

IMPROVING RELATIONSHIPS IMPROVING LIVES

THREE YEAR REPORT



THE SCOTTISH CENTRE FOR CONFLICT RESOLUTION

"We cannot underestimate the impact an initiative like the new Scottish Centre for Conflict Resolution can have in reducing family conflict - and in helping young people avoid homelessness because of family breakdown."

**AILEEN
CAMPBELL,
MINISTER FOR
CHILDREN AND
YOUNG PEOPLE**

At the time of writing this report, there has been a decline in young people presenting as homeless, however – the staggering fact is that in Scotland nearly 5,000¹ young people (the equivalent of all pupils in 5 high schools) become homeless due to their relationship with their family breaking down. There are still many more families struggling behind closed doors not knowing what to do or where to turn for help or support. Becoming homeless or just the risk of homelessness can be devastating on both health and life chances, and homeless individuals are at a much higher risk of death: in 2013-2014, in the affluent capital city of Scotland - Edinburgh - the average age of death of a Crisis Service user was sadly 36 years old.²

Formally launched in April 2014, with the aim of reducing family conflict and relationship breakdown, the SCCR is the first national resource centre in Scotland to promote and support best practice in mediation, family conflict resolution and early intervention, with a particular focus on young people and families, in order to improve relationships and improve lives. We are committed to breaking down barriers and changing the culture of conflict in Scotland.

On behalf of the SCCR and Cyrenians, I would like to personally thank everyone who supports our work in so many varying and valuable ways – we couldn't do what we do without you! You have not only enriched the lives of families you have enriched ours too. Collaboration and working in partnership is a cornerstone in all that we do in the SCCR and Cyrenians.

We believe that change is possible. It is through caring, human kindness and the dedication of professionals and practitioners who work out in the communities that we all live and belong to that brings about positive change. We will continue to nurture, connect and grow a community of specialists who share their knowledge and experience with other professionals, parents and young people, creating a society that is supported and connected across Scotland.

Diane Marr

Network and Development Manager
Scottish Centre for Conflict Resolution
April 2016

¹Scottish Government Homelessness Tables 2014-2015

²Inequalities Action Group - Action Paper 3: Vulnerable Group; Health and Homelessness

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FOUNDATIONS TO SUCCESS

CYRENIANS

For nearly 50 years, Cyrenians has served those on the edge, working with the homeless and vulnerable to transform their lives by beginning with their story, helping them believe that they can change their lives, and walking with them as they lead their own transformation.

Our Vision is an inclusive society in which we all have the opportunities to live valued and fulfilled lives, and we work to make that vision a reality.

Our Mission is to support people excluded from family, home, work or community on their life journey.

Our way of work is built on our four core values:

Compassion: We believe that everyone should have the chance to change, no matter how long that might take.

Respect: We believe in tolerance, acceptance, valuing diversity and treating each other as equals.

Integrity: We are committed to the highest quality of work, grounded in honesty, generosity, sincerity and professionalism.

Innovation: We are willing to take risks, challenge convention and be very creative in our search for new ways of working, in particular by taking account of the environmental impact of our decisions.

Our work is organised around four targeted areas of service: Family & People, Home & Housing, Work & Skills, and Community & Food.

Please visit **www.cyrenians.scot** for more information on the ways Cyrenians supports people excluded from family, home, work or community on their life journey.

AMBER MEDIATION

In 2006, Cyrenians established the award-winning Amber Mediation service which provides mediation and support for young people (14-24) and their families. In 2009, Amber was cited as an example of best practice in the Scottish Government's Prevention of Homelessness Guidance and was recognised with a Children and Young People's Charity Family Support Award in 2013.

Over the last decade, Amber has worked with over 1,000 young people and families, helping them to rebuild communication and restore relationships, ultimately contributing to reducing youth homelessness. The service has grown significantly and continues to grow, and now provides a range of mediation and support services across Edinburgh and the Lothians.

Through the work of Amber Mediation, Cyrenians developed a strong foundation of knowledge and experience of mediation and conflict resolution within the context of youth homelessness and working with families in conflict. However it soon became apparent that there remained an inability to share and promote that knowledge, experience, practice and learning - and to learn from others in the field as well.

"Young, single people are those most likely to become homeless, usually because their relationship with their family breaks down - yet with the right support many of these breakdowns are preventable."

**TAM BAILLIE,
CHILDREN AND YOUNG PEOPLE'S
COMMISSIONER SCOTLAND**

1968

In the beginning ...
Edinburgh Cyrenians



2006

Amber Mediation Goes
Green



EVIDENCE OF NEED

RESEARCH

In 2011 and to mark 10 years of the provision of homeless mediation in Scotland, Cyrenians published "Mediation and Homelessness Prevention in Scotland: A Decade of Mediation between Young People and Families." Written by Emma Dore, the report identified that while the available mediation services for young people and families were generally recognised as valuable and effective in reducing the number of young people becoming homeless, actual provision across the country was patchy at best, with many young people and families unaware of the services available to them in their area.

Dore also highlighted the need for increased national awareness of mediation, and stressed that it should be an earlier form of intervention, before family conflict reaches crisis. Included within her recommendations was the proposal to establish a national network of mediators so to support and share on-going best practice and resources.

POLICY LANDSCAPE AND OUR FIT

The policy context for the work of the SCCR covers many areas. Our origins are in a desire to reduce youth homelessness and there is therefore a strong link between our work and **The Scottish Government's Prevention of Homelessness Guidance (2009)** along with other strategic documentation from which that document evolved.

There are also strong links between the SCCR's work and **the National Parenting Strategy (2012)** which aims to highlight to parents/carers the positive difference they can make to their children's development, health and wellbeing; and to strengthen the practical help and

support available to them. Two of the five issues highlighted at the start of this strategy have a strong connection with our work:

- Ensure all parents/carers have easy access to clear, concise information on everything from pregnancy to the teenage years and beyond; and
- Offer informed, coordinated support to enable parents/carers to develop their parenting skills, whatever their need, wherever they live, whether they live together or apart

In addition, **The National Parenting Strategy** describes "the very real need to move away from the stigma associated with asking for help towards a culture where parents/carers feel encouraged to seek support, reassured that by doing so they will be treated fairly and their parenting responsibilities and rights will be respected." This is again a strong fit with the SCCR's desire for parents/carers and young people to feel comfortable in seeking and asking for support.

Though we may have a focus on parenting teenagers and reducing the risk of them becoming homeless by resolving family conflict, there is also a link between our work and younger children. **The Curriculum for Excellence** in schools aims to develop the knowledge, skills and attributes children and young people will need if they are to flourish in life.

One of the key components of **Getting It Right For Every Child (GIRFEC)** is focusing on improving outcomes for children and their families based on a shared understanding of wellbeing. Families and communities should be encouraged to acknowledge the impact that conflict has within the home and know that support is available where and when they need it. As such, **GIRFEC** also advocates for 'maximising the skilled workforce within universal services to address needs and risks as early as possible'.

2009

Amber Mediation cited as Best Practice in the Scottish Government's Prevention of Homelessness Guidance

2011

Cyrenians research report "Mediation and Homelessness Prevention in Scotland" is published



A NATIONAL FIRST

Well placed to take on the role of disseminators of best practice in conflict resolution and early intervention and prevention work due to the wide recognition of our influential work, Cyrenians set out to develop a resource centre as a means of sharing our practice and learning, and to provide training, advice and on-going support for young people, parents and the professionals working with them in the field.

In April 2013, Cyrenians received an initial two-year funding grant from the Scottish Government Third Sector Early Intervention Fund (TSEIF) to develop its innovative vision of a Scottish Resource Centre for best practice in conflict resolution, mediation and early intervention work with young people and their parents/carers. Administered by the Big Fund, the TSEIF funding stream represents part of the Scottish Government's commitment to changing the way services in Scotland are delivered, recognising that a key way to improve outcomes for children and young people, and the families and communities that support them, is to shift from acute or crisis work to early intervention and prevention.

A special note of thanks to Viki Phillipps and Jane Saren who worked on the original bid for the TSEIF funding.

Recruitment began immediately and by August 2013 a team of four was in place: the Network Development Manager, Events Organiser, Trainer and Administrator, all overseen by the Cyrenians' Head of Early Intervention.

The Scottish Centre for Conflict Resolution was now formally formed; an Advisory Group was put in place and a period of strategic development and consultation began.

Drew Drummond, Drummond International, dedicates his time and commitment to the SCCR as our Patron. Not just as Chair at all our major events but also by supporting the team in so many valuable and important ways, enriching our lives in more ways than he knows.

As Cyrenians first national initiative and the first national resource centre for mediation and conflict resolution in Scotland, over the course of two years we pledged to:

1. Undertake national surveys to gather the views of young people, parents/carers and professionals on the topics of family conflict, how they manage conflict and the availability of support services;
2. Deliver 40 training sessions, 20 seminars and 5 conferences across Scotland for young people, parents/carers and professionals, all free at the point of use;
3. Develop an interactive website with online resources, a practitioners forum and support for young people and families;
4. Support best practice in mediation; develop partnerships and work collaboratively across sectors in all 32 Local Authorities;
5. Undertake a national campaign to raise awareness of the impact of conflict on families and communities.

