Business Plan) it writes.



**Victoria Sidwell-Brown and Kelly Stuart man the desk at the AWPf National Conference 2018 \***



**Kelly Stuart and Gerraint Jones-Griffiths man the AWPf stall at Learning Disability Wales Conference 2018.**

## STRATEGIC AIM – Ideas

**“We will always listen to members and be prepared to adapt and change in accordance to their needs and aspirations. We will never be afraid to do things differently and try new ideas.”**

- **We find out what is going on in our community**
- **We're not afraid to try new things**
- **What works for us is often a good idea for others**
- **We share our ideas**

### **This is what we WILL do?**

We will adapt to the changing aspirations of our members and to be flexible enough to adapt to the political and socio-economic climate in Wales.

### **How will we do it?**

#### **The National and Regional Councils**

The National Council (supported by the Regional Councils) and the themed National Council sub-groups will discuss and review the socio-economic climate in Wales and the impact on their lives under the Social Services and Well Being (Wales) Act. It will also hold All Wales People First to account and help in it's continued learning and development.

The National Council will utilise it's campaigning sub-group and will start to raise the reputation of All Wales People First as a champion and a lobby for important change. The Regional Councils will feed into this.



**Chief Executive Joe Powell, speaks with members of Conwy Connect about self-advocacy to the Regional Partnership Board, sub-group on Learning Disability**



**Chief Executive Joe Powell, meets members of NWAAA Group in Gwynedd, facilitated by member, James Andrew.**



The National Council will also, produce a 'Theory of Change' which will lay out how people with learning disabilities want to be included in Welsh Society and how partner organisations and others can help them to achieve this.

### **AdFest**

The AdFest festival will give members, groups and the wider learning disability community across Wales an opportunity to network, share ideas and give peer support. It will also provide an opportunity for a comprehensive feedback to local authorities, Welsh Government and other stakeholders across Wales about how well people with learning disabilities are being included as equal citizens.

### **AWPF Political Manifesto**

The National Council will work on a new political manifesto for the 2021 Welsh Assembly Elections. The information and the stories gathered from the wider membership and feedback from the National and Regional Councils (aligned to the themed meetings of the Learning Disability Ministerial Advisory Group) – LDMAG - will inform the new political manifesto. The Manifesto will be launched and sponsored by a Welsh Government Assembly Minister.



## **AWPF Board of Directors**

All Wales People First will look to add more skill and experience to its current Board of Directors. This will include people from outside of the voluntary sector in Wales. This will help All Wales People First to think in new and innovative ways. This is important in ensuring the organisation resolves some of its strategic and operational problems and also help the organisation to think and operate in more sophisticated ways. The Board will also review the format of Board meetings.

## **New Projects**

All Wales People First will look for funding for new projects to help to deliver better outcomes for our members. This will include a photography project which aims to raise the profile of people with learning disabilities in Wales in a more inclusive and dignified way than has happened previously in Wales. This will include producing a picture bank for sharing with the third sector and an exhibition/ launch at the end of the project. We want to employ a photographer with a learning disability as part of this project.

We will also develop a project which can find ways to include people with learning disabilities who have been traditionally excluded from self-advocacy. This is primarily people with more profound learning disabilities and those in the criminal justice system. Due to the largely unchartered nature of this work, we would anticipate this would need the input of an academic/ researcher. We would use this learning to help local groups to extend its membership and in turn, extend the membership of All Wales People First. More importantly, we would

increase opportunities for self-advocacy amongst people with learning disabilities in Wales.

