

Advocacy Counts 10

**A review of advocacy services for adults in Wales
with a particular focus on older people**



Contents

1. Executive Summary	3
2. A review of advocacy services for adults in Wales with a particular focus on older people	5
Introduction	5
Methodology	5
Key findings	6
Number of services and people supported	7
Advocacy staff and volunteers	8
Advocacy services funded specifically for older people in Wales	9
Advocacy services for a wider client group, but older people are supported as part of the service	9
Details of the different paid advocacy roles	11
Language	12
Quality and standards	12
Analysis	13
Conclusions and recommendations	16
3. Developments in Advocacy in Wales	17
4. Acknowledgements	20

1. Executive Summary

Advocacy Counts 10 provides an updated snapshot of advocacy provision in Wales for adults, with a particular emphasis on older people.

Both the overall number of advocates (paid and volunteer) and the number of services funded to deliver advocacy across Wales have reduced since the last survey was reported in 2024. There has been a stark reduction in advocacy services dedicated to supporting older people aged 50+, with the number of organisations, services and advocates all reducing. Nevertheless, there has been an increase in the total number of people supported across all services in Wales over the last 12 months.

Our survey analysis was enhanced by follow-up interviews with, and discussions at advocacy network meetings across Wales.

Many of the factors cited for the trend of continuing decreases in most of the key statistics include standstill or reduced budgets; short term funding often with late confirmation; continued lack of bespoke Welsh Government funding for independent professional advocacy (IPA) and a lack of other support services to signpost people to for support. These concerns have remained consistent since Advocacy Counts 8 in 2022.

As anticipated during previous Advocacy Counts surveys, the fulfillment of statutory requirements for advocacy commissioning has diverted local funding away from other forms of lower level, preventative, community-based advocacy, resulting in a reduced range of these services and further organisations ceasing to exist or offer advocacy.

With challenging financial circumstances impacting on many people across Wales, the significant increases in the numbers and complexity of referrals have continued to put even more pressure on advocacy services at a time when the majority have reduced finances, services and advocates. To compound this, as the cases have become more complex and time consuming, advocates have been unable to support as many cases at any one time, with more organisations implementing longer waiting lists than previously reported.

Challenging financial circumstances and high levels of inflation impacting on society in general have also impacted personally on many advocates.

These challenges have continued to be exacerbated by the lack of increases in advocates' salaries, which are generally perceived to be lower than those of similarly skilled and qualified professions. The increased complexity of casework has put more pressure on advocates, leading to more stress, more sick leave which then puts more pressure on advocates that are in work. For many organisations it has continued to be increasingly challenging to retain and recruit advocates.

Without increased, secured, sustainable longer-term funding, all the challenges highlighted by this survey and previous surveys will continue to escalate putting ever great pressure on advocacy organisations and advocates. Despite these challenges, advocates across Wales continue to strive to offer the best support possible to people seeking help to understand their rights and have their voices heard.

Over the past two years the advocacy sector across Wales has continued to become more united in sharing information and common challenges.

The managers of advocacy organisations have met regularly and combined to make joint representations to Welsh Government about the predicament facing the sector. In times of adversity, the collective voice of advocates advocating for themselves and the people they support has become louder and stronger. To improve the situation, Welsh Government needs to build on the understanding and concern they have expressed and convert these into actions that will ensure sustainability, growth and fairness across the whole advocacy sector.

Age Cymru is particularly concerned about the reduction in the number of specialist organisations, advocacy services and advocates specifically supporting older people.

As a result, we are concerned that older people won't be getting the same level of expertise through services supporting adults of all ages as they would from organisations dedicated to supporting those aged 50+. The overall reductions in organisations providing advocacy support for adults of all ages that older people could access is also concerning. This results in fewer opportunities for older people to access advocacy services focusing on early intervention, prevention, and community-based advocacy, as evidenced by the reduction in the overall number of older people supported over the past two years.



2. A review of advocacy services for adults in Wales with a particular focus on older people

Introduction

We are pleased to present Advocacy Counts 10, our 10th report on advocacy provision for adults in Wales with a particular emphasis on older people.

