

All Wales People First

We are 'People First' MIRROR Strategy 2025 - 2029



Principles of Self-Advocacy

Funded by



M I R R O R



Members

- 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



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



Rights

- 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



Reflect

- 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



Organisation

- 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



Review

- 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



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Executive Summary

The MIRROR Strategy aims to set the strategic direction for All Wales People First between 2025 and – 2029. The MIRROR Strategy is based on the MIRROR Principles of Self-Advocacy created by the Members of All Wales People First at the 2016 National Conference ‘Our Lives, Our Rights.’

All Wales People First uses the MIRROR Principles of Self-Advocacy to ensure that its activities are led by people with learning disabilities across Wales.

The core components of the MIRROR Strategy are:

- Members
- Ideas
- Rights
- Reflection
- Organization
- Review



The MIRROR Strategy was informed by:

- 2019 AdFest Report 'Isolation and Loneliness'
- 2020 AdFest Report '30th Birthday Bash'
- 2021 AdFest Report 'Pride'
- 2022 AdFest Report 'Reconnect'
- 2023 AdFest Report 'Our Right to Human Rights'
- 2024 AdFest Report 'Living with Learning Disability, the ups and downs'
- National Council meetings.
- Support Worker Advisory Network (S.W.A.N) meetings.

- Annual reports produced by the Self-Advocacy Group Development Manager for the Welsh Government.
- National Council 'Business Planning' meeting on the 6th of June 2023.
- AWPf Strategy meeting held in both the North and South of Wales on the 16th of October 2023.
- Individual and collective conversations between the Chief Executive and the Managers of All Wales People First.
- Locked Out: liberating disabled people's lives and rights in Wales beyond Covid 19.
- Discussions with the AWPf Board of Directors, November 2023





Investigate a training programme for support staff who work in self-advocacy.

Offer advice and support to self-advocacy groups in Wales.

Establishing a trading arm for All Wales People First.

“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.”

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 organization. It's strategic vision is led by member representatives of self-advocacy groups across Wales through the All-Wales People First National Council, which currently meets four times a 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 organization that is led by people 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.”

The Language we use

All Wales People First pledged to review the terminology it uses before writing any new MIRROR Strategy. The language will be what we the organization uses. On the 6th of March 2023 the All Wales People First National Council discussed the term ‘learning disability’ and





- Final sign off meeting with the AWPf National Council 9th January 2024.

The core focus of the 2025-2029 MIRROR Strategy 'We are People First' is in ensuring that self-advocacy for people with learning disabilities in Wales is strong and healthy during very uncertain political and economic times. This includes ensuring that all people with a learning disability are included in self-advocacy.

All Wales People First hopes to achieve this by:

Increasing National Council meetings from four to six. Two meetings to be dedicated to policy and campaigning.

Introduction of a Chief Executive's Advisory Group to increase member participation and representation of All Wales People First.

Introduction of Regional Events to replace the Regional Councils.

Introduction of a Diversity Strategy for All Wales People First.

To change SWAN (Support Workers Advisory Network) to (Self-Advocacy in Wales Action Group) to raise the profile of self-advocacy across Wales.

Look into producing a self-advocacy quality Mark for Wales.



whether it is still appropriate, given the fact that it does not fit within the Social Model of Disability. The National Council decided to continue with the term 'People with Learning Disabilities'. This will be the terminology that All Wales People will use over the course of this MIRROR Strategy.

Our Core Values

Our Core Values were designed by the National Council in the presence of some members of the Board of Directors on the 29th of 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
- 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

- Our members believe that rights which include the right to have access to society is important to them. This includes:
- 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 our 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

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 MIRROR Strategy will also make a positive contribution to the core principles of the Social Services and Wellbeing (Wales) Act 2014:

- Wellbeing
- People
- Partnership & Integration
- Prevention

It will also make a positive contribution to the following elements of the National Outcomes Framework as outlined in the Social Services and Wellbeing (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 to 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 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.

