



The Prince's
Responsible
Business Network
Cymru



DESIGNING OUT HOMELESSNESS: PRACTICAL STEPS FOR BUSINESS

2020



**Practical steps designed for employers to take action
to prevent homelessness.**

In partnership with:



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FOREWORDS

FOREWORD BY LYNNE SHEEHY, LEGAL & GENERAL

For thousands of people in Wales, including people from working households, homelessness is a frightening reality.

Recently, a group of leading responsible businesses in Wales, who form the BITC Cymru Community Impact Leadership Team (CILT) have focussed on homelessness. The CILT aims to lead and inspire businesses by acting as ambassadors for community impact and taking collaborative action on key social issues to help create vibrant and resilient places.

Through collaborating with others in the BITC Cymru network, the group has learnt more about the issue and gained a good understanding of how responsible businesses can support their employees before they end up in crisis. Together, we have also gained a better understanding of the organisations working with some of the most vulnerable people in our communities, many of whom we encounter on our way to and from work every day.

I'm proud to work for Legal & General, which has a strong social purpose and I'm very pleased we're supporting this Homelessness Toolkit. We understand financial concerns and challenges can affect our own employees and have a negative effect on their health and wellbeing, which is why we try to help our employees manage their finances. Sometimes we do this by working in partnership with other organisations and sometimes by providing more tailored

support to help them when they most need it. Some examples of how we do this are illustrated in the toolkit.

I felt with both hats on, committing to creating a homelessness toolkit for employers and employees made perfect sense. It's a great opportunity to turn the understanding we've gained into something tangible and demonstrates the value of working together as responsible businesses in Wales to achieve community impact at scale on such an important issue.

Everybody has the right to feel safe and secure and by working together we can help make a difference.



Lynne Sheehy
CSR Manager
Legal & General

Chair of BITC Cymru Community Impact Leadership Team

FOREWORD BY MICHAEL SHEEN

Ending homelessness is everybody's business.

When we brought the Homeless World Cup to Cardiff in the summer of 2019 we were blown away by the excitement, passion and solidarity shown by the players, volunteers and the people of Wales. But we were always very clear that we wanted the tournament to create a legacy and have a positive, lasting impact on people's lives long after the final whistle.

Throughout the Cardiff 2019 Homeless World Cup we called on people and organisations to take action to end homelessness and create a more compassionate society. We encouraged members of the public to show kindness and have a chat with people experiencing homelessness, to back campaigns for more housing and support, and to contact their politicians about this issue.

We also called on businesses to play their part, encouraging them to create training and employment opportunities for people experiencing homelessness and social exclusion. We asked them to offer their skills and services pro bono to people who are homeless and to charities working in this field. And we called on businesses to show compassion, leadership and solidarity by taking a stand against hostile architecture and the prosecution of people experiencing homelessness in their local communities.

It is great to see many of these calls to action reflected in this document, and I'd like to thank Business in the Community Cymru for working with its partners to create this toolkit.

It offers several ways for businesses to play their part, from utilising their skills to support charities, preventing homelessness in the workplace, and creating pathways into employment for people who have experienced homelessness. It provides an opportunity for businesses across Cardiff to be ambitious, individually and collectively, in their actions to tackle this issue.

Everyone deserves to have a home where they feel safe and the opportunities to thrive in their communities. We all have a role to play in ending homelessness and creating a more compassionate society, including business leaders in Cardiff and across Wales. I hope that this toolkit results in more businesses playing their part and helping to create a Wales free from homelessness.



Michael Sheen

INTRODUCTION

ONS statistics from 2017 showed that the average age at death of homeless people was 44 years (men) and 42 years (women). For the general population the average age at death was 76 years for men and 81 years for womenⁱ. With statistics showing that a quarter of people who are homeless or facing homelessness are in workⁱⁱ, this is an issue not only for government and the charitable sector but one for workplaces around the country.

People become homeless for a wide range of complex reasons that usually involve pressures from their personal circumstances such as relationship breakdown combined with structural factors such as high housing costs, poverty and welfare policies. Their experience of homelessness can take many forms, including rough sleeping, living in a hostel, living in temporary accommodation or 'sofa-surfing' with friends and family.

People in employment who are faced with homelessness can be supported through this difficult period with the right structures in place. As people face mounting pressures such as housing costs and financial insecurity, responsible employers can play a role in preventing these pressures from turning into a crisis.

Offering good work – including fair pay and benefits; job security and flexibility; and training and progression opportunities – can prevent homelessness among existing staff and provide the environment for new starters to sustain employment.

Many people who have experienced homelessness want to work and see working as the best way out of homelessness. However, many face significant barriers to work. Unstable housing makes it difficult to hold down a job, but more subtle barriers remain for people even once they have stable accommodation.

Gaps in employment and address histories can cause employers to overlook candidates and some people will have other barriers such as a physical disability or mental health condition, a criminal record or debt.

This toolkit draws on the experiences of a range of different employers and homelessness sector organisations, the Positive Pathways model of the West Midlands Homelessness Taskforce, as well as Business in the Community's learnings from almost 20 years of supporting people who have experienced homelessness into work.

The toolkit is available to download at bitc.org.uk including links to all sources and references.

