



A Message From Our Chief Executive

Citizens Advice Epsom & Ewell is a well-respected, local charity helping local people with information and advice on any issue. Each year we help circa 3,000 people – help them to maximize income, manage debt, reduce stress and worry and ensure they understand their rights.

Our impact on the communities we serve is immense, with £1.4 million achieved in total value to our clients, and excellent qualitative outcomes with 100% of the mental health outreach clients that responded to our recent survey stating that our involvement made a lot of difference to their lives.

We are able to help so many people because of the amazing funding support that we receive. However, we are very much aware of the current climate and the competitive nature of funding and our need to diversify our income streams to ensure we continue to provide the support needed.

The role of Publicity & Fundraising Manager is key to this. It provides an opportunity for an enthusiastic, talented, experienced individual to implement a key element of our fundraising strategy – initially undertaking the key research needed to understand our possible funder and supporter base, developing key relationships and networking in order to obtain funding support and sponsorship opportunities.

You will be part of an amazing team made up of 13 paid staff and approximately 68 volunteers and will manage an experienced communications volunteer with the ability to recruit additional volunteers as you see fit. We highly value equality, diversity and inclusion and welcome suitably skilled individuals from all backgrounds.

If you think that this is you, then come with us on our journey – one that provides so much fulfilment every day and for which your impact in the lives of those we help will be immeasurable!

A handwritten signature in black ink, appearing to read "Lisa Davis", enclosed in a thin black rectangular border.

Lisa Davis
Chief Executive Officer

BACKGROUND TO PUBLICITY & FUNDRAISING AT CAEE

Citizens Advice Epsom & Ewell (CAEE) is looking to formalise and increase its external fundraising capabilities to generate unrestricted funds reinforcing its current stable financial position. This activity is not a project but a long term competence we wish to develop within the organisation.

Historically CAEE has successfully run events such as quizzes and musical evenings and in isolation this type of activity raises between £1,000 - £2000 net after all costs. It is recognised that the more we plan these events in advance, the more successful they are. A key challenge in the success of each event has been the dependence on staff and volunteers to buy the tickets and contribute generally to any activity. By building relationships and making ourselves known and relevant to a much enlarged group of people, we should underpin the fundraising. It is expected this population will be between a minimum of 100 - 200 people

SCOPE OF THE ROLE

CAEE is setting an ambitious target to generate £25,000 of unrestricted funds each year starting in the financial year 2021/22. This will be achieved by reaching out into the community and clearly articulating the work and benefits of CAEE.

This plan has two component parts –

- A body of data that will drive attendance and help us best understand the people and organisations who can help and support our work
 - We will identify relevant groups such as schools, religious organisations, Corporate organisations, members clubs and Individuals in the borough who can assist and support us
 - Build a simple excel / database to track and build information on our supporters (observing GDPR standards)
 - Create interactions wholesale or targeted into this group, informing of events, directly appealing for support either financially or by donation of facilities

- A calendar of events that can be built on year on year and that individually generate between £2,000 - £5000 net after all costs – we need to develop approximately 6/7 events per year
 - There are organisations who will host free or competitively
 - Auctions
 - Golf days
 - Musical evenings / Quizzes
 - General sporting events – the jockey club
 - Epsom Soup

Building the data and information to achieve this ambitious goal will involve the role holder initially undertaking some research, working out and contacting our target group and gathering the relevant information that will lead to the creation of a marketing database. As that information develops, we will be able to strengthen our relationships with individuals and groups so that our dialogue is managed and controlled, in that when people receive a contact they understand why. This will then be followed by organising and managing fundraising events that are supported by those we've built up relationships with. This will include ensuring effective feedback loops are in place in order to see how we can improve after each event.

Background notes on the Citizens Advice service

The Citizens Advice service works to fulfil two aims:

- to ensure that individuals do not suffer through lack of knowledge of their rights and responsibilities or of the services available to them, or through an inability to express their needs effectively

and equally:

- to exercise a responsible influence on the development of social policies and services, both locally and nationally.

The advice given by bureaux is free, independent, impartial and confidential. The service is non-judgmental, offering assistance as appropriate to all clients. It aims to be equally accessible to everyone who seeks or needs its help, regardless of age, class, race, religion, gender, disability or sexuality. All advice workers, whether paid or volunteer, are professionally trained to provide an accurate, quality service and to be supportive to clients.

The Citizens Advice service works to:

inform people about the law and how it affects them; about their rights and responsibilities; and about how they may be able to satisfy their needs

advise people on the options available to them and on the potential consequences of different courses of action

support people as they consider and decide what to do, listening to their concerns and helping them move forward

assist people in pursuing their chosen course of action by negotiation, representation and referral to other sources of help needed

influence those responsible for policies and services by bringing to their notice the problems people experience and recommending changes

Citizens Advice Bureaux deal with around 5.3 million new problems a year, giving detailed information, advice and support to people on every subject. The majority of problems concern benefits, debt and other consumer issues, employment, housing and the law.

Citizens Advice advice is delivered from over 3,500 locations across England, Wales and Northern Ireland. 21,000 volunteers work in the bureaux, together with over 6,000 paid staff including bureau managers and specialist advisers. Together they provide the largest advice service in the world.

Each bureau is a separate charity managed by its own trustee board, and must meet membership quality standards in order to affiliate to Citizens Advice. The national association, Citizens Advice, provides a range of services to support bureaux in their work: these include the Information System, training, field support, quality audits, social policy, press and publicity, parliamentary liaison and information technology.