The All Wales People First Staff Team

Joe Powell
Chief Executive Officer



Kelly Stuart
Policy and Communications
Manager



Tracey Drew
Member Engagement Manager



Victoria Sidwell-Brown
Business and Finance
Manager



Claire Morgan
Communications Officer



Gerraint Jones Griffiths
Outreach Worker



Jess Keeble
Events and Engagement
Assistant

- 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.
- The MIRROR Strategy will also make a positive contribution to the Learning Disability Strategic Action Plan:
- Overarching/ cross cutting, including cross government activity that may not sit in one specific area
- COVID recovery
- Health, including reducing health inequalities and avoidable deaths
- Social Services and social care
- Facilitating independent living and access to services through increased access to advocacy and Self-Advocacy skills, engagement and collaboration.
- Education including children and young people's services

- Employment and skills
- Housing – appropriate housing, close to home, access to joined up services
- Transport.

***‘We believe that
self-advocacy
is the best form
of advocacy
and the ultimate
preventative
service’***



Our Achievements

The 2019-2023 MIRROR Strategy was the first Business Plan that was framed around the MIRROR Principles of Self-Advocacy. The idea of the Strategy was to place a greater emphasis on the organizations values and aspirations as well as to ensure that All Wales People First worked to the MIRROR Principles of self-advocacy.

The overarching idea of the 2019-2023 MIRROR Strategy was to place self-advocates at the very center of important policy change in Wales. In doing so, not only would self-advocates be empowered to design the services they need for a good life but also demonstrate the importance of self-advocacy groups in helping local authorities, Regional Partnership Boards and anyone with a duty to work in co-production with people who use services in meeting their duties under the Social Services and Wellbeing (Wales) Act (amongst other legislation). We believe that Self Advocacy is the best form of advocacy and the ultimate preventative service.

By taking time to engage with people with learning disabilities, it is more likely that we get the design of services right at the first attempt and we also empower people with learning disabilities to address issues of concern before they become more serious.

One of the major pieces of this work was in introducing the Regional Councils to work alongside National Councils. The idea of the Regional Councils was for All Wales People First to work in co-production with local self-advocacy groups in order to build up strong relationships with Regional Partnership Boards, co-design local services together and in doing so, demonstrate the importance of the funding of self-advocacy groups. This would be aided by the introduction of a development worker role who would both assist any local group that needed support from All Wales People First with governance and development but to also help to establish a strong link between RPB's and local groups for the future.

Unfortunately, before this work began, the United Kingdom was struck with the Covid 19 Pandemic. This meant that in person member-engagement (which was critical for this work) was affected. All Wales People First could only communicate with its members via digital conferencing platforms and Regional Partnership Boards were not meeting as regularly. This limited our ability to influence them as first intended.

However, despite the drawbacks All Wales People First were still able to make a success of the Regional Councils. In North Wales the Regional Council work was amalgamated with the North Wales Flyers and members have played a key role in designing and commissioning the services they want in the region. West Wales groups formed their own Dream Team to design and implement the services they wanted, and All Wales People



First tagged on Regional Councils to those meetings.

The Self-Advocacy Group Development Manager managed to link a member of each Regional Council to either the Regional Partnership Board or an appropriate Learning Disability sub-group. She also produced an annual report which was shared with the Welsh Government which reported on the progress of the local self-advocacy groups and their relationships with their RPBs or Learning Disability sub-groups.

At the end of this business plan, the National Council decided that the Regional Councils should end because its role was no longer necessary. This was agreed at the Annual General meeting at the Future Inns Hotel on the 20th of June 2024. All Wales People First will continue to hold meetings in West Wales and Powys however because the members requested it.

Member Engagement

Member Engagement is the strongest it has ever been in the lifetime of All Wales People First. Members have a greater influence than ever before in influencing policy in Wales. In addition to the core activities of the AWPf National Council, members have been engaged in:

- Working with Jane and Jonathan Ridd of the Ridd Foundation
- Assisting the Welsh Government to evaluate the 'Improving Lives' programme.
- Assisting with the launch of the National Lottery Community fund rebrand.

- Working with Shane Mills (Director of Quality and Patient Experience) NHS National Collaborative Commissioning Unit on raising the profile of people with learning disabilities using mental health services to live in their local communities.
- Review of Materials for the Learning Disability Ministerial Advisory Group (LDMAG)
- Worked with the Welsh Ambulance Service
- Worked with Bangor University to evaluate the effectiveness of the SSWB Wales Act.
- Production of a Manifesto for 2021
- Impact of Covid 19
- Evaluated findings of Covid 19 impact research headed by the University of South Wales and Cardiff University.
- Took part in Mencap Cymru's 'Our Social Networks' project.
- Work with Stagecoach to feedback on public transport issues.
- Worked with the AWPf Board of Directors on a think tank on establishing a trading arm for the organization.
- Worked with Social Care Wales to check accessibility of their safeguarding materials in their Equality Health Framework.
- Worked in tandem with the National Center for Mental Health at Cardiff University to evaluate progress on the Engage to Change Employment project.
- Meetings with members from Diverse Communities with the University of South Wales on a project to identify barriers to active research for people



with learning disabilities from inclusive research.

