

Contact us

Local Office 01255 377080 - 10am to 4pm, Monday to Thursday

Mental Health Hub 01255 225027 - 9.30am to 3pm, Tuesday to Friday
and 10am to 4pm, Saturday

Adviceline (National) 0800 144 8848 - 9am to 5pm, Monday to Friday

Consumer Helpline 0808 223 1133 - 9am to 5pm, Monday to Friday

Universal Credit Help to Claim 0800 144 8444 - 8am to 6pm, Monday to Friday

Scams Action 0808 250 5050 - 9am to 5pm, Monday to Friday (online scams only)

All lines are closed on Public Holidays.

Calls to 08 numbers are free from mobiles and landlines.

Calls to 01 numbers are charged at your standard network rate.

Find us online

www.cabtendring.org

 /cabtendring

 @AdviceCitizens

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Citizens Advice Tendring is an operating name of

Citizens Advice Bureau Tendring Limited

Charity Registration Number 1091777

Company Registration Number 4345160

Citizens Advice Tendring is authorised and regulated

by the Financial Conduct Authority. FCA Authorisation Number 617560

Registered Office: 18 Carnarvon Road, Clacton-on-Sea, Essex, CO15 6QF

Citizens Advice is an operating name of The National Association of Citizens Advice Bureaux. Charity Registration Number 279057

ANNUAL REVIEW 2022 - 23



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Thank you to our Funders.....

We would like to thank our funders, who make it possible for us to provide our service to the community.



Feedback from our Clients.....

Thank you for the help with electric. I appreciate it so much. I have been panicking and worrying so much how to get through with food and electric and supporting my kids until I get UC again. So the electric help is really appreciated. Thank you again for your help.

I wanted to say a huge thankyou to everyone at the Citizens Advice Bureau. The ladies from the C.A.B. have helped me to stop the eviction so I can sell my house and move near to my kids for support. I was embarrassed admitting my problem to C.A.B. But without all their hard work I would be homeless now.

Thank you so much for getting back to me. I wanted to cry when I read you'll be with me every step of the way. That's very kind of you. Thank you so much for helping me. I really don't know what I would do without you.

Chair's Report.....

Citizens Advice Tendring continues to offer excellent value to our community and funders, with the value we provide directly to our clients of key importance. We remain vigilant as to the needs of the community in Tendring and will expand the scope of our activities accordingly. We work closely with partner organisations to identify need, working together to address this where possible.

One of our main challenges for 2022-2023 was to relocate our Mental Health Hub Recovery programme and Charity Shop for more visibility and footfall. This happened in November 2022 and has been an enormous success. We endeavour to work with more Partners in the coming months and to increase referrals into the programme.

This year's Audit was conducted by the National Citizens Advice (CitA) assessor in March 2023.

The scores reflected a successful year for the Advice Service with us attaining a full pass in all 9 areas of Management and Regulatory Compliance.

It must be mentioned that our Senior management team was strengthened, and a continuous Volunteer recruitment programme is in place to ensure a steady stream of new recruits are offered training and placements in our Advice Service.

A new Triage system was implemented to enable us to answer as many calls as possible each day, but with this created an ever-increasing call back list. This showed us that the service needs are increasing and the need for constant review of our Advice service is essential.

Our website has seen steady growth all year and is used for Advice queries as well as applying for paid jobs with us and to volunteer. This has been hugely successful with increasing hits to our home page, self-help pages and the advice form.

Our work within the Citizens Advice Essex Consortium has meant we have been a partner in the many contracts secured by them including Warm Homes and the Macmillan Welfare Benefit Advice service of which we recruited 3 members of staff

to help people with a new diagnosis of cancer.

This year also saw us achieve a successful bid for the British Gas Energy Trust where we have been able to increase our Energy Advisers by 2 more staff members who regularly attend outreach venues.

Our outreach venues have increased which has proved the need is for us to be inside communities to reach the most vulnerable in Tendring which was one of our main aims this year.

ACHIEVEMENTS AND PERFORMANCE

In 2022/23 we dealt with 7856 individuals presenting with a total of 17,219 different issues, a third of which were in relation to personal debt and benefits issues, with a calculated £3,217,259 benefit to individuals.

In addition, for every £1 invested in Citizens Advice Tendring, we generated at least twice that amount in fiscal benefits for the wider community. In terms of other benefits, such as reduction in health service demand, local authority homelessness services, and out-of-work benefits for our clients and volunteers we generated £7,383,683 in public value.

The value of donated volunteer hours was £114,666.

We supported 27 volunteers across the year in the mental health recovery programme in our community charity shop.

We believe that it is important for us to demonstrate that we continue to function effectively and offer excellent value in all the services we provide to our community. We use the feedback we receive from service users and our partner organisations to inform our research and campaign work.

Tonia Parsons

Chair

Chief Officer's Report.....

This year has been very successful for CA Tendring. After finding our 'new normal' post-Covid lockdowns we have adjusted to different ways of working. The phone hasn't stopped ringing which led to an unmanageable call back list of voicemails. Being heavily reliant on volunteers means we cannot always cope with demand. This will be an inevitable challenge going forward.

BGET

2022 saw us take on a British Gas Energy Trust contract for two full-time workers which enabled us to help more people during the Cost of Living and Energy Price Crisis.

