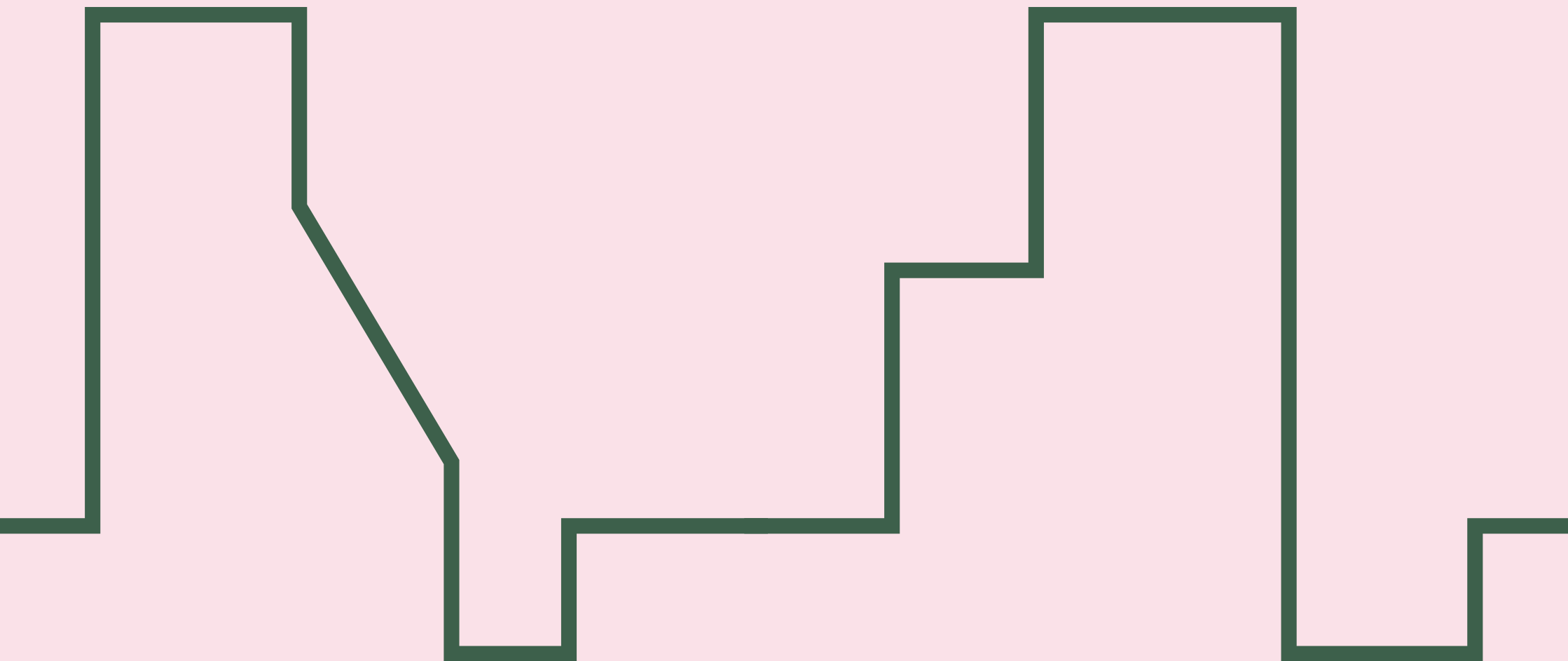


local action plan



homewards
newport


ROYAL
FOUNDATION
OF THE PRINCE AND PRINCESS
OF WALES

Contents

Introduction	05
Executive summary	
Section 1	19
Supporting families at risk of, and experiencing, homelessness and poverty	
Section 2	27
Strengthening support pathways for women experiencing multiple disadvantage	
Section 3	35
Communications and changing the narrative	
Section 4	41
Strengthening access to employment	
Section 5	47
Making more affordable homes available	
Contact Information	53

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 will do this by...

