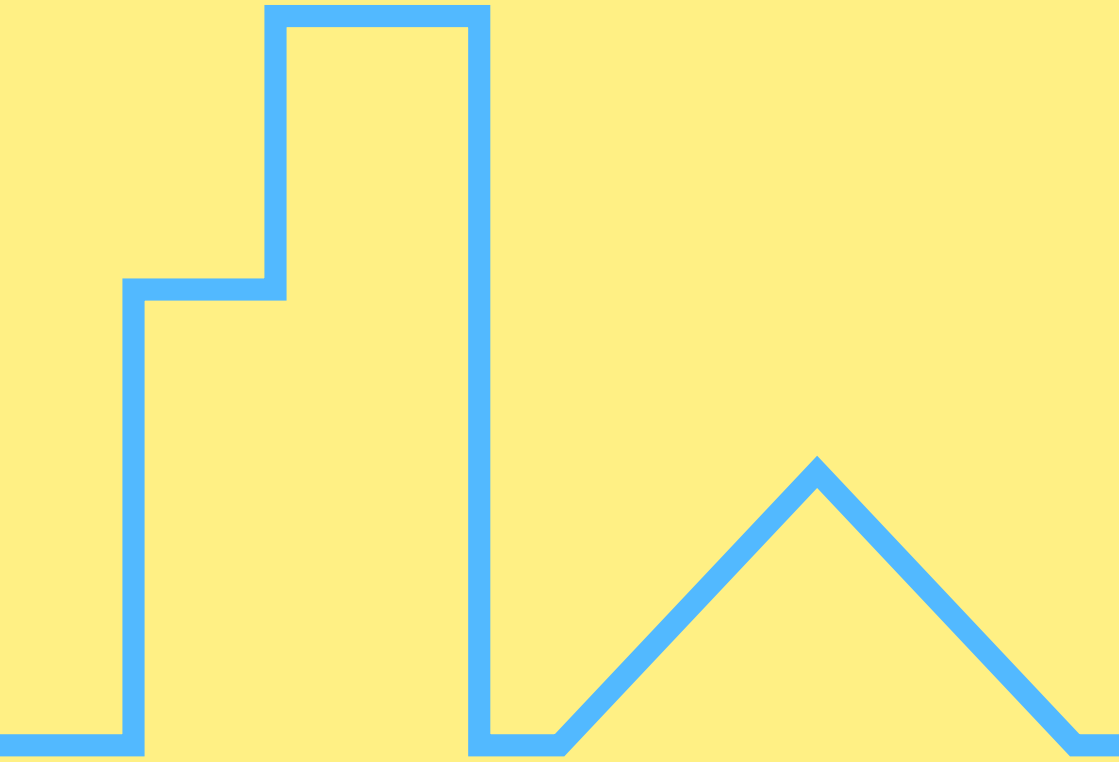


local action plan



homewards  
lambeth

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# Executive summary



## Homewards is...

A five-year, locally led programme, launched by Prince William and The Royal Foundation of The Prince and Princess of Wales in June 2023.

## The aim of Homewards is...

To demonstrate that together, it is possible to end homelessness – making it rare, brief, and unrepeated.

## Homewards was inspired by...

Successful projects from across the UK and around the world, all of which had one mission: to prevent and end homelessness.

They brought together all sectors of society and started with a focus on specific groups – to understand the help that is needed. And they showed clearly: it can be done.

The Royal Foundation has selected six flagship locations across the UK...

Working with them to form Coalitions of committed organisations and people from their public, private and voluntary sectors all committed to the shared mission of demonstrating it is possible to end homelessness:

- Aberdeen
- Bournemouth, Christchurch and Poole
- Lambeth
- Newport
- Northern Ireland
- Sheffield

Each local Coalition has created their own Local Action Plan...

Detailing the support that will be given to groups of people who are experiencing, or at risk of, homelessness in that area – for example women, young people and single-parent families.

Each Local Action Plan will also set out where new groundwork will need to be laid to prevent homelessness. Encompassing a wide range of solutions – from housing to data to employment – the aim of the Local Action Plans is to make the prevention of homelessness ‘business as usual’.

**Through the Homewards Partnership,** an unprecedented network of individuals and organisations, including top experts, and leading homelessness organisations, brought together by The Royal Foundation, have supported the Coalitions to develop the Local Action Plans. The Homewards Partnership will continue to support the organisations in the locations to deliver the Local Action Plans, galvanising national and international momentum.