Reframing homelessness

In order to tackle the problem of homelessness, it is crucial to deal with stigma, both in the workplace and wider society. Research by Crisis and a consortium of homeless charities identified the critical role that public perceptions have in building support and political commitment to take action. This research highlighted some commonly held misconceptions around homelessness:

Misconceptions

- Rough sleeping is the only form of homelessness
- Homelessness affects a specific type of person
- Homelessness is a result of poor life choices
- Homelessness is inevitable and a social problem that can't be solvedⁱⁱⁱ

Reality

- Homelessness can take many forms, including rough sleeping, living in a hostel, living in temporary accommodation or 'sofa-surfing' with friends and family.
- Some groups are at greater risk of homelessness than others. Income, race, sexual orientation, age and time spent in state-sponsored institutions, including prisons and the care system, all factor into a person's risk status. People experiencing social disadvantages are less likely to have the resources – financial, social, health-related – to obtain and maintain stable housing.
- Homelessness is caused by structural issues, such as a lack of affordable housing, wage stagnation and cuts to social welfare programmes which can push people into a variety of insecure housing situations - and personal factors such as relationship breakdown, job loss, bereavement or health problems.

- Homelessness is a large and complicated issue, but there are feasible, policy-based solutions - but there needs to be the public and political will to make these solutions a reality.

These misconceptions increase the stigma and reinforce the idea that nothing can be done about homelessness. Businesses can have an important role to play by addressing these misconceptions, removing stigma and raising awareness – and using appropriate language in communications around homelessness.

For example, rather than labelling people as “the homeless”, use the phrase “people experiencing homelessness”. Similarly, don't refer to people dealing with addiction as “addicts.” It is not a permanent state; it is a human struggle and an illness.

For support on how to talk about homelessness:
<https://tinyurl.com/reframehomelessness>

The business case

One in four people who are homeless or facing homelessness are in work. This means that before they got to crisis point, there was potential for their employer to take action. Recognising the relationship between the challenges people face, the programmes and support employers have in place, and the occurrences of homelessness means employers will be better able to relieve pressure and provide stability for employees who may be facing homelessness.

For those who do become homeless, having a supportive employer can make all the difference to their ability to get back on their feet.

Homelessness affects businesses in a range of ways, from absenteeism and presenteeism of employees who may be facing homelessness to staff and customer concerns about people rough sleeping near or on business premises.

The cost to the workplace is substantial, though difficult to determine accurately. Research estimates suggest that absence and presenteeism costs the UK around £73 billion a year in lost productivity^{iv}.

There are clear benefits to businesses from working to prevent homelessness, including:

- **Addressing staff shortages** – widening the talent pool, in partnership with support organisations, to consider candidates who may have been homeless can be part of a more inclusive recruitment strategy.
- **Reducing recruitment costs** – working in partnership with the JobCentre Plus and third sector organisations can be a cost-effective way to find talent without having to pay expensive recruitment agency fees.
- **Increasing staff retention** – businesses that employ excluded groups report lower turnover among those groups.
- **Reducing absence** – offering good work with fair pay, job security and training and development opportunities can have a positive effect on absenteeism and presenteeism.
- **Upskilling your existing workforce** – providing pre-employment or in-work support for excluded groups can create volunteering opportunities for your existing workforce, helping them to gain transferable skills that will benefit your business.
- **Increasing staff engagement** – business volunteers on Business in the Community's Ready for Work programme reported a 74% increase in job satisfaction
- **Improving client relationships and boosting corporate reputation** – 65% of organisations taking part in inclusive employment projects reported this had a positive impact on their corporate reputation.

3.2 MILLION

workers in the UK are in precarious employment^v and working age people in poverty are now more likely to be in working families than non-working families.

21%

of homeless people cite poor mental health as reason for homelessness^{vi}

2 in 5

deaths of homeless people were related to drug poisoning in 2018 (294 estimated deaths), and the number of deaths from this cause increased by 55% since 2017^{vii}.

61%

of homeless females have experienced violence and/or abuse from a partner^{viii}.

15%

of prisoners reported being homeless before custody and three quarters who reported homelessness before custody reoffended in the first year of release^{ix}.

PREVENTION

The risk of homelessness is not an issue that exists outside of businesses control.

As well as the obvious human costs, research has shown that successful preventative measures cost much less than allowing homelessness to become sustained or repeated.

Homeless prevention and workplace wellbeing

There are clear links between some of the factors contributing to homelessness and the kinds of issues human resources teams often encounter in the workplace. Recognising these and having support in place can be the difference between someone losing or keeping their home as well as their job.



Good Work for All

Employers should review what is already in place in their organisation and what more they could do to help support and protect employees and those who are part of their supply chains.

Learning from BITC's Good Work for All programme^{xi} shows that it's important to first get the basics right. The Resolution Foundation recently found that 23% of people aged 25 and under were being paid below the legal minimums set by the Government and that one in 20 workers received no paid holiday. As of 2018, there are also over 6 million jobs in the UK which are currently paid below the Living Wage.

Before implementing good work interventions we recommend employers ensure they are paying the correct wage or salary, on time; are providing employees with the right physical environment, tools and training to do the job; have clear contracts in place; include sickness and holiday pay; and treat all employees with respect and dignity at work.

Beyond this, preventing the risk of homelessness for your employees can be done by strengthening the quality of work on offer. BITC's Good Work for All action plan provides a way to review the quality of work and support offered across three key areas:

- **Fair pay and benefits:** pay a fair wage and support employees to manage living costs
- **Skills and development:** maximise job security and review the structure and content of roles
- **Security and structure:** provide accessible progression pathways and equip employees with skills

Find out more and download the action plan at www.bitc.org.uk/goodwork.

Mental health and wellbeing

Problems with mental health and wellbeing are strongly correlated with an increased risk of homelessness. With 61% of employees reporting mental health problems as a result of work, it is crucial that businesses act to support their employees^{xii}.

