

HOPE
STEAD

EVERYONE
DESERVES
A PLACE TO
CALL HOME



WE'RE MAKING AN IMPACT

IMPACT REPORT
2025-26

A YEAR OF STANDING OUR GROUND

At Hopestead, we believe everyone deserves a place to call home. Six years on, that belief has only grown sharper.

Over the past year, homelessness across our region has continued to rise, and the pressures behind it have only deepened. But so has our response. We've supported hundreds more people moving into new homes, backed frontline charities doing vital work across the east of England, and started measuring the real social value of what we do.

We've also begun finding our campaigning voice, sharing the stories of people we've supported and challenging how homelessness is understood. And with our parent organisation now part of the newly formed Bromford Flagship LiveWest, we're part of something bigger, with even more potential to make a difference.

This report looks back at what we've achieved together. It's also a chance to say thank you to the people we support, our partners, our funders, and everyone who stands with us.

OUR VALUES

**WE'RE CREATIVE
WHEN FACED
WITH CHALLENGE**

**WE'RE
AMBITIOUS
FOR CHANGE**

**WE SUCCEED
TOGETHER**

WHAT YOU DON'T SEE

In the east of England, homelessness rarely looks the way people imagine. It's often hidden, dispersed and easy to miss. It's a parent and their children placed in temporary accommodation, far from school and support networks. It's someone rebuilding their life after fleeing domestic abuse. Its people forced out of their homes through no-fault evictions, with nowhere stable to land. Most of the people we support aren't on the streets – they're stuck in limbo, trying to hold life together without a stable place to call home.

Rural areas receive

65% less homelessness

funding per head than cities. In a region as spread out as ours, people slip out of sight more easily. Many don't even realise they count as homeless.

Crisis estimates that

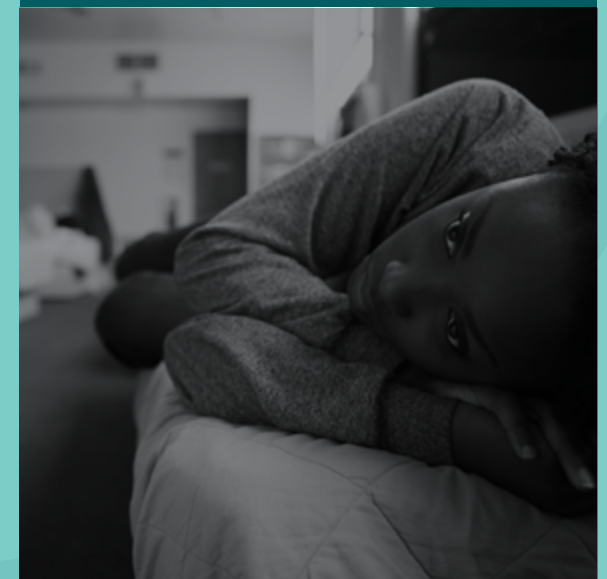
62% of single homeless people

don't appear in official figures at all.

That's the gap we exist in. Between the statistics and the reality. Between getting a set of keys and actually being able to live.

Because a house without a bed, a fridge or a pair of curtains isn't a home yet. And nobody should have to figure that out alone.

**A house without
a bed, a fridge or
a pair of curtains
isn't a home yet.**



THE PICTURE RIGHT NOW

More people are experiencing homelessness than at any point since records began. Here's what that looks like nationally, and in our region.

HOMELESSNESS IN ENGLAND

404,354 people are currently experiencing homelessness

of which

372,700 are living in temporary accommodation -

including

175,990 children

with **1,670** stuck in bed and breakfasts for more than six weeks, which goes against government rules

There are more than twice as many single women in temporary accommodation than men

56,660 women

compared to **26,810** men

On any given night

4,667 people are estimated to be sleeping rough - but double that number

9,292 were recorded in September 2025

At least **22,000** more people are living in places like hostels or shared houses but aren't officially counted - often referred to as the 'hidden homeless'

In the East of England

At least

26,488 people in our region are experiencing homelessness

of which

24,360 are living in temporary accommodation

Nearly half -

11,960 are children

5% increase in children in temporary accommodation on previous year

On any given night

412 people are estimated to be sleeping rough - but over double that number

910 were recorded in September 2025

Approximately

1,200 more people are in hostels and other forms of accommodation

We don't share these figures to shock. We share them because every one represents a person who needed help. But the truth is, we still don't know the full scale of homelessness. These numbers are the tip of the iceberg - so much is hidden, and too many people are still waiting to be seen.



THE BIGGER PICTURE

The cost-of-living crisis hasn't gone away - it's just stopped making headlines. But for families already stretched thin by rising rents, stagnant wages and a benefits system that hasn't kept up, the pressure keeps building – and for too many, something eventually gives.

In the east of England, those pressures come with their own twist. High second-home ownership and short-term holiday lets squeeze the supply of available housing. Most of the region is rural or semi-rural, which means fewer services, longer distances, and less visibility when people start to struggle. Councils across the east spent an estimated £151 million on temporary accommodation in 2024/25, and in some areas, costs have exploded – South Norfolk and Broadland, for example, went from £45,000 pre-Covid to over £1 million.

