

ALL IN FOR
CHANGE
THE STORY SO FAR



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ALL IN FOR CHANGE AN INTRODUCTION

The Scottish Government/Cosla Ending Homelessness Together Plan (2018) was informed by lived and frontline experience. It set out a massive change programme that needs change on the ground – and many more hands-on-deck.

All in for Change is a big and inclusive umbrella under which a clear message and collaborative effort to end homelessness in Scotland can sit. It provides the vehicle for ‘planning and policy’ to plug into ‘practice, place and lived experience’ in a connected, informed but informal way. It is driven by a Change Team of people with frontline and personal experience of homelessness and uses easy language and a very informal working approach. The change team is represented on the Scottish Government’s Homelessness Prevention Strategy Group (HPSG) and wants to find ways to connect with each of the five Housing Options Hubs.

Why

- United effort and action – to make people’s lives better
- More focus and clarity – to make people’s jobs easier
- To build momentum – all in to end homelessness
- To communicate a common message and goal
- To break down ‘silos’ in services – people first, with no wrong door
- To go local – more community awareness and ownership
- More informed leaders on the frontline and with personal experience of homelessness
- Reaching further – benefiting from professional and personal networks
- Problem solving together means more enduring solutions
- Change is hard work. To bring some enjoyment, support and solidarity for Change Leads

CO-DESIGNING ALL IN FOR CHANGE

Homeless Network Scotland invited colleagues from Scottish Government, Cryenians and Scottish Community Development Centre to join them in designing a new approach. We facilitated a number of drop ins, meetings and workshops - with a final consultation workshop in September 2019 attended by over 70 people with frontline responsibilities and those with personal experience of homelessness.



Over all these conversations, we fine-tuned an approach that we agreed would work:

- simplify the 'Ending Homelessness Together' plan into four manageable 'New Directions' to End Homelessness – People First, At Home, No Wrong Door and Good Vibes
- recruit an active team of people with lived and frontline experience of homelessness. Value lived experience equally by paying for people's time at the real living wage
- communicate and consult on the four New Directions across the country and across different work sectors

Then we sent our proposal to the Scottish Government's Homelessness Prevention Strategy Group.

APPROVED BY HPSG **CELEBRATION**

The Homelessness Strategy and Planning Group is co-chaired by Kevin Stewart MSP and Councillor Elena Whitham. It exists to bring about positive change for those experiencing or at risk of experiencing homelessness in Scotland, taking joint ownership of problems and solutions and taking an active role in achieving the goal of ending homelessness in Scotland.

This group approved our All in For Change proposal – and so we could begin assembling a new Change Team! It was only right to celebrate... we believe this decision will make a big difference to making sure that change is really felt by people on the ground.

We set about assembling a Change Team that could support HPSG by helping make change happen on the ground, and by feeding back regularly what's helping – and what's getting in the way.



RECRUITMENT CHANGE TEAM ASSEMBLE!

More than 70 applications were received from across Scotland, from frontline workers and people with lived experience of homelessness.

Applications were shortlisted by Homeless Network Scotland and Cyrenians on the basis that we need Change Leads that:

- are well connected
- are passionate
- have a way with words
- have good vibes
- are willing to listen and learn

As well as having equal representation on the team from frontline staff and people with lived experience of homelessness, each Housing Options Hub area is represented and there is a good gender balance.

This process led us to recruit an inspiring Change Team of 30 people, with a third of the Team also contributing to the Prevention Commission.

The Prevention Commission feeds directly into Scottish Government's Prevention Duty Working Group, which is convened by Crisis and chaired by Professor Suzanne Fitzpatrick from Heriot-Watt University.





LAUNCH DAY

We launched on a very wet and windy 10th of December 2019 at the COSLA headquarters in Edinburgh where the new Change Team members met each other and members of the Homelessness Prevention Strategy Group, including Minister Kevin Stewart, for the first time.

The theme of our first meeting was our New Directions and where to focus our efforts as well as agreeing how to work and communicate effectively as a team. We left with homework... to take away some messages about our New Directions to test with our own networks.

RETREAT

Change Team retreats are monthly events in Falkirk where the team can reflect on our progress and how well the New Directions are embedding. Change Leads talk about this using 4 simple feedback loops:

- what do I now know?
- who am I going to tell about it?
- one thing I will do differently?
- what helped and what got in the way?

Retreats allow time for Change Leads to share knowledge and experience, learn from evidence, influence the development of the Change Team and develop important messages about change.

Change Leads also update the team on areas of change where they have particular interest or insight, such as youth homelessness. Crucially, we spend time measuring our progress against what matters to the Change Team – making a difference, respecting all our experiences, being listened to and having influence, being positive and solutions focussed, and being a bridge between decision makers and the people affected by change.



GROUND CONTROL!

OUR CURRENT CHANGE REPORT TO HPSG



1. People are seeing change at the margins, but traditional systems are still causing stress and anxiety

This means that we are starting to see changes happen on the ground, but this has definitely not yet reached tipping point. Old language and old systems are still alive and still being challenged every day.

2. Until the new systems are fully up and running, advocacy can really help people to navigate the old system

This means that some people can get through the complex homelessness system more easily with the support of someone else. This can take many different forms – legal advocacy, independent advocacy as well as informal or peer advocacy. Advocacy should be easier to access in all areas.

3. Housing First works when services are properly linked in

This means that people need access to local public services when they need them and to feel part of a safe and strong community to build and live their lives. Everyone needs to get behind Housing First services to help make these links happen on the ground.

4. Positive “people, places and things” are vital for all of us

This means that people need something good to focus on and replace harmful or negative routines as they move on from an experience of homelessness.

5. Focus on building lives as well as finding homes

This means not limiting people and always focusing on people's strengths and aspirations for the life and connections they want to have.

6. Homelessness is a 24/7 issue, with a 9-5 response

This means that people experiencing homelessness often cannot access services when they need them, especially after 5pm or at the weekend. Can local areas look more closely at this?

7. We can make better use of recovery communities and preventative local policies

This means that we want to see community-based recovery and addictions services moving closer together and sharing best practice. And more preventative policy across education, health, justice and housing to prevent people reaching a point of crisis.

The Change Team will now continue to explore and feedback ideas on what can help ease these issues – and what is getting in the way. These themes will also be explored during the Change Team's 'All in the Loop' roadshow.

ON TOUR IN THE LOOP

The Change Team will be hosting **'All In The Loop'** roadshows in ten locations across the country, two in each Housing Options Hub area.

We'll be inviting colleagues from homelessness and all of the sectors that interact with it to talk to us about what the four New Directions mean for them and what might get in the way of making them real.

The information we gather from these sessions will help us connect with even more people through a digital platform we'll create, sharing messages about the New Directions that are targeted by sector and by location.



COMING SOON

COMMUNICATION AND PERCEPTION STRATEGY



We have worked with award-winning agency Equator to develop stories and a strategy to tackle stigma and myths about homelessness. We have been discussing with Scottish Government team how to launch this in summer.

Here's a taster of some of our key change messages that are coming soon.

It uses a simple 'redaction' device to challenge thinking and encourage more positive public perceptions. The first round of messages - and a strategy to deliver them - are being finalised by the Change Team and will be launched in summer.

A bed for the night forever
Sleeping rough **soundly**
Back on the streets **track**
Hostels **Housing First**
Failing **Positive mental health**
Junkie. Criminal. Addict. **Son.**
We are homeless **people**
Sofa surfer. **Home maker**

