

HOPE
STEAD

**EVERYONE
DESERVES
A PLACE TO
CALL HOME**

**WE WANT
TO END
HOMELESS-
NESS:**

**WE'RE
MAKING
AN IMPACT
2020/22**



WE WANT TO END HOMELESSNESS IN THE EAST OF ENGLAND. WE KNOW THAT'S AMBITIOUS, WE KNOW WE NEED A DIFFERENT APPROACH AND WE KNOW WE CAN'T DO IT ALONE. HOMELESSNESS ISN'T JUST ABOUT PROVIDING HOMES, IT'S ABOUT TACKLING THE CAUSES OF HOMELESSNESS AND BUILDING LONG TERM, SUSTAINABLE SOLUTIONS. WORKING IN PARTNERSHIP WITH OTHER ORGANISATIONS THAT SHARE OUR COMMITMENT, WE CAN MEET OUR AMBITIOUS GOAL TOGETHER.

We give our time, resources, skills and money to tackle the causes and impacts of homelessness, as well as homelessness itself. We believe in not just giving people a safe place to live, but understanding why they are experiencing homelessness in the first place, so we can make sure it never happens again. We believe in community, giving people the connections to build relationships, solve problems and try new things, to create the sense of belonging that makes their house a home forever. We empower people to take control and get past whatever is in their way, starting a new journey with the expectation that this will be the beginning of the rest of their lives.

As part of Flagship Group no-one is better placed to end homelessness. We consider that we have a fundamental responsibility to do so. This doesn't only benefit those who are homeless. Sustainable communities benefit absolutely everyone. We should all have the chance to live in a society where the cycles of homelessness can be broken.

Everyone deserves a place to call home.

CONTENTS

1	HOW WE ACT	7	A LOOK BACK	15	A LOOK FORWARD
2	OBJECTIVES: WHAT WE AIM TO ACHIEVE	8	FUNDRAISING AND FUNDRAISER EVENTS: WHAT FUNDS WE'VE GENERATED AND HOW	16	PREVENTING AND RESOLVING HOMELESSNESS: HOW WE CAN LOOK AHEAD
3	OVERVIEW: HOPE IS CONTAGIOUS	9	DRIVE-IN FOR HOPE: £4,000 RAISED	18	PREVENTING AND RESOLVING HOMELESSNESS: MAKING A DIFFERENCE
4	CHALLENGES: WHAT WE'VE FACED	10	HOPE ON THE MOVE: £4,000 RAISED	20	CREATING SUSTAINABLE COMMUNITIES: HOW WE CAN MAKE A CONSTANT DIFFERENCE
5	SOLUTIONS: WHAT IMPACT WE'VE MADE	11	HOPE AT CHRISTMAS: FUNDS AND HOPE RAISED	22	CREATING SUSTAINABLE COMMUNITIES: BUILDING INCREMENTAL CHANGE
6	A LOOK BACK AND LOOK FORWARD: HOPE CAN BE REALISED	12	HOPE AT CHRISTMAS: IN ACTION	24	BUILDING EMPOWERING PARTNERSHIPS: HOW WE CAN MAKE A GREATER IMPACT/ GIVING RECOGNITION TO OUR PARTNERS
		14	FUNDRAISING AND FUNDRAISER EVENTS: HOW WE'VE SPENT THE DONATIONS	25	BUILDING EMPOWERING PARTNERSHIPS: GIVING RECOGNITION TO OUR PARTNERS
				26	EVERYONE DESERVES A PLACE TO CALL HOME: AT A GLANCE
				28	A FUTURE: HOPE MEANS A BETTER TOMORROW

HOW WE ACT:

We believe in being bright

- We think creatively to find new answers to tough questions
- We work with energy and optimism whatever the challenge
- We aim to be sharp, informed and thorough in our thinking

We believe in an approach that is balanced

- We link 'why' with 'how' in breaking the cycle of homelessness
- We foster collaboration, nurture relationships and value different perspectives
- We are empathetic and we listen

We believe to achieve our goals we need to be brave

- We are unwavering and determined in our commitment to end homelessness
- We are ambitious and driven, for ourselves, our partners and those we support
- We are undeterred by obstacles in our way, even when things are difficult

OBJECTIVES: WHAT WE AIM TO ACHIEVE

IN SHORT, OUR AIM IS EASY TO SAY AND HARD TO DELIVER. BUT BY BEING CLEAR IN OUR GOALS AND UNWAVERING IN OUR COMMITMENT, WE CAN ULTIMATELY DELIVER ON OUR AIMS AND MAKE AN IMPACT ALONG THE WAY. WE'VE ONLY JUST GOT STARTED, BUT IN A SHORT SPACE OF TIME – JUST TWO YEARS – WE'VE MADE AN IMPACT.

