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| <p><b>Our objectives are to:</b></p>   | <p>Meet client access needs</p>   | <p>Actively reach out to those who need adapted support</p>  | <p>Meet client advice needs</p>   | <p>Anticipate future challenges so that Citizens Advice East Herts survives and thrives</p>   |
| <p><b>We will achieve this by:</b></p> | <p>Meeting access needs for all advice channels: Messageline, Adviceline, Email, Webchat, Facebook Messenger, Face to Face.</p> <p>Consolidating Contact Centres, reviewing and expanding or changing direction.</p> <p>Understanding client access needs by gathering evidence and intelligence, including Access Surveys with specific focus.</p> <p>Communicating how to access our advice service and how we give advice.</p> | <p>Continuing to be aware of the needs of clients who need adapted support, using evidence collected from R&amp;C, Contact Centres, access surveys, national projects, partnership working and local intelligence. Move from data to analysis and action.</p> <p>Putting ourselves ‘in front’ of clients at their point of need and seeking out vulnerable people by working with community partners.</p> <p>Providing support tailored to the individual, and advice at a time, place and channel that is most appropriate.</p> | <p>Increasing number and range of specialist advisers to meet growing complexity of client issues.</p> <p>Ensuring adequate number of new volunteer generalist advisers and retaining and developing existing ones.</p> <p>Evaluating current advice model and staffing to ensure best service and value for money.</p> <p>Providing adequate advice session supervision, case checking and Quality of Advice Assessments to ensure quality of advice.</p> <p>Maintaining and improving client satisfaction – monitoring client feedback and Citizens Advice survey results, and taking action on negative feedback.</p> <p>Ensuring clients understand options for accessing our advice.</p> | <p>Maintaining income through grants and other fundraising streams.</p> <p>Looking at actions and areas where efficiencies could be made, to ensure there is financial sustainability for the organisation.</p> <p>Internal comms - monthly briefings, and team meetings every 6 weeks, continuing to develop our Intranet.</p> <p>External comms - quarterly stakeholder newsletters, maximising use of website and social media, developing new approaches.</p> <p>Considering benefits package to ensure we can recruit and retain paid staff, consulting and implementing as appropriate.</p> <p>Looking at options to ensure staff and volunteers have a manageable workload and don’t feel overworked or overwhelmed.</p> |

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| <p><b>The changes you will see by 2025 are:</b></p> | <p>80% of clients say they receive timely access to information and advice services.</p> <p>Increase from 4 to 6 advisers able to do home visits.</p> <p>Contact Centres meet the demand for face to face support in East Herts.</p> <p>Specific demographic needs are addressed based on evidence from our Access Surveys and local intelligence.</p> <p>More than 60% of survey respondents know how to access our service.</p> | <p>Clients needing adapted support are identified and their needs addressed (within resource constraints).</p> <p>New community engagement strategy and action plan ensuring our physical contact locations are adequate to meet needs.</p> <p>Friday service continued and expanded.</p> <p>Adviceline performance improved or alternative provision in place.</p> <p>Number of caseworkers increased, including more capacity for home visits.</p> <p>Volunteer adviser numbers maintained at 50 or more with emphasis on quality.</p> | <p>Range of specialist advisers in place, based on client needs and good practice elsewhere.</p> <p>Training team in place with capacity to train new advisers and maintain and develop existing advisers.</p> <p>Existing advice session supervision levels maintained.</p> <p>Client satisfaction levels and quality of advice performance maintained.</p> <p>More than 60% of survey respondents give positive comments about how we give advice.</p> | <p>Income and expenditure as per budget.</p> <p>Citizens Advice East Herts continues to thrive and meet client demand.</p> <p>Staff and volunteers report that they are well-informed, via People Survey or other feedback.</p> <p>Stakeholders and community partners report that they are well-informed, via Partner Survey or other feedback.</p> <p>Improved benefits package in place for paid staff.</p> <p>Staff and volunteers report having a manageable workload and feeling supported, via People Survey and appraisals.</p> |
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