
ALLIANCE Member's survey reflections (outfacing report)

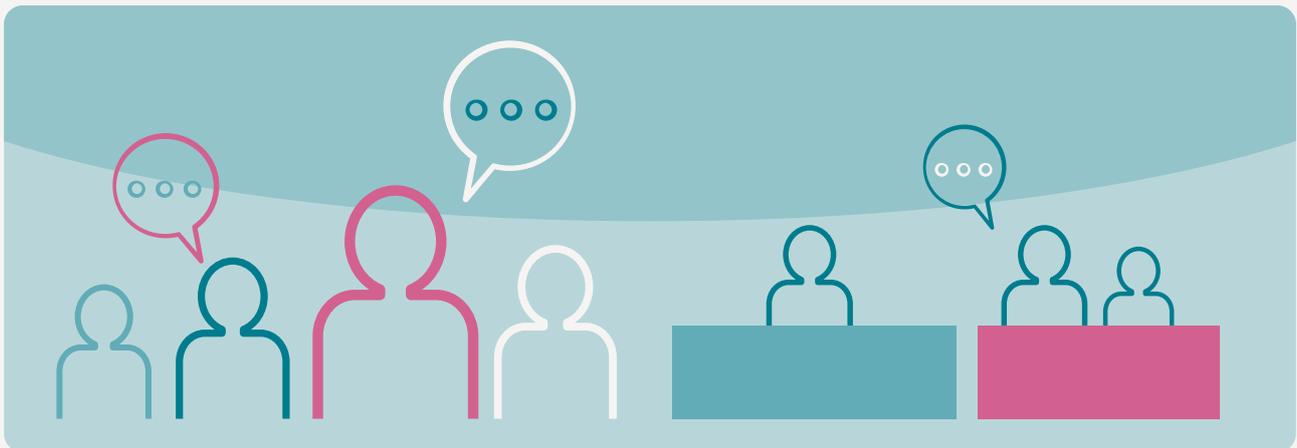


Findings from the 2022 membership survey, and changes we have made

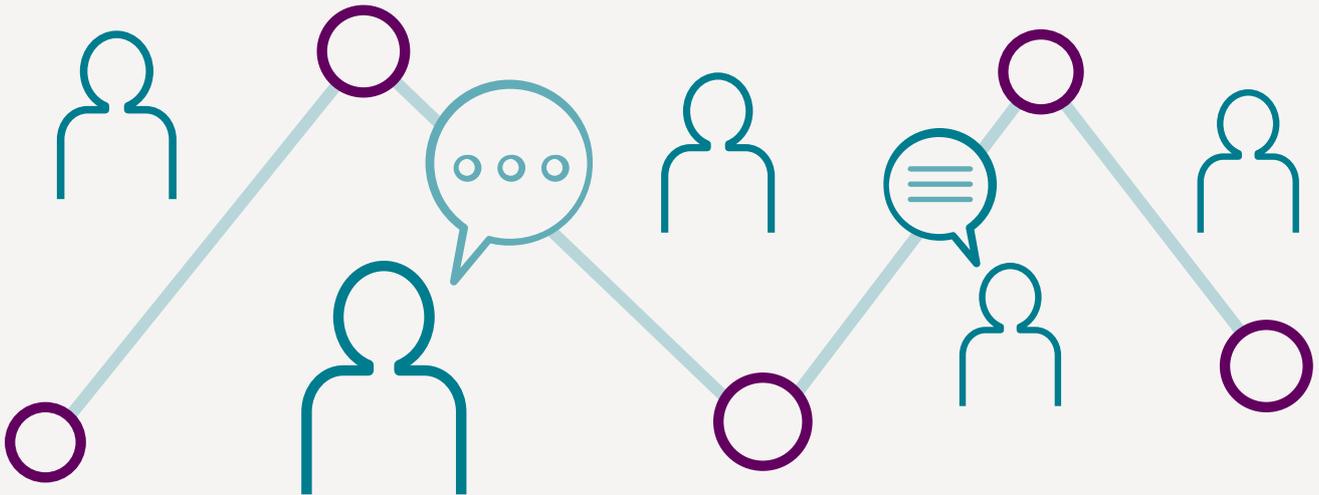
In the ALLIANCE's 2022 membership survey, we asked our members for their feedback on their ALLIANCE membership. This included what they would like to see the ALLIANCE deliver on in the future. Information was gathered through one-to-one interviews and an online survey which was open for four weeks between May and June 2022.

