

Committee:	Date:	Ref No.
The City Bridge Trust	28 November 2013	12027
Subject: Strategic Initiative: Pan-London Personalisation Project	Public	
Report of: Chief Grants Officer	For Decision	
<u>Summary</u>		
<p>This report proposes that you support the continuation of an innovative project which aims to help some of London's most entrenched rough sleepers into a life away from the streets.</p> <p>Recommendation</p> <p>That you approve a sum of £80,000 over 18 months to enable Broadway Homelessness and Support to continue roll out of the Pan-London Personalisation Project, to be costed against your budget for Strategic Initiatives for 2013/14.</p>		

Main Report

1.0 Background

- 1.1 The issue of rough sleeping and street homelessness and how to prevent it is one that has been high on the agenda in London for at least the past two decades. Over half of those who sleep rough in the UK are estimated to do so in the capital. In 2012/13 there were 526 rough sleepers who had been seen rough sleeping 50 or more times in the last 10 years.
- 1.2 Members will be aware of the range of voluntary sector organisations in London working in this field, a number of which have received funding from the Trust over the years (for example Centrepoin, and the Connection at St Mungo's). However, the problem of entrenched rough sleeping is one that has proved to be the most insoluble.
- 1.3 For many of this group of people, rough sleeping is an on-going issue which cannot be successfully resolved through the standard offers of support provided by outreach teams. Staff in both local authority homelessness departments and in voluntary sector street-work teams will have sought to engage with such people over a period of years without success.
- 1.4 Personalised approaches have proved to be effective in supporting rough sleepers who had previously not engaged with services to move off the streets.

- 1.5 In June 2011, you supported the Pan-London Personalisation Project, with funding of £135,000 to Broadway Homelessness and Support to roll-out a pilot project over 18 months. Funding from the Trust was matched first by the Greater London Authority and then later by Oak Foundation, enabling the initial grant to run over an extended period of two years.
- 1.6 The Pan-London Personalisation Project targets the most entrenched rough sleepers across the capital who have not engaged with traditional outreach services. It is part of a greater concerted effort by charities, local authorities and the GLA to ensure that no one lives on the streets and it remains at the heart of the London-wide strategy to address rough sleeping.
- 1.7 The project works by identifying rough sleepers who have been on the streets for a considerable period who do not engage with outreach teams and who have refused standard offers of support over several years. Many of those referred to the project are only known by a few details – for example the place where they have been rough sleeping.
- 1.8 The key differences between normal street work practice and the personalisation project are that:
- An experienced member of staff is dedicated to working with a relatively small number of identified rough sleepers.
 - Each individual is not told about the menu of options that are available in terms of day centres, hostels etc. but is specifically asked what it would take to help them move away from the streets;
 - Each individual is allocated a 'personal budget' of up to £3,000 to put their requests into action. This is managed on their behalf by the project worker.
- 1.9 Since it began in 2011 the project has worked with 56 clients, with a further four referrals currently underway. The people who have been referred to the project have slept rough for between four and 26 years and are aged over 28; the oldest client worked with by the team is 76 years of age.
- 1.10 The project has been pan-London, with referrals received from 16 London boroughs including areas with limited outreach for rough sleepers such as Havering, Bexley and Enfield. To date 25 clients have left the streets and moved into accommodation, with another four likely to do so imminently. All the remaining clients are either in the process of developing plans to leave the streets or putting those plans into action.

2.0 Proposal

- 2.1 This proposal is to extend the initial two year project for a further 18 months to enable the project to continue current work with clients and to reach an additional 10 entrenched rough sleepers.
- 2.2 Each individual referred to the project will be offered a personal budget to help them leave the streets and rebuild their lives. A dedicated worker provides the self-directed, one-to-one support needed but the client takes the lead in drawing up their own action plan, deciding what they need in order to leave the streets and how they wish to spend the personal budget to support this.

3.0 Costs

- 3.1 The Trust is being asked to provide a contribution of £80,000 over a further 18 months. This would fund the costs of a project worker, with on costs and overheads, together with a personal budget for 10 clients.
- 3.2 The funding would also run alongside the current GLA commissioning period (until 2015) giving an opportunity to make the case that the project should be mainstreamed or funded through another method.
- 3.3 The GLA is currently funding one of three posts, and the aim is that by the end of its current commissioning period Broadway will have made enough of a case to persuade them to fund two or three posts, with the remainder sought from charitable trusts.

4.0 Financial Observations

- 4.1 The Chamberlain has undertaken a financial appraisal of Broadway Homelessness and Support in respect of the proposed extension of the above project for a further 18 months at a total cost of £80,000 and comments:
- 4.2 *Accounts for the year ended 31 March 2013 indicate a deficit for the year of £255,112 (1.6% of turnover), comprising a deficit for the year of £124,144 on unrestricted funds, a deficit of £118 on restricted funds and a deficit on designated funds of £130,850.*
- 4.3 *The reserves policy states that the organisation aims to hold an accessible reserve equivalent to £1.25 million. Free unrestricted cash reserves held at 31 March 2013 were £1.23 equating to one month's worth of current expenditure.*
- 4.4 *The budget for 2013/14 shows a total income of £15.9 million and forecasts a surplus of £83,000 (0.5% of turnover) most of which will be on unrestricted funds. No distinction is made between secured and unsecured funds in the budget.*
- 4.5 *The latest filed group accounts for Broadway Homelessness and Support are for the year ended 31 March 2013. Based on these accounts, the charity appears financially satisfactory to continue the above project.*

5.0 Allocation from Strategic Initiatives

5.1 It is proposed that the cost of £80,000 is charged against your 2013/14 allocation for Strategic Initiatives of £747,500 (5% of the overall grants budget). If you approve this request, there will be a balance of £146,943 remaining for the rest of the year – as shown in Table 3 in the Grant Recommendations Introductory Report earlier in these papers.

6.0 Conclusion

6.1 There continue to be long-term rough sleepers on the streets of London who are in need of support. The evaluation of this project and others like it has demonstrated that the time and flexibility to build up a relationship of trust are key elements of success.

6.2 A further 18 months of funding would allow Broadway to assist more people and run alongside the current GLA commissioning period (until 2015) giving an opportunity to make the case that the project should be mainstreamed or funded through another method.

6.3 Funding from the City Bridge Trust will enable the project to work with more people and leverage additional support for people who have continuously slipped through cracks in existing services.

7.0 Recommendation

That you approve a sum of £80,000 over 18 months to enable Broadway Homelessness and Support to continue roll out of the Pan-London Personalisation Project, to be costed against your budget for Strategic Initiatives for 2013/14.

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Report written: 8th November 2013