Over the last 19 years, Age Cymru has reviewed the availability of advocacy services, issues around funding and sustainability of advocacy services, the quality of service, training of advocates, the role of advocacy in safeguarding, accessibility in terms of language and knowledge and understanding of legislative changes in advocacy.

Our evidence has been used to influence grant funders, commissioners and Ministers in Welsh Government. We've called for an end to the postcode lottery of availability of advocacy, for a more consistent funding approach, for increased sustainability of the sector and most importantly for people who need the support of these services to have access wherever they are in Wales. We also called for a new statutory duty for advocacy under the Social Services and Well-being (Wales) Act (the Act).

Independent advocacy is a vital service for individuals to ensure that they (and their well-being outcomes) are placed at the centre of the work of support services. Independent advocacy gives citizens voice, choice and control over achieving their well-being outcomes.

Advocacy Counts 10 presents the findings from our most recent survey. It explores the findings in light of the continued requirement for commissioned statutory

advocacy services and the need for a wide range of other forms of advocacy at a time of increased financial challenges for all stakeholders. Advocacy Counts 10 will provide a broad snapshot of the current situation in Wales.

Methodology

An online survey was used to distribute our questions to providers. We have extensive knowledge of the advocacy sector in Wales but undertook a further desk top exercise to ensure we engaged with as many providers as possible.

The Advocacy Counts survey respondents are self-selecting. Responses are sought from organisations that are funded to deliver advocacy services for adults across Wales. Information is also gathered on the support that is given to older people either through dedicated services or as part of the wider client group. Despite our best efforts, we can't guarantee we have data from 100% of providers.

The data which we collected was longitudinal and therefore mirrored the other surveys in our series. We've extracted data to paint the fullest picture of advocacy services in Wales, and therefore, useful to commissioners, providers and citizens alike.

We originally sent the survey out in September 2025, making direct contact with as many known providers as we could, including those we'd already received responses from to previous surveys.

Key Findings

Our last survey Advocacy Counts 9 was conducted in 2024. Here we record the 2026 results against our 2024 findings:

There has been a 40% reduction in the number of advocacy services (from 20 to 12) specifically for older people aged 50+.

There has been a 13% reduction in services providing advocacy to a wider client group encompassing adults of all ages. The decrease is from 72 to 63 services.

The total number of older people supported across all services over the last 12 months was 6,746, a decrease of over 1,000 from Advocacy Counts 9.

Nearly 3,000 fewer older people were supported by advocacy services funded specifically for older people than in 2024. This is a 54% reduction from 5,405 to 2,479.

The total number of people supported across all services in Wales over the last 12 months rose by nearly 50% to 18,836.

There are 126 paid and volunteer advocates delivering advocacy specifically to older people. This figure has decreased by 20%.

There are 347 paid and volunteer advocates working in all advocacy services across Wales. This figure has decreased by 8%.

There are 150 full time paid advocates working in all advocacy services across Wales. This figure has increased by 5% since 2024.

There are 89 part-time paid advocates, which is an increase of 42%.

There are 108 volunteer advocates working in a variety of advocacy services across Wales. This is nearly 40% lower than the figure in Advocacy Counts 9.

Over half the organisations completing the survey operate an active waiting list, which is a slight increase.

Services specifically funded for older people continue to exist in all 22 local authority areas in Wales. Services for a wider client group continue to cover all local authorities.



Number of services and people supported

	AC 1 2007	AC 2 2008	AC 3 2011	AC 4 2013	AC 5 2016	AC 6 2018	AC 7 2020	AC 8 2022	AC 9 2024	AC 10 2026
Total number of respondents	45	28	20	22	22	21	33	27	21	19
Number of services funded specifically for older people	23	19	22	23	19	13	12	19	20	12
Number of organisations providing these services			13	15	13	7	6	10	9	6
Number of other funded advocacy services where older people are part of the client group				26	44	41	76	89	72	63
Number of organisations providing these services			11	12	15	18	30	24	21	19
Total number of people supported						10,402	16,909	19,592	12,760	18,836
Total number of older people supported			4,500	5,500	6,412	5,466	8,153	9,090	7,831	6,746
Number of Local Authority areas with services funded for a wider client group					22	22	22	22	22	22
Number of Local Authority areas with services specifically funded for older people					17	15	15	22	22	22

Please note that one provider may have more than one advocacy service, and some will have services specifically for older people as well as services for a wider client group.