This year, Hope at Home supported 300 households, a total of 518 people including 197 children. Domestic abuse remains the leading cause of homelessness among the people we support, at 32%. That's followed by relationship breakdown with a partner (20%), relationship breakdown with family (20%), and eviction (15%). Most are women. Many are lone parents. They're trying to rebuild not just a home, but a sense of safety.

Meanwhile, Section 21 'no-fault' evictions are finally being abolished from 1 May 2026, but the run-up has triggered a surge in landlords rushing to serve notices before the deadline. This has only served to cause more disruption for people already on the edge.

Other pressures are quieter but no less significant. People leaving asylum accommodation, prison, or hospital are increasingly being discharged into homelessness, with little or no plan for what comes next. They're often the people most in need of stability, and yet they're the ones most likely to fall straight through the gaps.

These aren't stories about poor choices. They're about what happens when the safety net isn't there.

WHY HOPESTEAD EXISTS

We were set up to bridge the gap between being given a home and actually being able to live in it. That means furniture, flooring, appliances, bedding – the essentials that turn an empty property into somewhere you can sleep, cook, and start again. But it also means choice. People pick what goes in their home, because that sense of ownership matters. It's the difference between being placed somewhere and belonging there.

We also fund frontline charities across the east of England through Hope Funds, helping them keep their doors open and respond to local need. And through Building Hope, we're backing ambitious projects that create new homes for people moving out of homelessness – like Netherwood Green in Lakenham, Norwich, where we worked with St Martins Housing Trust and partners to deliver new supported accommodation on a site that had sat derelict for years.

Then there's Voice of Hope. It started as a way to challenge how people see homelessness, and it's growing into something bigger. We're not just raising awareness anymore – we're building a movement. One that amplifies the voices of people with lived experience and pushes for the systemic changes that will actually make a difference.

None of this would be possible without our relationship with Bromford Flagship LiveWest. Since Hopestead was founded in 2020, our parent organisation has provided almost all our funding. The recent merger means we're now part of one of the country's largest housing providers – with all the reach and networks that brings.

WHAT'S AT STAKE

The moment someone gets their keys should be a turning point. Too often, it isn't. A roof is not a home and without the right support, people can find themselves back in crisis. We exist because that window – the first weeks and months in a new home – is where the real difference gets made.

Get it right, and you don't just house someone. You enable them to change their path.



THE YEAR HOPESTEAD STEPPED UP

This has been the year Hopestead really started to think big.

It's been one of the busiest years Hopestead has ever had. We welcomed two new team members who have settled in brilliantly and helped the charity begin to grow in ways we've been working towards for some time.

It's also been a year of big change. The merger that created Bromford Flagship LiveWest means we're now part of one of the largest housing groups in the country, and the opportunities that brings for partnership working and new platforms are genuinely exciting.

We ended last year on a high, winning the We Care award at the Travis Perkins Managed Services awards, which came with a £5,000 donation. TPMS also awarded us £10,000 from the BFL Social Value Fund to work alongside the domestic abuse team on target hardening measures – helping people who've fled abuse feel safe and secure in their new homes, and funding meet-ups and coffee mornings to help survivors settle into their communities.

Hope Funds reached its highest ever annual amount, with £200,000 awarded to 11 charities through Round 5. This year also saw a new collaboration with Hasler-White Inclusive Facilitation, offering training bursaries so our funded partners can access support to build their resilience and develop their work.

We also launched Hopestead Heroes – a team of colleagues across BFL who help us spread the word and fundraise throughout the year. Colleagues across BFL in the east have been incredible, raising money through everything from running challenges and sponsored walks to chilli-eating competitions.

I was proud to speak at Housing UK about health and homelessness, and to see Netherwood Green completed after months of excellent collaboration. And through Voice of Hope, we've begun sharing the voices of people who've experienced homelessness. Listening to their stories has been deeply moving, and we're grateful to everyone who has trusted us with something so personal. Those voices are vital – they help us break down barriers, shape better services, and work towards ending the cycle of homelessness for good.

There's a long way to go. But when I look back at this year, I know we're heading in the right direction – and picking up speed.