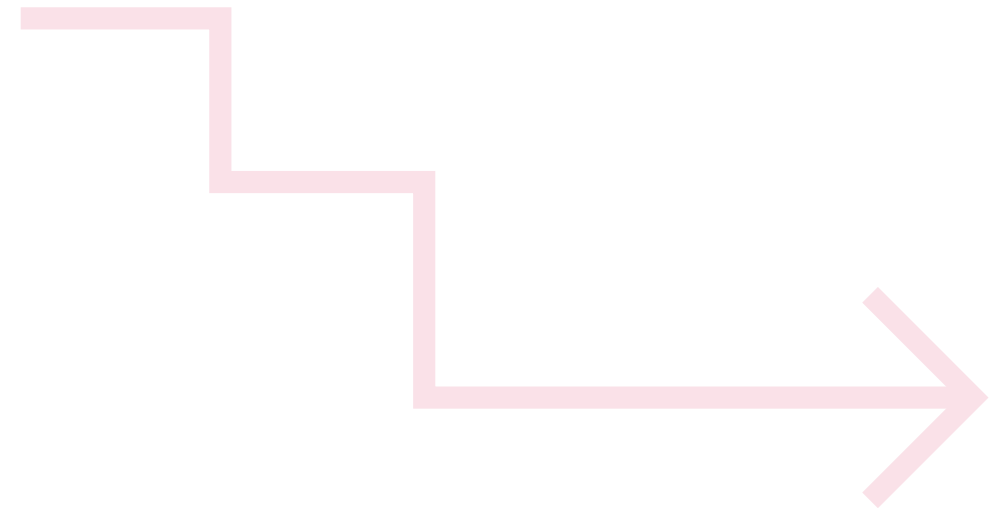
Preventing homelessness for at risk groups, whilst challenging stigma, inspiring optimism and ensuring this work is sustainable and replicable.

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 Newport SSG Chair, Beverley Owen:



This latest iteration of Homewards Newport's Action Plan sets out the actions we'll take over the next 12 months – and beyond – to prevent homelessness for families and women.

By the end of 2028, the Newport Homewards Coalition aims to reduce the number of families presenting as homeless in the city. This approach reflects places such as Finland, who have already demonstrated that it is possible to end homelessness through sustained, incremental reductions by focusing on specific cohorts.

Whilst this reduction is critical, it is not the only way we will measure success with our groups of focus. Our work to support women will embed prevention and strengthen existing support pathways to enable long term, sustainable change – which means we are unlikely able to quantify its true impact by 2028.

As we move into the second year of delivery, our aim is to build on the foundational work set out in last year's Action Plan. More families and women will be supported, and we aim to embed a sustainable focus on prevention within the city's whole system.

Over the last year, we have carried out significant work to reduce the number of families and children in temporary accommodation (hotel and B&B style). However, we recognise that there is an

ongoing need for support. We will continue to promote the use of tools such as Your Newport and Your Wellbeing, as well as secure sustainable funding for the Homelife service. We will also ensure that professionals have access to the resources they need, in order to signpost people appropriately.

We've established a new partnership with Newport City Council and Cardiff University, enabling us to use the SAIL Databank to better understand the data picture. We will continue to explore how data can help us to identify at-risk families sooner, and how we can build new partnerships with experts in this space.

Last year, the Women's Working Group produced a Joint Strategic Needs Assessment. Its recommendations will continue to lead our work with women experiencing multiple disadvantage.

Our work with families will be informed by local research, which was funded by the Children and Communities partnership and commissioned by Homewards. We also rely on the work of the Bevan Foundation.

We will continue to ensure that lived experience is embedded in all our activities, and at all levels of the programme.

We have formed a lived experience group, who will actively help us to try and change the narrative around homelessness. Our trauma-informed work will also continue, alongside offers of support and training.

The Homewards Fund has made good headway, awarding over £300,000 to five projects led by Coalition members. These include:

- Two projects based in schools, both focused on early intervention and prevention
- A training programme for people who experience barriers to education and employment
- Translation devices, to help break down language barriers in accessing services
- The Homelife project

We recognise that we need to engage more diverse voices in Newport. We will continue to build wider partnerships, with the aim of ensuring that the Homewards partnership reflects all the city's voices. Building on the success of projects earlier this year, we will use creative ways of broadening engagement and building relationships.

Many people face barriers to accessing services. We will continue our commitment to acknowledging these barriers and seeking to remove them. To better understand these needs, we will also work with local partners to ensure access to training.