MACMILLAN

We also secured two full-time equivalent positions for Macmillan Cancer Welfare Benefit Advisers where we employed three part-time workers to help people with a cancer diagnosis cope with their finances, at a time when the support is most needed. This contract covers Essex wide hospitals and was won by CA Essex under the direction of Martin Lord.

CA ESSEX

CA Essex is a consortium of all Essex CA's and secures larger funding contracts where we can all contribute to a pan Essex approach.

DESPERATE TIMES

We have seen many people in crisis this year. The areas of advice we cover are broader than you would imagine. People are having several issues at once and are sometimes only reaching out when they are at breaking point. We are seeing more people who just cannot manage on their income due to increased cost of fuel, household bills and food. The Food Banks are seeing more customers than ever before and people are living on negative budgets. We can check people's entitlements and check their benefits including applying for disability benefits. We were fortunate enough to receive Fuel Vouchers and distribute these to the most

vulnerable single people, couples and families.

I cannot write this report without mention of the passing of two true legends at CA Tendring. Robert Clubb who was on the Trustee Board for over 20 years and his skills knowledge and humour will be forever missed. Also, Bryan Mellor; again a long standing volunteer of 20 years plus who fulfilled the role of IT Support with so much patience, skill and humour. They will both be missed but remembered fondly.



Citizens Advice Tendring — our main office in Carnarvon Road, Clacton-on-Sea

What we achieved in 2022

Improve access to the services

In addition to maintaining the phone service developed during the pandemic, we opened up more face to face appointments, reopened and expanded our outreach service with new sites in Jaywick, Walton, Brightlingsea and Harwich.

We also developed our self help services by developing our website that launched in February 2022. Since the launch more than 5279 people accessed the "Get Advice" section, but only 2161 went on to complete and submit the "Get Advice Form" which can be seen as an indicator of our success.

Increase effectiveness and reduce duplication

Case Studies.....

Client Case 1

Couple aged 84 and 86 moved to Clacton in March 22 to enjoy their final years. Owner occupiers of an uninsulated bungalow - extremely low Energy Performance Certificate - E. Husband suffered a catastrophic fall and the injuries were terminal. He was in receipt of Attendance Allowance and the couple's income was too much for Pension Credit but well below the £30,000 for a Sustainable Warmth Grant. Client was supported to make a claim for the grant for insulation work and with our help secured £5000 to carry out the necessary improvements. Client was also advised how to put in a claim for Pension Credit.

Client Case 2

Client lives with her partner who is aged 34 and not working. They are Council tenants in a 2 bed flat with 3 children. Two children have disabilities and the couple were not in receipt of Disability Living Allowance for these two children and they were benefit capped. Client and her partner have no disabilities. The following amounts were secured for the client totalling **£24,336.84 per annum.**

- **DLA middle rate for two disabled children = £6,432.24 pa**
- **Disabled Child Element for two children = £3,189.36 pa**
- **Lifting of the Benefit Cap @ £888.65 pcm = £10,663.80 pa**
- **2 carers elements on Universal Credit = £4051.44 pa**

Wellbeing.....

Employment and mental health resources

- www.mentalhealthatwork.org.uk/
- www.leapers.co/articles/2020-10-12/why-mental-health-at-work-matters-when-youre-self-employed-or-freelancing
- www.covidwellbeingsupport.com/
- www.mind.org.uk/information-support/tips-for-everyday-living/how-to-be-mentally-healthy-at-work/work-and-mental-health/
- www.acas.org.uk/

Coronavirus and mental health resources

- <https://www.mentalhealth.org.uk/en/explore-mental-health/covid-19-resources>
- <https://www.mind.org.uk/information-support/>

Bereavement resources

- Bereaved by Suicide Service - call 01473 322683 (Ipswich)
0808 168 9111 (National Support Line)
- www.sudden.org/help-for-adults/
- [www.sthena.org.uk/referral-area\(bereavement-services\)](http://www.sthena.org.uk/referral-area(bereavement-services))
- <https://www.papyrus-uk.org/suicide-bereavement-support/>

General mental health resources

- www.nhs.uk/conditions/stress-anxiety-depression/free-therapy-or-counselling/
- www.therapyforyou.co.uk/
- www.mind.org.uk/
- Rethink - call 0121 522 7007 (General Enquiries)
- www.actionforhappiness.org/

Crisis resources

- Samaritans - call 116 123
- Crisis Team - call 111, and select the 'Mental Health' option

In 2022 the pandemic continued to take its toll on our mental health. World Mental Health Day 2022 provided us all with an opportunity to re-ignite our efforts to protect and improve mental health for ourselves and others.



Many aspects of mental health have been challenged by the pandemic and the cost of living crisis. Even before the pandemic in 2019 an estimated one in eight people globally were living with a mental disorder. Estimates put the rise in both anxiety and depressive disorders at more than 25% during the first year of the pandemic alone.

There is also evidence that some parts of the community may be more likely to experience mental wellbeing issues particularly if they have overlapping problems, for example homelessness, substance misuse and/or households with low income. We are aware that in some areas of Tendring there are high levels of deprivation, which will impact the number of people struggling with mental health issues locally.

