

Citizens Advice Shepway

Performance Report to Folkestone & Hythe District Council

Period: 1/4/20 to 31/12/20



| | Outcome | Performance to date | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|--|----------------|------------|------------------|-----|------|-----|------------------------|-----|---------------------------|----|----------------|----|---------------------------------|----|---------|----|----------------------|----|-------|----|------------|----|-------------------------|----|-------|----|-------|----|
| 1 | <p>Outcome 1 – To provide free, independent and confidential advice service primarily to people who live or work in Shepway.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <ul style="list-style-type: none"> 1800 clients advised and assisted | <p>1931 clients provided with information/advice/assistance. Target met within the first 3 quarters of the year.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <ul style="list-style-type: none"> 3600 issues dealt with including Benefits, Debt, Employment and Housing | <p>We advised and assisted clients with 3048 different issues, the largest of which were in relation to Universal Credit. On target to meet 3600 for the full year.</p> <table border="1"> <caption>Issue Distribution Data</caption> <thead> <tr> <th>Issue Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Universal Credit</td> <td>38%</td> </tr> <tr> <td>Debt</td> <td>18%</td> </tr> <tr> <td>Benefits & tax credits</td> <td>12%</td> </tr> <tr> <td>Consumer goods & services</td> <td>6%</td> </tr> <tr> <td>Discrimination</td> <td>6%</td> </tr> <tr> <td>Financial services & capability</td> <td>5%</td> </tr> <tr> <td>Housing</td> <td>5%</td> </tr> <tr> <td>Immigration & asylum</td> <td>4%</td> </tr> <tr> <td>Legal</td> <td>3%</td> </tr> <tr> <td>Employment</td> <td>1%</td> </tr> <tr> <td>Health & community care</td> <td>1%</td> </tr> <tr> <td>Other</td> <td>1%</td> </tr> <tr> <td>Other</td> <td>0%</td> </tr> </tbody> </table> | Issue Category | Percentage | Universal Credit | 38% | Debt | 18% | Benefits & tax credits | 12% | Consumer goods & services | 6% | Discrimination | 6% | Financial services & capability | 5% | Housing | 5% | Immigration & asylum | 4% | Legal | 3% | Employment | 1% | Health & community care | 1% | Other | 1% | Other | 0% |
| Issue Category | Percentage | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Universal Credit | 38% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Debt | 18% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Benefits & tax credits | 12% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Consumer goods & services | 6% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Discrimination | 6% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Financial services & capability | 5% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Housing | 5% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Immigration & asylum | 4% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Legal | 3% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Employment | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Health & community care | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other | 0% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | Outcome | Performance to date | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|----------------------------|--|------|-------|-----------|---------------|----|--------------------------|---------------------------|----|----------------|---------------------|----|------------------|---------------------------|----|------------------|-------------------------|----|------------------|-----------------------|----|------------------|----------------------|--|--|-------------------------|------|----------------------|-----------------------|----|--------------------------|---------------------|----|------------------|---|----------|---------------------|-----------------|-----|--------------------------|
| | <ul style="list-style-type: none"> Access and referral to specialist Housing and Debt advice services currently funded via LAA and Money Advice Service funding to clients referred via the generalist service and from local Shepway agencies | Referrals to: LAA Specialist Housing Team – 70 Specialist Debt Advisers – 57 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <ul style="list-style-type: none"> 250 homeless preventions | Resolving Housing Benefit/UC housing element issues Resolving rent and service charge issues Mortgage arrears Other homelessness work Total | 71 21 4 92 188 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <ul style="list-style-type: none"> Opening hours | Opening hours have been maintained from 9.30 to 12.30 up until 18/3/20 when face to face services were suspended due to Covid-19. Service delivery switched to phone and email, covering these times and throughout the week. Limited face to face advice and assistance has been provided to those most vulnerable who are unable to access phone and email channels. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <ul style="list-style-type: none"> Number and type of paid staff hours worked | Breakdown of paid posts and hours: <table border="1" data-bbox="909 895 2107 1399"> <thead> <tr> <th data-bbox="909 895 1469 935">Role</th> <th data-bbox="1469 895 1637 935">Hours</th> <th data-bbox="1637 895 2107 935">Funded by</th> </tr> </thead> <tbody> <tr> <td data-bbox="909 935 1469 967">Chief Officer</td> <td data-bbox="1469 935 1637 967">37</td> <td data-bbox="1637 935 2107 967">Partially funded by FHDC</td> </tr> <tr> <td data-bbox="909 967 1469 999">Advice Session Supervisor</td> <td data-bbox="1469 967 1637 999">30</td> <td data-bbox="1637 967 2107 999">Funded by FHDC</td> </tr> <tr> <td data-bbox="909 999 1469 1031">Legal Aid Solicitor</td> <td data-bbox="1469 999 1637 1031">37</td> <td data-bbox="1637 999 2107 1031">Legal Aid Agency</td> </tr> <tr> <td data-bbox="909 1031 1469 1062">Legal Aid Caseworkers x 2</td> <td data-bbox="1469 1031 1637 1062">37</td> <td data-bbox="1637 1031 2107 1062">Legal Aid Agency</td> </tr> <tr> <td data-bbox="909 1062 1469 1094">Legal Aid Administrator</td> <td data-bbox="1469 1062 1637 1094">30</td> <td data-bbox="1637 1062 2107 1094">Legal Aid Agency</td> </tr> <tr> <td data-bbox="909 1094 1469 1126">Service Administrator</td> <td data-bbox="1469 1094 1637 1126">16</td> <td data-bbox="1637 1094 2107 1126">Legal Aid Agency</td> </tr> <tr> <td data-bbox="909 1126 1469 1158">Money Advice Service</td> <td data-bbox="1469 1126 1637 1158"></td> <td data-bbox="1637 1126 2107 1158"></td> </tr> <tr> <td data-bbox="909 1158 1469 1190">Specialist Debt Adviser</td> <td data-bbox="1469 1158 1637 1190">18.5</td> <td data-bbox="1637 1158 2107 1190">Money Advice Service</td> </tr> <tr> <td data-bbox="909 1190 1469 1222">Money Matters Adviser</td> <td data-bbox="1469 1190 1637 1222">14</td> <td data-bbox="1637 1190 2107 1222">Rotary Club - Folkestone</td> </tr> <tr> <td data-bbox="909 1222 1469 1254">Training Supervisor</td> <td data-bbox="1469 1222 1637 1254">14</td> <td data-bbox="1637 1222 2107 1254">No longer funded</td> </tr> <tr> <td data-bbox="909 1254 1469 1286">Help to Claim/Universal Credit Advisers</td> <td data-bbox="1469 1254 1637 1286">28 hours</td> <td data-bbox="1637 1254 2107 1286">DWP/Citizens Advice</td> </tr> <tr> <td data-bbox="909 1286 1469 1318">Finance Officer</td> <td data-bbox="1469 1286 1637 1318">7.5</td> <td data-bbox="1637 1286 2107 1318">Partially funded by FHDC</td> </tr> </tbody> </table> | | | Role | Hours | Funded by | Chief Officer | 37 | Partially funded by FHDC | Advice Session Supervisor | 30 | Funded by FHDC | Legal Aid Solicitor | 37 | Legal Aid Agency | Legal Aid Caseworkers x 2 | 37 | Legal Aid Agency | Legal Aid Administrator | 30 | Legal Aid Agency | Service Administrator | 16 | Legal Aid Agency | Money Advice Service | | | Specialist Debt Adviser | 18.5 | Money Advice Service | Money Matters Adviser | 14 | Rotary Club - Folkestone | Training Supervisor | 14 | No longer funded | Help to Claim/Universal Credit Advisers | 28 hours | DWP/Citizens Advice | Finance Officer | 7.5 | Partially funded by FHDC |
| Role | Hours | Funded by | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chief Officer | 37 | Partially funded by FHDC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Advice Session Supervisor | 30 | Funded by FHDC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Legal Aid Solicitor | 37 | Legal Aid Agency | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Legal Aid Caseworkers x 2 | 37 | Legal Aid Agency | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Legal Aid Administrator | 30 | Legal Aid Agency | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Service Administrator | 16 | Legal Aid Agency | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Money Advice Service | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Specialist Debt Adviser | 18.5 | Money Advice Service | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Money Matters Adviser | 14 | Rotary Club - Folkestone | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Training Supervisor | 14 | No longer funded | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Help to Claim/Universal Credit Advisers | 28 hours | DWP/Citizens Advice | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Finance Officer | 7.5 | Partially funded by FHDC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | Outcome | Performance to date |
|---|---|--|
| 2 | Outcome 2 – Maintain a baseline of 20 volunteers to ensure provision of the generalist service. | |
| | <ul style="list-style-type: none"> A minimum of 3 volunteers available during opening hours to provide services including face to face advice. | <p>We have previously always met this target but with changes in service delivery due to the pandemic and with a lot of our volunteers being within vulnerable groups regarding Covid we have only had limited volunteers within the service this year.</p> <p>We will be reviewing our volunteer contingent and are starting to recruit new volunteers. Where volunteers have not been available paid staff have delivered and covered services to guarantee service delivery and ensure contract requirements are met.</p> |
| | <ul style="list-style-type: none"> Number of volunteer staff with hours worked. | <p>Our normal volunteer contingent is at least 16 active volunteers as follows:</p> <p>Advisers/Assessors 10 Receptionists 3 Volunteers in training 3 Volunteer Administrative & Reception hours – 20 per week Adviser, Assessor, Policy and other workers – 80 - 90 hours per week.</p> |
| | <ul style="list-style-type: none"> Number of training sessions undertaken by staff and number of trainees. | <p>There is a Training and Development Plan for staff and volunteers within the organisation. This is reviewed annually.</p> <ul style="list-style-type: none"> Trainee Volunteers undertake Citizens Advice accredited training programmes which include on the job training, e learning and formal training courses. Qualified volunteers and staff training is reviewed each year and training needs are assessed in order to meet individual, post and compliance requirements. All staff and volunteers complete training on GDPR annually. Staff also completed training in other areas including Homelessness and Housing, Debt & Insolvency, Welfare Rights, Suicide awareness, Safeguarding, Domestic Abuse and meeting Financial Conduct Authority requirements. |