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 look forward to continuing this journey with you.

1.

Supporting families at risk of, and experiencing, homelessness and poverty



Local context

In 2025, family homelessness in Newport began to decline. In 2023/24, an average of 31 households had presented as homeless each month – a significant number for a city of 159,600 people.

This progress is encouraging, but many families remain at risk and without continued support, the situation could escalate again. To sustain this positive trend, it is vital to keep families at the centre of local efforts. Early intervention, housing support and preventative measures will drive long-term change.

‘The Homewards Newport Families working group’s vision is that no child is harmed from homelessness and we would really like spaces such as the Hive to positively support and help people. That is an offer we can take to other locations, whereby a community space can offer that safe space for families.’

Samantha Howells,
Area Regeneration Manager, Pobl

A positive start in life is crucial to breaking the intergenerational cycle of homelessness, as early childhood experiences are closely linked to future housing stability. By tackling family homelessness, Homewards Newport can help prevent poverty and homelessness for the next generation of children – giving them a stronger chance of a secure and stable future.

Maintaining this focus on prevention will not only improve lives, but will also reduce future reliance on public services, welfare and crisis support.

Homewards Newport will build on the Welsh Government’s existing work. It strongly emphasises the prevention of homelessness and support for families, through policies such as the Wellbeing of Future Generations Act and the Ending Homelessness in Wales white paper.

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

1.1 Pilot the SAFE protocol in Newport

Rationale: Better communication between the local authority housing team, education colleagues, health services and support providers can improve outcomes for families and children.

Activity: We want the local authority in Newport to sign up to the SAFE protocol, which aims to improve these communications and to support its implementation.

Measure: We will track this work, to quantify how much it prevents or reduces homelessness for local families.

Who is leading this work? The Families working group

1.2 Pilot a family coordinator role

Rationale: Employing a full-time Family Coordinator, to help implement the SAFE protocol in Newport, will give the protocol a better chance of success.

Activity: Homewards Newport will seek funding for this coordinator role. The coordinator will work in a cluster of schools, helping to identify families who are at risk of, or experiencing, homelessness. The coordinator will ensure that these families receive relevant support.

Measure: Homewards Newport will record how many families the coordinator has directly supported (to end their homelessness, or to reduce their risk).

Who is leading this work? The Families working group

1.3 Secure further funding for the Homelife project

Rationale: The Homelife pilot has successfully launched in Newport. It has achieved some early success through interventions such as emotional support programmes, parenting help and health advocacy.

Activity: Homewards Newport will seek funding to continue the delivery of this project beyond March 2026.

Measure: Homewards Newport will record how many people the Homelife project has directly supported (to end their homelessness, or to reduce their risk).

Who is leading this work? Housing Justice Cymru, Barnardo's and Pobl

1.4 Private rented sector taskforce

Rationale: Learning from Homewards Newport has highlighted a gap in how the private rented sector (PRS) is coordinated, enforced and supported.

Activity: The new PRS Taskforce will deliver proactive, multi-agency interventions. These activities will support contract holders and will also hold landlords accountable under the Rent Smart Wales regulations.

Measure: Homewards Newport will measure:

- Whether standards improve in the PRS, and if so, by how much,
- Whether contract holders have an increased understanding of their rights,
- Whether there is a reduction in family homelessness that originates in the PRS

Who is leading this work? Families Working Group, Newport City Council

1.5 Reduce evictions from social housing

Rationale: Fewer social housing evictions will reduce the number of people at risk of, or experiencing, homelessness.

Activity: Homewards Newport will bring together key partners across housing, welfare, support services and local authorities. We will:

- Develop and sign a protocol on reducing social housing evictions (including recommendations)
- Establish a multi-agency panel to deliver these recommendations

Measure: Homewards Newport will track the number of contract holders evicted from social housing, to assess the protocol's impact on tenancy sustainment and homelessness prevention. The aim is to reduce the number of contract holders evicted from social housing stock.

Who is leading this work? Early Intervention and Prevention working group

1.6 Delivering data insights

Rationale: With better use of data, we can identify people at risk and provide targeted support to prevent them from becoming homeless.