### **OUTCOMES - Ideas**

The outcomes linked to this strategic aim will help to fulfil the following evaluation pledges:



**Ann Lukens works with the Board of Directors and the AWPf staff re the future direction of AWPf**



- All Wales People First will increase its presence and contact with the media in Wales and the UK.
- All Wales People First will work with the National Council to find ways to increase their influence in engaging with the media.
- We pledge to discuss the best ways to unite groups with our National Council when we present the first draft of the new Business Plan (MIRROR Strategy)

### **STRATEGIC AIMS – Rights**

**“We will increase our impact when fighting for our rights. We will respond to the political and social challenges that impact on our members human rights in an effective and timely manner.”**

- **We have accessible information to help us know our rights and teach others**
- **We support each other when our rights are ignored**
- **We work together to make sure our rights are upheld**
- **We have the right to make choices**
- **We help decision makers to include us**

### **What do we want to do?**

We want to be able to empower members to be pro-active in fighting for and maintaining their rights and in challenging local authorities, Welsh and UK Government about decisions which may have an adverse impact on their lives.

### **How will we do it?**

#### **The National and Regional Councils**

The National Council sub-groups will work on campaigning and lobbying to address issues of outstanding concerns for members. Local groups will work together either Nationally or Regionally in mutual support for issues of National or Regional concern. This will include designing position statements



**Chief Executive, Joe Powell meets with Jane and Jonathan Ridd of the Paul Ridd Foundation**



**Chief Executive, Joe Powell with Ffion Bethell of Caerphilly People First, prior to their presentation on self-advocacy to the Gwent Regional Partnership Board.**

The National and Regional Councils will play an integral part in supporting the Welsh Government's 'Learning Disability – Improving Lives Programme' which aims to reduce the deficit of services of people with learning disabilities under the Social Services and Well Being Wales Act as identified in the Population Needs Assessments.

The National and Regional Councils will also be more proactive in informing the Chief Executive about the information he needs to accurately feedback their experiences to Welsh and UK Government Consultations.