**Each Local Action Plan will be reviewed every six months...**

To reflect on progress and capture new opportunities, activities in the Local Action Plans vary from testing new pilots that could be scaled, to fundamentally changing how people in their location work together to prevent homelessness.

These are ambitious plans and we may find some elements need to be adjusted or updated as time goes on. Work may get completed and new ambitions set, or conditions beyond the Coalitions' control might change which fundamentally impact delivery of some activity. These plans are therefore agile documents, growing with our Coalitions to ensure they remain focused on working to deliver tangible change and maximum impact towards the shared mission of demonstrating it is possible to end homelessness – making it rare, brief and unrepeatable.

**'By demonstrating what is working to prevent homelessness with these groups and across these key areas, Homewards will demonstrate it is possible to end homelessness, together.'**

Homewards  
National Expert Panel

## The Royal Foundation will support each of our six flagship locations with...

### Additional Capacity

Homewards has provided each flagship location with a Local Delivery Lead, alongside project management and administrative support, to help drive the work forward and help the location to reach its goals.

### Seed Funding

We have set up the Homewards Fund, which provides up to £500,000 in seed funding to support the delivery of each Local Action Plan.

### Expertise

Homewards has convened the Homewards Partnership, which includes national businesses, global experts, leading sector organisations and many more. Their support includes hosting webinars that our Coalitions can join, to hear about best practice and get support.

### Changing the Narrative

Homewards will be leading on national campaigns, communications moments, and events to help drive conversation that will improve understanding of homelessness, encourage empathy towards those who experience it, and inspire optimism it can be ended. We will also set up local working groups to replicate this work in the locations, with the aim to deliver campaigns that will shine a light on the work being carried out – and which will engage the community through events and activities.

### Evaluation and Learning

Homewards is working with a research partner to help to share what is working, and to evaluate success. We will encourage peer to peer learning across our locations as well as prepare annual programme evaluation reports to show the impact of our Local Action Plans and a small number of thematic learning papers each year on key topics, to show what is working and help inspire other areas of the UK and beyond.

### Homes

Homewards is working with leading organisations in the sector, to help our flagship locations understand the types of homes they need – and to bring together the people and organisations that can deliver them.

### Funding and Finance

Using the convening power and platform of The Royal Foundation, Homewards will help the flagship locations to secure new sources of funding and investment.

### Employment

Regular work is an important way to prevent homelessness, Homewards will again deploy the convening power and platform of The Royal Foundation. Bringing together employers at both local and national level, we will unlock new or improved pathways to employment and training opportunities.

### Data

Homewards will convene experts; to help the flagship locations improve the way they use the data that is stored, with partners across the locations. Bringing together that different information will help the Coalitions to understand who is at risk of homelessness and when – and to understand what services are proving the most effective.

### Early Intervention

Homewards is focused on prevention. To help the flagship locations pivot their approach to this, we will support them to test and deliver ideas that help people at the earliest point possible. Homewards will then look to show how other locations can deploy the approaches that are successful.

All the flagship locations have identified these as the areas where The Royal Foundation through Homewards can give the most valuable support, to help the Coalitions demonstrate that it is possible to end homelessness. The Royal Foundation is committed to this support and will continue to evaluate how we can best help our flagship locations throughout the programme.

## How has The Royal Foundation supported our six locations so far

The Royal Foundation has helped to leverage a number of significant commitments from local and national partners to support our six locations. These include:

### Creating more job opportunities for people with lived experience or at risk of homelessness

In September 2023, Pret A Manger committed - through Homewards - to expand their long-standing Rising Stars programme, which helps break the cycle of homelessness by providing support, training, and employment. Over the next five years it will support at least 500 people experiencing or at risk of homelessness into jobs at Pret's UK shops, including in Homewards locations where Pret has a presence.

### Helping to prevent family homelessness with private landlords

In March 2024, local Sheffield landlords pledged to support Homewards with a commitment to providing an initial thirty-three homes to house families at risk of, or experiencing, homelessness in the city. They are working with Homewards to develop a package of support for both tenants and landlords to help to improve tenancy sustainment.

