

Code of Practice and Ethics



ADSW
ASSOCIATION OF DIRECTORS OF SOCIAL WORK

Association of Directors of Social Work, 1st Floor, Rosebery House,
Haymarket Terrace, Edinburgh, EH12 5XZ

Introduction

The Association of Directors of Social Work is a constituted group of senior social work staff responsible for social work services who work in Scottish local government. We have come together to promote the social work profession, social welfare and social inclusion and the interests of those who use our services. We have established internal networks, on which all local authority social work services are represented, to disseminate research, information and best practice, to discuss policy and to communicate our views on key social work issues. We also seek to enter into dialogue with our partners and provide opportunities for consultation and conferences, to discuss joint concerns whilst promoting and exploring the benefits of partnership and integrated working.

The Association's major objectives are:

- the promotion of social welfare, social care and social inclusion;
- the promotion of the interests of users, carers and vulnerable people.

To allow us to further these objectives we:

- provide facilities for consultation and conference on all or any matter relating to ADSW's objects;
- discuss with other bodies on matters affecting the Association;
- influence policy through Central Government (including the Scottish Parliament and Scottish Executive) COSLA, local authorities and other bodies, by commenting on government policy, initiatives, proposed legislation and issues of public and professional concern in the social care and criminal justice fields; and identify and promote such changes as appear necessary in policies, practice, legislation, regulation and guidance on public policy;
- encourage innovation, share developments and issues and disseminate good practice across Scotland;
- research methods relating to social work practice;
- engage with other professional Associations, to develop partnership and integrated working;
- seek to ensure that in all its efforts there shall be an awareness of the need to embrace European dimensions wherever appropriate;
- ensure the provision of opportunities for the exchange of views and experiences, including the promotion of anti-discriminatory practice among members of the Association and with others;
- inform and influence the setting of standards;

In keeping with the constitution of the Association, members agree to abide by a code of practice as set out below. They are required as a condition of membership to sign a statement of this intent

Code of Practice

ADSW accepts the Code of Practice of the Scottish Social Services Council and as such requires members to:

- protect the rights and promote the interests of service users and carers;
- strive to establish and maintain the trust and confidence of service users and carers;
- promote the independence of service users while protecting them as far as possible from danger or harm;
- respect the rights of service users while seeking to ensure that their behaviour does not harm themselves or other people;
- uphold public trust and confidence in social services;
- be accountable for the quality of their work and take responsibility for maintaining and improving their knowledge and skills.

ADSW expects its members to work towards the basic principles of social care and in doing so to:

- appropriately challenge the ways in which the policies or activities of government organisations or society create or contribute to disadvantage, hardship and suffering, or militate against their relief;
- use professional knowledge and experience to contribute to the development of social policy;
- promote social fairness and the equitable distribution of resources within their work, aiming to minimise barriers and expand choice and potential for all service users, especially those who are disadvantaged, vulnerable or oppressed, or who have exceptional needs;
- seek to change social structures which perpetuate inequalities and injustices, and whenever possible work to eliminate all violations of human rights;
- promote policies, practices and social conditions which uphold human rights and which seek to ensure access, equity and participation for all;
- uphold not only civil and political but also economic, social and cultural rights;
- ensure that they do not act out of prejudice against any person or group, on any grounds, including origin, ethnicity; class, status, sex, sexual orientation, age, disability, beliefs or contribution to society;
- challenge the abuse of power for suppression and for excluding people from decisions, which affect them;
- support anti-oppressive and empowering policies and practices, and to aim to assist individuals, families, groups and communities in the pursuit and achievement of equitable access to social, economic and political resources and in attaining self-fulfilment, self-management and social well-being;
- recognise and respect ethnic and cultural identity and diversity, and the further diversity within ethnic and cultural groups, and promote policies, procedures and practices consistent with this objective;

promote public participation in societal processes and decisions and in the development and implementation of social policies and services;

Where there is a complaint made against a member of ADSW in respect of the above, this will be examined by an ad hoc Committee appointed from the Executive Committee. Their role would be to investigate and provide a report to the Office Bearers Group for consideration for action.

A formal hearing would be arranged at which the member would be entitled to attend with appropriate representation.

In the event of an appeal being made against any decision made, the Association would set up an appropriate independent appeals committee.

