



Let's Keep on Supporting People

Campaign pack 2017



Use your voice
this summer - help us
campaign to protect
Supporting People
services in Wales!

PROTECT
SUPPORT SERVICES
FOR VULNERABLE
PEOPLE!



Jo Bloggs AM
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Cardiff Bay
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#SupportingPeopleWales

Why do we need the Let's Keep on Supporting People campaign?

Each year the Welsh Government is faced with the difficult task of setting a budget for the following financial year. This includes making a decision about the amount of funding they are going to allocate to the Supporting People Programme.

Throughout the summer, Welsh Government Cabinet Secretaries and Ministers will be deciding how to make savings and which funding streams to protect or cut. They will be contacted by lots of different people who will be urging them to focus on a range of spending priorities.

We need to make sure they hear from us about the importance of protecting Supporting People funding. The draft budget is usually tabled in mid-October - so it is essential that we do all we can to influence its content before then. The summer period is crucial.

Cymorth Cymru and Community Housing Cymru will be leading the national campaign - but we need your help locally in order to have the greatest impact. We urge you to get in touch with your Assembly Members to emphasise the importance of the Supporting People budget, and ask them to protect it. They can ensure that Supporting People is high up on their political party's agenda when budget decisions are made. Welsh Labour are currently in government, so their AMs have a crucial role to play in influencing their own Ministers. However, the government will need votes from other Assembly Members - so it's essential that we make our voices heard and contact AMs from all of the political parties.

This campaign pack highlights a range of actions and activities you can take to help safeguard Supporting People funding in 2018/19. The next few months are crucial - we hope we can count on your support!

Katie

Katie Dalton
Director
Cymorth Cymru

Stuart

Stuart Ropke
Chief Executive
Community Housing Cymru

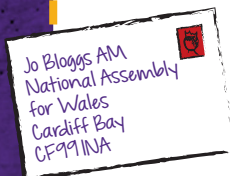


Key campaign messages:

- * Protect Supporting People funding in the Welsh Government budget for 2018/19
- * Retain the ring-fence around Supporting People funding - so that it can only be spent on these services.

What can you do?

While Cymorth Cymru and Community Housing Cymru will be leading the national campaign, we know that your contributions on a local level will be absolutely crucial. Politicians are more likely to act if they can see how an issue will affect people in their own constituencies. There are lots of ways that you can get involved in this year's campaign - and make a difference to the future of Supporting People...



* Contact your local and regional Assembly Members

Encourage your staff and service users to email their Assembly Members and highlight the importance of protecting SP funding for vulnerable people in their local area. See our 'top tips' on page 5 and find out who your AMs are [here](#).

* Arrange for your AMs to visit your services

Invite your local and regional Assembly Members to visit your Supporting People projects, meet your staff and meet people who use your services. Show them how these services have transformed people's lives - and must be protected.

* Contact your local councillors

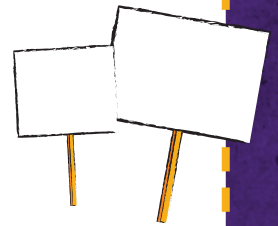
Local authorities commission Supporting People services and will be keen to receive enough funding to continue doing so. Contact your local councillors and ask them to pass a motion at their next Council meeting that calls on the Welsh Government to protect Supporting People funding.

* Take part in our 'day of action'

On 5th September we will be encouraging people to take part in a 'day of action' to highlight the importance of protecting Supporting People funding - we'll be in touch with more information nearer the time.

* Attend our rally

Come along to our rally at the Pierhead in Cardiff Bay on Wednesday 4th October and meet with your Assembly Members before they make final decisions about the budget for 2018/19.



* Send us case studies

Please send us case studies that show the impact of Supporting People services on people's lives. We've included some guidance on page 6.

* Spread the word on social media

Most Assembly Members are on Twitter and Facebook - encourage your staff and service users to use social media to highlight the importance of protecting Supporting People funding. Use [#SupportingPeopleWales](#) and the graphics we have sent you.



* Speak to your local newspaper or radio station

Local newspapers and radio stations are also a good platform to highlight the positive impact of SP services on people's lives and the importance of protecting funding. Have a chat with local journalists and see if they want to cover this issue.

The facts

One of the main aims of the Let's Keep on Supporting People campaign is to increase people's knowledge and understanding of the value of SP services across Wales. Use these facts to inform and educate your local politicians and the media about this issue:

- > Every year, the Supporting People Programme in Wales helps approximately 60,000 of the most vulnerable and marginalised people to avoid homelessness and live independently in their communities.
- > These include older people, vulnerable young people, care leavers, families fleeing domestic abuse, people with mental health problems, people with learning disabilities, people with substance misuse problems and more.
- > The Supporting People Programme funds housing-related support services that include homelessness hostels, domestic abuse refuges, supported accommodation projects and floating support to people in their own homes.
- > Over $\frac{3}{4}$ of a million lives have been transformed through the Supporting People Programme in Wales since 2004.
- > A range of Supporting People services have faced cuts over the past few years and service providers have worked hard to make as many efficiency savings as possible. Further cuts will mean that fewer vulnerable people will be able to access supported accommodation and floating support services, despite increases in demand and complexity of support needs.
- > The Supporting People Programme reduces the pressure on a range of other public services - such as housing and homelessness, health, social care and criminal justice - as well as encouraging people to engage with education, training and employment opportunities.
- > Research has indicated that every £1 invested in Supporting People services delivers £2.30 of savings to housing, health, social care and community safety.
- > The SAIL data linkage feasibility project indicated that receiving support from Supporting People services led to a decrease in the number of GP visits, emergency hospital admissions and ambulance use. This research was conducted by the Administrative Data Research Centre for Wales at Swansea University and jointly funded by the Welsh Government and UK Economic and Social Research Council.