Feedback from the interviews and survey showed that 69 percent of our members are either satisfied or extremely satisfied with their membership.

The survey highlighted that members want to be more involved with our programmes of work, with lived experience prioritised across all areas of the ALLIANCE's work. Members suggested we could increase the different methods of engagement to further this inclusion. ALLIANCE members welcomed the ongoing production of podcasts and videos, along with Easy Read formats for sharing information. Examples included projects such as the [Riverbank Resource Centre mural case study](#), and ALLIANCE Live's 'Equally Valued' podcast in partnership with [healthandcare.scot](#).

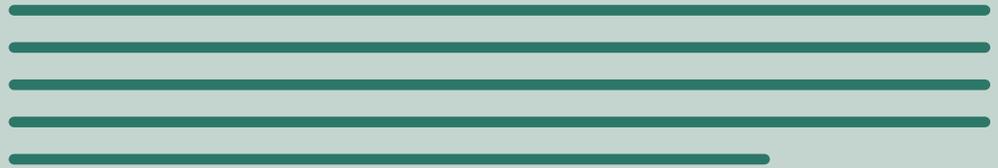


When asked about engagement, members wanted to see more hybrid events and to have opportunities for in person events. We want to continue to trial hybrid events to increase engagement and accessibility for our members. The ALLIANCE team have been attending and having stands at more conferences and events, and teams have been attending meetings across the country to raise awareness of ALLIANCE work and engage with different communities.



We hope that by connecting with our members in the community we can increase opportunities for individuals to get involved with our work and show individual members the value of ALLIANCE membership. Through personal interactions, we hope to increase our membership. We want to improve communication with our existing members by tailoring information towards projects and events which interest them, and by sharing information about ALLIANCE work in an accessible and inclusive way. We have updated our leaflets and materials to signpost our members to clear and concise information about the ALLIANCE's programmes and will launch a refreshed website in January 2023.

We are aware of the importance of continuing to offer online options for engagement and events across our organisation, including member training, networking opportunities, seminars and discussions, and feedback on policy consultations. Recognising time constraints, the cost of travel, and capacity are all important considerations when making our events and information accessible and has influenced our continuation of online events.



Throughout the online survey and interviews, our members gave feedback that they enjoyed being involved in our work, and that they wanted to continue their involvement, especially with regards to keeping lived experience at the core of the ALLIANCE's work. Members highlighted the importance of having an ongoing discussion of best practice of engagement and co-production to inform ALLIANCE engagement standards. As a result we aim to give clearer feedback on how information provided by our members is used across our work, and how our members have contributed to tangible outcomes.

Finally, our members told us that they valued our continued engagement with current policy and campaigning issues and wanted to see more of this type of engagement and focus. The ALLIANCE has continued its work on engaging with the development of the [National Care Service for Scotland](#), has produced a [report on the cost of living crisis](#), and continues to be involved in the changing landscape of health and social care, with opportunities for members to get involved.



Reflections on the 2021 survey and how we have implemented changes

The ALLIANCE's 2021 membership survey asked 18 questions about our members' experiences with the ALLIANCE.

