

# Mapping our services: financial capability

citizens  
advice

Evaluating financial  
capability  
June 2015

# About the project

The Impact Team are currently developing methods for measuring, recording and evaluating the impact of Citizens Advice's services on our clients' financial capability.

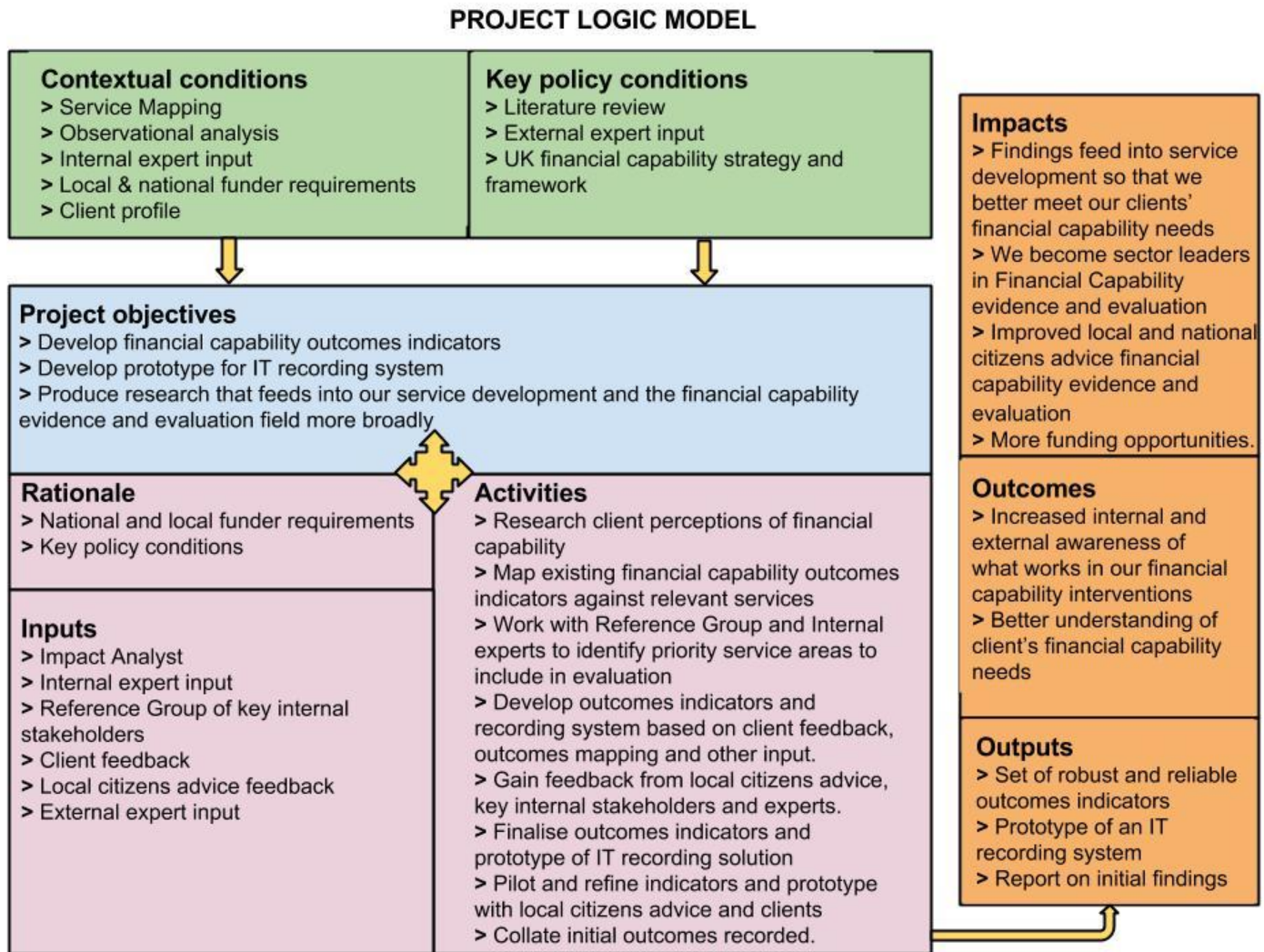
We first completed a literature review of all the latest developments in the field of financial capability to better understand what others have already done in the area.