We have made an impact in:

- The prevention and resolution of homelessness
- The building of empowering partnerships to achieve our vision
- The creation of sustainable communities

OVERVIEW: HOPE IS CONTAGIOUS

We believe everyone deserves a place to call home. Communities are at their very best when no one is left behind. Positive change can happen. It simply takes stepping up and taking responsibility. If we all do so, then change can happen far quicker than you might think. By preventing and resolving homelessness, building empowering partnerships and creating sustainable communities, we all benefit. It's win-win.

We could never have foretold what we would face, as we launched Hopestead. Over the last two years, because of the impact of the pandemic, we've had to move from 'just out of the starting blocks' to having an impact, in superfast time – and with all the constraints of lockdown and social distancing.

Of course, the pandemic isn't the only challenge we've faced. We founded Hopestead based on chronic need, in a region that presents very particular social and economic challenges. Brexit, the fuel and cost of living crises are beginning to bite. The housing crisis shows no signs of abating. Not only has the overall crisis worsened, it has also been hidden. Everyone may have been off the street, but the problems were still there.

Despite all of this, at Hopestead, the last two years have been characterised by hope. In this, our first impact report, we outline what we've achieved. We believe those achievements are ones of which to be proud. We also outline what we hope to do in the year ahead. If we can achieve so much in such uniquely challenging times, then just imagine what we can do as we emerge from lockdown. We'd like our hope to be contagious, because together we can achieve so much more.



I'M MARIE-CLAIRE
MARIE-CLAIRE DELBROUQUE, CEO



CHALLENGES: WHAT WE'VE FACED

IN THE EAST OF ENGLAND AND BEYOND, NO ONE COULD HAVE PREDICTED THE IMPACT OF COVID-19 ON OUR COMMUNITIES. THE LAUNCH OF HOPESTEAD IN OCTOBER 2020 ALLOWED US TO ADAPT TO NEW CHALLENGES, DEVELOP OUR SERVICES AND TACKLE THE BARRIERS FACING THOSE EXPERIENCING OR AT RISK OF HOMELESSNESS.

Despite all of the challenges and from a standing start, Hopestead has made an impact in preventing and resolving homelessness, building empowering partnerships and creating sustainable communities. Through our activities, we have created positive impact for well over 2,600 people experiencing or at risk of homelessness and 50 suppliers and partners through eight impact programmes across East Anglia.

In a region facing more than its fair share of challenges, this is no mean feat.

SOLUTIONS: WHAT IMPACT WE'VE MADE

IN THREE YEARS, FROM A STANDING START AND IN AN ENVIRONMENT THAT NOT ONLY WORSENERD THE CRISIS BUT MADE IT EVEN HARDER TO RESOLVE, WE'VE MADE A TANGIBLE DIFFERENCE. AND WE'VE ONLY JUST GOT STARTED.

£199,000

DEVELOPED PARTNERSHIPS BY AWARDING £199,000 OF FUNDING TO 22 CHARITIES, ORGANISATIONS AND COMMUNITY GROUPS TO INCREASE THEIR IMPACT TO AN ADDITIONAL 933 BENEFICIARIES ACROSS EAST ANGLIA

342 HOURS

ENABLED PEOPLE TO ACCESS 342 HOURS OF FINANCIAL RESILIENCE TRAINING AND SUPPORT RESULTING IN 100% OF ATTENDEES FEELING MORE CONFIDENT IN PAYING THEIR BILLS

INCENTIVISED EIGHT INDIVIDUALS TO SAVE ALMOST £1,000

£468,000

RENT DEBT RELIEF

FACILITATED RENT DEBT RELIEF OF OVER £468,000 TO OVER 850 FLAGSHIP GROUP TENANTS IMPACTED BY COVID-19

CELEBRATED 100 HOPESTEAD COMMUNITY CHAMPIONS

28 INDIVIDUALS AND FAMILIES

SUPPORTED 28 INDIVIDUALS AND FAMILIES MOVING INTO THEIR FIRST PROPERTY FROM A POSITION OF HOMELESSNESS WITH FULL FURNITURE PACKAGES, WHITE GOODS AND FLOORING TO MAKE THEIR NEW HOUSE A HOME

£26,000

RAISED OVER £26,000 DIRECTLY FOR INDIVIDUALS EXPERIENCING HOMELESSNESS THROUGH OUR FUNDRAISING ACTIVITIES

84 HOUSEHOLDS

PROVIDED 138 COOKERS, FRIDGE FREEZERS AND WASHING MACHINES TO 84 HOUSEHOLDS, ENSURING ACCESS TO ESSENTIAL ITEMS AND REMOVING THE RISK OF DEBT