| | Outcome | Performance to date |
|---|--|--|
| 3 | Outcome 3 – Working with partners to develop potential improvements in service provision and delivery. | |
| | <ul style="list-style-type: none"> Appropriate fundraising activities identified, including working with local partners to secure additional funds. | <p>We are involved in a range of fund raising activities including:</p> <ul style="list-style-type: none"> Funding was again awarded for April 2020 to March 2021 from the DWP via Citizens Advice national for a Help to Claim project which provides a 0.8 FTE worker to support people to claim Universal Credit. Funding through Folkestone Rotary Club for a 0.4 FTE Money Adviser will continue until at least December 2020. Legal Aid Agency funding continues until September 2021 when it will be due for renewal. A contract management review carried out by the LAA at the beginning of January 2021 found we were fully compliant with all requirements. Money Advice and Pensions Service funding via Citizens Advice which provides a 0.5 Debt Caseworker continues until April 2022. We have recently also been offered additional 0.5 funding to increase this post to full time and are currently recruiting. Funding awarded from the Community Justice Foundation for £38,000 up until 31/3/21 to support delivery of our specialist advice services during the pandemic and to make up the shortfall in revenue caused by the cessation of our Court Desk service due to the Courts not operating. We regularly assess funding opportunities and where appropriate will apply. |
| | <ul style="list-style-type: none"> Shepway Voluntary and Networking Forum established & biannually | Regular attendance at Shepway Voluntary Sector Group meetings. |
| | <ul style="list-style-type: none"> Shepway CA Agency referrals process established and promoted. | <p>We currently operate 2 specific referrals protocols/systems:</p> <ul style="list-style-type: none"> Specialist Housing contract – referral system set up and promoted to a range of partners including SDC, Porchlight, Sanctuary Supported Living, Probation Service etc... referrals are made through completion and submission of a referral form providing details of clients, problem and eligibility for Legal Aid. |