Our next step was to gain a better understanding of exactly what it is that we are evaluating. To do this we conducted a mapping exercise to gain an insight into the different services that we deliver that might have an impact on our clients' financial capability.



# Project overview

The diagram opposite gives an outline of the overall project in stages.



# How we did it

- To start the mapping exercise, we spoke to key financial capability experts and stakeholders within Citizens Advice, who have an understanding of where the most relevant areas of work are happening and who is responsible.
- We contacted project and service leads responsible for those areas of work to gain the relevant information.
- We collated and analysed the information.



# Key findings

- We have delivered at least 14 different types of services in relation to financial capability.
- A majority of our work helps clients, but we also help frontline workers in **local authorities, housing associations and charities**, who also deliver financial capability services.
- Our work happens on multiple levels, whether it's **one-to-one advice, group training** or support through **materials, telephone and digital channels**.

<sup>1</sup> These numbers are not mutually exclusive as some people may use more than one service.

<sup>2</sup> Financial capability support tends to be light-touch when delivered as part of our debt advice.

Service	Number of people using the service 2014-15 <sup>1</sup>
Debt Advice <sup>2</sup>	401,781
Training for the public	167,000
Integrated Money Advice	123,000
Financial Products and Services Advice	76,054
Integrated Digital Money Advice	19,973
Energy Best Deal	13,788
Training for frontline workers	8,500
Energy Best Deal Extra	5,050
Martin Lewis Integrated Money Advice Pilot	3,931
Universal Credit Advice	2,239
Better Financial Health	1,153
Training for trainers	303

# Our biggest areas of work

100k plus: number of people receiving financial capability related services from Citizens Advice 2014-15



N.B.: These numbers are not mutually exclusive as some people may use more than one service. Financial capability support tends to be light-touch when delivered as part of our debt advice.

# Services reaching 10k to 100k people

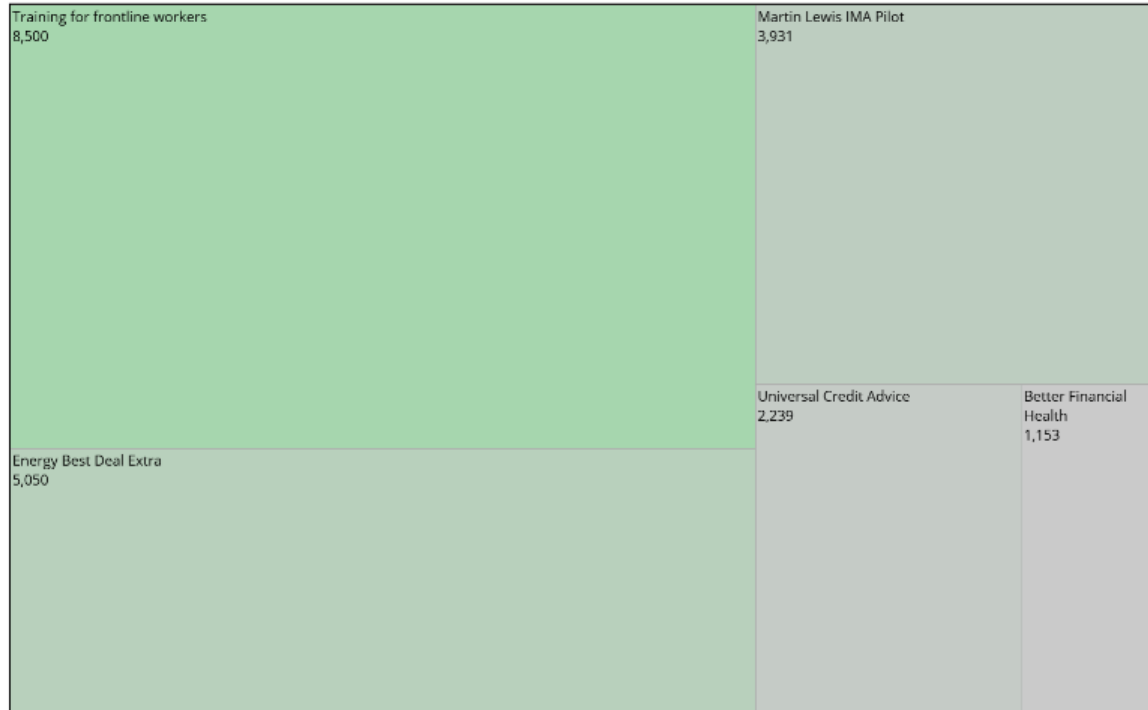
10k > 100k: number of people receiving financial capability related services from Citizens Advice 2014-15



