

EVERYONE DESERVES A PLACE TO CALL HOME



## A MESSAGE FROM OUR CEO

#### As I reflect on the past year, it's undeniable that it has been a challenging one for us all.

We have witnessed first hand the devastating effects of the cost of living crisis, and it's evident that tough times have fallen upon so many people out there. But in the midst of these difficulties, we find ourselves with a renewed sense of purpose and determination, we know our work matters now more than ever.

At Hopestead, we believe that everyone deserves a place to call home, a place that not only provides shelter but also offers the necessary elements for people to thrive. It is a fundamental human right, and we stand committed to making this vision a reality.

As we face the challenges of supporting those at risk of, or already experiencing, homelessness it is clear that new and creative solutions are needed. We firmly believe that the only way to achieve this is through impactful partnerships with like-minded individuals and organisations who share our commitment to ending homelessness.

I am proud to share that this year we have forged even more partnerships, each one a beacon of hope that will empower us and others to tackle this pressing issue head-on. Hopestead has always been a homelessness charity first and foremost, but this year, we have seen a huge increase in the number of people we're supporting that have been made homeless due to violence and abuse from their partner.

It is not ok that some people are faced with the dreadful choice of remaining in an abusive and unsafe environment or leaving with nowhere to go and nothing to take with them. We recognise the links between domestic abuse and homelessness, and we are committed to playing our part in responding to these interconnected crises.

Hopestead is now a team of six, and I want to express my gratitude to each member for their passion, commitment and resilience. They possess the positivity and the unique ability to understand and respond to the needs of our community. Together, we have built projects and programmes that have delivered tangible impact, and it is this dedication that gives me hope for what lies ahead, and in Hopestead's ability to continue to make an impact.

We understand that the journey towards ending homelessness is not an easy one, but we firmly believe that we can make a difference. Together, as a community of compassionate individuals, we can help to provide not just houses, but homes – places of safety, support and opportunity that will empower people to thrive.

Thank you for standing with us, and for believing in the power of hope. Together, we can create a brighter future for all.

Marie-Claire
MARIE-CLAIRE
DELBROUQUE
CEO, HOPESTEAD



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# SETTING THE SCENE

#### Homelessness is rising, in our region and across the country.

We believe everyone deserves a place to call home, and that access to a safe place to call home is a basic human right. We're working harder than ever to end homelessness by tackling its causes and breaking the cycles of homelessness. This is why we do what we do:

## HOMELESSNESS IN THE UK



### **ROUGH SLEEPING**

Rough sleeping is increasing too. 3,069 people are recorded sleeping rough on any given night across the country, including 285 people in the east - 9% of the national total. It's a number that's also been rising for the first time in four years.

people in the people in the east are recorded sleeping rough sleeping rough

### **RURAL HOMELESSNESS**

Rural homelessness, often called hidden homelessness because it is simply less visible, is on the up as well. Many people experiencing rural homelessness may simply go unnoticed or unfound in rural areas, so while the documented numbers have risen to almost 21,000 people **nationally**, we know that's unlikely to be the real figure. East Anglia, as a "largely rural area" (as per the Census), is one of the worst-affected areas for rural homelessness in England.



There are several factors likely to have a much longer-term influence on these numbers that we have not yet been able to measure, including (but not limited to): the long-term impact of the COVID-19 pandemic; the variable rates of inflation; the risk of a UK-wide recession; and the ongoing cost of living crisis.

Trends suggest that rates of people experiencing homelessness will continue rising, and sector experts have indicated that we have yet to reach peak rates. They also warn that, without significant intervention, the risk that people will experience homelessness is very likely to increase.

This is our purpose; demand is rising, and we must act now to end homelessness and its causes, and make it rare, brief, and non-reoccurring.

## OUR PAST, PRESENT, AND FUTURE

We firmly believe that access to a safe place to call home is a basic human right, essential for fostering healthy and happy lives and creating sustainable communities.

We recognise that homelessness is not an isolated issue; it affects the wider community and places an enormous strain on the public purse. But together, we are determined to create a brighter future where everyone has a place to call home.

