

Camphill Scotland Work Plan 2020-1

Executive Summary

To build positive public profile for Camphill in Scotland

Our work will establish that Camphill is an outward-looking social movement with values that resonate with current social concerns including the value of community, disability rights, ecological sustainability, inclusion and an international outlook.

It will help to establish Camphill as a provider of distinctive and excellent care, education and support for people with learning disabilities and other support needs. In turn this will attract people to live and work in Camphill and encourage the necessary support from the wider community, including regulators and funders.

In 2020-1 our work will focus on:

- Camphill's European Links at this time of profound change in the UK's relationship with Europe
- Transitions and out of area placements to bring real change for disabled young people in Scotland and defend their right to live and work in Camphill communities
- Camphill's 80th birthday. We will use this opportunity to celebrate the great contribution Camphill has made to Scottish society since its founding in 1940

To build member cohesion and mutual support

We will develop the capacity of our members to collaborate together and learn from one another. This can greatly enhance the resilience and strength of all our members and Camphill in Scotland as a whole.

In 2020-1 our work will focus on:

- Creating and sustaining forums for collaboration – specifically, the influencing group, the strategic finance group, the volunteering group, the Care Inspectorate Group and the SSSC group
- Leadership and Succession. We will continue to offer leadership development programmes for emerging leaders, action learning sets for established and emerging leaders and trustee development events. We will seek other ways to strengthen peer networks for leaders across Camphill

Introduction

This work plan is the first to implement the new 2020 – 25 strategy. The strategy has two dimensions: 1) To build positive public profile for Camphill in Scotland 2) To build member cohesion and mutual support. This work plan will therefore show how the particular activities planned for 2020 – 21 serve to achieve these overarching aims.

1. Building Positive Public Profile for Camphill in Scotland

A positive public profile will help to ensure a bright future for our members. It will help establish that Camphill is an outward-looking social movement with values that resonate with current social concerns including the value of community, disability rights, ecological sustainability, inclusion and an international outlook. It will help to establish Camphill as a provider of distinctive and excellent care, education and support for people with learning disabilities and other support needs. In turn this will attract people to live and work in Camphill and encourage the necessary support from the wider community, including regulators and funders.

We build positive public profile in two main ways – through our influencing work and through our communications work. These are mutually supportive but each will be dealt with separately below.

Influencing

This means influencing the external environment so that it better reflects Camphill values and representing and defending members' interests in the national policy discussion. This year we envisage two main focal points for our influencing work: 1) Camphill's European Links 2) Transitions and out of area placements. In addition to these main focal points there is much work to be done to maintain engagement with politicians through organising and supporting their visits to communities and to our participation in the political process, including cross party groups and collaboration with other organisations.

Camphill's European Links

Whatever happens with Brexit, it is clear that the European links so cherished by our members are potentially at risk. The relationship between the UK and Europe remains uncertain and likely to be under scrutiny for some time. Within the time frame covered by this work plan the UK government intends to introduce a new, Australian-style points-based immigration system. We need to be very vigilant on members' behalf to ensure this system allows the flow of people from Europe and internationally that so benefits communities and all who live and work in them. Camphill Scotland has established a leading role nationally in this area and will devote significant resources again to maintaining the profile that has been so effective in advocating on our members behalf.

Transitions and out of area placements

Camphill Scotland has been successful in securing the support of Johann Lamont MSP for a new piece of legislation that would entitle all disabled children and young people to have an individual Transitions Plan that would give them support up to their 26th birthday or until they no longer wanted it. This will be of enormous benefit to disabled young people and their parents and carers who have told us for many years of their pain and frustration at the lack of coherent and meaningful support from statutory authorities as they approach the transition to adulthood. Our prominent role in this significant development is a great opportunity for Camphill in Scotland to demonstrate its commitment to the rights of disabled people and its ability to change society for the better.

We expect that 2020 – 21 will involve significant opportunities to capitalise on the profile this development will entail. It will include garnering support from MSP's and other organisations, speaking at various cross party groups and other events, writing articles and, importantly, supporting members, young people, parents and carers to participate in such activities. We will also need to be very alert to any negative backlash from this work as we know that it will discomfort some in the Government, the local authorities and others.

