

Summary of Scottish Government Official Statistics data on Homelessness – in the context of monitoring outcomes of the Homelessness and Rough Sleeping Action Group

The Scottish Government currently collects four sets of homelessness data from local authorities on a quarterly basis:

- **HL1**: Record level information on **homelessness applications, assessments and outcomes**.
- **HL2**: Aggregate level **temporary accommodation** figures – snapshot at the end of each quarter.
- **HL3** (still in development): Record level **information on temporary accommodation** – each HL3 record can be linked to an HL1 record so that we can find out more about people in temporary accommodation and their length of time in temporary accommodation.
- **Prevent 1**: Record level information on **Housing Options**.

Publication is on a bi-annual basis, as set out in the overview table below. However note that within this timetable there is some scope for additional analysis of quarterly data in the periods in-between publications, for example quarterly data for Oct to Dec 2017 is likely to be collected and ready for analysis by Apr 2018, should any specific adhoc analysis be required for that particular quarter.

Scottish Government Homelessness Data: Publication timings overview

	Apr to Jun 17 data	Jul to Sep 17 data	Oct to Dec 17 data	Jan to Mar 18 data
Data collection period:	July to Sep	Oct to Dec	Jan to Mar	Apr to Jun
Statistics published:		Jan-18		Jun-18

(publication dates are provisional only)

Information on **rough sleeping** is currently captured through two questions contained in the HL1 data. Homelessness applicants are asked a) if they slept rough the night previous to their application and b) if they slept rough in the three months previous to their application. These figures do not reflect all rough sleepers - only those who have applied for local authority assistance.

Temporary accommodation figures are collected through the quarterly HL2 return, which provides snapshot aggregate information by type of accommodation on the total number of households, the total number with dependent children or a pregnant member, and the total number of children at the end of each quarter. It also provides snapshot information on the number of breaches of the Homeless Persons Unsuited Accommodation Order. Given the limitations of the HL2, we are not able to assess details of temporary accommodation placements within each quarter, such as monitoring how people are moving into or out of different types of placements within each quarter, or to analyse lengths of time in placements.

To help meet this gap, local authorities since April 2016 have also been required to submit new record level HL3 data temporary accommodation placements. We are working with local authorities to finalise the reliability of this data, and once this quality has been assured we will be able to use the data to begin to analyse and publish more detailed information on the use of temporary accommodation.

In summary:

- Existing statistical publications with data up to Mar-17 (published in Jun-17) are available at: <http://www.gov.scot/Topics/Statistics/Browse/Housing-Regeneration/RefTables>
- Data to Sept-17 is planned to be published in Jan-18
- Data to Mar-18 is planned to be published in Jun-18, however there may be some scope to analyse the Oct to Dec 17 quarterly data prior to this in Apr-18
- For any adhoc analysis of data, for example if any more detailed tables are required than those which are already published, please contact homelessness_statistics_inbox@gov.scot

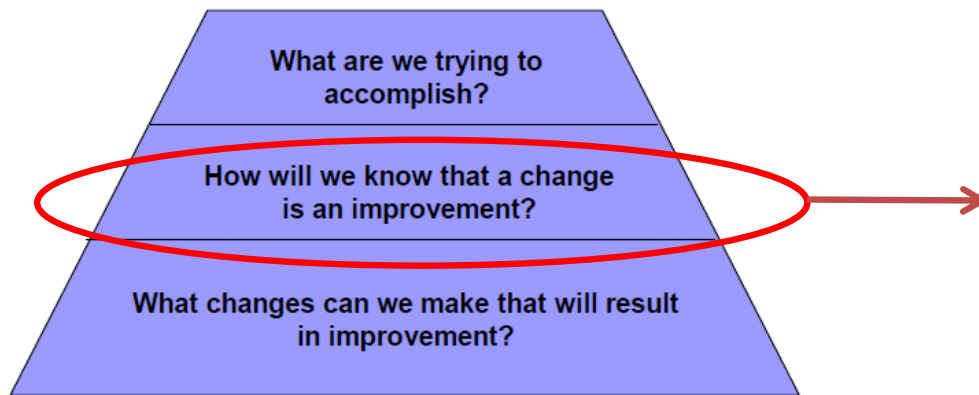
Measuring the impact of change within an Improvement Methodology approach

Homelessness and Rough Sleeping Action Group: Starter for Ten

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Overview of Improvement Measures

The Model for Improvement



Types of measures used within improvement methodology:

- Process measures
- Outcome measures
- Balancing measures

Process measures:	Outcome measures:	Balancing measures:
To measure activities and how each part or step in the system is working	To measure how activities or processes within the system are impacting on the outcomes that we want to change	To measure if any changes in one part of the system are having any unexpected or unintended consequences in other areas of the system

What makes a good improvement measure?