However, there are lots of things that businesses can do to support the mental health of their employees and Business in the Community has issued the following call to action as part of our mental health campaign:

- **TALK:** break the culture of silence that surrounds mental health by signing the Time to Change Pledge
- **TRAIN:** invest in basic mental health literacy for all employees and first aid training in mental health to support line manager capability
- **TAKE ACTION:** implement practical actions from BITC Mental Health Toolkit for Employers

It is important to understand the intersection where pay meets wellbeing, especially as money problems are a major causal factor of homelessness. Supporting employees to manage their finances, have the capacity to absorb economic shocks, and pursue longer-term financial goals can have a huge impact.

BITC's Workwell model provides a framework for embedding wellbeing into workplaces. Visit <https://wellbeing.bitc.org.uk/workwellmodel>

Spotlight on: Legal & General

Aware that employees' circumstances can change at any moment which could leave them in a position of vulnerability, Legal & General offers a series of financial initiatives to support its staff.

Workplace credit union: Legal & General teamed up with Cardiff & Vale Credit Union to provide competitive payroll-based savings and loans, direct to its Cardiff-based staff.

Working with a credit union means employees who are interested in saving regularly, will see how their money is being used to support employees who need to refinance. Equally, those who refinance know that some of those funds have been provided by colleagues who've saved with the credit union.

Salary Finance: Salary Finance is an employee benefit offering salary-deducted personal loans, savings and financial education, to help people get out of debt and into saving.

Salary Finance aims to change people's relationship with money, so they can move from being a borrower to a saver and be better able to cope with unexpected costs in life as well as achieving the other life goals that matter most to them. They use technology to make it easy for people to improve their financial health.

Legal & General staff can use Salary Finance to apply for loans at affordable rates, pay off debts and access budgeting and saving tips and tools.

Salary Finance takes loan repayments and savings deposits directly from an employees' salary via payroll. This means they offer lower loan interest rates and use a wider range of criteria than most lenders when deciding to approve a loan.

Rental deposit loan scheme: For renters who need to move house, the tenancy deposit can be a costly upfront payment to make. Employees at Legal & General can apply for its rental deposit scheme through which it provides an interest-free loan of up to one month's net salary to allow staff to split the cost of a deposit over 12 months via payroll.

PRACTICAL HELP

While prevention is perhaps the most effective way businesses can work to design out homelessness, there is a long way to go before homelessness is no longer an issue for business and society. Partnerships with charities and support organisations are a powerful way for businesses to provide practical help and support to those most in need. Businesses can offer skills-based volunteering, charity partnerships, employee fundraising, and in-kind donations. They can also educate and inform their employees about homelessness so that employees can make sure people experiencing homelessness can get the support they need.

Skills-based volunteering

Businesses contain diverse skillsets which can be used to support charities strategically and skills-based volunteering is the most valuable kind of volunteering you can offer. Companies have identified clear benefits in developing focussed skills-based volunteering programmes with regards to staff retention, recruitment of high calibre graduates, skills development and employee training opportunities^{xiii}.

Spotlight on Admiral

Admiral worked closely with The Wallich on a fundraising programme to develop core business and personal skills for their team of graduates. They created a series of events and initiatives that tested their skills and wouldn't have a detrimental impact on the business. The Challenge Admiral graduates were tasked with raising funds outside of the business. The Wallich and Admiral teams put in place careful monitoring around learning and development goals, as well as monthly meetings for the graduate project teams to report back to the charity which took on the role of commissioning client.

As part of their tenancy at homelessness charity the Wallich, residents pay a small regular service charge that covers basic bills. It's a key part of encouraging personal responsibility and is an important step towards the goal of independent living and being able to sustain a tenancy.

However, it can present a challenge for new residents coming into a property. The financial obligation can create a barrier between the resident and their support worker at a time when their immediate need is to feel safe, and to build new relationships and foster trust.

Admiral saw an average increase in key skills across the graduate participants of 23.5% over the six-month duration of the project. The graduates also provided qualitative feedback as well as quantitative data which has given the graduate programme managers a useful tool to better understand their progression.

With the income from Admiral, The Wallich is piloting a programme to test whether tapered service charge relief will increase client engagement with their support workers and lead to fewer tenancy failures. The results will be reported to Admiral and to the wider homelessness sector so that other organisations can benefit from primary research into better client engagement pathways.

Leigh Manley, Admiral Graduate Programme Manager said, *"We had a very clear idea of what we wanted to achieve and the skills we wanted to develop in our people. The best way we could see to get the results was to design the challenge and test it – it was a very 'Admiral' way of doing things - to understand the value of something you have to give it go and draw out the learning along the way."*

Charity partnerships

If a business wants to support people who have experienced or are experiencing homelessness, working with a charity or support organisation enables them to tap into specialist knowledge that can have a real impact. While ad hoc support – whether through volunteering, fundraising, or donations – will always be welcome, strategic relationships enable long-term impact.

Charitable income can be crucial to services for homeless people, and of enormous value in going beyond what may be commissioned from government. Ideally financial giving will be based on an informed relationship, knowing what is needed and why; has expectations attached that are proportionate; and is part of an ongoing commitment.