A LOOK BACK AND LOOK FORWARD: HOPE CAN BE REALISED

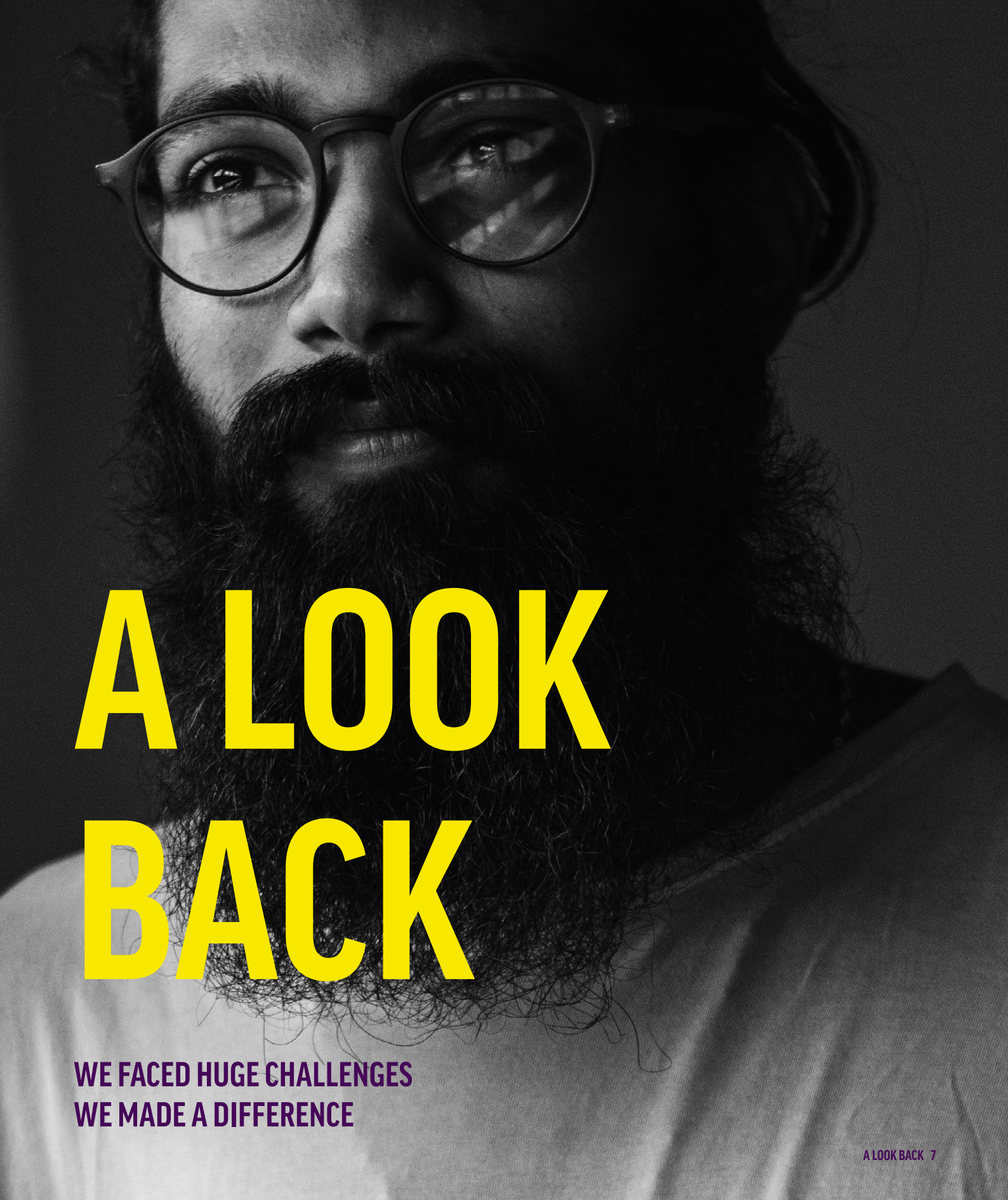
At Flagship Group, we provide affordable homes for people in housing need – our vision is to solve the housing crisis in the East of England. And by working together, we aim to support local people and partners in this hugely challenging objective. This is why we established Hopestead – because everyone deserves a place to call home. It’s also why we will continue to fund and support the charity too.