- Support for Chloe Cannon to represent members at the National Center for Mental Health (NCMH) at Cardiff University CARE project,
- Engagement with members for the Most Significant Change exercise for the ADSS Advocacy report for the Welsh Government.
- Support for Hannah Thomas on SPINN (Severe Period Pain Is not Normal) project.
- Support for members attending the Housing Association consultation on commissioning standards event hosted by Learning Disability Wales and Cymorth Cymru.
- Support for Tracy Austin at the Positive Voices self-advocacy conference in Birmingham.
- Support for members to take part in McMillan/ WCVA consultation on cancer support.
- Learning Disability Wales, Connections Cymru event on the experiences of people with learning disabilities using day centers.
- Learning Disability Education Framework with Health Education Improvement Wales.
- Finding participants for Public Health Wales Lung screening project.
- Producing consultation materials for Social Care Wales codes of practice and people with learning

disabilities.

- Disability Wales, Access to Politics network event to create a charter calling for more disabled people in politics.

The National Council introduced sub-groups on lobbying and campaigning, membership and position statements during this reporting period.

The sub-groups were critical in informing All Wales People Firsts activities and in ensuring the organization accurately represented the views of people with learning disabilities across Wales.

Member Representation

We pledged to increase the opportunities for our members to represent All Wales People First in the last MIRROR Strategy. Member representation of the organization included:

- CARE: Chloe Cannon.
- Community of Practice, Behaviors of Concern: Gerraint Jones-Griffiths.
- SPINN (Severe Period Pain Is Not Normal): Hannah Thomas.
- Learning Disability Wales Management Committee: James Tyler.
- Tracy Austin – Positive Voices Self Advocacy Conference in Birmingham.



Policy and Campaigning

All Wales People First were still able to carry out most of its activities despite the disruption of the Covid 19 pandemic. During Covid 19 All Wales People First member networks were heavily involved in shaping Welsh Government policy for people with learning disabilities. We did this by sharing member stories, Covid reports to the Welsh Government provided by the Self-Advocacy Group Development Manager, member engagement sessions which informed important research on the impact of Covid 19 on the lives of people with learning disabilities. This included working with the University of South Wales, Cardiff University and Learning Disability Consortium Partners on research to measure the impact of Covid 19 on the lives of people with learning disabilities in Wales.

We also attended extra meetings with the Learning Disability Consortium and the Welsh Government on a covid recovery strategy. All Wales People First had a strong membership presence at the Learning Disability Ministerial Advisory Group both during and after lock down. We now have x representatives on the group including the co-chair Sophie Hinksman and the Chief Executive Officer Joe Powell.

All Wales People First also took part in meetings between disabled people and the Welsh Government which produced the 'Locked Out: Hidden Lives' report.

As a result of the findings in the report the First

Minister Mark Drakeford establishing a task and finish group to look at the inequalities faced by disabled people in Wales.

Locked Out: liberating disabled people's lives and rights in Wales beyond Covid 19.'

All Wales People First worked with other Disabled People's Organizations DPO's and disabled people to advise the Welsh Government about the impact of Covid 19 on disabled people in Wales. We produced regular reports on our members experiences during Covid 19 and fed this into the work. Professor Debbie Foster of Cardiff University produced a report called 'Locked Out: liberating disabled people's lives and rights in Wales beyond Covid 19' and it was published by the Welsh Government.

Following this work, the First Minister Mark Drakeford MS, agreed that a dedicated task and finish group should be set up to produce an action plan to improve the lives of disabled people in Wales. The group was called the 'Disability Task Force' and the Chief Executive, Joe Powell represented All Wales People First on this group. Joe also chaired a sub-group of the 'Disability Task Force' which focused on Access to Justice. These recommendations were incorporated into the final plan.