LUCY PARISH,
DIRECTOR OF OPERATIONS



THEORY OF CHANGE ENDING HOMELESSNESS TOGETHER



WHAT WE ARE DOING	WHAT WE EXPECT WILL HAPPEN	WHAT WILL CHANGE	WHAT WILL SUCCESS LOOK LIKE
HOPE AT HOME HOPE FUNDS BUILDING HOPE VOICE OF HOPE	WE WILL PROVIDE FURNITURE & VOUCHERS TO PEOPLE WE WILL PROVIDE GRANTS TO ORGANISATIONS WE WILL BUILD HOMELESSNESS ACCOMMODATION WE WILL WORK IN PARTNERSHIP WITH OTHERS WE WILL RUN WORKSHOPS & EVENTS WE WILL CAMPAIGN FOR CHANGE	A reduction in the number of people who are homeless More people are prevented from becoming homeless	Fewer people will have a live possession notice in place within the first 12 months of tenancy because of the support they received from Hope at Home. People supported by our Hope Funds charity partners will secure suitable accommodation as a result of our funding. More people will move into suitable accommodation through Building Hope. There will be fewer abandonments, surrenders and rent evictions occurring within the first 12 months of a tenancy, as people are given the essential items they need to thrive through Hope at Home. More people supported by our Hope Funds charity partners will sustain their tenancy as a result of our funding.
		Increased number of bed spaces and homelessness accommodation	There will be more bedspaces & homelessness accommodation created by our Hope Funds charity partners as a result of our funding. There will be more bedspaces and homelessness accommodation provided by Building Hope.
		Increased understanding of homelessness	There will be an increase in the levels of engagement in our campaigns and projects through Voice of Hope. People will say they have a better understanding of homelessness because of Voice of Hope. Homelessness policies will change as result of our Voice of Hope campaigning.
		Part of BFL – ending homelessness together	

OUR SUPPORT PROJECTS

HOPE AT HOME

'Turning houses into homes'

Ending homelessness doesn't stop at handing over a set of keys. It's about helping people create a space that feels safe, warm and genuinely theirs. That's what Hope at Home is here to do.

Not everyone moving into a BFL owned home after homelessness has what they need to start again. Some arrive with basics. Many arrive with nothing – and that's where Hope at Home steps in.

We provide tailored support with:

- Furniture like sofas, tables, beds and chairs
- Appliances including cookers, fridges, washing machines and TVs
- Small items such as kettles, toasters, cutlery and crockery
- Bedding
- Carpets and other flooring

People don't just receive a standard package. They choose items from a catalogue, picking the colours, finishes and styles that suit them. It sounds small, but that sense of control can be transformative when everything else has been turned upside down.

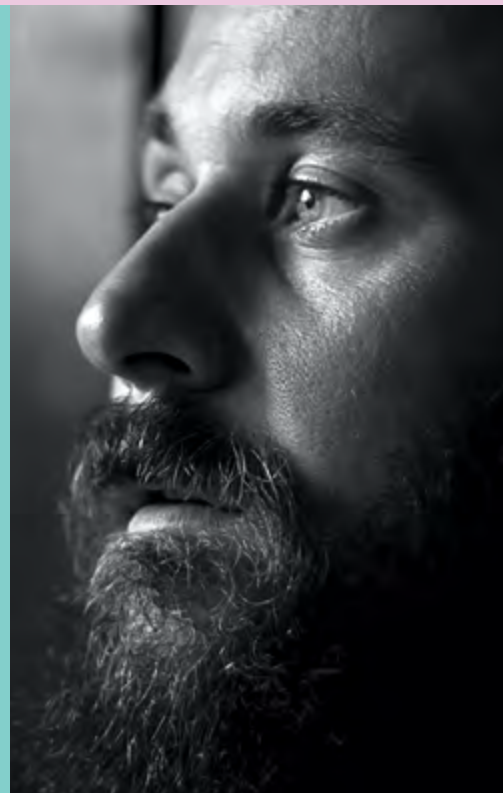
HOPE FUNDS

'We're stronger together'

We can't end homelessness on our own, and we wouldn't want to try. Hope Funds is our grant programme for local charities and grassroots organisations tackling homelessness across the east of England, with grants of up to £20,000. We also provide our partners with bursaries for training, helping them upskill their staff and develop their work further.

From emergency accommodation and debt advice to mental health support and skills training, our partners provide lifelines that keep people from falling further into crisis.

Hope Funds helps keep those services running and gives them space to grow, test ideas and make lasting change.



BUILDING HOPE

'The front door difference'

Building Hope is our programme to create new accommodation for people moving out of homelessness – homes designed not just to house, but to heal.

It began with Hoptstead Place in Ipswich: two modular homes built by the New Meaning Foundation and managed by Emmaus Suffolk, where residents have gone on to find work, gain independence, and move into permanent housing.

Now we're building on that success. Netherwood Green in Lakenham, Norwich, is our latest project – a partnership with St Martins Housing Trust which has delivered new supported flats for homeless and vulnerable adults. It's proof that ambition and collaboration can unlock homes where it was not thought possible.



VOICE OF HOPE

'Speaking up and driving change'

Homelessness doesn't always look how people expect. It's hidden, complex, and shaped by forces most people never have to think about: rising rents, domestic abuse, a system that's run out of room.

Through Voice of Hope, we're doing more than raising awareness. We're amplifying the voices of people with lived experience, challenging assumptions, and pushing for the changes that will actually shift the dial.

Through Voice of Hope, we advocate for:

- More affordable housing
- Fairer support for people in crisis
- Greater understanding of the roots of homelessness

Because ending homelessness means more than changing lives. It means changing systems – and that takes a movement, not just a message.

