

## About London Citizens Advice: A service for Londoners

Based in every London community, London Citizens Advice is the consortium of **28 local Citizens Advice** charities operating in Greater London. We offer a diverse range of services embedded in local communities across London's boroughs, meeting the advice needs of Londoners where they are. Our service is multi-channel, delivered by phone, email, video and face to face appointments with advisers that take place in our offices across London and at our outreach services in libraries, community centres, Foodbanks, Family Hubs and Children's Centers, local authority contact centres, GP surgeries and other settings. Our network takes advice out into the community, and our locally based model enables us act as community anchors, run by and with the communities we serve. **Every year we help over 200,000 Londoners.**

## Our Projects

- **Advising Londoners Partnership.** Our network of local offices collaborating with London Legal Support Trust funded legal advice centres, and engaging with grass-roots, faith and community groups has delivered extensive outreach advice especially targeted at vulnerable Londoners impacted by the cost of living crisis.
- We have also supported our community partners through our extensive **Advice First Aid** Training Programme, sessions about support and signposting have been delivered in all London boroughs.
- We are key delivery partners for London with Toynbee Hall in the **Debt Free Advice** partnership funded by the Money Advice and Pensions Service (MaPS). With MaPs own survey showing that 30% of adult Londoners have a high need of debt advice, this is an essential lifeline.
- As part of our campaigns work to increase take up of available support, we have worked with the **Food Roots** partnerships providing community based training on the NHS Health Start Scheme.
- We are a major referral partner to **WorkWell**, a new holistic programme of support tailored to people with health conditions to improve wellbeing through maintaining meaningful employment.
- We are key partners in the **Advice Workforce Development Programme**, including delivery of traineeship projects under the London Funders (led by London Legal Support Trust) Propel initiative to develop new pathways into working social welfare advice.

## Our partnership with the GLA and London boroughs

London Citizens Advice has developed a strong partnership with the Greater London Authority, building on existing borough level partnerships, supporting key initiatives such as the Advising Londoners Partnership, Advice in Community settings programme, and Food Roots partnerships, and new subregional partnerships such as Workwell. Across our network, local Citizens Advice are lead and key partners in multi-agency advice networks in many London boroughs.

## Our regional strategy

London faces many challenges, often due to the high cost of living, a housing crisis, uneven skills and employment outcomes, and significant health inequalities. 183,000 Londoners live in temporary accommodation, there are high rates of child poverty; many households comprised of single people with children (53%) and Black and minority ethnic groups (38%) are living in poverty. Our approach to tackling these issues is to form effective strategic partnerships at regional, subregional and borough levels – working with Food Banks, NHS partners and many organisations to extend support, improve access to justice, and leverage the capabilities of our network. We also undertake strategic policy work to offer a voice for Londoners.

Visit [www.londoncitizensadvice.org.uk](http://www.londoncitizensadvice.org.uk) to find out more.

# ADVISING LONDONERS PARTNERSHIP

## Improving Londoners' Finances and Wellbeing Together

The Advising Londoners Partnership (originally the [Cost-of-Living Crisis Prevention Advice Project](#)) is a strategic collaboration between the [Greater London Authority](#), [London Legal Support Trust](#) and [London Citizens Advice](#). It funds 41 local Citizens Advice, Law Centres and other advice agencies, working with community and faith groups, and a training programme known as 'Advice First Aid' to boost the supply of much needed welfare advice for hard-up Londoners. It commenced in September 2022 and is now in its third year. This graphic summarises achievements over the first two and a half years of the project.



**70,000 Londoners helped.**  
**24,400 Londoners attended cost-of-living events.**



**£32 million financial improvements for Londoners**  
**4.6:1 return on investment<sup>1</sup>: £536 for every person advised<sup>\*</sup>**



**38% of people had not received advice before.**  
**Over 84% were in a better situation with improved understanding of rights, money and help available.**  
**Two thirds were less worried after the advice.<sup>2</sup>**



**179 [Advice First Aid Training](#) courses for over 2600 people from community agencies, increasing knowledge of social welfare rights, resources and options.<sup>3</sup>**



**Over 200 new partnerships between advice agencies, community and faith agencies across London.**  
**Collaboration has strengthened relationships and created new inter-agency referral routes.**

1. For every £1 invested in the Project by the GLA, the finances of Londoners who were advised improved by £4.61.

<sup>\*</sup>Average.

2. Results of a client feedback survey responded to by 120 people in March/April 2024.

3. Advice First Aid training supports people in non-advice roles in community and faith groups to help people in hardship.

***"I'm grateful for all the support I've received so far.  
Nobody else has been this helpful and I feel more  
hope than ever before. I hope I continue to receive  
support from you."***