Research into corporate-charity partnerships has highlighted the following key challenges which should be considered:

- **Establishing an equal relationship:** traditional models create a power imbalance as the corporate is grant giver and charity is beneficiary which can lead to charities over-promising or delivering services which don't meet their needs or mission; both sides should invest time into understanding what the other has to offer.
- **Thinking beyond CSR:** charities wanted their relationships with businesses to move beyond engagement with CSR teams and provide effective support to other corporate functions
- **Designing effective volunteering:** charities prefer skilled volunteering on an ongoing basis and stated that they had problems offering this as an attractive proposition to businesses
- **Involving more partners:** businesses and charities both stated that they wanted to collaborate more widely in order to achieve

greater social impact; the challenges associated with this can be overcome through effective communication, appointing a lead organisation, and pooling funds for more resources.

- **Measuring your impact:** making sure measurements and targets are proportional and focused on outcomes rather than outputs; measurement should also reflect the equal partnership and businesses should provide measurements as well as the charities^{xiv}.

This evidence matches closely with Business in the Community's own guidance on developing effective partnerships which advises that businesses should set objectives early, undertake proper research into which charity to partner with, and ensure good communication, senior support and time allocated for impact measurement have all been secured^{xv}.

Spotlight on Principality

Principality Building Society has a proud reputation of working with charities and in 2016 started a three year partnership with Llamau, the charity on a mission to end youth homelessness and homelessness for women in Wales.

Principality packs its charity partnerships with fundraising activities and by the end of 2018, made a donation of over £166,000 to Llamau. The donation was used to fund the Learning for Life Centres which Llamau run across Wales, helping 695 people gain over 1300 qualifications.

James Harper, corporate social responsibility manager at Principality said: *"As a business we really wanted to support the life changing work of the charity who help prevent homelessness amongst vulnerable young people and women."*

“Our work with Llamau was also about how we could learn more about the issue of homelessness. Our colleagues got to spend a lot of time working with the lovely staff at Llamau and we also got to meet some of the truly inspiring young people and women they helped. We got to take part in the Big Sleep Out events, attend their annual conference, and it was very cool to donate tickets for events at Principality Stadium.” he said.

For Llamau, as a charity it relies on fundraising to continue to support those most in need, when it's needed. In return it can offer businesses volunteering and engagement opportunities such as running group sessions with the young people about money management or CVs, or something as simple as workplace visits. They have a diverse offer for businesses to get involved, from Christmas present drives, garden makeovers to volunteering at events such as Sleepover or the Cardiff Half.

Wendy Collie, income generation manager at Llamau said: *“At Llamau we believe that no young person or vulnerable woman should ever have to experience homelessness. But for thousands of the most vulnerable people across Wales this is a harsh reality. The relationship with Principality Building Society staff was truly amazing. We had engagement and support from every department including the CEO sleeping out! They truly believe in Llamau and what we do.”*

“We are daring to imagine a world without homelessness. That's because we genuinely believe that homelessness is not inevitable. It really doesn't have to exist. But we cannot do this alone. We need engagement and long term partnerships to help us end homelessness for young people and women here in Wales.

“We want businesses to ask themselves: what part will I play?”

Giving in the workplace

Charities are closest to the issues they are set up to address, which means that one of the most effective ways to support their work is to give money. This includes raising money as well as collecting items charities may need, such as clothing or basic food items for shelters and kitchens. Businesses can give their employees a choice in how they contribute – some employees may not have the time, confidence, or desire to take part in skills-based volunteering, so having the option to donate or fundraise gives people more choice. There are different ways in which businesses can make donations.

Payroll Giving

Payroll giving is a tax-free way for employees to make a regular donation to causes they care about through their pay. It's simple to set up and is an excellent way to support your employees' charitable giving. As donations are made before tax, your employee's donations will go further. For example, a £5 donation will only cost your employee £4 in real terms as charities will be getting the other £1 instead of going to tax.

To set up a scheme, contact one of the approved Payroll Giving Agencies below who will act as the liaison between your business and the charities your staff support to pass donations from their gross salary to their chosen charities.

- Charities Aid Foundation (CAF)
- Charitable Giving
- Charities Trust

Match Giving

Match giving schemes are a great way to encourage staff to take part in fundraising activities as it shows that your business is behind them and will help them achieve their goals.

Match giving is where your company makes a pledge to match any money raised by employees to help boost their charitable impact.

How you decide to match gifts is completely up to you so whether it's a pound for pound match, a percentage or even a capped amount, knowing your staff will be supported by you helps them to reach and exceed their fundraising targets.

In-kind donations

Businesses themselves could have access to goods or services charities need. This may include things like computer and IT equipment or desks the business is replacing. It could also be more substantial support such as providing office or meeting space or donating products and services to be distributed to beneficiaries. For all in-kind donations, it's important that they are fulfilling a genuine need, so consulting with charity partners to find out what would most benefit them is essential.

Alternative giving

Begging can be a contentious issue, causing concern to members of the public, businesses and their employees. It is an individual's choice whether to give to someone directly however there are alternative giving schemes to provide another way to make a difference.

Funds are collected and distributed through homeless services to provide help to homeless people. For example, The Big Issue is "an award-winning magazine offering employment opportunities to people in poverty". Buying from a badged vendor is another way to directly support someone. Other schemes like Change Into Action, allow donations to be made centrally from places where begging is an issue, for example at train stations.

Spotlight on FOR Cardiff

Cardiff's business improvement district, FOR Cardiff launched Cardiff's Homeless Charter in late 2019 to unite people, businesses, schools and universities to tackle homelessness in the city.

Co-created with homeless organisations, the charter provides alternative ways to give through time, employment, skills and services to help people experiencing or at risk of homelessness. Pledges are made through FOR Cardiff's alternative giving website, Give DIFFerently.

