

Campaigns in Action

Disabled People's Struggle
for Equality



Simone Aspis

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Any word in **bold** in the text of this document can be found in the Glossary.

Introduction

This campaign guide celebrates some of the historic victories won by disabled people standing up for equality and inclusion.



Over the past 40 years, disabled people have achieved much to be proud of:



Major new laws extending civil and human rights in the UK, including the **Disability Discrimination Acts of 1995 and 2005**, the **Human Rights Act 1998**, and the **Disabled Persons (Independent Living) Bill**.



The **United Nations Convention on the Rights of Persons with Disabilities**.



The **Independent Living Fund**, which is underpinned by initiatives such as direct payments, developed by disabled people and implemented by Government.



Development of the **Social Model of Disability**.



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These rights and initiatives are now under attack, with the Government slashing public spending in all areas that affect disabled people's lives.

Disabled people's organisations are also under threat from funding cuts, at a time when we need to organise against the dismantling of support services and benefits.

The current 'slash and burn' approach to public services appears to be at odds with the Government's vision of the 'Big Society', one in which everyone is a stakeholder and has a role to play. Without building a genuinely inclusive 'Big Society', we are in danger of going back in time, with disabled people again relying on charitable handouts and being segregated into special schools and institutional care, and forced into exploitative work programmes.



Disabled people and their organisations are engaged in a wide range of campaigns to resist history being repeated.



Artist and activist Liz Crow on the top of Antony Gormley's Fourth Plinth in Trafalgar Square



As a result of a Christmas campaign in 2010 by Thurrock Coalition of Disabled People, the local authority overturned a decision to cut adult social care services and the closure of a carers' centre. The Thurrock council cabinet meeting had the largest public attendance ever recorded, showing that disabled people's activism is still alive and kicking after 40 years of campaigning.

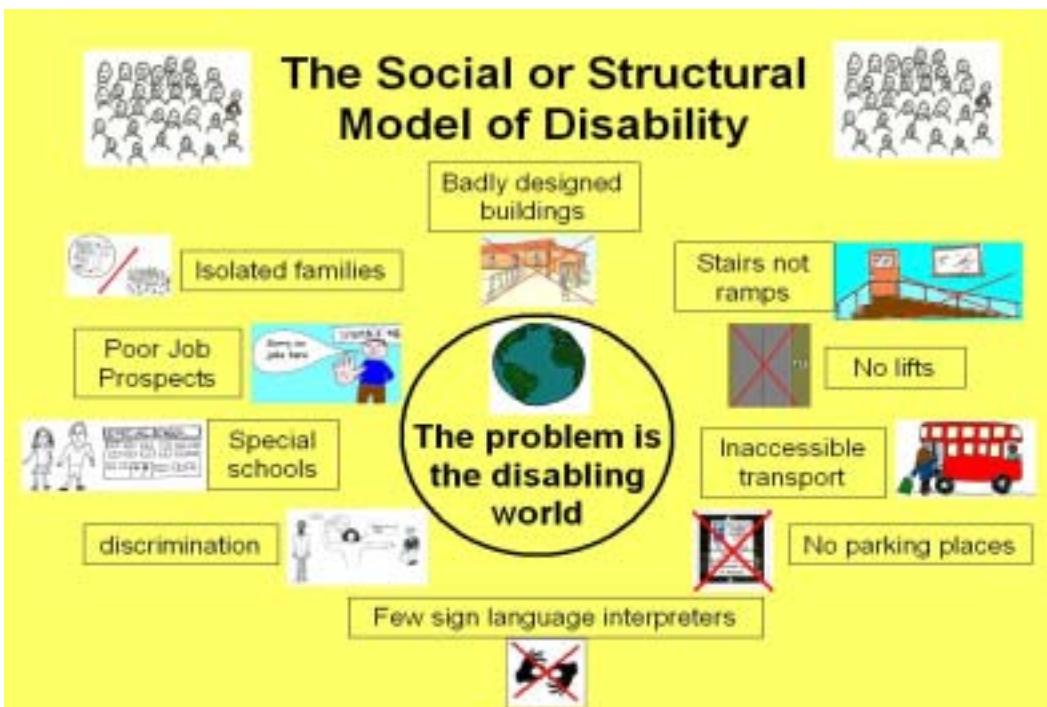
Our Campaigning History

The disabled people's movement for civil and human rights began in the early 1970s with a letter to the Guardian from Paul Hunt, a disabled resident of a Leonard Cheshire care home. Paul's letter was a call to disabled people who "find themselves in isolated, unsuitable institutions, where their views are ignored and they are subject to authoritarian and often cruel regimes", to form "a consumer group to put forward nationally the views of actual and potential residents of these successors to the workhouse."



Paul Hunt
Founder of UPIAS

The **Union of the Physically Impaired against Segregation** (UPIAS) was formed after Paul's letter was published. UPIAS was established to campaign for full civil and human rights for disabled people, based on the **Social Model of Disability** and the removal of the attitudinal, organisational and environmental barriers faced by disabled people. (The Social Model of Disability makes an important distinction between the terms 'impairment' and 'disability').



Campaigns in Action



Since that time disabled people have organised the provision of peer advocacy and support, so that we could be freed from institutionalisation and supported to live in our own homes with choice and control. Greenwich Association of Disabled People and Disability Derbyshire were amongst the first CILs who campaigned for direct payments for disabled people.



Many Centres for Independent Living came out of this early activism and some of these are now operating direct payments schemes with funding from social services so that disabled people have the cash they need to pay their personal assistants.



From the beginning, disabled people have taken to the streets to vent our anger at the lack of control we have over our lives. Activism has been at the heart of our movement, together with a commitment to take the lead in bringing about social and political change and bring an end to institutionalisation and segregation in all areas of mainstream life, including education and employment.

The earliest 'Rights Not Charity' campaign set out to block Telethon, an annual charity fund-raising event hosted by ITV. Disabled people held protests outside the TV studios and disrupted the live broadcast of the programme. The event was dropped soon after this action, a decision that was no doubt influenced by the direct action taken by disabled people.

Block Telethon Campaign



Our Campaigning History

Charities were not the sole target of disabled people's anger. In the 1980s and '90s, the Campaign for Accessible Transport's 'Right to Ride' campaign involved regular attempts by large groups of disabled people to access 'inaccessible' public transport, with protestors regularly bringing central London traffic to a halt!



Campaign for Accessible Transport

Disabled people's campaigns have also focused on formalising our civil and human rights, moving from the streets into the corridors of power in Westminster.

These campaigns focused on promoting the Social Model of Disability, a Civil Rights Charter for disabled people, anti-discrimination legislation, the **Civil Rights (Disabled Persons) Bill** and the **Disabled Persons (Independent Living) Bill**

The Disabled People's 'Rights Now!' campaign had a rich and diverse membership, including representation from many trade unions. It encompassed direct action, mass lobbies of parliament, petitions and awareness-raising campaigns to support civil rights for disabled people, and the issue was raised in Parliament on 14 separate occasions. The campaign won over a number of MPs and Peers, including Alf Morris, Roger Berry, Tom Clarke and Harry Barnes, who provided much needed political support and sponsored various Disabled People's Civil Rights **Private Members Bills**.