N.B.: These numbers are not mutually exclusive as some people may use more than one service.

# Services reaching up to 10k people

<10k: number of people receiving financial capability related services from Citizens Advice 2014-15



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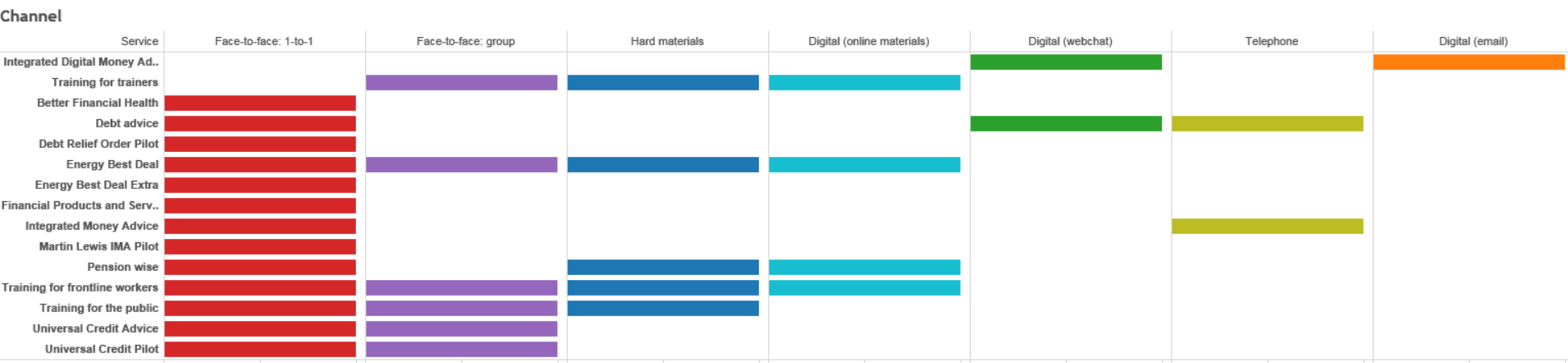
# Who we are reaching

## Audience



A majority of our financial capability programmes involve working with clients who come to local Citizens Advice centres however a lot of the work we do is also with the general public and targeted at particular communities of interest such as older people who are retired, recovering addicts and young people, often by partnering with organisations who specialise in engaging with those communities. External organisations we reach include local authorities, homeless shelters and housing associations.

# How we are reaching people



A majority of our financial capability programmes focus on face-to-face work, usually one-to-one and in groups. However we provide a lot of support through digital channels such as via our website, whether that's through information on our webpages, instant chat or via email. Often we provide hard materials along with our other support, such as information pamphlets and money management tools, e.g., budget calculators.

# What we are delivering: Debt Advice

## Debt advice

Advisors helping clients who have specific debt related issues. Often advisors will have specialist knowledge of debt and help clients understand their situation better, what their options are, as well as sort out their paperwork and work through a financial statement with the client.

## Integrated Money Advice

Funded by MAS, this is the name for a new model of debt advice that involves integrating financial **capability** into advice sessions rather than delivering it as a separate session for financial capability. A client will come into a local centre with a debt problem and will have their financial situation assessed. There will then be some follow up of this where necessary, e.g., a money focussed interview which will incorporate some financial capability related training/knowledge enhancement, a debt solution or a common financial statement. Alternatively the client may be referred on to another service, e.g., telephone advice, the web, other types of support such as training, a Debt Relief Order unit. In some cases a Digital Money Coach will be brought in to keep in touch with the client to develop an action plan and follow up on those actions with them.