Advocacy staff and volunteers

	AC 1 2007	AC 2 2008	AC 3 2011	AC 4 2013	AC 5 2016	AC 6 2018	AC 7 2020	AC 8 2022	AC 9 2024	AC 10 2026
	All service types	All service types	All service types	All service types	All service types	All service types	All service types	All service types	All service types	All service types
Full Time		19	39	33	87	44	99	150	142	150
Part Time				25	43	51	69	79	64	89
Volunteer		22	30	1	36	38	127	117	171	108



Advocacy services funded specifically for older people (50+) in Wales

Our survey suggests that there are 12 services funded specifically for older people compared to 20 in 2024. The number of organisations providing those services has decreased from nine to six. Four of the organisations provide one advocacy service each, one provides two services with the remaining organisation providing six services.

The number of older people supported directly by these services during the previous 12 months has decreased by nearly 3,000, falling from 5,405 in 2024 to 2,479 in 2026. The number advocates supporting older people has also decreased from 158 in 2024 to 126 in 2026, with a decrease in both the number of paid advocates and the number of volunteer advocates. Paid advocates will generally deal with more complex cases, often within the statutory forms of advocacy, whereas volunteer advocates generally deal with lower level, preventative cases.

Respondents to our survey reported that they are funded to provide a broad spread of advocacy services across the categories listed in Part 10 Code of Practice (Advocacy) that accompanies The Act. Geographically, advocacy services specifically for older people continue to be available in all areas of Wales in part due to two nationally funded projects. In 2020, organisations specifically supporting older people only existed in 15 local authority areas. In addition to this, older people may also be able to access support from services with a wider client group as all local authority areas have at least seven different types of advocacy services, as identified through the mapping of advocacy services undertaken with the support of services attending the advocacy network meetings across Wales.

Advocacy services for a wider client group but where older people are supported as part of the service

The number of responses to the Advocacy Counts 10 survey has reduced compared to the previous undertaking of the survey. 19 organisations completed this survey compared to 21 in 2024. This represents the lowest response received over the 19 years that the Advocacy Counts surveys have been undertaken. The response indicated the number of services that support adults of all ages has decreased from 72 to 63 when compared to the previous report from 2024.

Despite these reductions in the number of organisations and services supporting adults of all ages, the number of people supported by these services has increased by nearly 50% from 12,760 in 2024 to 18,836. However, the total number of older people receiving advocacy support has reduced since the last survey from 7,831 to 6,746.

The challenge facing advocacy organisations is illustrated by the following comments made by an organisation during the survey:

“We are seeing increases in referral levels, complexity and need. Set against a background of very limited increase in funding, if any at all! Some services are without increase for 15 years”.



The number of full-time paid advocates (based on 35 hours per week) has risen slightly by 5% from 142 in 2024 to 150 in 2026. There was a bigger increase during this period in the number of part-time paid advocates with a 42% increase from 64 to 89 over the past two years. However, with the number of volunteer advocates dropping from 171 to 108, the overall number of advocates supporting adults of all ages in 2026 dropped by 8% to 347 compared to the 377 reported in 2024.

Over half of the organisations are currently operating an active waiting list, which is a slight increase compared to Advocacy Counts 9. The number of local authority areas where independent professional advocacy commissioned under The Act is now being delivered continues to be 21. The one local authority area that has yet to formally commission advocacy services under The Act spot purchases advocacy support when required.