The work on transitions is relevant to our broader concern that people with learning disabilities and other support needs can access Camphill communities that lie outside their local authority area. An apparent wish to avoid out of area placements can contribute to the inertia evident in supporting transitions for disabled young people.

Participating in the political process

We do this in four main ways. Firstly, by organising and supporting politicians' visits to communities. These serve to place Camphill very firmly in the minds of politicians. It is so much more impactful if people actually come out and see and talk to those who live and work in Camphill communities. Over the last two years members have gained greatly in confidence in making use of these visits to highlight their concerns and show politicians what they do and the value they create. They have been very effective in raising profile, building relationships with politicians of all parties and increasing members' confidence in this field. In 2020-21 our aim is to arrange a similar number of opportunities.

Secondly, we participate in the Scottish Parliament's cross party groups on volunteering, learning disability, disability, carers, older people and children and young people. This enables us to keep close to the centre of policy making, make our voice heard there and forge connections with politicians and other stakeholders. In addition to the areas outlined above, we expect that further opportunities will emerge for us to engage in the policy areas of loneliness and social isolation, learning disability and many other topics.

Thirdly, we seek common cause with other organisations and build mutually supportive alliances. In particular we have worked well with Inclusion Scotland, the Health and Social Care Alliance Scotland and the Scottish Council for Voluntary Organisations. In 2020-21 we will devote the time and energy necessary to maintain the vibrancy of these connections.

Lastly, we will remain alert to the opportunity to offer our views through the various government and other consultations that will take place over the course of the year.

Communications

We communicate with an external audience about Camphill and Camphill Scotland. Our communication aims to demonstrate that Camphill is a relevant, vibrant and engaged social movement providing distinctive and valuable care, education and support to people with learning disabilities and other support needs. We disseminate our message using a variety of methods and platforms. Notably, this includes our website, our Twitter account, our publications and the events we organise and participate in. We use these opportunities to talk in an engaging way to a wide audience about our values, identity and activities.

Website

The website acts as a window for three key audiences: parents and carers, local authority commissioners and prospective volunteers, encouraging them to take a closer look at what is on offer in the individual communities. It is very effective in channelling volunteer applications with 160 unique applications last year made through our website. We aim to at least match that number this year.

We again aim to produce a minimum of 48 Our Voice articles for the website at a rate of around 4 per month. The articles provide a commentary on the policy issues of the day and supports our influencing work. We will also have a regular stream of tweets that do a similar job and help us to maintain links and connections with other organisations and people.

Twitter

We aim to ensure that a key theme in our communication, including our work on Twitter, is the ecological dimension of Camphill communities.

Ebulletins

We will produce 6 e-bulletins per year for members and the same number for associates.

Publications

As usual we will produce a Camphill Scotland Annual Review. We will update and refresh the popular 'Life in Camphill' leaflet. We will explore using the material collected by the members' survey to form a bi-annual review of Camphill in Scotland for use in our external communications work.

Events

Camphill's 80th Birthday

2020 will mark the 80th birthday of the Camphill movement in Aberdeen in 1940. This will be a major focus for our communications work next year. We will use the Influencing Group as the primary vehicle to engage with members on this. It will involve at least two dimensions. Firstly we aim to have a reception at the Scottish Parliament towards the end of 2020 and secure exhibition space there. The reception and exhibition will provide space for a national, public celebration of the birth of the Camphill movement in Scotland, its many achievements over the last 80 years and its current standing as a progressive international movement and provider of distinctive and valuable care, education and support for people with learning disabilities and other support needs. Secondly, we will offer advice and support to individual communities or groups of communities who wish to hold their own celebrations by helping publicise the events and securing the involvement of external partners, including politicians if desired.

We will explore the creation of publicity material for the 80th birthday including, for example, a pamphlet that outlines the history and current contribution of Camphill and videos featuring people who live and work in communities.