## Debt Relief Order Pilot

Funded by Santander, this tested the efficiency of having a central unit where smaller citizens advice centres can refer clients to arrange the administrative elements of a Debt Relief Order. The pilot took place in Manchester, where the centre is based. The pilot looked at financial capability delivered within Integrated Money Advice sessions.

## Digital Money Coach pilot

Funded by SSE, this project focusses on the financial and digital capability of our clients, with a focus on fuel poverty and the impact of transferring to Universal Credit. Intervention involves 5 local citizens advice centres over 12 months. Clients are identified as meeting the criteria when they first come to a centre, then are referred to a coach who works with them 1-to-1 to put together an action plan and follow up on progress later on. Evaluation looks at the impact of Digital Money coaches on behaviour and whether there is any change, in terms of digital, financial skills and understanding of fuel bills. Also looks at what actions were agreed, when and whether they were carried out later on. Volunteers are being recruited and trained up to be the Digital Money Coaches.

## Martin Lewis Integrated Money Advice Pilot

This pilot looked at ways of integrating financial capability training into debt advice, before it was rolled out more widely as Integrated Money Advice. Measured client progress over time across 5 financial capability areas using a control group who did not receive the integrated financial capability money advice. Main impact here was a change in mindset.

## Better Financial Health

Funded by nPower, this project uses financial capability indicators to measure the impact of following up clients in debt, particularly in terms of actions completed. Worked with 5 local citizens advice centres, found there to be positive results but limited impact overall, as advisers normally dealing with specific problems and crises. Improvements in financial capability will take longer to materialise.

## Integrated Digital Money Advice

This is a year long live web chat project focussed on debt enquiries through the citizens advice website. Delivered through 5 local citizens advice centres, clients tend to be anonymous and don't give much detail about issues. Created for digitally capable people and to take stress off face to face services. Includes financial capability support with tools, resources and links related to clients' reasons for contacting the service.

# What we are delivering: Universal Credit & Training

## Universal Credit Advice

Here we provide general advice related to Universal Credit and how to manage it, e.g., in relation to budgeting. A new referral model is currently being developed here where Job Centre Plus refer clients who are receiving Universal Credit and have a need for budgeting support. These clients are then seen by advisors at a local citizens advice centre to get extra support in this area. The project is in its infancy and testing whether current referral processes are working.

## Universal Credit Pilot

This project was aimed at checking how ready clients are to receive their benefits through the new Universal Credit model. Looked at clients from 3 centres over 3 months, assessing their financial capability across 5 areas with progress indicators to measure distance travelled over time. On their first meeting, would assess the client's readiness for Universal Credit, then followed up with financial capability training to help them if there was a need here. Some change in financial capability was observed over the course of the sessions but difficult to say if it was sustainable. Findings were that 2 in 1,000 people were ready for Universal Credit.

## Training for the public

A range of different types of training geared towards improving people's financial capability. Involves activities, exercises, as well as tools and resources which can be taken away to help people manage their money. Often sessions will be tailored for different community groups depending on their situation, e.g., new mothers, older people who are retired, young people and children in schools.

## Energy Best Deal

One-off workshops upskilling both members of the public and frontline workers to understand energy bills, how to get the best deal and switch provider, how to save money, read their metres and what their rights are.

## Energy Best Deal Extra

Follow-on from Energy Best Deal workshops where individuals have the option to follow on with a one-to-one session with an advisor who can give them further, more personalised advice about their energy bill, how to get the best deal and switch provider, how to save money, read their metres and what their rights are.

## Training for trainers

A 2 day course for trainers from any relevant organisation, focussing on the facilitation aspect of delivering financial capability skills training. There is also a qualification fund for local citizens advice staff to get recognised qualifications in this area, including PTLLS. As part of this attendees also gain access to supporting training materials and tools from the citizens advice website to help them deliver their financial capability training to their clients.