| | Outcome | Performance to date |
|---|---|---|
| | | <ul style="list-style-type: none"> • Money Matters – Folkestone – referrals can be made to this project from other local organisations including MIND, JCP, Rainbow centre and others. Referrals are dealt with within a maximum of 5 working days. |
| 4 | Outcome 4 – Monitor casework and enquiries with a view to identifying trends and policy issues to inform local, regional and national social policy through: | |
| | <ul style="list-style-type: none"> • Regular reports on policy issues to Citizens Advice and local partners. | We submitted 15 policy reports to Citizens Advice national on a range of issues including Benefits and Universal Credit. |
| | <ul style="list-style-type: none"> • Assessment of local Advice needs. | This was carried out in February 2020 and is attached – Appendix 1 |
| 5 | Outcome 5 – Measure client satisfaction to inform service delivery improvement plan by: | |
| | <ul style="list-style-type: none"> • Report on responses to client satisfaction survey for the core advice service | Client feedback for the full year 2019/20 is attached in Appendix 2 |
| | <ul style="list-style-type: none"> • Number of formal complaints about Shepway Citizens Advice bureau | For the year 2019/20 we received 3 complaints, 2 related to access to the service and both were resolved by providing the clients with additional information. The third regarded the client not achieving the result he wanted even though we had fully advised him that he did not have a case, his complaint was not upheld. |
| | <ul style="list-style-type: none"> • Any other data which is mutually agreed for the purposes of performance measurement. | N/A |

Appendix 1 - Community Advice Needs Analysis

Community Advice Needs Analysis

Measuring/ determining the need for advice

In assessing the actual and potential needs for advice in Shepway we have analysed our client and community profile information, and used available data on multiple deprivation as a way of determining advice need.

The Need: Geographical communities

The geography of Shepway, the nature of its communities and the levels of deprivation all combine to create a diverse pattern of need.

Shepway is a diverse district with the main towns of Folkestone and Hythe being in the East of the district with a predominantly rural environment in the west. Both areas have pockets of relatively high deprivation particularly in East Folkestone in the East and Lydd in the rurally isolated west.

As well as relatively high levels of unemployment compared with other areas in the South East average gross earnings are low. Gross weekly pay averages £507.40 in the Folkestone and Hythe which is lower than the Kent average of £572.70 as well as the average across the South East at £604.60 and the GB average at £557.40 (NOMIS: Survey of Hours and Earnings 2018).

Child Poverty

In their 2018 district profile, Public Health England stated that 19.4% of children in Folkestone & Hythe live in low income families. This was “significantly worse” than the England average.

Health & Disability

6.1% of Folkestone & Hythe residents describe their health as bad or very bad. This is higher than Kent (4.9%), south east (4.1%), and national (England: 5.3%) comparisons.

Over 20% of those that live in the district indicated that their day-to-day activities are limited by a long-term health problem or disability. This is higher than Kent (16.9%), south east (15.1%), and national (England: 17.2%) comparisons. (Folkestone & Hythe Equality and Diversity Annual Report, published September 2019).