The last two years have not only shown just what can be achieved by Hopestead, but also how acute the need is, that it is addressing. The pandemic not only intensified the needs of those that are homeless, but it also made meeting them harder than ever. The cost of living crisis, the war in Ukraine and a complex raft of regional, national and global challenges will continue to impact on homelessness, as well as our ability to tackle it.

However, we firmly believe that hope can be realised. We’re playing our part. We call on other stakeholders in the housing sector to do the same. So much can be achieved when those in a position of knowledge and relative strength, come together with determination. In the remainder of our impact report, we reflect on what we’ve achieved and learned. We also look forward to what else can be done. Be part of it.

D. McQuade

I’M DAVID
DAVID MCQUADE, CHIEF EXECUTIVE, FLAGSHIP GROUP



A LOOK BACK

**WE FACED HUGE CHALLENGES
WE MADE A DIFFERENCE**

FUNDRAISING AND FUNDRAISER EVENTS: WHAT FUNDS WE'VE GENERATED AND HOW

IT TAKES A VERY SPECIAL KIND OF ORGANISATION TO COMMIT TO THE DEGREE FLAGSHIP GROUP HAS – OVER £5 MILLION OVER FIVE YEARS, IS GENEROUS AND FOR HOPESTEAD, HAS BEEN GAME-CHANGING. WE CAN'T ACHIEVE ANYTHING WITHOUT FUNDS, SO THE LAST THREE YEARS HAVE WITNESSED A LOT OF FUNDRAISING ACTIVITY. WE'VE HARNESSSED OUR CREATIVITY AND RAISED FUNDS DURING THE PANDEMIC – AND CONTINUE TO DO SO. EVERY PENNY RAISED GOES DIRECTLY TO PEOPLE AT RISK OF OR EXPERIENCING HOMELESSNESS.



DRIVE-IN FOR HOPE: £4,000 RAISED

COINCIDING WITH WORLD HOMELESS DAY, WE INVITED PEOPLE TO JOIN OUR DRIVE-IN FOR HOPE LAUNCH EVENT IN OCTOBER 2020. HOLDING TWO DRIVE-IN CINEMA EVENTS IN NORFOLK AND SUFFOLK, WE WERE ABLE TO CONNECT THOSE IN OUR COMMUNITIES SAFELY, TO SHINE A LIGHT ON THE CHALLENGES FACING THOSE EXPERIENCING HOMELESSNESS IN THE EAST OF ENGLAND.

The event saw 130 people join Hopestead to learn about our ambitious plans to tackle homelessness in the region, including moving stories from those who had received support through Hopestead's initiative for individuals facing an increased risk of homelessness due to Covid-19. Attendees were also able to enjoy a screening of The Greatest Showman, a universal and unifying film with a theme of increasing visibility for those often ignored by society.

Through the generous support of attendees, the event raised almost £4,000 for supporting those experiencing or at risk of homelessness in the region.

130 PEOPLE

JOINED HOPESTEAD TO LEARN ABOUT OUR AMBITIOUS PLANS TO TACKLE HOMELESSNESS IN THE REGION



“Our relationship with Hopestead, is to be a part of the conversation and the solution. I know already that we share the same vision in eradicating homelessness in the East”

REBECCA WHITE, CEO, YOUR OWN PLACE


HOPE ON THE MOVE: £4,000 RAISED

DURING JUNE 2021, WE INVITED SUPPORTERS TO TAKE A STEP FORWARD TO END HOMELESSNESS BY JOINING OUR HOPE ON THE MOVE SPONSORED CHALLENGE. THIS DEMANDED WALKING, RUNNING, CYCLING, SWIMMING OR ROLLER SKATING 16,696 MILES – ONE MILE FOR EVERY PERSON REPORTED AS EXPERIENCING HOMELESSNESS IN EAST ANGLIA.

139 generous supporters virtually joined the Hopestead team across the month of June and collectively covered 17,195 miles – exceeding our ambitious target and raising £4,000 directly for individuals experiencing or at risk of homelessness. This event was sponsored by Flagship Group business, Gasway – and we thank them for their support of this enjoyable and productive event.

139 SUPPORTERS

GENEROUS SUPPORTERS VIRTUALLY JOINED THE HOPESTEAD TEAM ACROSS THE MONTH OF JUNE AND COLLECTIVELY COVERED 17,195 MILES



“We understand the importance of having a home, especially one that is safe and warm which feels even more important now than ever before. It was incredibly powerful seeing everyone in our communities getting involved”

NICK BARTRAM, GASWAY MANAGING DIRECTOR

HOPE AT CHRISTMAS: FUNDS AND HOPE RAISED

DURING DECEMBER IN 2020 AND 2021, WE ASKED OUR COMMUNITIES TO HELP US TO SPREAD SOME HOPE AT CHRISTMAS FOR THOSE AT RISK OF OR EXPERIENCING HOMELESSNESS ACROSS EAST ANGLIA THROUGH OUR HOPE AT CHRISTMAS CAMPAIGN. THEY DIDN'T DISAPPOINT US!

