

ADVISING LONDONERS PARTNERSHIP

Improving Londoners' Finances and Wellbeing Together

The Advising Londoners Partnership (originally the [Cost-of-Living Crisis Prevention Advice Project](#)) is a strategic collaboration between the [Greater London Authority](#), [London Legal Support Trust](#) and [London Citizens Advice](#). It funds 41 local Citizens Advice, Law Centres and other advice agencies, working with community and faith groups, and a training programme known as 'Advice First Aid' to boost the supply of much needed welfare advice for hard-up Londoners. It commenced in September 2022 and is now in its third year. **This poster summarises achievements over the first two and a half years of the project.**



70,000 Londoners helped.

24,400 Londoners attended cost-of-living events.



£32 million financial improvements for Londoners

4.6:1 return on investment¹: £536 for every person advised*



38% of people had not received advice before.

Over 84% were in a better situation with improved understanding of rights, money and help available.

Two thirds were less worried after the advice.²



179 [Advice First Aid Training](#) courses for over 2600 people from community agencies, increasing knowledge of social welfare rights, resources and options.³



Over 200 new partnerships between advice agencies, community and faith agencies across London.

Collaboration has strengthened relationships and created new inter-agency referral routes.

1. For every £1 invested in the Project by the GLA, the finances of Londoners who were advised improved by £4.61. *Average.

2. Results of a client feedback survey responded to by 120 people in March/April 2024.

3. Advice First Aid training supports people in non-advice roles in community and faith groups to help people in hardship.



*"I'm grateful for all the support I've received so far.
Nobody else has been this helpful and I feel
more hope than ever before. I hope I continue
to receive support from you."*

