



**October
2013-
September
2014**

Welfare Services Statistical Report



Welfare Services Coordinator
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Welfare Services 2013-2014

From October 2013 to September 2014 Poppyscotland provided financial assistance to 1,557 individuals across a wide-range of our Welfare Services. We also reached many more people through the Armed Services Advice Project and our Welfare Centre in Inverness.



Key Facts summary

Tailored Support and Funding

- 1,369 individuals were provided tailored funding to help with a wide range of needs from home adaptations and household expenses to much needed respite breaks.
- Funding support to individuals has been in excess of £732,000.
- 1,045 individuals received an Immediate Needs Grant.
- The total Immediate Needs Grant expenditure this year was £527,593.
- 196 individuals and families benefited from a much needed Poppy Break, a 211% increase in number from last year.

Advice, Information and Support

- **The Inverness Welfare Centre celebrated its first Birthday in June.**
- **There have been a total of 673 users of the Inverness Welfare Centre.**
- **590 individuals accessed the general information and guidance service.**
- **83 individuals all with multiple needs, benefitted from the 1:1 specialist advice and support service.**
- **ASAP Advisers helped 2,433 individual members of the Armed Forces community over the year, supporting them with 10,635 issues.**
- **ASAP client financial gain recorded for the year was over £1,600,000.**

Support to Organisations

- **Poppyscotland provided grants totalling in excess of £719,000 to 16 organisations offering specialist services to the Armed Forces community.**

Employment Services

- **There have been a total of 188 beneficiaries of Poppyscotland's Employment Services.**
- **Employment Services met and exceeded it's operational targets for Employ-Able, LifeWorks and the Apex Criminal Convictions Disclosure service.**
- **Partnership working with SAMH meant 78 veterans received ongoing one to one support through the Employ-Able service.**
- **42 individuals received employment support grants totalling more than £52,000 this year. Poppyscotland contributed £24,000 to this total the remainder was met by other ex-Service charities.**
- **26 veterans attended a LifeWorks course.**
- **42 veterans with criminal convictions have been assisted to take positive steps towards employment through the Apex disclosure service.**

Services

Tailored support and funding

We supported 1,369 individuals through tailored support and funding. Our financial support to individuals totalled in excess of £732,000.

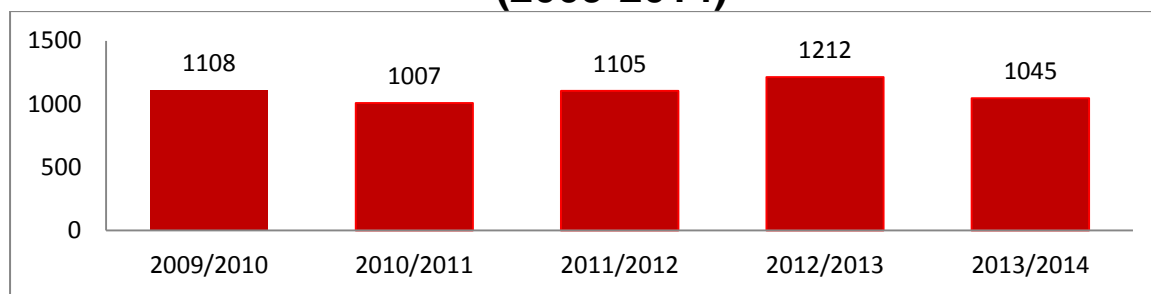
1. Funding to individuals

Poppyscotland provide direct financial assistance to veterans and their families through our Immediate Needs Grants Scheme.

We received 1,333 applications between October 2013 and September 2014 and awarded 1,045 grants.

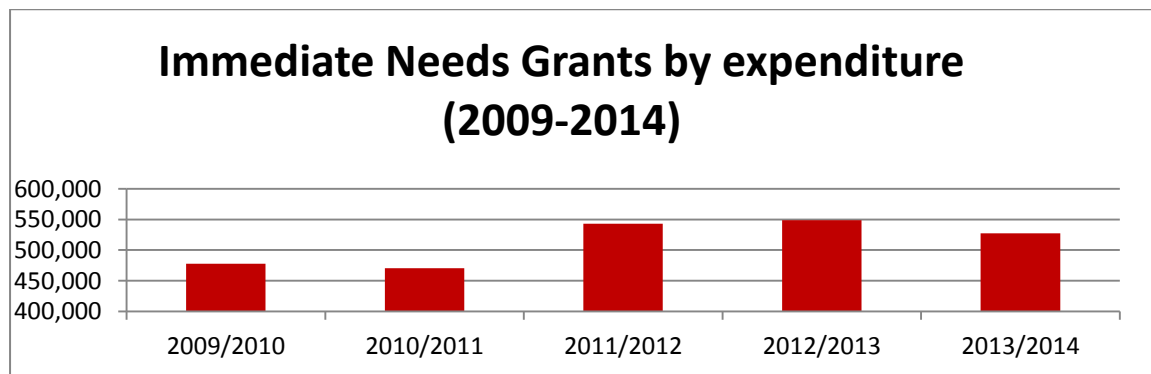
170 of the applicants not to have received an Immediate Need Grant, received assistance addressing financial difficulties through alternative means, such as debt advice from the Armed Services Advice Project. The balance of applications, 118, were refused for a variety of reasons such as eligibility and not being assessed to be in financial need.

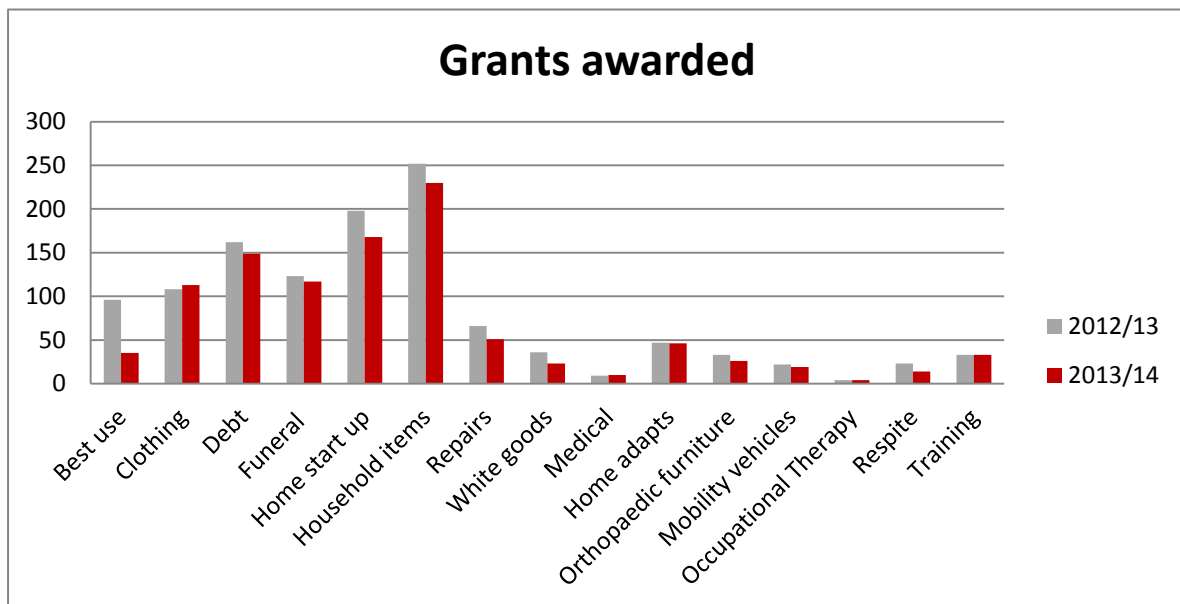
**Immediate Needs Grants by award
(2009-2014)**



The total Immediate Needs Grants expenditure this year was £527,593.

**Immediate Needs Grants by expenditure
(2009-2014)**





Grants at a glance

Year	Total number of grants awarded	Total Grants expenditure	Average cost per case
2011-2012	1105	£542,902	£491
2012-2013	1212	£548,668	£453
2013-2014	1045	£527,593	£504

There has been a 14% decrease in the number of grants awarded this year. There has been an 11% increase in the average cost per case.

Grant purpose by request – Top 5

2011-2012		2012-2013		2013-2014	
Grant Purpose	Number of requests	Grant Purpose	Number of requests	Grant Purpose	Number of requests
Household items	232	Household items	252	Household items	253
Home Start-up	168	Home Start-up	198	Home Start-up	202
Debt	150	Debt	162	Debt	193
Funeral	117	Funeral	123	Best use	120
Clothing	113	Clothing	108	Funeral	111

Grant purpose by expenditure – Top 5

2011-2012

Grant purpose	Approximate overall funds awarded	Average awarded per beneficiary
Home start-up	£97,088	£483
Household items	£95,887	£380
Debt	£80,972	£422
Funeral	£57,203	£520
Household repairs	£44,584	£446

2012-2013

Grant purpose	Approximate overall funds awarded	Average awarded per beneficiary
Household items	£103,648	£411
Home start-up	£98,177	£495
Debt	£93,700	£578
Funeral	£73,312	£551
Household repairs	£41,673	£631

2013-2014

Grant purpose	Approximate overall funds awarded	Average awarded per beneficiary
Household items	£101,973	£437
Home start-up	£90,444	£538
Debt	£81,655	£544
Funeral	£71,990	£615
Household adaptations	£49,048	£1,066

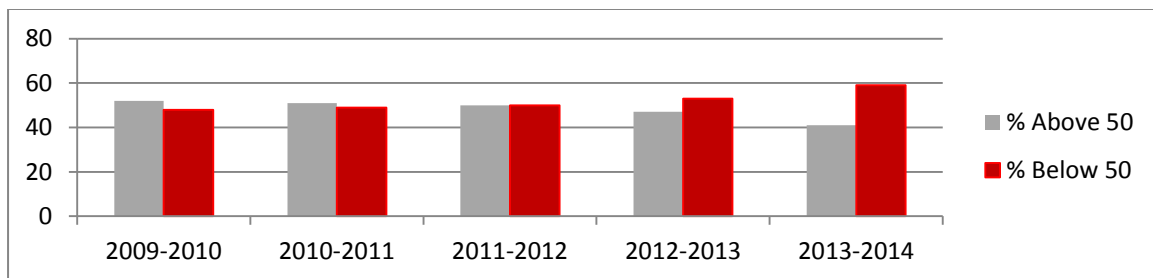
% Spend by purpose 2013 - 2014

- | | | | |
|-------------------------|-----|------------------------|----|
| • Household items | 19% | • Clothing | 3% |
| • Home start-up | 17% | • Training | 3% |
| • Debt | 15% | • Respite | 3% |
| • Funeral | 14% | • Mobility vehicles | 2% |
| • Home adaptations | 9% | • White goods | 1% |
| • Repairs | 8% | • Medical costs | 1% |
| • Orthopaedic furniture | 4% | • Occupational Therapy | 0% |
| • Best use | 3% | | |

Profile of Beneficiaries

The age profile of our beneficiaries needing financial assistance has changed over the last 5 years and there continues to be a rise in the number of beneficiaries under 50 years of age.

The profile of beneficiaries receiving grants (%)



32% of those receiving a grant had previously accessed a Poppyscotland service.

73% of individuals who received grants were male.

Evidence from grant application forms suggests that the majority of the client group live beyond their means. On average there is a £2 weekly deficit between household income and expenditure. Several individuals with a significant amount of priority debt were recorded as having a weekly deficit of £100-£300.