"It is important that we all have the opportunity to discuss problems at difficult times in our lives to help resolve the challenges we face. This can be particularly important for young people facing homelessness.

Relationship breakdown with families and friends is often the cause of homelessness and mediation services can have a key role in preventing this."

MARGARET BURGESS
MSP, HOUSING AND WELFARE

2013

Amber is recognised with a Children and Young People's Charity Family Support Award



TSEIF OUTCOMES & INDICATORS

TSEIF OUTCOME 1

Parents, carers and young people across the country are using the moderated online peer and mentor support to access support and information on how to deal with conflict at home.

Indicator 1.1

As a result of using the digital and interactive website resources and information, young people and parents feel less isolated and more confident in their relationship with each other.

Indicator 1.2

Through the delivery of training to complement the website resources, families, young people and communities have increased their understanding of how to manage conflict and feel supported in managing relationships at home.

Indicator 1.3

Through national awareness raising and media work, families, young people and communities become more aware and informed of the value of conflict resolution processes and services available that can support them to reduce family conflict before the point of crisis.

TSEIF OUTCOME 2

Organisations working with parents and young people will have increased their capacity to support families to reduce conflict, improve relationships and have better communication.

Indicator 2.1

As a result of using the online resources and attending events, organisations report greater understanding of policy and practice in relation to working with families experiencing high levels of conflict.

Indicator 2.2

More services working with families are applying conflict resolution tools and/or professional mediation to help reduce the risk of homelessness for young people.

Indicator 2.3

Through attending events and training and support from online resources and events, professionals working with young people and parents report increased confidence and ability to support families in conflict.

April 2013

Cyrenians receives initial 2 year grant from Scottish Government TSEIF Fund

August 2013

SCCR team officially in place and consultation and development begins

THE SCALE OF THE ISSUE

At the time that our work began, official Scottish Government statistics identified that nearly 6,000 young people become homeless every year in Scotland because relationships with their family break down.* We set out to verify the scale of the issue ourselves and developed a series of national surveys to capture not just a snapshot of the views and opinions of young people, parents/carers and professionals on the topic of family conflict, but also to capture their needs in relation to family conflict: the types of resources and support needed, which would go on to influence and shape our work.

Over October and November 2013, the SCCR sent out surveys to **1,100 contacts**. There was a total of **449 respondents: 216 professionals, 185 young people** and **48 parents/carers**. The questionnaire was also developed into an interactive workshop for young people. **Three workshops involving 29 young people aged 13-21** were undertaken with agencies in **Paisley, Edinburgh and Falkirk**.

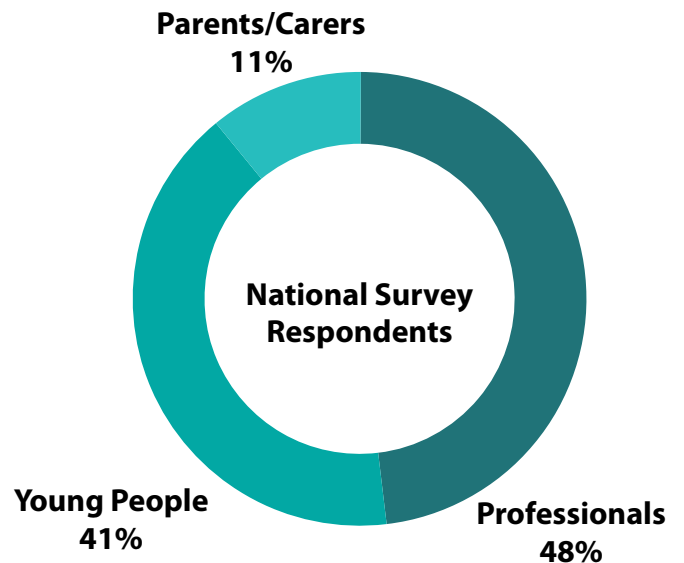
We received responses from across **27 Local Authorities**. Professional responses predominantly came from organisations in **Aberdeenshire, Edinburgh, the Lothians, Dundee, and Glasgow**. Responses also came in from **Shetland**.

Parents/carers and **young people** respondents lived primarily in **Edinburgh, the Lothians, Glasgow and Aberdeenshire** but also **South Lanarkshire, the Highlands, North Ayrshire and the Borders**.

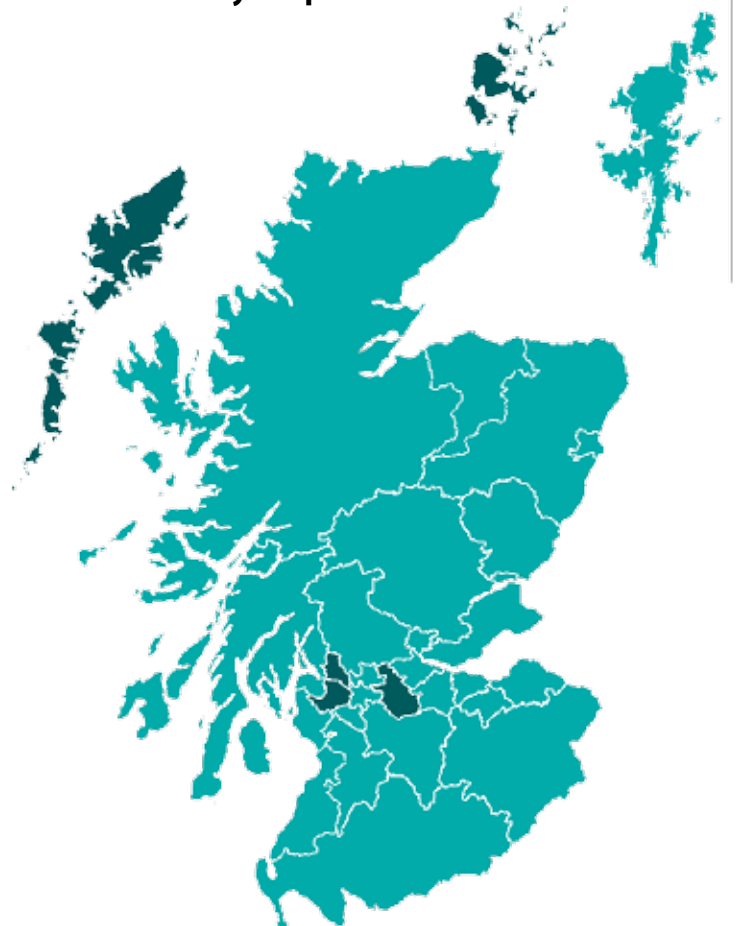
Young people and parents/carers were asked questions about how often conflict occurred, how they dealt with it and how they would like to deal with it, how it made them feel and the types of support they already used or would like to use in the future.

Professionals were asked whether or not dealing with conflict in families was part of their role, and if they felt they had the skills to handle it.

The surveys also investigated the services available in the respondents' areas and what tools and information they would find most beneficial.



National Survey Response Distribution



For the full report, please visit our website:
www.scottishconflictresolution.org.uk

October 2013

National Surveys are issued to 1,1100 contacts and young people focus groups are held



* Scottish Government Youth Homelessness Tables 2012-2013

SURVEY

YOUNG PEOPLE

The age of the young people that completed the survey ranged from 12-26. Most were **between 12 - 15 and lived with both parents.**

61% said they felt sad, angry, depressed, troubled, frustrated or annoyed when there were disagreements in the family.

When asked about services in their areas, 65% said they did not have, or know of, any that could help when or if they felt lonely or were considering leaving home. **50% agreed** they would like to deal with arguments or disagreements at home differently.

When asked what would help to sort out disagreements or arguments in the home, the majority of young people said: **support from someone their own age, someone to talk to, support to talk as a family, a website, social networking, online chat, or a helpline.**

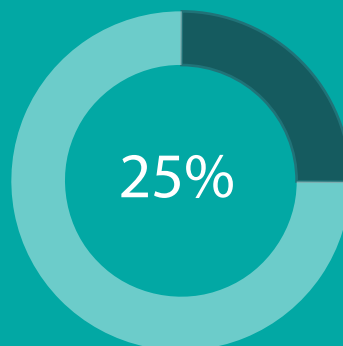
PARENTS

Not unlike the young people, **80% of parents** reported they also felt frustrated, angry, sad, depressed and annoyed when there were family disagreements. They also felt guilty, unloved or like a poor parent.

Over 46% said they did not have or know of any family support services in their area.

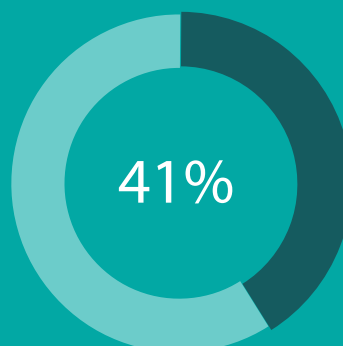
Again like the young people, **50%** said they would like to handle arguments or disagreements at home differently. When asked what might help to sort out those arguments, parents said **having someone to talk to, someone for the whole family to talk to, support from other parents/carers, or a website would be most beneficial.**

SNAPSHOT



Of young people thought of leaving home as a result of conflict at least monthly;

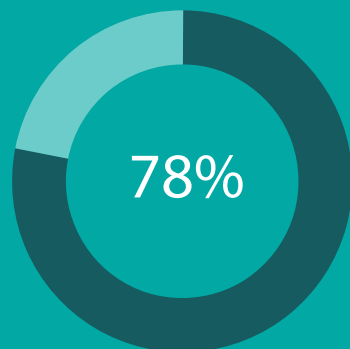
“I would like to talk more sensibly and reasonably at the time rather than having to agree to avoid escalation.”
- Young Person



Of parents said conflict occurred at home at least weekly.

