

Developing a London-wide Advice Strategy

The story so far and next steps

Steering Group

- ☐ James Sandbach, Development Manager of London Citizens Advice
- ☐ Lizzie Mahoney, Senior Policy Officer at the GLA
- ☐ Chris Scutt, Senior Programme Manager, LLST;
Nezahat Cihan, CEO, LLST;
- ☐ Misak Ohanian, CEO, The Centre for Armenian Information and Advice;
- ☐ Sandra Jones, Funding Manager, City Bridge Trust and
- ☐ Taylan Sahbaz, Centre Coordinator, DayMer Turkish and Kurdish Community Centre

Why do we need a strategy?

Q: What do you think a London-wide Advice strategy could help the advice sector with?

Have your say at:

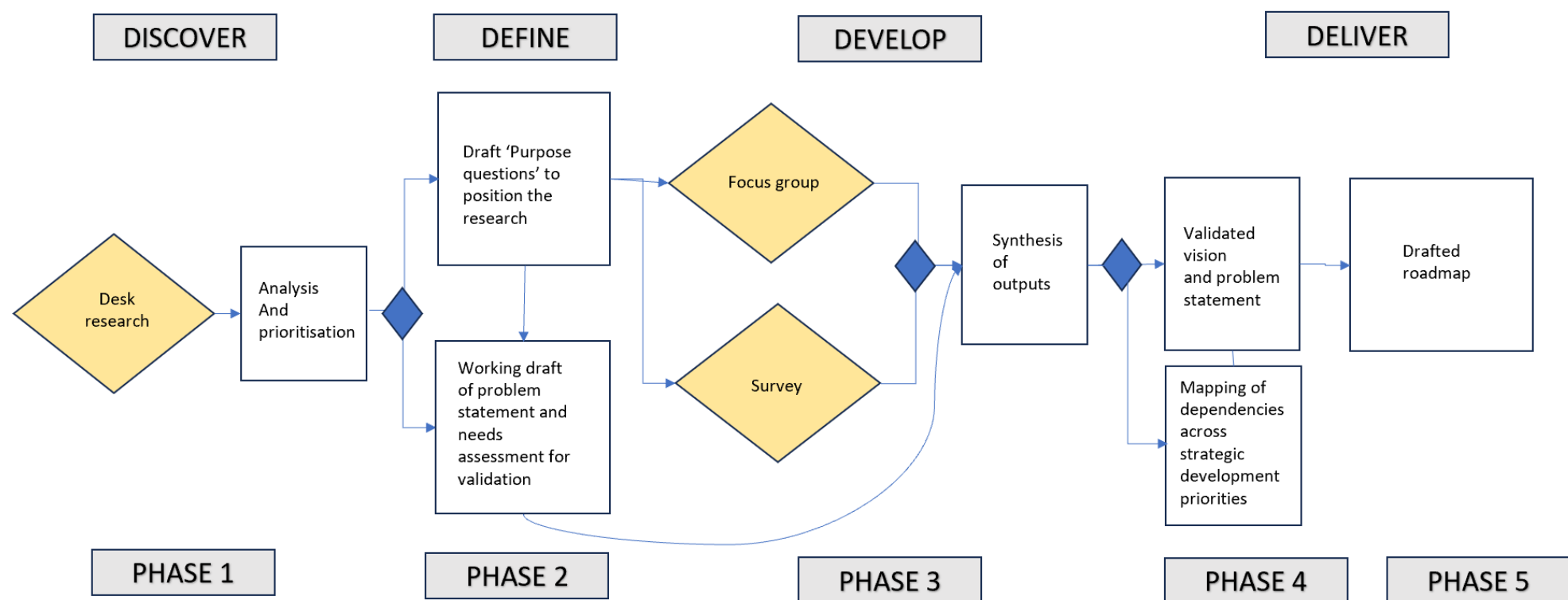
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- Develop collaboration
- Improve sustainability and funding
- Enhance workforce and wellbeing

