



Our vision is to **Meet Client Needs – Now and in the Future**

We will achieve our vision through a single objective:
We will ensure that clients have access to the advice that they need

To achieve our objective for 2024-26, we will focus efforts in 3 priority areas:	Priority 1: We'll secure a sustainable advice service in East Herts	Priority 2: We'll develop a service fit for the future, ensuring timely access to advice for clients who need us the most	Priority 3: We'll strengthen relationships with existing partners and stakeholders and develop new partnerships which will maintain and extend the support available to our clients
We will do this by:	<ul style="list-style-type: none"> • Developing and diversifying our fundraising strategy to increase funding available • Reworking our service offer to match our fundraising capacity • Revisiting staff structure and roles • Looking for areas where efficiencies can be made • Prioritising the wellbeing of our workforce • Exploring collaboration with other Herts offices to reduce duplication of resources • Looking for a suitable partner to merge with, if this will enable us to provide better services to people in East Herts 	<ul style="list-style-type: none"> • Developing and promoting our website self-help for those who can help themselves • Researching use of new technology such as AI to improve our service offer and efficiency • Researching effectiveness of delivery channels, including Contact Centres, to identify areas of maximum benefit • Ensuring specialist services are effective in reaching and supporting clients with complex needs • Ensuring our advice response is based on client need rather than demand level • Ensuring our IT infrastructure is robust, reliable and future-proof 	<ul style="list-style-type: none"> • Exploring options for partnering with Housing Associations, to understand the support they can provide and to seek funding from them • Developing our relationship with East Herts Council and Town Councils • Maintaining and extending relationships with partners and stakeholders to augment our client offer with alternative services and open up joint funding opportunities • Reviewing our community engagement work to focus on areas of most benefit

<p>The changes you will see by 2026 are:</p>	<p>Our advice service continuing for East Herts thanks to sustained and optimised fundraising efforts and a diversified income stream</p> <p>A streamlined service with maximum resources focused on the areas and clients most in need</p> <p>An inclusive working environment where every contribution is valued and all staff and volunteers are supported and at ease in their roles</p> <p>An efficient service where back office costs are minimised and collaboration with other Hertfordshire offices results in further savings</p> <p>Other options for maintaining a sustainable service will have been fully explored and action taken as appropriate</p>	<p>Effectiveness of our delivery channels reviewed and adapted to ensure we are as accessible and inclusive as possible</p> <p>Contact Centre model reviewed and adapted to ensure these are as effective as possible and that anyone who needs face to face support can access this</p> <p>A Contact Centre in Sawbridgeworth to complete our coverage of the 5 market towns</p> <p>Increased coverage of advice service in East Herts rural areas where there are poor transport links and clients in need</p> <p>Casework team maintained, supporting on benefits, housing and debt, and increased in capacity and content, e.g. employment, (subject to funding)</p> <p>An advice model where response is based on client need rather than demand level</p> <p>Volunteer adviser numbers maintained at 50 or more with emphasis on effective training and quality</p> <p>Our website extended with more self-help resources, particularly local ones</p> <p>New technology such as AI, if appropriate, used to improve services</p>	<p>Client offer augmented with alternative services as a result of closer working with existing local partners including East Herts Council, housing associations, Community Alliance Broxbourne & East Herts, and social prescribers</p> <p>Links developed with other partners in the community including other local voluntary sector organisations, Family Centres, Safer Places and Village Halls, leading to increased opportunities to provide outreach support for East Herts residents</p>
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