“[I would like] to be able to have a reasoned talk.”
- Parent

CONFLICT IN SCOTLAND



Of professionals said conflict is a regular occurrence for families they work with.

“Conflict in one area bleeds into other areas of life.”

- Professional



Only half felt they had the skills necessary to address conflict when it is presented in the families they work with.

“I do my best, but have had no training in how to deal with conflict within families.”

- Professional

PROFESSIONALS

Of the **216 professionals** that completed the survey, just under half worked within local authorities and another third within the voluntary sector.

Over **80% of professionals agreed** that working with families experiencing conflict was an element of their role. **50% felt** they had the necessary skills to address conflict when it presented within the families they work with but they also highlighted the need for further training and/or support.

They felt that meeting with other professionals, training for their service/team, facilitation skills and regional events would be most beneficial to them.

When asked specifically what the resource centre should offer, responses included:

- **online resources and training events for practitioners;**
- **online resources and regional seminars for parents/carers and young people.**

Additionally, when asked what topics would be of most value at an event on family conflict resolution, responses included:

- **share best practice with other professionals;**
- **training in conflict resolution skills;**
- **mediation awareness training;**
- **training in mediation skills.**

SHAPING OUR WORK

The national surveys highlighted the needs of our three target groups, enabling us to design our training content and online resources based on those needs.

January 2014

ClickWhirrDigital contracted as independent consultant for digital project development



WEBSITE DEVELOPMENT

Once the national surveys identified the needs of our service users, we set out to build a digital hub that would act as a platform to promote our cause, garner support and to provide genuinely useful information and services for young people, parents and professionals on the topic of family conflict.

Following rigorous project development with ClickWhirrDigital, we contracted with web agency Primate to develop and build our website and digital resources. Together, we identified the following outcomes:

FOR THE PUBLIC:

- Inform users and potential service users about mediation services, the benefits of accessing them and provide reassurance and comfort to those who might be in a vulnerable position, destigmatising any nervousness they might have around accessing help.
- Act as an informational resource and practical signposting tool to the *free* mediation and conflict resolution services available throughout Scotland, enabling users to find providers in their area and service details.
- Provide the ability for peer-to-peer interaction, and a forum for reflection amongst young people and parents/carers.

FOR PRACTITIONERS/PROFESSIONALS:

- Enable practitioners to interact and reflect/ share advice online around best practice amongst their peers as well as access best practice information and case studies produced by the SCCR.
- Provide access to the SCCR's training, seminars, events and conferences online, and access to case studies, tool kits and training materials.

STRATEGY

We knew we needed to take a holistic approach and build the website from the ground up. In order to successfully promote the SCCR and the services we offer, we had to:

#1

Commit to a single web presence and visual style as well as tone of voice that would appeal to all audience types

#2

Place usability at the heart of the website; creating an easy to navigate resource of information and help for everyone

#3

Develop genuinely useful content and advice to attract and retain visitors; putting visitor needs first to create a beneficial online tool

#4

Create an email marketing programme, build a subscriber base and regularly drive those recipients back to the website for updated information

#5

Run regular campaigns to leverage social media and increase engagement from young people who may be experiencing family conflict

February 2014

Drew Drummond, Drummond International, joins the SCCR as our active and dedicated Patron

March 2014

Primate contracted to design and develop the SCCR website

PRIMATE

UNIVERSAL APPEAL

We avoided the traditional charity clichés and instead adopted a grounded, honest, non-patronising visual style that would appeal to both young people, their parents and professionals.

FUNDAMENTALLY IMPORTANT

We built upon our audience research and developed content that would be fundamentally important to users: examples of other families benefitting from mediation; advice on how to handle common arguments; local mediation services; training tools and resources.

ADVICE & SUPPORT

From the beginning, we knew that the SCCR digital offering would only be successful if it provided genuine advice, support and resources for its audience. Existing as a 'brochure' site would not be enough - the website had to serve as tool that would benefit users experiencing potentially harmful family conflict.

- **Young people and parents** have their own separate areas of the site that each proffer specific advice on how to deal with a large variety of argument points, from money and studying to relationships and substance abuse
- **Professionals** have access to a huge scope of training materials, resources, events and conferences as well as an online discussion forum
- A simple to use **directory of free mediation services** was set up to enable quick access to important contacts.



April 2014

The SCCR is launched at our first national conference in Glasgow. Key note address by Aileen Campbell, MSP for Children and Young People



ILLUSTRATION & VIDEO

To tackle the challenge of trying to convey a sensitive matter to a hugely varied audience in a non-patronising manner, we heavily utilised illustration and video.

Custom commissioned illustration courtesy of Hannah Foley was used throughout the site to establish a look and feel that transcends gender, age and background. It also lends a mature, occasionally dark and tongue-in-cheek look and feel to a topic that is not easy to discuss.

The heavy use of video (Ray Bird Studios) helped not only explain the mediation process and compel users to act but also, importantly, showcased real case studies. The videos of Kerry and Sam, a mother and son who have benefited from mediation, helps not only give a real face to the issues at hand but also shows young people and parents that they are not alone.

OFFICIAL LAUNCH

Planning took place over several months, with the SCCR team working in sprints with Primate. Phase One was launched in Spring 2014, and the full site went live in June 2014, with additional elements and resources added on an ongoing basis.

“I think the hardest part about actually starting mediation was taking the initiative to do something about what was happening at home.”

SAM, 16



April 2014

Welcome Reception held in the Scottish Parliament sponsored by Sarah Boyack



CONVERSATION: THE SUPERGLUE OF FAMILY LIFE

The Scottish Centre for Conflict Resolution was officially launched in April 2014 with two back-to-back events marking the occasion: our first national conference in Glasgow on 2 April and a Welcome Reception held in the Scottish Parliament on 3 April.

WHAT'S THE POINT OF TALKING?

Our inaugural conference 'What's the Point in Talking? Conversation: The Superglue of Family Life' was chaired by our Patron Drew Drummond of Drummond International, and Aileen Campbell, MSP for Children and Young People, delivered the keynote address. Karyn McCluskey of the Violence Reduction Unit and Matthew Howarth from the Scottish Government also spoke to the 86 attending delegates.

Feedback included:

- **100%** would attend future SCCR events
- **88% came away feeling more confident** in their ability to discuss family relationships with young people and families in their service.

"Thank you for the opportunity. I felt uplifted to hear all the great work going on. 'It takes a village to build a child' and this event shows the villagers are waking up!"

**Conference Delegate
2014**

WELCOME RECEPTION

Sponsored by MSP Sarah Boyack, the Welcome Reception offered the opportunity to reflect on the recommendations presented in the Emma Dore report and to examine how the SCCR would work towards achieving those goals as well as our overall role and purpose going forward.

Speakers included Tam Baillie (Commissioner for Children and Young People Scotland); Margaret Burgess (Minister for Housing and Welfare); Karyn McCluskey (Violence Reduction Unit); Viki Phillips (Cyrenians); and Diane Marr (SCCR).

MEDIA PICK UP & COVERAGE

April 2014 also saw the official launch of our national awareness campaign dedicated to: mainstreaming the ideas of conflict resolution and mediation; highlighting that family conflict is normal; encouraging early intervention; raising awareness of the SCCR; and enlisting support from the Third Sector, Civic Scotland, local authorities, politicians and MSPs.

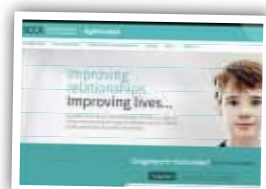
Coverage included a live interview on **BBC Radio Good Morning Scotland**, film coverage for **STV News at 6 (East and West)**; and front page news line on **BBC Scotland's** and **STV's website**. The success and reach was significant: for these two important events, **37 pieces of press coverage** at both national and local levels occurred, with **Opportunity-To-See (OTS) figures at a minimum of 1,219,802**.

May 2014

Second national conference held in Inverness

June 2014

Full website goes live



MEASURING IMPACT: THE RESULTS

Our evaluation process plays a key role in all that we do - without continual input from our service users, the quality of our content and resources would suffer.