The COSLA Conference

We will have a stall again at the 2020 COSLA conference and use that as a springboard for our engagement with the local authority community. Our presence at the conference has been very successful and has enabled a wide range of very positive conversations with key people. Our stall showcases the distinctive contribution made by Camphill communities including examples of products made by communities.

2. Building Member Cohesion and Mutual Support

While influencing and communications are necessarily externally focussed, this second strand of our strategy is internally focussed. It involves establishing and developing the capacity of our members to collaborate together and learn from one another. This can greatly enhance the resilience and strength of all our members and Camphill in Scotland as a whole. Members face significant challenges in finding the necessary time and energy to forge meaningful links with one another. There is greater diversity across communities which enhances the potential for positive mutual learning but makes it more difficult too. There is Camphill geography to consider which places obvious barriers in the way of face to face collaboration.

There are two main ways Camphill Scotland aims to fulfil this strategic aim in 2020-21.

1) Creating and Sustaining Forums for Collaboration

The challenge for Camphill Scotland is to develop a sufficient range of forums so that all members can engage in meaningful collaboration with others. We have developed the following forums: 1) the influencing group 2) the strategic finance group 3) the volunteering group 4) the Care Inspectorate Group 5) the SSSC group.

The meetings with the Care Inspectorate and Scottish Social Services Council focus on regulatory matters and, in the case of SSSC, education and training of the workforce. They help build mutually supportive relationships with the regulators. The influencing group engages members in the influencing work and helps them anticipate and respond to policy developments. The strategic finance group helps members focus on short term and long term financial sustainability. It also acts as a channel for our work with CCPS on living wage implementation and funding of social care generally. The volunteering group was set up in response to concerns regarding international volunteering under Brexit. It serves to help members with their response to the issue arising and helps Camphill Scotland influence on their behalf at a political level.

All 6 groups have been consistently well supported by members and every community has participated regularly in at least some of them. Some communities, naturally, have made more use of the forums than others. The aim in 2020 – 25 is to continue to build on this established pattern of meetings.

In addition to these forums, we will hold team meetings in communities and attend the Scottish Neighbourhood Meeting and Aberdeen Liaison Meeting. The pattern and frequency of these meetings is summarised below.

- 6 meetings with individual communities held after our staff/team meetings
- 2 meetings with members and the Care Inspectorate
- 2 meetings with members and the Scottish Social Services Council
- 3 meetings of the influencing group
- 3 meetings of the strategic finance group
- 1 Annual General Meeting
- 4 meetings of the Scottish Neighbourhood Meeting
- 4 meetings of the Aberdeen Liaison Group

Obviously, in addition to this there are multiple individual contacts with individuals and groups on particular strands of work.

2) Leadership and Succession

Our leadership for succession work has been a very important contribution toward cohesion and mutual support between members. In particular it has enabled a new group of leaders to emerge and form new peer networks. It has fostered meaningful dialogue within a number of communities between established and emerging leaders. Last year this work brought Camphill trustees into the discussion and was very well received. We also supported the introduction of action learning sets. We aim to build on this success in 2020 – 21. We will continue to offer the three strands of the work so far developed and look to other ways of developing our contribution in this area. This could include events that attempt to offer a more systemic perspective on the challenges of leadership and succession facing Camphill in Scotland. This could also include engaging with people new to Camphill to help them prepare for a leadership role and form supportive networks with others.

In addition to the two main strands outlined above, Camphill Scotland will continue to act as a ‘horizon scanner’ and alert members to relevant changes in the external environment and signpost them to sources of advice and support. We will also continue to circulate information from various other organisations that members may be interested in – such as the Thempra, the Camphill Research Network, the Association of Camphill Communities and so on.

Conclusion

This work plan translates the new five year Camphill Scotland strategy into a set of particular activities and focal points for our work in 2020 – 21. It shows how we will deliver value to our members through our two key strategic headings. Our distinctive contribution lies in raising positive public profile for Camphill in Scotland. We also contribute alongside other Camphill groups in the common task of building member cohesion and mutual support. Although this plan is quite specific about how we will do this we also retain enough flexibility to respond to the opportunities and challenges that will inevitably emerge during the course of the year.