Delyth Griffiths, owner of The Greenery in Cardiff Market, who experienced homelessness when she was 15 said: *"I've been through my own struggle with homelessness and it can feel like the world is against you. It only took one person to help me get back on the right track and now I'm able to do that for someone else."*

"I'm offering to give professional chef training to someone experiencing homelessness, no matter where they are in their journey. They'll learn about everything that's needed to work in a professional kitchen and how to run their own catering business from stock take to marketing. I hope it will give them the skills and confidence to turn their lives around."

Alongside the charter, FOR Cardiff has installed two permanent donation points in the city centre to continue to raise money for its Give DIFFerently homelessness fund. A third hand-held device is being used on big event days and will be available for local businesses to fundraise.

100% of the money raised goes to the fund to directly support people experiencing or at risk of homelessness.



In its first year, the contactless giving scheme received £11,404 in donations from generous visitors, residents, businesses and organisations of Cardiff. Grants have been awarded for necessities such as ID, driving lessons, furniture or white goods and vocational training to help people find their feet and aid them in their journey away from homelessness.

Adrian Field, executive director, FOR Cardiff said:
"We set up Give DIFFerently in response to concerns from businesses about homelessness in the city. They wanted to find a meaningful way to help individuals rough sleeping. The initial response to the pop-up donation points was extremely positive and the installation of permanent ones will mean we can keep the fund going and give out more in grants."

"The introduction of the charter is the next step in offering alternative ways to support people at risk. The funding and pledges, combined with existing services, means we are coming together to give people as many opportunities to make a positive step away from their current situation."

Business networks

Businesses working together, whether nationally, locally or sector-by-sector, can have a greater impact on issues like homelessness than one business acting alone. Consider joining organisations such as Business in the Community, a sector-based programme or your Business Improvement District to have a collective impact.

Campaigning and volunteering

Individuals may want to do more about the structural causes of homelessness and there are a number of ways they can support campaigns from national and local charities. Employers could support this through offering paid volunteer days

or allowing groups of employees to share information about issues and opportunities they care about.

Supporting employees to have positive engagements with people experiencing homelessness

Businesses can help their staff to be more confident in offering support to people they meet while they're out and about around the city. Many will be wondering what they should do if they see someone sleeping rough or otherwise appearing to be engaged in a street-based lifestyle.

Whether to provide money, food, or drink comes down to personal choice - and it is important to remember that, sometimes, just spending some time talking can mean a lot to someone in a vulnerable situation. It is also worth making yourself aware of the services available in your area, so you can pass this useful information on to somebody on the streets you might stop and speak to. A directory is included in this toolkit which can be shared with your team.

In terms of practical action, it is useful for staff to be aware of the 'StreetLink' service. StreetLink exists to help end rough sleeping by enabling members of the public to connect people sleeping rough with local services that can support them.

If you are concerned about someone over 18 that you have seen sleeping rough, you can use the StreetLink app or website to send an alert. The details you provide are sent to the local authority or outreach service for the area in which you have seen the person, to help them find the individual and connect them to support.

It is important to note that if you think the person you are concerned about is under 18 please do not contact StreetLink but instead call the police.

Spotlight on Cymorth Cymru

In the lead up to the Homeless World Cup 2019 the charity Cymorth Cymru worked with Michael Sheen, people with experience of homelessness and people working in this area to develop the *Play Your Part* campaign. One of the key messages from people with experience of homelessness was that they wanted to be treated with kindness, compassion, dignity and respect. This was reflected in the five calls to action, which were aimed at members of the public:

1. Be kind and compassionate... Stop and have a chat with someone experiencing homelessness.
2. If you want to give money... Give it unconditionally from one citizen to another.
3. Learn more about homelessness... And share this with our friends and family.
4. Everyone should have a right to a home... Support calls for more social housing and supported housing.
5. Together we can end homelessness... Support campaigns and urge your local politicians to act.

Homelessness doesn't have to be inevitable if there is the public and political will to prevent it and tackle the causes. Everyone can play their part by contacting their local politicians and asking them to invest in more social housing, improve welfare policy and ensure people have the support they need to maintain a home.

Now that the tournament is over, Michael Sheen and Cymorth Cymru want people to continue to make their voices heard on this issue. You can help by encouraging your employees to contact their politicians and support campaigns run by Cymorth Cymru and the Cardiff 2019 Homeless World Cup legacy project.

Using your spending power for good

Reviewing your supply chain could increase the social impact you can have through your spending in your local area.

Many social enterprises and charities which support people experiencing homelessness offer a range of commercial services. Examples include catering services, food & drink, meeting spaces and training. Just by changing how you chose to procure goods and services - money that you are already spending - you could be making a big difference to those social businesses and the people they help.

Spotlight on bigmoose coffee co

bigmoose coffee co opened its doors in Cardiff city centre in March 2018 after a successful crowd-funding campaign.

With a mission to 'leave the world better than we found it' the popular coffee shop is a social enterprise and charity focussing on supporting people who have experienced homelessness into work. The business has trained staff in suicide prevention and works in partnership with a professional counsellor to offer mental health support.

Run by father and daughter team Jeff and Chloe Smith, bigmoose has helped people out of homelessness through employment in the café and on into other jobs and education.

"From working with people who have been sleeping rough, to helping people experiencing mental health issues, we're offering a highly supportive route into stable employment. The long-term commitment we make to helping people means we've had staff that joined us as we opened who are still working with us 15 months later," said Jeff.