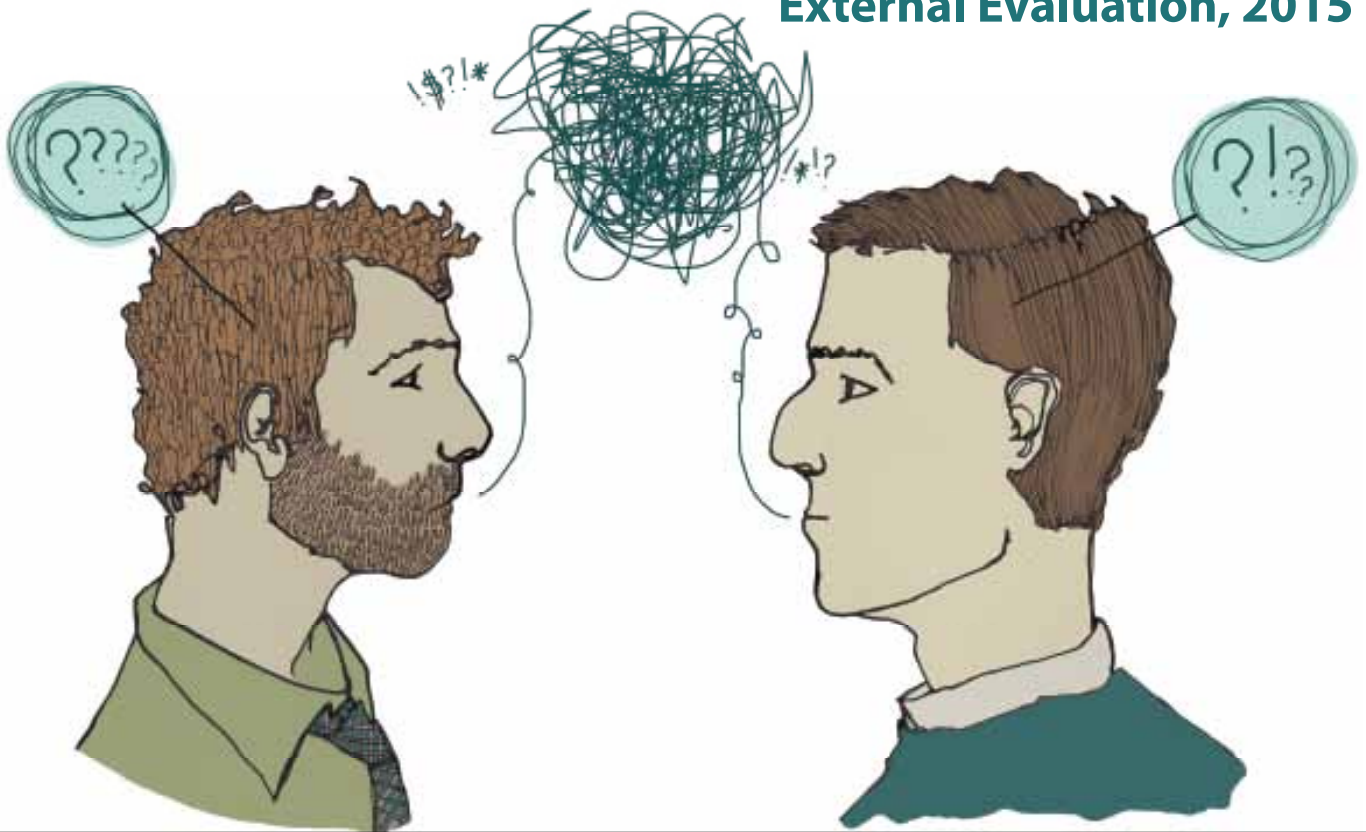
We evaluate all events - although sometimes externally organised events that we participate in have different evaluation processes. Participants complete an initial event evaluation, and we issue a secondary survey around the 3-month post training mark, so to better gauge the lasting impact of the training.

We are constantly reviewing the results of our evaluations, and changing and updating our training content and material when required. We aim to always have new and fresh material, relevant to our service users and fully adaptable to their needs.

The impact and results contained within this report offer only a snapshot of our work and impact to date. They reflect our own evaluation processes, as well as Google Analytics, social media statistics and an external evaluation completed in March 2015.

"I think they are definitely definitely playing a big part in embedding mediation into the Scottish psyche as such - that's been something a lot of us in this world for ages have been striving to do."

**Stakeholder
External Evaluation, 2015**



September 2014
Day of Dialogue: National
Media Coverage

EVENTS OVERVIEW



- 106 TRAINING SESSIONS
- 34 SEMINARS/WORKSHOPS
- 9 3-DAY TRAINING SESSIONS
- 6 NATIONAL CONFERENCES
- 2 ANNUAL RECEPTIONS

“From observing people who are in the front line and coming to conference events SCCR are undoubtedly providing support and mechanisms for people involved in frontline work.”

*Stakeholder,
External Evaluation 2015*

We have hosted a total of **157 events** over three years - that's just over **1 event a week**. This would not have been possible without our dedicated supporters, stakeholders and collaborators.

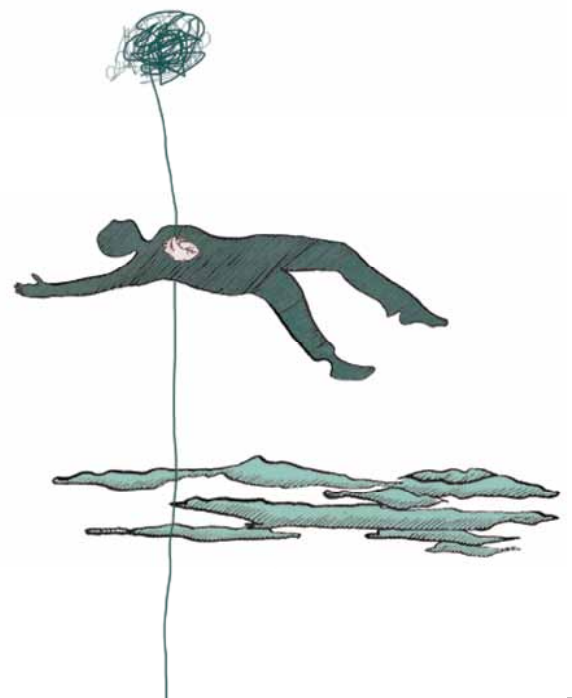
We have worked with **3,070 beneficiaries** from across **30 Local Authorities**.

- 2,032 PROFESSIONALS
- 630 YOUNG PEOPLE
- 408 PARENTS/CARERS

Professionals from 420 unique organisations have attended at least one SCCR event.

These include:

Alternatives to Violence, ADHD Dundee, Barnardos, Children 1st, Dadscare, Early Years Scotland, Fife Gingerbread, The Glasgow Academy, Highland Council, Inverclyde Carers Centre, Kindred Scotland, LGBT Health, Mentor UK, NHS 24 Breathing Space, One Stop Shop, Portobello High School, RAMH, The Scottish Youth Parliament, Thistle Community Farm, University of the Highlands and Islands, Veteran's First, Wigtownshire Women's Aid, Youth Scotland, Zen Consultants



October 2014

Third national conference held in Kilmarnock. Prof. Phil Hanlon discusses 'It All Matters.'



NATIONAL CONFERENCES

Conference 2 Inverness, May 2014

Let's Talk... Family Conflict Resolution

Speakers: Lesley Riddoch (Feisty Productions); Bill Alexander (Highland Council); David Munro (Moray Council); Prof. Charlie Irvine (University of Strathclyde); Lora Thomson (Cyrenians)

88% felt more confident about discussing family relationships with the young people and families who use their service

Conference 1 Glasgow, April 2014

What's the Point in Talking? Conversation: The Superglue of Family Life

Speakers: Drew Drummond (SCCR Patron & Chair); Karyn McCluskey (Violence Reduction Unit); Matt Howarth (Scottish Government); Aileen Campbell (MSP, Children and Young People)

86% felt more confident about discussing family relationships with the young people and families who use their service

Conference 3 Kilmarnock, October 2014

Untangling the Knots: Practical Approaches to Family Conflict Resolution

Speakers: Drew Drummond (SCCR Patron & Chair); Viki Phillipps (Cyrenians); Prof. Phil Hanlon (University of Glasgow); Kezia Dugdale (MSP); Ewan Aitken (Cyrenians)

95% felt more confident about discussing family relationships with the young people and families who use their service

Conference 4 Perth, November 2014

Can You Hear Me? A Young Person's Guide to Conflict Resolution

Speakers: Tam Baillie (Children and Young People's Commissioner Scotland); Ewan Aitken (Cyrenians); Drew Drummond (SCCR Patron & Chair); Caroline Jamieson (SCCR)

93% felt more confident about dealing with conflict

Conference 5 Edinburgh, February 2015

Stop. Talk. Listen

Speakers: Ewan Aitken (Cyrenians); Drew Drummond (SCCR Patron & Chair); Sir Harry Burns (University of Strathclyde); Kate Polson (The Rock Trust); Dr Duncan Morrow (University of Ulster); Margaret Burgess MSP (Minister for Housing and Welfare); James Wolffe (Faculty of Advocates); Dr Rein Sikveland (Loughborough University)

98% felt more confident about discussing family relationships with the young people and families who use their service

Conference 6 Edinburgh, February 2016

Conquering Conflict - Let's Break the Mould

Speakers: Drew Drummond (SCCR Patron & Chair); Ewan Aitken (Cyrenians); Dr Sara Watkin (CAMHS); Ailsa Carmichael QC (Faculty of Advocates); Aileen Campbell (MSP, Children and Young People); Prof. Charlie Irvine (University of Strathclyde); David Duke (Street Soccer Scotland); Norman Drummond CBE FRSE (Drummond International)

96% agreed that the conference contributed towards reducing the risk of youth homelessness for young people

