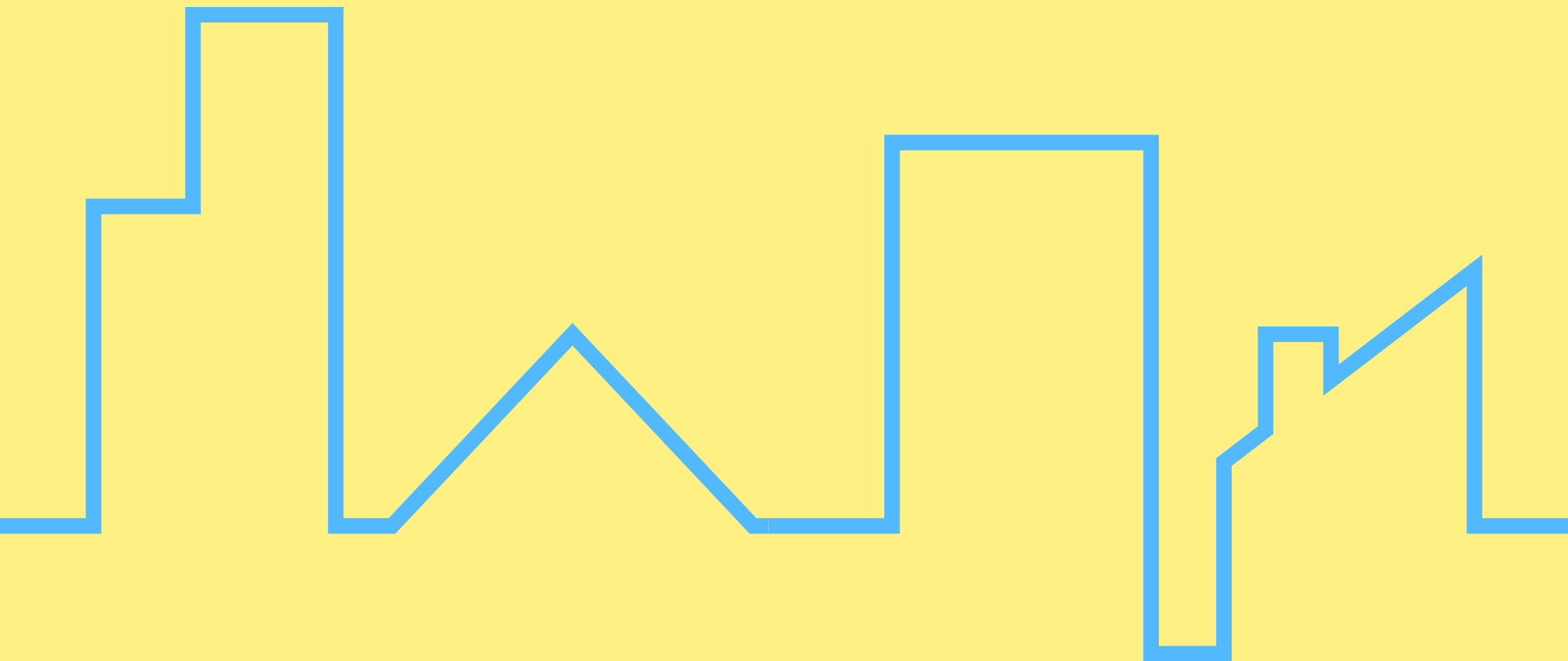


local action plan



homewards
lambeth


**ROYAL
FOUNDATION**
OF THE PRINCE AND PRINCESS
OF WALES

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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.