PATHWAYS TO EMPLOYMENT

Offering pathways to employment for people who have experienced homelessness can be as simple as working with a support organisation to arrange for your existing employees to volunteer their support with CV writing.

Many companies go further, working with partners such as Business in the Community to offer behind the scenes visits and work placements or to run bespoke employment programmes to bring people into their organisations.

The BITC Employment Framework – Inspire, Hire, Grow - was initially developed to support youth employment work but has now been broadened out to cover all excluded groups.

- **Inspire** is about breaking down barriers between people who have experienced homelessness and the workplace. This could be offering help with CVs and interview techniques, arranging a behind the scenes visit to your workplace or offering a work placement. See BITC employment programmes and campaigns at www.bitc.org.uk/employment
- **Hire** is about removing structural barriers in your recruitment process such as unnecessary qualifications, confusing jargon and the criminal records tick box on application forms. Become a Ban the Box employer to remove barriers to work for people who have been homeless who have a criminal conviction at www.bitc.org.uk/banthebox
- **Grow** is about offering progression pathways, training and development. See BITC's skills and development page at www.bitc.org.uk/good-work



Spotlight on Acorn

Inspired by the work of The Wallich, Acorn wanted to give back to the communities it serves by helping those at risk of homelessness.

Acorn established a partnership with Her Majesty's Prison & Probation Service to rehabilitate offenders and secure their employment upon release. This support reduces the social cost of both reoffending and unemployment, by improving inmate's skills and employability whilst in prison to bolster their chances of success on the outside.

Acorn is the first recruitment agency to offer construction opportunities to prisoners based at HMP Prescoed. In 2018, they secured work on-site for 22 former inmates, contributing £38,735.51 toward a Victim Support Fund and creating £557,502 Gross Value Add for the economy.

Acorn is a link between HMO prisons and employers, arranging paid work opportunities for prisoners on Release on Temporary License and many skilled and capable individuals have secured full-time employment on release thanks to the company's connections.

If individuals are not given the opportunity to secure employment after release they are five times more likely to reoffend. As a vulnerable group, ex-offenders that fail to secure work are more susceptible to homelessness, in addition to substance abuse and poor mental health. Employing ex-offenders helps to prevent homelessness and transforms lives.

Leon's story, Cardiff

Drugs, crime and walking down the street looking over his shoulder. That was Leon's life before Acorn joined forces with ISG and The Wallich's BOSS project, to help him overcome the barriers he faced on his journey back to work after his release.

"The turning point for me was when I went to jail, I realised that if I carried on I'd either be in jail for the rest of my life or end up dead.

"My mentor Nick has put a lot of time and energy into me. He said to me right at the beginning 'I see something in you kid and you are not going to fail'. He sees that I'm eager to work and wants to bring me on further projects.

"I've got a girlfriend, a place to stay, work is good, money is good. Getting this opportunity has changed my life around, I climbed out of the gutter and now I'm climbing the ladder. Onwards and upwards".

Ashleigh's story, Merthyr

Ashleigh didn't have the best start in life. He fell into the wrong crowd, suffered a series of family tragedies and was stuck in a cycle of drug misuse and offending. A destructive pattern that led to him almost losing his life in a knife attack. Before Acorn got him a job as a General Operative on Willmott Dixon's Taff Vale site, he'd been out of work for seven months.

"I stopped bothering with my old mates, got a flat and a job sorted, I'm out of the gutter and ready to climb the ladder. I'm learning new skills all the time, thanks to Willmott I finished a Cherry Picker course and training to use mobile access equipment. My goal is to get on a slingers course and see my wages go up. I never thought I'd have a goal like that, at one point managing to get by and stay out of trouble was the best I thought life could get.

"When you've got no structure, no routine, your life can get out of hand. Joining The School of Hard Knocks and having Acorn's support gave me stability and something to strive for, without that guidance, I'm not sure how I'd have managed."

PREVENT

PREVENT HOMELESSNESS AMONG YOUR EMPLOYEES

- ☐ Make sure you provide **good work for all**, ensuring job security, rights and a fair income.
- ☐ Offer **mental health support** through workplace initiatives and employee assistance programmes.
- ☐ Recognise the symptoms of **substance misuse** and put support in place to help employees address it.
- ☐ Know how to spot signs of **domestic abuse** and how to support employees who may be affected.
- ☐ Talk about homelessness in the workplace, raising awareness to combat stigma around **poverty, debt and financial exclusion**.
- ☐ Support employees in times of **relationship breakdown, bereavement and trauma**.
- ☐ Offer opportunities and remove barriers for **people with criminal convictions**.
- ☐ Understand the problem of **modern slavery** and act to stop it in communities and supply chains.

OFFER PRACTICAL HELP TO TACKLE THE ISSUES

- ☐ **Equip your employees** with the knowledge and resources to understand homelessness and know how best to respond e.g. signposting to StreetLink and local services.
- ☐ **Encourage employees** to fundraise, donate and support alternative giving schemes.
- ☐ Support charities tackling homelessness and its causes by **giving financially** as part of your responsible business strategy.
- ☐ Create strategic charity partnerships to support projects through **skills-based employee volunteering**, for example with offering legal, financial, insurance, marketing and IT expertise.
- ☐ Consider what products or services your business may be able to **give in kind** either to directly support homeless people or to provide much-needed resources to charities.

HELP

CREATE PATHWAYS TO EMPLOYMENT IN YOUR BUSINESS

CREATE PATHWAYS

☐

Remove barriers in your recruitment process, such as asking about criminal convictions in the first stage of the process, requiring unnecessary qualifications, using jargon-filled job descriptions and requesting comprehensive address histories.