Ability to plot data over time - Improvement requires change, and change is, by definition, a temporal phenomenon. Much information about a system and how to improve it can be obtained by plotting data over time and then observing trends and other patterns. Tracking a few key measures over time can be a powerful tool.

Measures that seek usefulness, not perfection - Measurement is not the goal; improvement is the goal. In order to move forward to the next step, we need just enough data to know whether changes are leading to improvement.

Effective use of sampling - Sampling can be a simple, efficient way to help understand how a system is performing.

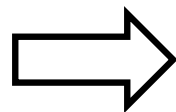
Use of simple measures integrated into daily work - Useful data collected as part of someone's job are often easy to obtain without relying on information systems. A few simple measures might help yield all the information needed.

Use of both qualitative and quantitative data - qualitative data, sometimes easier to access and highly informative, can supplement quantitative data

Homelessness Action Group - overview of potential improvement measures

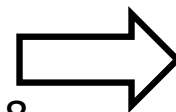
Questions:

1. What can be done to reduce rough sleeping this winter?
2. How can we end rough sleeping?
3. How can we transform the use of temporary accommodation?
4. What needs to be done to end homelessness?



Recommendations:

1. Nov 2017
2. Early 2018
3. Early Spring 2018
4. Late Spring 2018



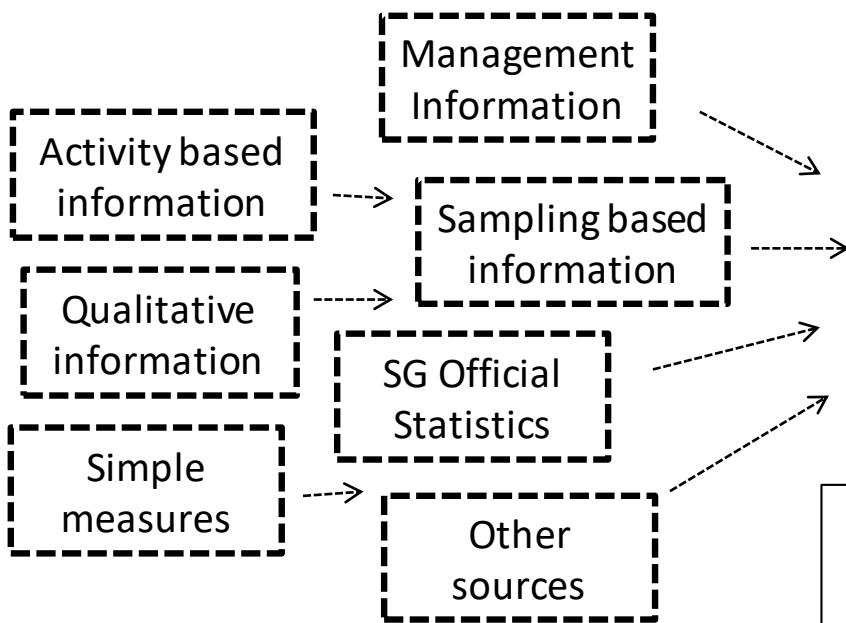
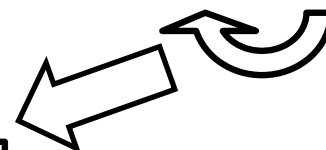
Activity workstreams and delivery



Changes to systems / activities



Feedback loop



- **Process measures**
- **Outcome measures**
- **Balancing measures**

A set of measures should be set out by each activity workstream group before activities start

Example Measures: What can be done to reduce rough sleeping this winter?