## Training for frontline workers

Financial capability training which is delivered to frontline staff from any relevant organisation, generally covers financial capability subject matter i.e. budgeting, banking so that they can support their clients to improve their financial capability.

# What we are delivering: Wider forms of support

## Consumer Service

Telephone advice for the public focussing on consumer issues. At the moment, no financial capability advice is delivered as part of this, however a need for this has been identified and it is envisaged that some form of financial capability related support will be delivered through this channel in 2016.

## Financial Products and Services Advice

This breaks down into two types of advice given by advisors. One type provides information and advice to clients on financial and consumer products and services. The other provides guidance and education on a range of financial skills and on how to access basic financial services.

## Pension wise

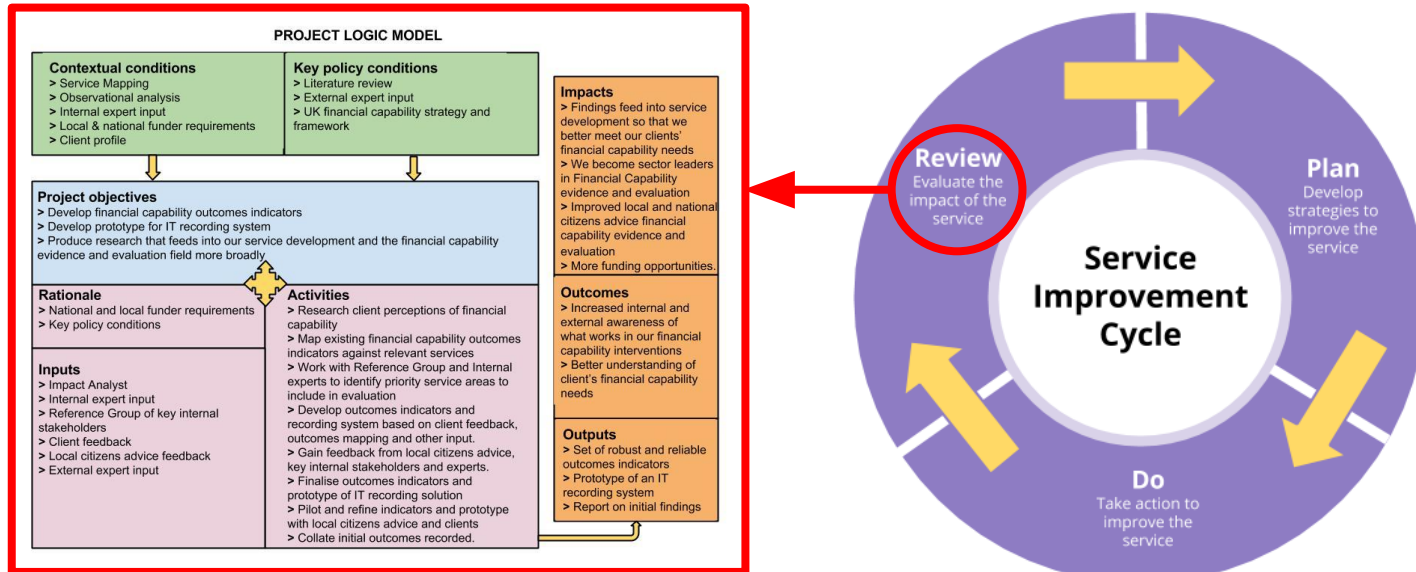
Clients can make an appointment by visiting a local Citizens Advice bureau or by phoning the national Pension Wise number. The guidance session aims to help the client gain a better understanding of their pension options and possible implications for tax, benefits, etc. The service is delivered by fully trained and externally accredited pension guidance providers.

## Other work by local citizens advice

Various programmes funded locally that are focussed on financial capability. These may vary from area to area.

# Next steps

Now that we have a better understanding of the kind of work we do to help people with their financial capability, and what others have already done in the area, we need to look at which areas we want to focus on to measure, record and evaluate our impact, and why. We envisage that this project will help feed into our continuous service improvement as the diagram below illustrates:





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