At Citizens Advice Tendring we are committed to support people in the best way we can, putting wellbeing at the heart of what we do. We will continue to work in partnership with other services to ensure that we continue to focus on support and intervention when needed, to help people back into the community.

- We embedded our new HR management system for all staff.
- We surpassed targets in all new projects - SCARP, Warm Homes and Macmillan.
- We had a steady flow of volunteer recruitment and successfully recruited from this base and externally into our paid staff team.
- We increased our skills base across the team by effectively setting up and supporting hybrid working.
- We used research and campaigns work by applying for project funding of SCARP (fuel energy advice) and ECC funds via Citizens Advice Essex for 'Cost of Living' advice over the phones.

Increase our community profile and develop a diverse and sustainable funding base

- We relocated the Mental Health Hub / Charity Shop to a central location with improved visibility and proximity to the advice service office.
- We developed our website and social media presence, sharing research and campaigns data as well as increasing the self help information on the site.
- We increased our presence in the media with multiple radio interviews on BBC Essex Radio.
- We secured £497,000 in additional project work (restricted funding). These operated entirely separately to our core service which brought challenges, but also sustainability with the benefit of raising our profile across Tendring. Most of these projects have been continued into this current financial year.

Melanie Hammond
Chief Officer

Community events are a great way to raise awareness of the services we provide



Our staff and volunteers are here to help



Working behind the counter at the new Mental Health Hub / Charity Shop



About Citizens Advice.....

We are a team of dedicated, professional volunteers and staff, passionate about empowering our community through advice, information, confidence building, education, advocacy and campaigning.

Our core service focuses on meeting the needs of the most disadvantaged and vulnerable groups in Tendring, including those with mental health challenges, rather than providing general advice to those people who can access information and services themselves.

- We provide free, confidential and impartial advice to help people overcome their problems
- We are a voice for our clients and consumers on the issues that matter to them
- We value diversity, champion equality and challenge discrimination

- We encourage, empower and educate
- We're here for everyone

Staff and volunteers at our new Mental Health Hub / Charity Shop in the High Street



Our Aims and Principles.....

AIMS

Our mission statement is to provide quality advice that people need for the problems they face. To identify and champion the issues that affect people's lives.

PRINCIPLES

Independence

Citizens Advice Tendring offers a completely independent service. We are therefore able to offer impartial advice to all clients and to take up any issue with the appropriate authority on behalf of individuals or groups.

Impartiality

The service provided by Citizens Advice Tendring is impartial. It is open to everybody, irre-

spective of ability, age, gender, gender identity, race, religion or belief, sexual orientation and social or economic status. Advice and help will be given on any subject without any preconceived attitude on the part of the Citizens Advice service.

Confidentiality

Citizens Advice Tendring has provided free, confidential and independent advice to our local community since 1939. Nothing learned by the service from clients, will be passed on to anyone outside the service without their express permission.

Free

Citizens Advice services are provided free to clients at the point of delivery.

10 in Essex.

Funding

We wouldn't be able to run our services without receiving funding from a variety of funders. Our biggest issue tends to be the fact that many of our grants and contracts only run for 12 months at a time. Fortunately we have been awarded the Macmillan contract for 3 yrs which gives us more certainty and security.