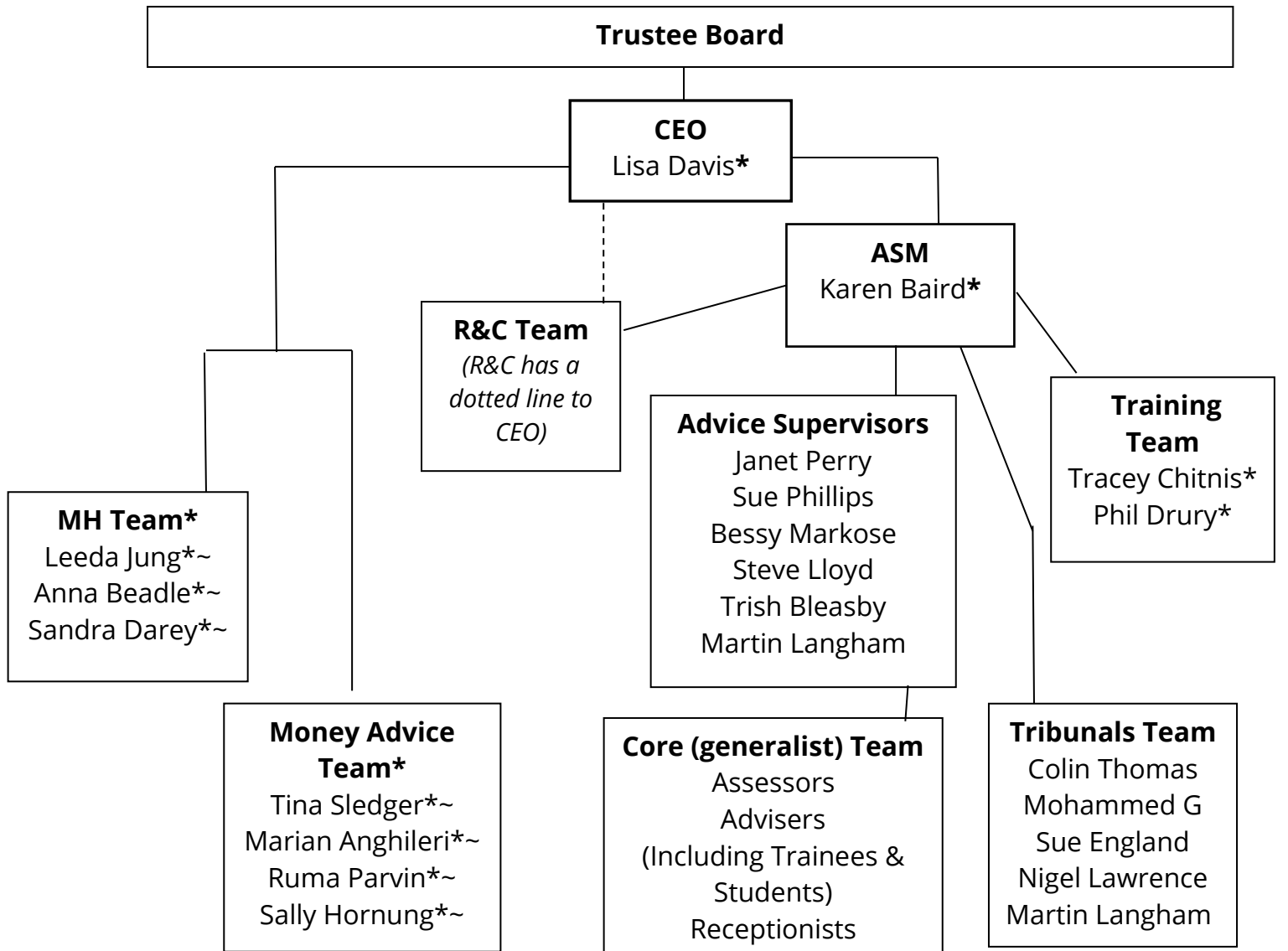
We are responsible for our own funding, and actively seek donations and grants to help support us in the work that we do help local people.

CITIZENS ADVICE EPSOM AND EWELL – PROFILE

Location:	The Old Town Hall, The Parade, Epsom, Surrey, KT18 5AG
Service Delivery:	We deliver our service through as many different channels as we can, to make sure we are accessible to everyone – this includes phone, video conferencing and email – especially since suspending our face to face operations at our main location in the Town Hall, Epsom due to Covid-19. The role can be undertaken flexibly as we are operating a hybrid system of remote working and in-office, for the foreseeable future.
Specialist services:	Mid and East Surrey Mental Health Outreach service for clients with mental health issues across Mid and East Surrey. Specialist Debt for local people with critical debt issues Legal Aid Housing solicitor Pensionwise delivery site Tribunals & Appeals
Specialist access:	Textphone for deaf clients, Wheelchair access, Disabled toilet
Number of new enquiries:	Approximately 3,000 per annum
Number of client contacts:	Approximately 11,000 per annum
Main types of enquiries:	Benefits, debt, housing and employment
Number of volunteers:	50 advisers and assessors (incl trainees) 14 support staff 8 members of the Trustee Board
Area served:	Borough of Epsom and Ewell
Population:	75,100 (taken from the 2011 census)

While Epsom & Ewell as a whole is relatively well-off, this masks 2 wards with the highest deprivation indices. Epsom & Ewell has the highest percentage of ethnic minority groups among all the districts in Surrey.

Organisation Chart



Functional Teams (report to CEO)

IT Co-ordinator
Steve Roebuck

Finance & Administration
Jennie Purvis*

Publicity & Fundraising
Vacant*

Quality of Advice
Karen Baird*

Volunteer Support Teams
Jane Sheils (Publicity)
General Support

QAA, Casework supervision and advice quality matters have dotted line to ASM (KB):
Tracey Chitnis (case checking)*
Phil Drury (case checking)*
Katy Rakow (QAA)*
Caseworkers*

NOTES:
Paid staff roles are marked with an *
Caseworkers are marked with a ~
Box positions are for page layout rather than hierarchy