

# SCCR 2014-2015 ANNUAL IMPACT REPORT



## Scottish Centre for Conflict Resolution

The Scottish Centre for Conflict Resolution (SCCR) is a national resource centre promoting and supporting best practice in mediation, family conflict resolution and early intervention. The staggering fact is that every year, 5,000 young people in Scotland become homeless due to relationship breakdown. Through training, conferences and events, as well as online resources, the SCCR aims to encourage people to develop conflict resolutions skills to improve both relationships and life chances.

### NATIONAL CONFERENCES

Since our launch in 2014, the SCCR has delivered 5 national conferences including an event specifically for young people. These major conferences attracted high profile speakers and facilitators to address issues relating to conflict resolution, the culture of conflict in Scottish society, and the impact it has on people, families and wider problems in the field of homelessness, criminal justice and health.

#### Conference delegates

- **92%** feel **more confident** about discussing family relationships with the young people and families who use their service.
- **94%** would be **interested** in attending future SCCR events.
- **91%** rated their conference experience as **excellent**.

#### Conference reach 2014 - 2015



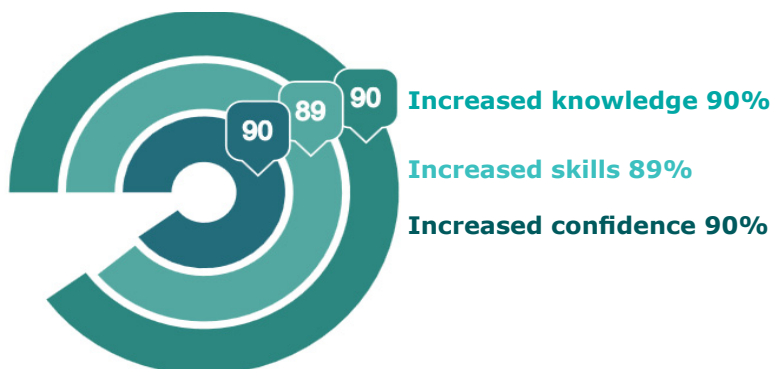
*"The vision of the SCCR is to change the culture of conflict in our society. In particular, the Centre seeks to reduce family conflict and help young people avoid homelessness because of family breakdown. That is an aim which we can all share, and which the Faculty is glad to support."*

**James Wolffe QC**  
Dean of the Faculty of Advocates

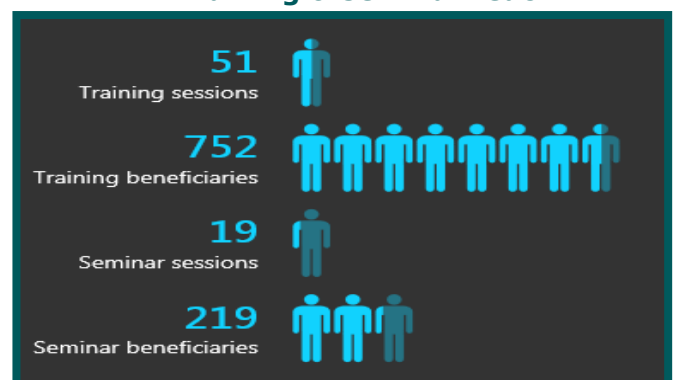
### TRAINING & SEMINARS

We delivered training and seminars across Scotland to young people, parents & carers, and staff who work with families from over **190 organisations**. Our evaluation reports record how participants capacity, knowledge, confidence, understanding of the dynamics of family conflict, and development of new skills have increased.

#### Post training outcomes regarding family conflict



#### Training & seminar reach



Contact us for more information:

Website: [www.scottishconflictresolution.org.uk](http://www.scottishconflictresolution.org.uk)

Email: [sccr@cyrenians.org.uk](mailto:sccr@cyrenians.org.uk)

Phone: (0131) 475 2493

Facebook: [www.facebook.com/sccrcentre](http://www.facebook.com/sccrcentre)

Twitter: @sccrcentre

[www.cyrenians.org.uk](http://www.cyrenians.org.uk)



The SCCR has been made possible by funding from the Third Sector Early Intervention Fund. Edinburgh Cyrenian Trust, a registered charity in Scotland, number SC011052

Results from Funding Year April 2014 - March 2015

## VOLUNTEERING & GIFTING TIME

Through our events and the development of the service, people have gifted **553** hours of their time.