Rights Now Campaign



Campaigns in Action



The campaign reached a turning point in 1994 when the Conservative Government and the then Minister for Disabled People Nicholas Scott were found to have misled Parliament by stating that the cost of implementing civil rights legislation for disabled people would be greater than the sum previously calculated by civil servants.



In 1995, the Disability Discrimination Act (DDA) became law and although it was a watered-down version of what disabled people wanted, it was nevertheless a huge victory for the Rights Now! campaign.

Since then, disabled people have used the DDA to uphold their rights and challenge discrimination.

This Campaigns Guide highlights campaigns in which disabled people have used human rights treaties and civil rights laws, together with some of the founding principles of our movement, such as the **12 Pillars of Independent Living** to bring about a more inclusive and equal society.



The campaigns included in this Guide illustrate many of the issues and campaigning methods that have been adopted by disabled people's organisations, illustrating the variety of ways in which disabled people have led the movement for change. The Guide starts with an important national campaign that focused on our right to life.

The Right to Life

Evidence shows that disabled people do not have the same protection as our non-disabled peers. Current abortion legislation allows for a pregnancy to be terminated right up to the time of birth if the foetus has an impairment or health condition, compared to a cut-off point of 24 weeks for a foetus with no impairment or health condition.



Disabled people also experience discrimination when seeking health care and treatment. The Jodie and Mary case is a good example of a disabled baby being treated differently by healthcare professionals based on their assumptions about impairment and quality of life. Jodie and Mary were conjoined twins born in Gozo, in 2000.

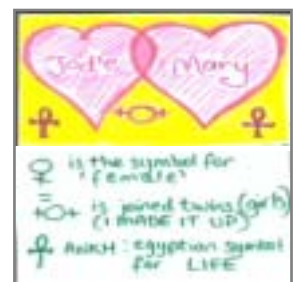


Artist Drawing of Jodie and Mary

The family came to the UK seeking advice and medical expertise with regard to the possible separation of conjoined twins. Once in the UK the parents wanted both girls to live, faced a legal battle with medical professionals who questioned the potential quality of life of the twin with more significant impairments. A group of disabled women launched the 'Jodie and Mary's Equal Rights to Life' campaign to raise awareness that the doctors were making assumptions about an unequal quality of life for each twin.



The campaign was not able to prevent the operation, but we did succeed in highlighting that the law was at fault because it allowed doctors to make the decision based on negative judgements about Mary's quality of life rather on her ability to benefit from treatment.





The Right to Health and Social Care

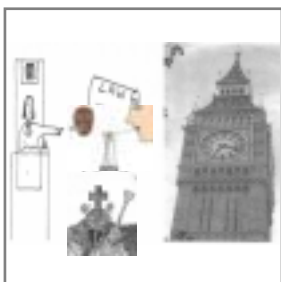
Disabled people also experience prejudice and discrimination across all aspects of health care. This can lead to an individual being refused life-saving treatment or being forced to have unwanted treatment where it is assumed that they don't have sufficient mental capacity to make their own decisions.



It is not surprising then that many disabled people feel apprehensive when seeking help from medical professionals - Mencap's report, 'Death by Indifference', highlighted the disablism many people with learning difficulties and other impairments encounter within the National Health Service.



During 2006, disabled people across the country organised themselves in the 'Not Dead Yet' campaign to oppose moves by Peers seeking to introduce new legislation that would allow assisted suicide - potentially creating a right to die before disabled people have full protection for the right to life.



During 2009 Debbie Purdy a disabled woman was seeking the right for her husband, Omar Puente to accompany her to Dignitas free from prosecution. In Switzerland Debbie could have the right to end her life through taking a mixture of drugs. Currently the law is not clear what is meant by assisted suicide which is currently illegal.

The Right to Health and Social Care

After the 2009 House of Lords decision in the case of Debbie Purdy, Keir Starmer, the Director of Public Prosecutions, was required to issue guidance on when the Crown Prosecution Service (CPS) might prosecute individuals if assisted suicide is suspected. Lobbying by 'Not Dead Yet' ensured that the guidance did not undermine disabled people's right to life.



Not Dead Yet's Lobby of the House of Lords



'Not Dead Yet's successful lobbying has resulted in the defeat of all attempts to introduce legislation on assisted dying in the House of Lords.



Disabled people's right to live does not depend solely on the availability of good healthcare services. Having the right level of support, and choice and control over how and when they receive that support, has enabled many disabled people to live independently.



The Right to Choice and Control

In 1996, legislation was introduced that gave local authorities the power to give money to disabled people in the form of direct payments, in lieu of social care services or a residential care placement.

Direct payments enable disabled people to decide for themselves how they can be best supported and to choose their own personal assistants. More recently, direct payments have been the basis for individualised and personalised budgets, and these can include funding streams related to training, education and employment support.



Charging for Services

Until 2007, the London Borough of Hammersmith and Fulham was one of the few local authorities that did not charge disabled people for their social care services. The new Conservative administration broke a pre-election promise by introducing home-care charging within months of coming into office.



The Hammersmith and Fulham Coalition against Community Care Cuts (HAFCAC), set up by local disabled people, campaigned against the introduction of **Community Care Charges** in the borough for two years by taking legal action in the High Courts.



HAFCAC also launched an effective media campaign against the local authority. HAFCAC has no funding and has been successful in bringing together disabled people and supporters from across the borough to

challenge the injustice of charging a double tax for disabled residents who require support to live independently.



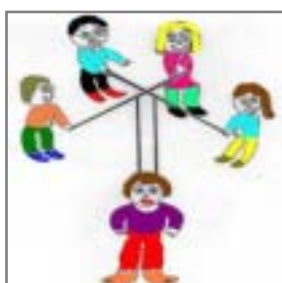
Hammersmith & Fulham Coalition against Community Care Cuts (HAFCCAC) High Court Action

Many disabled people are being taxed more heavily than non-disabled people living in the same area. Local authorities have increasingly charged disabled people for necessary services. Whilst disabled people won the right for their earnings to be excluded from means-testing, other income, such as benefits, savings and money acquired through inheritance, can still be taken into account in deciding how much to charge.



The Right to Make Decisions

Disabled people must have the right to make their own decisions in order to exercise choice and control over their lives. In reality, advocacy has always been poorly funded by central and local government. The first mention of advocacy was in the **Disabled Persons (Services, Consultation and Representation) Act 1986**. No Government has yet imposed a statutory duty for the provision of advocacy support for disabled people.



Even with the 1986 Act in place, the legal position in terms of capacity and decision making was still unclear. In 2003, the Making Decisions Alliance, a powerful lobby of parent and carer-led organisations, was successful in obtaining draft legislation that would allow family members or public bodies to make decisions on behalf of 'incapacitated' people. The first draft was known as the **Mental Incapacity Bill**, a name that focused on the inability of individuals to make their own decisions.



People First, a national organisation run by and for people with learning difficulties, led a coalition of disabled people's organisations to campaign against the Bill. 'I Decide' coalition challenged the language and tone of the Bill and campaigned for the right of ALL disabled people to make their own decisions, with appropriate support and access to independent advocacy where necessary.