There continues to be a complete geographical coverage of some form of advocacy services for a wider client group in each local authority area across Wales. However, whilst there continues to be a range of different types of advocacy services delivered across Wales, it isn't as varied or as extensive as previously reported. Building on the results of the survey, Age Cymru continue to map the range of advocacy services in each local authority area in Wales¹, undertaking follow-up interviews where necessary. The results show that some non-statutory forms of advocacy are no longer available in some areas, often as a result of the reduction or removal of the funding for the organisations providing these services. This is particularly true for older people in 2026 with the significant reduction in the number of organisations and services funded specifically for older people.



¹Advocacy Services in Wales - www.agecymru.org.uk/advocacyservicesinwales

Details of the different paid advocacy roles

For the first time during the Advocacy Counts surveys, questions were included which captured greater detail about the different types of paid advocacy roles. This inclusion had resulted from the need for additional data to inform ongoing discussions between the Welsh advocacy sector and Welsh Government about the increasingly challenging financial circumstances experienced by advocacy providers.

In Advocacy Counts 9 it was reported by respondents that these challenges had resulted from the continued lack of Welsh Government funding for commissioning IPA and restrictions to the budgets offered by statutory commissioners funding the other statutory forms of advocacy.

The additional questions in Advocacy Counts 10 revealed the following information:

Types of advocacy role	Advocacy Counts 10 2026
Independent Mental Capacity Advocates (IMCA) Providing statutory advocacy as required in the Mental Capacity Act (2005)	37
Independent Mental Health Advocates (IMHA) Providing statutory advocacy as required in the Mental Health Act (2007)	50
Independent Professional Advocates (IPA) Providing statutory advocacy as required in the Social Services and Well-being (Wales) Act (2014)	65
Other non-statutory paid advocates	87
Average salary range for full-time equivalent frontline advocates	£22,293 – £38,513.71
Mean average salary for full-time equivalent frontline advocates	£27,311

Many advocacy organisations commented that the average salary figures have been impacted by the lack of appropriate increases in funding from statutory commissioners, which has resulted in advocates' salaries being lower than those of similarly skilled and qualified professions.

“The advocates that work for us work to a high standard of delivery, but due to the lack of funding provided, we aren’t able to compensate them to the level that they should receive. We therefore lose staff once qualified to, quite often, health and local authorities, who ironically are the ones that fund us originally, who offer better pay bands”.

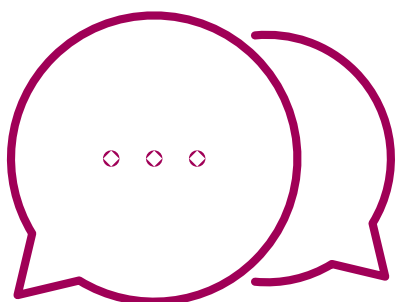
The only exception is the average salary of one organisation which is funded directly by Welsh Government. The advocacy organisations commented further that this average salary of nearly £39,000 is perceived to be at the appropriate level for a highly skilled, trained advocate and would have been achievable if commissioners had provided budgetary increases to commissioned services over the past 15 years at the relevant inflationary levels. No other organisation had an average salary of over £30,000 due to the lack of appropriate annual increases in funding from statutory commissioners and other funders.

Language

In providing advocacy services to ensure citizens' voices are heard and their wishes respected, it is necessary to offer support in the medium with which they are most comfortable whether that is English or Welsh.

The percentage of organisations with Welsh speaking advocates has increased significantly from 57% to 84% since Advocacy Counts 9. The actual number of Welsh speaking advocates also rose 45 to 49.

The uptake of advocacy support through the medium of Welsh continues to be low. Around 80% of services continued to report that less than 10% or none of their support was provided in Welsh. As in Advocacy Count 9, four organisations reported a more significant amount of Welsh being used with one reporting that Welsh was used in over 50% of their casework.



Quality and standards

In 2024, 57% of respondents had the Quality Performance Mark (QPM). In 2026 this figure has remained at the same level with a small increase in the number of organisations actively working towards achieving the QPM. The increase was from 10% to 16% over the past two years. Overall, the percentage of organisations who don't have the QPM and aren't working towards it has reduced to around 25%. Discussions with advocacy organisations revealed that increased costs for schemes such as the QPM and others that help to demonstrate the quality of an organisation have put additional financial pressure on organisations due to lower budgets.