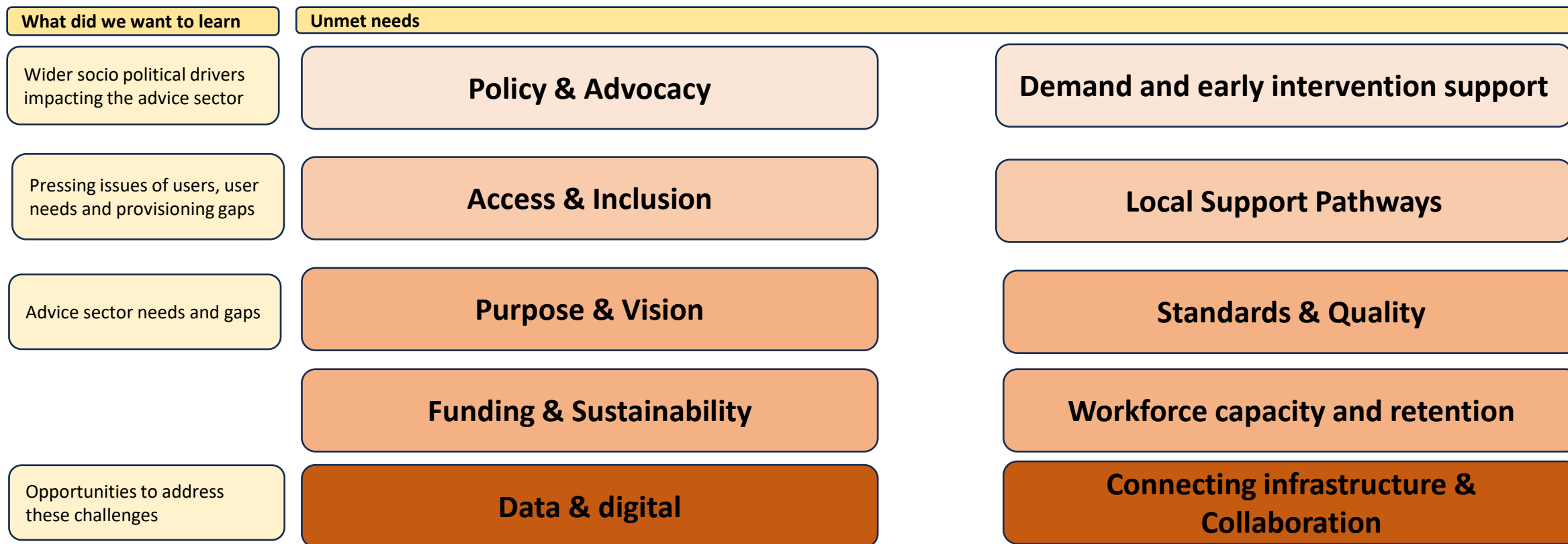
The Vision

By 2030 all Londoners will have improved access to the help they need by improving the quality, reach and access to [social welfare? Specialist?] advice. We want enable individuals to be empowered to manage their own needs and to know where to go to access support when they need it.

Roadmap Process



Priorities



Focus Groups

Funders

**Umbrella
bodies**

**Frontline
advice
providers**

**ICSs and
health
bodies**

**Local
Authorities**

**Membership
bodies**

Focus Group Outputs

1. Access and inclusion: Strategic engagement of clients and local advice organisations
2. Collaboration: Build an adaptable 'community of practice' to tackle common challenges
3. Connecting services: Develop processes and improved access across referral pathways
4. Data & Digital: Enable the targeted use of digital to improve access and data sharing
5. Funding: Improve systems and access to sustainable funding streams
6. Local support pathways: Developing strong connections across local referral pathways
7. Needs driven support: Enable tailored support to meet practical and cultural needs of clients
8. Policy & advocacy: Build a case for change to improve policies to reduce the need for advice and better support those who need it
9. Prevention & early intervention: Enable earlier stage interventions increasing awareness and early stage support
10. Recruitment skills & retention: Developing the advice work as a positive long term career choice
11. Standards: Create a flexible set of common standards for advice provision
12. Vision & strategy: Develop a clear sense of purpose across the advice sector for its value, capabilities to support clients



Focus Group Synthesis

Whether there should be a London wide advice strategy

There was value in having an advice strategy and that this had the potential to strengthen the sector

What should the purpose of the strategy be

To be practical and actionable to tackle the increasing demands on the sector and those they support.
To use the collective knowledge and voice of the sector to make a case for advice and to deliver better outcomes to clients.

What should the LAS cover?

Of the 400 insights gathered from the focus groups, we identified 12 themes the strategy should cover, these substantially overlapped with the desk research

What are the challenges in trying to develop the LAS?