Activity	Possible Process Measures	Possible Outcome Measures	Possible Balancing Measures
Community based social provision for people during the day (Libraries, Social daytime provision, Choice and diversity of options)	<ul style="list-style-type: none"> Activity tracking (location, scale, type) Number and type of people attending over time 	<ul style="list-style-type: none"> Rough sleeping data plotted over time Qualitative feedback from service providers Experiences of users (eg sample data from 1 or 2 locations) 	<ul style="list-style-type: none"> Impact on provision for other service users Interaction with other activities
Public perceptions of rough sleeping and how to shift this in a way which will help address rough sleeping this winter	<ul style="list-style-type: none"> Activity tracking Media monitoring 	<ul style="list-style-type: none"> Rough sleeping data plotted over time Public perceptions of rough sleeping, plotted over time 	<ul style="list-style-type: none"> Impact on public perception of homelessness in general
Role of local communities in responding to need to address rough sleeping this winter (Information, Educating local members, Community hosting)	<ul style="list-style-type: none"> Activity tracking Range and type of information provided Learning activities undertaken 	<ul style="list-style-type: none"> Rough sleeping data plotted over time Levels of knowledge about rough sleeping in local communities Engagement levels 	<ul style="list-style-type: none"> Quality of information provided Interaction with other services

Key thoughts to consider

- Without measurement it is impossible to know whether improvements have been made.
- Each activity group needs to plan ahead to agree on the best measures to use in advance of activities starting.
- A range of measures should be used by each group. Ideally a combination of process measures, outcome measures, and balancing measures.

Homelessness and Rough Sleeping Action Group - communications plan for question 1:

What can we do to reduce the number of people sleeping rough this winter?

This communications plan is a companion document to the paper produced by the sub-group working on: *Public perceptions of rough sleeping and how to shift this in a way which will help address rough sleeping this Winter*. It specifically addresses the methods to be used by the Group in communicating key messages on the recommendations on rough sleeping this winter and focuses on that rather than longer term goals around changing perceptions of homelessness, although these are referred to.

Summary of activity and aims:

- Publicly launch the first report of the HARSAG as presented to Minister for Local Government and Housing, Kevin Stewart MSP
- Provide clear explanation on the rationale behind each intervention chosen
- Inform wider stakeholder group and wider of the work of the Group

Key dates:

- Meeting of the HARSAG – 22nd November
- Publication of the recommendations on question 1- TBC

Specific Aims of Planned Communications:

- Broadcast the practical assistance available for people who will experience rough sleeping this winter
- Direct the public to existing resources offering information, support and advice relevant to people who are rough sleeping
- Agree messaging which will be consistently adopted to underpin all communications about the work of the Action Group
- Consider planned communication opportunities and events that will carry the planned messaging
- Establish a network for carrying key communications.

Core Communication Principles

- **Evidence led/data driven** – Is the planned communication informed by accurate and current evidence and led by tangible data of need, impact or effect?
- **Outcome Focused** – Is the planned communication conceptualised with a clear and coherent objective and target audience/group in mind?
- **Consistent and Clear Messaging** – Is all messaging consistent? This is particularly true for the diverse homelessness/housing sector which often talks mostly to itself and uses a lot of jargon in its communications.

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- **Shareable Content** – Is any part of the planned content which supports the communications work conceptualised from the beginning with the idea of being easy to share on social and more traditional forms, front and centre?
- **Integrated Effort** – Any one organisation can only ever achieve so much, underpinning the importance of creating a truly integrated approach to how things are communicated.

Target audiences:

- Scottish Government, specifically Minister for Local Government and Housing
- Stakeholders of the HARSAG members including advice providers, third party organisations and networks (eg. GP practices, Hospitals, Police Scotland, Scottish Prison Service, Community Justice Scotland etc)
- Wider homelessness sector colleagues and others with an interest in ending homelessness in Scotland
- Elected local officials
- Cross-party representatives
- Faith Groups and churches
- Staff within each organisation represented on HARSAG

Key messages

- Additional support for rough sleepers this winter will ensure more people are helped, however this is not sustainable as a long-term solution for ending rough sleeping for good
- The staff running and operating the winter night shelters in Edinburgh and Glasgow do a good job, but they are responding to a situation that is outwith their control
- The Action Group members have worked together quickly to establish additional support and resources that can be put in place to help more people this winter but want to ensure that additional intervention is not required ever again
- The majority of the recommendations of the Group focus on solutions where on-going support can be provided for rough sleepers to help them get into accommodation as quickly as possible
- Throughout the lifespan of the Action Group, members will present the Scottish Government with a range of realistic, sustainable solutions to help as many homeless people as possible and work towards ending homelessness for good. They will all continue to hold the Scottish Government to account through this process
- The Action Group believes that ending homelessness in Scotland can be ended

CHANNELS AND CONTENT

PR/Media

- National press release
- Interviews offered

Websites

- Primarily direct to Scottish Government webpage where the report and press release will be hosted
<https://news.gov.scot/news/>