The proportion of organisations whose staff now have the City and Guild's National Advocacy Qualification, or are working towards achieving it, has fallen slightly from just over 80% in 2024 to 74% in 2026. The number of organisations who also have advocates that either have or are working towards the BA in Advocacy qualification has increased from one to two. Overall, this means there are two organisations who don't have advocates with a formal qualification and aren't working towards achieving it.

When asked about training needs, NHS Complaints Guidance, Managing Client Expectations, Dealing with Challenging Behaviours, Supervising and Performance Managing Advocates, Non-Instructed Advocacy, Social Services and Well-being Wales Act, Neurodiversity Awareness, Person-Centred Approaches, ASSIST, Substance Use, Mental Health First Aid, Professional Boundaries, Having Difficult Conversations, Deprivation of Liberty Safeguards and Reflective Practice were mentioned.

Analysis

Advocacy Counts 10 provides an updated snapshot of advocacy provision in Wales for adults, with a particular emphasis on older people (50+).

The Advocacy Counts survey was completed for the first time during 2026 by the provider of statutory Health and Social Care complaints advocacy and the two statutory children's advocacy providers in relation to parental advocacy. Without these contributions, the reductions in numbers of advocates and services would have been even greater due to several established providers either ceasing to exist or stopping delivering advocacy over the past two years.

The decreases in advocacy services dedicated to supporting older people have been even more stark with significant reductions in the number of organisations, services and advocates specifically supporting older people. These reductions have resulted in much fewer older people receiving support from organisations dedicated to supporting them. The overall number of older people supported by all service types has also decreased.

The comments submitted to the Advocacy Counts 10 questions, along with follow-up interviews with respondents and discussions at advocacy network meetings across Wales, suggest that many of the reductions continue to be because of real term funding reductions. Many of the factors cited for the trend of continuing decreases in most of the key statistics have remained the same over the past three Advocacy Counts surveys and reports.

They can be summarised as:

- standstill or reduced budgets
- short term funding often with late confirmation
- continued lack of bespoke Welsh Government funding for local authorities to commission IPA

- lack of knowledge about advocacy from professionals in statutory bodies due to greater turnover of professionals, resulting in key contacts disappearing
- lack of other support services to signpost people to for support resulting in more pressure on advocacy as an alternative
- increased demand
- increase in parental advocacy cases.

All these factors have increased the pressure on an already stretched profession and have resulted in:

- increased number of cases for adults of all ages despite fewer services and advocates overall
- cases taking longer
- advocates having bigger, more complex case loads
- increased proportion of advocacy services with waiting lists
- challenges of recruiting and retaining advocates
- organisations ceasing to deliver advocacy as a result of decommissioning
- commissioners diverting funding to provide statutory advocacy
- reduced range of advocacy being available
- some of the larger advocacy organisations supporting adults of all ages ceasing to offer dedicated services for older people
- older people not getting the same expertise of support through organisations supporting adults of all ages as they did from organisations specialising in support for those aged 50+.

As anticipated during previous Advocacy Counts surveys, the fulfillment of statutory requirements for advocacy commissioning seems to have diverted local funding away from other forms of lower level, preventative, community-based advocacy resulting in a reduced range of these services and some organisations ceasing to exist or offer advocacy. The recommissioning of some forms of statutory advocacy has also culminated in a smaller number of organisations delivering these services, resulting in several established advocacy organisations ceasing to deliver advocacy since 2024.

With challenging financial circumstances impacting on many people across Wales, the significant increases in the numbers and complexity of referrals have continued to put even more pressure on advocacy services at a time when the majority have reduced finances, services and advocates. To compound this, as the cases have become more complex and time consuming, advocates have been unable to support as many cases at any one time, with more organisations implementing longer waiting lists than previously reported. The reduction in the range and number of other support services to signpost people to for support has resulted in people looking for advocates to support them with issues that go beyond the bounds of advocacy.

