

Strategic Business & Development Plan

2020 - 2023

citizens
advice
South
Somerset

What we do - Enable people to plan for, and manage through, key life events and change



Early interventions
enabling prevention of
problem escalation



Advice at critical times
to address a serious
issue or crisis



Tackling poverty
and enduring
disadvantage

OUR 5 STRATEGIC OBJECTIVES

1
Increase capacity for
all our diverse clients
through our phone,
email and online
advice services

2
Improve routes into
advice for clients
whose health or
support needs
prevent them from
using the phones

3
Expand specialist
casework for clients
who are most at risk
of financial distress,
crisis or enduring
disadvantage

4
Strengthen the
sustainability of our
organization through
- service expansion
- greater collaboration
- smarter use of IT

5
Maintaining a
culture of excellence
and inclusivity.
Supporting and
investing in our
people so that they
thrive and excel

Pillars of Service

We are
focused on
clients' needs
and local
priorities

We are
consistently
delivering high
standards

We are open
to new ways of
working and
partnerships

We are
enterprising in
our approach

BENEFITS TO CLIENTS

GREATER INDEPENDENCE

Clients gain knowledge and understanding so that they plan and manage independently

BETTER PROSPECTS

Clients' circumstances are improved to allow for a better future going forward

IMPROVED WELLBEING

Reduced financial distress or risk of harm and renewed sense of security and stability