### Recognising the tireless work of the homelessness workforce

Blue Light Card, the nation's leading discount provider for the emergency services, NHS, social care sector and armed forces, have extended its membership to include the homelessness workforce. The commitment supports an estimated 60,000 people in the UK homelessness workforce, which includes housing officers, night shelter managers, outreach workers and many more and gives them discounts to groceries, entertainment, and utilities. This partnership helps to raise awareness of the work that the workforce does and the essential role they play in supporting the social care sector.

‘Homewards has the right approach. They have brought a range of new players to the table, to focus minds on what it takes to prevent homelessness from happening in the first place.

It has been exciting, and unprecedented, to see these six coalitions come together to focus on delivering on that goal.’

Matt Downie, CEO, Crisis

## Homewards Lambeth: Executive Summary

Each of the Coalitions in the six Homewards flagship locations have created a Local Action Plan. This plan will be reviewed every six months and will adapt and change according to the needs of the locations.

For Homewards Lambeth,  
we have set out:

1. The initial groups of people that the local Coalition will support
2. The actions to be taken by organisations in the local Coalition over the next 12 months and beyond
3. How we will know what has been successful / Our success indicators

This Local Action Plan is the beginning of a long road of work for Lambeth – but signals a new approach, with prevention and collaboration at its heart. The number of people experiencing homelessness in Lambeth may take years to decrease, while the Coalition’s action takes effect.

These are ambitious plans and we may find some elements need to be adjusted or updated as time goes on. Work may get completed and new ambitions set, or conditions beyond the Coalitions’ control might change which fundamentally impact delivery of some activity. These plans

are therefore agile documents, growing with our Coalitions to ensure they remain focused on working to deliver tangible change and maximum impact towards the shared mission of demonstrating it is possible to end homelessness – making it rare, brief and unrepeatable.

The local Coalition will measure success in several ways – as set out in more detail in the following pages – to ensure we know what is working.

‘A focus on prevention,  
backed by the new  
partners Homewards  
has brought to the table,  
will put these locations  
on a path to ending  
homelessness.’

Professor Peter Mackie  
Cardiff University



## Groups where Homewards can help the most

In Lambeth, 25% of the population live in poverty. One in five households experiences overcrowding (10.56%), living in a shared dwelling (0.39%), and/or lacking central heating (2.61%). Groups in need of support include single mothers staying in temporary accommodation, who make up most of those people living in temporary accommodation in the borough.

## Actions to be taken over the next 12 months and beyond

Homewards is focused on adding value around existing activity in Lambeth. The Homewards Lambeth Coalition recognises that there is a real opportunity to improve collaboration, and to focus on preventing homelessness. This can potentially make a real difference and a wider impact across Lambeth.

Homewards Lambeth plans to lay new groundwork – and make a lasting impact – in four specific ways:

1. Supporting single mothers in temporary accommodation
2. Making more affordable homes available
3. Strengthening employment pathways and increasing training opportunities
4. Better data sharing, capacity, and infrastructure.

More detail on each of these areas is set out in the following pages.

## How we will know what has been successful / our success indicators

The Lambeth Coalition has set the following indicators of success (to be assessed at yearly intervals):

- We will have brought together new and existing partners to create sustainable ways of working, which in turn have helped to (1) make more homes available; (2) create more flexible employment, training and education for those experiencing, or at risk of, homelessness; and (3) ensure that those at risk of, or on the brink of, homelessness got the preventative support they needed at the right time.
- We will have delivered successful projects, or tested innovative approaches, that prevented people from experiencing homelessness.
- We will have built local understanding around homelessness and encouraged empathy towards those locally who are experiencing homelessness, through local campaigns and putting lived experience at the heart of everything we do.
- By sharing what works, we will also have generated optimism that homelessness can be ended, which will be evident through greater community engagement and improved local public perceptions.
- We will have laid the groundwork needed to grow these successful projects across Lambeth, so that they can help more people (specifically other groups who are at a higher risk of, or on the brink of, homelessness).

Against each of the Action Plan sections in the following pages, the Homewards Lambeth Coalition has identified specific signs of success, which will tell us that our activities are leading to change.





# 1. Supporting single mothers in temporary accommodation

## Local context

Over 53% of households in temporary accommodation are single female parents. There are over 3,900 children living in temporary accommodation across these households.

The number of families in temporary accommodation has been growing every year due to there not being enough homes that people can afford.

