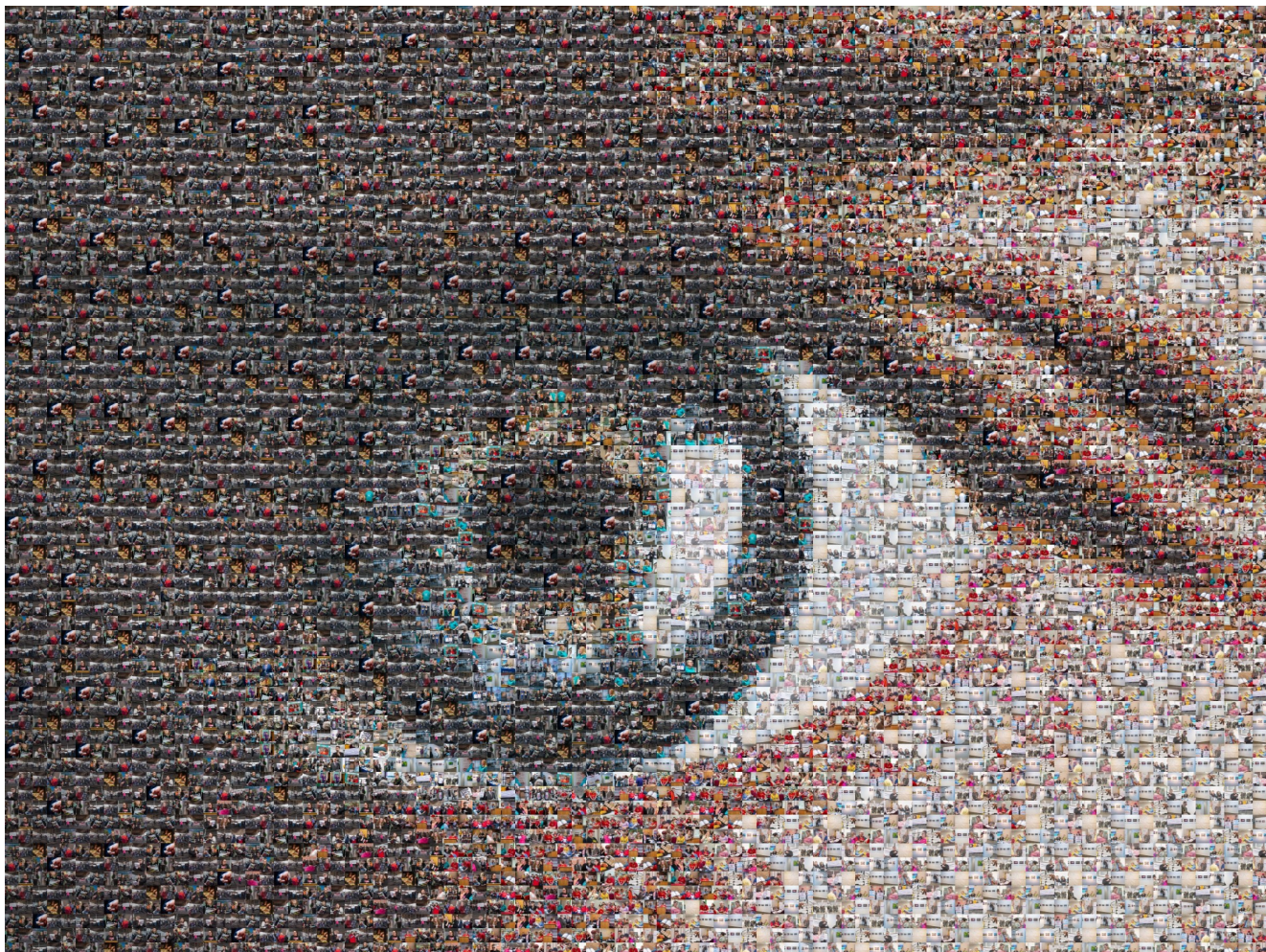


All Wales People First



We are 'People First'

MIRROR Strategy

2025—2029

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Introduction



This document is the MIRROR Strategy for 2025 - 2029.



The MIRROR Strategy is what we call our Business Plan.



It is based on the MIRROR Principles of self-advocacy.

4

It says what we plan to do over the next four years.

2

The MIRROR Strategy has been shaped by members over the last two years.