473 beneficiaries were in debt with a combined total in excess of £2.7million.

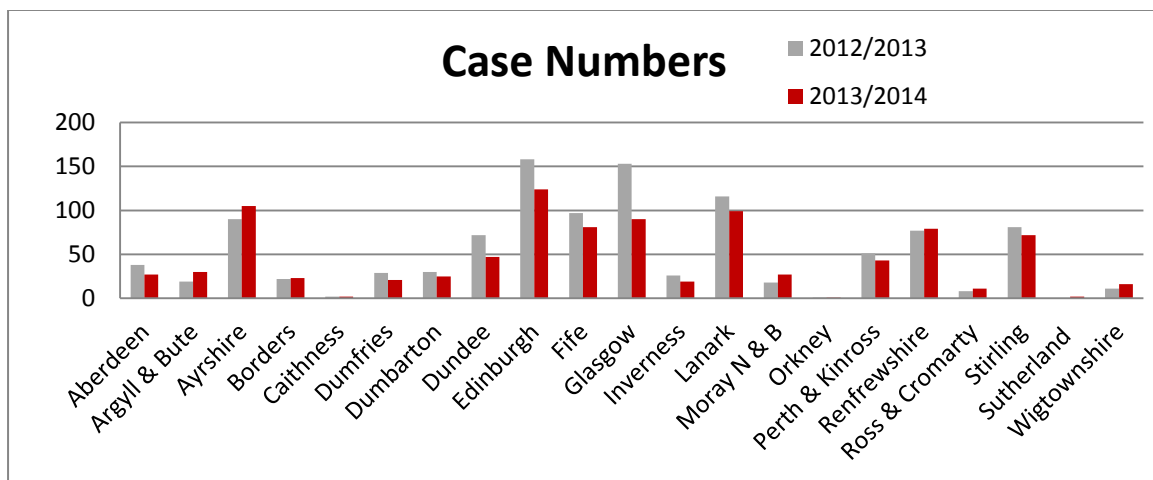
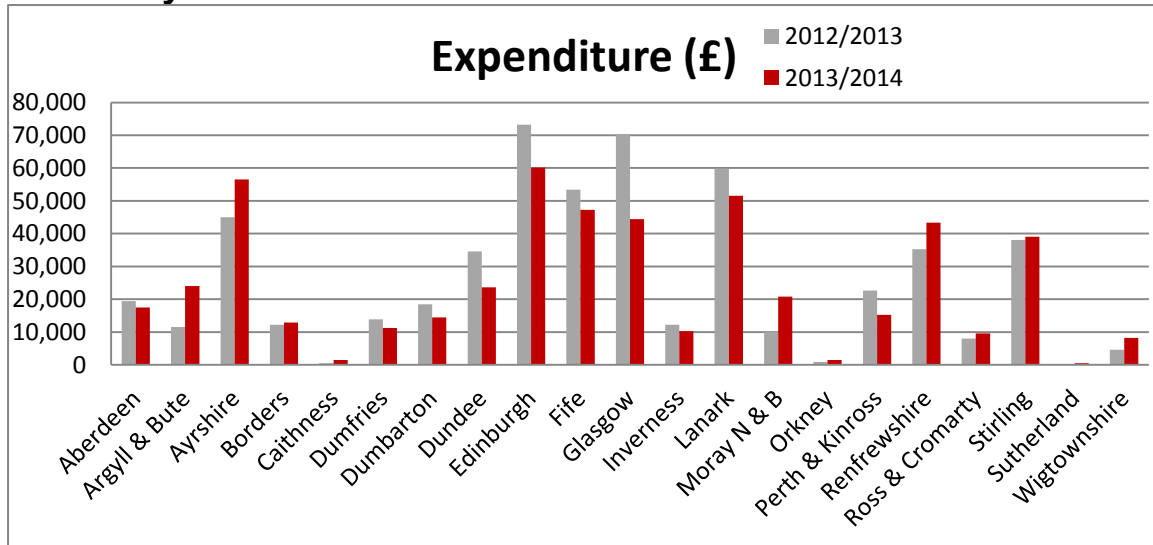
The average debt per person is less than £6,000 this is a decrease from last year which was in excess of £7,500

SSAFA

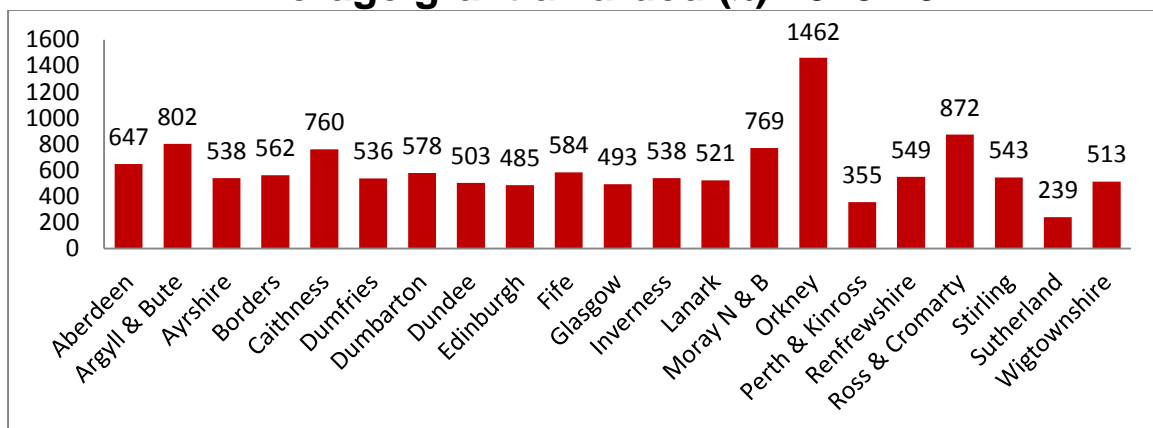
92% of grant applications are completed with the assistance of SSAFA who provide casework for members of the Armed Forces community requesting assistance from Military and other charities throughout Scotland.

Some branches showed an increase in the number of cases where for other branches the reverse was true. It is worth noting however the significant reduction in Glasgow and to a lesser extent Edinburgh.

Grants by SSAFA branch



Average grant awarded (£) 2013-2014



2. Annuities

Although new annuity awards (annual grants) are no longer awarded by Poppyscotland, 112 individuals are still in receipt of this form of financial assistance. The grants are paid quarterly and amounts vary from £125 - £650 per quarter.

It should be noted that the decision to award no new annuities does not preclude the award of year-on-year funding. Repeat funding is however, in all cases subject to annual, formal review.

The average annual grant recipient is over 70 years of age.

3. Poppy Breaks

Poppy Breaks are available to all members of the Armed Forces community, whether they are serving personnel, veterans or their families.

196 Poppy Breaks took place this year, triple that of the number taken last year. This was due to a number of factors, notably an increase in marketing and a consequential increase in awareness.

71% of those who took a break were under 50 years of age.

As last year, 83% of these breaks were taken at a holiday park.

Holiday parks were most popular with the over 50s.

Advice, Information and Support Services

Poppyscotland's Advice, Information and Support Services help connect individuals in need with the services right for them, whether it is for financial solutions, employment help, housing, relationships, health and wellbeing or more.

1. Inverness Centre

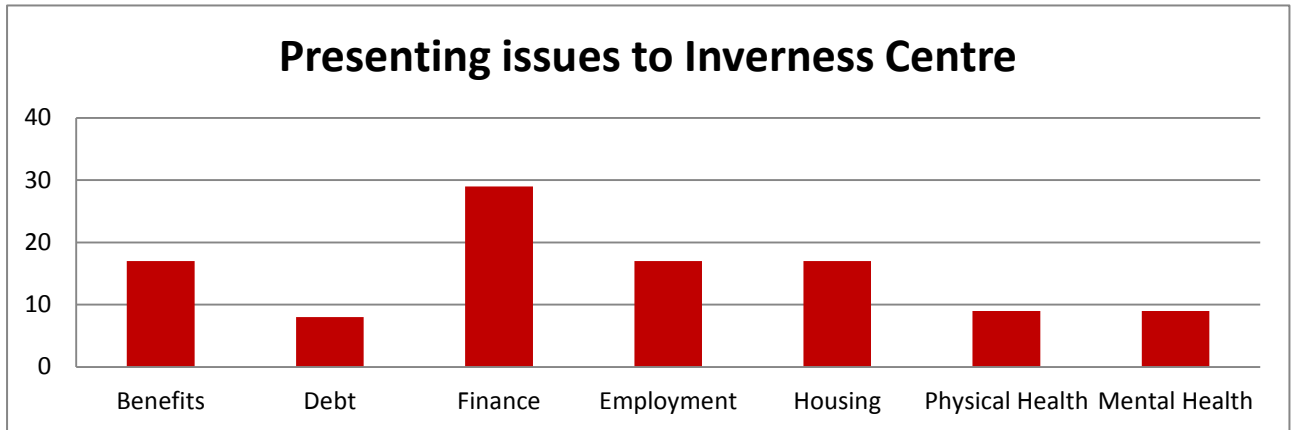
In June 2013 Poppyscotland opened a Welfare Centre in Inverness offering advice, information and support on a range of topics for current and former members of the Armed Forces and their families living in the North of Scotland.

This year 673 individuals accessed the service.

590 Individuals accessed the general information and guidance service.

83 individuals, all with multiple needs, benefitted from the 1:1 specialist advice and support services.

Of those beneficiaries presenting with multiple issues, 51% are related to finance, benefits and debt.



The Centre has also featured significantly in the local press and media during the year, some events included celebrating its first Birthday; receiving visits from the Secretary of State for Scotland and the newly appointed Scottish Government Veterans Commissioner; and hosting a BBC Radio 5 live broadcast 'Life after the Forces'.

2. Armed Services Advice Project (ASAP)

The Armed Services Advice Project (ASAP) delivers information, advice and support to members of the Armed Forces community through a Scotland wide helpline and face to face casework in ten regions.

Advisers helped 2,433 individual clients over the year, supporting them with 10,635 new and repeat issues. This resulted in an average of:

- 4.9 issues per client for face to face advice in the regions
- 1.5 issues per client for the helpline

39% of issues raised were about benefits, 16% concerned debts. Housing accounted for 8% of issues raised, financial issues including grant applications 11% and employment 7%.

The majority of ASAP clients are ex-serving (71%), and a further 14% are dependents or carers of ex-serving personnel. Serving personnel made up 10% of the client group, and dependents or carers of those still serving the remaining 5%.

Client financial gain recorded in the year was £1,608,369. A total of 385 clients benefited from a financial gain; the average financial gain per client was £4,177.

More data on ASAP activity for this period can be found at Appendix 1.

Support to other Organisations

Poppyscotland continues to work collaboratively with other organisations, providing funding so that members of the Armed Forces community can access the specialist services they need.

This year Poppyscotland awarded 16 grants to other organisations providing specialist advice, employment, mobility, respite, housing and mental health support. Our financial support to these organisations totalled in excess of £719,000.