Thanks to the generosity of our supporters, we were able to provide 214 stockings, 201 hampers, 150 pet treats, 100 gifts and more for people in hostels and temporary accommodation and families at risk of homelessness across East Anglia. We provided hope during a period when hope can be hard to find.



HOPE AT CHRISTMAS: IN ACTION

PARTNERS:
THE BUS SHELTER IPSWICH CIC
FOOD AND BEVERAGE BUGGIES
SANCTUS
JIMMY'S CAMBRIDGE
THE PEOPLE'S PICNIC
IPSWICH WINTER NIGHT SHELTER
WINTERCOMFORT
THE SALVATION ARMY
STREETVET

£500
FOR IPSWICH WINTER NIGHT SHELTER

£500
FOR CAMBRIDGE WINTER COMFORTS



100
GIFTS AND SELECTION
BOXES FOR CHILDREN

COUNTLESS
SLEEPING BAGS
AND WARM
CLOTHES



150
TREATS, TOYS AND
FOOD FOR DOGS

“THE FOOD HAMPERS PUT
MANY SMILES ON MANY
FACES, MADE A DIFFERENCE
TO THOSE THAT ARE
STRUGGLING WITH DAILY
LIFE AND IT HAS PUT A
SMILE ON OUR FACES”

THE BUS SHELTER IPSWICH CIC

SUPPORT
FOR THE
PEOPLE'S
PICNIC



214
STOCKINGS AND PARCELS FOR PEOPLE
IN HOSTELS AND TEMPORARY
ACCOMMODATION AND FAMILIES AT
RISK OF HOMELESSNESS IN EAST ANGLIA

201
CHRISTMAS FOOD HAMPERS

“MUMS ARE
SLEEPING BETTER
BECAUSE YOU'RE
LOOKING AFTER
THEIR LITTLE ONES”

FOOD AND BEVERAGE BUGGIES



“THE WELLBEING PACKS
FULL OF ESSENTIAL
ITEMS MAKE A REAL
DIFFERENCE TO THOSE
WHO ARE HOMELESS
OR VULNERABLE”

SANCTUS CHELMSFORD

“GIFTS SHOW
THAT THE WIDER
COMMUNITY
CARES”

JIMMY'S CAMBRIDGE

FUNDRAISING AND FUNDRAISER EVENTS: HOW WE'VE SPENT THE DONATIONS

THROUGH DONATIONS FROM OUR GENEROUS SUPPORTERS, WE HAVE BEEN ABLE TO RAISE A TOTAL OF £26,000 TO DATE. WE ARE COMMITTED TO ENSURING EVERY PENNY RAISED OUTSIDE OF OUR CORE FUNDING GOES DIRECTLY TO THOSE EXPERIENCING OR AT RISK OF HOMELESSNESS. IT'S A TESTAMENT TO WHAT CAN BE ACHIEVED, IN CHALLENGING TIMES, IF YOU'RE CREATIVE AND COLLABORATE.

Hope at Christmas provided hope over the festive period – a time when it could otherwise have been in short supply. It also raised awareness of those that are homeless, when it is more important than ever. Drive-in for Hope and Hope on the Move raised a great deal of money that is being put to good use.

In order to provide support to those impacted by the leading personal factor causing homelessness, we have launched partnerships with four charities working to support the lives of those experiencing homelessness following domestic abuse across the East of England. Through donations totalling £18,000, we will be funding the refurbishment of rooms in a safe house and a resettlement fund to ensure individuals gain access to the items they need to make their new house a home, including specific items to keep them safe in their new home.

A LOOK FORWARD

WE FACE GREATER CHALLENGES
WE'RE READY FOR THEM

PREVENTING AND RESOLVING HOMELESSNESS: HOW WE CAN LOOK AHEAD

PREVENTING HOMELESSNESS BENEFITS EVERYONE AND IT IS CRUCIAL TO TACKLE THE CAUSES AND BUILD LONG TERM, SUSTAINABLE SOLUTIONS. THROUGH THE PREVENTION AND RESOLUTION OF HOMELESSNESS, PEOPLE EXPERIENCE GREATER FINANCIAL SECURITY, PROVIDING RESILIENCE AND LOWERING THEIR RISK OF HOMELESSNESS THROUGH A SUDDEN CHANGE IN CIRCUMSTANCES. THE PROVISION OF ESSENTIAL ITEMS REMOVES THE THREAT OF UNMANAGEABLE DEBT AND EVICTION, PROVIDING LONG TERM IMPACT.

