



Advice NI Strategic Plan April 2021 – March 2024

March 2022

Advice NI
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Advice NI Strategic Direction April 2021 – March 2024

Advice NI vision is of a society of confident, informed, and active citizens who can access their rights and entitlements.

Advice NI mission is to develop an independent advice sector that provides quality advice to those who need it

Advice NI Values

Advice NI holds a set of core values that are central to both what we do and how we do it. These values guide us in our work as a membership organisation and as a staff team and influence how we engage with our wider range of stakeholders.

1. Independence
2. Diversity and accessibility
3. Equality and social justice
4. Integrity, transparency and quality in all our work
5. A collaborative working approach

Advice NI Growth and Sustainability Principles

- We will always strive to collaborate with, rather than compete with, our members
- We will prioritise working with our members to deliver contracts/services
- We will strive to work with voluntary sector organisations in the delivery of contracts/services
- We will provide leadership that is responsive to a changing environment
- We will endeavour to work with those who respect our values

Focus area 1: Strengthening and Supporting the Network			
Strategic Objectives			
Supporting the development of membership capacity to respond to client need	Enabling effective engagement and communication with & among the membership and the public	Driving member benefit throughout the work of Advice NI	Encouraging cohesion within the advice sector
Key areas of work			
<ul style="list-style-type: none"> ▶ Training portfolio ▶ E-learning ▶ Digital inclusion ▶ Support for service quality assurance ▶ Support front line organisations to adapt their service models ▶ Lead and support the network through agreed change processes 	<ul style="list-style-type: none"> ▶ Engagement strategy ▶ Communication strategy ▶ Develop shared strategies ▶ Support the sustainability of members 	<ul style="list-style-type: none"> ▶ Collaboration not competition ▶ Communicate membership benefits to members ▶ Monitor and respond to member needs 	<ul style="list-style-type: none"> ▶ Use of Advice NI branding ▶ Collaboration with Law Centre & other specialists ▶ Communicate the value of the sector

Strategic Outcomes

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| <ul style="list-style-type: none"> • Increased awareness and capability of people and communities (Pfg 1) • Promoted innovation and creativity where people/advisers can fulfil their full potential (pfg 5) • Increased the skills of the advice sector, including the upskilling of volunteers and contribute to the enhancement of employability and the reduction of economic inactivity (pfg 1, 12) | <ul style="list-style-type: none"> • Promoted creativity, increasing participation across society (pfg 5) • Improved awareness of advice and support services and access to self-help information/tools | <ul style="list-style-type: none"> • Increased engagement and collaboration across the network | <ul style="list-style-type: none"> • Increased awareness of the value of member services • Increased access to and inclusiveness of advice services |
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Focus Area 2: Meeting Client Need		
Strategic Objectives		
Enabling the provision of holistic advice services that are client focused and needs led	Broadening accessibility to quality assured advice services	Facilitating and representing the sector to influence national and local policy and decision making
Key areas of work		
<ul style="list-style-type: none"> ▶ Sector wide identification of client needs ▶ Mapping of all existing advice services & identification of gaps ▶ Review of Advice NI services to meet need ▶ Support local delivery and use of member expertise ▶ Project delivery ▶ Regional helpline delivery ▶ Signposting and referrals ▶ Triage of specialist services 	<ul style="list-style-type: none"> ▶ Digital access & support ▶ Promotion of services ▶ Increased reach and effective delivery to the most vulnerable via collaboration ▶ Accessing interpreters / multi-lingual advisers ▶ Leading innovation across the network ▶ Provision of anytime advice information and services 	<ul style="list-style-type: none"> ▶ Influence/shape/improve/challenge relevant government policy and practice ▶ Proactively highlight current or emerging issues impacting on people and communities and provide feedback to policy makers and others to seek solutions ▶ Provide training and policy support in relation to emerging issues for Advisors

Strategic Outcomes

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| <ul style="list-style-type: none"> • More people able to access justice • Increased support for vulnerable people • More people helped to address barriers they face to accessing high quality employment and participating fully in society(Pfg 6) • Tackled poverty and deprivation, supporting financial health and well-being (pfg outcome 8) • Build existing and new relationships to support integrated advice service provision | <ul style="list-style-type: none"> • Increased access to information and advice on core issues (Pfg 11) • Improved user participation (Pfg 10) • Increased collaboration with partners and other key stakeholders to help to address issues of community disconnection, isolation and social inclusion • Increased digital inclusion • Improved high standard quality service provision • Increase pro-environmental behaviour amongst our staff and members | <ul style="list-style-type: none"> • Contributed to a more equal and shared society – supporting a more diverse society – ensuring policy and legislation provide the necessary protection to those who need it (Pfg 3) • Advocated for policy changes with and on behalf of members and users • Increased member and user participation in our policy work • Increased advisor awareness of contextual changes impacting on policy and legislation |
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Focus Area 3: Ensuring a Fit for Purpose Organisation

Strategic Objectives

Ensuring a positive client outcome focus

Ensuring the independence of Advice NI

Ensuring organisational effectiveness

Key areas of work

- ▶ Support our members and staff to meet client need
- ▶ Monitoring and evaluation against strategies and outcomes (impact measurement)
- ▶ Use of intelligence data
- ▶ Feedback from members
- ▶ Feedback from clients

- ▶ Undertake promotional work to highlight independence of the sector
- ▶ Work with government and others in co-designing a New Advice Services Strategy (Anti-poverty Strategy and Mental Health Strategy for NI)

- ▶ Continually develop organisational processes, systems and standards
- ▶ Maintain good governance practice and provide training to the Board in this respect
- ▶ Support for staff / volunteers & encourage development
- ▶ Staff succession planning
- ▶ Utilise technology to remain creative, innovative and adaptable
- ▶ Ensure effective internal communication structures
- ▶ Investment and funding strategy to attain financial sustainability

Strategic Outcomes

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| <ul style="list-style-type: none"> • Increased awareness and capability of people and communities to access their rights and entitlements • Delivered high quality services in response to client need • Increased financial health and well-being across NI (Pfg 11) | <ul style="list-style-type: none"> • Increased understanding of the role and independence of the Advice Sector by the general public, government and other agencies • Increased diversification of funding streams | <ul style="list-style-type: none"> • Effective and flexible operations that meet relevant legislative requirements • A robust low risk sustainable organisation • Maintained IIP gold and other quality standards • Created/Maintained a healthy work and wellbeing environment • Accessible and secure IT systems <p>A skilled, representative Board ensuring sound governance</p> |
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