## MEETING OUR GOAL TOGETHER

Reflecting on collaboration, we draw strength from the partnerships that have got us this far. We acknowledge the collective impact that strong partnerships can have on driving positive change and we will continue to build powerful partnerships. By embracing our current collaborations, we leverage the power of shared goals, resources and expertise. These partnerships serve as a foundation for our current efforts to make homelessness a thing of the past.

Looking ahead, we envision new and strategic partnerships that we hope will accelerate our impact on ending homelessness.

By fostering innovative partnerships, we hope to expand our reach and find fresh solutions to complex challenges. By embracing our current collaborations, we leverage the power of shared goals, resources and expertise.



## **BREAKING THE CYCLE**

We understand the importance of home sustainability, and recognise that providing a home is just the first step. By offering holistic support and resources, we empower individuals to maintain stable, fulfilling lives in their homes.

97% of service users reported they 'Strongly Agree' to feeling positive about their future thanks to Hopestead's support, and 100% feel more settled and secure in their home.

### **HOPE AT HOME**

Hope at Home remains at the forefront of our efforts. By ensuring those transitioning from homelessness have access to everything they need to thrive, we create a strong foundation for their future. We provide tailored furniture packages and essential household items, transforming empty houses into homes filled with hope and love.

#### **HOPE FUNDS**

By sharing resources and expertise, our Hope Funds projects embody our commitment to giving back and empowering change. By sharing our time, money and skills, we amplify the impact of partner charities and social enterprises dedicated to ending homelessness. Hopestead actively funds projects and pilots, supporting innovative solutions to tackle homelessness and its root causes. Together, we will continue to pilot new approaches, and explore new avenues to drive transformative change.

#### **BUILDING HOPE**

Our Building Hope initiative focuses on increasing the supply of homelessness accommodation. By partnering with charities and developers, we explore innovative funding and building strategies. This can be seen in our ongoing project with Emmaus Suffolk and New Meaning Foundation to deliver a modular homes space, something which we look forward to reporting on fully once completed next year. Together, we will construct more safe places for those in need.

## As we look to the future, we embrace a strategic path filled with hope, compassion and action.

Our ultimate goal is to break the cycle of homelessness. Through proactive measures and continuous improvement, we will strive to reduce the incidence and duration of homelessness.

Together, with strong partnerships, a focus on home sustainability and a commitment to making homelessness rare, brief and non-reoccurring. we know we can create a brighter tomorrow. Access to a safe place to call home is not just a dream; it is a fundamental right that drives us forward.

## HOPE FUNDS

We know that we are far more likely to be successful and impactful in tackling homelessness and its causes by partnering with others.

Charities across the country are facing numerous challenges that hinder their ability to work effectively. Our partners are struggling with insufficient funding, causing some to reduce their services or shut down entirely. This is the strategy behind Hope Funds, our key initiative to positively impact organisations and their projects from across the east of England.

## WHAT IS HOPE FUNDS?

We launched Hope Funds in 2022 to invest in, promote and support projects across Norfolk, Suffolk, Cambridgeshire and Essex from registered charities, social enterprises and community-based not-for-profit ventures. Our aim is to enable bold, transformative projects that share our vision of ending homelessness by providing grants of up to £10,000 to the organisations behind them.

In 2022 we held two rounds of Hope Funds, ultimately providing funding for 30 projects for organisations across the region. In a few cases, we were even able to support multiple projects from one organisation.

Through this we've provided £177k of support to reach almost 13,000 people who have directly benefitted from the support of all these different projects. It's more than twice what we expected, but we're relieved to have been there to back the people and organisations in need of support.



## WHO WE'VE HELPED

Hope Funds is, at its heart, a collaborative process, all about making a difference and a greater impact together. We partner with organisations that share our vision, using our capability and confidence to add value to their work. In doing so, we make sure to be really hands-on in supporting and checking in on all the organisations we support, keeping a close eye on the projects as they unfolded, carefully measuring their impact and celebrating their results.