'I Decide'
campaigners
outside
Parliament



The Right to Make Decisions

The Mental Capacity Act 2005 was the first law to state when and how decisions can be made on behalf of disabled people lacking full mental capacity. The Act did not address all of the concerns raised by the I Decide coalition, but the campaign was successful in getting the right to independent advocacy included in the law for individuals who lack full mental capacity and have no family.



The Mental Capacity Act assumes that parents and other family members always act in a disabled person's best interests. However, this is not always the case, and there is little opportunity for a disabled person to challenge a family member's decisions in court. The law wrongly assumes that the interests of a disabled person and their family are the same.



REGARD, an organisation of lesbian, gay, bisexual and transgender disabled people, has recently launched the 'Sue's Law' campaign after one of their members was forced into a care home by her family, whom she had not seen for many years. REGARD is campaigning for a change in the law so that everyone can decide for themselves who to nominate as 'next of kin'.





The Right to Information

Information is Power! But too often disabled people have been prevented from making informed decisions because information is not provided in different accessible formats, such as easy-read and pictures, in large print, in Braille or on tape or disk.

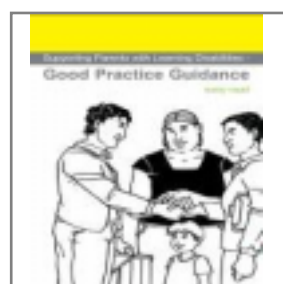


In the run-up to the Disability Discrimination Act (DDA) 1995, People First published the Civil Rights (Disabled Persons) Bill in an accessible format. This was used as a campaign tool to lobby the Government to produce information about the Act in a similar format.



Since the DDA became law, service providers have been required to make reasonable adjustments for disabled people who want to use their services.

A duty to provide accessible information for disabled people on request is now included as a reasonable adjustment requirement for disabled people under the Equality Act 2010.



The CHANGE "Fighting for our Children" campaign persuaded the Department for Health to produce its Good Parenting Guide in an easy-read format for professionals working with parents with learning difficulties. CHANGE has recommended that parents with learning difficulties use the easy-read Guide to get professionals working with families in accessible ways during child protection court cases.



The Right to Participate in Education, Training and Employment

It was not until the **Warnock Report** on children with special educational needs, followed by the **Education Act in 1981**, that disabled children began to have opportunities to participate in mainstream education, but without a legal right to do so.

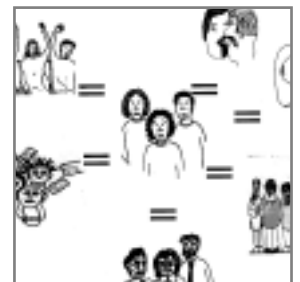


The Alliance for Inclusive Education (ALLFIE) has led a 20-year campaign for all education to be inclusive. ALLFIE has supported individual, local and national campaigns to end segregation in education. Many children and their parents have campaigned for inclusive education in their own areas.



ALLFIE's Lobby of the DCSF and Lord Adonis (former Minister for Education)

Even with legislation in place (the **Special Educational Needs and Disability Act of 2001**, the **Disability Discrimination Acts 1995 and 2005**, the **Equality Act 2010** and the **Human Rights Act 1998**), disabled people are the only group of learners who can be discriminated against when participating in mainstream education.



Campaigns in Action



In 2009, the Government introduced a scheme giving all young people the entitlement to an accredited apprenticeship as part of the **Apprenticeships, Skills, Children and Learning Act 2009**.

ALLFIE spotted a problem with the eligibility criteria - five GCSEs, including maths and English. ALLFIE believed that this entry requirement would prevent many young people from accessing the new scheme.



ALLFIE campaigned to change Ministers' minds, in particular Lord Young, who was then Minister for Apprenticeships and Skills. As a young man, Lord Young undertook a Post Office apprenticeship with no qualifications.

Katie Fraser from
Herts PASS with Lord
Young



The campaign was successful and the eligibility criteria were amended. Through our successful lobbying and campaign work, ALLFIE has been asked by the National Apprenticeships Service to be on an apprenticeships reference group which will advise the Government on the impact of their apprenticeships policies for disabled young people wanting to undertake an apprenticeship.

The Right to Goods and Services

Since the Disability Discrimination Act became law, many disabled people's organisations and training companies have used awareness-raising strategies to put pressure on service providers to make their services inclusive of disabled people.



Manchester Disabled People's Access Group ran a campaign - 'Act Now or Pay Later' - informing service providers and retail outlets what their new legal duties were under the Disability Discrimination Act. This was followed by the Access Group issuing yellow and red warning cards to businesses and individuals about the barriers they needed to remove to prevent legal action being taken against them.



Disabled people's organisations have also used the Disability Discrimination Act to put pressure on businesses to make reasonable adjustments. The Backwell Access Group



took a successful legal action against their local branch of HSBC bank when it refused to make its cash-point machine accessible for disabled users.

Backwell Access Group Victory - outside HSBC Bank

Trailblazers is a group of young disabled people based at the Muscular Dystrophy Campaign. The group focuses on accessibility in the leisure industry, especially entertainment venues which many disabled young people would like to visit. Trailblazers published its research findings after visiting entertainment venues up and down the country.



Tanvi Vyas
in Las Vegas



The Right to Affordable and Accessible Housing

The right to an accessible home has been a major campaigning issue for disabled people for many years. The Government expects all new housing stock to adopt the Homes and Communities Agency (HCA) design standards, which have succeeded the Lifetime Homes standards. However, the Government appears to do little to enforce these expectations.



In 2010, the **Local Housing Allowance** was introduced as a way of limiting housing benefit for individual tenants.

The availability of accessible housing was not taken into account when this policy came in, nor was the need for an additional room for people who use a personal assistant.



Disabled people have been challenging this policy as it is clear that we will be disproportionately affected. Disabled activists from the Housing Reform Group ran a successful campaign to secure a victory for disabled tenants which means they would be able to claim Local Housing Allowance to cover additional rooms required for personal assistants.

The Right to Accessible Transport



Campaign for Accessible Transport

Accessible transport is essential if disabled people are to have the employment, education, and leisure opportunities that non-disabled people can take for granted.



The **Disability Discrimination Act 2005** imposed a duty on transport providers to make reasonable adjustments for disabled passengers. During 2009, the London-based campaign group Transport for All organised action days during which disabled people turned out in large numbers to take an accessible ride on one of London's famous big red buses. Transport for All have also been running an ongoing campaign against staff cuts.



Transport for All's Campaign against Transport for London staff cuts

Not only have disabled people faced discrimination when travelling by tube, train, bus or coach, but also when travelling by air. It was not until 2008 that we gained the right to travel on airplanes through a new European Directive.





The Right to an Income

As well as campaigning for equal access to services and goods, disabled people have also struggled for the level of income required for living in a disabling world - for example, the additional costs of using taxis when so much public transport is still inaccessible.

Benefits such as Attendance Allowance, Disability Living Allowance, Incapacity Benefit and now the Disabled Person's Employment Support Allowance all provide financial support to meet the additional cost due to an impairment or health condition.



These benefits are now under attack. Proposed changes to Employment Support Allowance, Disability Living Allowance and Disabled Working Tax Credit will, without doubt, lead to disabled people being further isolated in institutions or in their own homes and being pushed further into poverty.