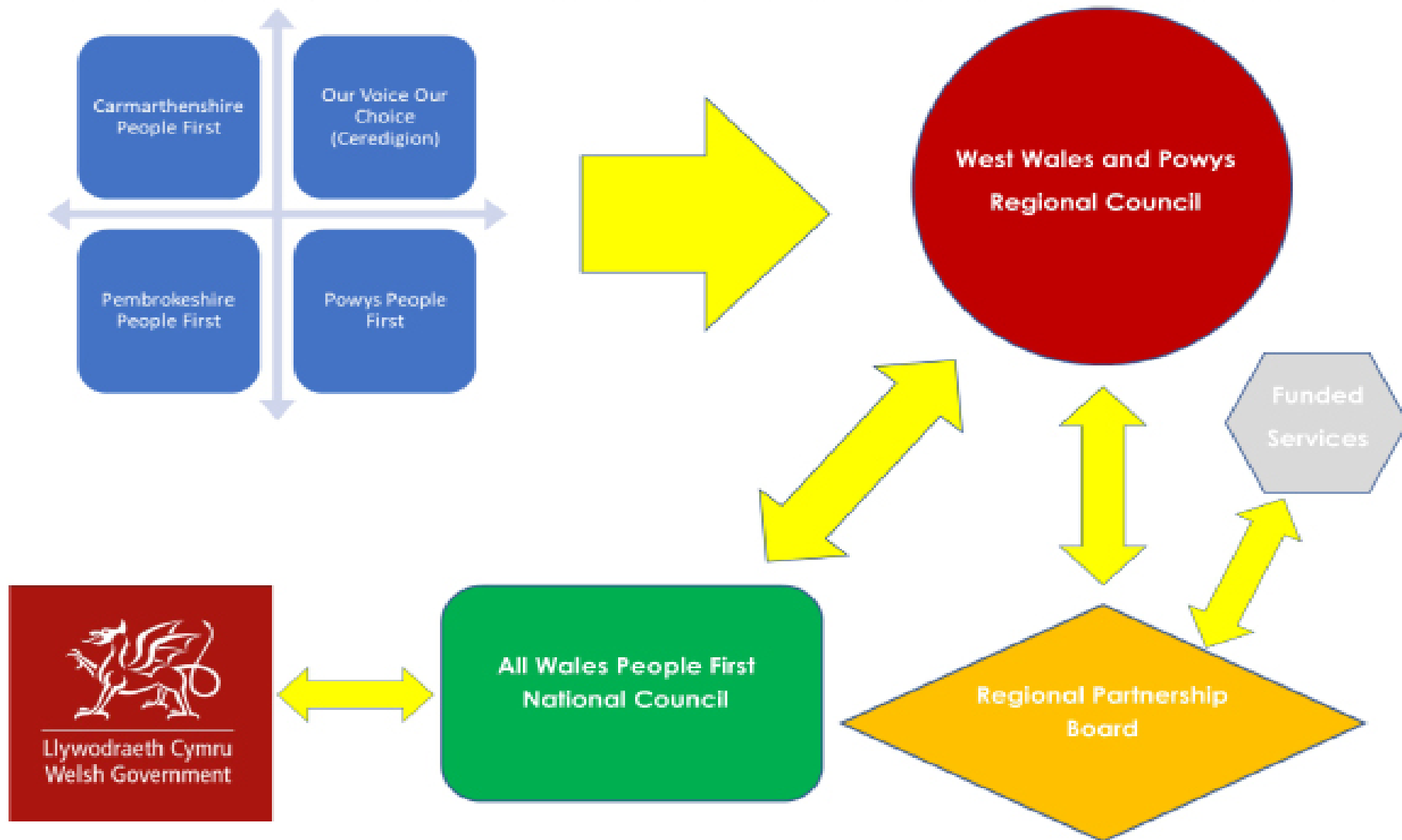
### **The Chief Executive**

The Chief Executive and the Policy and Communications Manager will be more proactive in working with and challenging local authorities, Regional Partnership Boards, Welsh and UK Government about the impact of the Social Services and Well Being (Wales) Act and its impact on the members and others with Learning Disabilities across Wales. They will take their direction from the All Wales People First National Council sub-groups.

This will also include developing strong media networks and collecting and sharing member stories. This will empower the Chief Executive to be able to make the challenges necessary to represent the members news and challenge the political establishment. It will also include the writing of position statements which we hope will become the definitive voice of people with learning disabilities amongst the media and academics.

We hope that this approach will raise the profile of the People First movement in Wales and make All Wales People First the essential point of contact for the media.

# Example: Regional Council Structure based on West Wales and Powys.



## The Learning Disability Ministerial Advisory Group (LDMAG)

All Wales People First will continue to attend 'The Learning Disability Ministerial Advisory Group' formerly 'The Learning Disability Advisory Group' (LDAG). The Chief Executive will be joined by representatives from North and South Wales and will compliment the member engagement utilised as part of the 'Learning Disability – Improving Lives Programme.' We hope our work with the Regional and National Councils will help to give regular data about how well the Social Services and Well Being (Wales) Act is working in practice. National Council meetings will be based on the themes of each LDMAG meeting.

## AdFest

The AdFest festival will allow further Welsh Government (and other) consultation opportunity to highlight opportunities for learning and development in delivering the components of the Social Services and Well Being (Wales) Act and in highlighting issues of injustice and inequality and in finding possible solutions. AdFest will also provide an opportunity to receive donations from the public and other delegates an to increae membership for local groups and All Wales People First.

## Working Pan Disability

All Wales People First will meet with Disability Wales to look for ways to work together with the rest of the Disability sector to campaign and lobby for important changes. This will include looking at ways to design events that are accessible for both people with physical and learning disabilities or to identify a process



**Chief Executive, Joe Powell with members of groups in Gwent at the Gwent Strategy Launch**



**Lead Ambassador Gerraint Jones-Griffiths promoting Engage to Change in North Wales with Agoriad Cyf.**



in which our members voices can feed into the wider work of Disability Wales.

All Wales People First will also become a member of Disability Wales in the 'Other Disability Group' criteria. All Wales People First do not meet Disability Wales criteria to register as a Disabled Persons Organisation (DPO). All Wales People First will review its Mem and Arts over the lifetime of this MIRROR Strategy to see if the membership want to adapt the Mem and Arts so that it is eligible to become a D.P.O.