#### ACCESS COMMUNITY TRUST

£6950 towards the 'Renting Ready' tenancy sustainment training, upskilling four staff members to reach a predicted 100 service users annually

## ST MARTINS HOUSING

£9785 for a tenancy training programme to give 25 attendees accreditations in basic life skills to sustain their tenancy

## THE BENJAMIN FOUNDATION

Assisted funding of community meet up groups in Thetford, helping **169 beneficiaries** 

## YMCA NORFOLK

£9997 to fund a 'Life Ready' Coach to provide 1:1 life skill coaching to 33 beneficiaries

## CITIZEN'S ADVICE LEISTON

£1000 for the provision of essential items for three households

#### THE FEED

£10,000 towards Nourish, providing hot evening meals, the Social Supermarket and Community Café, reaching 7,778 beneficiaries

### **SELIG**

Ipswich Winter Night Shelter: £10,000 for additional guest bedroom with en-suite, which provided emergency accommodation for 15 guests over 118 nights, plus £10,000 to extend opening the shelter all year round, with a predicted 300 beneficiaries

### **EMPANDA CARE**

£5,000 to support the Young People Services wellbeing and counselling fund with 14 beneficiaries

£5,000 for furniture upcycling and practical skills workshops, with nine beneficiaries

£3,500 for renewal of 1:1 counselling and wellbeing sessions, helping seven beneficiaries

### KING'S LYNN NIGHT SHELTER

£10,000 to provide ongoing emergency accommodation and sleeping bags, phone access, advice and food to over 200 people in need

#### WINTERCOMFORT FOR THE HOMELESS

£10,000 for the Employment and Supported Volunteering Programme, offering information, advice, training and support to 194 beneficiaries

## LOFTY HEIGHTS CIC

£10,000 to the Hoarding Relapse Prevention support programme, supporting four beneficiaries in dealing with and moving on from hoarding issues

## EMMAUS SUFFOLK

Contribution towards a **community café** to help fully furnish a professional kitchen and provide low-cost hot meals to the community

## THIS THE HORTICULTURE

**INDUSTRY SCHEME** 

Supporting a garden maintenance workforce that offers employment, training and support to ex-offenders – **31 new beneficiaries** 

## HOPE INTO ACTION

£10,000 to re-purpose two Norwich houses: one to house two families escaping domestic abuse, and the other for two women experiencing homelessness



## THE VILLAGE ORCHARD EAST CIC

£10,000 to fund group therapy sessions, supporting 10 beneficiaries unable to access or ineligible for mainstream services

## CITIZEN'S ADVICE EAST SUFFOLK

Aided recruiting a housing specialist to support with rent arrears, avoid evictions and help with essential items to prevent homelessness. **Over 1600 beneficiaries** supported since April 2022



## CITIZEN'S ADVICE MID SUFFOLK

Funding to recruit a money adviser to support beneficiaries to manage debt and budgeting advice to aid prevention of homelessness, helping **235 clients** 

## IPSWICH FAMILY BANK

£2,500 to support local families and individuals by providing donated clothing, equipment and food, helping at least 70 beneficiaries

## NEW MEANING FOUNDATION

£10,000 to pilot a six-month refurbishment, repair, decorating & small works social enterprise model targeted to provide training & employment to those experiencing homelessness

## NORWICH CITY COMMUNITY SPORTS FOUNDATION

Funding to support the 30-week Street Life Soccer programme, a free weekly inclusive football session for over 18s with **42 unique beneficiaries** to date

## NORFOLK COMMUNITY LAW SERVICE

**2x £10,000** towards NCLS' Financial Inclusion Project, which assists vulnerable and disadvantaged people to reduce their debts and maximise their income.

Over 2,400 clients advised, with nearly £2.5mil debt written off and £3.4mil benefit income generated

#### **SANCTUS**

£10,000 to cover 6 months of costs for a support hub and café, providing 200 support sessions and 1250 meals to over 350 beneficiaries

### PURFLEET TRUST

Funding to recruit a money adviser to support beneficiaries to manage debt and budgeting advice to aid prevention of homelessness, helping **235 clients** 



## FRESH START FUTURE ENTERPRISES

£9,070 to provide 1:1 support, an independent living skills workshop and employ a key worker.

