



## Inclusive Communication Stakeholder Reference Group

<b>Date</b>	Thursday 11 <sup>th</sup> March 2021
<b>Time</b>	13:00 – 15:00
<b>Location</b>	Microsoft Teams
<b>Note</b>	As this information is available to the public, we have anonymised attendees. We have named only the most senior civil servants

### Attendees

#### Present

Miriam Craven (The Chair) -	Deputy Director of Strategy & Client Experience, Social Security Scotland
RM	- Head of Client Experience, Social Security Scotland
DP	- National Partnership Development Lead, Social Security Scotland
AB	- Inclusive Communication Specialist Adviser
HD	- Accessibility and Inclusive Design Lead, Social Security Directorate
SA	- Secretariat, Social Security Scotland
MD	- Product Lead, Social Security Programme
CF	- Service Designer, Social Security Programme
ES	- User Researcher, Social Security Programme
HS	- User Researcher, Social Security Programme
EG	- Content Designer, Social Security Programme
GP	- Organisational Strategy Team Leader
JB	- Non-Executive Member, Social Security Scotland
EG	- Non-Executive Member, Social Security Scotland
KHK	- Royal College of Speech and Language Therapists
DT	- deafScotland
LG	- Dyslexia Scotland
DS	- Ochiltree School
RSJ	- Trust Housing Association
AH	- Indsol
MS	- Glasgow Disability Alliance
RM	- Inclusion Scotland
JB	- Citizens Advice Scotland

DJ	-	Stroke Association Scotland
HS	-	Age Scotland
TW	-	Dementia Care Voices
GH	-	Royal National Institute of Blind People
RM	-	Royal National Institute of Blind People
SD	-	Royal National Institute of Blind People

## **Apologies**

JR	-	The ALLIANCE
JP	-	Scottish Autism
HC	-	Deafblind Scotland

## **1. Welcome from the Chair**

- 1.1. The Chair welcomed the group to the meeting. MC introduced a new member, RM from Royal National Institute of Blind People.

## **2. Proposed approach to the new Adult Disability Payment application form**

- 2.1. MD welcomed the Adult Disability Payment team for the second time to the group. She reported that the team had considered feedback from the previous session and made changes e.g. simpler wording.
- 2.2. ES showed the group the application section for two activities: communicating verbally and reading and understanding signs, symbols and words. ES asked the group for feedback on the use of images in these sections. KS clarified that we are using photos and not cartoons based on feedback from the Experience Panels. The group made various suggestions about:
- The best types of images to use
  - Wording changes that could help to improve client understanding
  - Some good practice that other websites use to help people navigate where they are on a form
  - Writing short alt text for each image. If this is not possible, the image is wrong
  - The best colours for fonts and backgrounds
  - Providing technology that would allow personalisation of the form, for example, font size and contrast

- 2.3. MD thanked the group for their feedback. The team would update the group on how the application form develops.

### 3. Organisational Update

- 3.1. The Chair thanked the members who helped with the Inclusive Communication e-learning module. RM highlighted how positive staff feedback has been so far.
- 3.2. Scottish Child Payment has now launched. As of 28 February 2021, the total number of applications received was 98,000. Of the 55,000 applications processed, 52,000 applications were approved.
- 3.3. The results of the Client Survey were recently published, with over 3000 Social Security Scotland clients taking part. 80% of clients who responded felt that they were treated with dignity, fairness and respect. 90% of clients who had been in touch with a client advisor said they were treated with kindness. There will be ongoing research with Client Panels, who were recruited via the survey.
- 3.4. Recruitment is ongoing for the disability and carer's benefits. The Chair highlighted the commitment to a diverse workforce.

### 4. Any other business

- 4.1. DT highlighted that some people were having issues finding British Sign Language videos on the Social Security Scotland website.

Action Point	KS	Look into issues accessing British Sign Language content on Social Security Scotland's website.
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- 4.2. The Chair thanked the group for their attendance and feedback.

**Date of next meeting:** 13th May 2021