



Cornwall Community Development Limited

Information, Advice and Guidance Strategy

Introduction

This strategy provides a framework for Information, Advice and Guidance (IAG) services across Cornwall Community Development Limited (CCDL), trading as CRCC and PCDT. These services relate to the provision of information, advice and guidance that supports individuals:

- in their choice of learning to support career and personal goals
- in their choice of volunteering options which develop skills and confidence
- in their aspirations to start their own business
- to make appropriate financial decisions
- in accessing local services, developing social networks and participating in social and community activities
- In providing funding/business support IAG to VCSE organisations

This strategy makes a significant contribution to delivering the organisation's priorities and in particular supports the following strategic objectives:

- Developing resilient communities
- Creating sustainable Communities
- Creating vibrant communities

Our vision

Our vision is to provide information, advice and guidance that supports people to become socially and/or economically active members of their community.

We will achieve this vision by helping people to make informed decisions about their life goals and options in three key areas:

1. For those wanting to access IAG services for career, work, learning or volunteering we will provide information on the options available both through our own provision and other services available locally. We will work with individuals to assess barriers to participation and signpost or refer to specialist support.

2. For those wanting to start a business we will provide IAG that supports individuals to gain the skills to make informed business related decisions. Where appropriate we will signpost to external sources of specialist advice.
3. For those affected by social and economic isolation we will provide IAG that helps them to make informed choices about accessing services, developing networks and participating in social and community activities.

This vision reflects the importance of, and our aspiration for, lifelong learning and our intention to provide high quality services, including universal services which are open to all and targeted services which provide additional and better support for those in most need.

Delivering this vision demands effective leadership by Cornwall Community Development Limited and strong partnerships with other IAG, Learning and community organisations.

Service users

Access to high quality, impartial IAG services will help people to raise their aspirations and make informed decisions based on a better understanding of the changing world, the impact this will have on them and the options open to them.

This strategy provides a framework for the future delivery of IAG services designed to meet the wide-ranging needs of its service users, including

Employment and Learning support

- Those who are considering volunteering
- Those who are looking for work
- Those who are considering self employment
- Those who would like to progress at work
- Young people
- Older people
- Those who are economically inactive, for example carers

VCSE organisation

- Staff
- Volunteers
- Trustees

Communities

- Children and young people

- Men
- Women
- Older people
- Those affected by mental ill-health
- Those who are socially isolated or lonely
- Those who are carers
- Those who are considering volunteering
- Those experiencing debt or financial hardship
- Those who are pivotal community links/activist/agents

In meeting these needs we will work with a range of partners including:

- Employers
- other training providers
- other employment support providers
- Jobcentre Plus
- Local VCSE organisations
- Local and National funders

Our IAG services will be impartial and objective. They will seek to ensure that equality of opportunity and recognition of diversity are promoted through IAG, and that this reflects the perspectives and experience of different groups in society, especially those in rural localities, socially isolated or vulnerable to discrimination.

Our staff will have consistently high expectations of what each service user can achieve and use assessment information to plan appropriate IAG, teaching and learning strategies and additional support which enables learners to progress and achieve.

Principles

Our IAG services will be:

Independent – respecting the freedom of choice and personal development of the service user.

High quality – up to date, accurate and consistent, enabling service users to make fully informed and confident choices.

Impartial – in the best interest of the service user and not influenced by provider, organisational or funding interests.

Informed – based on detailed knowledge of the changing environment, including labour markets, economic growth, learning opportunities and a developing civil society.

Confidential – based on the individual's right to privacy in terms of their personal information and to know with whom and to what end it will be

shared. Balanced with the need to share information in appropriate circumstances.

Holistic – taking individual needs and circumstances into account in a way that supports and promotes equality, with IAG forming a wider package of support where appropriate.

Outcome Focussed – where service users plan their own pathway with support through IAG, and where outcomes are a measure of the impact that the service has on the service users, organisations and communities.