A NOTE ON SOCIAL VALUE

Projects funded through Hope at Home, Building Hope, and Hope Funds demonstrate strong social value:

Between £3.56 and £4.77 on average generated for every £1 invested. These figures are calculated using the BFL group Social Value Engine, which estimates the wider social and economic benefits of projects – such as improved housing stability, access to safe accommodation, provision of essential household items, improved mental health, and reduced risk of homelessness – while adjusting for external factors.

HOPESTEAD AND BFL IN PARTNERSHIP

WHAT CHANGES WITH SUPPORT

In 2025/26, Hopestead supported 300 BFL households with the Hope at Home project – representing 15% of all new lettings and 41% of lettings from a route of homelessness for BFL in the east.



This demonstrates that early, practical support is a key driver of tenancy stability.

REDUCING COSTS THROUGH PREVENTION

Using sector benchmarks, we estimate that without support, around 11 tenancies in our cohort would have failed. Preventing these outcomes avoided approximately: **£106,700** in eviction and reletting costs

Supported households were also far less likely to fall into serious rent arrears:

4.5% reached high-risk arrears, compared to over 13% across BFL East

this equates to around 42 cases of escalation prevented, saving an estimated **£63,000** in recovery and enforcement costs

Sustained tenancies also reduced costly turnover:

at least **29** voids were avoided

generating an estimated **£150,800** in avoided void and reletting costs

IMPACT

Together, these outcomes represent a conservative **£320,500** in avoided costs to BFL in 2025/26

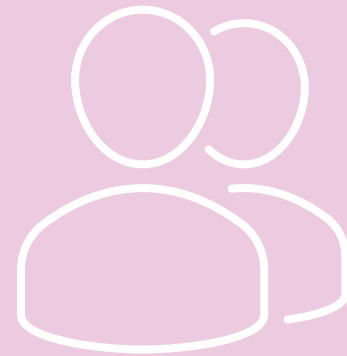
While these savings do not fully offset programme costs at landlord level, they reflect only part of the overall value created. The majority of financial benefit sits beyond housing budgets, including reduced use of temporary accommodation, lower demand on homelessness services, and decreased pressure on health and wider public services.

This approach also supports BFL in meeting key expectations set by the Regulator of Social Housing. It evidences strong performance against consumer standards through improved tenancy sustainment and positive customer outcomes, while demonstrating value for money through a preventative approach that reduces future cost and demand. By intervening early and effectively, this work helps mitigate tenancy risk, reduce avoidable failure, and support customers to achieve long-term housing stability.

Importantly, it reflects a clear organisational commitment to supporting the most vulnerable customers. By funding targeted, practical support at a critical point in the tenancy journey, BFL is not only enabling access to housing but creating the conditions for customers to build stability, independence and wellbeing. In doing so, it directly contributes to the organisation's wider purpose of helping people to thrive.



HOPE AT HOME THE PEOPLE WE HAVE SUPPORTED



A total of
518 people

321 adults
&
197 children

were supported
through Hope at
Home

88% of lead
tenants
supported through Hope at Home
identified as having a disability

51% had mental
health conditions
15% are neurodivergent

72% of households
supported receive
benefits of some sort

94% of which receive
Universal Credit

The largest proportion
63%
have moved in
from temporary
accommodation

The next largest
16%
move in after
staying with family
or friends (including
sofa surfing)

The largest single reason for
experiencing homelessness is

**Domestic
Abuse**

32%

followed by:

Relationship Breakdown
with partner

20%

Relationship Breakdown
with family

20%

Eviction

15%

383
referrals
were received

300
households
were supported

78%
referral
approval rate

We provided essential furniture for
251 households



We installed carpets in
187 homes



We provided



599
white goods

so people could cook meals, store
food and clean their clothes

We also provided

208
vouchers

for smaller essential items
from kettles, toasters and
microwaves to kitchen and
cookware, to curtains and
blinds, and even vacuum
cleaners

Total spend on vouchers
was **£39,760**

Total value of support
provided was

£974,304



We provided
an average of

£3,247

of support per household

HOPE AT HOME THE IMPACT

83%

of the people we supported had a reduced risk of homelessness

97%

of people sustained their tenancies.

£3.56

social return on every £1 invested (net Social Return on Investment (SRoI): £2.56)

45%

say they would have "gone without" essential items if not for Hopestead

26%

say they would have "gone into debt"

16%

said they would have to ask their local council or another charity for help

The cold concrete floors were not nice, this makes me feel like I have something to live for.

FEEDBACK FROM THE PEOPLE WE HAVE SUPPORTED

100%

feel more able to sustain their tenancy after our support

“

We spend so much time there having games nights around the table.”

“

Everything was provided to make this house feel like a home.

“

I am now focusing on me and I am now working again.

100%

feel more settled in their new home

96%

feel more able to manage their finances

“

I tried to take each day at a time, but it's hard when the place doesn't feel like yours.

HOPE AT HOME SIENNA'S STORY

Leaving an abusive relationship meant Sienna had to rebuild her life and her children's, from nothing.

Sienna put her children first when she made the difficult decision to leave an abusive relationship. With six children to care for, she moved into a new home with very little to call her own, at a time when she was already emotionally and physically exhausted. The uncertainty of how she would provide for her family quickly took its toll.