Follow-up interviews with respondents and discussions at advocacy network meetings across Wales have continued to identify the impact of the increase in the number of adult advocacy cases where advocates have been required to support the parents of children who are the subject of child protection proceedings. These cases are complex and disproportionately time-consuming compared to other cases, with cases often requiring advocates to attend court proceedings for days at a

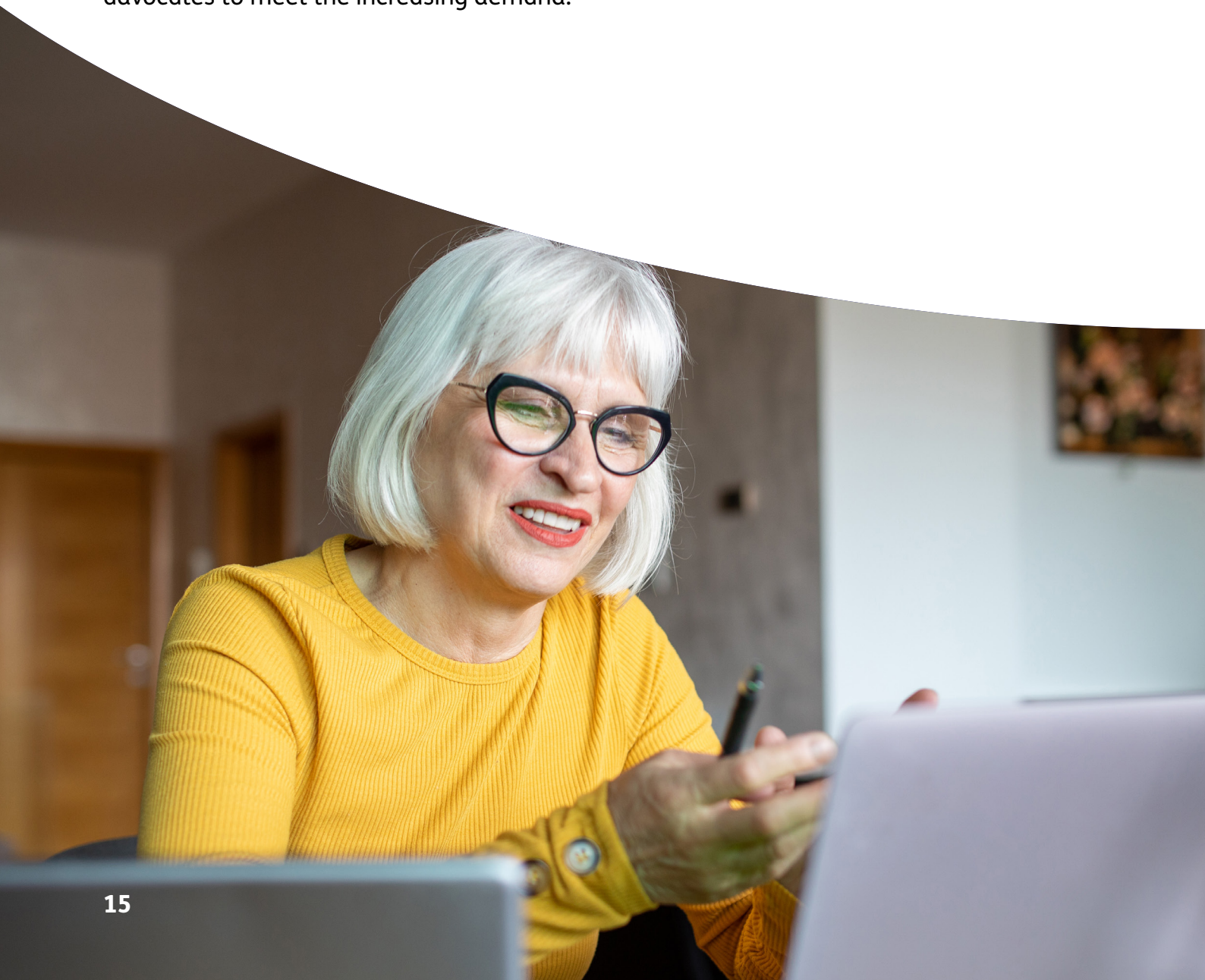
time and therefore unable to support other clients during that period. In the majority of cases, commissioners continue to provide little or no additional funding for support that wasn't anticipated at the time of commissioning. Without increased finances to enable additional advocates to support clients with other support needs, the overall number of people supported in other key areas of contracted advocacy services has reduced and the waiting lists have increased for some organisations. The two commissioned organisations that deliver statutory children's advocacy also provide parental advocacy. They have both completed the Advocacy Counts survey for the first time in relation to the adult advocacy they provide which has helped to obtain a more complete picture.