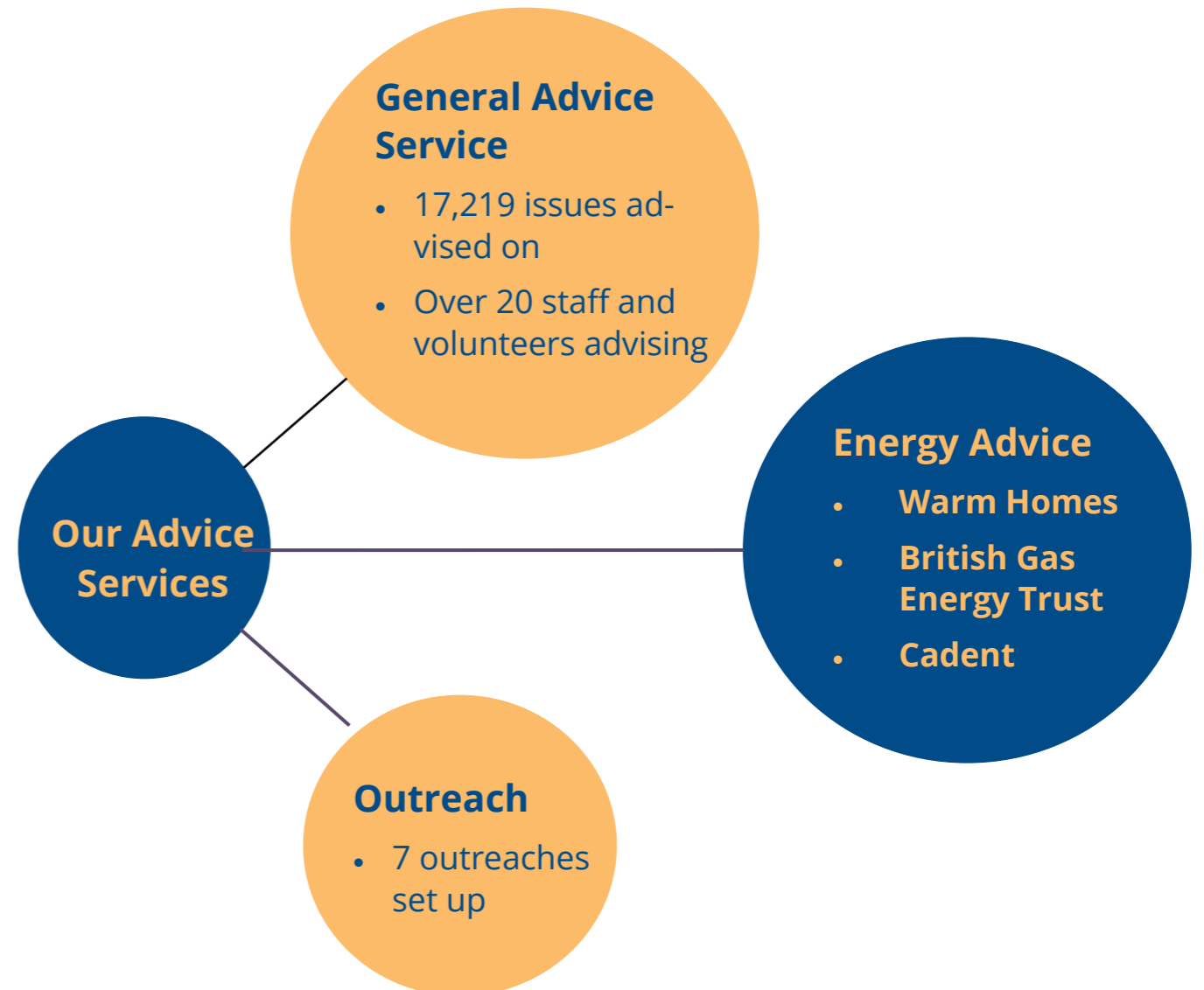
Recruitment

Since the pandemic recruitment has been problematic due to many people wishing to work from home and although some roles can be done remotely many still need an office or

outreach presence in Tendring for at least some of the working week. Because of this we now operate office based, remote and a hybrid model way of working. We always find a way, as problem solving is what we are good at!

Client 3: Owner occupiers in receipt of Universal Credit, Carers Allowance and the husband in receipt of Personal Independence Payment, were helped to secure the following:

- Higher Rate Mobility PIP—£2,083.64
- Carers Element on Universal Credit - £2,656.68
- Emergency Repair Grant (Disabled Facilities Grant) to replace boiler £3,500



Our Advice Services.....

Our services are available to individuals all over Tendring, which covers a population of 148,100 people (Census 2021).

We offer assistance with a multitude of problems, including benefits entitlement, forms and appeals, housing, eviction and homelessness, domestic abuse, fuel crisis and debt. In light of the cost of living and energy crisis, our staff have also ramped up their response to fuel poverty and hardship. The advice team continue to work with clients to ensure that everyone has access to the advice they need to solve their existing problems and avoid future issues.

Client 1: Single, owner occupier in an uninsulated wooden bungalow. Had a prepayment meter and not enough money to put into it. She had loft insulation and 2 storage heaters fitted 2.5 years ago on a grant. She suffered an accident at work 15 months ago. The following amounts were secured for the client:

- Limited Capability for Work Related Activity on her Universal Credit (£354.28 pcm) = £4,251.36 pa
- Personal Independence Payment for mobility (£64.50 pw) = £3,354.00 pa
- Personal Independence Payment for Daily Living (£61.85 pw) = £3,216.20 pa

General Advice Service

After spending most of our advice time on the phones last year we have focused more on community outreach work and face to face appointments to assist the most vulnerable people in Tendring. We noticed an increase in housing issues this year, as there has been an upturn in 'no fault' evictions where many landlords have decided to sell their rental properties, which in turn has driven up the cost of remaining private rented properties. So demand has increased and this has driven rents up.

We have also seen an increase in people apply-

Client 2: Single, aged 49 had suffered a stroke leaving her paralysed down one side and unable to function properly, living in a Council flat, on a prepayment meter with storage heaters. After deductions from Universal Credit she had little to live on and was on emergency credit on her electricity meter and was about to run out of fuel. We managed to secure her a total Personal Independence Payment of £4,487.80 pa.

ing for PIP (Personal Independence Payment) which we think is partially driven by the Cost of Living crisis and the need for people to try and increase their income.

Relationship problems also appear to be on the increase and could be again attributed to the financial pressures on couples.

Outreach

We were asked by local communities in both Jaywick and Harwich to deliver our services from their premises in St. Christophers church and Salvation Army Food Bank which we did and have regular outreach sessions at both venues.

We will continue to look at the whole of Tendring for unmet need in areas of deprivation.

Energy Contracts

We were able to secure funding for 3 separate energy contracts this year with British Gas, Cadent and Warm Homes. This has enabled us to recruit more paid advisers to help people with financial difficulties in paying their fuel bills.