"I was depressed and unwell because I didn't know what I would do. I just didn't want them to be without or live in hardship."

She described this period as one of her lowest points "with my children watching" and felt overwhelmed by the pressure of trying to create stability without the basic items needed to make a house feel like home. Without additional support, she believes she would simply have had to go without.

At a critical moment, Sienna's BFL Lettings & Tenancy Officer referred her to Hopestead, recognising that practical support could make the difference between struggle and stability.

What mattered most to Sienna was creating a safe, settled home where her children could begin to feel secure again. She wanted her house to feel welcoming and functional, a place where her family could recover and start to rebuild their lives together.

Through Hope at Home, Hopestead worked to fully furnish the family's new home so it could meet the needs of a large household. Given the size of the family, this was a challenge within the available budget, but we were determined not to offer

less simply because of that. We worked closely with trusted suppliers, Top Floors and Fusion Furniture, explaining the family's circumstances. Both partners went above and beyond, offering additional discounts and working quickly so everything could be put in place as soon as possible.

As Sienna later shared, "Everything was provided to make this house feel like a home."

"Today, the kitchen is the heart of the family home, a space filled with connection and routine."

"We spend so much time there baking, eating together, having games nights around the table."

The impact of the support has been lasting. Sienna now feels more secure and confident in managing her home and finances, and better able to sustain her tenancy. She describes the difference as "tremendous" and says it helped her family "rebuild our lives."

Looking ahead, her hopes are simple and full of optimism:

"To keep making this our forever home and to share lots of happy moments here."

With stability restored and confidence renewed, Sienna and her children are moving forward together building a safe, happy future in a place they proudly call home.

"I was depressed and unwell because I didn't know what I would do. I just didn't want them to be without or live in hardship."



HOPE AT HOME

TIM'S STORY

Even the most resilient people can struggle when a new beginning feels more like an empty shell than a home.

Before moving into his own flat, Tim had been living in a caravan, followed by a period in temporary accommodation. Living with diabetes and prone to falls, the move into permanent housing should have brought relief but instead, it became another challenge to navigate.

While Tim is strong, independent and outwardly resilient, the reality of his situation quickly began to affect his mental health. His new home was almost bare, containing only a few second hand items he had been able to buy himself. He described the space as “sparse” and “like living in an abandoned home.”

“I try to take each day at a time,” he told us, “but it’s hard when the place doesn’t feel like yours.”

At the same time, Tim was not receiving his correct benefit payments, as his transition to Universal Credit was still in progress. This left him without the financial means to furnish his home or make it safe and comfortable.

Tim was referred to Hopestead by his BFL Tenancy Support Officer, who recognised that practical support could make a real difference to his wellbeing. We made contact over the phone, and Tim opened up about how the situation was affecting him.

What Tim wanted was simple: a place that truly felt like his home. He spoke about needing warmth, comfort and a sense of ownership, grateful to have a roof over his head, but struggling with the reality of living in a space that didn’t yet feel like it belonged to him.

Through Hope at Home, we worked to fill the practical gaps that were having the biggest impact on Tim’s safety and wellbeing. Given his history of falls and the cold, bare concrete floors, carpeting was a priority both to improve comfort and to reduce risk.

We were also able to provide essential white goods and bedroom storage, along with a voucher to purchase curtains and a vacuum cleaner so Tim could care for his new carpets and space.

These changes transformed the flat from an empty property into somewhere warm, safer, and more liveable.

Today, Tim describes his home very differently. He told us that the support has “made this feel like a home,” and that the carpets in particular had a profound impact.

With a warmer, safer and more comfortable space around him, Tim is beginning to feel more hopeful about the future, taking things one day at a time, but doing so from a place that finally feels like his own.

“The cold concrete floors were not nice,” he said. “This makes me feel like I have something to live for.”



HOPE FUNDS

THE IMPACT

Hope Funds Round 4 saw a 28% increase in beneficiaries reached. A total of at least 3,294 beneficiaries were supported across the 11 projects we funded.

We evaluated each funded project based on our objectives:

A reduction in the number of people who are homeless	401 individuals transitioned into suitable accommodation	
More people are prevented from becoming homeless	2,994 more people were more able to sustain their tenancies	
Increased number of bedspaces	237 additional bedspaces were accessed	



RESULTS FROM OUR SURVEY TO OUR GRANTEES SHOW THAT WE PROVIDED EASY, ACCESSIBLE SUPPORT THROUGH OUR GRANT.

Our charity partners felt more supported

80% found Hopestead flexible and adaptable to their needs

90% said working with Hopestead was “very easy”

90% found the funding process easy and accessible

90% believe funding helped achieve their objectives

SOCIAL RETURN ON INVESTMENT **£4.77** average social return on investment for every £1 spent through Hope Funds Round 4

HOPE FUNDS

This year, we set out to be more than a grant provider. We wanted to be the kind of funder that organisations actually enjoy working with – one that listens, backs their expertise, and gives them room to breathe.

