



# **Cambridge Citizens' Advice Bureau**

## **Girton Outreach**

**November 2006**

- 1. Update on Current Situation**
- 2. Suggested Actions for Immediate Future**
- 3. Long Term Business Plan**



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## Update on Current Situation

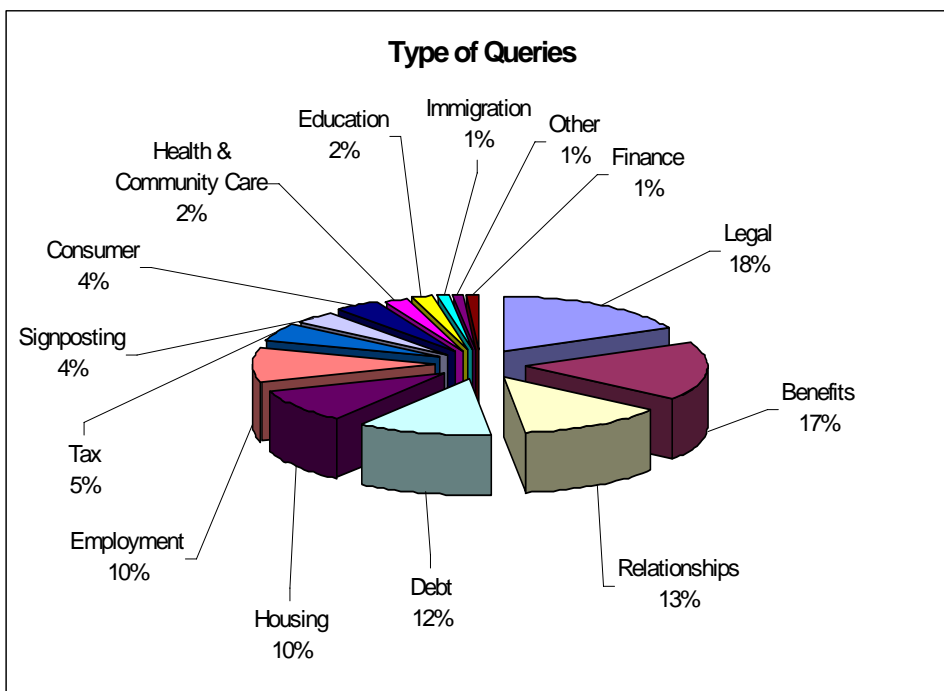
The Girton Outreach of the Cambridge CAB has been in place for about a year now and has for the most part been running very smoothly. Two general advisors are available to Girton Residents from 1pm to 3pm every Monday at the local doctors' surgery.

The local surgery has been most helpful in providing access to our systems via their PCs and internet connection, so that the full range of CAB services are accessible to our advisors and via them to the Girton residents. We would like to thank them for their support and for allowing us to use their premises.

It was anticipated that a significant number of client referrals would be made by the staff at the surgery, but up to now this has not been the case. It is important that going forward we work with the surgery staff to develop the relationship further.

The outreach was initially set up as a drop in centre, working on a first come - first served basis, but did not realise its full potential under this system as many Girton residents continue to contact the main CAB office. We therefore initiated an appointment based system whereby clients who contact us via phone or email or have come to the main office, can be given a follow up appointment in Girton. Since this system was put in place we have seen a steady stream of clients. It is still possible for clients to use the outreach as a drop in, but this activity has yet to gain momentum and Girton residents are still contacting the main CAB office as opposed to the local outreach. We are unsure at this stage whether this is due to the fact that clients are unable to get to the outreach at the time it is available or because they are unaware of its existence.

Below are the statistics for the first half of this year (April 1<sup>st</sup> 2006 to September 30<sup>th</sup> 2006) for work done for Girton residents by Cambridge CAB.



This year our advisors helped 58 people from the Girton Parish, dealt with about 171 contacts from these people showing that on average Girton residents contacted us 3 times before resolving their problems. We answered an estimated 202 queries raised by these clients.

