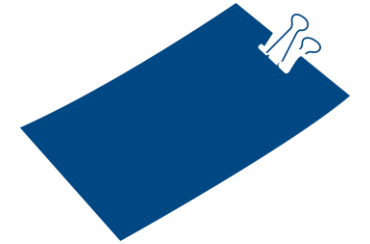


Wealden Citizens Advice Strategic Plan for 2024-2026

citizens
advice

Wealden

Our Purpose



How we Deliver

Who we Are



Mission - Improving the quality of living

The purpose of Wealden Citizens Advice (WCA) is to:

- Reduce inequality and deprivation due to a lack of information, advice, support, and knowledge of service, benefits, and rights. WCA will do this by providing information, support and advice services and by raising awareness of their availability within the Wealden District and surrounding areas.
- Exercise a responsible influence on the development and improvement of social policies, practices and services that affect people's lives through campaigning, both locally and nationally.
- Supporting access to services, benefits and financial advice, WCA will make a significant contribution to the well-being and healthy living of local people, to community cohesion and to the local economy.

Vision - Empowering people

WCA's vision is to:

- Provide information, support and advice services in Wealden to all local people for the problems they face, particularly hard to reach and deprived communities and people impacted by austerity and changes in benefits. WCA believe that greater accessibility of information and advice ensures that people can make informed choices and to access services and benefits they are entitled to.
- Enable and empower individuals with the knowledge they need to find a way forward with the problems they face through free, impartial, confidential and independent information, advice, and support.
- Seek to ensure responsible and evidence-based influence on the development of social policies, practices and services both locally and nationally.

Values - Our Behaviours

All that WCA does is informed by ethical values which underpin our strategic objectives. These are:

- **Respect, dignity, diversity, equity and fairness:** WCA respects the individuality and diversity of all and treats everyone with respect and dignity. WCA is opposed to and will challenge all forms of discrimination.
- Being **transparent, responsible and collaborative.**
- Seek to be a **learning** organisation, guided by **curiosity** and **evidence**

Strategic Objectives 2024 – 2026

To achieve WCA's mission and vision the Board of Trustees has agreed a programme of activity under 6 Strategic Objectives:

1. Providing our services

WCA's services are located in three major towns in the district and this means that we are not necessarily reaching out to individuals and communities in most need. WCA's challenge is to develop equitable services and reach out into the wider community.

2. Improving quality of information and advice

By investing in knowledge, skills and technology/systems

3. Enhancing effective partnerships

This will enable WCA to make the most effective use of resources and offer a holistic service to our customers.

4. Exercising more influence, communicating better and promoting our services

WCA wants people to know about their rights & responsibilities and the information, advice and support available to them. WCA also wants to give our clients a voice, using their experiences to help improve the policies and practices that affect people's lives.

5. Develop sustainable funding model

Ensuring we look beyond local government funding streams and source funding that enables us to offer a sustainable quality service to our clients.

6. Ensure WCA is a great place to work and volunteer

Without our committed staff and volunteer team WCA does not have a service — the team needs to have a voice in and be engaged with how WCA develops its offer, be valued and well supported in all they do.

Strategic Plan 2024-2026 Delivery model

Our strategic plan is founded on the following model based on Information, Empowerment, Enablement and Assistance, with face to face services focused on those who most need our support

ENGAGEMENT LEVEL 1 - ENABLE THOSE WHO CAN TO HELP THEMSELVES

Awareness raising

Signposting to website

Media/social media/campaigning



ENGAGEMENT LEVEL 2 - REMOTE ACCESS

Promote initial contact via phone, email or video technology to improve client access to our services



ENGAGEMENT LEVEL 3 - FACE TO FACE

Face to Face meetings with clients by appointment