Funding is a significant challenge to enable the development and delivery of a strategy

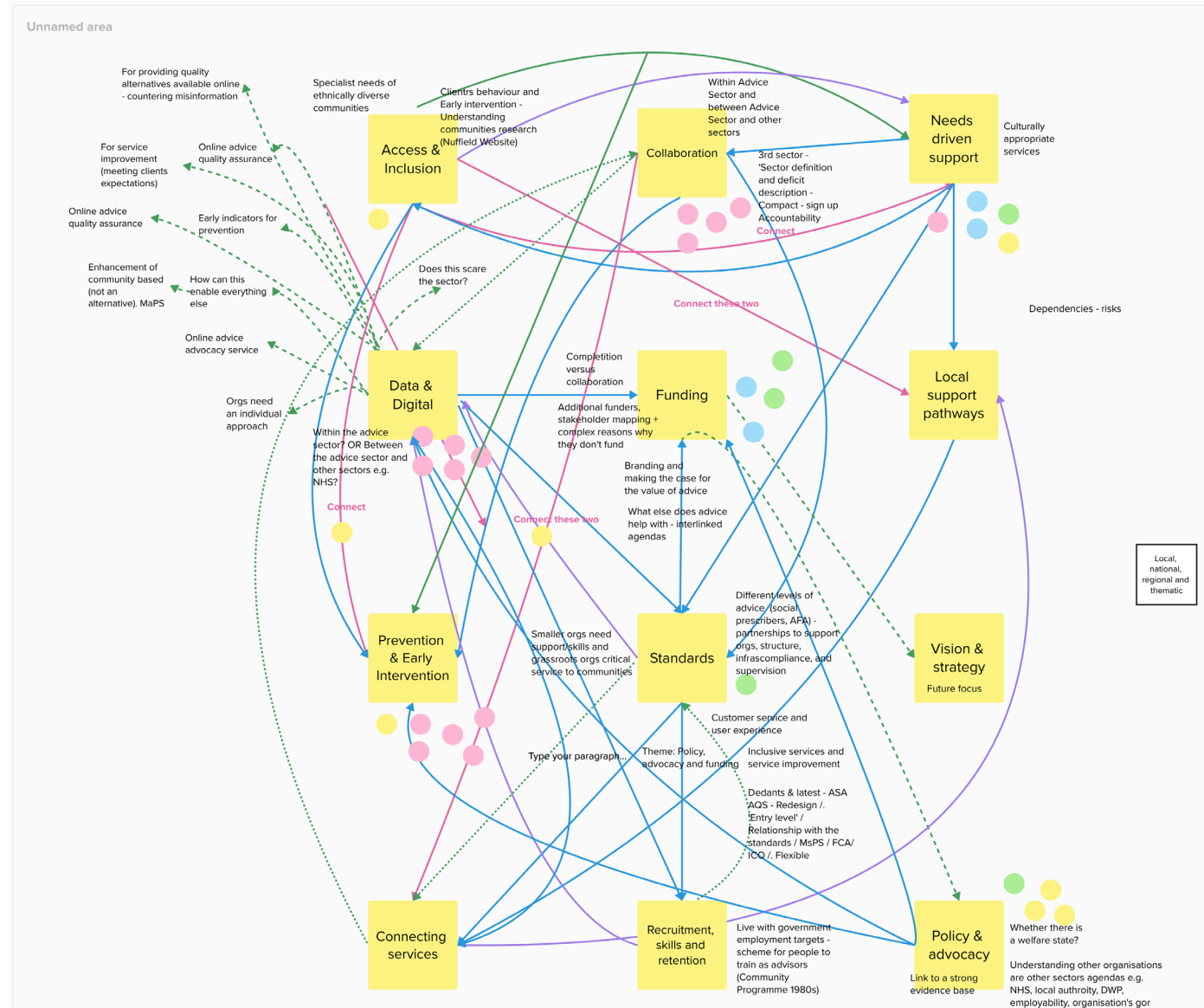
Changes to the wider policy landscape including additional cuts to benefits and health budgets