It is interesting to note that only 25% of this work was done at the Girton outreach. The remaining clients either came to our main office or contacted us via phone, email or letter.

## Client Profiles

### Ethnicity

The majority of Girton residents who contacted our bureau were of British nationality and white British ethnicity.

### Nationality

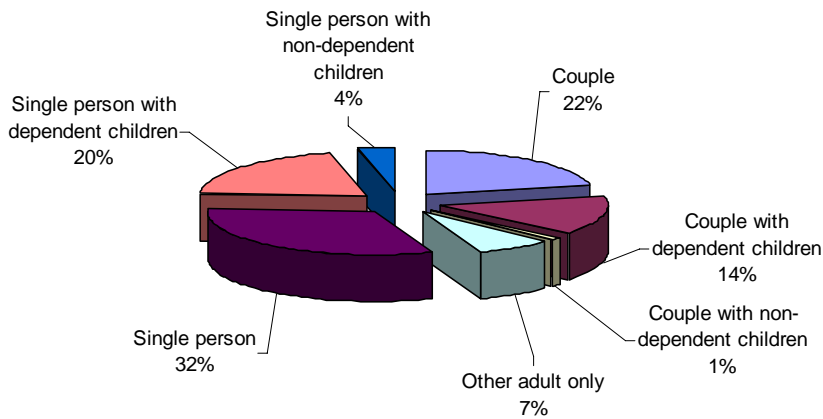
Only 3 clients were foreign nationals (from India, South Africa and the USA respectively) and 7 clients came from ethnic minorities (3 of Asian descent including one Indian Asian and one Pakistan Asian, and 4 Black British including 2 Caribbean descent, one African British and one unspecified.)

### Disabilities

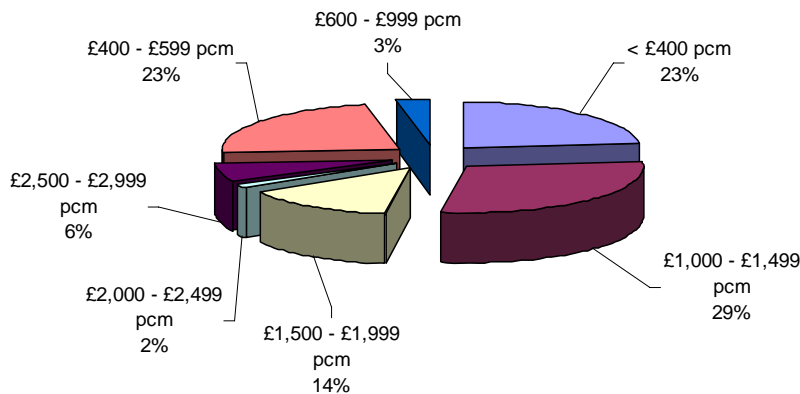
In general the Girton clients have been in relative good health with only 4 clients with disabilities and 3 experiencing long term health problems.

We were surprised by these figures as we expected more referrals from the surgery where the outreach is based.