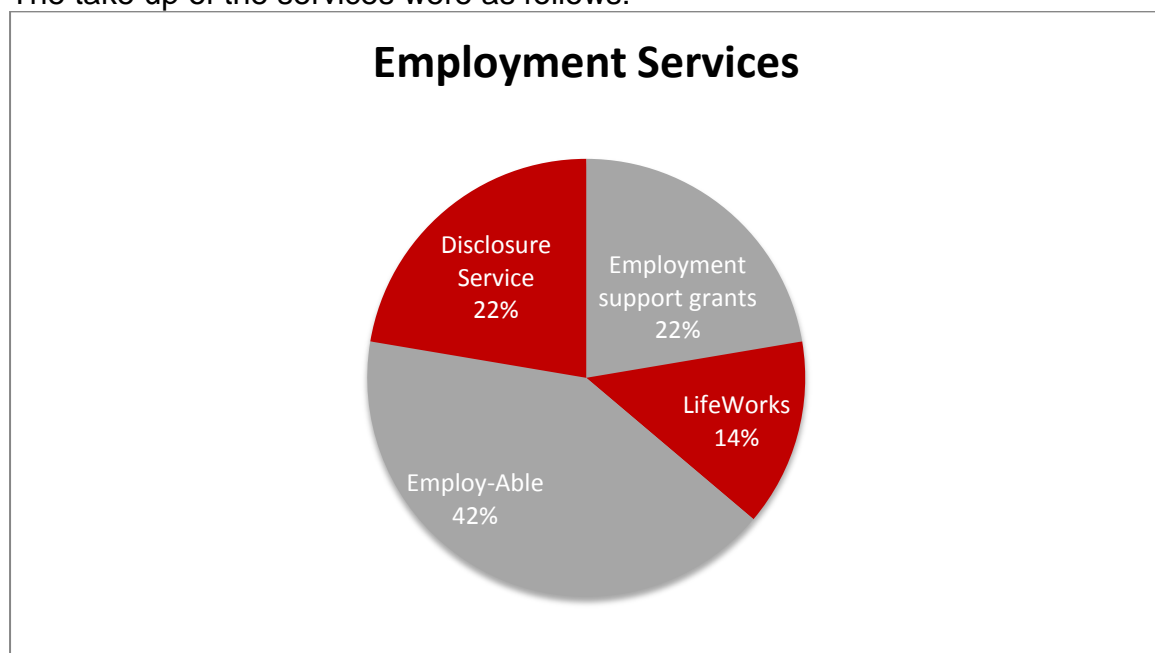
Area of support	Funding amount (approx)	Percentage
Advice	£480K	65%
Employment services	£103K	14%
Mental health support	£97K	13%
Housing	£35K	5%
Mobility services	£2.5K	3%
Respite	£1.5K	< 1%

Organisations supported include: Kartforce, Housing Options Scotland, Thistle Foundation, SACRO and the Regular Forces Employment Association.

Employment Services

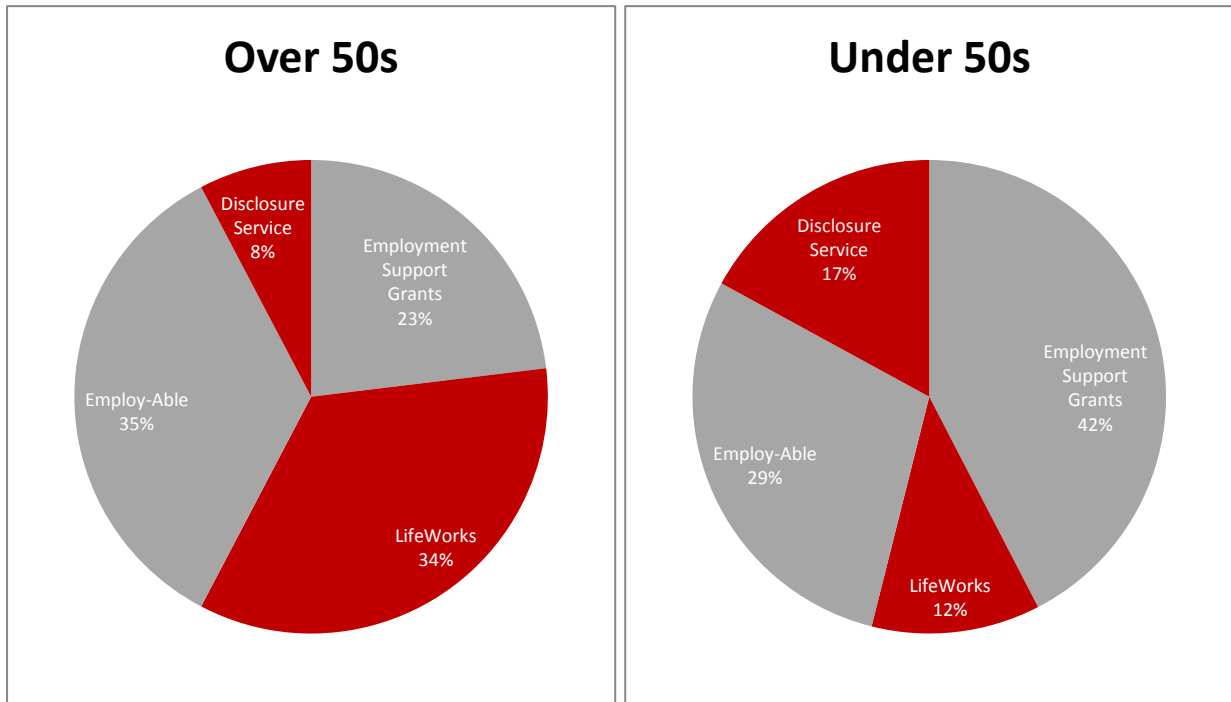
We have supported 188 individuals through our employment services at an approximate cost of £102,000.

The take up of the services were as follows:



90% of those who applied or were referred to Poppyscotland’s Employment Services were under the age of 50, with the majority of individuals being in their 30s.

Interest in Employment Services varied across the age groups:



LifeWorks and Employ-Able proved most popular for the over 50s.



91% of referrals were made by or for individuals who served in the Army.

40% had previously accessed one of Poppyscotland’s Welfare Services.

1. Lifeworks

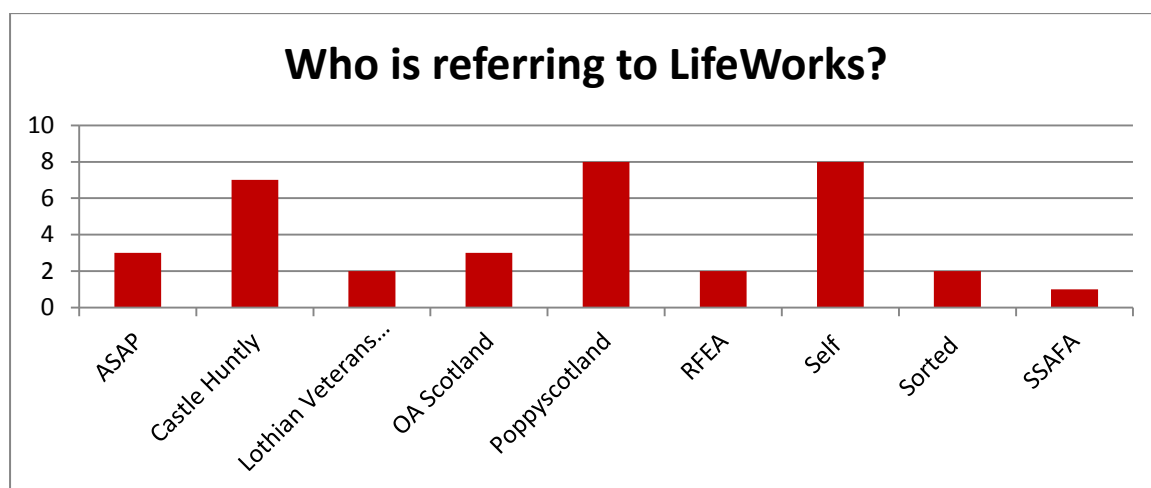
LifeWorks, run in partnership with Royal British Legion Industries, is a vocational assessment and employability course that gives veterans, significantly struggling to get work, the tools they need to help get the job they want.

26 individuals attended a LifeWorks course this year.

3 courses were held in Scotland.

For the first time a course was held in the open prison at Castle Huntly.

Representatives on the courses came from across the services, with females attending for the first time.



2. Employ-Able

Employ-Able run in partnership with the Scottish Association for Mental Health, provides advice and support to assist veterans towards achieving vocational goals in paid work, education, training or volunteering.

78 veterans were supported through the Employ-Able service, a significant increase on the 34 individuals who engaged last year.

Individuals accessing the service indicated they would like/require support in several areas, gaining employment and support with finances and mental health issues scoring highly.

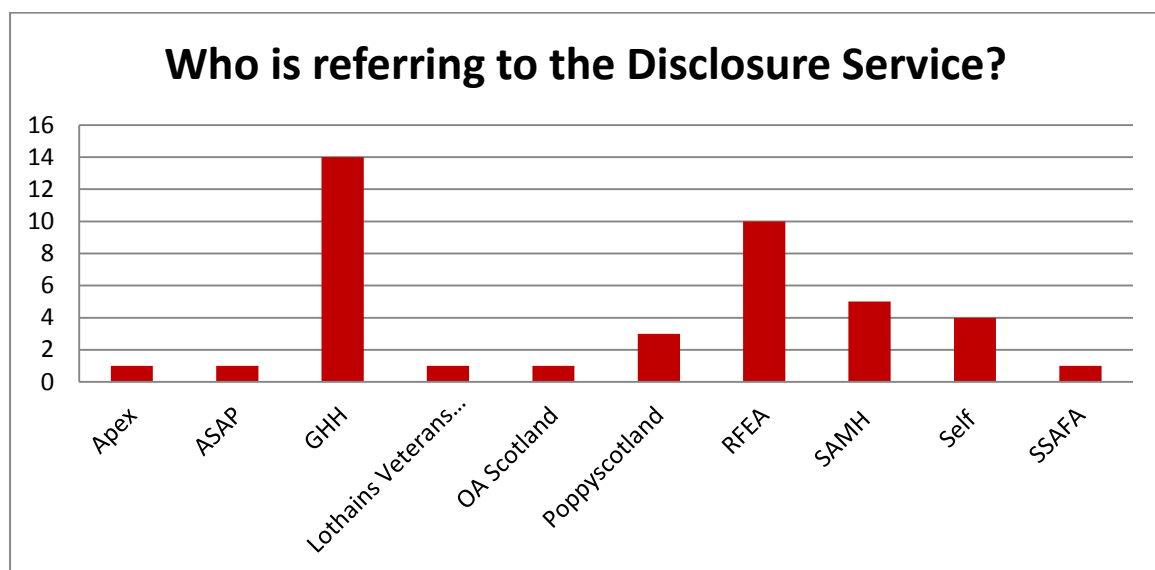
Over the course of the year Employ-Able advisers delivered 1600 hours of one-to-one support.

For more data on Employ-Able activity from this period please see Appendix 2.

3. Criminal Conviction Disclosure Service

The Criminal Conviction Disclosure Service, run in partnership with offender rehabilitation charity Apex, aims to improve the employment prospects of veterans by offering advice and guidance on how and when to disclose information on past or current convictions to prospective employers.

42 individuals engaged with the Criminal Convictions Disclosure Service this year. This is an 82% increase on last year.



34% of referrals came from Glasgow's Helping Heroes, who are working actively with local prisons.

95% of those referred to the Criminal Conviction Disclosure Service were under 50 years of age.

56% were in their 30s.

4. Employment Support Grant

Poppyscotland offers employment support grants; these are available to service leavers and veterans who are unemployed or in receipt of means tested employment benefits.

This year there were 98 applications made to the employment support grant service. A significant number of applicants did not complete the application process.

42 individuals were awarded an employment support grant.