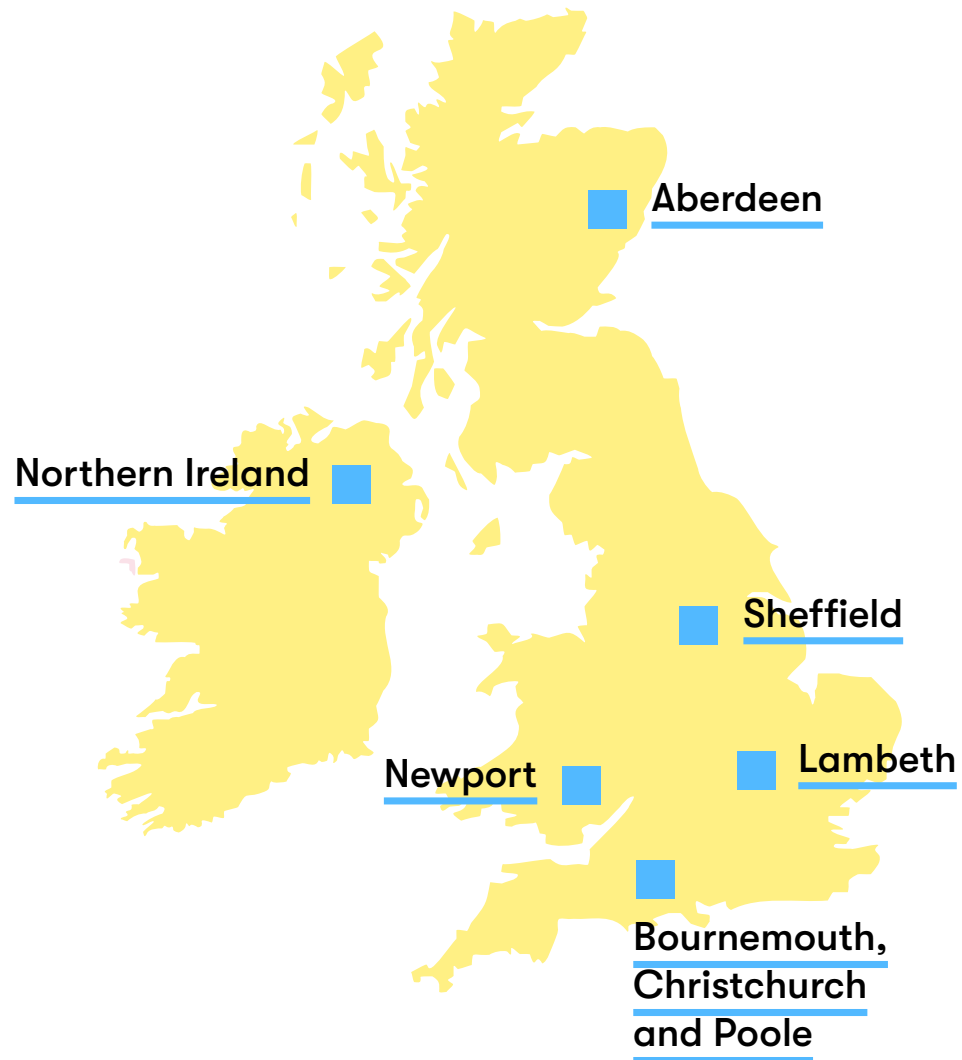
The aim of Homewards is...

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

Homewards will do this by...

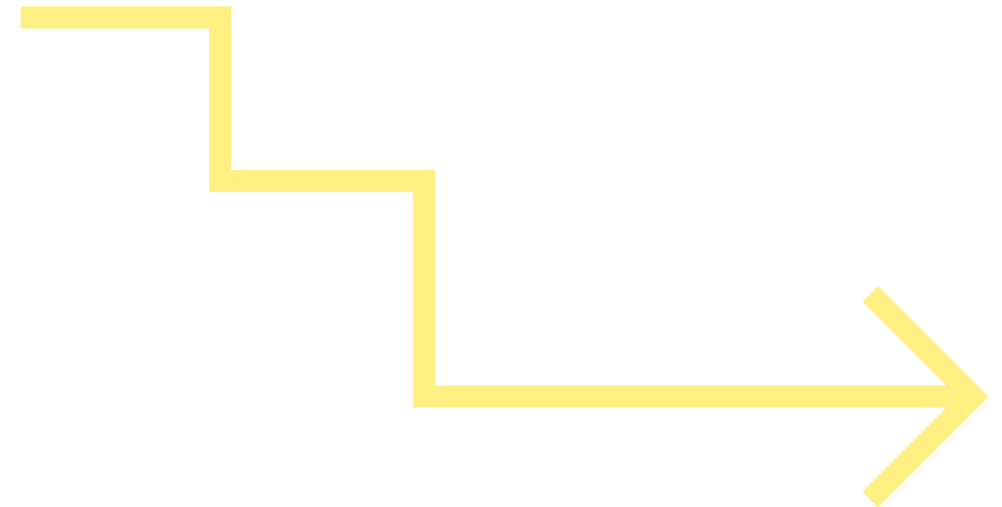
Preventing homelessness for at risk groups, whilst challenging stigma, inspiring optimism and ensuring this work is sustainable and replicable.