In addition to this All Wales People First:

- Campaigned with DPAC (Disabled People Against Cuts) against benefit cuts and the impact cuts have already had on disabled people.



- Chaired a task and finish group of the Learning Disability Ministerial Advisory Group which produced recommendations for the Learning Disability Action Plan for Wales.
- Campaigned against the British Bill of Rights which would replace the Human Rights Act 1998.
- Campaigned with Stolen Lives 'Homes not Hospitals/ protest outside the Senedd.
- Co-chaired a task and finish group of 'Homes not Hospitals' to make recommendations to the Welsh Government about how to prevent the inappropriate detention of people with learning disabilities in hospitals.
- Worked with partners across Wales including the Welsh Government, Reducing Restriction Network and British Institute of Human Rights on workshops for people with learning disabilities about the Restrictive practice framework.
- Worked with the Restraint Reduction Network and the British Institute of Human Rights to produce an animation about the use of restrictive practices.
- Joint campaign with the Learning Disability Consortium to prioritize people with learning disabilities for the Covid 19 vaccination.
- Joint campaign with the Learning Disability Consortium with regards to ensuring that Do Not Resuscitate orders are not placed on people with learning disabilities during the

Covid 19 pandemic.

- Public Transport.
- Concessionary Bus Passes.
- Members having the relationships of their choice (including LGBTQ).
- The future of advocacy in Wales.
- Including members voices and experiences in the 'Locked Out: Hidden Lives' report.
- Giving evidence to the UK Human Rights panel regarding the experience of our members during the Covid 19 pandemic.
- Worked with the British Institute of Human Rights and other organizations to call for accessible consultation participation documents and an extension to the consultation deadline in order that people with learning disabilities could be included in the consultation.
- Supported Inclusion Europe's calls to action regarding providing support for people with learning disabilities in the Ukraine during the military conflict with Russia.
- Political Manifesto for the 2021 Welsh Assembly Elections.
- Advocacy Framework for Wales with Practice



Solutions.

- Impact of Covid 19 on people with learning disabilities study with Cardiff University and the University of South Wales.
- Measuring the impact of the Social Services and Wellbeing (Wales) Act with Swansea University.
- Hate Crime Survey for the Welsh Government.
- North Wales Employment Strategy.
- North Wales Flyers.
- Updated the Learning for Leadership training pack and delivered it to members.
- Worked with Cardiff University to evaluate the Engage to Change project.

AdFest

All Wales People First replaced its National Conference with a two-day festival called AdFest. The idea of AdFest was to celebrate the significant role that people with learning disabilities could play in Welsh Society and to promote the inclusion of people with learning disabilities as equal citizens in Wales. To break down attitudinal barriers towards people with learning disabilities by changing the event format to a closed event for members to an event that was open to the public, the third and public

sectors, local authorities, and Welsh Government. To create a space which placed self-advocates at the center of important system change and design.

Communications

All Wales People First continued to produce its quarterly newsletter 'Talkback'. The newsletter is posted to its members, emailed to members (as well as stakeholders and the Welsh Government) and copies are available for download on the All Wales People First website. This is in addition to its usual activities such as publishing content for the organizations social media platforms and populating the website. All Wales People First continues to have strong engagement with its Social Media platform and posts regularly.

Sharing Stories

All Wales People First has made excellent progress on its pledge to share more member stories during the last MIRROR Strategy. Indeed, our output in this area has grown exponentially. The Member stories have been captured through regular member diary updates and member stories (shared on our social media platforms and website). Member stories and quotes have been connected to consultation responses to the Welsh and United Kingdom Governments and have also assisted in informing organizational position statements.

We pledged to introduce Self-Advocacy TV; a you tube channel dedicated to sharing our members stories as part of the 2019-2023 MIRROR



Strategy with the intention of further developing the platform to engage with members. Self-Advocacy TV has exceeded all its expectations and is a regular part of the All Wales People First events calendar. It is hosted by our Outreach Worker, Gerraint Jones-Griffiths. SATV plays a great role in informing All Wales People First about the issues that affect our members.

Position Statements

All Wales People First started to produce position statements on issues that are important to our members during the 2019-2023 MIRROR Strategy. Position statements are written by the National Council sub-group on position statements and signed off by the chair of the National Council. The position statements are available on the All Wales People First website.