The 98 individuals that applied for an employment support grant through Civvy Street were veterans of varying status. Their reasons for leaving the Armed Forces were:

	2012-13	2013-14
End of Contract	28	28
Medical Discharge	15	18
Premature Voluntary Release	15	13
Redundancy	-	2
Other	30	37

Categories displayed above taken from www.civvystreet.org

50% of those of premature voluntary release and discharge status were under 30 years of age.

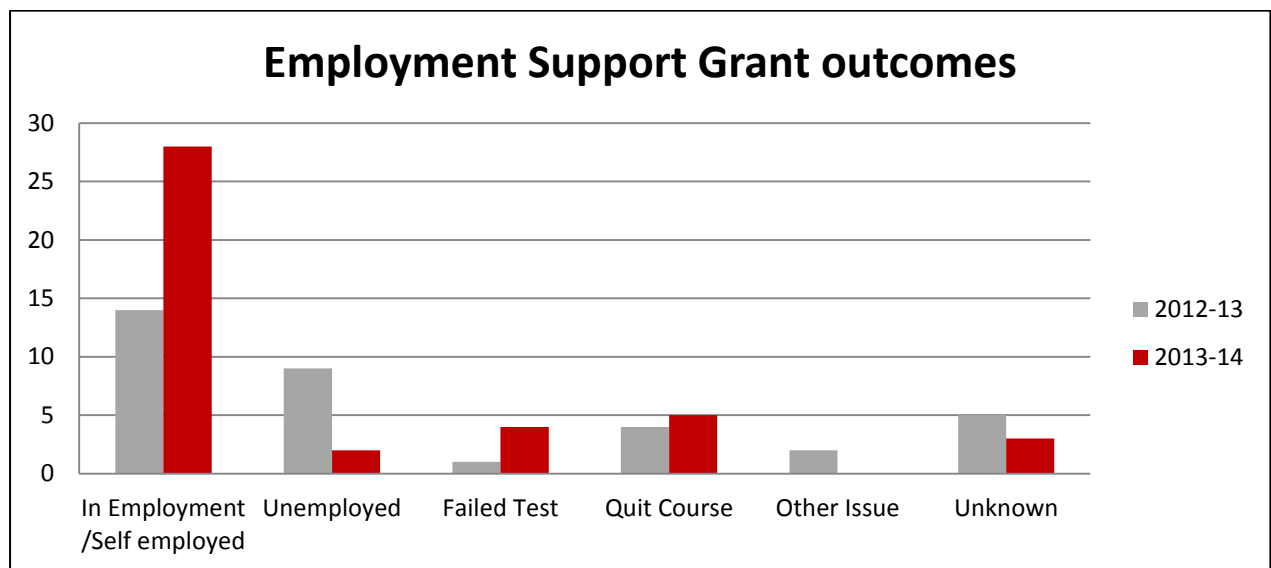
38 of the 42 awards were to individuals who served in the Army.

38 veterans were under 50 years of age.

51% of grants awarded were for driving related qualifications.

The average training course cost was £1,200.

Poppyscotland contributed £24,074 to employment support grants and sourced £28,450 from other organisations for its employment support grant recipients.



28 veterans are now in employment having received an employment support grant.

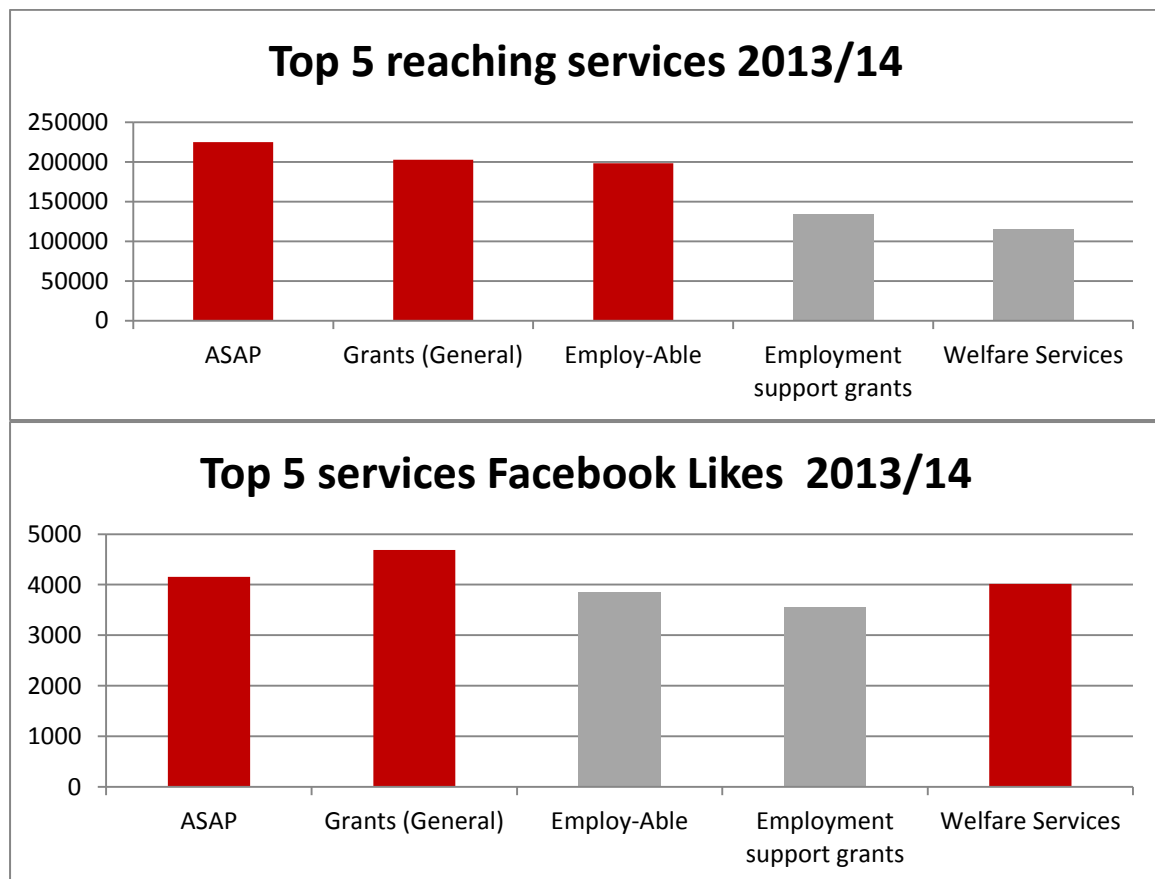
Communication

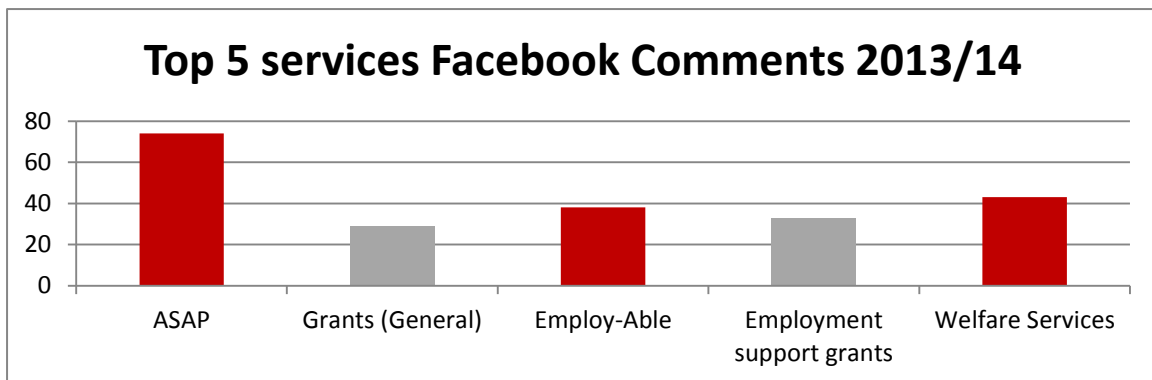
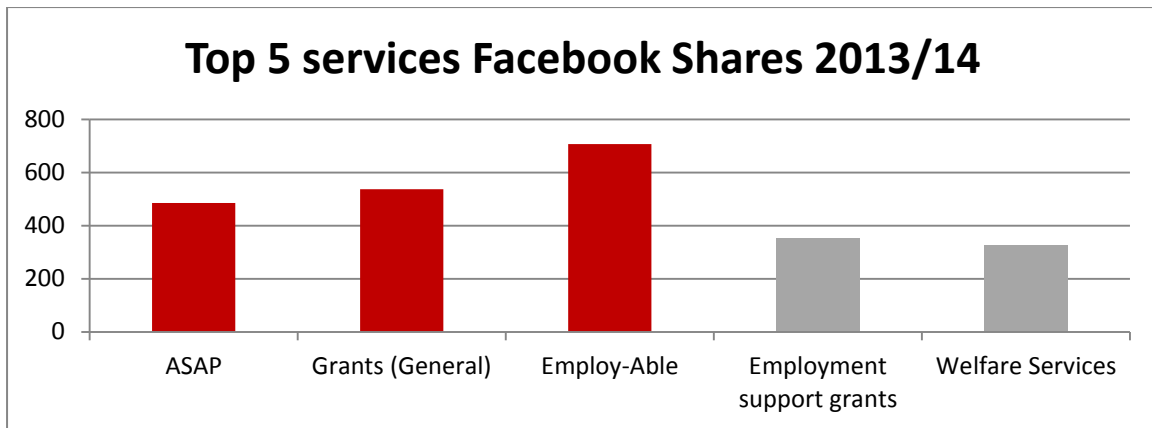
1. Social Media

Facebook

Over the course of the year our Welfare Services Facebook posts have had a combined reach of 2,087,462. Post reach is the number of people who have seen a post.

Posts have obtained 44,330 likes, 4,962 shares and 430 comments.





Our 5 most popular posts were as follows:

Date	Service	Reach	Likes	Comments	Shares	Organisation
09/12/2013	ASAP	56384	2275	51	239	CAS
29/10/2013	ASAP/poppy appeal	55072	1614	13	197	CAS
18/11/2013	MoneyForce	53920	1574	16	115	RBL
20/12/2013	Welfare services	45856	1265	13	213	Poppyscotland
02/09/2014	Grants	58816	1239	7	179	Poppyscotland

The images applied to these 5 posts were:



Through the monitoring of Facebook posts we are able to identify popular images. We have used these findings to compose an image library plan, the last image shown above, shot in August, was a product of this.

Twitter

This year we have increased our presence on Twitter, tweeting facts and figures relating to services, linking with partners and using it as a medium to promote pieces of work such as data collecting for research.

2. Newsletters, Magazines and Publications

Welfare services continue to feature in each edition of 'Legion Today' and the bi-annual Poppyscotland Newsletter.

LifeWorks, Employ-Able, ASAP and the Inverness Welfare Centre, also received significant additional coverage in local and national media.

We have updated our details and presence on several partner websites, ranging from local councils to NHS24.

We have worked in partnership with Age Scotland to reach older veterans through their resources and are set to feature in their 2015 'Hot Tips Calendar'.

This year we also introduced the use of e-bulletins, communicating with SSAFA and the Scottish Welfare Fund contacts.

Appendix 1



Annual Report 1 October 2013 – 30 September 2014



Key Achievements

The Armed Services Advice Project (ASAP) delivers information, advice and support to members of the Armed Forces Community through a Scotland wide helpline and face to face casework in nine regions. The service is made possible by the funding partnership, led by Poppyscotland, with whom we work closely to develop the service and ensure that it continues to meet the needs of the clients we support.