Challenging financial circumstances and high levels of inflation impacting on society in general have also impacted personally on many advocates. These challenges have continued to be exacerbated by the lack of increases in advocates' salaries, which are generally perceived to be lower than those of similarly skilled and qualified professions. The increased complexity of casework has put more pressure on advocates, leading to more stress, more sick leave which then puts more pressure on advocates that are in work. For many organisations it has continued to be increasingly challenging to retain and recruit advocates.



Very few organisations report being able to recruit qualified advocates, with most supporting trainee advocates to complete the advocacy qualification whilst undertaking a reduced caseload. With only one academic institution delivering the main advocacy qualification and many organisations needing their trainee advocates to undertake the course, the waiting times to begin training have become much longer. This has resulted in even greater delays in new advocates taking on a full caseload and acquiring the knowledge and experience to undertake more complex cases for some advocacy organisations. With the time to become a qualified advocate often taking several years, recruiting trainee advocates is far from an ideal solution to the challenge of ensuring sufficient numbers of appropriate advocates to meet the increasing demand.

Follow-up interviews and discussions with advocacy providers suggest that there continues to be little progress in extending the understanding and awareness of advocacy to potential service users or to professionals working in statutory bodies. Indeed, reduced budgets within statutory bodies have continued to result in a greater turnover of professionals than experienced previously, resulting in key contacts disappearing and an overall reduction in awareness of advocacy services and the requirements for advocacy support. More training and information continue to be required by social workers and health professionals who work directly with potential beneficiaries of advocacy services.



Conclusions and recommendations

Without increased, secured, sustainable longer-term funding, all the challenges highlighted by this survey and previous surveys will continue to escalate putting ever great pressure on advocacy organisations and advocates. Despite these challenges, advocates across Wales continue to strive to offer the best support possible to people seeking help to understand their rights and have their voices heard.

Over the past two years the advocacy sector across Wales has continued to become more united in sharing information and common challenges. The managers of advocacy organisations have met regularly and combined to make joint representations to Welsh Government about the predicament facing the sector.

In times of adversity, the collective voice of advocates advocating for themselves and the people they support has become louder and stronger. To improve the situation, the sector needs Welsh Government to build on the understanding and concern they have expressed and convert these into actions that will ensure sustainability, growth and fairness across the whole advocacy sector.

Age Cymru is particularly concerned about the reduction in the number of specialist organisations, advocacy services and advocates specifically supporting older people. As a result, we are concerned that older people won't be getting the same level of expertise through services supporting adults of all ages as they would from organisations dedicated to supporting those aged 50+. The overall reductions in organisations providing advocacy support for adults of all ages that older people could access is also concerning. This results in fewer opportunities for older people to access advocacy services focusing on early intervention, prevention, and community-based advocacy, as evidenced by the

reduction in the overall number of older people supported over the past two years.

Age Cymru remains committed to supporting the development of the independent advocacy sector in Wales and views it as a vital tool to secure the well-being of all citizens, not just that of older people.

This has been demonstrated through Age Cymru securing funding to delivery advocacy directly to older people, support the wider advocacy sector and offer training opportunities across the whole advocacy sector. The HOPE project continues to ensure low level, volunteer delivered, community-based advocacy is available for older people and their carers in all areas of Wales. The Dementia Advocacy project ensures specialist support is available for adults across Wales. Age Cymru also continues to promote and make available the support and resources developed for the advocacy sector in Wales during GTAP.