### **Lobbying and Campaigning**

All Wales People First will increase it's lobbying and campaigning impact. The organisation has not been as proactive in this area as it should and this MIRROR Strategy hopes to address this. The Lobbying and Campaigning will be informed by the National Council and worked on by the Chief Executive and the Policy and Communications Manager. This information will also help to inform Welsh Government and UK Government consultations. All Wales People First hopes to increase its presence within the media to maximise its impact in raising issues of concern for the membership.

### **AWPF Political Manifesto**

All Wales People First will produce a political Manifesto for the next Welsh Assembly elections. We envisage this will be in 2021. The Manifesto will be written by the All Wales People First National Council and we will launch it at the Senedd or other high profile venue.

### **AWPF Theory of Change**

The National Council will produce 'A Theory of Change' which will inform the rest of the third sector in Wales, about



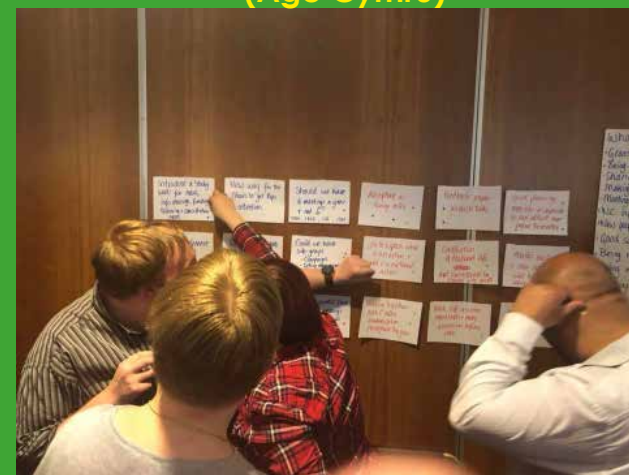
**Sophie Hinksman with Huw Irranica Davies AM at Learning Disability Wales Conference 2018**



**Engage to Change Ambassador Interviews 2018**



**All Wales People First meet with Golden Thread of Advocacy (Age Cymru)**



**Members review the National Council, July 2018**



**Dr Steve Beyer presents information to the Engage to Change Evaluation Group.**



**Gerraint Jones Griffiths, Tracey Drew and Kurtis Marshall (Ambassador Shortlisting)**

the best way to include people with learning disabilities in the work they do and will help our members to work Pan Disability.

### **Extending Self-Advocacy.**

AWPF will look to find ways to extend opportunities for self-advocacy to people who have been typically excluded. This includes people with more profound learning disabilities and possibly people within the criminal justice system. AWPF will look into research opportunities to try to address these problems.

### **A Patron**

The All Wales People First National Council will look to appoint a high-profile celebrity or member of the Royal family to be a patron for All Wales People First. The patron will help to raise the profile of All Wales People First, the self-advocacy movement in Wales and most importantly, the issues of concern for the membership across Wales.

### **OUTCOMES - Rights**

The outcomes linked to this strategic aim will help to fulfil the following evaluation pledges:

- All Wales People First will increase its presence and contact with the media in Wales and the UK.
- All Wales People First will restructure its staff team as part of the next Business Plan (MIRROR Strategy) so that it is more able to respond to the media in a more timely and proactive manner than at present.

- All Wales People First will produce regular position statements on its website about political issues that affect our members.
- All Wales People First will work with the National Council to find ways to increase their influence in engaging with the media.
- All Wales People First will apply to be a member of Disability Wales, the leading Pan disability organization in Wales
- If our membership is accepted by Disability Wales, we will look for opportunities to support their campaigning and lobbying.
- All Wales People First will do more to work with and feed into other National campaigns that affect our members and others with protected characteristics in Wales.
- AWPF will look to increase its campaigning/ lobbying impact in its next Business Plan (MIRROR Strategy)

### **STRATEGIC AIM – Reflect**

**“All Wales People First will use its experiences as part of a process of wider learning. We will never be afraid to admit when we have made a mistake. We will always evolve to meet**



**Former Co-Chair Glayne Walker receives his MIRROR Award for - 'Reflection' to recognise his long service and dedication to the People First movement in Wales.**



**the changing needs and aspirations of our members and local groups.”**

- **We learn from our experiences and the experiences of others**
- **We spend time thinking about what is working or not working**
- **We think about why we are doing things**

### **What do we want to do?**

We want to learn as we go, about what we are doing well and not so well and make the necessary improvements to meet our obligations to our members and our local groups.