Successive governments have highlighted their commitment to ending disability benefit fraud. However, despite numerous reviews, the evidence has shown that there are very few cases of fraud related to disability benefit.



Disability Living Allowance Cuts Campaign



Disabled People's Campaign Against Cuts

The Right to an Income

Despite the evidence, disabled people are still being labelled as benefits scroungers and are the target for new welfare reform and employment programmes.

The Shaw Trust has recently entered into a contract with Tesco to provide work experience for disabled people who participate in their employment scheme.

The Disabled People's Direct Action Network (DAN) continues to take to the streets to protest against Government and media attacks on disabled people. DAN's demands are simple - some people can only work if employers put an end to discriminatory practices, and it is the Government's duty to provide sufficient income for those who cannot work.



Disabled
People's Direct
Action Network
Campaign





The Right to Feel Safe

In recent years disabled people have faced increased hostility whilst living in their local communities.

Disability hate crime was not a criminal offence until the 2003 Criminal Justice Act. Since then there has been growing media coverage of disabled people being subjected to brutal and sometimes fatal assaults. These high-profile disability hate crimes are now on the political agenda.



Fiona Pilkington and her daughter Francesca Hardwick



In 2009 The Home Office developed a disability hate crime strategy. One of its initiatives was the publication of the 'True Vision' pack, which gives tips on how organisations can establish third-party disability hate crime reporting sites, such as the one developed by Greenwich Association of Disabled People.



The United Kingdom's Disabled People's Council and SCOPE published an influential report, 'Getting Away with Murder', highlighting systemic failures by the police and other authorities to recognise attacks on disabled people as hate crimes.

The publication of the report coincided with a national campaign on Facebook to end disability hate crime.



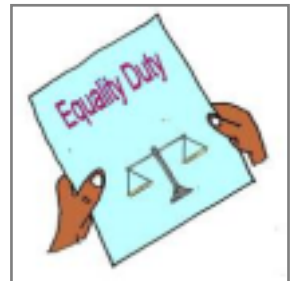
Collaborative Campaigning

The Equality Act 2010

In 2009, disabled people and their organisations worked together to create a shared vision of equality for disabled people. The group issued a statement, 'Justice for Disabled People', and used it to launch the lobbying campaign on the Single Equalities Bill which became law during 2010.



The main change is in the way public bodies carry out their public sector equality duties. They will no longer be required to consult disabled people and publish a disability equality scheme. This means that public bodies will no longer have specific duties to take active steps to reduce inequality for disabled people when planning policies and service delivery.



RADAR was one of the lead organisations, along with UKDPC, ALLFIE and others, which campaigned to ensure that most of the provisions of the Disability Discrimination Act were maintained in the new law such as education providers being required to anticipate and plan for making reasonable adjustments for disabled learners.



UN Convention on the Rights of Persons with Disabilities

Despite recent challenges to our civil rights, disabled people can still celebrate the UN Convention on the Rights of Persons with Disabilities (UNCRPD), which was signed and ratified by the UK Government in 2009.



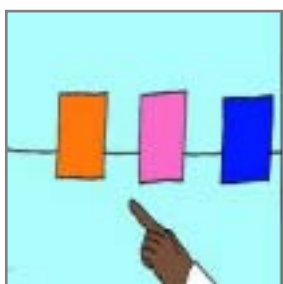
The Convention is a new and aspirational framework for the rights of disabled people as human beings. It

has been achieved after many years of struggle by disabled people around the world. Disabled people's organisations worked with disability charities and their allies to put pressure on the UK Government to ratify the Convention.



Anne McGuire signing the UN Convention at the United Nations

The UN Convention Campaign Coalition was set up in 2008 to challenge the Government's attempt to pick out which human rights they were prepared to protect. However, much to our disappointment, the Government placed reservations against a number of articles.



Since the Convention was ratified, the UK Disabled People's Council has set up the Disabled People's Human Rights Watch and is chairing the Government's UNCRPD Implementation Working Group, which has an advisory role during the preparation of the first report to the UN's Convention monitoring body.

We need to act now:

Sign up and get involved in the Disability Rights Watch campaign run by the United Kingdom's Disabled People's Council.

Sign up and get involved in the Disabled People's Campaign against the Cuts, which has organised a number of days of action related to all the cuts which will affect disabled people.

Get involved in Disabled People's Organisations running single issue campaigns.

Sign up to wider mainstream campaigns against public services cuts to ensure we get their support.

- Let's not let history repeat itself
- Strength in unity
- Nothing about us without us



Current National Campaigns led by Disabled People

DISABILITY RIGHTS WATCH UK Collecting Evidence on Disability Rights

The project, run by UKDPC (UK Disabled People's Council) aims to make sure that disabled people and Disabled People's Organisations (DPOs) are fully involved in observing how well the UK puts in place the Convention on the Rights of Persons with Disabilities



<http://www.disabilityrightswatchuk.org>



DISABLED PEOPLE AGAINST THE CUTS (DPAC)

DPAC is about disabled people and their allies. DPAC is UK based but we know that disabled people in other countries are suffering from austerity cuts and a lack of fundamental rights. We welcome all to join us in fighting for justice and human rights for all disabled people.

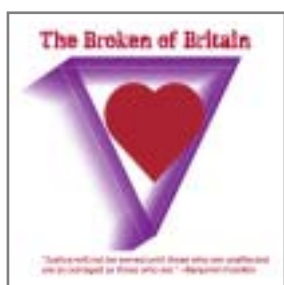
<http://www.dpac.uk.net>



WE KNOW INCLUSION WORKS

The 'We Know Inclusion Works' Campaign, run by the Alliance for Inclusive Education, was launched in response to media hype about how 'damaging' inclusion is for disabled children and young people.

<http://www.allfie.org.uk/pages/work/campaigns.html>



THE BROKEN OF BRITAIN

The aims of the organisation are to provide a transparent and non-partisan representative voice for disabled people in the face of welfare reform, and negative coverage of the disabled as 'scroungers' in what seems to be a campaign against us.

<http://thebrokenofbritain.blogspot.com>



THE RESISTANCE CAMPAIGN

The Resistance Campaign, run by Not Dead Yet UK, seeks to encourage MPs (and others in positions of influence) to focus on enabling disabled and terminally people to live more comfortable, rewarding lives, rather than end them prematurely.

<http://www.theresistancecampaign.org.uk>

Top campaigning tips

Here are some great campaigning tips! We don't think they're better or worse than anyone else's, but we hope they are useful anyway.

What is the Aim of the Campaign?

What do you want to change or achieve?



Identify Decision Makers

Establish which individuals and organisations have the power to make the desired changes. Also identify whether the desired changes mean a change of rules, policies or even legislation.

Know about the Issue you are Campaigning about

Find out as much as you can about the issue you are campaigning on. Use personal stories backed by any research done locally or even nationally. Every argument must be supported by evidence.



Build a Team

Create an inclusive team with the right mix of skills needed to achieve the desired changes.

Build Alliances

Check out whether other organisations want to work with you to strengthen your message and keep the pressure on the decision makers.



Use the Right Tactics

Think carefully whether your proposed tactics will help you achieve change. Tactics that worked for one campaign might not be right for you - there is no one way for success.