Activity: Homewards Newport will pilot a data analysis project, using existing data from the council and other organisations. The pilot will look to understand people's interactions with different services – council and non-council – before they become homeless. We will start by focusing on our core cohorts: women experiencing multiple disadvantage and families.

Measure: We will create at least one targeted prevention scheme for people whose data shows similar patterns.

Who is leading this work? Newport City Council, SAIL, The Royal Foundation, Social Data Analytics

1.7 Innovative housing project

Rationale: All six flagship Homewards locations are delivering IHPs. The aim is to find new ways of delivering homes for people who are at risk of, or experiencing, homelessness.

Activity: Homewards Newport is working on an IHP that will create new homes for families who have been living in temporary accommodation. In the first half of 2026, we will be announcing further details of this IHP.

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

Measure: The Homewards Newport IHP aims to create an initial 8 new homes.

Who is leading this work?

The Royal Foundation, Newport City Council, The Multibank and retail partners.

1.8 Upstream early intervention pilot in schools

Rationale: Upstream is an impactful early intervention model, proven to prevent youth homelessness.

Activity: Two secondary schools in Newport will pilot Upstream. After using a simple survey to identify pupils at risk, the schools will work with local partners to give targeted support before crisis hits. This includes family mediation, to reduce conflict that might lead to youth homelessness.

Measure: Homewards Newport will evaluate the impact of Upstream on the risk of homelessness, focusing on the populations of these two schools.

Who is leading this work? Llamau

1.9 Building family wellbeing through community and creativity

Rationale: Using sport and creative activities helps strengthen family relationships, improve wellbeing, and support early intervention for those at risk of crisis or homelessness.

Activity: Work with Newport Live to deliver family-focused sport, leisure, and creative programmes that promote wellbeing and engagement. Activities will provide safe community spaces, build on Positive Futures for at-risk youth, and link families to wider support through schools and local partners.

Measure: Number of families and young people participating in programmes and referrals made to additional support services.



2. Strengthening support pathways for women experiencing multiple disadvantage

Local context

Women experiencing multiple disadvantage have been identified as a priority group in Newport – with challenges including domestic violence, substance use and poverty. Their experiences are often different to those of men and they experience unique challenges and barriers, including the impact of complex trauma.

The number of women reportedly experiencing homelessness is low in comparison to men, but the actual number is likely to be a lot higher. Women do not tend to be as visible in how they experience homelessness. They are less likely to rough sleep, as they may feel unsafe. Instead, they may look to sofa surf or sleep on public transport, for example.

Homelessness can make women more susceptible to exploitation. They could end up being more at risk of commercial sexual exploitation and other dangerous activity, whilst under the control of an abuser, for example.

Newport City Council data reports 26 women have been seen rough sleeping in 2023-24, but this is likely an underestimate. Over the same period, 83 women were seen by sexual exploitation services in Newport and 82 of them were experiencing some form of homelessness.

Sadly, this lack of visibility also means that we tend to know a lot less about why women are pushed into homelessness or what specific help they need.

‘There are many factors that contribute to women facing homelessness. We believe that if someone is experiencing domestic and or sexual violence, then to leave that abuse puts them at risk of experiencing homelessness. That could happen at any point, we also know that women are less visibly homeless.’

Jo Parry,
Director of Support Services,
Cyfannol Women’s Aid

This provides Homewards Newport with a unique opportunity...

To come together and to find new approaches that can support women. We hope to inspire other locations, across the UK and beyond, and share our learnings with them.

By working with local women directly, we can gain a better understanding of what help they need. We can gauge what services are currently available and then ensure that any gaps are filled through the right training and support.

Homewards Newport created a Joint Strategic Needs Assessment (JSNA) for Newport, looking at the current and future health and care needs of local populations.

Within the local authority area, this will guide the planning and commissioning of health, wellbeing and social care services.

By recognising the unique challenges women face, Homewards Newport can support the integrated commissioning of targeted interventions. Stakeholders will co-design, deliver and evaluate services alongside women who have lived experience of homelessness. This collaboration will ensure that services are truly designed to prioritise women's needs and to help them rebuild stability and independence.

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

2.1 Implement a 'Team Around Women' pilot

Rationale: Homelessness prevention services in Newport do not always address women's diverse needs.