Resulted in 15 beneficiaries for housing advocacy

# CASE STUDY NORFOLK COMMUNITY LAW SERVICE

#### **IMPACT**

The impact from this project has been huge across the two funding rounds, with a total of over 2,400 clients advised, nearly £2.5million of debt written off, and £3.4million of benefit income generated. We're proud to have given support to such a wide-reaching and impactful initiative helping to tackle the causes and break the cycle of homelessness.

We provided financial support to NCLS' Financial Inclusion Project on two occasions. The initiative helps vulnerable and disadvantaged people to reduce their debts and maximise their income.

Many of their service users are at risk of homelessness, highlighted by the 22 referrals they had from Shelter in 2021/22 and the assistance they gave for 25 ex-offenders. Thanks to Hopestead's support of this scheme, their service users are more likely to avoid rent arrears, fuel poverty and homelessness.



#### **CASE STUDY**

'Mr P' approached NCLS facing multiple debts totalling over £3000 with his Social Inclusion Recovery Worker. Alongside the ongoing support for a long-term psychological condition he was already receiving, NCLS were able to step in and get his arrears written off for medical reasons, while also seeking further income to help Mr P achieve more independence.

# CASE STUDY KING'S LYNN NIGHT SHELTER

King's Lynn Night Shelter (KLNS) provides emergency accommodation for anyone in West Norfolk with nowhere safe to stay. During their operating months, their services are made available 24/7. In 2020-21, in addition to the 23 guests who stayed, a further 42 people were helped, often over a period of days or weeks, with sleeping bags, access to a phone, advice, a listening ear and food parcels or hot takeaway meals. 29 of that further 42 were estimated to have been street homeless on the day they came to the Night Shelter.

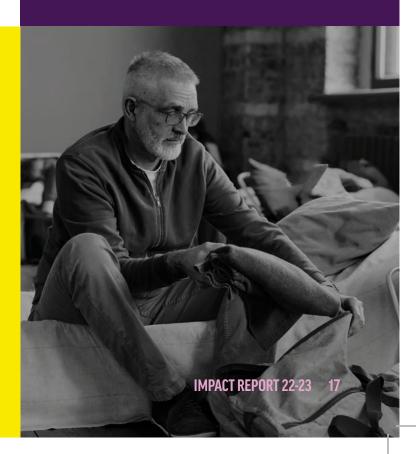
#### **IMPACT**

Following the funding we were able to offer, the project successfully welcomed 39 guests to the shelter. Approximately 59% of these people are now believed to have made a positive move to stable move-on accommodation. They also advised (through referrals, pastoral support and provision of food and other items) a further 197 people, 68 of whom needed emergency accommodation.

#### **CASE STUDY**

One service user, who wished to remain anonymous, gave the following quote on the support they received:

"The respectful manner of the staff and volunteers...they provided me with safe shelter when no one else would. I expected a chaotic environment. What I experienced was an ordered, safe and calming place to be."





#### **IMPACT**

The training programme had 25 attendees, with one participant gaining a tenancy and another sustaining their tenancy as a direct result of the course. Our grant was used to cover the cost of all the course fees, two volunteers (who also assisted with the proceeding courses) and admin.

The Tenancy Engagement Practitioner that St Martins were able to take on worked directly with people moving on from their community homes and hostels into their own tenancies. They supported 28 beneficiaries in total, including six people moving into a new tenancy and 19 people maintaining their tenancies.

Nobody has returned to other St Martins accommodation services as their tenancies have been maintained, and of the service users who offered feedback on the help they received, 100% felt they'd been treated with respect, were happy with the support they'd received, and felt more confident setting and working towards their own goals.

We're glad to have supported these projects empowering people to take more control of their own situations and break their cycles of homelessness.

#### **CASE STUDY**

Paddy is an elderly man who found himself sleeping on the streets for a period, before finding support from St Martins. They helped him into supported housing in Norwich, which specialises in supporting people with mental health issues such as those that had profoundly affected Paddy's adult life, relationships, and housing situation.

During his stay with St Martins, Paddy worked closely with his assigned support worker who helped him to rebuild his self-esteem and confidence with maintaining accommodation. He also received further assistance upon moving into his own accommodation with furniture and white goods, claiming housing benefits and ongoing mental health support to ensure he could sustain his tenancy.