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**Claire Hough prior to speaking to members about Welsh Government's 'Improving Lives Programme' at AdFest, October 17th 2018 \***



**All Wales People First staff team, after the two day National Conference and Festival, 16th and 17th October 2018. \***



## How will we do it?

### The National Council

The National Council will monitor the 2019-2023 MIRROR Strategy and will hold the Chief Executive and All Wales People First to account.

### The Chief Executive

The Chief Executive will visit local groups across Wales and will reserve one day per month in his calendar for members to call him about any issues they have.

### AdFest

All Wales People First will hold a stall at every AdFest to take feedback from members, staff and other people within the third sector for our continued learning and development.

## OUTCOMES - Reflect

The outcomes linked to this strategic aim will help to fulfil the following evaluation pledges:

- All Wales People First will review its National Council to find better ways of making the meetings fairer and more accessible for people of all regions of Wales.
- The Chief Executive will visit at least eight, member groups per year.
- The Chief Executive will reserve one day a week in his calendar for members to contact him by phone about any issues regarding People First or just to chat.



Chief Executive Joe Powell join members of Cardiff People First and Powys People Firsts walking group, 2017.



Chief Executive Joe Powell opens the 'Disability & Dyslexia and Wellbeing Service' at the University of South Wales'



**New Zealand People First meet with the Chief Executive at the Pierhead Building, Cardiff Bay, June 2018**



**New Zealand People First meet with members of Caerphilly People First, June 2018**

- AWPf will review the terminology it uses regarding 'Learning Disability' as part of the process for every new Business Plan (MIRROR Strategy) it writes.

### **STRATEGIC AIM – Organisation**

**“All Wales People First will operate as a professional and sustainable business. We will be open and transparent with the members, groups and our third sector Stakeholders across Wales.”**

- **We plan together**
- **We have good policies and ways of doing things**
- **Our organisation is fair and friendly to all**
- **We make sure we let people know what is going on**

### **What we want to do?**

We want to run All Wales People First in a professional way and make sure that we follow the law. We also want to make sure that we have the right structure in order to deliver the promises we have made to our members.

### **How will we do it?**

#### **The All Wales People First staff team**

The feedback from members and local groups have made it clear that they want All Wales People First to play a more active role in supporting local groups to be sustainable, have better governance and to work with and communicate better with other groups. In order to do this, All Wales People First will have to increase the capacity of it's current staff structure. This means employing more staff and changing the core responsibilities of the existing staff team.





**All Wales People First Conference  
2017 'SOS - Save Our Self Advocacy' at the Aberavon  
Beach Hotel. \***



**Members at the 2017 National Conference 'SOS -  
Save Our Self-Advocacy', Aberavon Beach Hotel \***

The addition of a M.I.R.R.O.R Co-Ordinator who can be pro-active in meeting local groups, helping them to meet their duties under the Social Services and Well Being Wales Act, to run as sustainable organisations, have a good level of governance (including boards) and to link local groups to opportunities for funding.

The addition of a support worker to help the Member Engagement Advisor with their duties in fulfilling the commitments of the National and Regional Councils, and, support All Wales People First to represent the organisation at important events and meetings.

The addition of a Communication Assistant to fulfil some of the back office duties in order to free core staff to support local groups. Their duties will include minuting of the National Council and Board meetings, distributing member and board papers, keeping abreast of membership and increasing the presence of All Wales People First in social media.