CA Essex

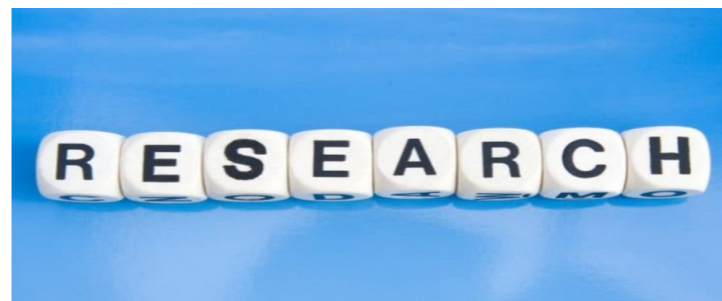
Being part of a funding consortium has meant we are able to be part of an Essex wide strategy to reach larger funders and access larger funding grants that can be shared amongst all local Citizens Advice offices, of which there are

Citizens Advice Tendring: 01255 377080

National Adviceline: 0800 144 8848

Research and Campaigns.....

At Citizens Advice Tendring, our commitment extends beyond providing individual support; we strive to make a broader impact through our research and campaigns, targeting discrimination, addressing inequalities, and advocating for equity in our local community. Our holistic approach to advice ensures that while residents may seek assistance for one issue, our advisers typically



assist with an average of four, offering comprehensive support. This not only addresses immediate needs for each person we help, but also enables us to identify prevalent issues faced within our community.

Our focus in research and campaigns has centered on the following areas:

Cost of Living

Nationally, we advocated for benefits to align with inflation, furthermore, pointing to the need for adequate Universal Credit payments to cover basic living costs. Locally, in collaboration with TDC, we created and distributed informative booklets to ensure residents were aware of available support; from foodbanks and free meals to benefits and fuel grants.

Fuel Poverty

Our specialist energy advice services, (Warm Homes and the Supporting Communities At Risk programme, funded by the British Gas Energy Trust), have revealed the significant impact of fuel costs on local residents. In addition to offering personalised advice, we have pro-

vided information on energy efficiency and financial assistance towards fuel costs through multiple social media posts and via our website.

Hate Crime

In May 2022, CA Tendring became a Hate Incident Reporting Centre, encouraging increased reporting of hate crimes or incidents within the community. Our sites provide a safe and supportive environment for individuals uncomfortable with or hesitant to report such crimes to the police. We actively participate in Hate Crime Awareness Week, aiming to raise awareness of its impact and foster a community intolerant of all forms of hate, including LGBTQ, racism, and disability-based discrimination.

Domestic Abuse



Acknowledging the alarming increase in domestic abuse since the pandemic, we not only offer specialised advice and support but also support national campaigns like Enough & NCDV, dedicated to combatting violence against women and girls.

We have also supported a range of national and local campaigns over the year, including: Trusted Traders, Summer Safety, Trauma - Healthwatch Essex (trauma cards), Volunteers Week, National Consumer Week, Scams Awareness - June, Sign Language Week, Mankind March - male carers support, World Bipolar Day.

You can find information about our current campaigns here:
[Campaigns — Tendring \(cabtendring.org\)](https://www.cabtendring.org)

Scams.....

Every year we see more and more scams emerging, especially online now our world is becoming a predominantly digital one, so the need to stay 'scam aware' becomes ever more important.

Be #ScamAware

Cybercriminals from all four corners of the globe have wasted no time targeting email inboxes, **WhatsApp chats**, Facebook's marketplace, and **Crypto wallets** during the past twelve months, utilising the latest social engineering techniques to dupe unsuspecting victims into parting ways with their private information and hard-earned cash.

Remember: If you're ever in doubt, don't give your information out.

Top Scams of 2022

1. Zelle Facebook Marketplace Scams
2. "Hi Mum, Hi Dad" Whatsapp Scam
3. Crypto Scams
4. Romance Scams
5. Geek Squad Scams
6. Cash App Scams
7. Google Voice Scams
8. Paypal Scams
9. Amazon Scams

(Source: Tech.co)

Be Scam Aware

We're all worried about money. Don't let scammers take yours.

The best defence you have against scams is knowledge. Being able to **recognise the common formats** scam messages typically take is vital.

If you fall victim to a scam, it's vital you act immediately. If you've given away financial details, call your bank using the number on the back of your card, and report the scam to **Action Fraud**. If you're in Scotland, inform Police Scotland by calling 101. Keep a close eye on your credit report for any suspicious credit applications. If one of your online accounts has been compromised, change your password straight away.

Warning signs include:

- It seems too good to be true, such as "Get Rich Quick" investment schemes
- There's unexpected contact, such as someone you don't know getting in touch or a parcel delivery you're not expecting
- You've been asked for personal information like passwords or your bank details
- You're being urged to respond quickly so you don't get time to think about it or talk to family and friends
- You've been asked to pay urgently or in an unusual way, for example by gift vouchers or a transfer service, or you keep being asked for extra money to complete the deal
- You suspect you're not dealing with a real company, like if there's no postal address
- You are being asked to pay for a product or service before receiving written confirmation of what's been agreed

Debt.....

2022-23 has seen household costs rise significantly as the Cost of Living crisis has affected many peoples daily lives and budgets. Energy prices were a particular concern, with the energy price cap increasing by 54% in April 2022, and despite the Energy Price Guarantee.