The six Homewards flagship locations are:



Success looks like...

- Each flagship location will be on a trajectory to end homelessness for target groups – making it rare, brief and unrepeated,
- The flagship locations will have an increased focus on sustainable prevention and collaboration,
- Communities will feel optimistic that it is possible to end homelessness and will recognise that it is beneficial to do so,
- The impact of Homewards will reach beyond the six flagship locations, with learnings being used to adopt tried and tested models in other areas.



Coalitions of organisations and people, from the public, private and voluntary sectors – have come together across the six flagship locations, committed to demonstrating that it's possible to end homelessness.

Each local Coalition has created its own Local Action Plan. They're delivering initiatives to support at-risk groups, identified by each location, where Homewards can help most.

Each Local Action Plan encompasses solutions. From housing to data to employment – and aims to make the prevention of homelessness 'business as usual'.

The Homewards Partnership, brought together by The Royal Foundation, creates an unprecedented network of individuals and organisations – including top experts and leading homelessness organisations. It continues to support the Coalitions to deliver their Local Action Plans, and to galvanise national and international momentum.

‘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

All the Local Action Plans will be reviewed every year...

To reflect on progress and capture new opportunities. Activities in the Local Action Plans vary, from testing a new scalable pilot, to fundamentally changing how people in the location work together.

These are ambitious plans. As delivery progresses, some elements may need to be adjusted or updated, so the Local Action Plans are agile documents, growing alongside our Coalitions. This ensures that the Local Action Plans remain focused on delivering tangible change, with maximum impact.



The Royal Foundation is supporting each of our six flagship locations to achieve this with...

Additional capacity

A Local Delivery Lead and project management support in each location.

Homewards fund

£500,000 in seed funding to back each Action Plan.

Expertise

Access to a cutting-edge network of global experts, business and more.

The Royal Foundation is also supporting our flagship locations, in the areas that we know are the most crucial to preventing homelessness, so that they can:

- Unlock impactful projects,
- Build strategic partnerships,
- Establish sustainable connections,
- Harness data to prevent homelessness,
- Test new ways of improving access to homes, for those who need it the most,
- Create employment pathways,
- Unlock appropriate finance to support homelessness prevention.

A note from Homewards Lambeth SSG Chair: Dr Lade Smith CBE



This latest iteration of Homewards Lambeth's Action Plan sets out the actions we'll take over the next 12 months – and beyond. Our shared ambition: to demonstrate that it is possible, through collaboration and prevention, to end homelessness for single-parent families.

By 2028, Homewards Lambeth will have demonstrably increased a sustainable focus on prevention and collaboration.

We will have delivered successful projects, or tested innovative approaches, that prevented single-parent families from experiencing homelessness. Our local community will feel optimistic that it is possible to end homelessness, and will recognise that it is beneficial to do so. The impact of Homewards will reach well beyond the six flagship locations.

By delivering this ambitious Local Action Plan, the Lambeth Coalition aims to reduce the number of single-parent families presenting as homeless. Places such as Finland have already demonstrated that it is possible to end homelessness, through sustained, incremental reductions.

Whilst this reduction is critical, it is not the only way we will measure success. Homewards will create sustainable systems change by transforming policies, practice and partnerships. We will address root causes, improve access to housing and

support, and build resilient communities. This will enable long-term, sustainable change – which means we are unlikely to be able to quantify our total impact by 2028.

In the last six months, the Homewards Lambeth Coalition has already made significant progress towards achieving our ambitions.

Bringing together over 150 partners and organisations, and with a collective emphasis on prevention, most of our initial Action Plan is now live.

Together, we've had planning permission approved to launch our Innovative Housing Project. This unique partnership – between the Duchy of Cornwall, Centrepont and Lambeth Council – will create 16 individual flats for young people about to enter employment. It's the first time we'll see this new model, supporting young people into employment and housing at the same time. It will work around 'benefit traps', which so often prevent more permanent housing for this cohort.