This report covers the first year of a three year funding cycle.

Key statistics for the period 1 October 2013 - 30 September 2014

- Advisers helped 2433 individual clients over the year, supporting them with 10635 new and repeat issues. This resulted in an average of
 - 4.9 issues per client for face to face advice in the regions,
 - 1.5 issues per client for the helpline.
- The split of clients across the Services showed:



- The majority of ASAP clients are ex-serving (71%), and a further 14% are dependents or carers of ex-serving personnel. Serving personnel make up 10% of the client group, and dependents or carers of serving the remaining 5%.
- 39% of issues raised were about benefits, 16% concerned debts. Housing accounted for 8% of issues raised, financial issues including grant applications 11% and employment 7%.
- Clients may gain financially as a result of the advice and support they have received, for example through receiving benefits to which they are entitled, debt written off or rescheduled, or charitable grants received. Client financial gain recorded in the year was £1,608,369.86. A total of 385 clients benefited from a financial gain; the average financial gain per client was £4177.58. Throughout the year there were a number of very large financial gains made on behalf of clients, including £120,000 insurance settlement and large bankruptcy cases of £148,757 and £98,695, which has an impact on this figure.

From the start of the service on 1 July 2010 to 30 September 2014, ASAP advisers have supported a total of 5756 individual clients with 24,477 new and repeat issues. The client financial gain since the start of ASAP is £3,856,667.84 which is a return of £3.42 for every £1 of funding received.



Our Clients

Table 1: Number of clients in each region

Region	October – December 2013	January – March 2014	April – June 2014	July – September 2014
Citizens Advice Direct National Helpline	93	118	132	114
Aberdeen and Aberdeenshire	21	42	47	35
Edinburgh and Lothians	69	96	90	80
Falkirk	39	54	59	64
Fife	71	70	62	63
Inverness, Moray and Nairn	83	112	92	95
Lanarkshire	111	112	114	112
Renfrewshire	63	60	51	55
Stirlingshire and Clackmannanshire	42	49	38	48
Tayside	48	58	71	88
Total	640	771	756	754

Notes:

- The ASAP service in the Falkirk area is funded by Falkirk Council.
- The service in Aberdeen and Aberdeenshire commenced at the end of November 2013.

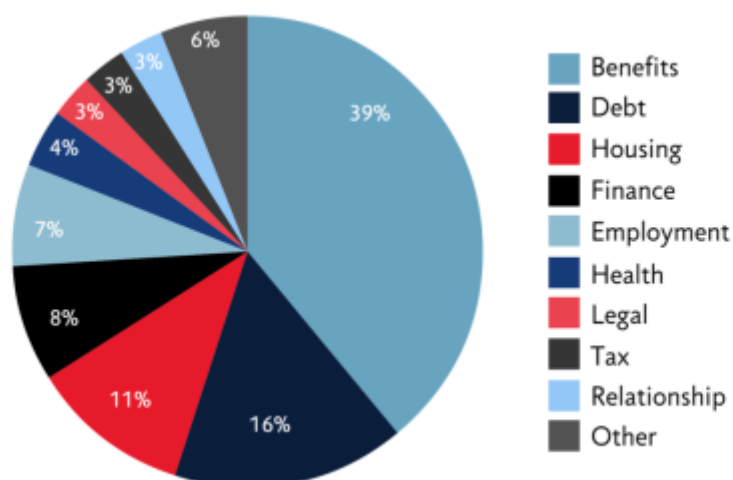
Due to the complex nature of the support needs of our clients, they tend to be seen on multiple occasions across different reporting periods. The above figures reflect the number of individuals seen in each quarter, counting each client once regardless of how many times they are seen.

Advice needs of ASAP clients

Figure 1: Types of issues raised

New and repeat issues 1/10/2013 to 30/9/2014.

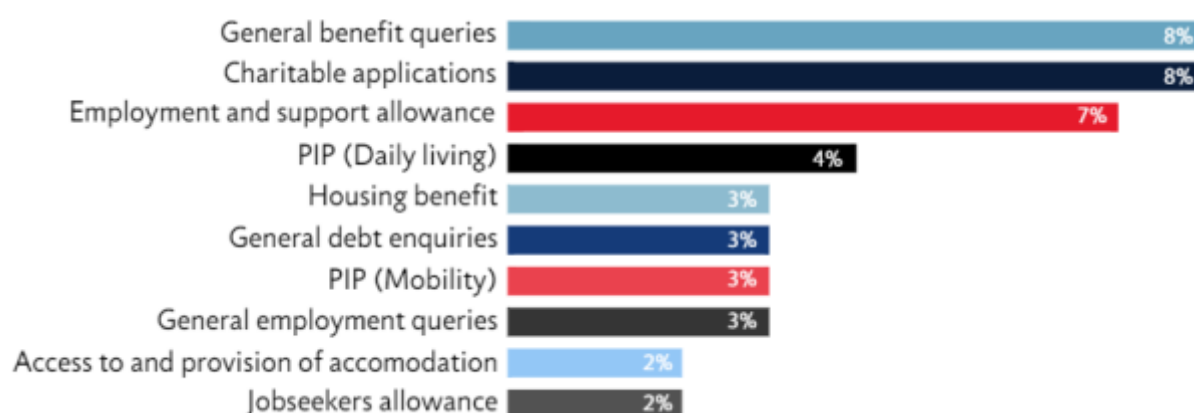
There were a total of 10635 new and repeat issues raised over the year, split as follows:



When compared with the first three years of the service, benefits queries have declined as a proportion of issues (from 42% to 39%), as have debt queries (20% to 16%). This downward trend has been continued from the previous quarter. The main increase in queries has been in the finance category, up from 8% in the first three years of the service, to 11% over the last year. Charitable applications account for around 70% of queries in the finance category, indicating both the importance of these to our clients and the close working relationship our advisers have with grant giving organisations, particularly SSAFA. This is in contrast to general bureau clients for whom charitable grants are raised less frequently.

Figure 2: Top 10 advice issues

The table below shows the top ten advice issues as a percentage of all new and repeat issues raised over the year.



Other prevalent issues are arrears of council tax and other queries relating to this, debt remedies, and attendance allowance or DLA. Clients also raised a significant number of concerns regarding gas and electricity supplies.

Some of the main issues seen by ASAP have been consistent over the lifetime of the service: we continue to see a high proportion of general benefits queries, debt queries and issues of access to accommodation. Charitable applications have risen slightly from 6% of issues over the first three years, to 8% over the last year, reflecting an increasing need for this type of support for our clients. The most notable change is the reduction in queries relating to personal debt, and an increase in employment related queries, while the changing benefits landscape has led to changes in the issues our clients raise.

‘Supporting the Armed Forces Community in 2014’

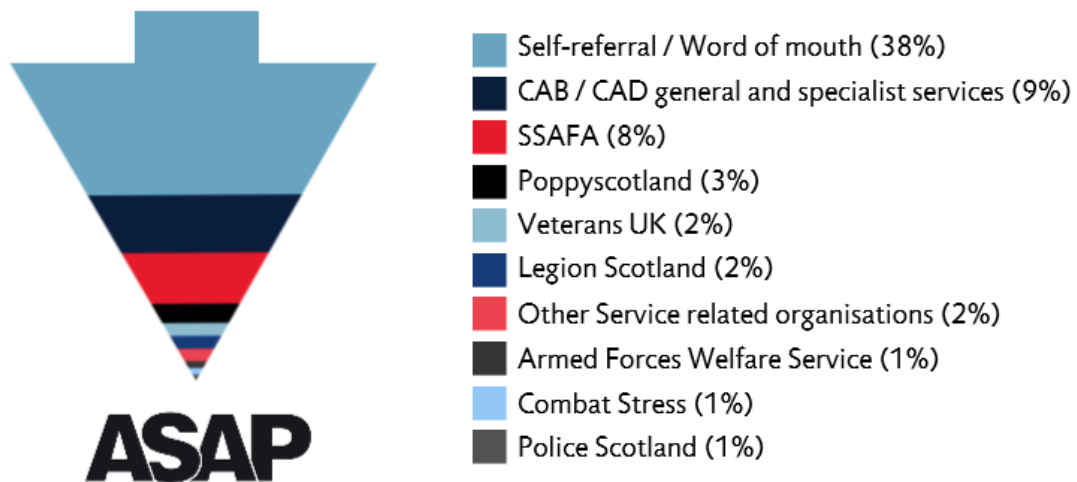
A more detailed examination of the issues raised by ASAP clients and a comparison with the bureau service as a whole will be presented in the forthcoming policy report, due for release in November.

Who we've worked with

In addition to our established links with many organisations supporting veterans, over the year we have set up referral schemes or built relationships with several organisations at a national level, including Police Scotland, Age Scotland / Silverline, Legion Scotland's new befriending scheme and the new SACRO veterans mentoring service. At a local level, advisers continue to work with a large range of organisations, including local offices of national organisations such as Remploy, and statutory organisations including prisons, the health service through GPs, hospitals and other health professionals and job centres. They also work closely with local authorities to help their clients access housing, council tax, money advice and other services. ASAP supports serving personnel and their dependants by working with Army Welfare officers and the Personnel Recovery Centre.

The links with other organisations advisers utilise to support their clients are recorded as referrals into and out of ASAP. The figures below give an indication of the organisations which most commonly refer clients into ASAP, and those we most frequently refer out to. However, while referral information is captured for every helpline client, this is not the case for every client seen in a bureau, so these figures only capture a proportion of the referrals made.

Table 2: Most common referrals into ASAP

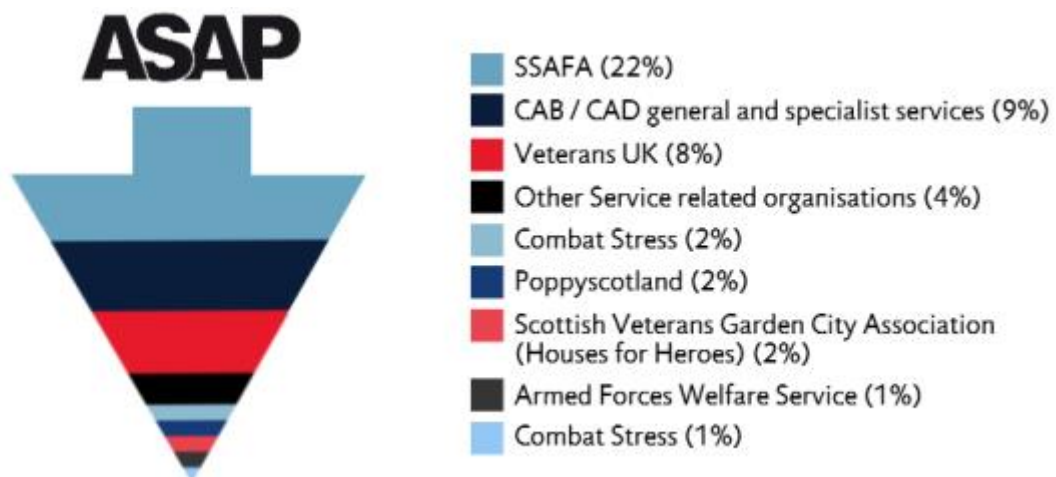


Bureaux offer a wide range of specialist services which can link into ASAP, including money advice, debt advice, tribunal representation and healthy heating advice. We work particularly closely with the bureaux debt services.