Activity: Homewards Newport will pilot a comprehensive, wraparound service tailored to women experiencing or at risk of homelessness. It will be led by Newport City Council, with a view to reducing homelessness and meeting other support needs.

Measure: We will gather evidence of need – and impact – to secure a commitment for ongoing funding.

Who is leading this work? Newport City Council

2.2 Engage women from minority communities

Rationale: Women from ethnic minority backgrounds, those with disabilities and LGBTQ+ women often face greater discrimination. Although this increases their risk of homelessness, services are not always designed with their experiences in mind.

Activity: Deliver creative workshops that engage with underrepresented voices to understand how services can be tailored to their needs.

Measure: We will deliver at least five workshops and will report on what we have learned. The next phase of this work will put this understanding into practice, so that we can better meet these women's needs and reduce homelessness.

Who is leading this work? Street Fairy Project, Women of Newport

2.3 Increase the supply of women-specific accommodation

Rationale: Women experiencing multiple disadvantage have specific support needs and existing accommodation often does not feel safe to them.

Activity: Develop a new safe accommodation project in Newport, specifically for these women.

Measure: Deliver accommodation locally for women and evaluate how it has met their specific needs.

Who is leading this work? Cyfannol, Nelson Trust

2.4 Introduce a 'No Wrong Door Approach' to the Newport Gateway

Rationale: The Newport Gateway is the single point of access for housing and homelessness services. The more consistently it ensures that people get the help they need, the more effective it will be in preventing homelessness.

Activity: Homewards Newport will deliver training to Newport Gateway staff on how to work using a 'No Wrong Door Approach'. This approach involves asking people what support they need and then either helping or signposting them as required.

Measure: Homewards Newport will track the number of staff trained. We will also monitor referrals, signposting actions and outcomes to assess how effectively the approach improves access to support and therefore reduces homelessness.

Who is leading this work? Newport City Council and The Royal Foundation

3. Communications and changing the narrative

Local context

Across Newport, homelessness is often misunderstood, seen only through crisis stories rather than through the progress, collaboration and resilience that exists locally.



Over the next 12 months, Homewards Newport will focus on changing that narrative. By improving how homelessness prevention work is communicated, the partnership aims to challenge stigma and amplify underrepresented voices. We will also promote positive, hopeful stories that strengthen community cohesion.

This work will help residents, partners and the media see homelessness as a shared issue, which can be prevented and ultimately ended and will also celebrate the people and organisations driving change across the city.

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

3.1 Develop a new shared communications briefing

Rationale: Strong and consistent communications across the sector can tackle misinformation, stigma and harmful perceptions.

Activity: The Homewards Newport Comms group will develop a shared communications briefing for all local partners, which will enable all organisations to deliver consistent, factual and positive communications. This work will be informed by best practice in the sector, including work led by Frameworks.

Measure: Homewards Newport will list the organisations that have received the briefing and ask them for feedback on using it.

Who is leading this work? Newport Comms group

3.2 Amplify underrepresented voices

Rationale: People with lived experience of homelessness often face stigma and misrepresentation in the media. Responsible storytelling can challenge stereotypes, raise awareness and promote understanding – but only when done sensitively and with appropriate safeguards.

Activity: Homewards Newport will develop a joint media strategy and risk assessment

toolkit, to share with media partners. This will ensure that stories involving people with lived experience are included in media coverage but told responsibly and sensitively. The partnership will also build constructive relationships with local journalists and will explore training opportunities to improve awareness and sensitivity in reporting.

Measure: Homewards Newport will monitor the number of media partners engaged, training sessions delivered and stories shared that reflect lived experience accurately and respectfully. We will assess the impact on both media understanding and community representation.

Who is leading this work? Newport Comms group

3.3 Promote positive, hopeful narratives that strengthen community cohesion and build empathy

Rationale: Media stories about homelessness often focus on crisis, which can reinforce stigma. Sharing positive, hopeful narratives helps not only to build empathy but to create a sense of shared responsibility for ending homelessness in Newport.

Activity: The Newport Comms group will develop a shared annual communications grid, which sets out a schedule of good news content, positive stories and success cases. These can be shared through collective channels. The grid will include

a shared calendar, allowing organisations to coordinate messaging, content and campaigns.