The Organization

The Constitution of All Wales People First

All Wales pledged in the previous MIRROR Strategy that it would re-evaluate its Mem and Arts and its governance structure to check whether being a company limited by guarantee is still the right model for the organization. The re-evaluation exercise was carried out and it was decided that All Wales People First should remain a Company Limited by Guarantee. All Wales People First also updated its Mem and Arts.

We also pledged to introduce Finance, marketing and Communications strategy and a

National Council strategy to accompany the 2019-23 MIRROR Strategy. All strategies were produced and are updated annually.

All Wales People First pledged to update its policies and procedures annually and share with self-advocacy groups across Wales. All Wales People does this, via its Board of Directors and a subscription to Thomas Carroll. All policies are available for groups to download on the All Wales People First website.

New projects

All Wales People First pledged to look into new projects in the previous MIRROR Strategy:

Through Our Eyes Photography Project

All Wales People First completed a big lottery funded project 'Through Our Eyes' which aimed to empower people with learning disabilities to design images and memes which showed how they wanted to be portrayed in the media. This included training for members on how to use social media for campaigning and how to use a camera. The final pictures and memes were presented at a launch day at the Senedd on the 24th November 2022. The event was sponsored by Jane Hutt MS and First Minister Mark Drakeford was the Keynote speaker. The final resources are available for download and use by the media and the general public.

This was then followed by a 'Through our eyes on tour' project which focused on remoter parts of Wales. The project was managed by the Policy and Communications Manager, Kelly Stuart. A



consultation with the general public took place at the National Eisteddfod in 2024 and the first tour event was launched at Pontio in Bangor on the 2nd of December 2024. Mark Isherwood MS was the keynote speaker. Project photographer Natasha Hirst was commissioned to work with members on adding diverse images to the project's photography library as part of our commitment to Diversity.

Trading Arm

During the last MIRROR Strategy All Wales People First said it would discuss the merits of establishing a trading arm. The idea of the trading arm would be to further the aims of All Wales People First, generate more income so that the organization would not be solely dependent on grants and as a way of possibly generating income/ work for local self-advocacy groups during very challenging times. The National Council decided that All Wales People First should set up a trading arm. This work will continue into the next MIRROR Strategy.





MIRROR Strategy

2025 - 2029

The MIRROR Strategy 2025 – 2029 has been informed from a number of sources they are:

- 2019 AdFest Report 'Isolation and Loneliness'
- 2020 AdFest Report '30th Birthday Bash'
- 2021 AdFest Report 'Pride'
- 2022 AdFest Report 'Reconnect'
- 2023 AdFest Report 'Our Right to Human Rights'
- 2024 AdFest Report 'Living with Learning Disability, the ups and downs'
- National Council meetings.
- Support Worker Advisory Network (S.W.A.N) meetings.
- Annual reports produced by the Self-Advocacy Group Development Manager for the Welsh Government.
- National Council 'Business Planning' meeting on the 6th of June 2023.
- AWPf Strategy meeting held in both the North and South of Wales on the 16th of October 2023.
- Individual and collective conversations between the Chief Executive and the Managers of All Wales People First.

- Locked Out: liberating disabled people's lives and rights in Wales beyond Covid 19.
- Discussions with the AWPf Board of Directors, November 2023
- Final sign off meeting with the AWPf National Council 9th January 2024.

The MIRROR Strategy for 2025 – 2029 will meet the aims of the MIRROR Principles of Self-Advocacy.

Member Engagement

The National Council

The National Council will increase the number of meetings it has from four to six. This is because of the removal of the Regional Councils. Two of the meetings will focus on campaigning and lobbying, membership activities, position statements as well as giving members training and skills. This will replace the current sub-groups which take place at National Council meetings.

The National Council will also establish a Chief Executive's advisory committee which will represent All Wales People First across Wales. The Advisory Committee will discuss ways that All Wales People First will represent the organization across Wales. It will increase the representation of All Wales People First and increase the number of people that represent the organization.

The Executive Committee will work with the Chief Executive, Member Engagement Advisor and the Policy and Communications Manager to take on more intensive tasks on behalf of the National



Council. The Executive Committee will report to the National Council at each meeting about the work they have taken on. The National Council will scrutinize, contribute to and sign off the work of the Executive Committee.