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	<ul style="list-style-type: none"> • Blog from Jon Sparkes as Chair of HARSAG, published on www.crisis.org.uk and place OpEDs in print/online outlets • Each organisation to publicise online where possible
Social media	<p>Twitter, Facebook, Instagram as appropriate:</p> <ul style="list-style-type: none"> • All HARSAG group members to tweet link to report and blog • Share media coverage • #ScottishhomelessnessAG
Internal comms	<ul style="list-style-type: none"> • Each HARSAG member to be responsible for disseminating to their own staff
Stakeholder comms	<ul style="list-style-type: none"> • Draft email prepared for each audience identified and led by relevant HARSAG member (as per plan below)
Risks	Mitigation
1. Timing – while HARSAG will sign off the recommendations there is no guarantee that the Minister will agree to them all – particularly where an additional SG funding recourse is required.	Work closely with SG to ensure HARSAG is kept fully abreast of any plans for announcement and has the opportunity to provide comment
2. Public perception - risk that HARSAG is seen as having no decision making powers if Scottish Government do not agree to all recommendations	Reiterate key message that HARSAG will hold SG to account
3. Political relationships – risk that opposition parties do not share goals of HARSAG	Schedule of meeting set update cross-party politicians on work of the Group
4. Public scepticism as to goal of ending homelessness	Reiteration of key messages and longer term goals of the Group
5. Social media responses on work of the Group	Ensure relevant social media responses are issued based on key messages
Success measures	
<ul style="list-style-type: none"> • Target media coverage • Report on social media activity 	

WINTER SHELTER ACTION PLAN

ACTION	RESOURCES	LOCATION	RESPONSIBILITY	IMPACT
<p>Ensure Shelters have access to following:</p> <ul style="list-style-type: none"> • Link Workers for clients • Third sector/volunteers • OOH statutory resources on shift • Advocacy/Rights resources • Links to assertive outreach capacity • Clear agreements to share information and gain consent with access to analysis • Establish 'morning huddles' 	<p>Glasgow – has resources, with discussion/agreement required on how link workers may be established using existing resources;</p> <p>Edinburgh – needs resources for link workers; statutory sector; assertive outreach; Use Mikes info on costs - £35k for 2 workers over 4 months</p> <p>Share consent and data gathering approach between Glasgow and Edinburgh – secure analytical resources from SG</p>	<p>Glasgow and Edinburgh – maximise impact of WNS</p> <p>Contact with 3rd sector</p>	<p>██████████ to link with Glasgow City Mission re Glasgow WNS to maximise approach</p> <p>██████████/others To link with Bethany re Edinburgh WNS</p>	<p>Provide immediate shelter, support and food for those sleeping rough</p> <p>Ensure WNS able to offer support to significant numbers of people sleeping rough</p> <p>Maximise impact of WNS in moving people into mainstream services and reducing need to rough sleep</p> <p>Improve understanding of needs of people sleeping rough</p>

<ul style="list-style-type: none"> • weekly meeting of key agencies • Have clear pathways into daytime support services • Food available 				
<p>Development of personalised budgets or flexible emergency fund available through WNS and/ or Outreach to allow clients not choosing to use WNS where available/ no WNS available/ NRPF to access alternative support</p> <p>Support and advice provided on rights of people with NRPF including EU nationals to ensure we are able to support and divert people with NRPF</p>	<p>Could we quickly scope this from info on numbers of rough sleepers in Dundee/ Aberdeen/presenting in Glasgow and Edinburgh NRPF and provide flexible emergency fund with view to potentially pilot use of personalised budget at later stage</p> <p>Existing resources – available in Glasgow; ? available in Edinburgh</p>	<p>All 4 cities</p>	<p>██████████ – link with ██████████ on personalised approach – apply a test of change approach quickly?</p> <p>Not sure of mechanism for administering emergency fund – probably through third sector to administer. ? worth speaking to SRC</p>	<p>End need for NRPF to rough sleep and use WNS – allowing WNS to focus on multiple and complex needs</p> <p>Allow people actively using drugs and alcohol to access different resources?</p>

Lack of opportunity to establish WNS given uncertainty re interest and infrastructure in Dundee and Aberdeen – suggestion that we ask SG resources be provided to enhance existing assertive outreach in those 2 cities	Resources to third sector	Dundee and Aberdeen	HRSAG members	Reduce need for rough sleeping in Dundee and Aberdeen this winter
Medium/Longer Term Consider Hub approach to Winter Shelters				