# 53%

Lambeth  
single female parents in  
temporary accommodation

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‘If we want to be a borough that enables children to thrive, then it is essential that we support young single mothers to find suitable permanent housing and to take away the stress and worry of not being able to give their child a stable home.’

Cllr Judith Cavanagh

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Homewards Lambeth’s Coalition recognises that to prevent and end homelessness, there needs to be greater collaboration across services – so that when people seek help, they get the right help at the right time.

There are a range of prevention services in Lambeth, including family mediation. But there is a need to further support single mothers, and to create a system that combines services – for example, combining health needs (physical and mental) with financial education and help to sustain their homes.

Homewards Lambeth also recognises that housing and health systems could be better connected. Poor health can be both a cause of homelessness, such as a reason for losing a job, and a consequence of homelessness.



## What are we going to do over the next 12 months?

### 1.1 Service directory

Homewards Lambeth will create a directory of all the services available for single-parent families in Lambeth. This will be made available to identify any gaps in support, and any opportunities to improve and develop support to prevent families from moving into temporary accommodation.

Who is leading this work? The Royal Foundation's Homewards Local Delivery Lead for Lambeth

### 1.2 New support services

Homewards Lambeth will deliver new support services that will help people to maintain their home and manage their finances and support their wellbeing.

Who is leading this work? Early Intervention Working Group

### 1.3 Organisations forum

Homewards Lambeth will develop a new forum that brings together homelessness services and other services that support young people and single-parent families on the brink of homelessness, to create better local connections between organisations.

Who is leading this work? Shelter, Homeless Link, Lambeth Council

### 1.4 Insights into temporary accommodation

Homewards Lambeth will build on existing research and, where necessary, commission new research, to better understand the experience of children and families in temporary accommodation. We will share insights to show the connections between temporary accommodation, housing, and health.

Who is leading this work? Impact on Urban Health

What are we going to do over the next four years?

### 1.5 Multi-agency hub models

Homewards Lambeth will explore the role of multi-agency hub models in improving access to information, advice and support for single-parent families who are on the brink of homelessness.

Who is leading this work? The Royal Foundation

### 1.6 Public-facing training

Homewards Lambeth will deliver training to managers and essential staff of all public-facing organisations who specifically work with families on the brink of homelessness in Lambeth. This will help them to better understand what pushes people into homelessness in Lambeth, and what support they need.

Who is leading this work? Training Working Group

### Key partners

- Centrepoin
- Depaul
- Gaia – Refuge
- Groundswell
- Guy's and St Thomas' NHS Foundation Trust
- Housing Perks
- Impact on Urban Health
- Integrated Care Board
- Kineara
- King's College Hospital
- Lambeth Council
- Lambeth Council Early Years and Children Services
- Lightning Reach
- Pocket Power
- Project Alix
- Solace Women's Aid
- South London and Maudsley NHS Foundation Trust
- Spiral Skills
- The Baytree Centre

## Signs of success

These activities will contribute to the following signs of success

- 1.1 Services directory
- 1.3 Organisations forum
- 1.4 Insights into temporary accommodation
- 1.5 Multi-agency hub models
- 1.6 Public-facing training

**Homewards Lambeth enables a coordinated response focused on prevention by (1) mapping services, (2) developing a new forum of organisations that support young people and single-parent families, and (3) training key workers.**

- 1.2 New support services
  - 1.5 Multi-agency hub models
- Projects to prevent homelessness for single-parent families were tested in Lambeth. For successful projects, Homewards identifies what is needed to roll them out further.**



## 2. Making more affordable homes available

Local context

34%

Lambeth  
social homes

Lambeth has a higher proportion of social homes than London as a whole (34% vs 23%).

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In Lambeth, approximately one-third of people own and live in their own home, another third live in social homes and the final third are private tenants renting their homes.

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Fewer people in Lambeth own their home compared to London (33% vs 45%). In September 2024, the average monthly private rent in Lambeth was £2,229, a 7.8% rise from the year before. This was lower than the rise in London (9.8%) over the year.



Lambeth  
monthly private rent rise

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These high rents and demand for social homes mean that Lambeth has over 4,000 households in temporary accommodation, more than most other comparable London boroughs (except Newham). Three quarters of temporary accommodation occupants are in 'nightly paid' accommodation.