Capacity is a significant challenge nearly all stakeholders identified

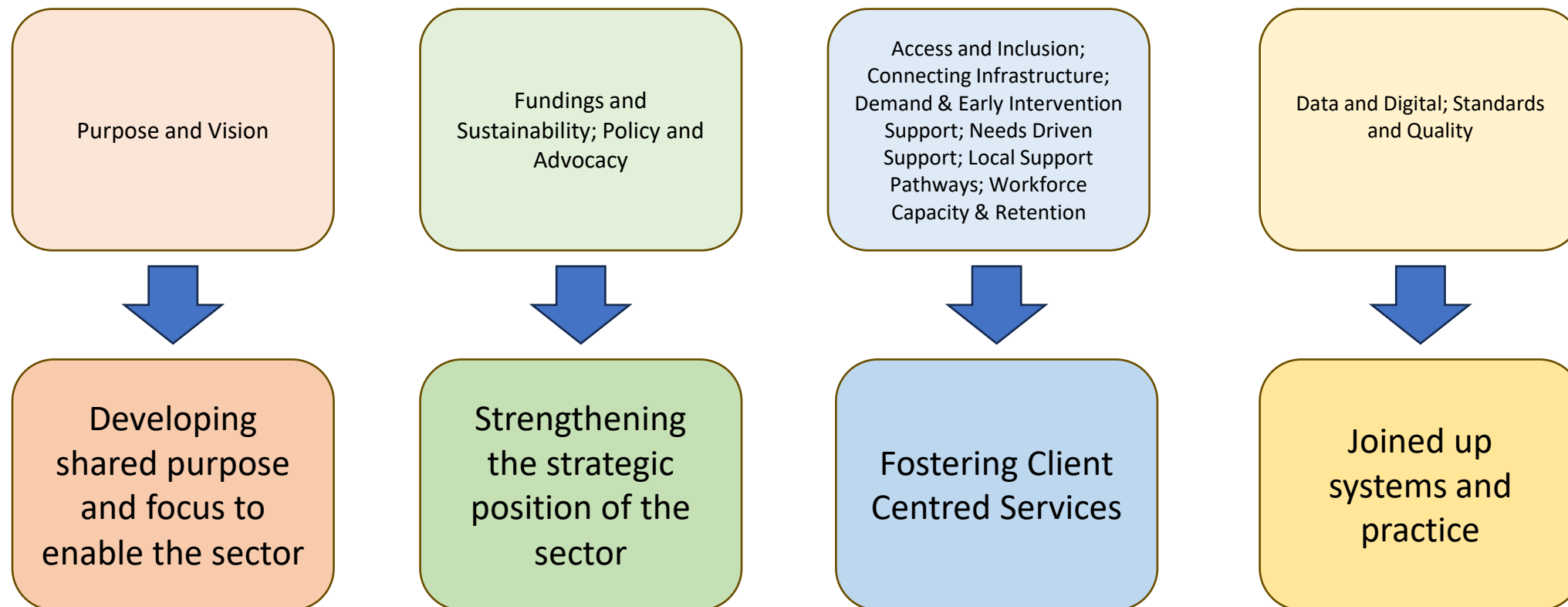
How to build consensus across the sector (given its breadth)

How to build a strategy that is responsive to a rapidly changing policy landscape