They will meet the day after National Council meetings, and they will be responsible for:

- Sharing the face of the organization role with the Chief Executive.
- Attend and represent All Wales People First at least important organizational meeting each.
- Take forward the work of the National Council subgroups on Membership, Position Statements and Lobbying and Campaigning and feedback to the National Council.
- Work on AWPf Consultation responses.

Regional Events

All Wales People First will hold four regional events across Wales to replace the Regional Councils. The Regional events will be designed in co-production with self-advocacy groups across Wales and they will focus on raising the profile of self-advocacy within the region. It will be an opportunity to bring local groups and important decision makers together.

AdFest

All Wales People First will hold an annual 'AdFest' event in each year of this MIRROR Strategy. One AdFest in every three will take place in North Wales. AdFest will bring our members together with the third sector in Wales to promote the

important role that self-advocacy can play in the lives of people with learning disabilities as well as showcase the vital role that self-advocacy plays in co-producing and designing preventative services for people with learning disabilities in Wales. AdFest will also continue to host its very popular MIRROR Awards ceremony.

Policy and Campaigning

In addition to the work that All Wales People First currently does on Policy and Campaigning, All Wales People First will establish a Chief Executive's advisory group. It will comprise of four members who will share responsibility for representing All Wales People First at important meetings. The Chief Executive and the members will meet quarterly and will discuss upcoming meetings and what will be fed into the meetings. Members will be paid a stipend to attend the meetings and will be provided with support. The Chief Executive's advisory meeting will also be an opportunity for All Wales People First to work on general policy/consultation responses and to plan for media opportunities. Members will represent All Wales People First on:

- 1) Women's Issues.
- 2) Diversity.
- 3) Health.
- 4) Transport.



S.W.A.N

All Wales People First will replace S.W.A.N (Support Workers Advisory Network) with the Self-Advocacy in Wales Action Network. The purpose of the meeting is to bring self-advocacy organizations from across Wales together with commissioners, Regional Partnership Boards and the Welsh Government to promote and campaign for the continued future of advocacy in uncertain times.

The Self-Advocacy in Wales Action Network will be the springboard for All Wales People First to fight for the future survival of self-advocacy in Wales.

Support for Local Groups

All Wales People First will support local groups during this reporting period. All Wales People First will provide support to assist groups with funding, mediation, training, connecting with Regional Partnership Boards, board recruitment, governance, and supervision/ emotional support for managers of local groups. All Wales People first will also establish groups in regions where there is no self-advocacy provided.

Quality Mark for Self-Advocacy

All Wales People First will work with members and groups to discuss the merits of developing a Quality Mark for Self-Advocacy. This is to ensure that self-advocacy has a consistent standard and is easier for funders and commissioners to understand. We hope this will both raise

the profile of self-advocacy but also make a clearer distinction between the advocacy and self-advocacy. If the groups are on board, All Wales People First will then co-produce the development of the quality mark together.

Self-Advocacy Training

All Wales People First will look into the merits of designing a bespoke training course for people who work within self-advocacy. The training is aimed at helping to achieve consistency of quality when supporting self-advocates.

Communications

All Wales People First will continue to communicate with its members and stakeholders throughout this MIRROR Strategy through its website and social media platforms. This includes very popular activities such as Self-Advocacy TV and Gerraint's Night club. We will continue to share members stories and connect their experiences to inform political change.

We will review our communications platforms with members and ascertain the best way we can connect with people with learning disabilities in Wales. In addition to this, the Chief Executive will produce quarterly podcast/ vlogs on issues important to members/ people with learning disabilities. The podcasts aim to raise the profile of All Wales People First as an organization as well as to communicate the issues and concerns of our members.

All Wales People First will also investigate the



potential of Artificial Intelligence in promoting its communication potential.