SP: The pride of Wales and envy of England

The Supporting People programme is the envy of our colleagues across the border. In England, the ring-fence was removed and services have been decimated in many areas - leaving vulnerable people without the accommodation and support they need. Over the past few years the Supporting People Programme in Wales has been strongly supported by all of the main political parties. We hope this year is no different.

Positive impact on other public services

We know that people from a range of different public service areas are asking the Welsh Government to protect or increase their funding. However, it's important to recognise that the Supporting People Programme reduces pressure and delivers savings to many other public services...

Housing

- SP provides emergency accommodation for people who are homeless or fleeing domestic abuse.
- SP helps people to manage their tenancy & avoid eviction.
- SP provides vulnerable people with housing and support so they can live independently.

Health

- SP can reduce demand on GP, hospital and ambulance services.
- SP can help people to better manage their mental health and avoid hospitalisation.
- SP can prevent delayed discharges from hospital.
- SP helps people to overcome substance misuse issues.

Social Services

- SP prevents older people from needing residential care.
- SP enables people with learning disabilities to live independently in their communities.
- SP supports many parents and families, can reduce safeguarding risks and reduce pressure on children's services.

Community safety & criminal justice

- SP can reduce re-offending, improving community safety.
- SP can help families to escape domestic abuse by providing accommodation and support.
- SP helps people to overcome substance misuse issues.

Education, training, volunteering & work

- SP can support children to succeed at school by providing safe & stable family environments.
- SP supports often marginalised people to (re)access education, volunteering, training and work opportunities, often through their own social enterprises.

Adverse Childhood Experiences

- SP provides housing and support to people who have had many ACEs and have often been failed by other services.
- SP provides support that helps current and future parents to break the cycle and prevent future ACEs.

Top tips: Talking to your AMs

While we all know about the great work of Supporting People services, lots of Assembly Members may not be familiar with the funding stream and the impact it has on their constituents' lives. Lots of new AMs were elected in 2016, so it is absolutely crucial that we do all we can to educate them about these vital services and the importance of protecting funding.

The 'Let's Keep on Supporting People' campaign is a golden opportunity to give local politicians first-hand insight into the positive impact of the SP programme. During the summer they can influence their political party's priorities for budget negotiations and some will sit on committees that scrutinise the Welsh budget. Here are a few simple pointers to bear in mind when approaching your local and regional Assembly Members this summer:

* *Treat them as individuals:*

Find out what their political interests are - do they have an interest in a particular client group or issue associated with the Supporting People Programme? Or can you describe how Supporting People reduces pressure on services they are passionate about, such as health and social care? Doing your homework will help you have the greatest impact.

* *Be clear about what you're asking for:*

Your AMs will be lobbied by lots of organisations this summer - so it's important that we are clear about what we want them to do. The most important thing is to ask them to write to their party leader and finance spokesperson to urge them to prioritise SP funding in the next Welsh budget. You can also ask them to pose for a photo with your and your SP campaign board, make a speech in the Senedd about this issue, and/or tweet their support using #SupportingPeopleWales.

* *Be helpful and authoritative:*

Be a good source of information and advice – AMs have to deal with a wide range of issues, so they appreciate any supporting information that helps them to make effective representations on behalf of their constituents. In addition, they often appreciate the opportunity to meet and hear from front-line staff and service users, to understand first hand experiences.

* *Be persistent:*

AMs are busy people and may not be able to accept your invitations due to prior diary commitments. Don't give up - invite them to something else or try something new. Make it clear that you are keen to meet them. During the summer most AMs will be back in their constituencies, so it's a great time to arrange a visit. During term time, Mondays and Fridays are the best days.

* *Develop relationships with their staff:*

Staff members can be very influential and often prepare briefings and advice for their Assembly Member. It's worth developing good relations with staff and taking the time to explain the issues to them.

Top tips: Case studies

Case studies are often crucial during the Let's Keep on Supporting People campaign. They offer an insight into the human impact of services, alongside the hard statistics that we use to demonstrate the reach of the programme.

We encourage Cymorth and CHC members to send us case studies that highlight the challenges faced by people and the impact that Supporting People services have had on their lives. We'd love to receive your case studies this year - and it would be great if you could try to include the following information:

- > Name and age (but case studies can be anonymous).
- > Which local authority area they are from (so we can link it to AMs).
- > A brief summary of the challenges they have encountered (e.g. homelessness, health problems or disability, care leaver, experience of domestic abuse etc.).
- > The type of Supporting People service they used.
- > The impact that Supporting People services have had on their lives (e.g. improving confidence and self esteem, improving their health and wellbeing, enabling them to live independently, helping them to escape domestic abuse, overcome financial problems, maintain a tenancy, avoid eviction, overcome substance misuse problems, or access education, training and employment).
- > Whether accessing the Supporting People service has reduced pressure on other public services (e.g. homelessness services, health services, social services, criminal justice system, social security.)

Contact info:

Please don't hesitate to get in touch if:

- You have any questions
- You would like any more information
- You would like to send us a case study
- You want to let us know about a visit or meeting with a politician.

You can contact the following people at Cymorth and CHC:

- Jordan Brewer - Policy and Communications Officer, Cymorth Cymru
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- Rebecca Goodhand - Communications Officer, Community Housing Cymru
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Supporting People



#SupportingPeopleWales