Measure: The Newport Comms Group will track partner engagement with the communications grid, the volume and reach of shared content and evidence of increased positive media coverage.

Who is leading this work? Newport Comms group

3.4 Access to proactive communication tools

In partnership with CHI, The Royal Foundation is creating bespoke language guides and image banks for each location, expanding their existing assets. The intention is to broaden understanding of homelessness, to encourage empathy and to inspire optimism that homelessness can be ended.

The Royal Foundation is also building relationships with local media partners in each flagship location to showcase the progress and impact of that location's work.

Who is leading this work?
The Royal Foundation

4. Strengthening access to employment

Local context

Improving access to employment and training for people at risk of homelessness is crucial to putting Newport on a path to ending homelessness.

Figures from 2023-24 suggest that 4.1% of the local population over the age of 16 is unemployed, the highest percentage in Wales. There are several major employers based in Newport and a thriving local business community, so there is a significant opportunity for Homewards to add real value.

4.1%

Newport
unemployment rate

Homewards Newport Coalition intends to bring together local businesses, to clear the path to employment for those at risk of homelessness. We will particularly focus on setting up the right training and support and on creating long-term employment opportunities.



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

4.1 Establish a private sector led employment network

Rationale: Newport's strong private sector presents an opportunity to create inclusive pathways into employment.

Activity: Homewards Newport will launch the New Employment Opportunity Network (NEON) This private sector led group – including employers and other partners – will aim to create inclusive, sustainable jobs for people at risk of homelessness. This will ensure there is a coordinated approach to securing opportunities for jobs and training.

Measure: Homewards Newport will track the number of employers engaged, training and job opportunities created, and individuals supported into sustained employment through NEON.

Who is leading this work?
The Royal Foundation

4.2 Strengthen local employability pathways

Rationale: Newport already has strong employability programmes but better coordination can help maximise their impact.

Activity: Homewards Newport will partner NEON with existing employability structures, providing support for both individuals and employers. The aim is to build the most effective routes into work for our cohorts with strong communications,

shared best practice and potential funding. Examples include:

- Eden Gate Skills project, who aim to support 20 people into employment this year
- Homewards Green Careers Partnership, a co-designed, five-stage pathway into employment for disabled/neurodiverse young people, those from BAMEC and women aged 16-30
- An employability workshop in November, led by NCC and USW to improve employment opportunities in the city

Measure: Homewards Newport will track the number of people supported in to employment or training.

Who is leading this work? The Royal Foundation, Eden Gate, Green Careers Partnership, Newport City Council and the University of South Wales



5. Making more affordable homes available

Local context

10%

10 years

Newport
population growth

The population of Newport is increasing rapidly, with a growth of almost 10% in the last 10 years.

As more people move to Newport seeking affordable living, housing demand rises, and more homes are needed. Like many parts of the UK, Newport has seen rising house prices in recent years. As demand outweighs supply, affordability becomes a challenge, particularly for first-time buyers and lower-income households.

High rents and no-fault evictions from the private rented sector are key drivers of homelessness, and the Homewards Newport Coalition has identified that greater work is needed between landlords and tenants to ensure sustainable and affordable homes, and more opportunities for homes.

‘When businesses, charities, faith groups and others work alongside local government and commissioned services, each bringing their own distinctive assets to the table, change, real systemic change on housing, becomes not only possible, but inevitable.’

Andrew Lightbown, Chaplain,
Newport Cathedral

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

5.1 Improve access to funding

Rationale: There is a shortage of affordable housing. We need to consider options for accessible funding to deliver impactful housing initiatives.

Activity: We will launch Connecting Capital with Community, which seeks to connect strategic housing projects that work to end homelessness with relevant investors and funding opportunities. Alongside this we will support the deployment of £50 million of new lending to help small and medium-sized housing providers and charities. These funds are being committed by Lloyds Banking Group, helping to increase local funding streams in Newport and the other Homewards locations.

