

Our impact in 2024/25

# The difference we make in the New Forest

**citizens  
advice**

**New Forest**



# Our Mission

*Deliver a sustainable advice and information service that is relevant and accessible to the people of the New Forest. This means making sure that Citizen Advice New Forest can adapt its services continually to ensure that it reflects the demands of the community it serves.*

# NFDC Priorities

## 1. People

*Helping people in the greatest need with easy access to services*

## 2. Place

*Delivering opportunity and services that shape our place*

## 3. Prosperity

*Promoting a strong local economy through effective partnerships*

# CANF Priorities

## 1. Building our TEAM to meet changing client needs

## 2. Reviewing the DELIVERY of our services to meet client need

## 3. Identifying new SERVICES in a changing landscape

## 4. Delivering VALUE to our communities

# Our Team

We are lucky that over **60** volunteers give nearly 16,000 hours of their time to help reach as many people in the New Forest as we can.

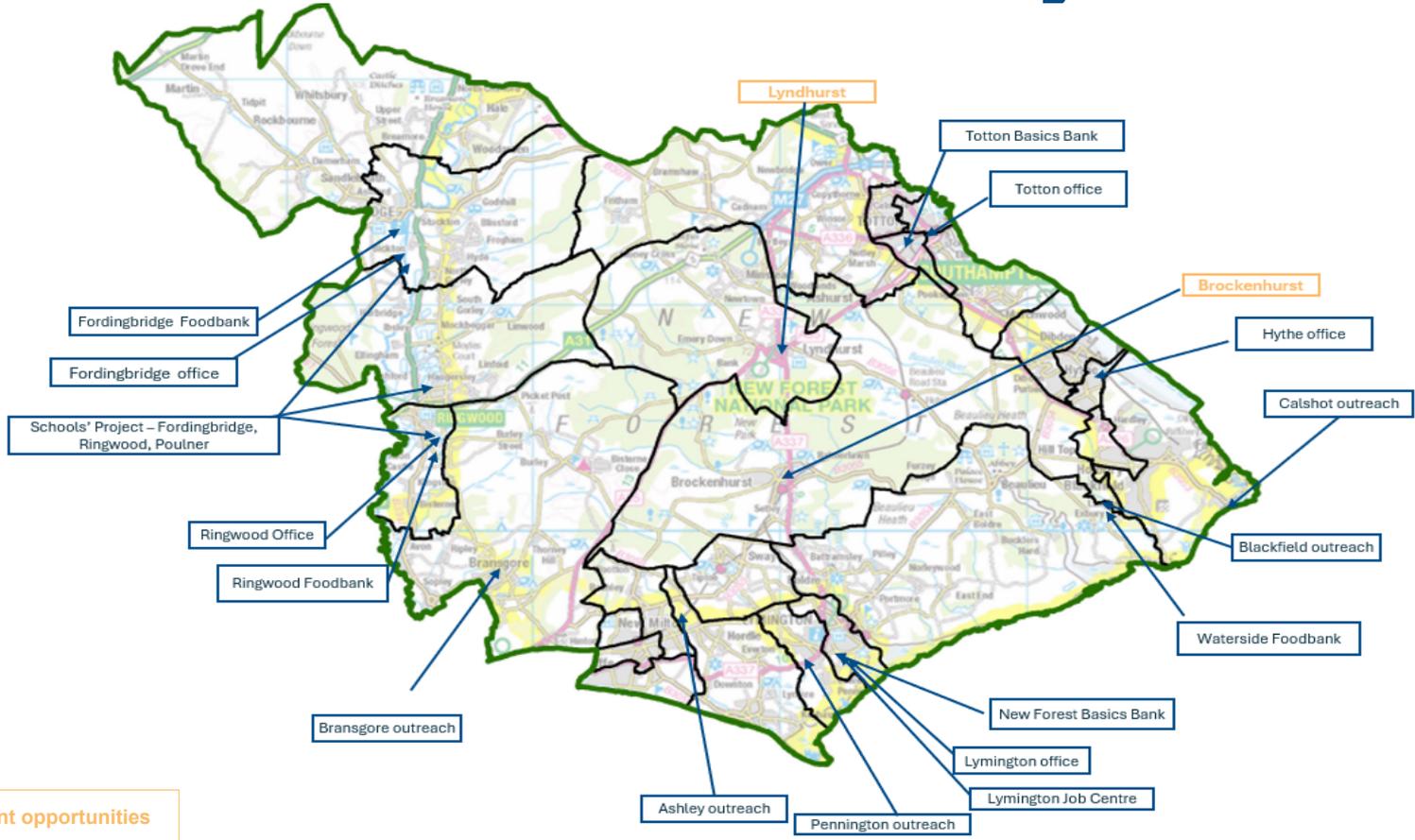
Our volunteers contributed the equivalent of **£329k** of their time during 2024/25.