Housing has been a key focus of our work. Five sites have been brought forward to create innovative housing solutions, which we will deliver over the coming years. They will house either our lone-parent family cohort, or young people who are at high risk of homelessness. Some sites will seek to embed multi-agency hubs, creating trusted community spaces for multi-agency working.

We've also made good headway with the Homewards Fund, which has awarded £323,457 to five projects led by Coalition members. These include projects to:

- Introduce innovative tech tools that reduce debts for local people, and pay off rent arrears
- Increase tenancy sustainment support for local lone-parent families
- Embed housing and homelessness prevention support into trusted community services, to help young people avoid homelessness.

To strengthen collaboration, we've mapped the community and prevention work for lone-parent families that already exists across Lambeth's community-based organisations. This has given our coalition unique opportunities: for new and enhanced services, for better collaboration and for a better-connected system.

We have launched and run a new Homelessness Forum in the borough, building bridges and connections between local services. We are in the early stages of creating a new digital resource hub for families. This platform will make it easier to find reliable, trusted advice and guidance, while also building a local network and a community of services.

Looking ahead, the next year brings more opportunities. We will explore how data

can help us identify at-risk families sooner. This will involve creating a preventative database, which will allow us to understand which families are most likely to experience homelessness. We'll work to engage more private landlords in offering homes to those who need them most. We'll co-create new employment pilot models for lone parent families, which will focus on flexibility, support and progression.

We have much still to do. But we are building momentum and making a difference.

Thank you for your ongoing belief in this work, and in the power of local partnership to drive lasting change. I'm looking forward to continuing this journey with you.





1. Supporting lone parents

Local context

In Lambeth, 57% of households in temporary accommodation are lone-parent families. This figure includes over 5,300 children. The number of families in temporary accommodation has been growing every year, because there aren't enough homes that people can afford.

57%

Lambeth
lone-parent families in
temporary accommodation

‘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

The Homewards Lambeth Coalition recognises that to prevent and end homelessness, there needs to be greater collaboration across services. Then, when people seek help, they can get the right support at the right time.

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

Homewards Lambeth recognises that housing and health systems could be better connected. Poor health can be both a cause of homelessness (for example, by causing someone to lose their job) and a consequence of homelessness.

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

1.1 Pilot therapeutic mental health support

Rationale: Homewards Lambeth has identified a gap in dedicated therapeutic mental health support, specifically for lone parents in temporary accommodation. Improving their emotional and mental health can disrupt the cycle of homelessness.

Activity: Chorus Families will pilot and evaluate a therapeutic group. It will work with lone parents who are living in temporary accommodation, along with their children. We will track the reduction in risk of future homelessness.

Measure: Our target is for 10 families to regularly attend weekly groups, and we will measure:

- Improvements in parent-child relationships
- Increases in parental confidence
- Improvements in family wellbeing

This proof-of-concept pilot will result in an impact report and potentially plans to upscale.

Who is leading this work? Chorus Families

1.2 Improve financial resilience

Rationale: Improving financial resilience is proven to reduce the risk of homelessness. Homewards Lambeth has identified a gap in financial resilience provision for their cohort.

Activity: Homewards Lambeth will facilitate a new partnership between Lightning Reach and Pocket Power. It will offer targeted financial support to Lambeth residents who are at risk of homelessness, including lone-parent families.

Integrating services will enable us to help people maximise their income and to improve their financial wellbeing. There will be a range of financial grants and additional support.

Measure:

- Targeted financial support provided to 2,000 families who are at risk of, or experiencing, homelessness.
- Evidence of how much this support reduces the risk of homelessness

Who is leading this work? Lightning Reach, Pocket Power, Lambeth Council

1.3 Cash back app to reduce rent arrears and council tax debt

Rationale: The lone parent working group has highlighted that lone parents face cost-of-living challenges and high levels of rent arrears. To reduce the risk of homelessness, we need to help people on the lowest incomes to:

- Save on essentials
- Reduce rent arrears
- Facilitate move-on choices

Activity: Homewards Lambeth will launch Housing Perks in the borough. It will give Lambeth residents, including lone parents, a mobile cash savings app. The app will help them to save on essentials, as well as giving them the option to use these savings to reduce their rent arrears.