For further information, please contact Age Cymru by emailing advocacy@agecymru.org.uk

Please note:

The Advocacy Counts survey respondents are self-selecting. Responses are based on whether they provide funded advocacy services that are specifically for or include older people as part of their client group. While we endeavour to collect data from all providers, completion of the survey isn't mandatory.

The data which we collected was longitudinal and therefore mirrored the other surveys in our series but we have extracted data to paint the fullest picture of advocacy services in Wales, making the data useful to commissioners, providers, and citizens alike.

3. Developments in advocacy in Wales

The 10 Advocacy Counts surveys and reports that have been undertaken over the past 19 years have captured major developments in the advocacy sector in Wales.

Every two years they have captured a snapshot of the advocacy provision in Wales for adults, reporting on the fluctuations in a wide range of categories covering the quantity and quality of advocacy provision.

Alongside these findings, the reports have detailed the broader developments within which the Welsh advocacy sector has operated. These have included significant legislative developments impacting on advocacy such as Health and Social Care related Acts introduced by the UK and Welsh Governments. They have mapped the funding and commissioning changes that have occurred for nearly 20 years and also the impact of factors such as Covid-19 and the cost-of-living crisis.

The main developments reported during the course of the Advocacy Counts surveys and reports are summarised in the following timeline graphic.



Advocacy Counts Timeline



2004

- Age Concern organises first advocacy network for older people.
- Age Cymru become secretariat from 2006.



2005

- Mental Capacity Act



2006

- Older People's Commissioner for Wales
- National Health Service (Wales) Act



2007

- Advocacy Counts 1
- Mental Health Act (Welsh measure)



2008

- QPM started



2010

- Manifesto for Independent Advocacy across England and Wales with Action for Advocacy



2011

- Big Lottery Advantage Fund



2012-14

- Age Cymru campaigning for advocacy and safeguarding to be included in the Social Services and Well-being (Wales) Act





2014

- Social Services and Well-being (Wales) Act. Implemented in 2016



2017

- Additional regional advocacy networks established



2019

- Children's advocacy regulated under RISCA



2020-21

- Covid surveys



2023

- Advocacy managers group making representations to Welsh Government
- Llais established following Health and Social Care (Quality and Engagement) (Wales) Act

2016

- Part 10 Code of Practice (advocacy). Revised 2020
- Advocacy training in the Act seminars
- Golden Thread Advocacy Programme (GTAP)
- Advocacy network extended to all adult advocacy providers
- Regulation and Inspection of Social Care (Wales) Act (RISCA)



2018

- Advocacy Awareness Weeks established
- Decline of non-statutory advocacy especially older people's advocacy



2020

- HOPE continues the GTAP work supporting the advocacy sector in Wales
- Big Event webinars begin
- HOPE enabled additional CPD support for the advocacy sector in Wales
- Covid-19
- Advocacy Level 4 qualification



2021-22

- Cost of living issues for advocacy providers



4. Acknowledgements

Age Cymru is grateful to all the advocacy service providers who took time to complete the online survey and to those who agreed to be contacted in order to get some more detailed responses to some of the issues raised.

We'd also like to thank everyone who assisted in preparing the survey to go live and in the production of the report.

For further information, please contact:

Louise Hughes
Head of Safeguarding and Advocacy
Age Cymru
St Andrews Park
Queen's Lane
Bromfield Industrial Park
Mold
Flintshire
CH7 1XB

01352 706228
louise.hughes@agecymru.org.uk

Or for general enquiries:

Age Cymru
Ground Floor
Mariners House
Trident Court
East Moors Road
Cardiff
CF24 5TD

029 2043 1555
enquiries@agecymru.org.uk



Age Cymru, Ground Floor, Mariners House,
Trident Court, East Moors Road, Cardiff CF24 5TD

Tel: 029 2043 1555 Fax: 029 2047 1418

E-mail: enquiries@agecymru.org.uk

www.agecymru.wales

Follow us on:  facebook.com/agecymru  x.com/agecymru



Age Cymru is a registered charity 1128436. Company limited by guarantee and registered in England and Wales 6837284. Registered office as above. ©Age Cymru 2026