Service delivery

We will conduct IAG in ways that meet the needs of our client groups; this may be face to face or over the telephone, in our offices or at outreach locations.

We will work in a way that encourages clients to become active participants who are able to take control of their own circumstances. We will do this by encouraging clients to obtain, assess and critically analyse information in order to make informed decisions.

Employment and Learning support IAG service

Our employment and learning support IAG focuses on the importance of equipping people with the skills they need to manage their careers, and accessing information and support in order to make informed decisions. IAG also helps people to understand the changing job market and to acquire the skills needed to fulfil their career aspirations.

While some clients will have developed career management skills, some will be unaware of the changes taking place in the labour market and will need help to understand what opportunities are available to them, including opportunities for self-employment.

Through Employment and Learning IAG we will enable people to:

- Identify opportunities to develop their skills through training, learning and volunteering
- Access the services they need, signposting to partners where appropriate.
- Be better equipped to make career decisions and make confident choices for themselves.
- Make appropriate financial decision which improve their economic situation

Voluntary and Community Organisations IAG Service

CCDL is committed to supporting the effectiveness of the Voluntary and Community Sector by developing, enabling, promoting and supporting local Voluntary action. It seeks to do this by providing information, advice and assistance to VCE organisations in Cornwall.

CCDL is also committed to supporting the effectiveness of local grass roots organisations by enabling them to develop and promote volunteering opportunities appropriate to the needs of the community.

CCDL is committed to supporting the development of sustainable communities across Cornwall. This involves advocating, creating, delivering and supporting new and existing groups to address the needs of residents in local communities. It seeks to achieve this by empowering local people to create, run and sustain activities and services that benefit local people.

As a result of this support people will be better informed about local networks, volunteering opportunities, community activities and groups operating in their area and how to access them and this will ultimately lead to people feeling less isolated.

Delivering a high quality service

Principle	What high quality looks like
Independent	Staff provide information on a range of options based on the needs and interests of the individual. This may include provision provided by CCDL, however there will be no bias towards that provision.
Up to date and accurate.	<p>staff use resources that are current for provision that is appropriate to the individual.</p> <p>Staff regularly check materials for accuracy.</p> <p>staff have knowledge of the range of local provision available.</p> <p>Staff have links with local providers and use these to enhance and extend knowledge.</p>
Informed	<p>Staff have knowledge of the local labour market and use this to inform employment related IAG.</p> <p>Staff have knowledge of local volunteering organisations and opportunities.</p> <p>Staff have knowledge of Community groups delivering activities and services locally.</p> <p>Staff have the technical skills and experience required to help individuals make financial decisions.</p>
Confidential	<p>Staff are aware of and adhere to current Data protection Legislation.</p> <p>Staff only share information with informed consent.</p>
Accessible	<p>Staff provide information in a way that is accessible to the individual.</p> <p>Staff check that individuals have sufficient information to make informed choices.</p> <p>Staff provide IAG at times and locations that meet the needs of individuals.</p>
Holistic	<p>Staff are focussed on the wider circumstances and interests of the individual and use appropriate questioning techniques to gather information.</p> <p>Staff facilitate discussion on a range of options based on the best outcomes for the individual, their immediate and future needs and aspirations.</p>
Outcome focussed	<p>Clients understand how the information, advice and guidance they have received will help them on their journey.</p> <p>There is a mechanism in place to capture feedback on the impact of IAG.</p>

Continuous improvement

CCDL is committed to continuously improving the quality and consistency of its IAG services.

We will use a range of mechanisms to gain user feedback; these include training evaluations, surveys, comments boxes and conversations with clients. This feedback will be used to shape future delivery.

Our staff will be trained to deliver high quality IAG, where staff do not hold an appropriate IAG qualification we will enrol them onto a Level 3 course.

Through our existing work we will:

- Continuously develop our knowledge and understanding of the local economy, including volunteering, learning and job opportunities
- Improve our knowledge and understanding of services offered by partners that support individuals and clients with complex needs