The pandemic brought unprecedented challenges. Our Hopestead Coronavirus Assist Initiative (HCAI) facilitated the distribution of rent debt relief to those impacted by the pandemic. Through our Hope Assists, Hope Essentials and Hope at Home programmes, we have already made an impact and we will continue to ensure people are given the support and resources they need to thrive in their homes.

Hope at Home: 28 households' furniture and flooring packages delivered

Hope at Home is a furniture package pilot providing the essential items to help individuals thrive in their homes and reduces the risk of homelessness reoccurring. Those moving into their first tenancy following a period of homelessness are given access to essential furniture, white goods, flooring and furnishings to make their house a home. Since launching in November 2021, we have supported 28 people moving into their first tenancy following a period of homelessness.

Securing essential housing items whilst also navigating the claiming of benefits or securing employment, setting up utility bills and accessing individual support needs can be a barrier that can prevent an individual from succeeding in their tenancy. The provision of essential furniture items improves morale, providing increased resilience to ensure access to the items they need and helps break the cycle of homelessness.

Enabling individuals to choose how they furnish their new home is a priority for Hopestead: supporting them to choose from a range of brand-new items, with an extended warranty, so they don't choose between paying their rent and providing a bed for their children or meals for their family.

Hope Essentials: 138 white goods gifted

Hope Essentials provides essential white goods on ethical terms, reducing risk of debt and eviction, preventing those at risk from experiencing homelessness. Those living without such items, don't need to choose between paying their rent or providing clean clothes for their family. Since launching in August 2021, we have been able to support 84 households with 138 cookers, washing machines and fridge freezers, reducing barriers to accessing these essential items and promoting financial resilience.

Following a review of support referrals we discovered that households were living without one or more items, or had fallen into debt through the high cost of appliances or the inability to replace a broken item. We are now exploring additional options to expand our offer.

With energy bills ever increasing, it's essential that items have a high energy efficiency rating and low cost to run. Where possible, three-year warranties ensure there is protection from the impact of the appliance breaking down.

Hope Assists: 100% boost in confidence

Hope Assists helps people to access financial resilience and tenancy sustainment opportunities providing them with the resources they need to thrive in their tenancy.

Those starting their first tenancy from a position of homelessness or requesting support in their existing tenancy are given free training to increase confidence in money management. Working in partnership with Your Own Place CIC, we developed a bespoke package to enhance money management, budgeting, bills and tenancy sustainment skills to support tenants in their tenancy. Since launching in May 2021, we have been able to provide 342 hours of training and support. Over 12 months, we have built a greater understanding of what works for attendees and are using this to develop our future offer. We are arranging engagement sessions with those referred to understand the practical skills that would support them in thriving in their tenancy, understanding any barriers so that we can evolve and refine our approach.

Those with spare income are incentivised to save for the future. The Hopestead Savings Scheme provides a platform to save. Those saving as little as £10 a month are provided with incremental incentives to increase their savings by £82 over a 12-month period and cover all scheme costs. Since launching the scheme, we have been able to incentivise eight individuals to save £918.

PREVENTING AND RESOLVING HOMELESSNESS:
MAKING A DIFFERENCE

“THANK YOU SO MUCH FOR HELPING ME WITH EVERYTHING, I HAVE SETTLED IN REALLY WELL AND I’M LOOKING TO THE FUTURE, HOPEFULLY I WILL GET A JOB SOON AND REALLY GET MY LIFE BACK TOGETHER. I REALLY CAN’T THANK YOU ENOUGH FOR EVERYTHING YOU HAVE DONE FOR ME AND I WILL BE FOREVER GRATEFUL TO YOU ALL. YOU ARE AN AWESOME BUNCH OF PEOPLE AND HAVE SAVED ME FROM A VERY DARK PLACE. TAKE CARE ALL OF YOU AND I REALLY HOPE YOU GET EVERYTHING FROM LIFE THAT YOU DESERVE”



100%

HOPE ASSISTS: 100%
BOOST IN CONFIDENCE

“THE TRAINING HAS HELPED ME A LOT IN UNDERSTANDING MY LIFE IN THE WORLD OF LOOKING AFTER A FLAT. THANK YOU FOR ALL THE HELP THE TRAINING HAS GIVEN ME”