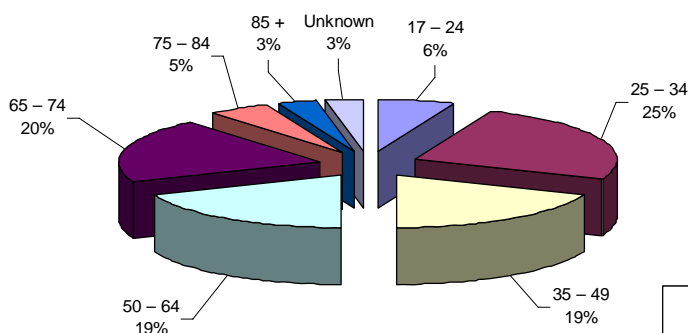
### Household Type



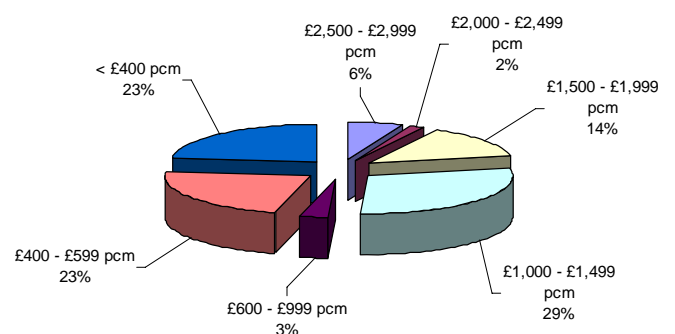
### Income Range



### Age Range



### Income Range



## **Ideas for Immediate Development of the Girton CAB Outreach**

### 1. Publicity

Given that many Girton residents are still coming to the main Bureau, we suspect that the outreach suffers from a lack of publicity. There are a number of ways to address this such as:

- a. Publish an article in the local parish newsletter.
- b. Do a leaflet drop to every house in Girton or put our leaflets into the local parish newsletter if this is easier.
- c. Put posters up within the local community i.e. in the local shop, post office, school etc..

Publicity is particularly relevant for the Girton Parish where the demographics favour a white, middle class, British population. This sector of society often doesn't realise that the CAB is open to them, assuming we are available only to the vulnerable. In fact most people could benefit from our services at some point in their adult lives and it is estimated that between 10%-20% of the adult population may need our services at any one time. A concerted advertising campaign will help to make CAB part of the community and accessible to all.

### 2. Referrals

One of the best ways of ensuring that people who urgently need our services have access to them is via a referral system from other organisations that support people handling change and difficulties in their life. Again by working with local organisations we integrate our services as a natural part of the community accessible to all. Groups we would like to work with include:

The doctors' surgery  
over 50s clubs  
Mother and children clubs  
carer support groups  
The local school  
The local church  
Social clubs

But we would look at any other local groups that might be relevant. Where possible we would like to visit the above groups, educate them on what CAB can do for local residents and develop good working relationships. We would set up a referral system whereby these organisations can book appointments direct with us on behalf of the client. This way the client can access our services in a way that is comfortable and familiar to them.

### 3. Specialist Support

We note that a significant proportion of Girton residents are elderly and living in supported accommodation. This group may benefit from Specialist Advice, in particular from our Benefit Take Up campaign which is focused in part on ensuring that pensioners are getting access to the benefits they are entitled to such as state pension, pension credits, attendance allowance, winter fuel grant etc..

Our specialist outreach workers can visit the supported accommodation sites for the elderly in Girton and via them hopefully encourage further use of our general services at the Doctors' Surgery.

We also have specialist caseworkers that provide longer term support on sorting out debt problems, but we do not know whether this is a particular problem for the Girton Parish.

Cost of above suggestions:

Publicity and referral work could be done by Nicky Wightman. The cost of this would be £21 per hour (includes salary, pension, NI, IT & Mgt support, training, travel costs and all overheads.)

Specialist support (either debt or benefits) also costs about £21 an hour (includes salary, pension, NI, IT & Mgt support, training, travel costs and all overheads.)

There would also be some costs involved in printing off leaflets etc. but these would be relatively minimal.

The actual annual cost of the above two posts would depend on how many hours a week of each service you feel is needed.

### **Long Term Business Plan**

Cambridge CAB has been successful in securing funding from Future Builders to create the AdviceHub. This will be a centre of excellence that will provide the IT and infrastructure for us to work in partnership with other Not for Profit Organisations and the public sector to provide a total advice solution or a one stop shop for the public. The AdviceHub will support a number of mini hubs based in the community and we would be keen to discuss developing a mini hub in Girton for Girton and the surrounding areas.

The AdviceHub is due to be in place within 2 years and we are in the process of developing the necessary key partnerships. A mini hub in Girton would need to take into account the needs of the residents, above and beyond that which is provided by CAB, to ensure we have the right mix of services locally. Cambridge CAB in conjunction with Cambridge CVS will work with other organisations to ensure the right level of governance, quality control and infrastructure requirements.

If this is of interest to the Girton Paris we would be more than happy to meet up and discuss how a Girton mini hub could work.