Our partners tell us that's what Hope Funds does. The grants provide stability in a sector that rarely gets any, giving small charities the confidence to plan ahead rather than scramble from one funding cycle to the next. But it's the relationship that makes the difference – the check-ins, the connections between partners, and the sense that someone has their back.

New for this year, every funded partner also receives a £1,500 training bursary through Hasler-White Inclusive Facilitation, helping them invest in their teams and develop their work further. Because stronger organisations mean better outcomes for the people they support.

CASE STUDY SELIG



CASE STUDY

SELIG - MATTHEW'S STORY

Matthew spent more than a decade experiencing homelessness before being offered a place at Selig's supported accommodation in Suffolk. Following the breakdown of a long term relationship, he lost his home and possessions, describing a period of withdrawal and disconnection that left him living on the streets.

I sort of fell out of love with the world and people in general. And just decided to go on a walk until I dropped.

Conventional homelessness pathways did not feel safe or viable for Matthew, particularly where choice and autonomy were limited.

You end up in places without choice... I wouldn't have been able to cope, I would have taken myself back homeless again.

After returning to Ipswich, Matthew was encouraged by his work coach and staff at the local homeless hub to explore Selig's accommodation. Following conversations with the Selig team, he was offered a place in their main supported home.

It's given me the relaxed privacy, the autonomy, to be able to push off from.

Hopestead funding supports Selig's bespoke, wrap around model, including rent subsidies, moving on costs and access to psychotherapy. For Matthew, this specialist support was critical after years of surviving rather than living.

The psychotherapy helped me adjust. I was out on the road for the best part of 15 years... it helping me put things in place – mindsets, attitudes, coping abilities. It is an immense help.

Matthew highlights the importance of Selig's small, relational approach, which allows staff to know tenants well and adapt support accordingly.

I appreciate the smallness and closeness, which enables the team to be quite individual and bespoke with each person... it is needed for me. I would have shut down otherwise.

He also identifies the wider community and shared activities as key to his stability and wellbeing.

The understanding, the empathy, the activities, the dinners, and the social side really help.

Matthew has since moved, along with other tenants from Selig's main accommodation, into a 3-bedroom home leased and run by Selig. The tenants were actively involved in decorating the home before they moved in. This has helped to foster responsibility, connection, and a shared sense of home.

We're very social. We spend time in the living room, cook with each other and clean with each other. We do everything together... we have grown these friendships at Selig.

Matthew's journey illustrates how long term, person centred support we have funded can create the conditions for recovery, belonging and lasting change.

IMPACT AND VALUE OF HOPESTEAD FUNDING

Hopestead's grant has enabled Selig to deliver a distinctive housing and support offer that directly addresses barriers faced by people rebuilding their lives after homelessness.

- Selig provides high quality, stable homes with subsidised rents for people in work, and supported reducing the financial pressure that often prevents tenants from gaining or sustaining employment.
- Our funding has supported a holistic, trauma informed model, combining housing with empowering, personalised support within a strong community setting.

By working with a small number of tenants, Selig builds trusted relationships and tailor support effectively. This approach has highlighted the

importance of addressing unmet emotional needs and undiagnosed neurodivergence, which can otherwise obstruct long-term progress.

Access to specialist input, including psychotherapy and occupational therapy, has been critical in responding to these challenges.

Long-term, flexible funding has been central to this impact. Rather than prioritising growth or new projects, Hopestead's support has enabled Selig to strengthen and refine its existing provision, improving outcomes for tenants and building organisational resilience.

Our partnership with Selig is underpinned by shared values and a mutual commitment to breaking cycles of homelessness. Hopestead's relationship with Selig extends beyond applications and reporting, creating trust and space for honest reflection and learning.

SPOTLIGHT: BURSARY AND TRAINING PROGRAMME

This year we piloted a bursary in partnership with Hasler White Inclusive Facilitation to further strengthen impact.

- Selig staff attended Theory of Change, Impact Measurement and Team Involvement workshops, sharpening focus, teamwork, and confidence.
- This investment has supported organisational learning, improved service delivery, and ensured tenants directly benefit from clearer purpose and more intentional practice.

CASE STUDY

THE HORTICULTURE INDUSTRY SCHEME (THIS)

BACKGROUND

The Horticulture Industry Scheme (THIS) is an award winning Community Interest Company based in Thetford and Stowmarket, providing life changing employment and training opportunities for individuals facing significant barriers, including homelessness, previous convictions and mental health challenges.

Through the Social Gardening Project, THIS delivers practical, visible support to local residents while creating meaningful employment for those rebuilding their lives.



IMPACT FOR WORKERS

For those delivering the work, the project offers far more than employment.

- Workers gain structure, routine and a renewed sense of purpose
- They build practical skills, confidence and work experience that support progression into longer term employment
- Many achieve NVQ Level 2 qualifications in Practical Horticulture, with the most recent cohort achieving distinctions

Alongside paid work and training, individuals receive holistic support with wider life challenges, including housing, healthcare and engagement with other services, ensuring stability beyond the workplace.