28

HOPE AT HOME:
28 HOUSEHOLDS’ FURNITURE
AND FLOORING PACKAGES
DELIVERED

“I REALLY APPRECIATE ALL THAT YOU’VE DONE FOR ME; I’VE BEEN STRESSING SO MUCH ABOUT HOW I WAS GOING TO EVER AFFORD TO BE ABLE TO GET ANY APPLIANCES AND NOW YOU’VE ALL PROVIDED ME WITH EVERYTHING I NEED. I CAN’T THANK YOU ENOUGH AND IT’S SUCH A RELIEF KNOWING THAT YOU’RE THERE FOR ME”



138

HOPE ESSENTIALS:
138 WHITE GOODS GIFTED

CREATING SUSTAINABLE COMMUNITIES: HOW WE CAN MAKE A CONSTANT DIFFERENCE

COMMUNITIES MATTER. THEY'RE AT THEIR VERY BEST WHEN NO ONE IS LEFT BEHIND. THE IMPACT OF COVID-19 MEANT THAT COMMUNITY ACTIVITY WAS SEVERELY HAMPERED. DESPITE THIS, WE WITNESSED SOME REMARKABLE ACHIEVEMENTS. ENGAGING WITH COMMUNITIES, PROVIDING EMPATHY AND SHARED EXPERIENCES HELPS AMPLIFY THE VOICES OF THOSE WHO HAVE EXPERIENCED HOMELESSNESS – AND BREAK THE CYCLE FOR OTHERS.

Covid-19 presented challenges, we have made progress and created a platform to build on, as we learn to live with the impact of the pandemic. Communities are crucial and we will be working with them as a powerful point of focus for 2022/23. This will not only amplify voices and deliver beneficial outcomes, but through communities, progress can be exponential.

Afghan resettlement scheme: supporting at times of crisis

We worked with central and local government to set up homes for families from Afghanistan. We have also pledged our support for the Ukraine crisis and will continue to provide services to people moving into a house with little or nothing to set up home.

Building Better: identifying opportunities

In partnership with Flagship Group, St Martins, Emmaus Suffolk and New Meaning Foundation, we identified development opportunities to increase the homelessness provision in Norwich and Ipswich. We have helped secure planning permission and provided funding for the development of 13 new homes for homelessness use. Sustainable communities need accommodation that delivers housing solutions for its members and these partnerships are our commitment to enhancing them.

Hopstead Community Champions: creating a template for the future

Hopstead Community Champions celebrates those that did remarkable things in their communities during the pandemic. By acknowledging and recognising the difference they made in the most challenging of times, we highlight what others can do in the future.

Hope Grows: delivering incremental benefit together

This is a significant goal for the year ahead, having been unable to fully launch it, due to the impact of Covid-19. People and communities have the power to create change for themselves but have rarely been invested in to release their capacity and capability. We will engage with people at risk of or experiencing homelessness supported through our activities, working with them to understand their experiences and challenges and developing a model for Hope Grows. People who have experienced or are at risk of homelessness connect and are equipped to develop models to break the cycles of homelessness.

13

WE HAVE HELPED SECURE
PLANNING PERMISSION AND
PROVIDED FUNDING FOR THE
DEVELOPMENT OF 13 NEW
HOMES FOR HOMELESSNESS USE

CREATING SUSTAINABLE COMMUNITIES: BUILDING INCREMENTAL CHANGE



**HOPE GROWS:
DELIVERING
INCREMENTAL
BENEFIT TOGETHER**

**“IT’S ALWAYS BEEN MY
HOPE, THAT I COULD
MAKE NO ONE FEEL
SO ALONE”**



**“THEY ADVOCATE FOR
THOSE WHO HAVE
NO VOICE AND
ACTIVELY PROMOTE
SOCIAL INCLUSION”**

**“THE MORE PEOPLE WE
HAVE ON BOARD, THE
MORE WE CAN BRING
ABOUT CHANGE”**

**HOPESTEAD
COMMUNITY
CHAMPIONS:
CREATING A
TEMPLATE FOR
THE FUTURE**



BUILDING EMPOWERING PARTNERSHIPS: HOW WE CAN MAKE A GREATER IMPACT

WE'VE ACHIEVED A GREAT DEAL, BUT WE CAN DO MORE: TOGETHER.

We have met so many like-minded organisations doing amazing work to tackle homelessness. With the additional challenges of the past few years, having the extra time and resources to work together has been tough, so we have missed the transformative opportunities to do more and do better, together. As we move into a new kind of normal, we will create partnership and networking opportunities, with likeminded organisations, to develop collaborative relationships and support innovative co-production.