This will give more time to the Member Engagement Advisor to work with members, the Business and Finance Manager to help advise local groups and the Chief Executive and Policy and Communication Manager so that they can be more pro-active in challenging and responding to challenges that need to be made on the members behalf as well as to increase the media presence of the People First movement in Wales.

In addition to this, costs will be sourced to pay for an independent advisor to meet with the core staff, working as part of the MIRROR team to provide advice, assistance, training and guidance.

## Constitution of All Wales People First

All Wales People First will review its Mem and Arts and check whether being a Company Limited by Guarantee is still the right model for the organisation. All Wales People First will look to see how beneficial moving to a charitable model would be to the organisation and whether it would have an adverse effect on the influence of the National Council. The work will be carried out by the National Council and investigated by the MIRROR Co-Ordinator.

## The Finance Strategy

The All Wales People First finance strategy will incorporate measures that will help All Wales People First to increase its reserves and to sustain an emergency pot of money for local groups who might need short term financial assistance during times of crises or difficulty. The money may also be used to fund projects. All Wales People First will look to set up an Easy Read service in this MIRROR Strategy and All Wales People First will investigate setting up its own trading arm. We will investigate the merits of re-constituting, in order to maximise it's potential in receiving donations and legacies. This work will be undertaken with the National Council.

## Marketing and Communication Strategy

All Wales People First will produce a Marketing and Communication strategy which will outline its plan to raise the profile of the organisation and look for more effective ways to highlight issues of concerns for the membership. This will include better links with the media, use of social media and podcasting and reviewing whether the name 'All Wales People First' is



**Fran O'Hara of Scarlett Design at the 2017 National Conference 'SOS-Save Our Self-Advocacy' \***



**National Council Chair, Lucy Hinksman presents at the 2017 National Conference 'SOS Save Our Self-Advocacy'\***





**Hijinx Theatre Perform at the All Wales People First National Conference 2016  
‘Our Lives and Our Rights’ \*\***

still the best name for the organisation (see appendix 3)

### **Evaluate the Structure of All Wales People First**

All Wales People First will review (through the National Council sub-group on members) the Memorandum of Association of All Wales People First. It will measure whether the Mem and Arts need any further changes and whether the structure of the organisation still adequately supports the objectives of the members and the organisation. This will include reviewing whether the organisation should change its Mem and Arts to meet the requirements of becoming a Disabled Persons Organisation (DPO). This will include reviewing its status as a Company Limited by Guarantee and whether this is still the right model for the organisation.

### **The MIRROR Pack of Policies**

All Wales People First will review, monitor and update (if necessary) the MIRROR Pack of Policies on an annual basis and share with the local groups. All updated policies will be shared on the AWPf website.

### **The Self-Advocacy Toolkit**

The M.I.R.R.O.R Co-Ordinator will encourage staff in local groups to become familiar with and utilise the Self-Advocacy Toolkit developed between All Wales People First, Barod CIC and independent researchers to secure local funding bids and ensure that projects fall in line with the M.I.R.R.O.R Principles of self-advocacy.

The Member Engagement Advisor will train members to understand and be familiar with the self-advocacy toolkit and to have some understanding about governance issues within a local group.

### **OUTCOMES -Organisation**

The outcomes linked to this strategic aim will help to fulfil the following evaluation pledges:

- All Wales People First will produce a marketing and communication strategy to help raise the profile of the self-advocacy movement in Wales.
- All Wales People First, will look to adopt a patron, who can help raise the profile of the work we do and the importance of self advocacy.
- All Wales People Firsts next Business Plan (MIRROR Strategy) will focus primarily on changing the structure of the organization to ensure that local groups get regular advice and support from All Wales People First.
- All Wales People First will look to employ a dedicated Communications person in its next Social Services and Well Being Wales grant to increase our capacity to share information.
- The All Wales People First staff team will look to restructure its staff team to allow for more dedicated time to the working with and sharing ideas with local groups.
- AWPF will look to increase its campaigning/ lobbying impact in its next Business Plan (MIRROR Strategy)



**Members of the North Wales Participation Group who won the 'Reflect' MIRROR award, 17th October 2017 \***



**James Andrew, Ann and Neil Williams receive the 'Members' MIRROR award, 17th October 2018 \***



- All Wales People First will ask its members at the 2018 National Conference whether they want to include people with autism as part of its language and definitions.
- AWPF will review the terminology it uses regarding 'Learning Disability' as part of the process for every new Business Plan (MIRROR Strategy) it writes.