Volunteering provide benefits for volunteers too, such as improved employability, a sense of purpose and greater wellbeing.

We also employ **30** staff, the majority working on our projects.



# Our Service Delivery



# How Residents Accessed Help from CANF

People access us in different ways, and most people use more than one contact route whilst receiving support from us.

In 2024/25:

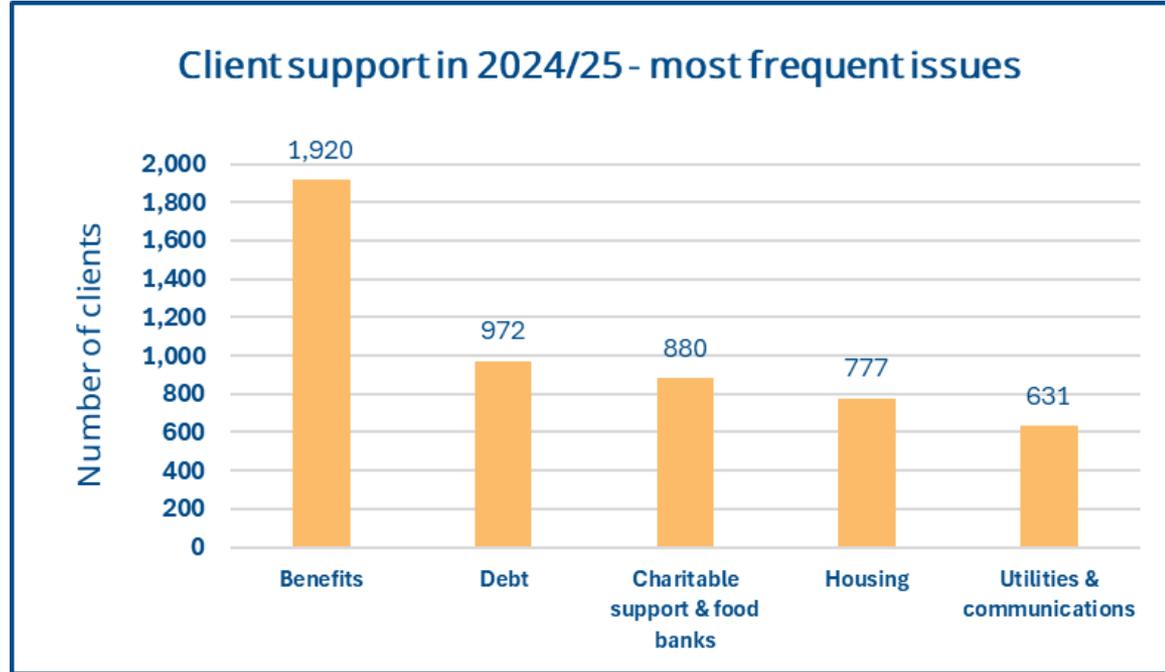
- Contacts with clients in via our main channels, (In-person, Email, Adviceline and Telephone) were up **22%** on 2023/24
- On average clients had **4.7** contacts with us (up from **3.5** in 2023/24)
- **52%** of clients had at least one face-to-face meeting with us after we increased outreach services (up from **42%** in 23/24)

# Addressing Client Issues

We help people with a range of problems. In 2024/25 these were the 5 most requested advice areas.

Many people come to us for help with multiple problems.

