



Hillingdon Citizens Advice

AREA SUPPORT OFFICE, Key House, 106 High Street, Yiewsley. UB7 7BQ

## PRESS RELEASE

5.7.11

### ***LAUNCH OF 'MONEYWISE' AT HAYES CARNIVAL on 9<sup>th</sup> July***



### ***CAB is launching its new debt and financial awareness service***

Hillingdon Community Trust has recently granted funding to Hillingdon Citizens Advice to pilot our first fully integrated debt advice and financial capability service, '**Moneywise**', with the aim of alleviating the stress of trying to deal unmanageable debts and increasing local residents skills and confidence in managing their money in the longer term.

Hillingdon Citizens Advice will be running a stall at the Hayes Carnival on 9<sup>th</sup> July 2011, to launch the new 'Moneywise' service. There will be information about Moneywise, free leaflets and self-help debt and financial awareness materials and a chance to enter a free prize draw for a £25 Marks & Spencer voucher.



Overall in 2010-11, CAB advisers gave assistance with problem debts totalling a record **£17,643,390**, and many more downloaded the free **Debt Self-Help Guide** available on [www.hillingdoncab.org.uk](http://www.hillingdoncab.org.uk).

'**Moneywise**' will meet the continuing high levels of demand for debt advice by addressing both urgent needs for help with critical debts and longer term needs for enhanced financial skills and increased confidence to manage financial affairs in such a way as to reduce the likelihood of debt problems in the future.

HILLINGDON ADVICE & INFORMATION LINE 0844 848 7903 Website: [www.hillingdoncab.org.uk](http://www.hillingdoncab.org.uk)

Registered office: Hillingdon and Ealing Citizens Advice Limited, Key House, 106 High Street, Yiewsley. UB7 7BQ  
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**New Money Support Volunteers** will work alongside two Debt Advisers to offer individual financial capability sessions to enhance financial and budgeting skills, minimise the risk of future problems of indebtedness and impart greater financial know-how in relation to choosing affordable credit, savings, budgeting, banking and utility supplier options.

**Heather Brown**, the Director for Hillingdon Citizens Advice says “This is an important new development for us and we intend to make a real impact in the six wards in the south of Hillingdon by reducing the occurrence of problem debts and increasing the skills that people have to manage their household incomes, make the best choices for their circumstances and cope with changes in income.

We will also be providing free training for frontline staff in other voluntary and community groups so that as many people as possible benefit from this initiative. Volunteers who would like to get involved in Moneywise can also contact us by emailing [volunteer@hillingdoncab.org.uk](mailto:volunteer@hillingdoncab.org.uk).”

#### **FOR FURTHER INFORMATION CONTACT:**

[moneywise@hillingdoncab.org.uk](mailto:moneywise@hillingdoncab.org.uk)



#### **Notes to Editors**

- The Citizens Advice service comprises a network of local bureaux, all of which are independent charities, and national charity Citizens Advice. Together we help people resolve their money, legal and other problems by providing information and advice and by influencing policymakers. For more information in England and Wales see [www.citizensadvice.org.uk](http://www.citizensadvice.org.uk)
- The advice provided by the Citizens Advice service is free, independent, confidential, and impartial, and available to everyone regardless of race, gender, disability, sexual orientation, religion, age or nationality. For online advice and information see [www.adviceguide.org.uk](http://www.adviceguide.org.uk)
- Citizens Advice Bureaux in England and Wales advised 2.1 million clients on 7.1 million problems from April 2009 to March 2010, an 18% increase on the previous year. For full 2009/2010 service statistics see: [www.citizensadvice.org.uk/press\\_20100517](http://www.citizensadvice.org.uk/press_20100517)

- Out of 22 national charities, the Citizens Advice service is ranked by the general public as being the most helpful, approachable, professional, informative, effective / cost effective, reputable and accountable. (nfpSynergy's Brand Attributes survey, May 2010).
- Most Citizens Advice service staff are trained volunteers, working at around 3,300 service outlets across England and Wales.
- You can get details for your nearest CAB by texting CAB followed by your postcode (making sure that there is a space between the two) to 64446. This will return the address and phone number of your local bureau along with a link to Adviceguide.