There are also high levels of mental health issues with 11% of adults in Folkestone & Hythe recorded by their G.P. as having depression (Kent Public Health Observatory 17/18). The prevalence of serious mental health conditions is higher than other districts in Kent, with the % of patients with schizophrenia, bipolar affective disorder, other psychoses or on lithium therapy being 0.9% whereas the average across Kent is 0.8%. (Folkestone & Hythe Equality and Diversity Annual Report, published September 2019).

Domestic Violence

Shepway is the 4th highest district in Kent in terms of incidences in domestic violence, and we certainly see clients who have been victims of this.

(Kent and Medway Domestic Abuse Strategy Group/KCC/Kent Police)

The Need: communities of interest

In addition to the geographical areas within Shepway affected by deprivation certain groups of people experience deprivation more acutely than others, or experience discrimination and harassment because of their personal circumstances or characteristics in addition to the general economic deprivation experienced by the community as a whole.

We would identify the following groups as particularly affected:

- People from eastern European communities/Migrant workers;
- People suffering mental health issues;
- People living with alcohol and drug addiction;
- People living with long term limiting illnesses or physical disabilities;
- People who are rurally isolated;
- People in low paid or insecure employment;

Shepway Citizens Advice Client profile

We believe that our client profile confirms that we are reaching a wide range of different groups particularly those from the above groups.

Alternative sources of help

Shepway Citizens Advice is the principal provider of independent advice in the Shepway. Other voluntary and non-profit making organisations who give advice as part of their services are listed In Appendix 1. Most provide advice as one of a range of services to specific client groups.

Shepway has a relatively small number of solicitors per head of the population, compared to other similar sized areas.

East Kent Housing which is currently the ALMO that covers Shepway, Dover, Thanet and Canterbury districts has 4 income maximization officers offering support to people with benefits and debt issues covering over 10,000 households.

Subject categories

A great deal of our work continues to be focused on 2 main categories of Benefits and Debt with these representing over 60% of all enquiries, with the largest sub category relating to Universal Credit:

| | |
|------------|--|
| Benefits | 50% |
| Debt | 18% |
| Employment | 6% |
| Housing | 6% (This excludes issues dealt with under our LAA housing contract). |

This is predictable given the levels of poverty and deprivation present within Shepway, the development of specialisms in these areas, and the high profile we have as a provider of debt and benefits advice. We fully expect these to be the main subject areas required in any new geographical locations, and will form the basis of the majority of advice required by new communities of interest.

In recent year's advice for migrant, predominantly European, workers has increased significantly, particularly in relation to in and out of work benefits used to top up wages or replace them when jobs end.

Housing and employment issues provide a smaller but significant volume of advice work with the former being covered by our LAA Housing contract for those clients that are financially eligible and within the scope of Legal Aid funding. Demand for housing advice currently outweighs our ability to supply and we will look to increase capacity through increased personnel in the longer term.

Mapping current advice need

| Area or client group | Advice need | Provision | Gaps / barriers |
|--|--|--|--|
| Benefit claimants/ people on low incomes | <p>Welfare Rights advice.</p> <p>Universal Credit</p> <p>Debt Advice (MAS have identified high need in Folkestone for debt advice)</p> | <p>Basic generalist provision through core CA service as well as other organisations such as Age UK and Disability Information Service Kent</p> <p>Help to Claim service from 1/4/19.</p> <p>CA has a 0.5 FTE specialist worker. General advice provided by CA.</p> <p>We also have funding for a 0.4 day per week Money Adviser to provide advice and assistance to people living in the most deprived areas in Folkestone.</p> | <p>Current provision does not meet need in terms of availability, accessibility, level and quality.</p> <p>This provides assistance to people to secure UC entitlements.</p> <p>Additional resources required to ensure demand is met.</p> |
| Marsh residents | Full range of advice services due to deprivation levels. | No quality assured advice provision in this area. We therefore guarantee appointments for clients from this area to ensure they can access services. | For CA and other advice services residents have to spend considerable time and money travelling to Folkestone. |