Measure:

- The Housing Perks pilot reaches 45,000 residents
- The impact Housing Perks has on reducing the risk of homelessness for people who are in arrears with their rent or council tax

If the pilot is successful, Lambeth council will continue the offer.

Who is leading this work? Housing Perks, Lambeth Council

1.4 Launch a community of practice

Rationale: To improve the quality of service for lone parents at risk of homelessness, we need to:

- Build collective innovation
- Strengthen partnerships
- Share best practice across frontline services

Activity: Homewards Lambeth will transform the existing homelessness forum into a Community of Practice for local frontline professionals.

Through the Community of Practice, Homewards Lambeth will give tools and training to key public professionals in education, health and housing. These will help them to identify families who are at risk of homelessness and offer early interventions to prevent it.

Measure:

- Active Community of Practice is established
- Strength of engagement from key partners
- Clear succession plan established for the convening lead partner
- How connected frontline workers feel to partner organisations across Lambeth

Who is leading this work? The Royal Foundation, Lambeth Council

1.5 New resources for information, advice and guidance

Rationale: If more accurate and trusted information is available, local residents can make better decisions when accessing support. It will also help to streamline the demand placed on different services.

Homewards Lambeth have identified the need to create a consistent offer of information, advice and guidance across the borough.

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

Activity: We will design creative and accessible information resources for Homewards Lambeth Coalition members to use, intending those resources to last for some time.

Measure:

- Improvements in the information, advice and guidance service
- Whether Lambeth residents feel more empowered to make informed housing choices.

Who is leading this work? The Royal Foundation, Lambeth Council

1.6 A toolkit for community hubs

Rationale: Community hubs, offering holistic support for lone parents in temporary accommodation, have been shown to reduce homelessness. They achieve this by providing a safe, supportive community, specialist advice and essential items.

Activity: Homewards Lambeth will commission London School of Economics to conduct research into successful collaborative models for lone parents. These will include the Magpie Project (Newham) and hubs in the borough of Lambeth.

The research will explore how these community hub models prevent and reduce homelessness.

Measure:

- Toolkit for an integrated community hub model, produced by our research to meet the needs of lone-parent families in Lambeth.

Who is leading this work? The Royal Foundation, LSE and The Magpie Project

1.7 Data insights

Rationale: Better use of data (to identify patterns, risks, and intervention points) has been shown to enable more targeted, effective and preventative responses to homelessness – before crisis occurs.

Activity: Homewards Lambeth will analyse existing council data, to identify people at risk of homelessness. We will then provide targeted support to prevent them becoming homeless. In the project's first phase, we will look to understand people's interactions with services before they become homeless. We can then target intervention schemes to people showing similar patterns. The data insights will focus on lone parents in temporary accommodation.

Measure:

- Proof-of-concept pilot completed, with recommended next steps.

Who is leading this work? The Royal Foundation, Bloomberg Associates, Social Data Analytics, Lambeth Council

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%).

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.

Fewer people in Lambeth own their home, compared to London as a whole (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

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

Homewards Lambeth 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 a two-bed property. This means that people are having to stay in temporary accommodation – which not only costs the local authority a lot of money but also 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 unlock more homes, including empty spaces. We will also introduce more schemes that help people to sustain their tenancies.

‘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

Rationale: Homewards has committed to delivering Innovative Housing Projects in each flagship location. All of the IHPs are designed to test new ways of making more homes available at scale for those at risk of, or experiencing, homelessness.

Activity: Lambeth's Innovative Housing Project has brought together the Duchy of Cornwall (who hold land in Lambeth) and Centrepont (of which Prince William is Patron).

The IHP will deliver 16 units of accommodation, with support, for young people at risk of homelessness. Planning permission was secured in July 2025, and units are due to be ready for occupation by January 2027.

Over the next 12 months, Homewards will work with Centrepont, The Multibank and other partners. We will identify and supply the furniture, fittings and other essential items that new tenants need. This will help them to make a successful start, and to sustain their tenancies.

Measure:

- 16 units of furnished accommodation, with support, provided for young people.