Hope First: building strategic partnerships

We want to support the offer of an unconditional home and flexible support through Housing First initiatives to end the cycle of homelessness. Hope First and strategic partnerships will involve working with Local Authorities and other charities on opportunities to promote different models of support for individuals experiencing homelessness. Regional and national partners will have the opportunity to develop collaborative relationships with like-minded organisations that support innovative co-production.

We will develop further opportunities to expand Housing First initiatives across the East of England. We have developed a Housing First strategy providing opportunities for 10 individuals to be supported into homes. Those involved will benefit from an unconditional home and the offer of flexible support for as long as they need it.

Hope in Action: being informed

During the last two years, we commissioned Clearview Research to help us gain a better understanding of the experiences of people who have been homeless, in particular, the experiences of rough sleepers and those who are 'hidden homeless' in the East of England, who struggle to access support services. This provided insight into the barriers that prevent people accessing the housing they need and we learned more about how to support their housing needs in the future. As a result of this, we will implement Hope in Action events – an activity that was forcibly stalled due to the impact of Covid-19. It is a significant goal for us in the year ahead.

Hope Funds: paying forward

Hope Funds are grants provided to likeminded charities, organisations and community groups. We will partner with regional and national organisations that share our vision using our capability and competence to add value to their work. We have supported 22 local charities and organisations to increase their impact to an additional 933 beneficiaries through Hope Funds.

GIVING RECOGNITION TO OUR PARTNERS:



EVERYONE DESERVES A PLACE TO CALL HOME:
AT A GLANCE

933

FUNDED 22 CHARITIES,
ORGANISATIONS AND
COMMUNITY GROUPS,
INCREASING THEIR IMPACT
TO 933 BENEFICIARIES



17,195

HOPE ON THE MOVE MILES
COVERED BY 139 SUPPORTERS



£468,000

FACILITATED RENT DEBT
RELIEF OF OVER £468,000
FOR 850 FLAGSHIP GROUP
TENANTS IMPACTED BY THE
COVID-19 PANDEMIC

28

FURNITURE AND FLOORING
PACKAGES DELIVERED TO FAMILIES



£26,000

RAISED THROUGH
FUNDRAISING ACTIVITIES

138

WHITE GOODS GIFTED

100

HOPESTEAD
COMMUNITY
CHAMPIONS
CELEBRATED

OVERALL IMPACT
TO MORE THAN
2,600 PEOPLE

750

665 TREATS, GIFTS AND HAMPERS
GIFTED TO 750 PEOPLE AND THEIR PETS

342

HOURS OF ACCESS TO FINANCIAL
AND RESILIENCE TRAINING AND
SUPPORT GIVEN

A FUTURE:
HOPE MEANS A BETTER TOMORROW

It's all too easy to think of those who are homeless, as a faceless and homogeneous group of people, united by a single challenge. It's also easy to make assumptions or to judge. However, in the right - or rather wrong - circumstances, any one of us might find ourselves at risk of it.

For most of my life, I never thought for a moment that I would ever experience being homeless, until I did. I experienced unexpected and significant poor health, a change in personal circumstances and an inability to work, which swiftly swept everything away from me. Flagship has provided me with a roof over my head and quality accommodation. Hopestead has provided me with even more than that. Through Hope Essentials and Hope at Home, they've provided me with some of the practical essentials I need to make that accommodation liveable, workable - and above all, a home. More importantly, they've respected my dignity and the experience has given me real hope. This means that I no longer have to live day-to-day, but I can hope and look ahead to a better tomorrow.

Hopestead says everyone deserves a place to call home. It's so true. Tackling homelessness and its causes, doesn't just help those who are homeless. Everyone truly benefits.

The support I've received means so much to me. With your continued support, you can help so many others like me too. Don't hesitate to do it - and thank you in advance.

Martin

I'M MARTIN
HOPESTEAD CHAMPION



THANK
YOU

WE'VE ACHIEVED A GREAT DEAL
WE NEED TO DO MORE

WE WANT TO END HOMELESSNESS IN THE EAST OF ENGLAND. WE'RE DELIVERING AGAINST OUR CHARITABLE OBJECTIVES. WE'RE MAKING AN IMPACT. WE'RE STILL DREAMING BIG AND MAKING PLANS. WILL YOU BE PART OF MAKING IT ALL A REALITY?

This, our first impact report, outlines the huge difference we've made, against equally large challenges, in a short space of time and with the help of many – including our partners, volunteers, donors and of course, Flagship Group. 2,600 people experiencing or at risk of homelessness, eight impact programmes, 50 organisations. It's a great start, but there's much more to do.

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NORFOLK
NR1 1PD
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