Campaigns in Action



Make It Inclusive

Think carefully on how everyone can be involved in the campaign. It's a good idea to have a very important role to play in getting the desired changes.

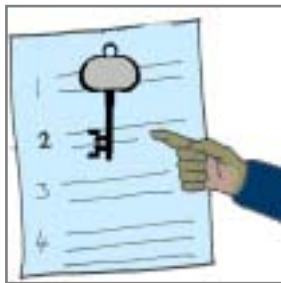
Timing

Timing your tactics to both good and bad things which may be happening out there (such as consultations, budgets, policies, new elected council)



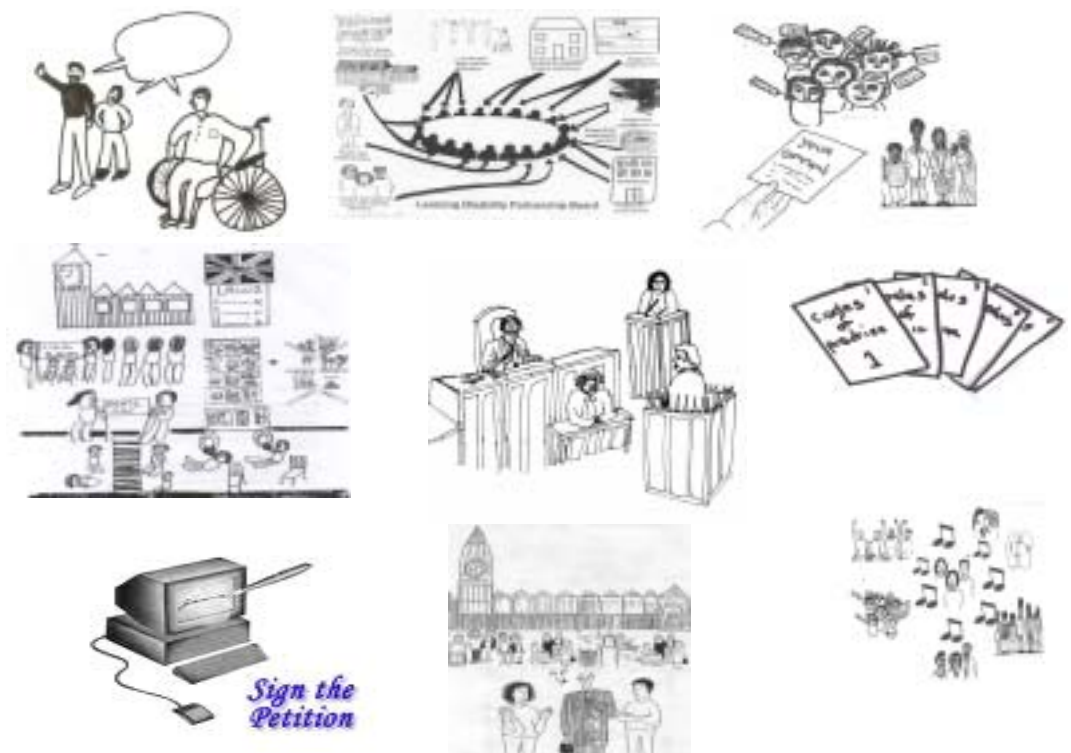
Evaluation

Setting clear targets at the beginning of your campaign will allow you to monitor your progress and assess



Make a Plan

A campaigner should always know and be able to say what they want to achieve. You may find it helpful to use the following Campaign Plan Template:



Campaign Plan Template

1. What is campaigning?

Any one or more individuals or groups speaking up and out with the aim of influencing others to make any form of change (e.g. social and political change)



2. What is needed to run a successful campaign?

- ◆ A significant clear thing that needs to be changed
- ◆ A straightforward goal
- ◆ Right range of issues
- ◆ A realistic chance of success or chance of raising awareness of an issue
- ◆ Something that inspires people and offers them clear action in different ways
- ◆ Follow up



3. Steps to Running a Successful Campaign

- ◆ What are the key changes required using the Social Model of Disability approach?
- ◆ What are the key messages?
- ◆ Who are your allies?
- ◆ Who is in a position to influence / make these changes?
- ◆ What are the activities you want to do and why?
- ◆ What is success?



Resources



Disability Awareness in Action's Campaigns Guide

This kit focuses on campaigns organised by disabled people which promote our independence, equality of opportunity and full participation. The kit gives you some ideas for campaigns, things to be considered if you are to run a successful campaign and some real-life examples.

<http://www.daa.org.uk/index.php?page=resource-kit-03>



People First's "Ways To Campaign" Factsheet

<http://www.peoplefirstltd.com/shop-factsheets.php>



Organisations which can provide campaign training

Sheila McKechnie Foundation

<http://www.smk.org.uk/campaign-workshops>



Directory of Social Change

<http://www.dsc.org.uk/training>

National Council for Voluntary Organisations

<http://www.ncvo-vol.org.uk/training-events?tid=980>

ALLIANCE FOR INCLUSIVE EDUCATION

ALLFIE campaigns for disabled people to have the right to access and be supported in mainstream education.



Apprenticeships Campaign

The accessible apprenticeships campaign was to ensure that the Apprenticeships, Children, Skills and Learning Bill gave disabled young people the right to undertake mainstream apprenticeships without the need for academic qualifications (GCSEs).

Why we campaigned

The Apprenticeships, Children, Skills and Learning Bill, which passed through Parliament in 2010, specified that all young people would need a minimum of five GCSEs (school examinations) in order to qualify for a Government-funded apprenticeship.



Campaign Methods Used

Working via coalition of education related organisations to support ALLFIE's demands.

Collecting case studies on how disabled young people have participated in apprenticeships without having school leaving exams.

Work with the Apprenticeships Bill team

Lobby MPs, Ministers and Peers and attendance at an All-Party Parliamentary Group on Disability meeting to talk about Apprenticeships law.

Arranged a meeting between young disabled apprentices and Lord Young (Minister for Apprenticeships) at their place of apprenticeship work place.

Membership briefings include what actions can be taken





What we achieved

The campaign secured changes to the Bill, allowing disabled learners to demonstrate the ability to participate in apprenticeships without academic qualifications.

ALLFIE was given the opportunity to work with the team drafting the Bill and influence the drawing up of amendments in support of our position.

ALLFIE is now a member of the National Apprenticeships Unit reference group, which influences the drafting of apprenticeship regulations.



What we learned

The importance of sticking to ALLFIE's principles.

The importance of involving people who are directly affected.

The support that can be gained by organising coalitions with other campaigning organisations.

The extent of the influence which members of the House of Lords can have on the Government.

The value of persistence.



BACKWELL ACCESS GROUP

Backwell Access Group offers advice and support to people with disabilities and campaigns for better access to facilities.

Backwell HSBC Ramp Campaign

We campaigned for disability-related access to the Backwell branch of HSBC Bank. In 2007, we wrote to HSBC requesting a ramp to the bank entrance and pointing out the bank's obligations under the Disability Discrimination Act. HSBC replied saying they had recently undergone a major refurbishment programme nationally and that the majority of their branches were now fully accessible for disabled customers. This was of little help to Backwell residents as their local branch was not included in the programme.

We sought advice at Avon and Bristol Law Centre. A legal questionnaire was sent to HSBC advising them of the need to provide disability-related access and asking what their intentions were regarding the lack of access.

