

## Designing and funding advice services

### 10 key principles

Advice has a vital role in improving access to justice for millions of people. To enable the advice sector to meet the advice needs of people and communities in England, Scotland and Wales, AdviceUK believes that it is important that a set of ten key principles are taken into account and followed by decision-makers, policymakers and funders.

#### The ten principles are: -

1. Advice improves people's lives and helps build stronger communities
2. Advice services should be built around what matters to people and the communities in which they live
3. Advice services should be designed to take account of the different pathways that people take to get advice
4. Advice services should be people-centred and should recognise that people's problems often arise out of complex lives
5. Data and evidence are critical to understanding advice needs and should inform the policy changes needed to prevent the same problems repeatedly occurring in people's lives
6. Understanding what people actually ask advice services to do is crucial if services are to be responsive to people's needs
7. The design and funding of advice services should be informed by continuous learning and improvement
8. Quality of advice is important, but quality is about more than just quality standards
9. Workforce development and wellbeing are fundamental to a strong, resilient and responsive advice sector
10. Advice networks such as AdviceUK play a critical role in promoting a diverse and independent advice sector and give essential support by providing tools, facilitating partnerships and giving the sector a collective voice