# CASE STUDY SELIG (IPSWICH WINTER NIGHT SHELTER)

#### **IMPACT**

The IWNS provided emergency accommodation for 15 guests over 118 nights including multiple guests with more complex needs that they were now able to accommodate. Following the support of IWNS, 10 of these 15 guests were able to secure stable accommodation and more as a result of the care they received.

And, following the further funding, the extended opening project is complete with a predicted 300 beneficiaries.

We're relieved to have been able to assist
Selig in directly supporting people in need
of emergency support as part of IWNS, and
are glad to be able to continue supporting
the organisation in expanding their services
to a year-round project that has already
demonstrated its ability to directly support
those in need.

In the first two rounds of Hope Funds, we supported Selig, a charity dedicated to solving homelessness in Ipswich, on two different projects. Ipswich Winter Night Shelter (IWNS) was the first, offering shelter to individuals in need between November and March. Our funding helped them to open an additional guest bedroom with an en-suite to increase their capacity for those in need of emergency accommodation. The second grant contributed to planning costs to extend the opening of the shelter, aiding planning consultant fees, a part-time short-term administrator and volunteer training materials.

#### FEEDBACK Julia Hand

Julia Hancock, Charity Manager

"The best outcome of all is that we have ended the cycle of homelessness for some guests who had been homeless on and off for many years...

By being there, providing a welcome and hospitality, ensuring safety and offering company, we enabled some very vulnerable people to feel valued... and foster opportunities for them to tell us what they wanted. Many of our guests this winter had not been on anyone's radar. They had not been seen or heard"

All these projects that we've been able to support have directly helped people in need, whether to provide them with somewhere safe and secure to sleep, or to help them action change in their own lives.

Hope Funds is about working together to be successful and impactful in tackling homelessness and its causes. We did not expect the level of demand coming from these charities and organisations but we're glad to have been able to collaborate with those that share our vision of ending homelessness.

# HOPE AT HOME

Hope at Home is an initiative we launched to provide our service users, moving from a route of homelessness into a Flagship home, with home essentials that they need to thrive.

We found that 50% of our service users moving into a new property did so without essentials such as kitchen items, cutlery, bedding, curtains and more.

Providing these household essentials helps to reduce financial hardship on service users, and provides a safety net to help them towards making their new house into somewhere that feels like a home. Alongside the smaller household goods, we've been able to provide gifted furniture packages, new quality white goods, carpeting and other flooring.

## MAKING A HOUSE A HOME

This year we supported **219 households (over four times our original expectation)** moving into a new property following a period of homelessness with white goods, flooring, furniture and other essential items needed to help them not only thrive, but also sustain their tenancy. This also represents a **77% increase in demand;** we're relieved that we've been able to provide much-needed support to those that had nowhere else to turn.

This was made possible thanks to the donations we received of both cash and physical items (more information in the following fundraising section).

We also partnered with Norwich-based videographers Trett Films who documented three of our Hope at Home service users from the past year. Wayne, Jo and Yulia shared their experiences of homelessness and the impact Hopestead had in making their empty new house become a home in which they could thrive.

Thank you to Jo and Wayne for sharing their stories with us, which we've outlined in this section.

219 households supported with essential white goods and household items THE VIDEO

## JO

Jo previously lived in Essex, but upon release from Norwich Prison had no money or access to housing and so spent many months sleeping in a tent in and around Norwich. After around five months, she managed to stay in temporary accommodation for two months before securing a tenancy with Victory Homes.

Jo feels that there was a lack of support for her as a prison leaver which exacerbated her experiences, and that if there had been support then things might have been different. This is the first home Jo has had, and she has stated she does not have the knowledge or skills to run a household.