We were advised that planning permission to build a ramp had been granted several years earlier but had expired as no work had started. One of our members who had an account with HSBC took legal action against the bank, while the group continued to lobby with the help of our solicitor, the local MP and the district council.

Why we campaigned

HSBC is the only bank in the village and the group wanted access to the branch as it has its account there.



Campaign Methods Used

We sought advice from a solicitor at Avon and Bristol Law Centre and a legal questionnaire was sent to HSBC advising them of their need to provide disabled access and asking what their intentions were regarding the lack of access.



Seeking planning permission for the ramp to be placed outside the bank.

One of our members who own account was at this branch of HSBC took legal action against HSBC

Putting pressure on HSBC with the help of the ABLC solicitor, our local MP and District Council

What we achieved

Eventually, HSBC submitted a planning application and the ramp was finally built in August 2009.



What we learned

Not to give up.

Not to take no for an answer.

To make friends who can influence people - our local MP, local councillors, and the team at Avon and Bristol Law Centre. Get the local press on your side.



Perseverance works!



CHANGE

Change empowers people with learning disabilities by actively campaigning for equal right and inclusion.

Fighting for our Children Campaign

The campaign aimed to gain human rights for parents with learning disabilities who were having their children taken away by social workers. The parents were not getting any accessible information about the process. They were not getting their human rights. After holding a national gathering we took the demands of parents and professionals to the Government.



Why we campaigned

We started the campaign because parents with learning disabilities all over the UK were telling us that their children had been taken into care, and that they hadn't been given any support about this.



Campaign Methods Used

We did a research project talking to parents about their experience of working with Social Services. We used their bad experiences to train professionals like Adult and Children's social workers, Midwives, Health Visitors, Judges, Solicitors, Doctors.

We held a national conference attended by 200 professionals and people with learning disabilities. We took the demands from the conference to the Government.



What we achieved

The Government issued the Good Practice Guidance on How to Work with Parents with a Learning Disability.

CHANGE campaigned to make sure an accessible Easy-Read version of the guidance was produced, so that parents with learning disabilities would be able to understand what rights they have.

This guidance has been used by parents with learning disabilities in the family courts to prove that they hadn't been given the support they were entitled to for their children to remain living with them.

What we learned

It is very important for different services, such as adult and child social services and advocacy services, to link up and work together if things are going to change. It is important to get people in different services to communicate with each other, and that can be very difficult to achieve.



The campaign has to carry on.

We need to start working with professionals early in their careers, from when they are students, so that attitudes change.

It is important to use feelings like anger to change things, but campaigning needs to be done in a calm way.

A CHANGE member says: "My own listening skills and patience have developed a lot because of working with professionals and parents. I have learnt to listen to different points of view and be balanced in what I say to people."

DISABLED PEOPLE'S DIRECT ACTION NETWORK (DAN)

DAN is a UK-wide network of disabled activists who use non-violent civil disobedience as direct action to fight for equal treatment and full civil and human rights.



'Free Our People', 'Our Home Not Nursing Homes' and 'Welfare Not Welfare Destruction' Campaigns

DAN has run a number of high-profile campaigns against the attacks on the welfare state, which began under the Labour Government. We are planning more campaigns in light of the Comprehensive Spending Review and the Emergency Budget of 2010.



Why we campaigned

To highlight the impact of discrimination, challenge it and get noticed.

Campaign Methods Used

Peaceful civil disobedience / direct action





What we achieved

A higher profile for the voices of disabled people.



What we learned

It is necessary constantly to renew and refresh activism through training, support, education and enthusiasm.



HAMMERSMITH & FULHAM COALITION AGAINST COMMUNITY CARE CUTS

HAFCCAC campaigns to stop the London Borough of Hammersmith and Fulham from charging and reducing community care services for disabled and older people. We campaign against community care cuts and home-care charging by the London Borough of Hammersmith and Fulham.



Why we campaigned

We formed in 2006 when the Conservatives gained control of Hammersmith and Fulham Council. The new council went back on its manifesto promise that they would not introduce home care charging. They soon decided to restrict who was eligible for services, and have continued to introduce policies that have a disproportionate impact on disabled people.



Campaign Methods Used

Legal - judicial review - followed by an appeal

Demonstration outside The Royal Courts of Justice and Council meetings, and attending meetings where decisions were being taken which directly affected us.

Producing a Campaign Pack that included sample letters to be sent to MP's and local councillors

Media - building up relationships with local and national journalists who featured us in local and national newspapers

Setting up a website (www.hafcac.org.uk) and using the Internet - to publicise the campaign especially in online local news sites. Having our link on various high profile blogs

Petition - online and hard copy

Peer involvement - building up a database of local service users who want to be involved at a variety of levels

Networking - building links with other disability campaigning groups

What we achieved

We delayed the introduction of home care charging for almost two years.

We brought to wider attention, both within the borough and further afield, what was happening to older and disabled people in Hammersmith and Fulham.



What we learned

That it takes dedication and hard work.

The importance of building links.

Everyone does what they feel able to do.

Not to take your eyes off what the local council and/or the Government is up to.

The campaign is more important than anyone's ego.

That it is possible for a grassroots campaigning group with no statutory funding to achieve positive results.





MARY AND JODIE'S EQUAL RIGHTS TO LIFE CAMPAIGN

Jodie and Mary were conjoined twins. Doctors wanted to carry out an operation to separate the non-disabled twin Jodie from her disabled sister Mary. Mary would have died without a heart and lung transplant, which the doctors refused to give her because they judged her life as having no quality. The campaign centred on a case in the High Court where judges made the decision that it was in Mary's best interest to be dead rather than alive.



Why we campaigned

We wanted to raise the issue that disabled and non-disabled babies must have equal rights to life and that doctors should not be making judgments about the quality of our lives.

We were told that Mary would not survive a heart and lung transplant and that she would die because of heart and lung failure.

We wanted to raise this issue of disability-related discrimination within the National Health Service.



Campaign Methods Used

Candlelit Demonstrations outside the St Mary's Hospital and the Royal Court of Justice

On-line petition

Media coverage

Request that supporters write their own questions and submit them to the coroner's court

Writing a submission including a list of questions we wanted the Coroner to ask the surgeon who performed the operation to separate the conjoined twins.

Writing our own commentary of the high court judgment.

What we achieved

Although Mary sadly died, the coroner ruled that she did not die from heart and lung failure but as a result of the operation that was permitted by the Court judges.



We saw this as a victory because we had been told that Mary would have died from heart and lung failure. We wanted confirmation that she died because of the legal judgment, not because of her health condition.

What we learned

It is important to make a stand regardless of what the outcome might be - we had little chance of stopping the operation to separate the twins from going ahead or of influencing the judges or the ruling.



We learned how much can be achieved by six disabled women working without any resources except the internet.

LOCAL HOUSING ALLOWANCE REFORM GROUP (LHARG)

LHARG is a disabled people's pressure group set up to campaign for fairness in making social rented sector housing affordable for the 2 million disabled people who rent in this sector.



Local Housing Allowance Campaign

The aim was to get the size criteria of Local Housing Allowance changed so it didn't prevent disabled tenants living independently in private rented accommodation.

