



Citizens Advice Jersey

Strategic Plan 2016 - 2018

Organisation and Purpose

Jersey Citizens Advice Bureau Ltd. is a charity registered with the Jersey Financial Services Commission and trades under the names Jersey Citizens Advice and Citizens Advice Jersey.

Our charitable objectives are to provide citizens with a wide range of generalist and holistic information, advice and guidance, and we aim to help people to resolve their own problems. We meet these objectives by offering a service that is independent, free, confidential and impartial and is provided to all Islanders regardless of race, gender, disability, sexual orientation, religion, age or nationality.

We provide this service by harnessing the strength of the Island's ethos of honorary service. Jersey Citizens Advice owes its success to its volunteers. Our team of twenty-six trained volunteers provide the advice supported by three full-time and five part-time paid staff. A Board of Non Executive Directors chosen to bring particular skills, perspective and expertise to the role manages Jersey Citizens Advice. All Board members provide their services pro bono. Jersey Citizens Advice is a service provided by the Island's citizens for the Island's citizens.

We have been operating in the Island for 36 years championing the rights of individuals. We are members of the national charity, Citizens Advice, that operates through a network of local charities in England, Wales and the Channel Islands and we benefit from the support and research they offer. This plan is in line with the national organisation's "Stand Up for Equality" initiative and we celebrate the positive value of diversity, promote equality and challenge discrimination. In addition, we are involved in a range of social justice issues and endeavour to influence decision makers and government policy here in Jersey.

We have an agreement of service with the States of Jersey Department of Health and Social Services, who provide the majority of our funding, and "support the services of the Bureau for the purpose of providing information and advice services operated within the aims, principles, and policies of Citizens Advice subject to an agreed grant and to a defined level of services". In addition, we

receive funding from a range of charitable and business donors and through our fund raising activities.

Jersey Citizens Advice is a member of the Association of Jersey Charities and in September 2014 we secured from the Association funding for a Debt Advice Service that provides advice to individuals and sole trader businesses

The Impact of the Service

Jersey Citizens Advice is an important part of the social fabric of the Island. Our activities and work have a positive impact on individuals, government and society. Without our work our community would be the poorer and over our lifetime we have helped tens of thousands of Islanders, and if we look at web site hits numbers will be far higher.

On an average week 240 clients visit our offices at the St Paul's Centre in St Helier each week. They seek our help on a wide range of life issues such as employment, relationships, consumer matters, benefits, debt, poverty and housing issues. We work in partnership with other organisations and charities that provide help and advice and we have an important role in signposting people to specialist services. In addition, we offer a free weekly legal advice service in conjunction with the Jersey Law Society and provide advice services at La Moye Prison.

In 2014 a total of 11,087 clients made contact with us either in person, on the telephone or used our on-line services. Without our services many Islanders would struggle with excessive debt, be unable to resolve their grievances and would suffer stress because they would have no one to turn to and our society would be less just.

We operate a highly efficient and cost-effective service as volunteers provide the majority of our delivery and we receive considerable support from being a member of the network of national Citizens Advice centres. The average cost of a face-to-face consultation is £26 per client.

We campaign on a range of social justice issues and were pleased to see the States extend the discrimination legislation in 2015. We have campaigned on issues of debt relief and are hopeful that the impending legislation will be introduced in 2016.

Challenges

- Continuing to provide a service that is relevant to the needs of Islanders, especially to those in the lowest income groups
- Being sufficiently adaptive to provide information and guidance in an increasingly 24/7, on-line world where peoples' expectations of service and information are changing rapidly

- Continuing to retain existing volunteers and to recruit new volunteers, especially those from minority communities and those who want to work more flexible hours and by telephone or on-line
- Maintaining current funding streams and identifying new opportunities for funding particularly for special projects

Opportunities

- Providing more services on-line in a cost effective manner that provides a 24/7 service to clients we need to consider our target response time
- Increasing the public information services we can provide as the States slims down its services and workforce
- Expanding the use of the Jersey Online Directory (JOD) to include wider activities and access to services
- Establishing the office as the approved intermediary for referrals to the Viscount's Department when the Debt Remission (individuals) (Jersey) law 201- is enacted

Mission

We provide free, independent, confidential and impartial information and advice that Islanders need for the problems they face.

We champion the rights of individuals and promote equality and justice for all.

Strategic Aims and Priorities

In 2015 we carried out a strategic review with the UK Citizens Advice network development team and identified a number of priorities for the period 2016 – 2018, which if achieved will enhance our service and extend its reach.

1. Improve Access to Services

- Reach out to groups and communities who currently make little use of our services
- Extend our opening hours to make our services more user friendly to people in work
- Develop a range of outreach activities, initially involving work in Parishes
- Increase on-line and phone access to services
- Improve our website, database and on-line service
- Consider where we base ourselves in future

2. Improve the Quality of Advice and Guidance

- Improve the quality of training
- Engage in research into issues that impact on our clients
- Ensure that our service delivery targets are met and the outcomes are reported to funders

3. Develop Greater Partnerships and Seek New Opportunities

- Develop stronger partnerships with other charities and organisations who provide information and guidance services which could include the Samaritans, the Youth Service, Shelter, Jersey Community Relations Trust, Jersey Mind, Community Savings, the Social Services Department and the Parishes
- Undertake a feasibility study of how we might deliver in the Parishes
- Develop partnerships with States bodies

4. Promote the Service and Campaign

- Organise regular high level briefings with politicians and senior civil servants
- Represent our clients' interests by endeavouring to exert influence over the States of Jersey's policies and practices
- Publicise issues and campaigning where we believe that changes to policy may be necessary
- Continue to campaign on issues which impact on our clients' lives

5. Improve the Sustainability of the Service

- Ensure continuation of funding by demonstrating to our principal donors the achievement of positive outcomes and value for money
- Attract new donors so we have the funding for extending our services
- Develop a project based funding strategy
- Promote support in the community for our work in order to encourage new donors to support our services

6. Promote Volunteering

- Recruit new volunteers, and particularly those who can work hours that enhance the flexibility of services
- Develop the strengths and skills of our staff with special emphasis on harnessing the contribution of our volunteers and ensuring that our advisers are trained in new service and delivery methods

Monitoring Progress

"Not everything that counts can be counted, and not everything that can be counted counts" Albert Einstein

Strategic Aim	Indicators of Progress
Access to Services	<ul style="list-style-type: none">• Opening hours extended• New database developed• Continue to look for new premises• Pilot Parish scheme started and evaluated
Quality of Advice and Guidance	<ul style="list-style-type: none">• Review the training programme and update where necessary, especially in the areas of

	<p>using new technology</p> <ul style="list-style-type: none"> • Undertake an impact study and from that identify further areas for research • Employ a Portuguese language speaker
Partnerships and New Opportunities	<ul style="list-style-type: none"> • Develop a wider range of partnerships and establish ourselves as the first point of contact who can signpost clients to other services
Promote the Service and Campaign	<ul style="list-style-type: none"> • Attract new donors • Carry out a publicity campaign to promote the service • Advance the community mediation service available through the Jersey Legal Information Board
Sustainability of the Service	<ul style="list-style-type: none"> • Develop a project based funding strategy • Develop a new fundraising strategy • Ensure that donors have a clear understanding of where their donations have made a difference
Volunteering	<ul style="list-style-type: none"> • Help clients whose first language is not English by engaging more foreign national/speaking volunteers • Work with Jersey Law Society to improve the quality of the legal advice clinics

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