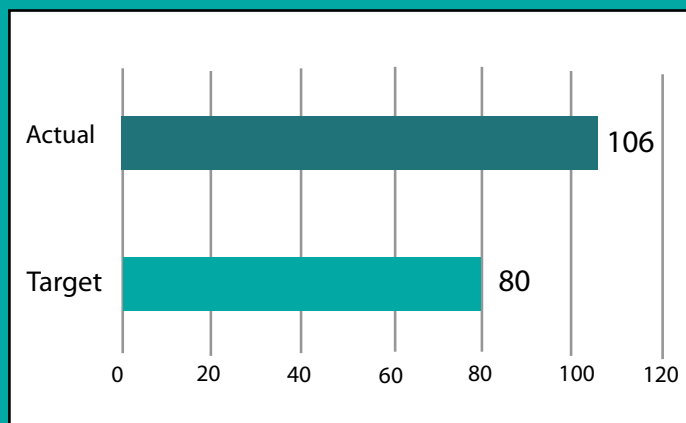
November 2014
Fourth national conference held in Perth: specifically for young people



November 2014
Launch of #StopTalkListen

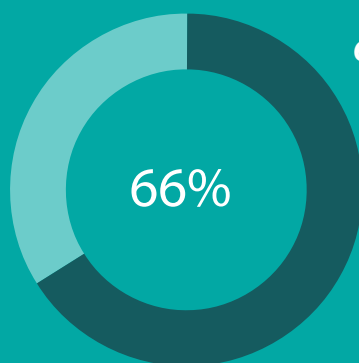


TRAINING SESSIONS



All SCCR training sessions and events are free at the point of use - enabling some organisations who might not otherwise have the means to attend. This also ensures that a topic that perhaps might not be prioritised by some organisations as a training subject can be accessed.

Our evaluation reports record how participants' skills, knowledge, confidence and understanding of the dynamics of family conflict have increased.



66% of young people report feeling more confident about managing conflict; and just **over 50%** would use the SCCR website for advice and/or support.

"All parents experience conflict and this [training] would give them more skills to deal with it."

**Parent
ParentLine Scotland
October 2015**

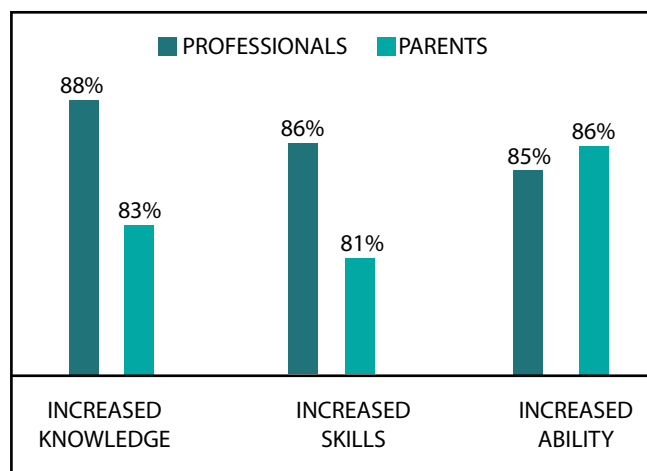
We exceeded our training targets by **32.5%**, having hosted **60 sessions over Years 1 & 2** and another **46 in Year 3**.

To ensure we welcome and are accessible to a wide audience, we host a combination of **Open sessions** as well as **in-house** organisation specific sessions.

Of the **1,780 attendees**, **903** were **professionals/practitioners**, **505** were **young people** and **372 parents**.

All sessions are fully adaptable to the specific needs of the organisation and attendees.

POST TRAINING OUTCOMES REGARDING FAMILY CONFLICT



"I am so inspired to go away and research more on this topic and look forward to putting into practice what I have learned."

**Professional, Edinburgh Open Session
December 2014**

"[I have learned] that when in an argument, it should be about the relationship with the person, not being right/winning."

**Young Person, LGBT Youth Scotland,
November 2015**

December 2014
Christmas Campaign:
*Santa says...don't forget
to Stop.Talk.Listen this
Christmas.*

December 2014
Third year of funding
secured through Scottish
Government's TSEIF Fund.

TRAINING HIGHLIGHTS

PERTH AUTISM SUPPORT

Over the course of Year 3 (2015-2016), we developed a strong relationship with Perth Autism Support, delivering three different sessions to their staff and parent groups: two for parents and one for staff.

Some key points the **staff reported** they came away with include:

"I will be more confident in dealing with conflict and relationships."

"It has enabled me to approach situations in a more positive way."

The **parents** were equally positive about what they took away from the training sessions:

"I am now aware of the different ways to deal with triggers that lead to more conflict, and am amazed at how much I had been stuck in a rut with changing how I respond to conflict."

"Re autism parents: VERY USEFUL!"

"We would highly recommend the SCCR's conflict resolution training to families and other organisations who work with families. It allows parents to think about potential family conflict and identify skills they could use to resolve this confidently."

**ANGIE FERGUSON, CEO
PERTH AUTISM SUPPORT**

KINSHIP CARE TRAINING

Year 3 also saw more targeted training for kinship carers and types of family conflict they may need to manage and overcome. Specifically, we provided kinship carer training for Children 1st on two separate occasions as well as one for Mentor UK and another for ParentLine Scotland.

In total, we worked with 35 individuals who identified themselves as kinship Carers.

Evaluations indicate that:

- **98%** felt the training is an important resource for parents and carers;
- **75%** felt there was more support for themselves and their families;
- **89%** came away from the session with a better understanding of how to manage conflict at home;
- **85%** feel more confident about managing relationships at home

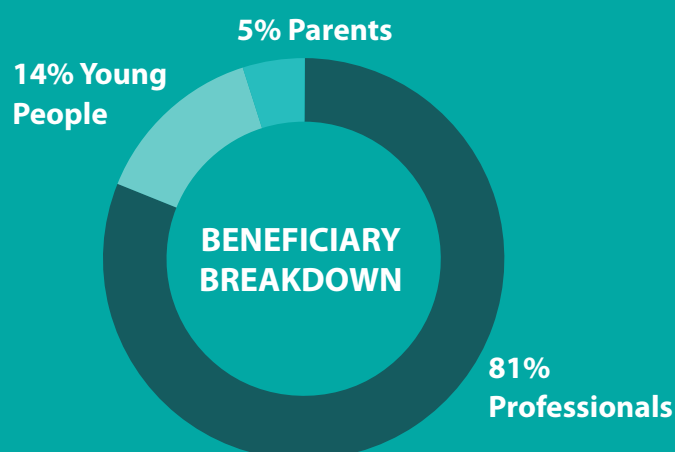
"The workshops have been well-prepared, delivered with confidence, and facilitated in a way that allows Kinship Carers to learn from shared experiences. There would be great value in replicating the training programme for Kinship Care groups across Scotland."

**MATTHEW SLAVIN
CHILDREN 1ST**

February 2015
Fifth national conference
held in Edinburgh
with Sir Harry Burns, Chief
Medical Officer



SEMINARS & WORKSHOPS



“It was such a great event, sharing ideas with other people but learning about myself too.”

***Participant
February 2015***

“I’m impressed by their social media – they’ve gone from zero to hero in terms of social media presence.”

***Stakeholder,
External Evaluation 2015***

We have also **exceeded our seminar targets** of 30 over 3 years **by 13%**. We have hosted **34 different seminars and/or workshops** that have benefitted **639 attendees: 517 professionals, 86 young people** and **36 parents**.

We co-design and deliver our seminars collaboratively with other professionals and organisations. For example, representatives from the Association of Family Therapists, Relationships Scotland and Falkirk Mediation Service all collaborated with us on different seminars.

Our evaluations indicate that:

- **82%** rated the seminars as excellent;
- **87%** of professional and parent participants agreed that the **seminars were relevant to their role**; and **88%** agreed that the **seminars were relevant to their personal and/or family life**.
- **96%** would attend other **SCCR events** and **94%** would use the **SCCR website** for information, advice and/or support.

DIGITAL SEMINARS & EVENTS

In Years 2 and 3, we aimed to increase geographic and social media reach and trialled innovative and diverse online events that linked with national and international initiatives.

Some of our events tied in with **the Scottish Independence Referendum; Scotland’s Big Laugh; Top Tips and Advice for Christmas; International Conflict Resolution Day;** and **International Mental Health Day** (among others).

A significant portion of these events were hosted via social media platforms Twitter and Facebook but also incorporated guest blogs, website content and media work. These events raised our online and social media presence, extending our reach and accessibility.

March 2015

Blake Stevenson
commissioned to
complete evaluation of
the SCCR’s inaugural year

SEMINAR HIGHLIGHTS

THE HUMAN COST OF CONFLICT

In December 2015, the SCCR in partnership with the Faculty of Advocates brought together a group of young people to reflect on what human rights mean to them in twenty-first century Scotland.

This unique event offered the opportunity to hear the important topics for young people, and to discuss how together they can bring about change and what, if anything, could be different.

Speakers included:

- **Tam Baillie** (Children and Young People's Commissioner Scotland)
- **The Right Honourable Lady Dorrian** (Judiciary of Scotland)
- **Ailsa Carmichael QC** (Faculty of Advocates)
- **Jordan Linden** (MSYP, Scottish Youth Parliament).
- **Stephen O'Rourke** (Faculty of Advocates)
- **Ewan Aitken** (Cyrenians)

The event had 39 attendees, and 25 post-seminar evaluations were received – 20 of which were completed by young people.