Who is leading this work? The Royal Foundation, Lambeth Council, Duchy of Cornwall and Centrepont

2.2 Unlocking homes in Lambeth

Rationale: To provide better and more suitable accommodation, particularly for young people at risk of homelessness and lone parents living in temporary accommodation.

Activity: The Royal Foundation, working with local and national partners, will review existing sites and spaces in Lambeth. They will identify those that could be used to provide better accommodation and support, especially for lone parents living in temporary accommodation. This might include underused spaces on social estates, or opportunities as part of major redevelopments.

Measure:

- Suitable spaces for lone parents identified
- Plans in place to deploy them

Who is leading this work? The Royal Foundation, Duchy of Cornwall, Centrepont, The Multibank and assorted retail partners.

2.3 Communication campaign to recruit responsible landlords

Rationale: To increase the supply of private rented housing stock that is available to lone-parent families.

Activity: Homewards Lambeth will lead a communications campaign, in partnership with Good Place Lettings. It will recruit landlords and increase the amount of private rented housing stock available, especially to lone parent families.

Measure:

- Unlock five new properties that will increase housing options for lone parents

Who is leading this work? Good Place Lettings, The Royal Foundation

3. Strengthening employment pathways and increasing training opportunities

Local context

Lambeth has relatively good employment rates, with an unemployment rate of 4.4%. The local economy is driven by strong sectors in healthcare, hospitality and professional and technical services.

18%

Lambeth
people earning less than
the London Living Wage

However, lone parents face consistently higher unemployment rates. This is due to challenges in finding flexible work, high childcare costs and poor-quality work with irregular contracts. Many residents face inequalities in skills and employment.

18% of workers in Lambeth earn less than the London Living Wage. This is notably higher than the London-wide average of 13.5%. Lambeth has the largest disparity of unemployment for ethnic minority groups, women and those with disabilities.

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

Flexible employment, and flexibly designed jobs, have been cited as crucial factors. We also need to work with employers to create more inclusive hiring, onboarding and HR practices.

[Increase sustainable job opportunities](#)

Working with Hays Project Flourish, and with new and existing employability partners, we will match proactive employers with proven employment pathways in Lambeth.

[Who is leading this work? The Royal Foundation](#)

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

3.1 Early intervention employer pilot

Rationale: Inspired by the Upstream model in schools, participating employers will use a simple workforce survey to identify staff who are at risk of homelessness. They will trial targeted interventions to provide timely support.

Activity: The Crisis Homelessness Alliance's Pledge 2 is: 'supporting employees who may be at risk of homelessness'. Building on this, Homewards Lambeth will pilot an early- intervention approach with employers across the borough.

The Royal Foundation will work with CHA to champion and share the learning. This will create a scalable model, inspiring employers nationwide to play their part in preventing homelessness.

Measure:

- 10 employers participating in the employer led pilot

Who is leading this work? The Royal Foundation, Crisis Alliance Team, a range of employers across Lambeth

3.2 Create sustainable career pathways

Rationale: Career options for lone parents can be limited, which exacerbates the cycle of homelessness and poverty.

Activity: Homewards Lambeth will partner with employers, as well as training and apprenticeship providers, both locally and nationally. Together, we will pilot and evaluate flexible, supported jobs for Lambeth residents who are at risk of homelessness.

Measure:

- Pilot three career pathway initiatives for lone-parent families

Who is leading this work? The Royal Foundation, Employment Working Group



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 and one of the team will be in touch.

If you are worried about someone experiencing or at risk of homelessness, you can support them by:

- Connecting them with local support services
- Donating food, clothing, and other supplies
- Giving your time volunteering in your local community

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

If you would like to donate, please consider supporting one of the Homewards Sector Partners, who can be found listed here: <https://homewards.org.uk/partners/>

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:

Lambeth Council, Lambeth Homelessness Review 2024, Unpublished Report

Trust for London, Poverty, and Inequality Data for Lambeth, 2022/23
<https://trustforlondon.org.uk/data/boroughs/lambeth-poverty-and-inequality-indicators/>

Lambeth Council, A Place We Can Call Home: Lambeth Housing Strategy, 2023-2030
https://www.lambeth.gov.uk/sites/default/files/2023-10/102564_HousingStrategy_ConsultationDraft_Oct2023_acc.pdf