Homewards Lambeth's Coalition recognises that there are not enough homes, and specifically not enough homes to suit the households that need them. For example, most people who need a home from the local authority need two-bed properties. This means people are having to stay in temporary accommodation, which not only costs the local authority a lot of money but may not be suitable for the family. It can also have a lasting impact on individuals and families, including children (who do not have a safe and secure home where they can thrive).

Homewards Lambeth will focus on bringing the private rented sector into efforts to end homelessness, and on strengthening relationships between tenants and landlords. We will also unlock more homes (including empty spaces) and introduce more schemes that help people to sustain their tenancies.

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‘Each new home is a lifeline for those who would otherwise be left on our waiting list, or in overcrowded or insecure housing.’

Lambeth Borough Council  
Housing Strategy

## What are we going to do over the next 12 months?

### 2.1 Innovative housing project

Each flagship location is developing an innovative housing project, which will test new ways to make more homes available at scale, demonstrating what is possible when we come together to end homelessness. Homewards Lambeth's innovative housing project is focused on young people who are in, or about to start, employment.

#### Who is leading this work? The Royal Foundation

### 2.2 Identifying sites for new homes

Homewards Lambeth will access the knowledge of real estate experts Knight Frank, who have created a bespoke and interactive database and web portal to support local strategies and help identify sites – including existing buildings and land for new development – that could be developed into homes that people can afford.

#### Who is leading this work? Homewards Activator Knight Frank & Creating8Places

### 2.3 Funding for homes

Using the convening power of The Royal Foundation, Homewards Lambeth will bring together a range of local and national funders and investors who may be interested in funding the delivery of more homes in Lambeth.

#### Who is leading this work? The Royal Foundation

### 2.4 Delivering new homes

Using the convening power of The Royal Foundation, Homewards Lambeth will bring together building and development experts to create new partnerships that will deliver more homes in Lambeth.

#### Who is leading this work? The Royal Foundation

### 2.5 Improving ways of working

Homewards Lambeth will bring together local landlords, services that support tenants, and tenants themselves, to improve ways of working. This includes understanding the challenges and barriers that each group face, and what could be put in place to (1) help improve tenancy sustainment and (2) encourage more landlords to work with the local authority and other housing charities, instead of always relying on private letting services.

#### Who is leading this work? Pan-London PRS forum

### 2.6 Best practice for landlords

Inspired by The Greater Manchester Homelessness Action Network (GMHAN)'s Good Landlords Charter, Homewards Lambeth will convene existing landlords to improve practice. We will also launch incentives, such as a Homewards Lambeth

Coalition kitemark for good landlords and managing agencies.

#### Who is leading this work? LandAid (and Lambeth Citizens)

### 2.7 Sustaining tenancies

Homewards Lambeth will develop and deliver initiatives that help people to sustain their tenancies, when renting privately. This could include income maximisation, 1-to-1 support and other initiatives, with the aim of reducing the number of people who are evicted.

#### Who is leading this work? Impact on Urban Health

#### Key partners

- Creating8Places
- Freshfields
- Habitat for Humanity
- Homebase
- Knight Frank
- Lambeth Citizens
- Lambeth Council
- LandAid
- MTVH
- The Construction Liveries Group
- Worshipful Company of Chartered Architects

## Signs of success

These activities will contribute to the following signs of success

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### 2.1 Innovative housing project

**More homes for young people about to start employment in Lambeth.**

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### 2.2 Identifying sites for new homes

### 2.3 Funding for homes

### 2.4 Delivering new homes

**New partnerships unlock funding and land for more homes in Lambeth.**

---

### 2.5 Improving ways of working

### 2.6 Best practice for landlords

**More landlords adopt best practice to improve tenancy sustainment.**


---

### 2.7 Sustaining tenancies

**Projects to improve tenancy sustainment when renting privately tested in Lambeth.**

**For successful projects, Homewards identifies what is needed to roll them out further.**





### **3. Strengthening employment pathways and increasing training opportunities**

## Local context

Lambeth has relatively good employment rates, but many residents face skills and employment inequalities. The borough has a smaller percentage of people earning less than the London Living Wage compared to London as a whole (10.6% vs 16.4%), but it has the largest disparity in terms of unemployment for ethnic minority groups and women.

10.6%

**Lambeth**  
people earning less than  
the London Living Wage

---

# Homewards Lambeth has identified that improving the path to employment and training for those on the brink of homelessness is crucial.