Statement of Values

ADSW believes that:

social care personnel should operate in partnership with allied staff in other statutory agencies, voluntary organisations, the private sector and users or their representatives and carers, recognising each other's skills, knowledge resources and expertise to protect and promote the well-being of those people for whom we have a statutory responsibility or connection;

there should be a positive focus on the sense of well-being, rather than on illness or disability so that people can make full use of their physical, mental and emotional capacities;

services should be accessible to all, regardless of racial, physical or sexual issues, with choice, in order to actively promote equality of opportunity;

users or their representatives must be involved in decision making on issues which affect their lives;

the identification of the needs of individuals and communities is a shared responsibility between individuals, their representatives, local authority and health service staff, housing providers and service providers across all sections;

the needs and contributions of carers, both formal and informal, family and non-family, should be recognised, valued and supported;

a high quality service is of paramount importance. Performance assessment, monitoring and evaluation should therefore be an integral part of every service;

all services should be relevant and responsive to individuals and communities and recognise the full range of need;

services should, where possible, be local to where people live and should be locally managed;

the public should have access to readily available and understandable information about eligibility, criteria and viable services;

interventions in people's lives should be restricted to the minimum necessary to achieve the best possible well-being of the individual.

Policy on Sponsorship and Commercial Activity

Introduction

The Association of Directors of Social Work (ADSW) is a small independent organisation that relies on income from various sources, including business sponsorship, in order to undertake activities that further the charity's objectives.

The purpose of the sponsorship policy is to ensure that sponsorship is sought, accepted and regulated according to a set of principles that both protects the aims, integrity and reputation of the ADSW, and allows the Association to make best use of the sponsorship opportunities that may be available.

The policy is intended to be open ethical and transparent and should be shared with sponsors and potential sponsors as necessary.

Values

in all its work the ADSW promotes its values and objectives without fear or favour;

activities undertaken by the ADSW stem from its core objectives. The Association does not get involved in any activities purely as a commercial venture;

sponsorship will not be accepted from organisations where it is a deemed significant conflict with the aims, objectives and values of ADSW;

ADSW will not seek sponsorship from companies/organisations that are: not equal opportunities employers; where there is evidence that they are financially unsound; who are the subject of a major public controversy;

sponsorship arrangements will not in any way restrict the core activities of the Association or damage in any way the good name of ADSW

Principles

ADSW recognise that sponsors supporting its work have a number of different motivations for doing so, for example: cost effective advertising; increasing awareness of their name and product amongst ADSW members; opportunities to meet and impress potential consumers; association with the name of ADSW; access to thinking on current issues in the social care field and information that may be commercially useful;

ADSW is pleased to: acknowledge its sponsors in publications, publicity material and associated literature in recognition of their support; publicise its sponsors interest and involvement in its work at meetings, seminars and conferences; include its sponsors names and logos on conference backdrops and materials; keep sponsors informed of live issues in the social care field;

ADSW will not offer for use or sale as part of any sponsorship arrangement personal data, which it holds under the Data Protection Act;

Whilst accepting that sponsors will be associated with its name, ADSW will not recommend any particular company or endorse their product to its members;

ADSW insists on the retention of complete editorial control over its published work and, whilst happy to receive suggestions, does not allow sponsors to decide the content either of publications, conferences, seminars or other events.

Process

It is crucial that ADSW acts as a corporate body when negotiating sponsorship contracts. The social care field is comparatively small and consequently potential sponsors may be in competition with each other. The ADSW may offer a degree of exclusivity to one sponsor and the contract could be put at risk if sponsorship deals are then negotiated with the sponsor's competitor. In addition, sponsorship arrangements need to be carefully negotiated with a view to what ADSW can realistically deliver and at the same time achieves value for money.

ADSW's President has overall responsibility, on behalf of the Executive Committee, for sponsorship contracts. All contracts must be either negotiated by the President or by someone the President has delegated to negotiate on his/her behalf. All contracts must be approved by the President and the Office Bearers Group;

potential sponsors, who either approach ADSW or are known to ADSW members, should be directed to the President who will decide how best to proceed;

although the content of individual contracts must remain confidential to the parties involved, ADSW may inform interested parties of the existence and duration of its current contractual arrangements in order to enable other potential sponsors to compete when contracts are due for renewal;

prior to agreeing sponsorship, ADSW should consider whether or not other companies might be able to offer more favourable terms.

Use of the logo

The name of ADSW, its logo and all that it represents is the Association's most valuable asset. There is the potential for others to profit by or abuse the ADSW logo.

In order not to dilute the meaning, credibility and value of the logo it must be used judiciously and principally in the following circumstances: on publications produced by ADSW; on publications produced in partnership or alliance with ADSW; in conferences and seminars organised by ADSW or in partnership with other organisations.

