

## **Press Release**

March 29 2011

### **Debt charity wins partnership award at industry's 'Oscars'**

Leading debt advice charity Consumer Credit Counselling Service (CCCS) has been awarded the 'Learning Partnership of the Year' award by the Institute of Credit Management (ICM). CCCS's training team worked closely with the ICM to create the first Diploma in Money and Debt Advice. The award was presented at the annual ICM awards on March 24.

The winning partnership has created the first professional debt advice qualification which allows the skills and knowledge of debt advisors to be validated nationally. The flexible, credit-based qualification is on the Qualifications and Credit Framework (QCF) and available for all who work in the area of money and debt advice. Each unit is individually certificated to allow the achievement of a single unit award or to build credit for the Diploma.

The award was collected by Lesley Cheeseman, Head of Training and Development at CCCS. She said: "Our employees, our clients and money and debt advisors will all benefit from the improved standards that we can achieve through this qualification. The strong working relationship we developed with the ICM meant we were able to turn our vision of having a Money and Debt Advice Diploma into reality."

Philip King, Chief Executive at the ICM, says that the CCCS team has achieved remarkable results within the world of consumer credit: "Understanding the importance that education plays in improving success is right at the heart of what CCCS does," he says, "and I hope that the team enjoys the accolade that it so richly deserves."

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**Notes to editors:**

1. CCCS's ethos is to help the "can't pays", not the "won't pays", and does not condone debt avoidance. CCCS always aims to help its clients pay back what they owe, in a realistic timescale and manner that is suited to each individual's situation.
2. CCCS is self-funding. Lenders share with the charity the benefit they receive from its operation, making a donation from the money repaid to them. This allows CCCS to retain its independence and ensure that its advice is always in the best interest of the client.
3. The CCCS free phone helpline 0800 138 1111 is open 8am to 8pm, Monday to Friday.
4. CCCS *Debt Remedy* is available at [www.cccs.co.uk](http://www.cccs.co.uk)
5. Follow us on Twitter: @CCCSPressOffice

**Media enquiries:**

All media enquiries should be directed to:

Frances Walker - [francesw@cccs.co.uk](mailto:francesw@cccs.co.uk)

Una Farrell - [unaf@cccs.co.uk](mailto:unaf@cccs.co.uk)

Tel: 0207 391 4583 (07950 469101 if outside office hours)