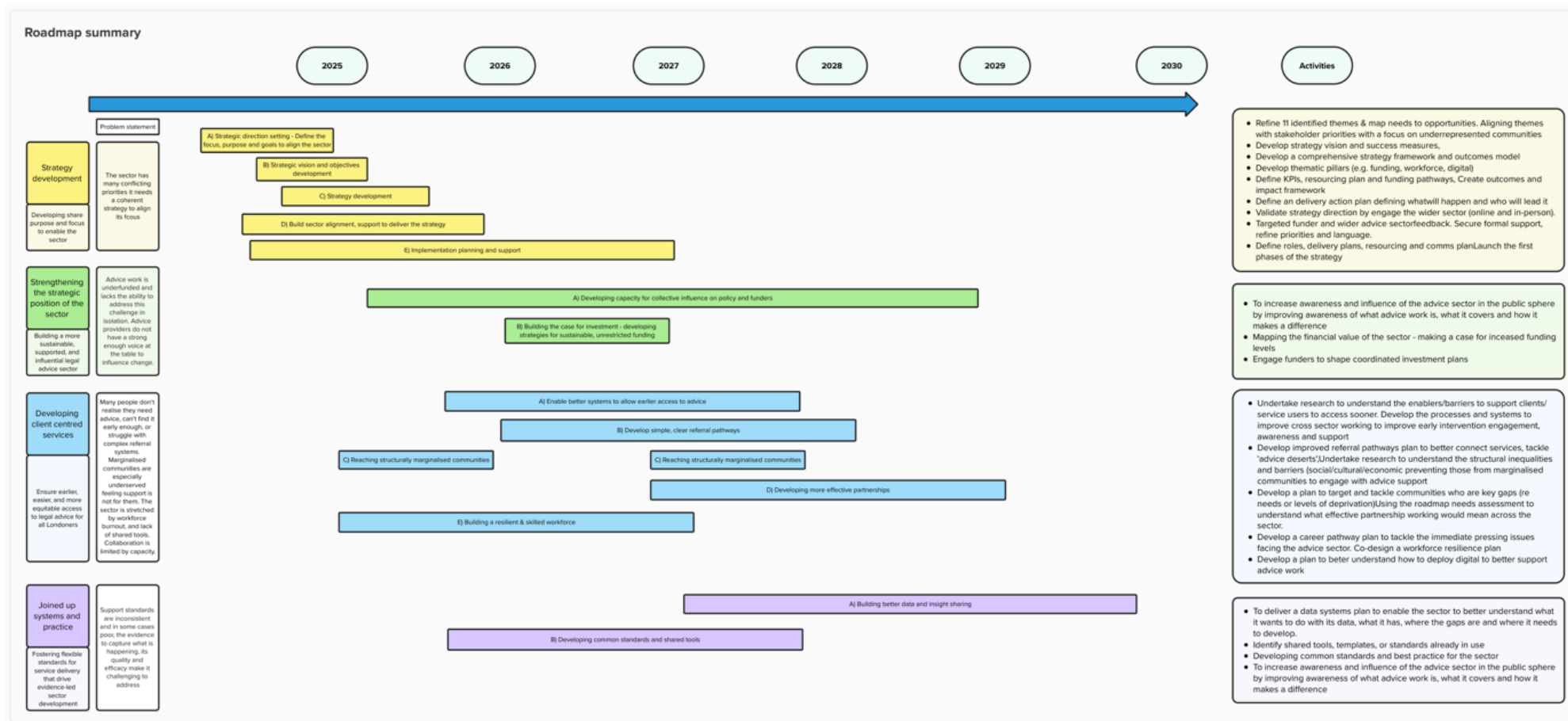
Dependencies



Focus Group Findings



High Level Roadmap



The Roadmap, emerging themes

- Shared purpose and vision – strengthening the eco-system
- Access and inclusion – needs driven support, client centred services with prevention and early intervention built-in
- Sustainability - improve systems and access to sustainable funding streams to underpin sustainability
- Standards – developing a flexible set of common standards for advice provision
- Recruitment skills & retention - developing advice work as a positive long term career choice
- Collaboration – tackle common challenges, developing strong connections across local referral pathways, enable the targeted use of digital (and AI?) to improve access and data sharing
- Policy and advocacy - improve policies

The Roadmap, next steps

- Collect insight from Londoners themselves on their advice needs
- To map and engage stakeholders with specialist advice expertise
- To agree a set of standard definitions about how advice is defined
- To establish some co-design / co-ownership principles for the strategy
- To explore how we demonstrate the return on investment of investing in advice – through standardised data collection etc
- Identify how best to link in with government priorities

Strategy Principles

There was a clear consensus across all stakeholders that there should be a London wide advice strategy.

The roadmap focus group consultation and strategic consultation made it clear that any strategy moving forward needs to:

1. Be specific, practical and measurable;
2. Be grounded, realistic, and practicable;
3. Be adaptable and implementable regardless of where in advice work it is being used;
4. Reflect the needs of clients and users of advice work;
5. To have a stronger voice to seek support to adequately resource advice work;
6. Ensure that the lived experience of users is central to the future direction.

Today, we want your input

Task 1 – In Groups

Using the four themes of:

1. Strategy Development
 2. Strengthening the strategic position of the sector
 3. Fostering client-centred services
 4. Joined up systems and practice
- Discuss the activities currently allocated to them
 - Assess if they are the correct activities in the correct bucket, or if anything missing

Today, we want your input

Task 2, In Groups

- What role could you play in developing / implementing the strategy?
- Considerations – from an individual / organisational perspective; how much time;

If you would like to get involved or find out more, please contact:

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