When the logo is to be used in partnership or alliance with others, agreement must first be sought from the President.

In the majority of circumstances where the logo is used and profits are being made, ADSW should negotiate to receive a share of the profit. This will be agreed on a case by case basis by the President, Secretary and Treasurer taking into account the purpose, organisation and the events projected profit.

Joint Conferences and Seminars

As part of its core activities, ADSW is involved in organising conferences and seminars. ADSW is also asked from time to time to provide speakers and its logo for events organised by either commercial business or not-for-profit organisations.

Where ADSW is asked to participate in this way, the event should be seen as a joint venture with the following requirements:

the President, Secretary and Treasurer of ADSW will agree all joint conferences, seminars and events in principle and give some guidance on cost etc., prior to approval by the Executive Committee;

ADSW must have the opportunity for full involvement in planning the event programme;

a clear agreement must be reached regarding the costs or any financial risks that may be incurred, how and by whom financial accounts will be kept, and how the net profit will be shared;

agreement should be reached on the organisation and distribution of workload;

the Conference Protocol Pro-forma must be completed and submitted to the Secretary for presentation to the Executive Committee for consideration;

a contract or letter of agreement will be drawn up by the Secretary in conjunction with the Treasurer.

Arrangements for each event may vary, for example ADSW may be fully involved in all aspects of the event and expected to take a higher proportion of the profit. In other cases the ADSW may not have been fully involved in the pre event work or expected to take any financial risk, and would then expect to take a smaller proportion of the profit. However, in all cases formal agreement must be reached on the above points at the outset.

Speakers

When members of ADSW are asked to speak at events, the member involved should be clear whether they are invited as a representative of ADSW, or representative of their own department, or in a purely personal capacity.

The provision of speakers for an event does not necessarily imply partnership and does not mean that the ADSW logo can be provided.

Publications

ADSW may produce publications, either as a stand-alone organisation, as a partnership venture or, in alliance with others. In all circumstances, a number of points must be considered at the outset in order to ensure that difficulties do not arise at a later date.

Editorial control, intellectual property rights, and copyright

The ADSW will retain editorial control, intellectual property rights and copyright of its publications. Commercial sponsorship may be sought towards publication costs (in accordance with ADSW sponsorship policy) and ADSW may invite others to contribute to and approve the publication.

Commissioning consultants to research and write publications for the ADSW

The decision to commission others to write a publication rests with the Executive Committee. When consultants are used, a contract in the form of a letter needs to be agreed at the outset outlining exactly what ADSW expect to be produced, how much ADSW will pay, the time frame for producing the publication and that ADSW will maintain editorial control and copyright. The Secretary and Treasurer will be responsible for drawing up the contract to be signed by or on behalf of the Treasurer.

The purpose of the publication

Absolute clarity is needed regarding the purpose of the document for example to influence as wide an audience as possible, to educate a small audience etc. The purpose will then dictate how the publication is to be distributed for example by printed copy only or available electronically. A decision should be taken at the outset regarding charging for the publication.

Publications produced in partnership with other organisations

Where ADSW produces a publication in partnership with other organisations, careful consideration needs to be given to a number of areas. It must be determined how editorial control is to be shared and who will hold intellectual property rights and copyright. The purpose of the publication and how it will be distributed should be clear. The division of work, costs and profits must also be agreed. Any sponsorship sought must be agreed by all parties involved to ensure that there is no conflict of interest with each partner's existing sponsorship arrangements.

A letter of agreement will be drawn up by the Secretary and Treasurer.

ADSW contributing to and approving publications belonging to another organisation

As a general principal the ADSW should not contribute to, or approve any other organisation's publication without agreement from either the President or Secretary. If ADSW approve a publication that is sold for profit then ADSW should negotiate a share of the profit at the outset.

Conclusion

ADSW policy on Sponsorship and Commercial activity sets out the values and principals that govern the Association's relationship with sponsors and partners. The policy outlines the process by which sponsorship is negotiated and agreed, clarifies the use of the logo and the Association's involvement in conferences and events, and outlines considerations that need to be taken into account when producing publications.

Glossary of Terms

For the purpose of this document, the following terms are given with their definitions.

Sponsorship	a contractual agreement with a commercial business for the financial benefit of the ADSW
Alliance	coming together with another organisation for a mutually agreed purpose.
Partnership	working jointly with another organisation on the basis of a predetermined distribution of control, ownership, financial liability and profit