| | | | |
|--|--|--|---|
| Domestic Violence victims | Full range of advice services | One stop shop and generic advice services. | Accessibility needs to be increased in order to ensure the advice needed is provided direct to clients. |
| European and other migrant communities | Full range of advice services with interpreting as required. | Generic services available. Previously LA funded a dedicated migrant worker but funding was cut. | Language issues and support with benefit advice and claims as well as the new settlement scheme. |
| People with mental health issues | Full range of advice services tailored to their needs. | General advice available through CA and other agencies including MIND, DISK etc.. | Current provision does not meet demand in terms of accessibility and level of assistance |

Unmet need

We believe that there is significant unmet need notably in areas of rural isolation, people who cannot access our services within our current opening times and those requiring home visits. We continue to be committed to looking at ways to increase accessibility to meet these needs.

Other areas for new development

- Statutory information or advice under the Care Act, Homelessness Reduction Act etc...
- The geography makes outreach an especially appropriate service method, but we continue to lack resources to deliver outreach sessions. We will be looking at investing in a pilot project to deliver services in the Marsh area of the district from April 2020.

Service users' views on advice needs

Local feedback surveys confirm the value placed on face to face advice, delivery of which will remain a priority for us, even as we also examine how digital and telephone services can best be used to maximise our accessibility.

Our diversity profile

We want to understand how well our service reflects our local communities. Our diversity profile below highlights key comparators.

Diversity Profile Comparison

| Gender (Nomis – Official Labour Market statistics 2018) | Community Profile | Client Profile | Shepway CA |
|--|-------------------|----------------|------------|
| Males | 49.5 | 45% | 41% |
| Females | 50.5 | 55% | 59% |

| | Ethnicity | Community Profile | Client Profile | Shepway CA |
|-------|----------------------------------|-------------------|----------------|------------|
| | White: British | 91% | 84% | 94% |
| White | White: Irish | 0.5% | 0% | 0% |
| | White: Other White | 3% | 9% | 6% |
| Mixed | Mixed/multiple ethnic groups | 0.5% | 2% | 0% |
| Asian | Asian/Asian British: Other Asian | 2.5% | 2% | 0% |
| Asian | Asian/Asian British: Indian | 0% | 1% | 0% |
| Black | Black or Black British: African | 0% | 1% | 0% |
| Other | Includes all other groups | 2.5% | 1% | 0% |

| Disability | Community Profile | Client Profile | Shepway CA |
|--------------|-------------------|----------------|------------|
| Disabled | 20% | 34% | 7% |
| Not disabled | 80% | 66% | 93% |

FOLKESTONE & HYTHE EQUALITY & DIVERSITY ANNUAL REPORT – PUBLISHED NOVEMBER 2019

| Age | Community Profile | Client Profile | Shepway CA |
|---------|-------------------|----------------|------------|
| 0 - 19 | 21% | 1% | 0% |
| 20 - 29 | 10% | 12% | 6% |
| 30 - 39 | 11% | 20% | 9% |
| 40 - 49 | 12% | 23% | 18% |
| 50 - 59 | 15% | 26% | 12% |
| 60 - 69 | 13% | 15% | 46% |
| 70+ | 18% | 3% | 9% |

ONS 2018 MID YEAR POPULATION ESTIMATES

It is clear from the above that there are some areas where we do not fully reflect the make-up of our community with some groups such as within age and gender being significantly under or over represented.

How this analysis feeds into our strategic priorities/service development

We have analysed all the data described above, alongside available information from our stakeholders in order to plan our services.

We will also be open to taking on suitable emerging opportunities which are in line with our offering and overall strategic vision to ensure that they complement and enhance our service.

