



LCR Homelessness Business Charter: Home Street Home Ambassador Starter Pack

Welcome to the Charter!

Thank you to you and your business for acknowledging that every individual deserves a home.

Since 2010 there has been a 165% increase in rough sleeping (Metro, 2019) and a 66% increase in all forms of homelessness in England (The MJ, 2019). Unless we work together this will continue.

This is why we've created the Charter, as a framework to help educate people about the complex causes of homelessness and give resources to the experts who work with homeless people every day. However, your journey and the difference you make will be unique.

In this starter pack you will find out how we envisage change happening and your role in it, what you will learn in your training, how we will monitor your impact, what you and other agencies are responsible for and how to promote the charter.

Together we can help end homelessness in the Liverpool City Region.

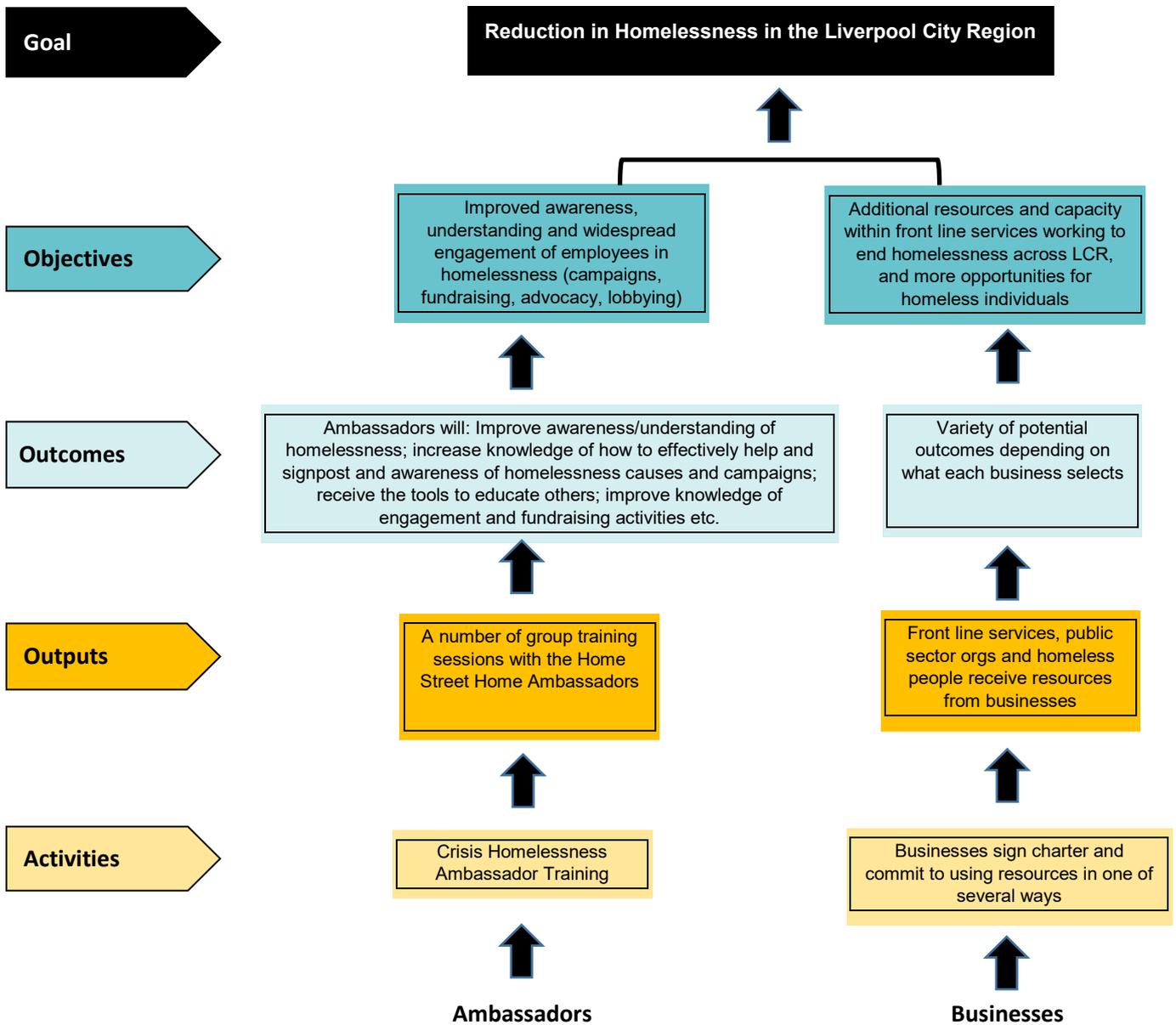
A handwritten signature in blue ink that reads "Ben Roberts".