Measure: New sources of funding deployed in Newport and housing providers connected to new funding options

Who is leading this work? The Royal Foundation, Good Economy, Knight Frank



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

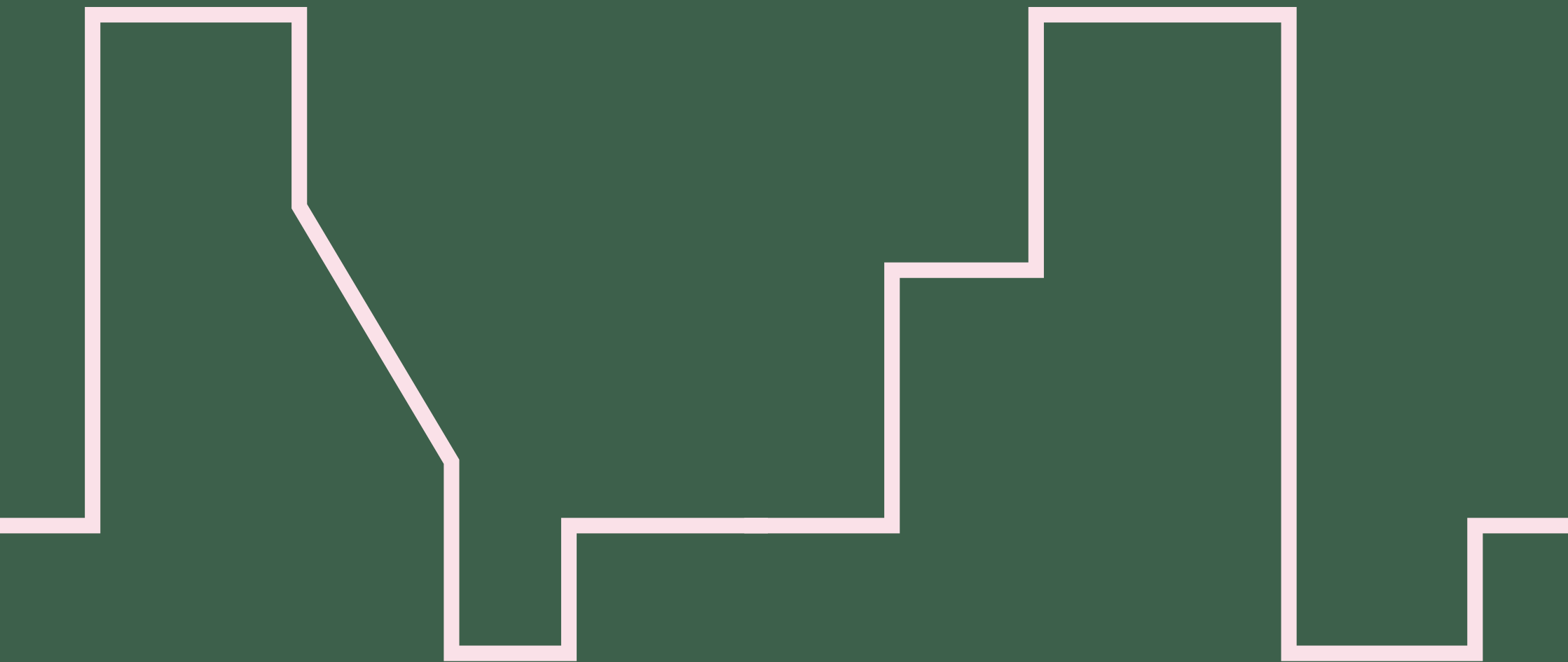
Information in this Action Plan is based on data collected by Newport City Council about people who are experiencing or at risk of homelessness, as well as the following sources:

Welsh Government Households for which assistance have been provided by outcome and household type, 2024
<https://statswales.gov.wales/Catalogue/Housing/Homelessness/householdsforwhichassistancehasbeenprovided-by-outcome-householdtype>

Office for National Statistics, Census 2021, June 2022
<https://www.ons.gov.uk/visualisations/censuspopulationchange/W06000022/>

Office for National Statistics, Employment, Unemployment and Economic Inactivity in Newport, May 2024
<https://www.ons.gov.uk/visualisations/labourmarketlocal/W06000022/>

Office for National Statistics, Housing Prices in Newport, October 2024
<https://www.ons.gov.uk/visualisations/housingpriceslocal/W06000022/>



homewards
newport


ROYAL
FOUNDATION
OF THE PRINCE AND PRINCESS
OF WALES