### **STRATEGIC AIM – Review**

**“We will put the views of our members and groups at the centre of future planning. We will make sure that everyone is included and valued in a shared vision for the future.”**

- **We listen to the views of members, staff and others**
- **We change when we need to**
- **We look back to see if we are doing well**
- **We celebrate achievement**

### **Want we want to do**

We want to Review the 2019-2023 M.I.R.R.O.R Strategy to see how well it has worked and if All Wales People First have improved as an organisation.

### **How will we do it?**

All Wales People First will employ an independent person, to deliver an external evaluation of the M.I.R.R.O.R Strategy 2019-2023 and All Wales People First to ascertain how well the M.I.R.R.O.R Strategy has



**Katrina Kurowski and Sharon Davies of People First Bridgend give a history of the People First movement in Wales at the 2016 National Conference 'Our Lives and Our Rights' \***



**Delegates at the 2016 National Conference 'Our Lives and Our Rights' \***

worked, if they think the M.I.R.R.O.R Strategy has succeeded in responding to members feedback and whether the organisation has improved since the 2017 Evaluation. The information will be used to mark achievements, areas for development and will inform the activities in the 2023-2026 M.I.R.R.O.R Strategy.

### **OUTCOMES - Review**

The outcomes linked to this strategic aim will help to fulfil the following evaluation pledges:

- All Wales People First will review its National Council to find better ways of making the meetings fairer and more accessible for people of all regions of Wales.
- We pledge to discuss the best ways to unite groups with our National Council when we present the first draft of the new Business Plan (MIRROR Strategy)





# Our Partnerships

All Wales People First have worked with a variety of partners over the course of the 2016 – 2019 Business Plan 'Reducing Dependency, Promoting Rights' our model, means that All Wales People First are able to be flexible and adaptable to partnership working with other organisations and public bodies, who share our aims and objectives. Partnership worked with, during 2016 – 2019 are: -

- Welsh Government
- Learning Disability Wales
- Mencap Cymru
- All Wales Forum of Parents and Carers
- Barod C.I.C
- C.S.S.I.W (Care and Social Services Inspectorate Wales)
- H.I.W (Health Inspectorate Wales)
- N.I.S.B (National Inspection Safeguarding Board)
- National Collaborative Commissioning Unit (NHS)
- Engage to Change
- i. Agoriad Cyf
- ii. Elite SEA
- iii. Cardiff University
- iv. Project Search

All Wales People First remains committed to working with partners again during the 2019-2023 M.I.R.R.O.R strategy period and will continue to have a flexible and adaptable approach to working with anyone who shares our aims and objectives. All Wales People First have met with Consortium Partners (Learning Disability Wales, Mencap Cymru and All Wales Forum of parents and carers) prior to the writing of this M.I.R.R.O.R strategy to ensure that all partners can work together effectively over the next three years, for the wider benefit of people with learning disabilities across Wales.

# S.W.O.T Analysis/ Evaluation Pledges

## S.W.O.T

### Strengths

- Genuine member voice 'The National Council'
- Popular with Welsh Government
- Chief Executive with lived experience
- Track record of reliable and effective partnership working
- Value for money (Welsh Government)
- Knowledge and experience of the third sector
- Dedicated and experienced staff team
- Organisation is politically aware
- Organisation is able and willing to reflect and learn
- Organisation has a history of working in new and radical ways