Why we campaigned

We felt that the changes to legislation which came into effect in April 2008 breached disabled people's human rights to live independently. It seemed totally irrational that one government department was promoting the 'Putting People First' agenda while another one was putting legislation in place to prevent this.





Campaign Methods Used

We worked with Department of Health, EHRC and other organisations via the Housing Reform Group to seek changes in the Local Housing Allowance. We also had a member who took legal action against DWP through seeking a Judicial Review for not carrying out any Equality Impact assessment when the Welfare Reform law was introduced.

A number of disabled people were taking their local councils to court for not paying Discretionary Housing Payments which would help meet their housing costs.

We arranged for members of the pressure group to go to see their MPs and write or email them throughout the campaign.

When there was a DWP select committee investigation into LHA we arranged for a wide variety of people and organisations to make submissions to say what we wanted to be said. This was in fact very successful in getting the legislation changed.

We used freedom of information requests



What we achieved

The Government proposes to change the law so that Local Housing Allowance covers additional rooms for disabled people's personal assistants.



What we learned

How to submit a request under the Freedom of Information Act.

NOT DEAD YET UK

Not Dead Yet UK is a network of disabled people in the UK who have joined a growing international alliance of disabled people opposed to the legalised killing of disabled people.



The Resistance Campaign

The Resistance Campaign is to highlight disabled and terminally ill people's fears and to ensure legislation prohibiting assisted suicide and euthanasia remains in place.

Why we campaigned

We started the campaign when MPs introduced legislation to change the law on assisted suicide. Assisted suicide is currently unlawful and can carry a lengthy prison sentence.



Campaign Methods Used

Public demonstrations outside the Houses of Parliament

Letter writing to MPs and Peers

Speeches in Parliament made by friendly Peers and MPs

Responding to Government Department's consultations documents

Getting articles and letters published in the media



What we achieved

We have prevented Parliament from voting to change the law but MPs keep coming back with a new attempt so we are constantly vigilant.



What we learned

That you have to keep on trying. You must never give up, not even when you think you have won.





PEOPLE FIRST

People First is an organisation run by and for people with learning difficulties to raise awareness of and campaign for the rights of people with learning difficulties and to support self advocacy groups across the country.

I Decide Campaign

The Government wanted to introduce a new law, the Mental Capacity Act. This was about people such as parents, services staff and others making decisions on behalf of disabled people. The campaign was about making sure that the Act gave disabled people the right to have support and advocacy and to take control and make their own choices.



Why we campaigned

We wanted to make sure that the Act gave people the right to make their own decisions.



Campaign Methods Used

Photo shoot of a People First member being tied up and being pulled by different directions by different groups of people with power (social workers, parents and court deputies)

Supported groups to lobby their MPs about the MCA

Collected case studies to be used during lobbying

Gave evidence to the Joint-Select Committee dealing with MCA

Meetings with Lord Faulkner, David Lammy and Rosie Winterton (Ministers responsible for the Mental Capacity Act)



What we achieved

There has been a change of emphasis in the Act from mental incapacity to mental capacity - from what you are not able to do to what you can do. If used correctly, the Act is about the decisions you can make rather than just the ones you cannot make, and having the support that you need to make decisions which you find difficult.

Advocacy has been recognised in law, though it was limited.

Information on the Act was provided in easy-read format.

What we learned

We are stronger when we work together.

The value of using personal stories.



REGARD

REGARD is a national, volunteer-run organisation of disabled lesbians, gay men, bisexuals and transgendered people.

'Sue's Law' Campaign

The campaign aims to raise awareness of the fact that an individual's nearest relative is automatically considered to be 'next of kin'. People should be able to choose their next of kin through a legal declaration without having to go through a Court of Protection process.



Why we campaigned

The campaign was started by Sue, a disabled lesbian who was prevented from deciding where she wanted to live after leaving hospital. Sue was deemed incapable of making her own decisions. The authorities decided to contact Sue's next of kin (her mother) and she was placed in a care home not of her choosing.



Campaign Methods Used

Encourage individuals to register someone else other than a family member as their next of kin.



What we achieved

Increased awareness of the issue.

What we learned

We learnt about the different groups of people who are affected by the legal definition of next of kin.





GREENWICH ASSOCIATION OF DISABLED PEOPLE (GAD)

GAD works to be a force for positive change in society's perception of disabled people, to support human rights for all disabled people and to be a source of empowerment for disabled people living in the London Borough of Greenwich.

Campaign for a Third-Party Reporting Site for Disability Hate Crimes

We campaigned to set up a third-party reporting site as part of a disability hate crime awareness campaign.



Why we campaigned

As a community worker and therapeutic counsellor, many disabled people shared with me their experiences of harassment and attacks. I saw the injustice and decided to fight it. As Chair of a disabled people's organisation I had some influence. I have also been a victim of several disability hate crime attacks.



Campaign Methods Used

Gathered evidence from newspapers and disabled people and took this to local police and local authority to get funding to set up an advocacy project and third party reporting site in GAD CIL.

GAD and local police worked together to deliver disability hate crime and Disability Equality Training to hundreds of police officers in Greenwich to try and improve the response to disabled people by police.

Media interviews, articles, reports and DPO events all kept up the momentum on Disability Hate crime.

Setting up a disability hate crime facebook site.



What we achieved

Charities that were slow to support us finally came on board.

Disability hate crime is now acknowledged as an issue by all disabled people's organisations, large charities, the police, and the Crown Prosecution Service.

We set up the UK's first third-party reporting site and disability hate crime advocacy project in a disabled people's organisation and it is still running after ten years. The Facebook site has been a huge success and police and justice professionals nationally use it to check on cases in their own areas. Through information sharing they have been able to help many disabled people and improve their own response to such cases.

What we learned

Never ever accept 'No' for an answer or response.

An offer to help organisations get it right as well as challenging them is an approach that works well.

It is impossible to please everyone all the time and there will be people who may be offended by a challenging approach due to their lack of understanding of the inequality disabled people face all the time. But it is necessary to maintain the challenge, as it is disabled people who suffer the consequences.



UN CONVENTION CAMPAIGN COALITION

Campaign for the UK to Ratify the United Nations Convention on the Rights of Disabled People. The campaign's aim was to get the Government to adopt the whole convention without any reservations or interpretative declarations.

Twenty-eight disabled peoples organisations and service providers from all over the UK came together in a coalition to campaign for the UK to ratify the Convention on the Rights of Disabled People - without reservations.

Our main objective was to inform MPs about the Convention, for them to understand how important it is and to get them to call for ratification without reservations.

We were unable to prevent the Government from making various reservations. We started a world-wide shaming campaign against the Government via the internet. As a result the number of reservations was considerably reduced.





Why we campaigned

Our campaign was a response to the Government's announcement of reservations and their slowness in ratifying, although the UK was among the first countries to sign.



Campaign Methods Used

Talking with ministers

Giving presentations to the All Party Parliamentary on Disability Group

Preparing grass-roots information so that people could lobby their MP surgeries

Signing No 10 resolutions

Parliamentary Early Day Motion which MPs can sign

Labour Party Fringe meeting



What we achieved

The Government ratified the Convention in April 2009, with only four reservations and one interpretative declaration, in articles affecting employment and work, education, liberty of movement and equal recognition before the law.