Ben Roberts

Operations & Research Manager

Community Foundation for Merseyside

How will it be achieved and what's my role?



You will contribute to ending homelessness by:

- Learning from Crisis about the causes of homelessness and talking about homelessness to the people that you work with.
- Raising awareness, gathering support for campaigns and changing perceptions of homelessness.
- We will give you the information and tools to be able to coordinate events in your workplace and encourage your peers to understand more about homelessness issues.

We all deserve a safe, stable place to live. But we are not protecting this basic human need for 236,000 people in Britain experiencing the worst forms of homelessness. The business community in the Liverpool City Region is determined to help the public and voluntary sector to tackle this issue.

As a Home Street Home Ambassador you will have the opportunity to share existing or develop new skills in a friendly and supportive environment

Through a structured induction by Crisis to issues around homelessness you will enjoy opportunities to work with Crisis staff and fellow ambassadors. You will learn about the work of different teams tackling homelessness.

Your core tasks as a Home Street Home Ambassador will be:

- Raising awareness of homelessness in your organisation, through staff talks and events
- Creating opportunities to pass on key information to employees in your organisation in different ways
- Feeding back to the Home Street Home on your business engagement with the Charter
- Building up a knowledge of local homelessness services in Liverpool City Region
- Reporting any opportunities (partner working, fundraising etc) to Home Street Home
- Keep up to date with homelessness issues in the Liverpool City Region and the progress of the Home Street Home initiative

What will my training include?

Please see below the running order of the training for Ambassadors to be provided by Crisis (this is subject to minor changes): -

Topic	Activities
Welcome	Welcome, team introductions, how the day will run
Ice Breaker	Homelessness perceptions quiz
Homelessness Awareness	What do you already know about homelessness - activity Type of Homelessness - interactive activity Housing types – interactive activity Homelessness monitor (measuring homelessness) Responses to homelessness -information Housing First – information
Framing – how to talk about homelessness	What is framing? Why do we need to frame homelessness? The constant pressure analogy Examples What works, what to look out for

COVID-19	Impact of COVID—19 on homelessness and response
Implementing the role in your area	Ideas of bringing this back to your organisation – discussion What are your next steps? – group discussion How we will support you – info and resources pack recaps

You will receive a volunteer handbook, a “How to end homelessness in Great Britain” guide and a what Crisis does leaflet. We will also provide a guide to signposting rough sleepers to the appropriate local services.

You will also have online access (**either via email, link or in a shared online space**) to impact reports, levels of homelessness research and evaluation, branding materials, homelessness knowledge hub, framing toolkit, campaigns materials, Powerpoint presentations, further local services information and links to other charities.

During your training you will also receive guidance on how to connect with local frontline services.

Training is a 2 hour virtual session hosted on Zoom. We are continually releasing new dates so for the next available date please contact: ben.roberts@cflm.email

How will we record the impact?

We want the Charter to leave a lasting legacy. What you and your fellow Ambassadors achieve will not only change the lives of homeless people across the Liverpool City Region, but it will also attract more people to join our collaborative approach to giving back.