ROLE OF HOPESTEAD FUNDING

Hopestead's funding has been critical in enabling this impact.

- It ensures the Social Gardening Project remains free for residents, removing financial barriers for those most in need
- It enables the project to reach the most vulnerable members of the community
- Without Hopestead's support, the service would not be able to continue

During a recent visit, Hopestead saw first hand the difference this funding makes – not only in transformed outdoor spaces, but in the confidence and pride of the people behind the work.

One team member, Elliot, who had been part of the project for just six weeks, shared:

“I really love making a difference to people's lives.”

IMPACT IN THE COMMUNITY

Each day, teams transform gardens for residents who are unable to maintain their outdoor spaces due to disability, illness, recovery from surgery or mental health challenges. With a simple self referral process and no judgement, the team arrives ready to work and restore gardens into safe, tidy and welcoming spaces.

The impact for residents is immediate:

- Previously unusable gardens become accessible, welcoming environments
- Residents report increased pride, comfort and connection to their homes

LASTING CHANGE

THIS demonstrates how targeted, flexible funding can create multiple layers of impact – improving community spaces while supporting individuals to rebuild their futures.

By investing in people as well as places, Hopestead is enabling individuals to gain skills, rebuild confidence and contribute positively to their communities, while ensuring residents can enjoy safe, accessible and welcoming outdoor spaces.

HOPE FUNDS ROUND 4 PARTNERS

BRECKLAND CHILDRENS CLOTHES BANK

Breckland Children's Clothes Bank supports families struggling to clothe their children due to circumstances like homelessness, low income, or domestic abuse. BCCB collaborates with social services and other agencies, aiming to become a community hub where families can access additional support.

£10,400 grant towards rent, utilities and kitchen works of hub premises.



SELIG SUFFOLK TRUST

Selig Suffolk Springboard offers a unique supported accommodation program focused on empowering tenants to secure independent housing while still receiving support.

£14,800 towards providing supported accommodation that is focused on empowering those who would otherwise be homeless obtain full time employment. **£14,800** in total to support 2 projects. **£10,000** would go towards **100 weeks of rent subsidy** plus 10 x £300 move-on subsidies. **£4,800** would pay for **82 therapy sessions** for clients to help sustain employment.

ST VINCENT DE PAUL SOCIETY (ENGLAND AND WALES) HOUSING

£15,000 towards the Local North Norfolk Homeless Project, to employ a new part-time Housing and Support Coordinator Assistance and to upskill staff to deliver support programmes. The project aims to support 10 families per year (35 beneficiaries).

HOPE INTO ACTION NORWICH

£15,000 to employ a new Empowerment Worker in Norwich. They will assist **38 tenants** living in **13 houses** across the city in overcoming addictions, gaining employment skills, building meaningful relationships, and transitioning into independent living, ultimately guiding them toward independent living and preventing future homelessness.

WINTERCOMFORT FOR THE HOMELESS

Wintercomfort's Housing Support & Prevention Service provides outreach clinics, drop-in advice, assistance with housing applications, partnership work with local councils, debt management, life skills training, home furnishing support, and emotional and practical help.

£15,000 towards employ of a Senior Housing and Tenancy Support Officer to support those at risk of homelessness sustain their home and to help secure and maintain accommodation. Grant to cover shortfall and fully fund the project for the next 12 months.

THE MAGDALENE GROUP

Doorway Women's Service is committed to offering comprehensive support to women facing multiple disadvantages, such as homelessness, substance dependency, abusive relationships, criminal justice involvement, and exclusion from traditional housing options. The service is renowned for its specialised approach in addressing the complex, intersectional needs of these women. Its team includes experts in trauma-informed care, Independent Sexual Violence Advocacy, and housing support, creating a holistic support system.

£15,000 towards set up and run a project aiming to support 15 (fifteen) women over a 12 (twelve) month period. **£15,000** towards specialist housing practitioner.



CAMBRIDGE WOMEN'S AID

Cambridge Women's Aid will deliver an open-access, trauma-informed community outreach service for domestic abuse survivors at risk of homelessness. They will support **80 women per year** with 1:1 face-to-face support and around **380 navigating service per year**.

£15,000 towards full costs of employing 2 Domestic Abuse Prevention Advocates, to be used for staff costs, on-call service, supervision and training, emergency welfare payments, overheads & office costs.



NORFOLK COMMUNITY LAW SERVICE LTD (NCLS)

£15,000 towards continuing to funding the Anti-Poverty Project, which helps vulnerable and disadvantaged individuals reduce debt and maximise income by accessing welfare benefits. This support aims to prevent rent arrears, food and fuel poverty, and homelessness, while also improving health and wellbeing.

The project aims to help at least **1,500 clients** over 12 months starting October 1, 2024.



THIS (THE HORTICULTURE INDUSTRY SCHEME)

£14,800 towards supporting **20 (twenty)** individuals who are currently, or at risk of homelessness and repeat offending access a **12 (twelve)** week Programme of paid, in-work support and training focused on horticulture and gardening. The project involves vocational training, emergency placements for those at risk of losing accommodation and employment support.