The Police Scotland referral scheme went live on 1 April 2014, with the official launch in June. Following months of joint working involving Poppyscotland and Citizens Advice Direct as well as ASAP, the scheme allows police officers to refer vulnerable veterans to ASAP for further support. We were pleased to be a finalist in the Local Policing Year One Awards, which were announced in September. Over 300 schemes were put forward in a total of seven categories; the Veterans Referral Scheme was one of three finalists in the Working in Partnership category, a strong endorsement given how recently the scheme was set up. To further develop our mutual understanding of how each organisation works to support vulnerable veterans there will be a joint training event for the newly established Police Scotland Veterans Champions and ASAP advisers at the Police training college in Tulliallan in December.

The Police Scotland referrals include clients contacted as a result of a direct referral, and also those who report finding out about ASAP at their local police station as a result of the marketing material on display or that given to every veteran leaving the custody suite.

Table 3: Most frequent referrals out of ASAP



One of the roles of the ASAP adviser is to help their client access the support they need, often working with a number of organisations to support individual clients. Those in financial need may be referred to SSAFA, with the ASAP adviser and SSAFA caseworker often working together to support mutual clients. As well as the organisations listed above, ASAP clients have been supported in accessing legal advice, social workers, Relationship Scotland, local services and many more.

What we've done for our clients

Statistics only tell part of the story, especially when dealing with vulnerable clients who have complex advice needs. The following case examples demonstrate the range of support we have provided over the last year.

The ASAP helpline continues to deal with a wide range of queries, varying in their complexity.

An army veteran, now retired, had a broken boiler. He could not afford the costs in getting it replaced which meant that he was living with no central heating.

The helpline adviser outlined the various energy efficiency schemes which are funded by the Scottish Government which could provide financial assistance, and directed the client to call the Home Energy Helpline; as he is a homeowner, over 60 and currently has no central heating he could potentially qualify for the 'Energy Assistance Scheme (EAS)'.

The client was eligible for financial assistance through the EAS. After an engineer went to his home to confirm that the boiler needed to be replaced the client wasted no time, arranging for a supplier to come and install a new boiler with all incurred costs covered by the scheme.

The Client was incredibly grateful to the ASAP helpline for pointing him in the right direction and making him aware of the assistance that was available to him.

We can arrange local support where it is needed:

This elderly client previously served in the medical services of the Territorial Army, and now has physical and mental health issues. His only income is DLA (both components paid at higher rate), state pension and a small occupational NHS pension. After bills, food, rent and taxi charges he has little money left. He contacted the ASAP helpline for assistance in securing funds for new Velcro shoes as arthritis makes it impossible for him to tie his laces.

The helpline adviser informed the client that there may be assistance available in the form of a grant from an armed services charity, and contacted the local SSAFA branch secretary behalf of the client. SSAFA are going to arrange a home visit with client to talk through grant application process, which may well reveal other welfare needs.

ASAP advisers in the regions provide in- depth support with complex cases.

The client, ex Navy and ex Royal Auxiliary Fleet, initially contacted the ASAP helpline, and was referred on to an ASAP region for support with an employment issue. He had been threatened with dismissal for gross misconduct, and denied all charges of misconduct. Due to the nature of the allegations the client had been told that it was likely that he may be dismissed. The client saw the ASAP adviser three days before his disciplinary hearing. During the course of the initial interview it became apparent that the client was in considerable debt and was struggling to cope, but he was reluctant to disclose all his debt and insisted that he could manage. He would not consider a Benefits Check.

The ASAP adviser addressed the immediate problem which was imminent disciplinary hearing that the client had to attend. The adviser was able to give the client general advice on how to prepare for his disciplinary hearing and how to conduct himself throughout the proceedings. The adviser encouraged the client to engage with the Union Representative and to ensure that he asked for Union representation at the disciplinary hearing.

The client also received advice on what benefits he may be entitled to should he lose his employment, and was referred to SSAFA for assistance to deal with some of his immediate priority Debts. The client agreed to be referred to the Citizens Advice Bureau to seek assistance and a resolution for his debt problems.

ASAP has supported the client in a number of ways, and helped him to resolve key issues. The client engaged with his Union Representative and after some negotiation between the union and the management decided to resign from his employment and as a result did not attend the disciplinary hearing.

Now unemployed, the client was supported in applying for Job Seekers Allowance, Housing Benefit and Council Tax Reduction, and received a grant through SSAFA to assist with his immediate needs and priority debts.

Moving on, the client has enrolled in a University course to study management, and has engaged with the Citizens Advice Bureau Money Advice Team to try and resolve his ongoing debt problems. The client will continue to be supported by the ASAP Support Officer and the CAB Money Advice team.

ASAP advisers have the facility to record the type of work they undertake for clients. This is done by the ASAP helpline and some of the bureau, however not every activity undertaken is recorded. The sample of activities we have shows that advisers carry out a range of activities on behalf of clients, including requesting and giving them information, and dealing with third parties on their behalf. They will draft letters for clients, prepare case papers and represent clients at tribunals and other hearings, complete forms and housing applications and even assist clients in meeting NHS staff.

The helpline carries out a slightly different range of activities, in that 34% of their work involves the provision of second tier support to both bureau and other organisations, and 49% of their work is dealing directly with clients, requesting or providing information to them. The remaining 18% of the work undertaken by the helpline is dealing with other organisations on behalf of their clients.

How we've promoted ASAP

We are always keen to reach out to potential clients in as many ways as possible. Much of this is achieved through partnership working, but a significant proportion of our clients contact us directly. We therefore aim to use a wide range of marketing and communication methods to ensure that as many people as possible hear about our service.

We undertook a review of the ASAP material available early in 2014, redesigning the leaflets and posters. The new eye catching design aims to make it more obvious what ASAP can do to help individuals, and outlines the various ways we can be contacted. This is supported by a range of promotional items such as pens and keyrings. We have also engaged more fully in social media, supported by Poppyscotland who produced a short film promoting ASAP, released on Facebook. This complements our media activity, carried out to promote key events such as the launch of the Police Scotland referral scheme.

Locally, our advisers promote ASAP in a number of ways. Armed Forces Day events are a focus of activity, with some bureau taking a leading role in organising their local event. Advisers attend and give presentations at meetings of veterans organisations including SSAFA, as well as including ASAP in bureau events in shopping centres and other venues. Much of the promotion of ASAP at a local level is through their partnership working.

Training our advisers

ASAP advisers are dealing with a particularly vulnerable client group, which means that they need a specialist skill set in addition to detailed knowledge of matters relating to the armed forces. All advisers have access to the specialist bureau courses, for example in employment and welfare rights. This year the focus has been on ensuring advisers are equipped to support clients exhibiting the symptoms of mental ill health, so advisers have attended courses including Scotland's Mental Health First Aid, suicide awareness and PTSD and trauma. Regular training days are arranged for advisers with speakers from a range of organisations to foster new partnerships and ensure they are aware of the range of services available.

The benefit of ASAP is seen most clearly through the comments made by our clients.

Just wanted to say thank you for your great communication and service you gave me regarding my husband. I have had a visit from Veterans UK and they helped us with the forms. We have had physios in for my husband weekly to improve his strength. We are waiting for a home assessment from local housing so fingers crossed. Thank you again for your help we appreciate it very much will keep you updated.

As we move into our fifth year of service (October 2014 – September 2015) a new full time adviser has just been appointed to cover Argyll and Bute region, enabling us to continue to reach increasing numbers of new clients, and bringing the total number of regions covered by ASAP to ten.

Contact

Claire Williams
Armed Services Advice Project Co-ordinator
Citizens Advice Scotland
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0131 550 7186

3rd November 2014

Appendix 2

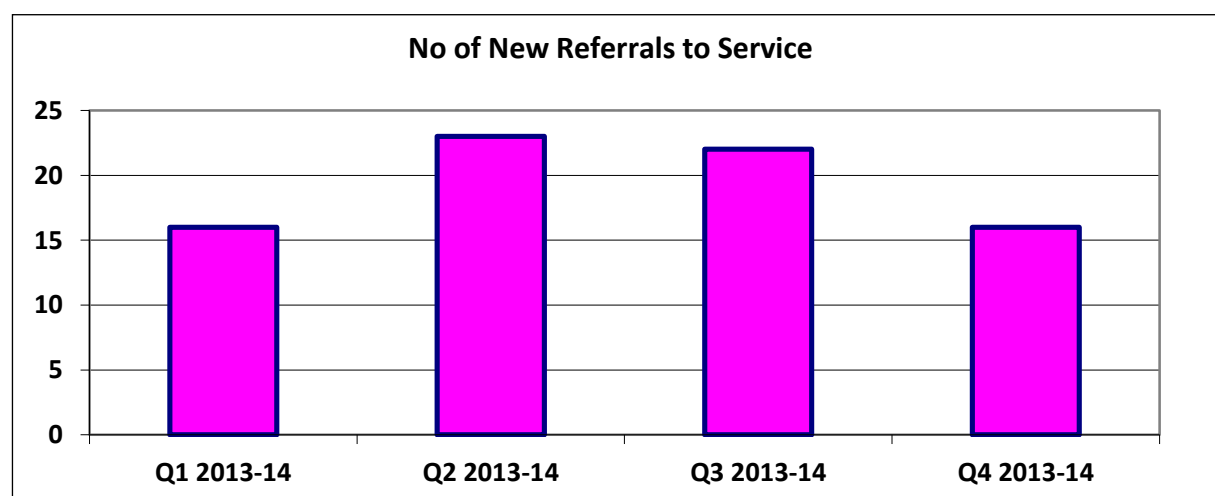


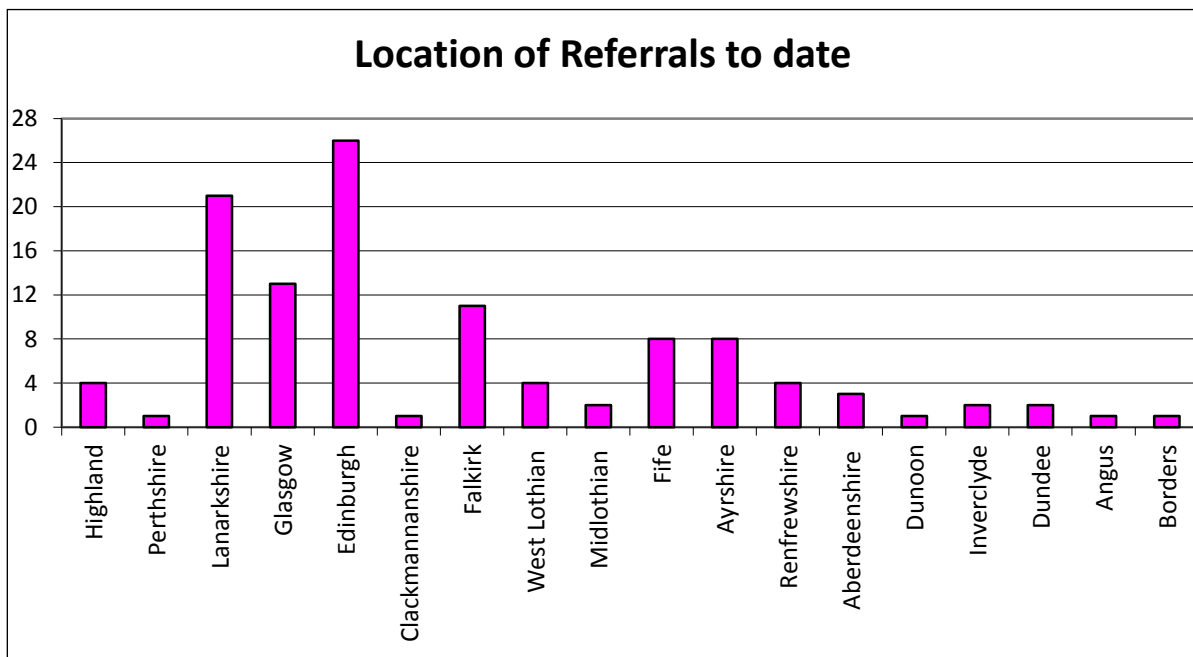
Employ-Able Report Year 2 –2013-14



1) New referrals:

Referral source	Q1 2013-14	Q2 2013-14	Q3 2013-14	Q4 2013-14	Totals
Self	2	3	5	2	12
Combat Stress	0	0	0	1	1
Armed Services Advice Project	2	1	3	1	7
Job Centre Plus	3	1	0	1	5
Regular Forces Employment Association	0	2	1	0	3
Veterans 1 st Point	0	4	3	6	13
SSAFA	3	5	1	1	10
Lifeworks Team	1	0	0	0	1
Routes to Work	4	3	2	1	10
SVR/SVHA	1	0	1	0	2
Glasgow's Helping Heroes	0	1	0	0	1
Working Links	0	2	0	0	2
Triage	0	1	0	0	1
Thistle	0	0	3	0	3
SAMH	0	0	1	1	2
Poppy Scotland	0	0	1	1	2
Sorted	0	0	1	0	1
Business gateway	0	0	0	1	1
Total	16	23	22	16	77





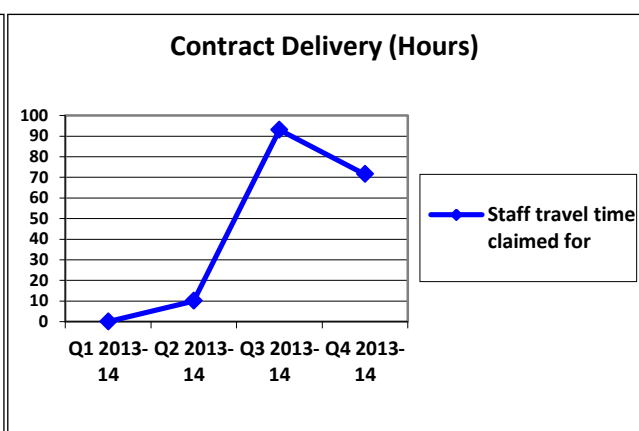
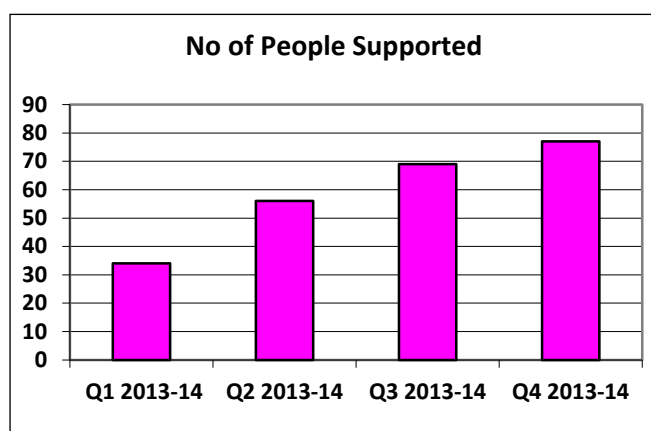
2) Number of people leaving the service this quarter: 15

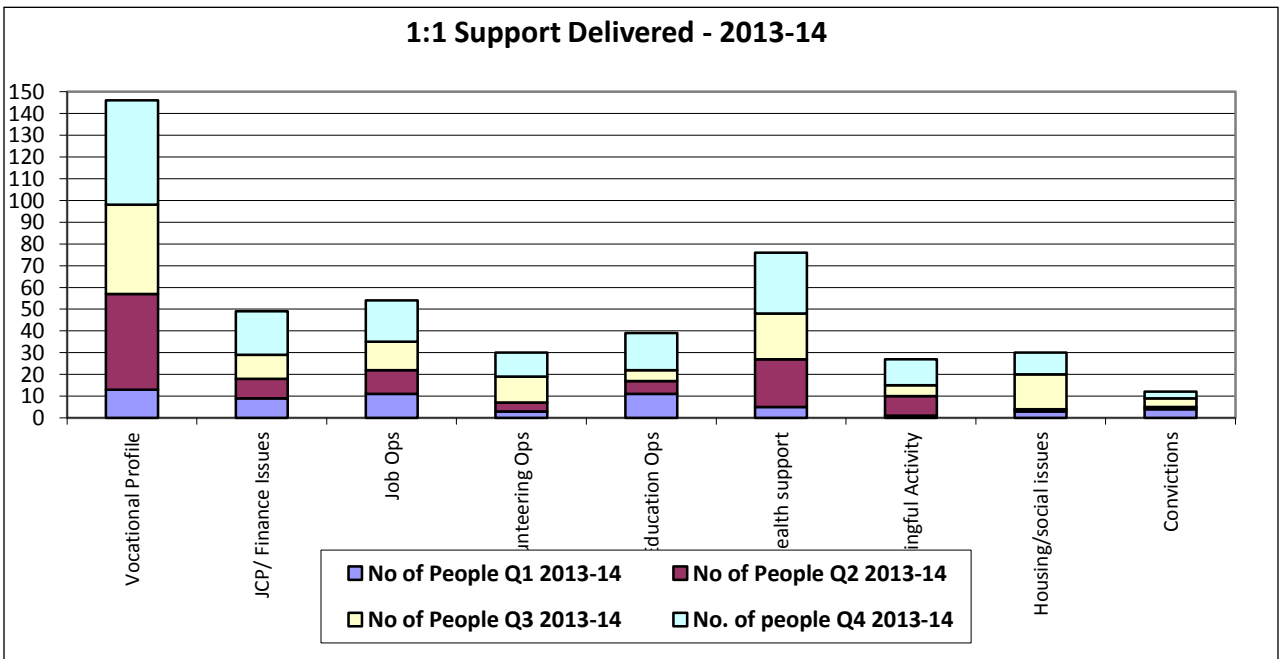
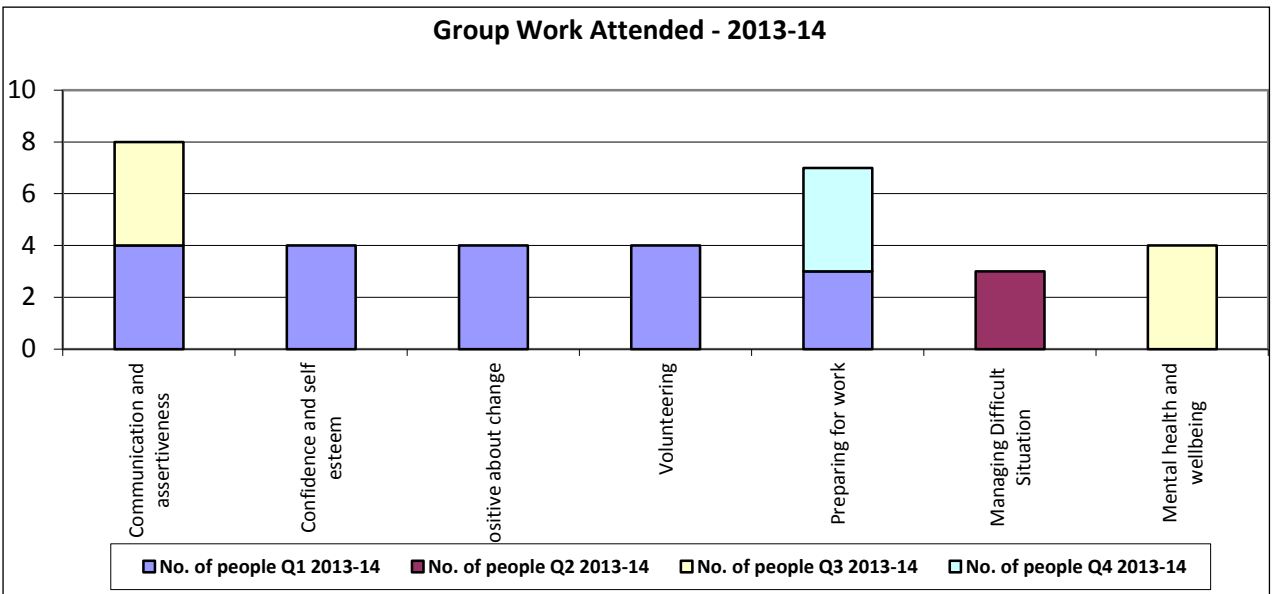
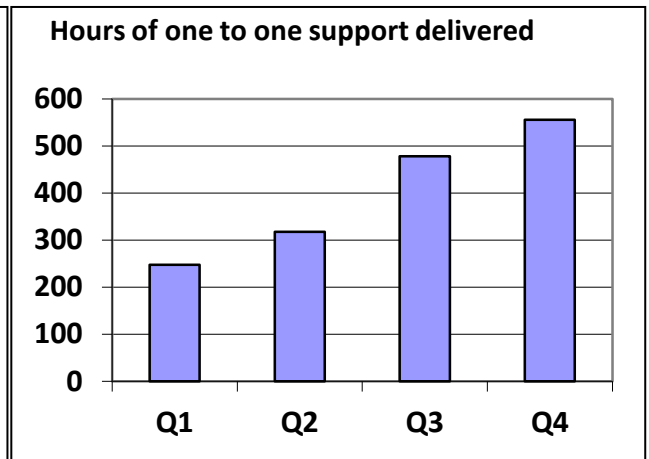
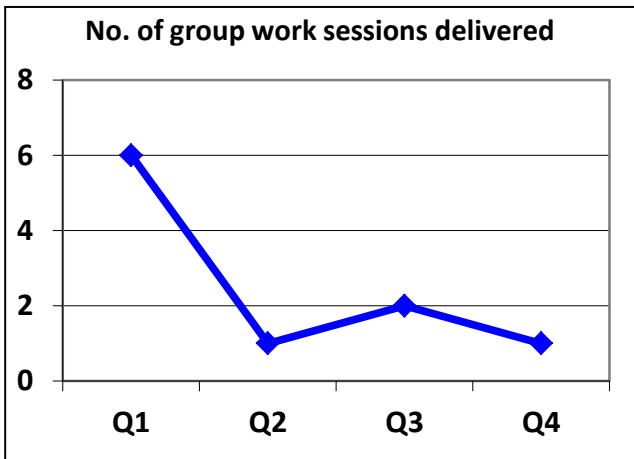
Reasons for leaving:	Q1 2013-14	Q2 2013-14	Q3 2013-14	Q4 2013-14	Totals
In employment, no longer need support	0	1	4	6	11
Non engagement	3	2	4	8	17
Referred to other agency	1	0	1	0	2
Did not require/ready for the service	1	1	1	1	4
Total exits per quarter	5	4	10	15	34
This quarter exit comments	6 x customers doing well, no longer require the service 8 x no engagement from customer 1 x not ready to access support				

Note: the above table details service leavers only. Refer to Section 5 for more details re. Outcomes achieved.