96% found the seminar to be **useful**;

"Really interesting, learned a lot today."

"Was very good and informative, good statistics and information on substance misuse and mental health and other areas of conflict in families."

"Young people are like lighthouses in a world that frequently resembles a storm."

JORDAN LINDEN
(MSYP, SCOTTISH YOUTH PARLIAMENT)

For a full event report, please visit our website:
www.scottishconflictresolution.org.uk

RESOLUTION THROUGH YOGA

One of the most popular and well-received seminars - so much so that we held it twice in 2015 (February and November) - *Resolution Through Yoga* was a collaborative event between the SCCR and experienced mediator and yoga instructor Natalie Young.

The seminar explored why we often react in a hostile manner to throwaway statements and the different yoga techniques that can help us to pause and reflect in order to prevent the same reaction again.

Media coverage was secured in the Linlithgow Gazette for the November session and evaluations from both were very positive:

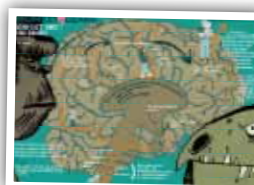
"It was very inspirational, fun and useful."

"When dealing with conflict resolution the more tools you have the better."

"Yoga creates the chance and space to pause, reflect and connect with ourselves, bringing self-awareness to our body, thoughts and feelings. When we are calm and in control of our emotions, conversations tend to remain composed and useful."

NATALIE YOUNG

April 2015
#MonkeyVsLizard
launched at the
Edinburgh International
Science Festival



UNTANGLING THE KNOTS

Over 2015 we developed an accredited three-day course to assist practitioners working with young people and families to further develop their knowledge and skills in conflict resolution with a particular focus on assisting families to manage relationship difficulties.

The course explores how conflict can develop in relationships and provides participants with the skills to support young people and their families to have positive conversations, and provides ways to de-escalate and manage a situation if things become difficult.

Content and modules include:

- Mindfulness, values and belief systems
- Conflict styles
- The wider perspective of conflict
- Relationships
- Brain development, attachment and connection
- Dynamics of conflict
- Reflective practice

The delivery is informal and comprises of a mix of presentation, discussion, practice, reflection and evaluation elements.

Over the 3 days the course nurtures a creative and dynamic space for participants to share and reflect on their own learning and experiences, and build connections for the future.

We marketed this training to professionals working with young people and families from across a variety of sectors: Housing, Social Work, Health & Wellbeing, Homelessness, Youth Work, Education and Justice.

The initial pilot sessions were held in Edinburgh over three consecutive weeks in November 2015, with additional courses running in Dundee over January and in Glasgow over March 2016.

The uptake was very good - we had **51 participants** from **32 different organisations** across **7 Local Authorities** and a variety of sectors including:

Angus Council; Shelter Scotland; Barnardos Scotland; One Parent Families Scotland; Rock Solid Youth Project; Plusone (YMCA); Scottish Prison Service; YMCA Edinburgh; Positive Steps for Young People; Aberlour The Bridges Partnership; Childline; Community Safety Glasgow; Glasgow Women's Aid; St Roch's Childcare Service; Thriving Places; Tollcross YMCA; Youth Community Support Agency; South Lanarkshire Council; Cauldwell Children.

"Excellent presenters, Duncan and Abbey. Very knowledgeable, very patient with us when slow to respond...Brilliant this is offered free of charge to people working in relevant areas, that is so rare. Thanks!"

Participant, January 2016

"All relationships get in a tangle from time to time, sometimes we need a bit of help with untangling the knots."

May 2015

The SCCR is Mumsnet Guest campaign, featuring on the homepage and sharing to their 90k followers

3 DAY TRAINING PILOT

Evaluations were positive and complimentary across the board.

100% OF PARTICIPANTS AGREED THAT:

- The course is an important resource that supports them in their work;
- It has increased their confidence in supporting families in conflict;
- It will support them in applying conflict resolution tools and techniques;
- The course will help them to make changes in the way they manage conflict.

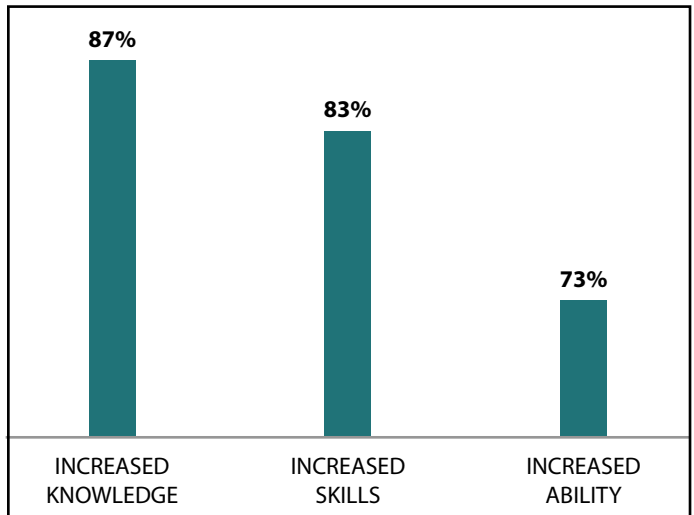
"I have learned how to listen for key discussion points when talking in a mediation setting and how to approach conflict in different situations."

Participant, March 2016

"The course has improved my confidence, given me more 'tools' and will enable me to be more 'sensitive' to others issues."

Participant, November 2015

POST TRAINING OUTCOMES REGARDING FAMILY CONFLICT



"I loved attending! I found it a very valuable learning experience that has given me a lot of ideas to go away and try."

Participant, March 2016



June 2015

Primate & the SCCR are finalists

June 2015

We host our second training session (but first for professionals) for Perth Autism Support



WEBSITE REACH & IMPACT

From April 2014, when the initial microsite was first launched through to the end of Year 3 (March 2016), Google Analytics demonstrate that the SCCR website is having an impact.

27,778
VISITS

16,872
UNIQUE VISITS

3:23 MINS
AVERAGE SESSION
DURATION

3:24
AVERAGE PAGES
PER SESSION

#YEAR 1 SHORTLISTED

We were delighted, that in the first year since our launch, we were shortlisted for the Scottish Marketing Society Star Awards with our web agency Primate in the Direct Marketing category.



"I think they are obviously good, clear resources - the fact that they use stories to tell of other people's experiences so young people get the idea of mediation as [something] good."

**Stakeholder,
External Evaluation 2015**

USER REACH & LOCATION TOP 5:



October 2015
Successful social media event
to mark International Conflict
Resolution Day

October 2015
Cran Communications & the
SCCR are finalists in the Not-For-
Profit Category of the CIPR PRide
Awards



DIGITAL RESOURCES

Digital media is redefining marketing. Nowhere is the battle between 'push' and 'pull' more pronounced than on the Internet where users are free to ignore or engage as they choose. Finding ways to engage and connect with these users in a meaningful manner is incredibly important. Bearing that in mind, we developed our digital resources to take current professional knowledge and share it in a public space, creating something interactive, engaging and accessible to everyone.

#MONKEY VS LIZARD

Designed in collaboration with Dr Sara Watkin, this innovative online quiz was developed to help people understand which part of the brain they tend to use when faced with a difficult situation; the reactive reptilian brain (The Lizard) or the reflective mammalian brain (The Monkey).

The quiz is a light hearted and engaging tool that enables people to begin to think about the way they manage conflict in family life -- and depending on the results, gives different tips and suggestions on improving their conflict management techniques.

MonkeyVsLizard and its accompanying educational poster *Conflict and the Brain* was launched at The Edinburgh International Science Festival in April 2015. The seminar "Because You Know...It's all about that Brain" welcomed an audience of 75 and was co-hosted by Ewan Aitken and Dr Sara Watkin.

IMPACT

The quiz was well received and attracted attention and praise from as far as Australia, where psychology blogger Karen Young (Hey Sigmund!) wrote a feature blog post 'Monkey Brain or Lizard Brain? How Do You Do Conflict?' Online news pieces were featured in Third Force News and North Edinburgh News. There was also a clear spike in website users with an increase of 1,001% in visits compared to the previous week.

"With the information, people are better positioned to make deliberate choices around how they 'do' conflict. Awareness of a different way to do things is key to opening up options and inviting a new way of being."

**KAREN YOUNG,
HEY SIGMUND!**



November 2015

Second yoga seminar hosted in West Lothian with Natalie Young (that's her!)

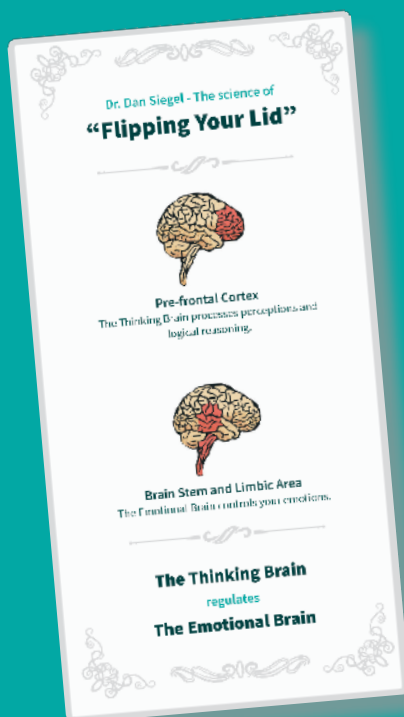
(Photo courtesy of Linlithgow Gazette)



DIGITAL RESOURCES



An educational poster has also been produced. It outlines the how and the why of the 'Flipping Your Lid' theory, and shares a few tips to help keep it all under control.