### Weaknesses

- Limited resources to meet groups expectations
- Limited flexibility to react to items of political concern for the members
- Not very well known across the third sector
- No relationship with the media
- Self-advocacy groups in Wales struggling financially
- Self-advocacy groups in Wales - mission drift
- Inconsistencies to self-advocacy approach across Wales
- Weak governance structure in some local groups
- Membership not diverse (most able) self-advocates provided for only
- Dependent on Welsh Government funding

### Opportunities

- The political philosophy in Wales - Future Generations/SSWB Wales Act/ Improving Lives Strategy
- National Council integral to the 'Learning Disability - Improving Lives Programme'
- Networks of local groups to work with Regional Partnership Boards
- People First gives value for money and is 'Preventative'
- We can be an integral agent in helping the Welsh Government to evaluate and implement the Social Services and Well Being Wales Act
- New constitutional structures which may allow AWPf to receive donations and legacies to support groups in crisis

### Threats

- Unpredictable political situation (Brexit - WG funding implications)
- Some local groups very close to going out of existence
- More competitive round of funding for the SSWB Grant
- AWPf still heavily dependent on Welsh Government funding
- Still a lack of understanding between advocacy and self-advocacy in Wales
- Lack of sustainability in many local groups
- Inadequate governance structures in some local groups
- No trading arm/ ways to bring in reserves.

# 2017 Evaluation Pledges

- All Wales People First will review its National Council to find better ways of making the meetings fairer and more accessible for people of all regions of Wales.
- All Wales People First will look for more funding in the next Social Services and Well Being Wales Grant to get better venues for the South Wales meetings, to ensure that those travelling from the North can stay in the same venue as the meeting.
- All Wales People First will host one conference out of every three in North Wales (proportional to the member groups).
- All Wales People First will ensure that it increases its visibility in the North.
- All Wales People First will work with local groups to increase the membership of both local groups and All Wales People First.
- All Wales People First will produce a marketing and communication strategy to help raise the profile of the self-advocacy movement in Wales.
- All Wales People First, will look to adopt a patron, who can help raise the profile of the work we do and the importance of self advocacy.
- The Chief Executive will visit at least eight, member groups per year.
- The Chief Executive will reserve one day a week in his calendar for members to contact him by phone about any issues regarding People First or just to chat.
- All Wales People Firsts next Business Plan (MIRROR Strategy) will focus primarily on changing the structure of the organization to ensure that local groups get regular advice and support from All Wales People First.
- All Wales People First will pay for someone to do an independent evaluation of the next MIRROR strategy to check it has done what it has promised.
- All Wales People First will increase its presence and contact with the media in Wales and the UK.
- All Wales People First will restructure its staff team as part of the next Business Plan (MIRROR Strategy) so that it is more able to respond to the media in a more timely and proactive manner than at present.
- All Wales People First will produce regular position statements on its website about political issues that affect our members.
- All Wales People First will work with the National Council to find ways to increase their influence in engaging with the media.
- All Wales People First will apply to be a member of Disability Wales, the leading pan disability organization in Wales
- If our membership is accepted by Disability Wales, we will look for opportunities to support their campaigning and lobbying.
- All Wales People First will do more to work with and feed into other National campaigns that affect our members and others with protected characteristics in Wales.
- All Wales People First will look to employ a dedicated Communications person in its next Social Services and Well Being Wales grant to increase our capacity to share information.
- All Wales People First will look to restructure its staff team to allow for more dedicated time to the working with and sharing ideas with local groups.
- All Wales People First will find a way to involve all people with learning disabilities as self-advocates, we will incorporate this into our next Business Plan (MIRROR Strategy).
- AWPf will speak to learning disability organisations across Wales in a bid to drive up its membership and ensure we have as diverse a membership as possible.
- AWPf will look to increase its campaigning/ lobbying impact in its next Business Plan (MIRROR Strategy)
- All Wales People First will ask its members at the 2018 National Conference whether they want to include people with autism as part of its language and definitions.
- AWPf will review the terminology it uses regarding 'Learning Disability' as part of the process for every new Business Plan (MIRROR Strategy) it writes.





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