3) Support Delivered

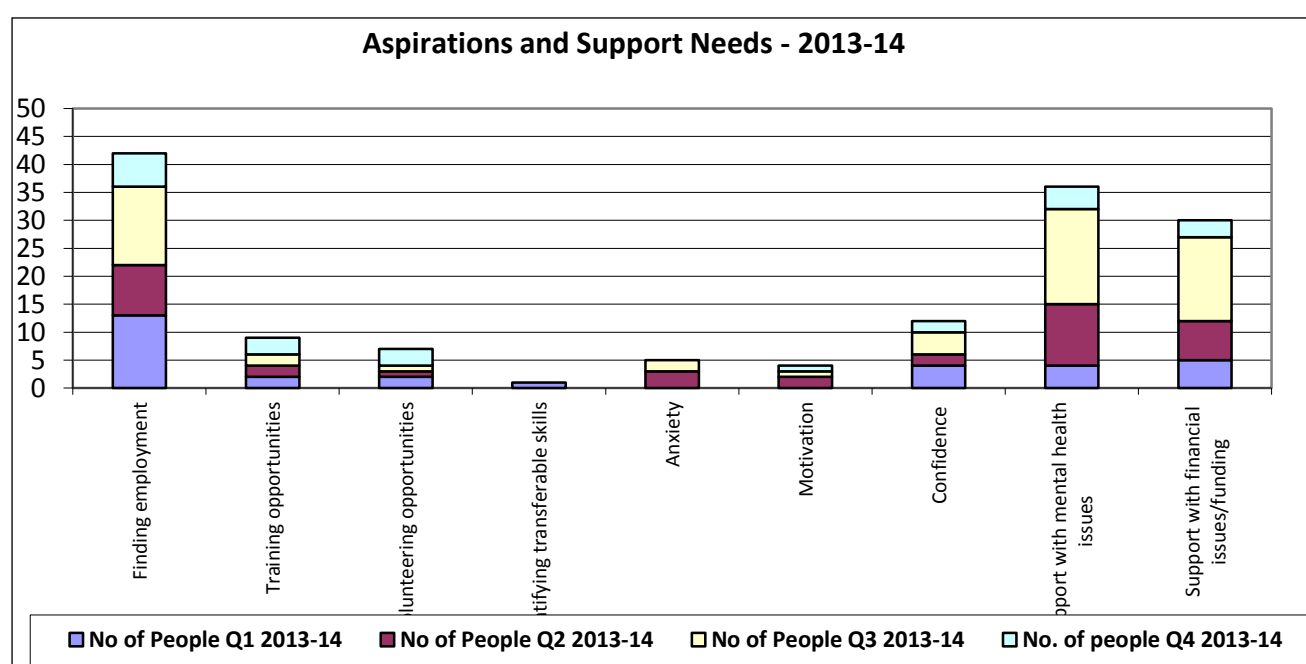
	Q1 2013-14	Q2 2013-14	Q3 2013-14	Q4 2013-14	
No of people supported in this quarter	34	56	69	77	
Contract delivery (hours):					Totals
1:1 Support (hours) Inc. pre/post support	248	318	478.5	556	1600.5
Group Work (sessions)	6	1	2	1	10
Staff travel hours claimed	0	10	90.5	71.5	172
1:1 support delivered (no of people):					
Vocational Profiling	13	44	41	48	-
Financial/ JCP Issues	9	9	11	20	-
Job Ops inc. CV Prep/job searching/ employer engagement/ interview prep	11	11	13	19	-
Volunteering Ops	3	4	12	11	-
Training/ Education Ops	11	6	5	17	-
Mental health support	5	22	21	28	-
Meaningful Activity	1	9	5	16	-
Housing/social issues	3	1	16	10	-
Convictions (disclosure of)	4	1	4	3	-
Appointments attended	105	131	212	289	737
Missed/DNA Appointments (without 24 hours notice)	25	33	61	79	198
Tools for Living group work modules attended (no of people):					
Communication and assertiveness	4	0	4	0	8
Confidence & self-esteem	4	0	0	0	4
Positive about change	4	0	0	0	4
Volunteering	4	0	0	0	4
Preparing for Work	3	0	0	4	7
Managing Difficult Situations	0	3	0	0	3
Mental Health and well-being	0	0	4	0	4





4) Aspirations and Support Needs

No. of new referrals who have indicated they would like/require support in the following areas	Q1 2013-14	Q2 2013-14	Q3 2013-14	Q4 2013-14	Totals
Finding employment	13	9	14	6	42
Training opportunities	2	2	2	3	9
Volunteering opportunities	2	1	1	3	7
Identifying transferable skills	1	0	0	0	1
Anxiety	0	3	2	0	5
Motivation	0	2	1	1	4
Confidence	4	2	4	2	12
Support with mental health issues	4	11	17	4	36
Support with financial issues/funding	5	7	15	3	30
Total	31	37	56	22	146



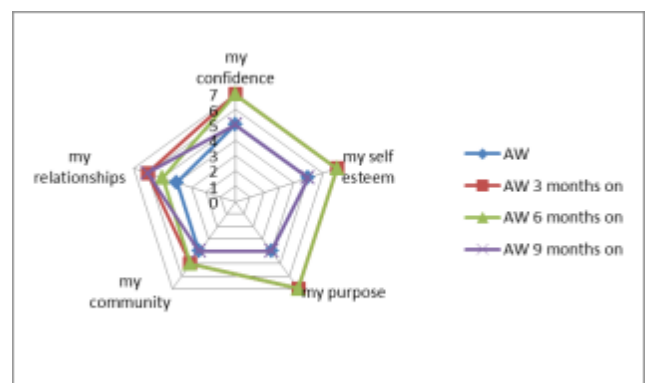
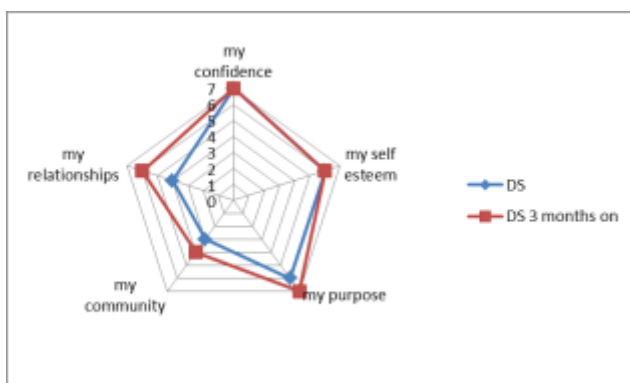
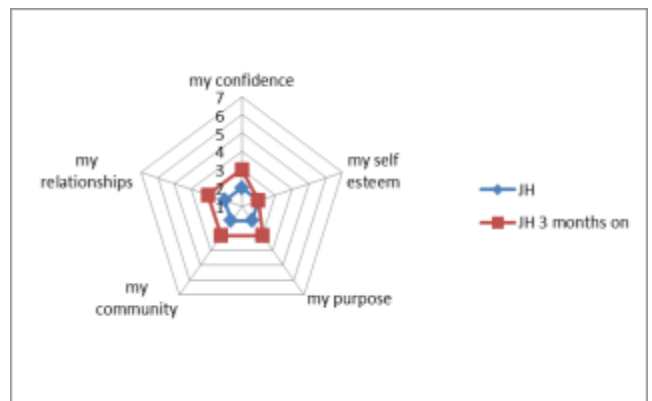
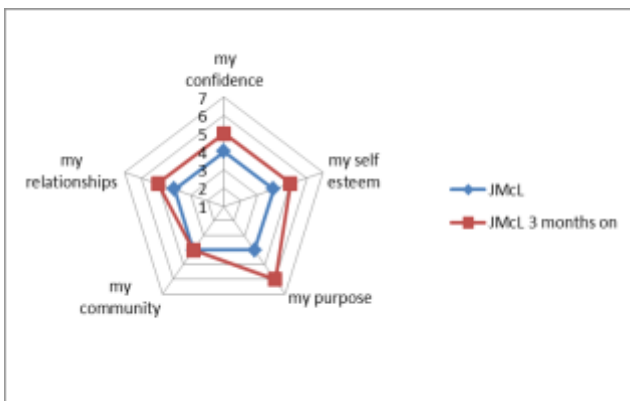
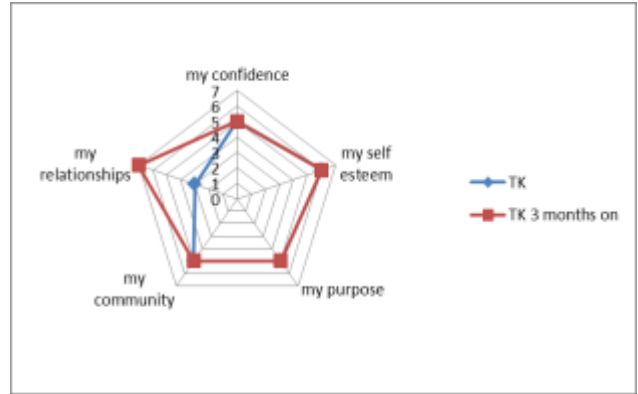
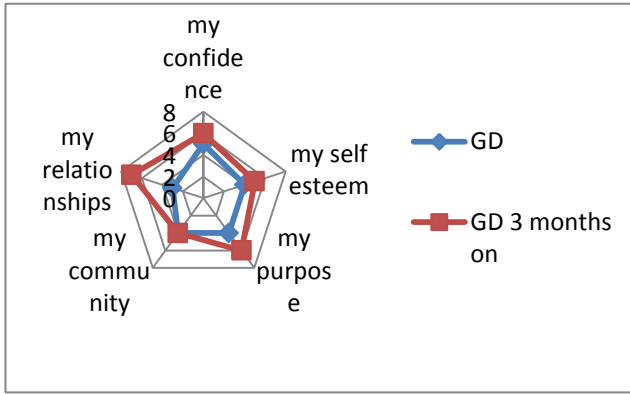
5) Outcomes Achieved

Outcome:	Q1 2013-14	Q2 2013-14	Q3 2013-14	Q4 2013-14	Totals
Employment	1	2	4	7	14
Volunteering	0	2	1	4	7
Training/Education	1	5	7	5	18

Note: The above table includes individuals who are still being supported by the service

Soft Outcomes (measured using SAMH’s My Outcomes Tool)

We have asked all customers if they would like to complete this soft outcome measuring tool by discussing with their advisor and then rating themselves on a scale of 1 to 7 on five specified outcome areas. The higher the score (and the bigger the web), the more positive the individual feels about that area of their life. This is then completed again 3 months later to evidence distance travelled.



6) Service User profile (new referrals)

	Q1 2013-14	Q2 2013-14	Q3 2013-14	Q4 2013-14	Total
Age Profile:					

Under 20	0	0	0	0	0
20-30	4	3	1	0	8
30-40	3	5	4	6	18
40-50	2	11	6	3	22
50-60	2	0	4	3	9
Over 60	0	0	0	0	0
Not given	5	4	7	4	20
Gender Profile:					
Male	14	23	21	16	74
Female	2	0	1	0	3
Ethnicity Profile:					
White Scottish	12	4	3	7	26
White Irish	0	0	0	0	0
White British	4	1	3	3	11
Any Other White Background	0	0	0	0	0
Any Mixed Background	0	0	0	0	0
Indian	0	0	0	0	0
Pakistani	0	0	0	0	0
Bangladeshi	0	0	0	0	0
Chinese	0	0	0	0	0
Other Asian	0	0	0	0	0
Black Caribbean	0	0	0	0	0
Black African	0	0	0	0	0
Any Other Black Background	0	0	0	0	0
Any Other Ethnic Background	0	0	0	0	0
Not Given	0	18	16	6	40