

Helping Hands: Valuing the Advice Workforce Conference

The [Advising Londoners Partnership](#) and AWDF have joined forces to put on a sector-wide Conference around valuing the Advice Workforce. The event will bring together professionals from across the advice sector to discuss key challenges, share best practices, and explore the future of our workforce. The Conference will have a particular focus on culture and wellbeing, sharing solutions on how to best support a diverse workforce, from organisational leadership to engaging communities of lived experience in shaping Equality, Diversity and Inclusion, people strategy and great human resource management. It is jointly organised by London Legal Support Trust (LLST) and London Citizens Advice.

This conference is open to frontline advisers including volunteers, managers and trustees in advice organisations, and partner organisations across both programmes. It will also be of interest to funders of advice, whether local authorities or trusts and foundations. Whether you work as a leader within the advice sector, or represent another stakeholder community who would like learn about systemic workforce challenges and potential solutions, we would love you to join us. We hope to share ideas and solutions and offer a safe space to discuss some of the difficult and intersecting workforce challenges that the advice sector is facing – recruitment, retention, progression, and making a career in advice organisations rewarding, fulfilling and great experience.

See the full agenda for the day below.

9:30 - 10 am Registration

Registration opens! Join us for networking before the conference begins.

10:00 - 10:35 Morning Plenary

After introductions, Dr Debbie Weekes-Bernard, Deputy Mayor of London, will kick-off with a keynote speech. More information to come.

10:40 - 11:30 Workshop Sessions

1. **Organisational Culture** – This session, led by Jo Hickman, explores how shifts in organisational culture and practical interventions can support staff retention in the advice sector.
2. **Grow Your Own Advice – how led-by-and-for partnerships are transforming the advice workforce and wider sector** – Led by Bruna Boscaini of [IRMO](#), this session highlights how community-led “grow your own advice” partnerships are reshaping the advice sector by developing inclusive, non-extractive workforce models and exploring how funders and infrastructure bodies can better support this transformative approach.
3. **Developing a London-wide Advice Strategy** – the story so far and next steps – Led by Natalie King from the Greater London Authority (GLA), this breakout room explores progress towards a pan-London Advice Strategy, sharing insights from early stakeholder engagement and offering participants a chance to shape how strategy is collaboratively developed moving forward.

11:35 - 12:25 Panel Discussion on Strategy & Culture Change

Join this panel session led by Lindsey Poole, Director of Advice Service Alliance (ASA).

12:30 - 13:30 Lunch Break

A complimentary lunch will be provided. Take this time to relax, reflect on the morning sessions, and connect with fellow attendees.

13:30 - 13:55 Afternoon Plenary

Phil Jew and Jo Hickman will facilitate a discussion around the key learning from Advice Workforce Development Fund F & Advising Londoners Partnership.

14:00 - 14:50 Workshop Sessions

1. **Staff Wellbeing** – Facilitated by Raj Kapoor from Citizens Advice Brent, and Sofia Shakir from Citizens Advice Hounslow, this interactive session creates space for honest conversation, peer learning, and practical ideas on how the advice sector can better support staff wellbeing and build healthier, more sustainable workplace culture.
2. **Pay and Conditions** – the state of the sector, recommendations, and what next? – Chaired by Liz Bayram, CEO of AdviceUK, this session marks the public launch of two new reports on pay, and benefits and working conditions in the sector, offering a chance to discuss key recommendations, explore collaborative next steps, and shape the future of workforce sustainability.
3. **Deaf and disabled people's organisations (DDPOs)** – Led by Asma Bennani from Disability Law Service and colleagues from Inclusion Barnet this session shares insights from led-by-and-for projects focused on recruiting and supporting deaf and disabled people in the advice sector, offering practical reflections to help organisations and funders build a more inclusive and sustainable workforce.

14:50 - 15:10 Tea Break

Enjoy refreshments before the next session.

15:10 -16:00 Panel Discussion

Facilitated by Raj Kapoor, CEO of Citizens Advice Brent, the afternoon panel discussion will bring together a variety of

workforce-development related themes from across the Advice Workforce Development Fund programme, including insights from Grow Your Own Advice, and Deaf and Disabled People's, projects, as well as the way the Apprenticeship Levy is being used to support apprentices in their training within the field of social welfare law and advice. Panellists (TBC) will include: Tracey Lazard, CEO of Inclusion London; Eddie Coppinger, CEO of Legal Advice Centre (University House); Julie Bishop, CEO of Law Centres Network; and Liam Randall, Head of Data & Impact with the Debt Free Advice partnership.

16:00- 16:30 Closing Remarks

A final reflection on the day's discussion, key takeaways, and what comes next.