BUILDING HOPE

NETHERWOOD GREEN: COLLABORATION IN ACTION

A derelict garage site in Lakenham, Norwich, may not seem like the most obvious place to build hope. But that's exactly what happened when four organisations came together with a shared goal and the willingness to make it work.

Norwich City Council gifted the freehold of the site to St Martins Housing Trust, on the condition that the homes built on it would be used for homelessness accommodation. Flagship Homes stepped in as development partner, overseeing the build on a pro-bono basis to keep costs as low as possible, and accessing Homes England grant funding through the Rough Sleepers Accommodation Programme.

BUILDING HOPE
SOCIAL VALUE
£5.11 social
return
ON EVERY £1
INVESTED.

St Martins contributed most of the remaining costs, and Hopestead provided funding for the furniture and essentials each resident would need to settle in.

The result has been 12 new self-contained one-bedroom flats, designed for people ready to take their first steps from hostel living into independence. Each home is managed and supported by St Martins, with Norwich City Council retaining nomination rights to make sure the homes reach the people who need them most.

It's a model built on trust and creativity. The council provided the land, Flagship Homes provided the development expertise and St Martins provides the support. And Hopestead made sure that when residents walked through the door, they had everything they needed to start making the place their own.

Every flat occupied at Netherwood Green also frees up a hostel space for someone currently sleeping rough. That ripple effect is what makes Building Hope more than a building project – it's a way of unlocking capacity right across the system.

St Martins has been working with Flagship and Hopestead for almost five years to build twelve one-bedroom units for the people who use St Martins services. This has been an excellent partnership with all parties really pulling together to deliver exceptional accommodation. Any building project comes with its challenges, and we've certainly had to navigate our way through a few challenges, but we have got there. We now have twelve beautiful units and twelve very happy residents.

In addition to the ongoing building support St Martins has been incredibly grateful for a significant donation from Hopestead which helped to mitigate against increased building costs and unexpected UKPN costs. What has been equally amazing is the support for the residents moving into the units; they have been overwhelmed by Hopestead's generosity in terms of helping them to kit out their new homes. Working with Flagship and Hopestead on this project has been a very positive experience for St Martins and the people now living in their beautiful homes. What an achievement - thank you.

Dr Jan Sheldon
St Martins Housing Trust



VOICE OF HOPE

Voice of Hope began as a way to challenge how homelessness is understood. It's now becoming something more ambitious: a platform for change, powered by the people who know what homelessness is really about.

We've spent the year sharing the stories of people we've supported through Hope at Home, amplifying them across our social channels and our new newsletter. We've shone a light on the reality of temporary accommodation, and the hidden homelessness that sits just beyond the headlines here in the east of England. And we've been building the relationships, partnerships and confidence to go further.

Next year, we're going bigger. Our new campaign – developed with our agency and landing later in 2026 – is called The Missing Year.

It's built on a simple but urgent idea: success in housing is usually measured by the moment someone gets their keys. But what happens in the 12 months that follow is what actually breaks the cycle. A roof isn't the same as a home. And settling isn't the same as thriving.

The Missing Year is about the space between those two things – and about making sure nobody has to find their way alone.

Voice of Hope is about more than spreading a message: It's about building a movement. One that listens, that advocates, and that pushes for the systemic changes that will make a lasting difference – more affordable homes, fairer support, and a country that treats homelessness as something that is rare, brief and non-reoccurring.

LOOKING AHEAD

This year proved what Hopestead can do. Next year is about doing more of it, and doing it better.

As part of Bromford Flagship LiveWest, we're excited to work more closely with colleagues across BFL to find new ways Hopestead can help deliver on the group's aims – enabling customers and the communities they live in to thrive.

We've commissioned a major research project into the state of homelessness across the east of England. It will map the gaps in provision and identify where collaborative projects can make the biggest difference. We want to understand the landscape properly, so we can target our resources where they'll count most.

We're also building a lived experience network – bringing together people who've been through homelessness to shape our work and strengthen Voice of Hope. Their voices aren't an add-on. They're the foundation of everything we're trying to do.

Hope at Home will continue to support people moving into new homes with the essentials they need to settle and feel safe. Hope Funds will keep backing the frontline charities doing incredible work across our region. And through Voice of Hope, we'll be getting louder – making the case that homelessness doesn't end when someone gets a roof, and pushing for the changes needed to help people truly break the cycle and thrive.

The next chapter won't write itself. But if this year has shown us anything, it's that we're ready to pick up the pen.



THANK YOU TO OUR SUPPORTERS, PARTNERS AND FUNDERS

Bromford Flagship LiveWest (BFL)

Flagship Homes

Gasway

Travis Perkins

All the staff at BFL who have fundraised for us

Hopestead board

Our Hope Funds charity partners

All the individuals and businesses who have supported us

St Martins Housing Trust

Norwich City Council

**Our Hope at Home suppliers, Fusion Furniture,
Hughes Electrical and Top Floor Carpets**

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Hopestead is a charity registered in England under number: 1190324
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