Food Banks

The Trussell Trust has felt the impact of this, with local food banks distributing more food parcels than ever. The Clacton Food Bank told us that they were seeing more families than ever before and more people in paid employment were coming to them for the first time.

BNPL

Reports from The Money Charity have found that due to the increasing cost of living, 70% of Buy Now Pay Later (BNPL) users report that they are paying through these means more often as a direct result of the cost of living crisis, including to pay for essentials such as food. Their research indicates that 24% of BNPL users are missing monthly repayments, suggesting a problematic crossover between affording basics and taking on unsustainable debt.

Gambling

Gambling adverts promoting online sites appear to be on the increase and this trend is extremely concerning for us. They offer 'free' goes, feature well known celebrities and promote it as a fun activity. We have seen a rise in people spending money they cannot afford which has left them unable to pay for essentials.

Jessica's story (name changed)

Jessica came to us for money advice with a number of debts, including priority debts and household bills. She had been struggling with her debts for three years following a relationship breakdown, and whilst she was trying to rebuild her life, was struggling to find a way out of debt. We assisted Jessica with applying for a Debt Relief Order via our national DRO Unit, and as a result wrote off just under £14,500 of debt.

MAPSDAP

We have continued to deliver specialist debt advice through funding from the Money Advice and Pensions Service. The majority of our clients are referred for debt advice via our core generalist service, and we also work with partner organisations such as Peabody and the Essex Wellbeing Service, who support vulnerable people in the Tendring area and refer them to us when they need help with their finances.



Through this project, we provide money advice to the residents of Tendring via face to face, telephone, and email, ensuring that our service is accessible to all. We can assist our clients in a variety of ways, such as helping them to negotiate priority and non-priority debts, advise on personal insolvency options, and provide income maximisation and budgeting advice. Our aim is also, where needed, to give people the tools to prevent future money issues.

Local demand for this service has appeared to have dipped in the past year, which we think is misleading due to the amount of people struggling with their finances. Due to this we will be reviewing our specialist debt provision and looking to increase debt training to all our advisers so more people can be identified quickly.

Client Success Stories.....

- **Client 1:** a financial outcome of £4300 was gained for the client, made up of £270 a month in Attendance Allowance and a back payment of £1020 .
- **Client 2:** a financial outcome was gained of £11,200, made up of £690 a month in PIP and a back payment of £2900.
- **Client 3:** £12,272 was secured for the client, along with advice given on submitting fit notes to the DWP and applying for Universal Credit.
- **Client 4:** is 73, single, lives in a private rented 2- bed flat. She has gas central heating and pays by Direct Debit. Her only income was £160 pw state pension. Client was secured the following amounts:
 Pension Credit—£5,209 pa
 £1324.44—arrears of Pension Credit
 Council Tax Support—£2,364 pa
 Discretionary Housing Payment—£325 one off payment.
- **Client 5:** aged 80 with some health issues. His wife is 75 with Multiple Sclerosis - in receipt of higher rate Attendance Allowance. Couple are owner occupiers with Equity Release - 2 bed house which is well insulated - Energy Performance Certificate is rated as D - except for the heating/hot water they scored very well. They had storage heaters and a big tank to heat water via electricity - no gas in the house. The hot water boiler had failed. The client was secured a £1500 grant to replace their hot water system via a Disabled Facilities Grant.
- **Client 6:** a single, owner occupier, working 30 hours a week in low paid self employment was secured a £10,000 Sustainable Warmth Grant for external wall insulation.
- **Client 7:** was secured Pension Credit with a backdated award to last year with a total financial outcome for the client of £5000 per year.
- **Client 8:** an amount of £10,633 in financial gains was secured for the client, made up of a back payment of £1650 and an ongoing award of £172.34 a week for Personal Independence Payment.

The people supported by the Macmillan Welfare Benefits Caseworkers team often experience drastic changes to their lives and the support the team provide, is more valuable than could ever be imagined. This is just one of the fantastic projects here at Citizens Advice Tendring that helps to support the people of Tendring.



Help and Advice Available with.....

- Benefits**
- Consumer**
- Debt**
- Discrimination**
- Education**
- Employment**
- Financial**
- Health**
- Housing**
- Relationships**
- Taxation**
- Gender Based Violence**
- Travel**
- Benefit Form Filling**
- Utilities**
- Fuel Poverty**

Where to Find Us.....

CLACTON OFFICE:

18 Carnarvon Road, CLACTON-ON-SEA, Essex, CO15 6QF

HARWICH OFFICE:

Harwich Jobcentre Plus, 164 -168 High Street, DOVERCOURT, HARWICH, Essex, CO12 3AT

MENTAL HEALTH HUB:

24 High Street, CLACTON-ON-SEA, Essex, CO15 1NR

OUTREACH LOCATIONS:

All Saints Church, Main Road, DOVERCOURT, HARWICH, Essex, CO12 4HS

Signpost, Unit 5, Jaywick Enterprise Centre, Lotus Way, JAYWICK, Essex, CO15 2LU

Harwich Jobcentre Plus, 164—168 High Street, DOVERCOURT, HARWICH, Essex, CO12 3AT

The Parish Hall, Victoria Place, BRIGHTLINGSEA, Essex, CO7 0BP

Frinton Community Centre, Soken House, Triangle Shopping Centre, FRINTON-ON-SEA, Essex, CO13 0AU

Harwich Salvation Army, Citadel George Street, DOVERCOURT, HARWICH, Essex, CO12 3ND

St. Christopher's Church, Meadow Way, JAYWICK, Essex, CO15 2HR

Tendring Mental Health Hub.....