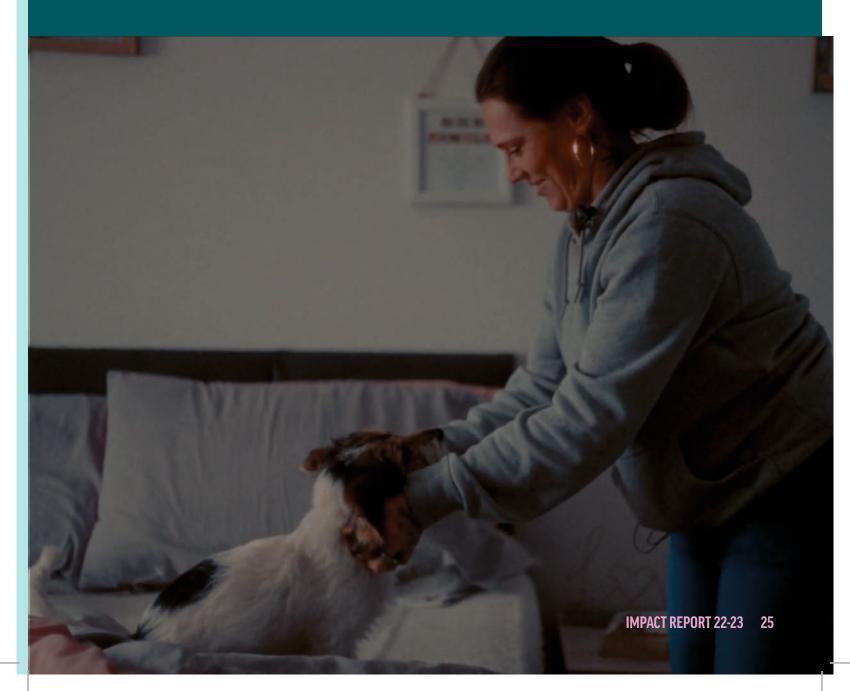
Hopestead supported Jo with white goods

– an electric cooker, washing machine
and fridge-freezer – furniture, including
a coffee table and TV stand, sofa, dining
table and chairs, bed and mattress, and
a bedroom furniture set – a wardrobe,
bedside table and a chest of drawers.

When this was delivered, Jo told us it was "the best Christmas [she'd] ever had in 42 years!"

Since then, Jo has gone on to start studying Psychology and Counselling at college and is getting support from St Martin's Trust and The Hub in Norwich.

I couldn't believe how much you offered. I had no money, I didn't have anything. You gave me the basics and the incentive to make me want more. It's given me a new lease of life.





Just having my own door to come home to is just lovely. Knowing that you've got somewhere stable just to come back to. It's just nice... satisfying and comforting.

## **CASE STUDY WAYNE**

Wayne experienced homelessness for nearly three years after leaving prison. He was placed in a supported unit with Anglian Care Trust for six months after being picked up by the homelessness team in Bury after rough sleeping during COVID and was released to temporary accommodation again after a stay in hospital. He spent almost two years in temporary accommodation before being moved into a Samphire home.

Wayne was able to obtain some items both through his support worker and second-hand. He had basic household kitchen essentials. toaster, microwave and kettle. He was also able to procure a TV, bed and sofa through support from Gatehouse.

Hopestead supported Wayne with all three white goods – an electric cooker, washing machine, and fridge-freezer. We also provided flooring for his one-bed flat, as well as blinds.

Wayne was very grateful and appreciative of the support from Samphire and Hopestead. He felt he had everything he needed to make a home and was very happy. He has since even offered to volunteer for Hopestead.

Wayne has since attained his Level 1 gym instructor qualification and, through further help from places like Citizen's Advice is taking steps to get to where he wants to be.

# HOW WE USE FUNDRAISING AND DONATIONS

Hopestead is grateful to have the support of Flagship Group and its staff. Through the financial support we receive from Flagship, we are able to fund initiatives like Hope Funds and provide financial support to other charities and charitable organisations in the east of England.

However, demand is higher than we anticipated, so even with that generous funding, we have to find extra income to meet the needs of our service users.

## **FUNDRAISING**

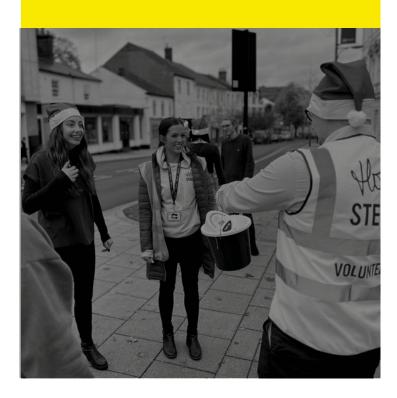
We also gather donations via a dedicated JustGiving page and organised street cash collections to provide the funds towards household essentials. We also maintain an Amazon Wishlist for people to donate physical items if they prefer.