#KEEPTHEHEID

Based on the Dan Siegel's "Flip Your Lid" model of the brain, this resource uses circus characters to help people think about their reactions and responses to potential conflict; are you a controlled contortionist or a fiery human cannonball?

Through a series of questions the user is invited to reflect on how strong emotions can play a big part in the way we communicate with each other.

"Relationships can feel like a bit of a balancing act sometimes And no one wants to fall off the tightrope." Once again we teamed up with Dr Sara Watkin to launch #KeepTheHeid at SCVO's The Gathering 2016.

"The Circus of Life" seminar explored the science behind our reactions and interactions and asked the audience to consider when 'the bomb goes off' what's more important: being "right" or rescuing the relationship?

The seminar event as well as social media work led to a successful launch and **1,000 website visits** on the launch day alone.



November 2015

First pilot session of 'Untangling the Knots' over 3 weeks in Edinburgh



#STOPTALKLISTEN

After the successful launch of the SCCR in April 2014, plans turned to devising a new national campaign strategy to continue to raise awareness of our work and website.

With Cran Communications, the **#StopTalkListen** campaign was born.

Officially launched at our dedicated young person conference in Perth in November 2014, the campaign asks people to share via social media some of the causes of fallouts in their home. A dedicated microsite was commissioned to capture tweets/posts tagged with **#StopTalkListen** and upload them to a central virtual wall to engage and promote support for the cause.

By asking people to post the things they argue about we aim to dispel the stigma around family conflict and encourage everyone to **STOP** and assess what is going on; make the time to **TALK** and take the time to actively **LISTEN** to each other.

DRIVING TRAFFIC

We used the blog, social media, a regular email newsletter, media interviews and press releases to establish awareness and develop relationships with target markets and to drive them to the website and events.

Campaign activity included:

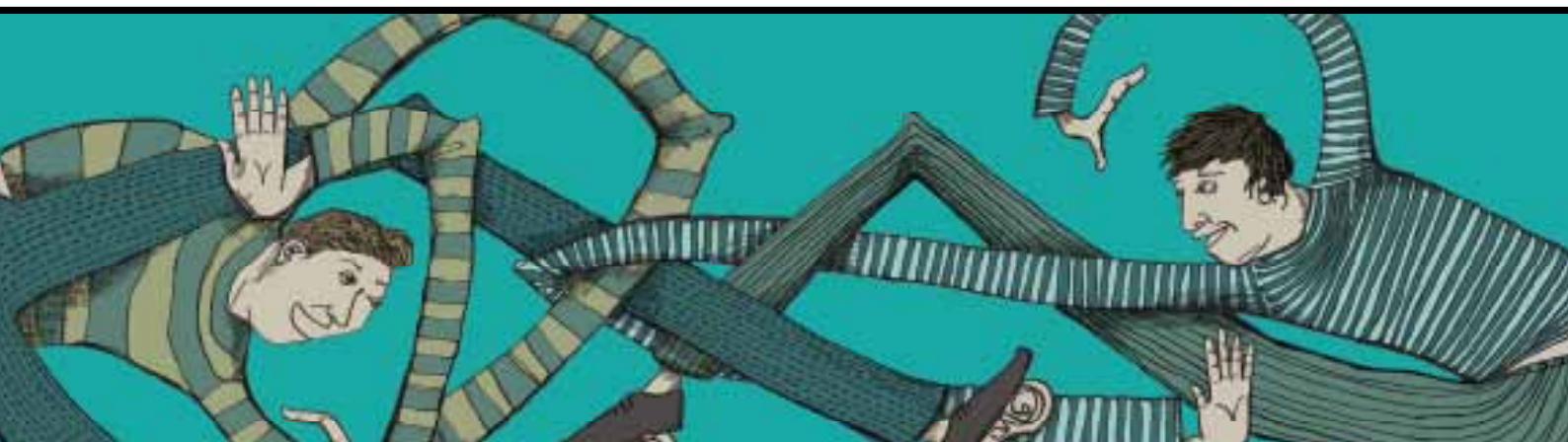
- Blog post by Children and Young People's Commissioner Scotland, Tam Baillie
- Twelve high profile supporters including:
 - David Duke - Chief Executive and founder of Street Soccer Scotland, who was once homeless himself;
 - Cameron Stout and John Loughton - former Big Brother winners;
 - Chief Executive of Young Scot, Chief Executive of Relationships Scotland, Director of the Scottish Mediation Network.
 - Minister for Children & Young People and the Minister for Housing and Welfare
- Coverage of the online quiz 'Monkey Vs Lizard.'

GAINING MOMENTUM

The 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; and the microsite launch resulted in **9281 sessions, 5941 users and 26,986 page views**.

91 #StopTalkListen photos were posted on the website, including badges from over **12 high-profile supporters**.



December 2015

Young People's Human Rights Event hosted in collaboration with the Faculty of Advocates



December 2015

#5000NoMore Christmas campaign - Spencer from Canada says Merry Christmas Scotland!



NATIONAL CAMPAIGN

The national campaign is an on-going and significant piece of work, of which #StopTalkListen and the launch of our new digital resources undoubtedly both play an important role.

Updated and re-shaped regularly to reflect changes in current events, both nationally and internationally, we strive to keep media and social content fresh and relevant, and reflective of the various different aspects of our work.

Since our launch in April 2014, the importance of our work and initiative has received coverage in **166 pieces of media**, in both local and national mediums including print, radio broadcasts and television interviews.

“Keep going with the national campaign - things that people can see in all sorts of places - positive skills for people knowing what to do in conflict as too often they stop talking and get alienated.”

**STAKEHOLDER, EXTERNAL
EVALUATION 2015**

#YEAR 1 FINALIST

The SCCR and Cran Communications were finalists in the Chartered Institute of Public Relations (CIPR) PRide Awards Scotland 2015 in the not-for-profit category. This was in recognition of the ongoing national campaign - from the initial launch of the SCCR until May 2015, with the predominant focus on the #StopTalkListen campaign. We are very grateful for the work and dedication of Christina Cran and Cran Communications.



OCTOBER 2014: 'DAY OF DIALOGUE'

- Post #indyref blog and live Twitter chat to place SCCR as leading voice on conflict resolution.
- Live TV appearance by Cyrenians CEO on BBC 2 Scotland 2014, interview on Heart FM and Scotsman.

FEBRUARY 2015: "IT'S TIME TO STOP, TALK AND LISTEN - OR THOUSANDS OF TEENAGERS FACE BECOMING HOMELESS"

- Live interview with Cyrenians CEO on BBC Radio Scotland's Good Morning Scotland programme, two shows on STV including interview on 6pm bulletin, Radio Forth, Metro, Herald and BBC news online.

APRIL 2015: ONE YEAR ANNIVERSARY

- Feature piece in Holyrood magazine online and editorial in Edinburgh Evening News

MAY 2015: SCCR IS A MUMSNET'S GUEST CAMPAIGN

- Featuring on the Mumsnet homepage sharing to 90K+ followers.

DECEMBER 2015: #5000NOMORE

- #StopTalkListen campaign is updated for the 2015 Christmas season

FEBRUARY 2016: SIXTH NATIONAL CONFERENCE

- Print and online pieces in Third Force News, The Scotsman, Edinburgh Evening News.
- Live interview with Cyrenians CEO and Chief Executive and Founder of Street Soccer Scotland on Central FM.

MARCH 2016: 'CHARITY PROMOTES CONFLICT RESOLUTION AT ST. NINIANS'

December 2015

New funding secured for 2016-2019 through Scottish Government's Children, Young People and Families Early Intervention Fund

ACCREDITATION & DEDICATION

CPD STANDARDS

The SCCR contracted with the CPD Standards Office for the period of January 2014 to March 2015 to assess and accredit up to 10 learning events.

The accreditation of our professionals' events confirms the quality of our resources and material and again increases accessibility for those professionals who might not have otherwise been able to attend.