The Citizens Advice Tendring Mental Health Hub project moved into new premises in November 2022, located in the High Street, Clacton-on-Sea. The shop had previously been based in Old Road, Clacton-on-Sea.

The ribbon was cut at the Citizens Advice Tendring shop, in the High Street, by Clacton MP Giles Watling and councillor Peter Harris.



The new shop is part of a mental health recovery programme, which aims to help and support people recovering from mental health challenges. People are given the chance to sign up for 12 months of support while gaining retail job skills to enable them to regain confidence and self-esteem.

The programme had been running for seven years from the Old Road site. It is hoped that the new shop will help to further raise awareness of this fantastic project, located firmly in the centre of the community that it serves.

The support programme has been extremely successful so far, with many participants gaining qualifications, starting paid work and voluntary placements. Some people have gone on to become volunteer advisers within Citizens Advice Tendring. Sometimes all people need is some encouragement and support to reach

their true potential and we are proud to be part of that success.

Anyone who feels they might like to participate in this worthwhile programme, or knows anyone that is struggling with their mental health, should contact Citizens Advice Tendring on **01255 225027**, or by email at **mhh@cabtendring.org.uk**, or via our website at **cabtendring.org**.

The new Mental Health Hub premises in the High Street are bigger, brighter and far more welcoming than the old premises. The new shop offers a far better shopping experience to customers with more room for the displaying of items, as well as plenty of space for customers to move around the store unhindered.



The new premises have proven to be a big success with customers since it's opening in December 2022 with monthly takings far in excess of the old shop premises.

Social Media.....

Social Media is another vital digital tool along with our website, that helps to increase our online presence, as well as helping to increase public awareness of the advice and support services Citizens Advice Tendring offer.



The use of Facebook and Twitter have so far been the social media platforms we have engaged with. We have had varying success with these two platforms, with Facebook being the most active platform in terms of engagement. Twitter has seen far less engagement at this point in time.

Both of these social media platforms have helped us to promote and highlight important



local and national events, including Equity Diversity and Inclusion days, weeks or months, for example Pride month in June each year and

Men's Mental Health month every November.

Facebook is particularly useful for such audience targeting.

We have 506 Facebook followers, as of 2022-23, of which our audience is mainly females between the ages of 35-45. Clacton-on-Sea is the main residency of our followers. Our page visits for the period 2022-23 was 2,044, this is up 612.2% compared to 2021-22.

Twitter saw less engagement than Facebook in 2022-23. During this period, our tweets earned 1.0K impressions (number of times a user saw our tweets). Our social media plan focus for 2023-24 includes reaching more users on Twitter and having more engagement due to the lower statistics for the period 2022-23.

In light of all the above data, we have been working on a better social media plan for 2023-24, to reach more of our target audience on both platforms. This plan includes regular posting, better content, more interactions and advertising of our services.

We will also look at using other social media platforms such as Instagram to help increase our social media presence in the future.

Although successful in some age ranges we recognise that many people do not engage with these online platforms, therefore we cannot reach all of our clients this way. It has been successful in the following ways.....

- Advertising for volunteers
- Advertising changes to our service
- Appealing for Charity Shop donations
- Providing links to relevant partner organisations, such as National Debtline, TDC, Refuge, MIND and CVST
- Promotion of local and national campaigns
- Attendance at events such as the annual Clacton Airshow, older peoples events and job fairs

Website.....

Our Citizens Advice Tendring website has undergone a great deal of development since its launch in February 2022.

Its first full year of operation from the 01/04/22 to end of year 31/03/23, saw a total of 9592 visits to the website. Developments in design and content have helped to increase public engagement with our services and raise online awareness of the number of services available both locally and nationally that can offer help and support to Tendring residents.

There is now information on the website detailing the following areas of support:

- Local Food Banks
- Local Services
- National Helplines
- Useful Telephone Numbers
- Benefit Calculators

The website has also proven to be a valuable platform for the recruitment of both new staff

and volunteers, as well as showcasing our latest news.

