



People, Partnerships, Purpose, Pan London

Learning from the Advice Workforce Development Fund (AWDF) & Advising Londoners Partnership (ALP)

Helping Hands Conference – June 2025
Phil Jew – Learning Partner

Two powerful programmes: strategic and Pan-London

Both traced back to
Advising Londoners
report, 2020 (ASA)

Advice Workforce Development Fund

Funded training, apprenticeships, peer support and 'grow your own' recruitment and development across 8 partnerships

Advising Londoners Partnership

£7.5m investment by GLA, supporting 41 agencies across London to provide advice, referral routes, traineeships, apprenticeships, wellbeing support and Advice First Aid training

Achievements



Advising Londoners Partnership (to March 25)



70,000 Londoners Advised



£32 million in financial improvements ~ 5:1 return on investment



>2600 trained through Advice First Aid



Advice Workforce Development Programme



21 Apprentice and Trainee Solicitors



46 New Trainee Advisers, diversity and lived experience



Nearly 400 staff trained

Learning: Collaboration

- The vital importance of cross-sector partnership work
- Equality, Diversity and Inclusion: learning from by and for agencies, DDPOs, community orgs
- Resources, capacity and investment required for collaboration: building trust and understanding

Learning: Voices, Stories

- The most instructive learning has come from hearing client, staff and trainee stories
- We have heard about people's paths to seeking advice and working in the advice sector, what motivates them, what they value
- The need for proactive, positive messages about advice work, training, development, support, trust

Learning: Training and Support

- Tailored, flexible, culturally appropriate training is needed
- Ability to train without the burden of output targets
- Advice First Aid works – new referral routes, raised awareness
- Peer support helps new entrants and existing staff
- Central coordination of training and development is needed

Learning: Recruitment, Retention

- Understanding and explaining pathways and motivations
- Sharing best practice in approaches: learning from DDPOs etc
- Central marketing of advice sector as a workplace is needed: an advice workforce hub

What next?

Secure

Secure long-term funding to retain skilled staff and social capital

Invest in

Invest in pan-London coordination of training, marketing, peer learning, trainee roles, leadership, infrastructure

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