Flexible employment and flexibly designed jobs have been cited as crucial factors for those at risk of or experiencing homelessness, alongside working with employers to create more inclusive hiring, onboarding, and HR practices.

## What are we going to do over the next 12 months?

### 3.1 Support review

Homeworks Lambeth will review the existing support available for people to find employment. Learnings from this will help identify where new services might be needed in the borough.

Who is leading this work? Employment Pathway Working Group

### 3.2 Data insights

Homeworks Lambeth will also collate data to identify people who may be in work but who are struggling to get by – due to low income, not working as many hours as they could etc. This data will be used to better understand why flexibility is needed within employment, and what further support needs to be provided to prevent these people from being pushed into homelessness.

Who is leading this work? Lambeth Council, Department for Work and Pensions, Greater London Authority

### 3.3 Identifying barriers to employment

Homeworks Lambeth will then bring people experiencing (or with lived experience of) homelessness together with local employers, to understand the barriers and challenges that they face in seeking employment. The aim is to create and strengthen flexible new opportunities and pathways, and to help employers put the right support in place for people to sustain their employment. Homeworks Lambeth will also engage with local employers, to

understand what skills and resource gaps they have – and to bring them together with existing support organisations who help people to find employment.

Who is leading this work? Employment Working Group

### 3.4 Promoting the Homelessness Covenant

Homeworks Lambeth will promote Crisis' Homelessness Covenant to local businesses, to encourage them to sign up. This will improve awareness of, and support for, individuals at risk of or already experiencing homelessness. The Homelessness Covenant is a pledge by employers to prevent and end homelessness through inclusive and supportive employment practices.

Who is leading this work? Crisis

#### Key partners

- Crisis
- DWP
- Expert Citizens
- Homeless Link
- Lambeth Council
- Living Wage Foundation
- The Pret Foundation
- Timewise

## Signs of success

These activities will contribute to the following signs of success

### 3.1 Support review

### 3.2 Data insights

### 3.3 Identifying barriers to employment

### 3.4 Promoting the Homelessness Covenant

More job opportunities for people who are experiencing, or on the brink of, homelessness in Lambeth.

# 4. Better data sharing, capacity, and infrastructure

## Local context

Across Lambeth, there is a wealth of data that could help identify those at greater risk of homelessness. If used correctly, it could proactively prevent homelessness by allowing people to get help at the right time.

Homewards Lambeth Coalition has identified some key areas on which they would like to focus:



## Improving the accessibility of information, advice, and guidance

This will help individuals to understand their rights, access housing support, and connect to services that address financial, legal, and personal challenges before they escalate – all of which can help prevent homelessness. Currently, there is no public facing directory of all support services across Lambeth, which means that people do not know what support is available or how to access it.

## Supporting essential workers' professional development and peer-to-peer connection

Whilst many organisations have brilliant workforce development programmes, there is an opportunity to share resources across organisations and sectors to share knowledge, foster stronger working relationships and improve the way services work together to meet the needs of those seeking support.

## Embedding lived experience

Homeworks Lambeth will have a 'Lived Experience' Board (name TBC), and rotating seats on both its Strategic and Operational boards for people with lived experience of homelessness.

## What are we going to do over the next 12 months?

### 4.1 Supporting families at risk

Homeworks Lambeth will use data to understand the factors impacting single parent families at higher risk of homelessness and plug this into Lambeth Council's 'Low Income Family Tracker.' This will create a list of families who need help. The results will be shared with local services to help them design preventative support for families who need it most.

Who is leading this work? Lambeth Council

### 4.2 Data sharing

Homeworks Lambeth will explore and present options for establishing a shared data platform in Lambeth, and for convening relevant services around data sharing. This will improve communication across services and organisations, and create a better user journey for service users.

Who is leading this work? Early Intervention Working Group

### 4.3 'Lived Experience' Board

Homeworks Lambeth will ensure that people who have experienced homelessness are represented across all strands of Homeworks Lambeth Coalition via a 'Lived Experience' Board, and by representation on Homeworks working groups and the Steering Board. This will ensure that solutions are co-created by people who know what support will help to prevent homelessness in the future.

