



- Although the city council and its partners do much already to tackle the issue of rough sleeping, a more targeted approach is needed.
- A new campaign will see multi-agencies working together to give guidance to the people of Peterborough on how they can help rough sleepers.
- The first action of this partnership will be to sign a Street Homelessness Charter, which will involve all agencies pledging support and deciding on the values.
- The campaign will go live for October 2018 and run until March 2020.

Partners include:

- Cross Keys Homes
- Axiom Housing
- Light Project Peterborough
- Peterborough Street Pastors
- Children of Adam
- Salvation Army
- YMCA
- Love & Humanity Peterborough
- Peterborough Citizens' Advice
- Kingsgate Church
- Peterborough and Fenland Mind
- Home Office Immigration Prevention and Enforcement Service



## Objectives

- **Support** the launch of a multi-agency partnership dedicated to tackling rough sleeping.
- **Support** the partnership in organising rough sleeper outreach programmes that will have the maximum impact in assisting rough sleepers.
- **Promote** the work that is going on in the city (at present and throughout the campaign duration) to support those sleeping rough into interim short term accommodation, training and ultimately housing and/or employment.
- **Educate** key stakeholders and the wider population of Peterborough on the true facts of rough sleeping both nationally and locally. Dispel myths and give clear understanding of the situation in Peterborough
- **Empower** the people of Peterborough to pledge their support to ending rough sleeping on our streets, by providing proven ways in which they can help.

## Support

- Design and implement a structured outreach programme which brings together and coordinates the efforts of all those wanting to help rough sleepers. This will include:
  - schedule for night shelters
  - schedule for food donations
  - schedule for volunteers
  - other support services

## Support

- Create a **rehabilitation package** that will support rough sleepers from their first point of contact into night shelters into longer term training opportunities and ultimately housing and/or employment:
  - potential trading opportunities at the City Market and St Peter's Arcade
  - jobs at partner organisations
  - bespoke rough sleeper training workshops
  - bespoke rough sleeper recruitment workshops
  - city college workshops
  - drop in sessions to find out more about permanent housing options
  - befriending scheme – sponsors for rough sleepers to support and guide them during their first 12 months off the streets

## Promote

- Create **communication channels** including a dedicated website, social media accounts, e-newsletter and media liaison contacts.
- **Proactive campaign plan** with seasonal content and case studies to bring the campaign to life and celebrate its successes.
- **Marketing collateral** throughout the city including posters, beer mats, Facebook advertising, car park ticket adverts, bus panel adverts.
- **Foldable support cards** handed out to rough sleepers with details on how to get to night shelters, facilities that are there and other essential advice and contact numbers.

## Empower

- **Volunteers**, Anyone is welcome (eg hairdressers etc).
- **Donating trade advice, training opportunities** such as anyone who is willing to lead a course for free on a trade (eg plumbing, bricklaying).
- **Employment** from companies willing to offer apprenticeships and/or employment to former rough sleepers who have progressed through the rehabilitation programme.
- **Donating money** via contactless card windows, collection boxes and online via a dedicated campaign website and social media accounts.

## Branding – logo concept



## Branding examples marketing collateral



## Timeline - Phase One

### Set Up - Ready for October Launch:

- Branding and governance
- Launch event/Signing of Street Homelessness Charter
- Contactless windows
- Online donations page
- Timetable of support (fold out guide for rough sleepers)
- Website
- Facebook page
- E-Newsletter
- Marketing collateral
- Seasonal PR content
- Outreach officers to give advice to bars, restaurants and coffee shops
- Volunteering opportunities for members of the public

## Timeline - Phase Two

### April 2019 onwards

- Extended support and rehabilitation programme (could include befriending scheme, training workshops and apprenticeship opportunities)
- Extended website and further marketing collateral
- Central database for partnership
- Annual independent report to show effectiveness of approach

# Any Questions?



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