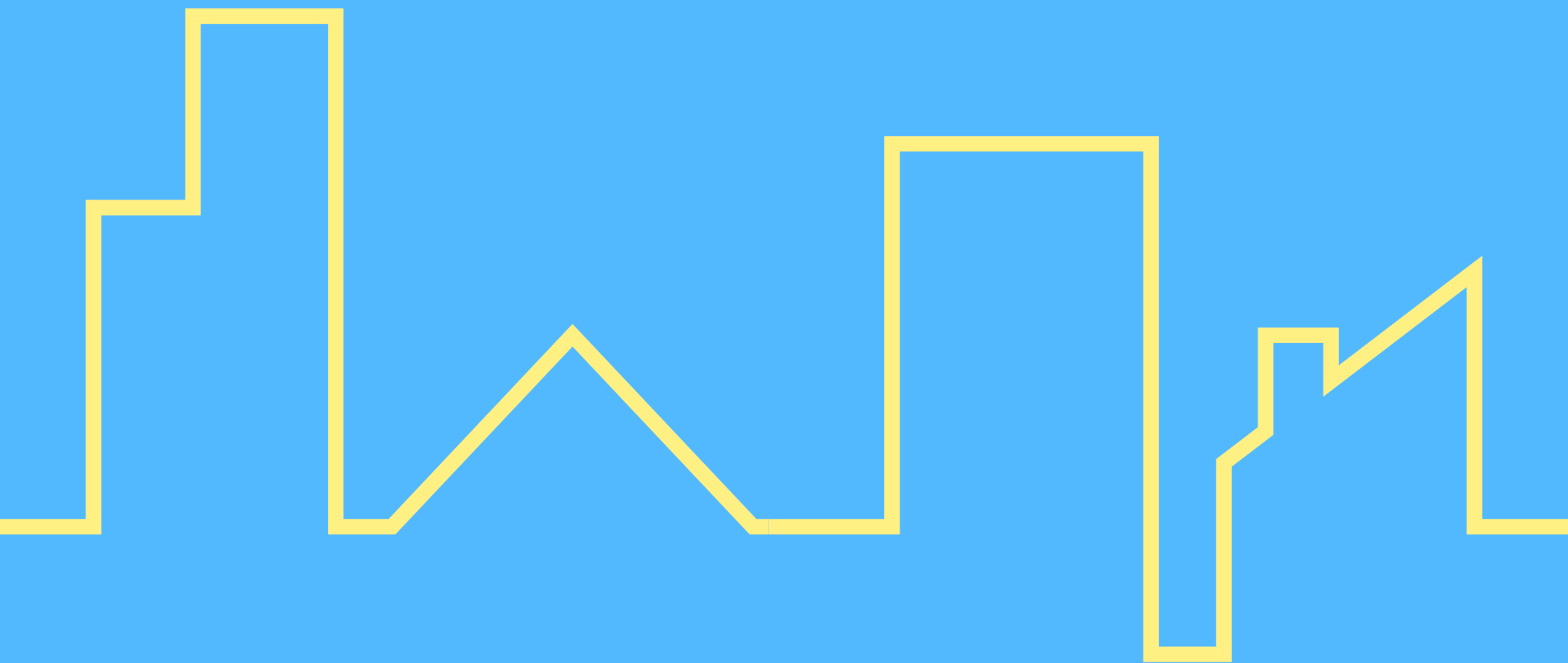
Lambeth Council, LIFT Ethnicity Breakdown 2024, Unpublished Resource

Office for National Statistics, How Life Has Changed in Lambeth: Census 2021
<https://www.ons.gov.uk/visualisations/censusareachanges/E09000022/>

Lambeth Council, Lambeth Market Position Statement 2023-2028, November 2023
https://www.lambeth.gov.uk/sites/default/files/2023-11/Market_Position_Statement_2023_to_2028.pdf

Office for National Statistics, Housing Prices for Lambeth, 2024
<https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000022/>

Trust for London, Low Pay in London Boroughs, 2023
<https://trustforlondon.org.uk/data/low-pay-in-London-boroughs/>



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