

Working Together for Advice



Working Together for Advice: an overview

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Advice Services Alliance



What is it?

- Funded under Big Lottery Fund's Advice Plus programme
- £5,714,742 over 3 years
- First time the national networks have worked together at this level
- Developing the infrastructure of advice services
- Main beneficiaries are advice agencies in England

Who's doing it?

A consortium of advice networks:

- Advice Services Alliance
- Advice UK
- Age Concern England
- Citizens Advice
- Law Centres Federation
- Youth Access



What will it achieve?

- increase access to advice
- enhance the quality of advice
- demonstrate the value of advice
- improve the efficiency of advice services
- build the capacity of the advice sector

How will it work?

Eight workstreams:

- Developing access to advice
- **User and stakeholder involvement**
- Enhancing frontline advice
- Developing a quality mark
- Advice outcomes
- Developing discrimination advice
- Workforce development and training
- **Promoting advice**

What has it achieved so far?

- A draft set of quality standards
- A register of trainers
- Advice Week 2008
- Resources on partnership working
- Support to 29 agencies on partnership development
- National Advice Sector Development Forum



What's to come?

- Training
- Piloting and evaluation of three different models of access to advice services
- Introduction of a sector-wide quality mark
- Best practice online guidance on outcome measures for advice



For more details of any of the workstreams,
contact:

ida.forster@asauk.org.uk

or look at ASA's website:

www.asa.org.uk/wtfa



**advice
services
alliance**

advice UK
The voice of independent advice

AGE
Concern



Law Centres Federation
Legal action for the community



youth
ACCESS
to information, advice and counselling

User and Stakeholder Involvement

The overall aim of this workstream is to increase user and stakeholder involvement in the management and development of advice services.



How are we doing this?

- identify ways to motivate users and stakeholders to be involved, taking into account the range of users across the advice sector
- review existing good practice, from across voluntary, statutory and private sectors, in user involvement
- develop methodologies to improve user and stakeholder involvement in the development and provision of advice services
- identify the resources needed by advice services to embed user and stakeholder involvement in their organisation



How are we doing this?

- develop a toolkit and training for advice agencies on user and stakeholder involvement
- pilot and adapt a range of user and stakeholder involvement methods with advice agencies
- roll out training across nine English regions in user and stakeholder involvement and using the toolkit
- co-ordinate the linkage between local level and national level involvement to ensure the user and stakeholder involvement on strategic decisions at national and regional levels.



The Pilot Toolkit

- Before involvement-engaging with and involving service users and stakeholders
- A 'self-assessment' tool
- Working with users and stakeholders
- After involvement-using what you have learnt

Over to you - self assessment

- Where do you see your organisation in terms of involvement?
- Is a self-assessment method appropriate?
- What other methods and tools would enable you to develop involvement work?

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Promoting Advice

- The need
- Objectives
 - Raise awareness of advice
 - Increase awareness of the value of advice and its benefits
 - Improve the capacity among advice networks and member agencies to use media and marketing



Promoting Advice – surveys

– Public perception

- 18-24 year olds are most likely to experience problems but least likely to seek formal advice
- Non white people are asking for help but from sources other than dedicated advice giving agencies
- The most marked difference between likelihood of experiencing problems and likelihood of seeking advice from a dedicated advice giving agency can be seen in social grade E

– Stakeholders' perceptions of advice

- 87% viewed Advice Services as a partner in the delivery of their targets and or objectives
- 96% were either usually or completely an advocate
- 96% believed the advice service provided good or very good value for money.

– Media and marketing capacity of frontline agencies

- Only 31% of frontline agencies have a communication strategy
- Barriers: time 76%, finance 76%, skills and knowledge 53%

ADVICE CHANGES LIVES



Advice Week 2008

OVER 40% OF PEOPLE EXPERIENCE A PROBLEM
THEY WOULD LIKE ADVICE ON.

GET HELP. VOLUNTEER. DONATE.

For more information contact:

Supported by:



Advice Week 2009

Date:

w/c 12 October 2009

Theme:

Get help before your
problem turns into a crisis



Advice Week 2009

Objectives

- Raise awareness of self help materials
- Raise awareness of advice services for those who have English as a second language
- Raise funds for your charity
- Recruit volunteers for your charity

Please note: not everybody will want to do all of these, which is why frontline agencies can choose one or more of them. The Advice Week resource pack will cover all of these objectives with suggestions for activities.



How can you get involved?

- Organise events
- Work with local businesses
- Work with partners in the project
- Write to the media
- Contact your MP
- Contact local Councillors



MP's Pledge day

- 13 October 2009
- 4-6pm
- House of Commons
- All national partners have been invited
- We hope it will spread across the sector



MP's Pledge day – over to you

- What is going to make MPs turn up?
- What would you like to see MPs pledging?
- How can we get their support – so turning their pledge into reality?

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Promoting Advice officer

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Thank you

- Thank you all for listening and participating in our whole workshop.
- Does anybody have any questions?