On average, each client had **4.2** issues in 24/25, up from **2.8** in 19/20

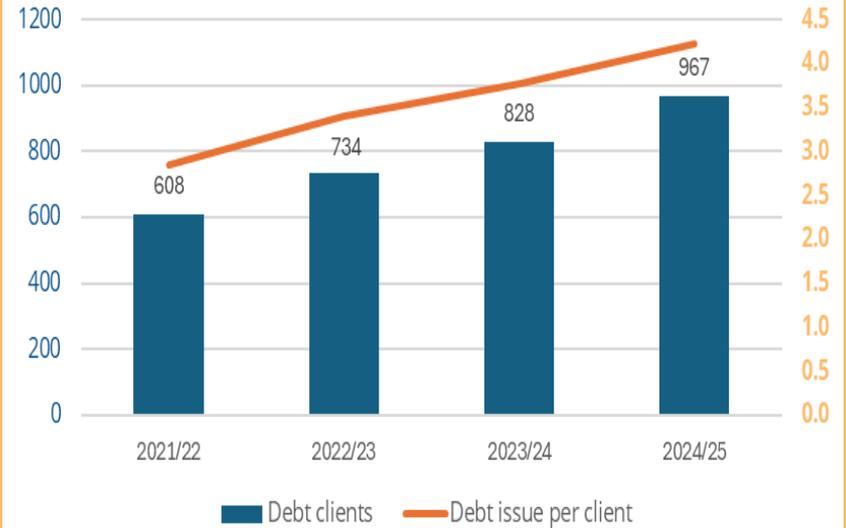


# Client Issues are Becoming more complex

## Client numbers and issues by year



## Debt - growth in client numbers and complexity



# Our Current Services

## Debt

Advice to help people deal with, and break cycles, of indebtedness.



## Home & Well

Supporting people as they return home from hospital.



## Financial Capability

Advice on a range of money issues to promote happier, healthier lives



## Macmillan

Holistic advice service to people affected by cancer.



## Energy Advice

Helping people struggling with the cost of energy.



## Financial Inclusion

Working with schools & foodbanks to support people out of poverty.



## General Advice

# Delivering Value to Our Communities

We use a Treasury-approved model to calculate the financial value achieved by CANF.

For every £1 invested in the New Forest advice service in 2024/25, we generated:

**£3.38**

in savings to  
government and  
public services  
(fiscal benefits)

Total fiscal benefits  
across the New  
Forest:  
**£2.23m**

**£22.45**

in wider economic  
and social benefits  
(public value)

Total public value  
across the New  
Forest:  
**£14.8m**

**£13.26**

in financial value to  
the people we help  
(specific outcomes  
to individuals)

Total financial  
value across the  
New Forest:  
**£8.8m**

# The difference all this makes

It's not possible to put a financial value on everything we do.

The wider impact of our advice – what we achieve because we solve problems and provide support – is just as important.

- Keeping people in employment or helping them back to work
- Preventing housing evictions and statutory homelessness
- Reducing demand for mental health and GP services
- Improving mental wellbeing and positive functioning
- Improved family relationships

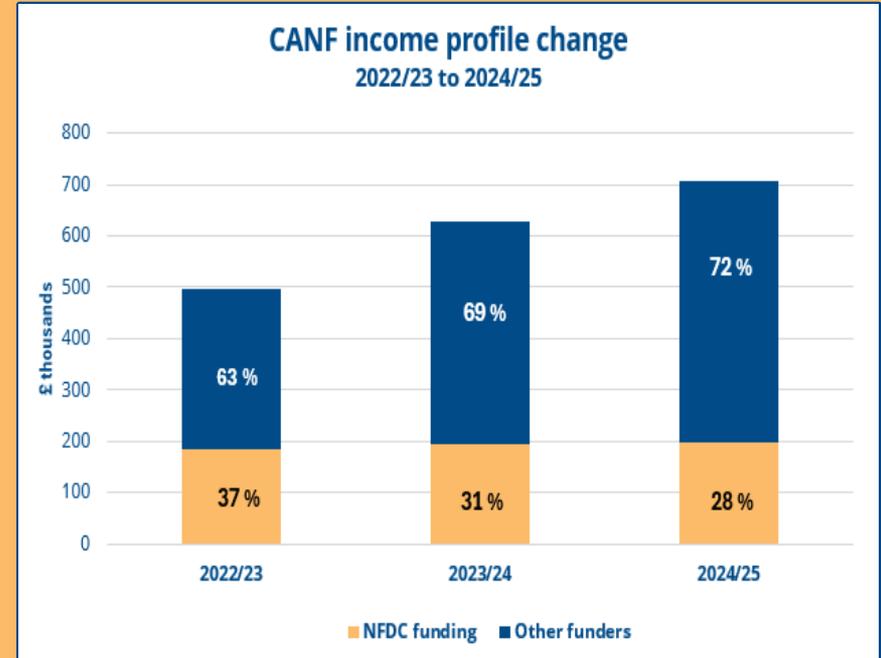
# Changes to our income mix

11 sources of funding in 2024/25

£710k in 2024/25



£496k in 2022/23



# Building for the Future

Adapt our advice service to support more residents.

Grow our specialised services to meet future needs.

Work in partnership to ease the pressure on those that are struggling.

Make CANF sustainable.

Helping **people** to access the services they need.

Helping our communities become healthier and happier **places**.

Helping reduce the reliance on statutory services and increasing **prosperity** for our communities.

Ensuring LGR is an **opportunity** for all New Forest residents beyond 2028

# Citizens Advice New Forest

<https://www.newforestcab.org.uk/>

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**New Forest**