☐

Partner with charities to support their efforts to **get people ready for work**, for example through helping with CVs and interview skills or outlining expectations in the workplace.

☐

Provide a **chance for jobseekers to see inside your workplace** to hear from staff members about the jobs they do, their career pathway and opportunities with your organisation.

☐

Offer work placements or work experience to give people direct experience in the workplace, helping them build confidence and gain an understanding of their strengths and weaknesses.

☐

Offer apprenticeships to people of all ages, providing a way to learn on the job and start on a new career pathway.

☐

Offer jobs through charities or specialist recruiters to enable you to reach people who may have experienced homelessness.

☐

Ensure your jobs **offer fair pay and in-work benefits** that would be of most benefit to people rebuilding their lives.

☐

Ensure you provide **job security, certainty of hours and flexibility** to enable employees to plan and fit in their outside commitments.

☐

Make **training and development** available to all your employees, including those working part-time or shifts, and offer clear career progression pathways.

☐

Assess people's needs to help them transition into employment from a period of homelessness and provide the **necessary support to help them sustain work** which could include advance on wages, travel loans, or work clothing.



CARDIFF DIRECTORY

BAWSO

Established in 1995, Bawso provides generic and specialist services including the provision of temporary accommodation for those affected or are at risk of domestic abuse and all forms of violence such as female genital mutilation, forced marriage, honour based violence, human trafficking and modern slavery. bawso.org.uk | 029 20644 633

THE BIG ISSUE

A hand up, not a hand out. The Big Issue's mission is to dismantle poverty by creating opportunity, through self-help, social trading and business solutions. Big Issue works with corporate partners through corporate subscriptions, placements and people development, sponsorship, publishing and investment. bigissue.com | 029 2025 5670

BITC CYMRU

BITC is the oldest and largest business-led membership organisation dedicated to responsible business. Our employment programmes support some of society's most disadvantaged people to enter employment, with business involvement every step of the way. bitc.org.uk | 029 2078 0050

CADWYN HOUSING ASSOCIATION

Cadwyn Housing Association is a 'not for profit' organisation based in Cardiff. Alongside their provision of social housing, they also provide temporary accommodation for people at risk of homelessness and high-quality Supported Accommodation to homeless families in Cardiff. This includes the provision of accommodation and support at Nightingale House for homeless families and Hafan for single mothers with young children. cadwyn.co.uk | 029 2049 8898

CARDIFF COUNCIL

The Homelessness Strategy for Cardiff 2018-2022 sets out how the Council and its partners will deliver homelessness services across the city. The Council offers support for people who are homeless or at risk, young people at risk, people suffering domestic abuse and help with mortgage and debt. To access the full range of support visit cardiff.gov.uk. For specific advice on how you can help the council and its partners search *How you can help*. To report someone who is rough-sleeping, email roughsleeping@cardiff.gov.uk

CARDIFF WOMEN'S AID

Cardiff Women's Aid has deep roots in Cardiff and has served its communities for over 45 years. Despite its long history of service, one of the greatest things about the organisation is that it has changed and evolved as society has changed and evolved. What that means most importantly is that the charity is always looking to deliver its services, and develop new ones, in ways that will meet the needs of women, children and young people.

cardiffwomensaid.org.uk | 029 2087 2087

CYMORTH CYMRU

Cymorth Cymru is the representative body for homelessness, housing and support services in Wales. They campaign to improve policy and practice, with the aim of creating a Wales where everyone can live safely and independently in their own homes, realise their aspirations and thrive in their communities. Email enquiries@cymorthcymru.org.uk cymorthcymru.org.uk | 029 2055 3687

HAFOD

Hafod is a social landlord based in south Wales which also delivers supported accommodation schemes in Cardiff. These provide accommodation and support to help people with mental health issues and young people aged 16–24, helping them to develop the skills to maintain a tenancy or live independently. hafod.org.uk | 0800 024 8968

HUGGARD

Huggard is Wales's leading centre for people who are sleeping rough and its Day Centre and Hostel are open every day of the year. For more than 30 years, anyone seeking help and refuge from the streets has come to them for food, and a safe, warm place to stay. They focus on giving people who are homeless and vulnerable the support they need to rebuild their lives – to have a future again. www.huggard.org.uk | 029 2064 2000

LLAMAU

Llamau believes that no young person or vulnerable woman should ever have to experience homelessness. Its mission is to eradicate homelessness for young people and vulnerable women. But for thousands of the most vulnerable people in Wales, homelessness is a frightening reality. 30 years ago, Llamau was founded to provide homeless teenagers with a safe place to stay.



Since then, it has supported over 67,000 young people, women and their children who are either homeless or facing homelessness.

llamau.org.uk | 029 2023 9585

SALVATION ARMY

In Cardiff, The Salvation Army has been an integral part of the support provision offered to rough sleepers and those experiencing homelessness for over 100 years. Its services are wide ranging from outreach services, drug and alcohol treatment programmes, young person specialist programmes and single person Lifehouses.

salvationarmy.org.uk/housing-first

SHELTER CYMRU

Shelter Cymru is Wales' people and homes charity. It works for people in housing need by providing free, independent, expert housing advice and campaigns to overcome the barriers which stand in the way of people in Wales having a decent, secure home. Its housing advice has been keeping people in their homes since 1981.