During your ambassadorship you will be contacted a number of times to help with our recording of the impact of the Charter. Below is a list of what you can expect and when: -

Benchmarking & training review: - before and after the training we will be asking you questions regarding your current awareness and knowledge of homelessness and the difference made by the training. This will also include general information questions for our own internal purposes such as where you heard about the Charter and your experience so far.

Quarterly updates: - These will be light touch and simply ask what you’ve been up to. If you haven’t gotten round to doing anything, that’s fine; we understand you’re busy people but do let us know that. The purpose of these updates is to monitor any stories of interest we can use to promote the Charter and also to give us a general feel of Ambassadors’ experiences in relation to the Charter. Feel free to include any successes but also challenges and even ask for guidance.

As part of our quarterly update request, you will also receive an information bulletin from Crisis that will include keys dates, campaigns, volunteering, training information, invitations to celebratory and wellbeing events e.g. volunteer’s week in June and general good news stories.

Quarterly meetings: - every three months we will host an event where Ambassadors can come to together to share their experiences, hear the latest news surrounding homelessness, ask for advice and create business partnerships.

These meetings will be voluntary but we encourage everyone to come to as many as possible as they are a great opportunity to hear from others seeking to end homelessness in the Liverpool City Region.

12 month reviews: This will touch on many of the elements that were benchmarked when you began e.g. your awareness of homelessness, campaigns etc.

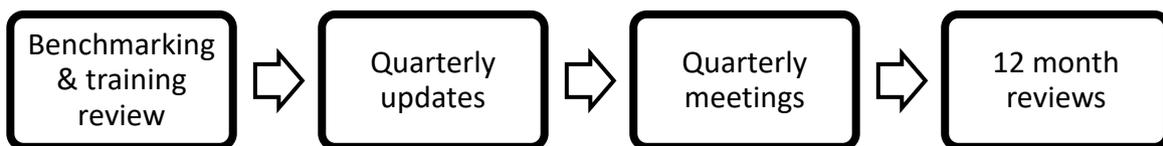
It will also ask for written updates on the progress your business has made towards completing its Charter commitments.

For example:

- if provided funding - what kind of service did you donate to and how much have you donated?
- if you provided sponsorship, equipment and materials - what have you provided and how many of each item have you provided?
- if you volunteered or provided pro-bono work, what type of work did you provide and how many hours did you give?

In some cases, it will be impossible to quantify your commitment in figures, this will require a story-style response but wherever possible please keep as accurate a record of your commitment and activities as possible.

The responses from these reviews will be analysed so the full impact of our collaborative approach can be realised.



Who's responsible for what?

Ambassadors – the Charter has been set up to bring the collective efforts of businesses together to reduce homelessness; by creating a mechanism to educate staff and give resource effectively. The impact you and your business makes depends completely on you and how engaged your team are!



Community Foundation for Merseyside and the Liverpool Parish Church – Community Foundation and Liverpool Parish Church will share responsibility for the administration of the Charter. They will be responsible for your membership including Home Street Home branding materials, booking you onto your training and sending you any relevant information such as the impact surveys and quarterly meeting invitations.

Additionally, if you have any burning questions about your membership feel free to get in touch: ben.roberts@cflm.email

Crisis – Crisis are on hand to give you all the homelessness and rough sleeping expertise you need to inform your colleagues and make a difference. This will be via your training but also through ongoing Ambassador support in the form of paper and online resources and events.

Again if you have any questions regarding homelessness and rough sleeping feel free to make contact: Lauren Kennedy (Crisis, Volunteer Coordinator)
merseyside.volunteering@crisis.org.uk

How can I promote the Charter?

We're hoping that all businesses involved will adopt and use our Home Street Home brand. Home Street Home is the brand that the business charter sits within.

We have a number of logos (please see below) which we're encouraging businesses to use on their email signatures and on company templates. The more businesses we have on board the better, so feel free to spread the brand any way you see fit. All logos are electronically attached for your use.



Ending homelessness in the
Liverpool City Region for good





Are you ready to help end homelessness in Liverpool City Region?

Please begin by contacting ben.roberts@cflm.email to book onto a training.