AWPF Diversity Strategy

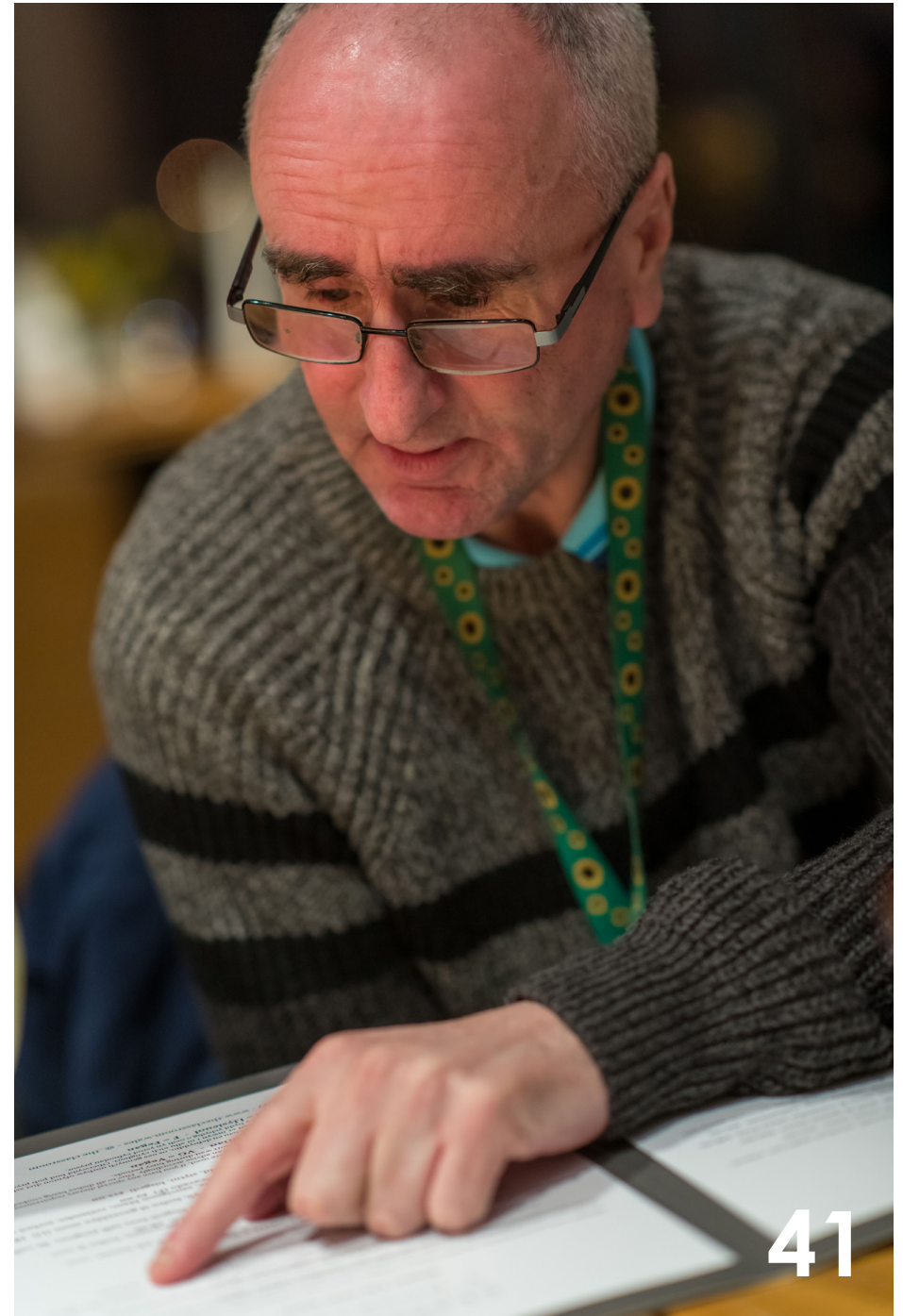
All Wales People First were not able to progress with its intentions to increase access to self-advocacy for people with learning disabilities who were traditionally excluded. This was typically people with learning disabilities with more profound support needs. We want to extend Diversity to include everyone who is excluded from self-advocacy. This would include people of all protected characteristics.

All Wales People First will begin a new Diversity Strategy to accompany this MIRROR Strategy in order to achieve our aims and objectives. The Diversity Strategy will focus on increasing membership of those who identify as ethnic minority or who are LGBTQ+.

In addition to this All Wales People First will investigate funding a project that will extend self-advocacy to those with more profound learning disabilities who are currently not included in self-advocacy.

A Trading Arm for All Wales People First

All Wales People First will continue to look at developing its trading arm during this MIRROR Strategy. The trading arm would enhance the aims and objectives of All Wales People First as well as to empower people with learning disabilities to break down barriers to inclusion through their own example. A successful trading arm would also hopefully be able to raise funds for All Wales People





First in order to diversify its income and be less dependent on core grants.



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