sheltercymru.org.uk | 0345 075 5005

STREETLINK

StreetLink exists to help end rough sleeping by enabling members of the public to connect people sleeping rough with the local services that can support them. Members of the public can use the service to alert local authorities and homelessness organisations to people sleeping rough in their area.

streetlink.org.uk | 0300 500 0914

TAFF HOUSING ASSOCIATION

Taff Housing Association provides tenancy support to people at risk of homelessness and supported accommodation to homeless young people, pregnant women and mothers with young babies. Taff also has three schemes to meet the needs of the BME community and Refugees.

taffhousing.co.uk | 0800 121 6064

UNITED WELSH

United Welsh is a social landlord which supplies homes for people with diverse additional support needs. Its Thrive team also delivers a Floating Support service in Cardiff in partnership with the Salvation Army and a specialist housing project in Cardiff called PREP, which help people who are at risk of homelessness and those who need support to manage their tenancies and live independently.

unitedwelsh.com | 029 2085 8100

THE WALLICH

The Wallich is a Welsh homelessness charity that operates under three core objectives: getting people off the streets; keeping people off the streets; and creating opportunities for people. Running more than 70 diverse projects, across 19 local authorities, The Wallich works with more than 9,000 homeless and vulnerable people every year across Wales. The Wallich has many opportunities for businesses to engage with them and their client group via work placements, volunteering, skills sharing and events.

thewallich.com | 029 2066 8464



UK PARTNER ORGANISATIONS

THE BIG ISSUE FOUNDATION

The Big Issue is a social enterprise and weekly magazine sold by homeless or vulnerably housed people. The Big Issue Foundation was founded to offer support and advice to vendors around issues such as housing, health, personal finance and addiction.

bigissue.com | T: 029 2025 5670

E: foundation@bigissue.com

BUSINESS IN THE COMMUNITY (BITC)

BITC is the oldest and largest business-led membership organisation dedicated to responsible business. Our employment programmes support some of society's most disadvantaged people to enter employment, with business involvement every step of the way.

bitc.org.uk | 020 7566 8650

E: nicola.burton@bitc.org.uk

CENTREPOINT

Centrepoint provides housing and support for young people in London, Manchester, Yorkshire and the North East and through partnerships all over the UK. They aim to give homeless young people a future and to end youth homelessness.

centrepoint.org.uk | 0800 587 5158

E: supportercare@centrepoint.org.uk

CRISIS

Crisis is the national charity for homeless people. They offer one-to-one support, advice and courses for homeless people in 12 areas across England, Scotland and Wales through their Crisis Skylight Centres. Together with homeless people and Crisis supporters, they campaign for the changes needed to end homelessness for good.

They also have a Help to Rent database which is a list of local organisations which can help people to find a private rented tenancy. This can be accessed at

<https://tinyurl.com/HelpToRent>

crisis.org.uk | 0300 636 1967

E: enquiries@crisis.org.uk

DEPAUL UK

Depaul UK is part of a global network whose work ranges from providing safe shelter, accommodation, food and health services, and education. They also co-

ordinate the national Nightstop UK service which aims to give young people facing rough sleeping a secure and safe room for the night.

uk.depaulcharity.org | 0207 939 1220

E: depaul@depaulcharity.org.uk

HOMELESS LINK

The national membership charity for organisations working directly with people who become homeless in England, Homeless Link works to make services better and campaign for policy change that will help end homelessness. They run a searchable directory of local homeless services in England:

<https://tinyurl.com/HomelessWise>

homeless.org.uk | 020 7840 4430

E: info@homelesslink.org.uk

SHELTER

Shelter helps millions of people every year struggling with bad housing or homelessness through advice, support and legal services. They campaign to make sure that, one day, no one will have to turn to them for help.

shelter.org.uk | 0344 515 2000

E: info@shelter.org.uk

ST GILES TRUST

St Giles Trust helps people facing severe disadvantage to find jobs, homes and the right support they need. They help them to become positive contributors to local communities and wider society through offering support from someone who has been there.

stgilestrust.org.uk | 020 7708 8000

E: info@stgilestrust.org.uk

ST MUNGO'S

St Mungo's works to end homelessness and rebuild lives. Each night their outreach teams go out to help people sleeping rough to move away from the streets, and they also provide accommodation and support.

mungos.org | 020 3856 6000

E: info@mungos.org

STREETLINK

StreetLink exists to help end rough sleeping by enabling members of the public to connect people sleeping rough with the local services that can support them. Members of the public can use the service to alert local authorities and homelessness organisations to people sleeping rough in their area.

streetlink.org.uk | 0300 500 091

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The Prince's
Responsible
Business Network
Cymru



"It's vitally important that we all work together to help solve homelessness. This work by BITC Cymru will raise awareness of the role we can all play, especially business, when it comes to helping people experiencing homelessness or those in danger of becoming homeless."

Cllr Huw Thomas, Leader of Cardiff Council

"We want to see a Wales without homelessness, where people are treated with respect and compassion, and given the opportunities to thrive. This toolkit highlights the many ways that businesses can help to achieve this vision and have a meaningful impact on people's lives. We really welcome BITC Cymru's work on this issue and hope all businesses commit to a range of actions that will help to prevent homelessness and create a more compassionate society."

Katie Dalton, Director, Cymorth Cymru

"FOR Cardiff works on a variety of projects and initiatives to tackle our businesses' number one issue, homelessness & begging. Businesses reach out to us all the time about how their employees can help and this toolkit is the ideal way to show practical ways that by working together employers can support their staff and people experiencing homelessness at the same time."

Adrian Field, Executive Director, FOR Cardiff

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