Who is leading this work? Groundswell

### 4.4 Homelessness and health

We know that there is a clear link between homelessness and health. If you have poor physical and mental health, you are more at risk of becoming homeless, and those who experience homelessness are also more likely to have poor health. Homeworks Lambeth will explore how to connect existing health data (from the NHS, including GP and hospital visits) into the 'Low Income Family Tracker,' to help spot households who may be at risk of homelessness due to their health conditions, so that they can be helped earlier.

Who is leading this work? Lambeth Together (and Impact on Urban Health)

### Key partners

- Accenture
- Groundswell
- Homeless Link
- Lambeth Council



## Signs of success

These activities will contribute to the following signs of success

4.1 Supporting families at risk

4.2 Data sharing

4.4 Homelessness and health

**More people at risk of becoming homeless supported through improved data sharing and analysis.**

4.3 'Lived Experience' Board

**Decisions about how to prevent homelessness in Lambeth are taken in partnership with people who have experienced homelessness.**



## [Get in touch](#)

If you are a business or organisation that wants to find out more about working with Homewards, please contact [homewards@royalfoundation.com](mailto:homewards@royalfoundation.com) and one of the team will be in touch.

For more information on homelessness across England, Wales, Scotland and Northern Ireland, please visit the following link: [homewards.org.uk/help-resources/](https://homewards.org.uk/help-resources/)

## [Source list](#)

Information in this Action Plan is based on data collected by Lambeth Council about people who are experiencing or on the brink of homelessness, as well as the following sources:

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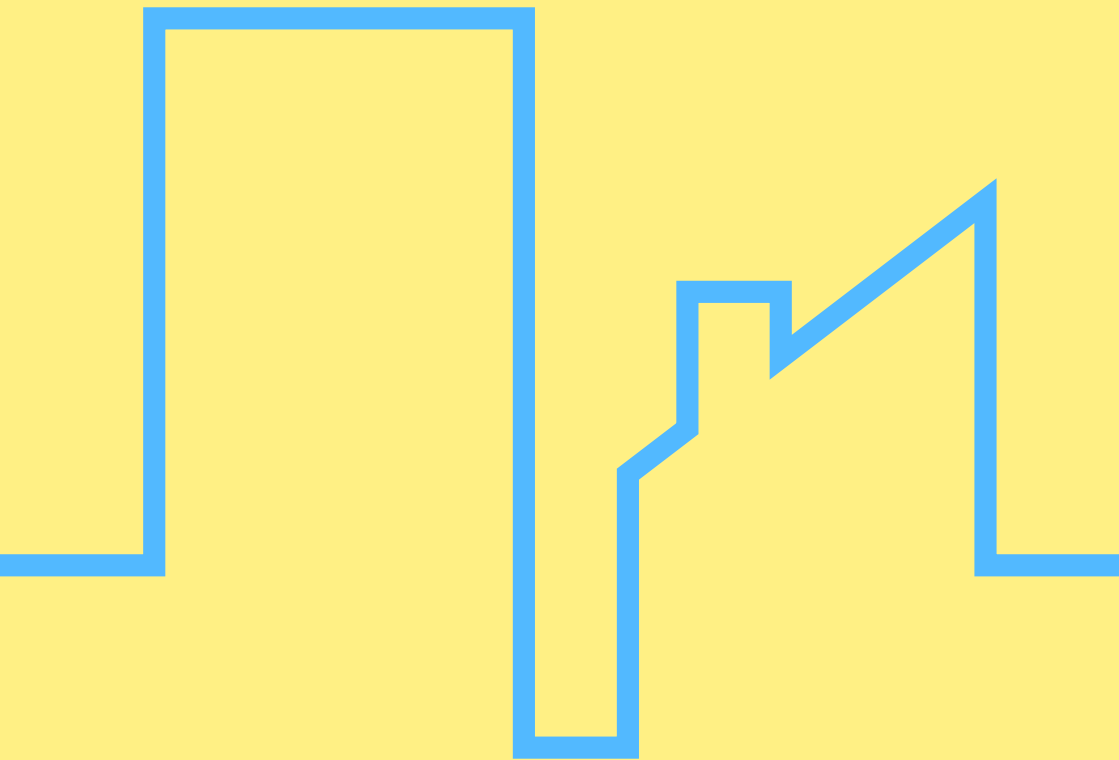
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**ROYAL  
FOUNDATION**

OF THE PRINCE AND PRINCESS  
OF WALES