## WEBSITE DEVELOPMENT

We developed an interactive website for families, young people and professionals that incorporates bespoke illustrations and a range of conflict resolution resources. Content was based on user needs and includes film clips of real people, a service finder, community discussion forum, booking platform for free national events, as well as 'Ask a Mediator'. To address the sensitive nature of family conflict, a 'leave this site now' feature is also incorporated.

### Website statistics since our launch April 2014



Website sessions 10,583 Unique users 5,547

### % of attendees who would use the SCCR website to find out more about conflict resolution and support

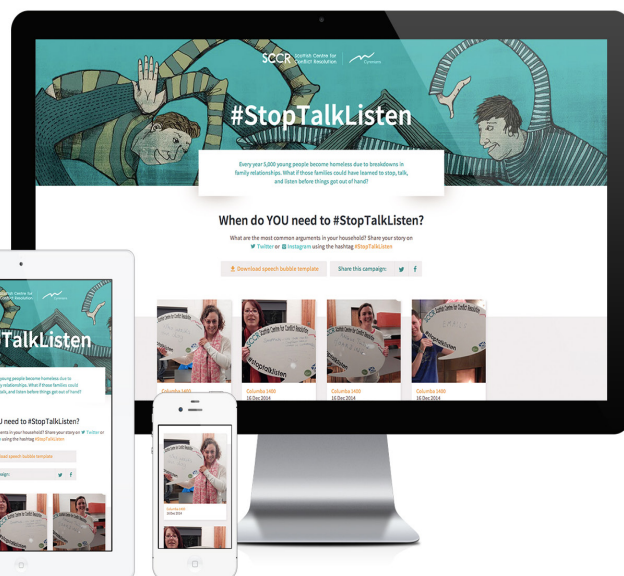


## #STOPTALKLISTEN - NATIONAL CAMPAIGN

In November 2014 we launched the SCCR's national campaign #StopTalkListen. It encourages people to share via social media 'what's the biggest cause of arguments at home?' A microsite captures relevant tweets and photos, presenting them on a virtual campaign-specific wall.

### Gaining momentum and political support

- Campaign launch resulted in an increase of **34%** Twitter followers from the previous month. This grew to a total of **536** new followers and **1760** new interactions.
- Website traffic increased by **13%** from the previous month.
- Microsite launch resulted in **9281** sessions, **5941** users and **26,986** page views.
- **91** #StopTalkListen photos uploaded and badges from over **12** high-profile supporters including Margaret Burgess MSP, and Tam Baillie, Scottish Commissioner for Children and Young People.



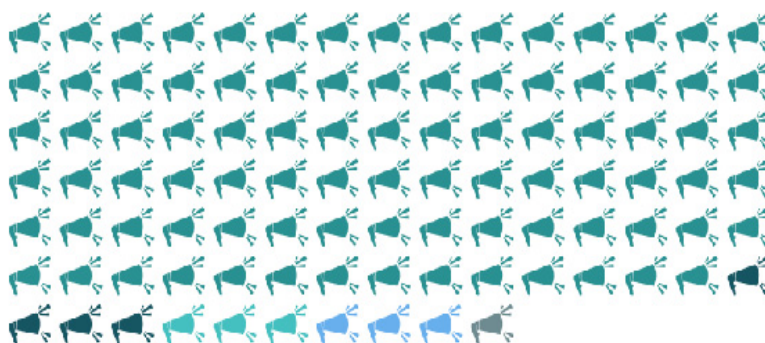
## MEDIA REACH AND PUBLIC AWARENESS

As part of our integrated marketing, PR and digital strategies, we utilised press and media outlets to announce the launch of the SCCR and drive visitors to the website and our live events. Since April 2014, the importance of our work and initiatives has received coverage in **130 pieces of media** including national print, broadcast and online, as well as coverage in local newspapers, reaching **61,526,339** readers and listeners over this period.

*"The SCCR offers early help and support to young people, their friends and families, who are in dispute and can help identify best practice amongst mediation services working to prevent homelessness across Scotland."*

**Margaret Burgess, MSP,  
Minister for Housing and Welfare**

### SCCR sample media reach



BBC Online (25,236,000) STV News (1,045,200)  
BBC Radio Scot (1,045,000) The Herald (616,080)  
Scotsman Online (547,800)

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