We're also grateful to have received support from people who have raised money for us through their own means, such as quiz nights, sponsored challenges and sports events, raffles and more, all of which encouraged donations into our JustGiving fund.

WHERE THESE FUNDS GO

The donations we receive from our collections and JustGiving go directly towards our initiatives such as Hope at Home, purchasing items to support people moving into their new home from a route of homelessness (as do, of course, any physical item donations including those sourced through our Amazon Wishlist).

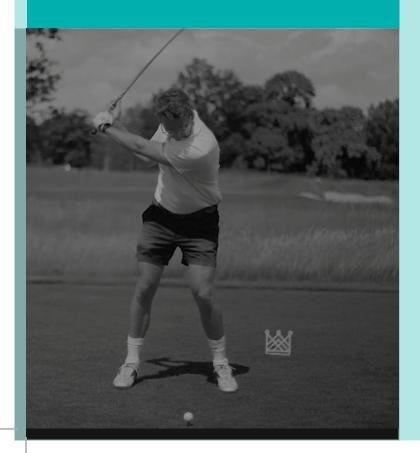
Through the financial support we receive, we are able to fund initiatives like Hope Funds and provide financial support to other charities in the east of England.



# FUNDRAISING EVENT FLAGSHIP SERVICES AND GASWAY GOLF DAY

## £500\* raised for Hopestead

\*approximate figure



This year, Flagship Services and Gasway organised a golf day to raise money for Hopestead, inviting a large number of corporate sponsors to take part in an 18-hole round of golf.

The day was a huge success, taking place at the Royal Norwich Golf Club in Weston Longville near Norwich. Representing organisations from across the region, 88 golfers made up 22 teams of four players. Colleagues from across Flagship Group, its subsidiaries and Gasway attended alongside business partners from similar organisations.

Funds were raised at this event through entry fees to take part, and through a raffle held at the end of the day. Raffle prizes were also generously provided by the organisations in attendance.

The day was a resounding success, and we raised a grand total of (approximately) £5,000 to support our work and, of course, our service users.

## CAMPAIGN HOPE AT CHRISTMAS

Running from November 2022 to early January 2023, we asked for donations to help us spread a little hope this Christmas and support those at risk of, or experiencing, homelessness across East Anglia during the festive period.

With the help of volunteers, we held eight street cash collections on the streets of Cambridge, Norwich and Bury St Edmunds, as well as collections at the Norwich Riverside branch of Morrisons. We also promoted our JustGiving page and Amazon Wishlist as alternative donation options.

Thanks to the generosity of our supporters, we raised almost £2,000 and received almost 50 parcels so we could provide home essentials like kitchen appliances, crockery and cutlery, bedding and more to our service users.

£2000 raised for Hope at Home

## MAKING A HAPPIER CHRISTMAS

Using some of the funds and items generously donated to us, we provided Jack and father Peter (names changed for anonymity) with kitchen essentials, bedding, white goods, flooring and a 2-bed furniture package as they moved into their new home from a route of homelessness in December 2022.

We were glad to be able to support Jack and Peter at a time when they had so little, and to ensure they did not have to go without the essential items they needed in their new home and help them move from sleeping on mats on the floor to making their house a home.



## REFLECTING ON OUR IMPACT

"I was homeless for years, just had enough growing up. When I moved in here, I had nothing. They dropped all my white goods off, it was like at Christmas time. It was...the best Christmas I've ever had. I've got somewhere to put my head at night, it's nice. I've not felt this happy in years, and I'm connected with my family again now. When I was first here, and I didn't have anything in here, I kept going back, I was drawn back to the city. So I kept going into the city, and now there's nothing I want more than to not go to the city! I'm just enjoying life, and I didn't for years."

Jo, thriving thanks to Hope at Home.

Because everyone deserves a place to call home.

#### **HOPESTEAD.ORG**

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