And signed off by the All Wales People First National Council on the 3rd December 2024.

Member Engagement



The National Council will move back from four meetings a year to six meetings a year.

2

Two of the meetings will focus on :

- Lobbying
- Campaigning
- Positions Statements
- Training and skills



They will replace the sub-groups on:

- Lobbying and Campaigning
- Position Statements
- Membership

4

The Regional Councils will be replaced by four Regional Events.

1

This will be one event in each region per year.



The Regional Events will be designed in co-production with local groups in each region.



The purpose of the events is to :

- Connect to important decision makers in each region of Wales to self-advocacy groups.
- Promote the importance of self-advocacy in each region of Wales.
- Celebrate the achievements of self advocacy in each region.
- Learning from each other.



Regional Events will be held in:

- North Wales
- West Wales and Powys
- East Wales
- South Wales

Policy and Campaigning



All Wales People First did a lot of Policy and Campaigning in the last MIRROR Strategy.

We want to build on this.



We will work on policy and campaigns during the extra two meetings added to the National Council.



We want to give members more opportunities to represent All Wales People First.

4

We want to appoint four members to represent All Wales People First with the Chief Executive.



They will form a Chief Executive's Advisory Committee.



They will be supported to attend meetings and they will be paid a stipend for attending meetings.



Each member of the committee will represent All Wales People First on one of these topics:

- Women's Issues
- Diversity
- Health
- Transport



4

The Advisory Group will meet with Joe four times a year.

They will discuss what is said in meetings.

And other work that may be important to policy.

Such as:

- Media Interviews.
- Consultation Responses.
- Video messages.

We will also continue to do the things we already do.

Such as responding to important consultations.

And representing our members views at important



meetings.



Such as the Learning Disability Ministerial Advisory Group.



Our National Council will also produce a political Manifesto for the Welsh Government elections on the 7th May 2026.



All Wales People First will look to create a political hustings event before the elections.



One in the North and one in the South of Wales.

Self-Advocacy in Wales Action Network.

SWAN



All Wales People First will replace SWAN (Support Workers Advisory Network) with a new SWAN called (Self-Advocacy in Wales Action Network.)

It will include representatives from:



- Welsh Government.
- Regional Partnership Boards
- Commissioners..



SWAN

The purpose of SWAN will be to promote the future of self-advocacy.



To remind decision makers of the importance of advocacy and why we should fund it.



To learn from and support each other.



To celebrate the important achievements of self-advocacy and the role it plays in the lives of people with learning disabilities.



Support for Local Groups.



All Wales People First are aware that things are difficult for local groups.



We want to support them.



We will do this by offering support with.

- Funding.
- Mediation
- Connecting with Regional Partnership Boards
- Training.
- Finance and Government.
- Supervision / emotional support for group managers.

A Quality Mark for Self-Advocacy



All Wales People First will work with groups to discuss the idea of producing a self-advocacy quality Mark.



This is to help to make sure that self-advocacy is done well across Wales.



And to make it easier for funders to understand what self-advocacy is.



And what good self-advocacy looks like.



We hope that this will make it easier for local authorities to understand the importance of self-advocacy.



And why they should fund it.

Communications



The way we communicate to members and stakeholders is important.



Communication is changing all the time.

NEW

New ways of communicating are being invented



It is important that All Wales People First keeps up to date with communications.



And the best way to get our members voices heard.



We need to review our newsletter Talkback.



To see how well it works for members.



And if any changes need to be made.



We also need to check what the best social media platforms are for our members to use.



And which social media formats best communicate our members issues to our stakeholders.



All Wales People First will also add a podcast session from the Chief Executive Officer Joe Powell.

3

It will take place every three months.



And will include interviews with our members and people in the third sector.



This is to help to raise the profile of All Wales People First as an organisation.



And the issues that affect our members.



All Wales People First will also look into Artificial Intelligence.



To see if it can help All Wales People First with its communications.



In addition to this All Wales People First will continue to do the other things it already does. Such as:

- Sharing Stories
- Self-Advocacy TV
- Updating and maintaining its Website.



Diversity



The membership of All Wales People First is not very diverse.



We don't have many members from Diverse communities.

Such as:



Black and Minority Ethnic Communities.

LGBT communities.



All Wales People First will produce a Diversity Strategy to accompany this MIRROR Strategy.



This will set out how we are going to include more people in All Wales People First.

All Wales People First

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