The survey was broken down into seven thematic areas:

1. About you
2. Knowledge of the ALLIANCE
3. Members' priorities
4. Membership benefits
5. Communications
6. Events
7. Space for closing remarks from members who wished to share more



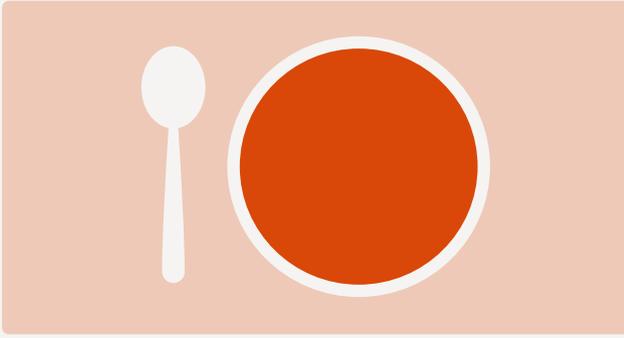
18
questions



45%
of respondents

The majority of members were happy with their membership, with 45% of respondents indicating that there was nothing additional that should be offered as part of the membership package. Nonetheless, we have strived to include suggestions made by our members in our work over the past year.

Members suggested that they wanted more opportunities to find out about ALLIANCE programmes. In 2022 we trialled the Meet the ALLIANCE online networking event, and updated our general ALLIANCE leaflets to reflect changes across ALLIANCE programmes, which are being used when engaging in person.



The ALLIANCE has implemented recommendations to include more lunchtime events and networking sessions through our Member Spotlight networking sessions, and lunchtime opportunities throughout our Annual Conference, Self Management Month, and general engagement hosted by the ALLIANCE.

The events offered by the ALLIANCE were enjoyed by members, who were keen to get involved with more upskilling and awareness training. We have offered specific training opportunities on a range of topics, including dementia, autism, and childhood visual impairment awareness training, amongst others.

Members also wanted to see more in person events and engagement. The Carer Voices team have delivered talks and workshops across Scotland, with many other ALLIANCE programmes attending conferences and information stands to connect with our members.



The ALLIANCE has aimed to continue its good practice around accessibility of information and events through several different methods. Easy read formats of documents and press releases, and even our **COVID-19 Humans of Scotland book**, are readily available on the ALLIANCE website, and through ALLIANCE Live we have continued to output informational videos about our work, podcasts, and recordings of seminars hosted by the ALLIANCE.

Finally, we listened to our members feedback on incorporating topics which they recommended in the survey. The most popular suggestions were on including an ongoing discussion of COVID-19 and Long Covid. This has been implemented across our organisation, with reports produced on the importance of inclusion on lived experience in Long Covid care, a '**Long Covid Anthology**' published with opinions from stakeholders involved in Long Covid support, and the establishment of the **Long Covid Lived Experience Network**.

The development of the National Care Service for Scotland was the other priority which members were interested in being involved in. The ALLIANCE has supported members by hosting engagement sessions and the policy team continues to respond to consultations about the National Care Service (Scotland) Bill, and to host engagement sessions with stakeholders and those with lived experience to implement those opinions into the development of the National Care Service for Scotland. A mailing list has been created to keep ALLIANCE members up to date with our work on the National Care Service.

About the ALLIANCE

The Health and Social Care Alliance Scotland (the ALLIANCE) is the national third sector intermediary for a range of health and social care organisations. We have a growing membership of over 3,000 national and local third sector organisations, associates in the statutory and private sectors, disabled people, people living with long term conditions and unpaid carers. Many NHS Boards, Health and Social Care Partnerships, Medical Practices, Third Sector Interfaces, Libraries and Access Panels are also members.

The ALLIANCE is a strategic partner of the Scottish Government and has close working relationships, several of which are underpinned by Memorandum of Understanding, with many national NHS Boards, academic institutions and key organisations spanning health, social care, housing and digital technology.

Our vision is for a Scotland where people of all ages who are disabled or living with long term conditions, and unpaid carers, have a strong voice and enjoy their right to live well, as equal and active citizens, free from discrimination, with support and services that put them at the centre.

The ALLIANCE has three core aims. We seek to:

- Ensure people are at the centre, that their voices, expertise and rights drive policy and sit at the heart of design, delivery and improvement of support and services.
- Support transformational change, towards approaches that work with individual and community assets, helping people to stay well, supporting human rights, self management, co-production and independent living.
- Champion and support the third sector as a vital strategic and delivery partner and foster better cross-sector understanding and partnership.



ALLIANCE
HEALTH AND SOCIAL CARE
ALLIANCE SCOTLAND
people at the centre