WEBSITE KEY STATISTICS

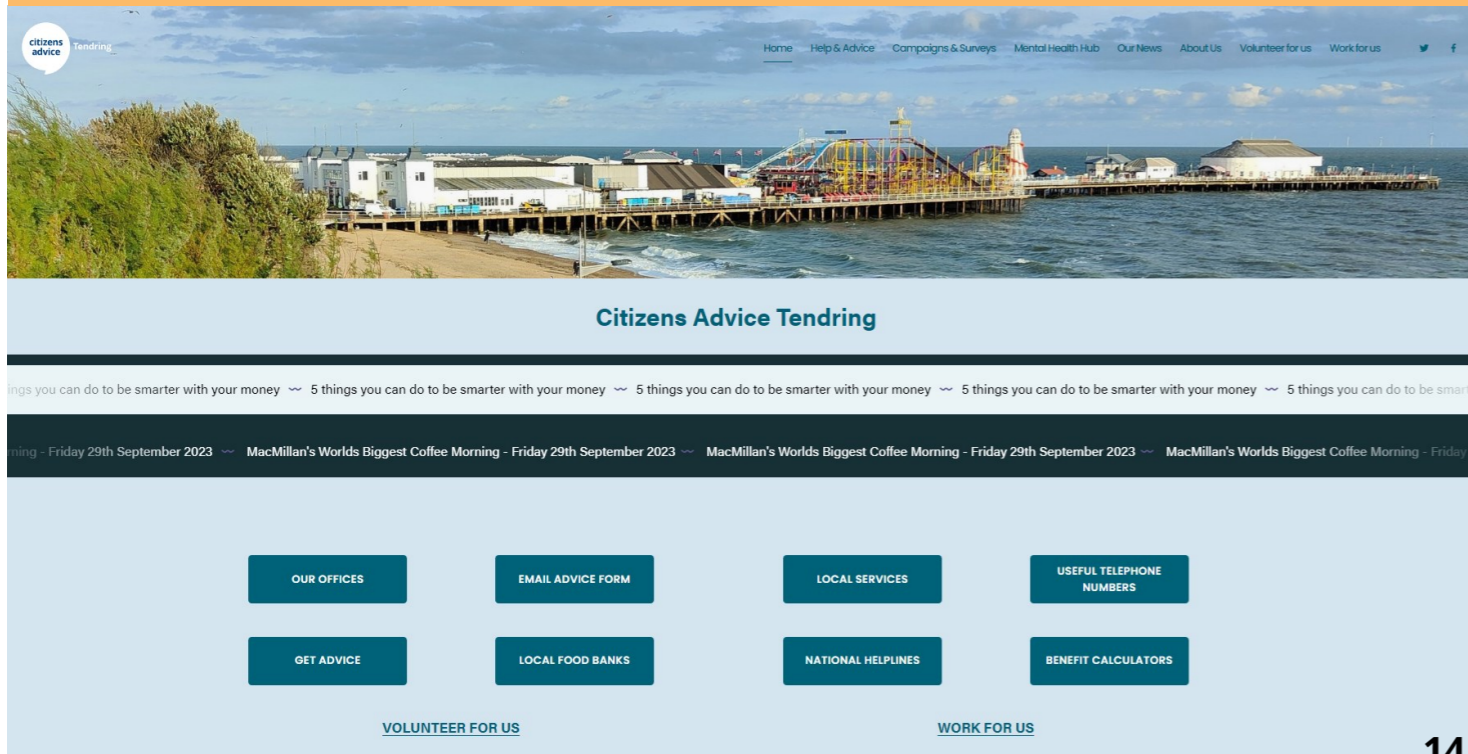
(From the 01/04/22 to end of year 31/03/23)

- Total number of site visits : 9592
- Estimate of the total number of actual visitors that reached the site: 7400
- Total number of views (page requests) across all site pages: 19000

A strong online presence is vital to any business in today's digital environment, so our website will continue to develop with the aim of attracting more online visitors in the future, playing a vital role in supporting the residents of Tendring.

Visit our website at: <https://cabtendring.org/>

(Image below shows the 'Home Page' that greets all site visitors)



Feedback from customers has been extremely positive with lots of wonderful comments left in the comments book on the counter, as well as feedback direct to the staff and volunteers, who are all working hard to make both the shop and the 12 month recovery programme a huge success.



Over the last two years there cannot be many people whose mental health has not suffered and anxiety and depression affect so many people. We feel we can help. The cost of living crisis has caused stress and worry for so many people. Citizens Advice Tendring wants to make sure that everyone knows our advice service is still here for them and that we can help in many ways if people are struggling. We can help with benefit forms, debt repayments, employment issues, housing problems, energy grants, domestic abuse support, local advice and information.



Case Study

The participant came to us through his support worker after expressing he was feeling very isolated and low. He explained how his mental health was suffering. He would get up and ready in the morning just to sit on his bed all day. He didn't have a purpose or much contact with the outside world and little socialisation. In his first participant wellbeing meeting he set a goal "to build his confidence, make new friends and improve his mental wellbeing". The participant quickly found himself forming friendships with two others on the programme. They would regularly meet up for walks along the seafront and have barbeques together in the summer. Their friendship still continues to this day. A few months into the programme his living situation changed and unfortunately his bedsit was condemned. This was a difficult time for him but he continued to commit to his voluntary role. Leading up to becoming homeless he was very anxious and unsure what the near future held. He was assisted by recovery workers in contacting the Council and other agencies such as Peabody, enquiring about assisted living for vulnerable adults and liaising with advisers on his situation. He finally received an offer just before Christmas and after receiving the keys to his new home he is feeling very positive about his future there. During our shop move he didn't shy away from hard work. On our opening day he and other participants handed out flyers in town, speaking with the MP about the programme and how the experience has had a positive effect on his life. His confidence continues to grow towards the end of his time on the programme, completing his GDPR training and being front of house using the till. As his confidence grows he has expressed he would like to look at a retail voluntary role. With support from recovery workers to help him find the right voluntary job to move on to, his time is soon coming to an end on the programme.

Key Outcomes of Citizens Advice Tendring 2022/23.....