With the resources available to us, and taking into account all the factors above, we think we can offer the most effective service by focusing our attention on:

This year:

- Consolidating and developing our Board. Our succession planning has ensured a seamless transition from our previous Chair who retired in July 2019 to our new Chair who took on the role from this date. This has left a Vice Chair vacancy which we will work to fill. We will now review the training and development needs of the Board to ensure appropriate opportunities are available to support Board requirements.
- Work to increase the diversity of our personnel to greater reflect the community we work in.
- Building capacity for longer term strategic aims through continuing to recruit and train additional volunteers as well as developing our existing staff and volunteers to take on different roles and increase skill levels.
- Maintaining our project funding through meeting all performance requirements.
- Proactively pursuing additional funding for Training and for subject specific areas such as Welfare Rights advice.
- Strengthening our Research & Campaigns work.
- Increasing our communications and raising our profile.
- Ensure that we meet the needs of those most vulnerable and in need of advice and assistance through working to increase the channels through which clients can gain information and advice initially focusing on:
 - Piloting an Outreach Service in the Marsh area to assess need and take up whilst working to secure funds to provide longer term services in this area.
 - Developing our on line presence through our Facebook page and website.

In the next 3 years:

- Continue to work to expand and strengthen our core services which are vital to the organisation's resilience and vital to local residents. It is also vital to the success of future projects as core services both support and feed into these more specific areas of work.
- We will also continue to examine and work to fund other areas of work such as support to those most vulnerable specifically those with health issues and those who face issues such as domestic abuse.

Longer term:

- We will continue to monitor trends and emerging issues in order to respond to the needs of our communities and ensure the sustainability of the organisation.

Appendix 2

Client Feedback & Complaints Review – 2019/20

As well as collecting feedback locally, nationally client feedback is collected via Citizens Advice national. Below are the results for the full year 2019/20 showing our local performance against national performance percentages.

| | Very negative | Negative | Neutral | Positive | Very positive | Shepway Positive responses | National responses |
|--|---------------|----------|---------|----------|---------------|----------------------------|--------------------|
| How easy or difficult did you find it to access the service? | 3 | 1 | 7 | 18 | 30 | 83.1% | 79.2% |
| To what extent did the service help you to find a way forward? | 3 | 4 | 7 | 22 | 23 | 89.2% | 84.5% |
| How likely would you be to recommend the service? | 3 | 0 | 0 | 9 | 46 | 95.3% | 88.4% |

Included in the national responses for Shepway CA are a number of free text responses which are below.

My experience of Folkestone CAB has been entirely positive and valuable. The service is under great strain yet the staff remain wonderful.

The staff who assisted us were truly Amazing!

The volunteers have always tried to bend over backwards to help me with problems I've had, they are really Very helpful in deed. Thank you.

I tried to sort my problem out by myself but got nowhere. CAB listened and suggested a solution which I am now working to implement. Without your help I would be facing the constant harassment, poverty and stress I have suffered over the last years for the rest of my life. So I can hardly thank you enough.

Wish they had toilets.

My problem was PIP. I was helped greatly, the gentlemen first and the next time the lady was truly helpful, thank you an amazing service.

I found the help and advice given by my adviser very useful and non-judgmental.

A very good and efficient service. Thank you.

I was not stressed to begin with. I just had an employment issue that could not be resolved.

They were so kind and compassionate and I was delivered food, my electricity was sorted and I felt so assured that I felt like going back to citizens advice. They did not discriminate me I was so humbled the way they handled the whole situation. I have still a lot on my plate at the moment but I am trying to cope the best I can.

I have received advice from several staff members at Folkestone CAB. It has been entirely positive and beneficial experience for me and my son. I remember each and every person who helped me not out of sentimentality, but because of the kind professionalism I was shown.

The advice I got was excellent.

I found them a lot more helpful than I had previously from other sources.

Complaints

For the year 2019/20 we received 3 complaints, 2 related to access to the service and both were resolved by providing the clients with additional information. The third regarded the client not achieving the result he wanted even though we had fully advised him that he did not have a case, his complaint was not upheld.