We have had the following activity accredited:

CONFERENCE:

Stop, Talk, Listen Challenging the Culture of Conflict in Society

TRAINING

Understand, Communicate and Resolve

SEMINAR

The Bigger Picture

SEMINAR

Externalising the Problem

SEMINAR

Finding Solutions in a Relationship Breakdown

CONFERENCE

Conquering Conflict...Let's Break the Mould

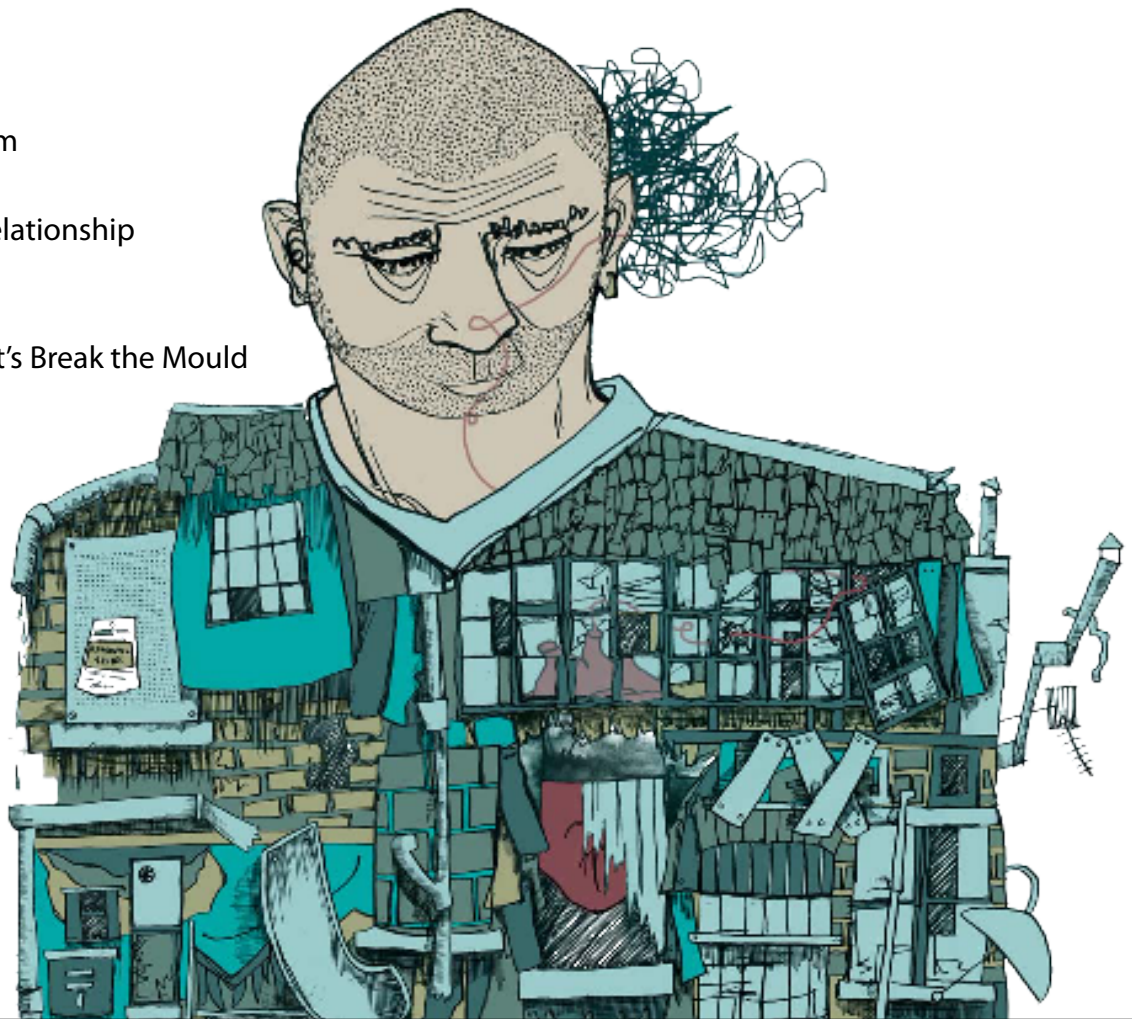
TRAINING

Untangling the Knots

GIFTING OF TIME

Through our events and the ongoing development of our service, dedicated individuals and organisations have generously gifted us with **over 1,150 hours of their time.**

We would like to extend sincere thanks to these individuals - without them, we would not be able to do what we do.



February 2016
#KeepTheHeid quiz
launched at The Gathering
2016



EXTERNAL EVALUATION

After another rigorous tendering process, in March 2015 we commissioned Blake Stevenson to complete an evaluation of the initial launch year of the SCCR. The evaluation encompassed four key elements:

- The analysis of the operation and impact of the SCCR to include the newly developed website and its events (training, seminars & conferences);
- Use data from the SCCR evaluation processes to inform the evaluation about the impact and reach of SCCR and its outcomes on beneficiaries;
- Assess the views and opinions of key stakeholders on the effectiveness and efficiency of SCCR's work; and
- Consider the strategic development and placement of the SCCR within a national context.

RESULTS & IMPACT

Blake Stevenson received a total of 61 replies from the parents/carers and professionals who attended SCCR events over 2014-2015 and undertook 17 telephone interviews with key SCCR stakeholders.

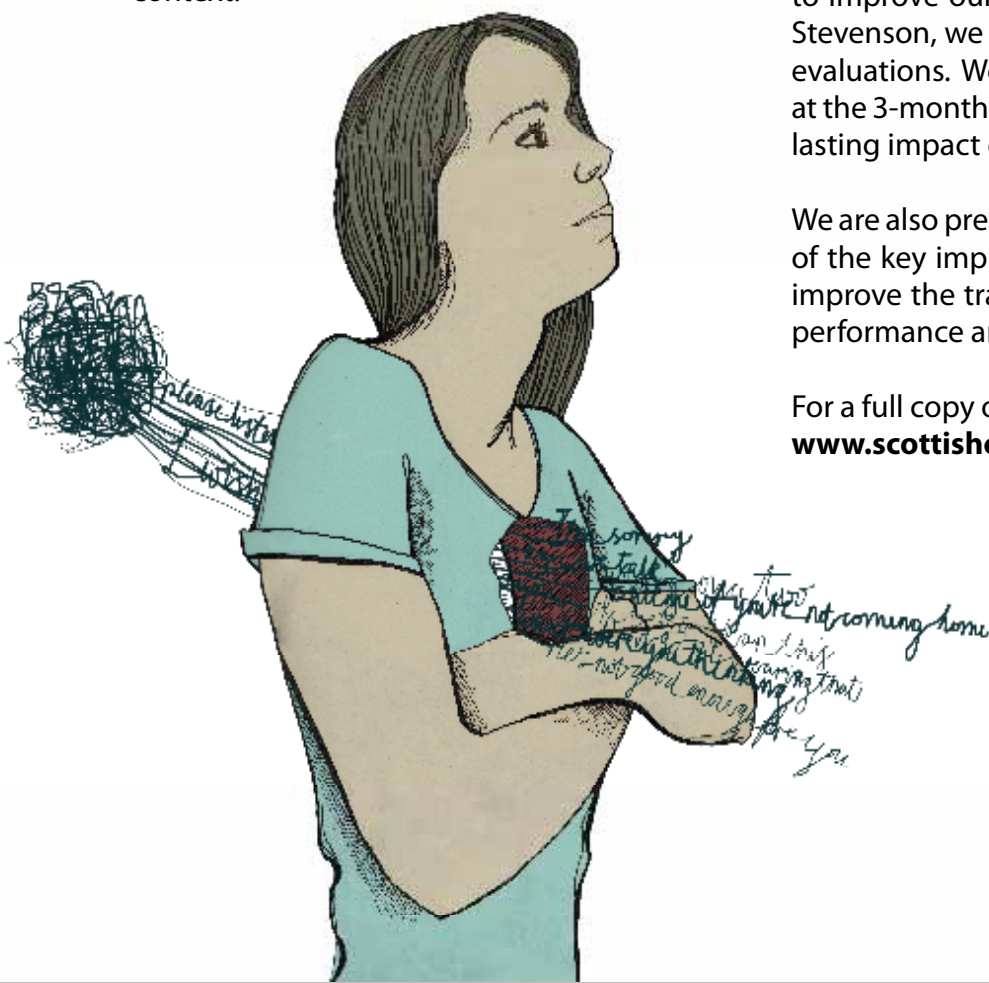
The results were promising: events are seen as positive and well run; the website is well-regarded as offering helpful signposting and resources; our profile-raising and campaigning is well known and well thought of, stakeholders are positive about the SCCR having an unique role in Scotland and impressed with the work accomplished by a small team.

CONTINUOUS DEVELOPMENT

The evaluation also highlighted what could change to improve our services. In consultation with Blake Stevenson, we have since reviewed and revised our evaluations. We started issuing secondary surveys at the 3-month post training mark to help gauge the lasting impact of the training.

We are also preparing a strategy that identifies some of the key implementations that could be made to improve the tracking and monitoring of our online performance and user satisfaction.

For a full copy of the report, please visit our website:
www.scottishconflictresolution.org.uk



February 2016

Sixth national conference held in Edinburgh. David Duke, CEO of Street Soccer Scotland



February 2016

Newly commissioned conference video resources are released to extend reach across Scotland. Watch us on YouTube

LOOKING TO THE FUTURE

Establishing a new national initiative is a long road, requiring a huge amount of support, patience and passion for the cause. Planning both operationally and strategically has been intrinsic to moving from planning to delivery, and making an impact in such a short space of time.

Our work has a resonance and people are responding to what we are doing; we are harnessing an energy and commitment from a broad spectrum of sectors.

We will continue to nurture, connect and grow a community of specialists who share their knowledge and experience with other professionals, parents and young people, creating a community that is supported and connected across Scotland.

In the inspirational words of Norman Drummond: "You can get anywhere from here and I'll see you there."



March 2016

Second kinship care session with Children 1st



April 2016


To be continued...!

Watch this space

The Scottish Centre for Conflict Resolution (SCCR) offers a range of resources to better support young people, families and the people who work with them to deal with family conflict.

CONTACT US

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KEEP IN TOUCH

.....

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Report prepared by Meghan McCall-Campbell. Illustrations by Hannah Foley.