What we learned

That disabled people's organisations and disability charities can work together as long as disabled people are in the lead and we share a common purpose.

THURROCK COALITION

Thurrock Coalition was formed as a joint venture between Thurrock Independence Resource Centre, Thurrock Lifestyle Solutions, and Thurrock Independence Network. It has been chosen by Thurrock Council as the leading user-led organisation on issues affecting elderly, disabled and vulnerable people in Thurrock.



Care not Cuts Campaign

We mobilised people to speak out about the proposed changes to adult social care services, increases in community care charges and the closure of the borough's only carers' centre.

Why we campaigned

As the appointed user-led organisation for Thurrock, the Coalition was engaged by the Council to ensure that the views and opinions of disabled and elderly people in the borough are adequately known and understood by the Council.



Campaign Methods Used

Early engagement with the Council on the form of consultation, including the need to provide easy read versions.

Ensuring provision of a independently resourced central helpline for form completion.

Holding a series of open days, and facilitated events to ensure the impact of the proposals was understood.

Providing advocacy support at all events to help understand and fill in response forms.

Contacting as broad a range as possible of groups, organisations and networks to ensure attendance at open days etc.

Personal presentations at multiple groups, organisations and networks to ensure understanding and engagement

Media coverage of pre and post events

Personal attendance at Council consultation events to advocate for people as required

Facilitate personal attendance of disabled and elderly people



at Council elected member meetings (e.g. Overview and Scrutiny Committee)

Facilitation of lobbying decision making elected members cabinet meeting (over 100 disabled people attended). Free transport offered and a post meeting refreshments.



What we achieved

The Council has abandoned proposed cuts to services, and moderated increases in the charges.

We believe that the campaign has also fundamentally altered the way in which the Council will engage in similar consultations in the future.



What we learned

In issues of adult social care, consultation events must be fully and repeatedly advertised to generate attendance.

There must be multiple channels of communication, both in the media and on the streets (for example, using libraries to distribute and act as collation points for responses).

Ensure that people are facilitated to attend events by provision of transport, carers, etc.

Clear and repeated media coverage to raise awareness and interest.

Advocacy support at all events to maximise understanding and responses.

Response questionnaires need to be short and as easy to understand as possible.

All relevant information must be available (for example, how much money will be saved as a result of this).

Network and distribute consultation documents as widely as possible.

Find opportunities to make the potential impact as personal as possible.

Relying only on people dropping into events does not generate the responses needed.

TRAILBLAZERS

Trailblazers aims to fight against the social injustices experienced by young people living with muscle disease or a related condition.



All Inclusive? Campaign for Accessibility in Tourism and Travel

We launched this campaign to increase accessibility in the tourism and travel industry.

Why we campaigned

Campaigners say they had difficulty getting equal access to flights, cheap central hotels, and tourist attractions, and they wanted to get their voices heard on these matters.



Campaign Methods Used

We have carried out investigations, surveys, questionnaires and comparisons to compile our reports.



We contacted airlines and publicised their policies on transportation of wheelchairs.

We have also used the media and websites to publicise our campaigns

What we achieved

Our powerful media campaign led to EasyJet changing its policy on the transportation of powered wheelchairs.



What we learned

To continually evaluate your work and ensure that you are truly representing the people you are speaking for.



It is possible to take on big companies and to influence them.



RADAR

Radar is the UK's largest disability campaigning organisation, with a membership of over 800 disability organisations and individual campaigners. Our vision is a just and equal society whose strength is human difference. Our mission is to enable individuals, networks and policy-makers to do things differently and better.

Justice for Disabled People Campaign

Keeping the Equality Duty strong for disabled people - the Government's proposals for a new public sector equality duty (to replace the Disability Equality Duty) were a significant step back for disabled people's rights. We campaigned to make sure that the new equality duty would recognise the distinct features of disability equality including the need to take account of disabled people's disabilities, and that this may involve more favourable treatment.



Why we campaigned

We didn't want to lose an important lever to deliver full equality for disabled people.



Campaign Methods Used

We sent a briefing to activists, calling for evidence; we worked with other disability organisations to gather evidence of what we needed

We asked other non-disability organisations and pan-equality organisations to support us; we worked closely with parliamentarians

We talked to government officials and Government Ministers.



What we achieved

We achieved an amendment to the public sector equality duty so that there is no regression for disabled people.



What we learned

Start as early as possible; have a clear focus; get as many allies as possible - not just disability; keep talking to the government (ministers and officials); and don't give up!

Glossary

Disability Discrimination Acts 1995 and 2005

Laws which promoted equality between disabled and non-disabled people (now repealed by the Equality Act 2010)

Human Rights Act 1998

Law which incorporates the European Convention on Human Rights into UK law

Disabled Person's Independent Living Bill

A bill which, if it became law, would give disabled people a right to live independently in the community

United Nations Convention on the Rights of Persons with Disabilities

International human rights law for disabled people

Independent Living Fund

Disabled people can apply for money to help pay for their personal assistants

Social Model of Disability

The Social Model of Disability sees the problem as the barriers and difficulties society creates to stop disabled people from doing the things we want to do. Society does this because it thinks disabled people and our impairments and health conditions are the problem. The Social Model of Disability empowers disabled people to challenge society to remove those barriers.

Union of the Physically Impaired Against Segregation

First organisation that was run and controlled by disabled people

Civil Rights (Disabled Person) Bill

The law which disabled people really wanted in the 1980s and early 1990s to promote our equality, underpinning the social model of disability principles

Private Member's Bill

Private Members' Bills are Public Bills introduced by MPs and Lords who aren't government ministers.

12 pillars of Independent Living

12 things needed to be in place to achieve independent living for disabled people

Direct Payments

Disabled people can ask the local authority for money to pay for their own personal assistants / support instead of having services.

Community Care Charges

Local Authorities can charge disabled people for social care services if they have a certain amount of savings.

Disabled Persons (Services, Consultation and Representation) Act 1986

The first law to give disabled people a right to have equipment and care within their own homes

Mental Incapacity Bill (which became the Mental Capacity Act)

The law on how decisions can be made on behalf of persons lacking capacity

Warnock Report

Baroness Warnock published a report on children with special educational needs that was the basis for the current special educational needs legislation and participation in mainstream school.

Education Act 1981

The first piece of legislation which gave local authorities power to place children with special educational needs in mainstream schools

Special Educational Needs and Disability Act 2001

This law meant that disabled learners could not be discriminated against on the grounds of their impairment / health condition when participating in mainstream schools, colleges and universities

Apprenticeships, Skills, Children and Learning Act 2009

The law which sets up a national apprenticeships service

Local Housing Allowance

This replaced Housing Benefit. The allowance is to help people with their housing costs.

Equality Act 2010

A single law (replacing older laws) which prevents people being treated unfairly because of their disability, gender, race, religion or belief, sexual orientation and age

Campaigns in Action

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Equalities National Council (ENC)

National People First

Disability Equality North West

SCOPE

ALLFIE wishes to thank all of the people and organisations who helped us to develop this guide.

We have taken great care to ensure that the information provided in this document is accurate. However, ALLFIE assumes no responsibility and disclaims all liability in respect of such information.



Campaigns in Action

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