King's Lynn and West Norfolk Homelessness and Rough Sleeping Strategy: two years in

VISION IN 2024 – ending homelessness, person by person. KEY AIMS:

prevent homelessness	provide **accessible help** in a crisis	deliver **good, sustainable accommodation**	build **strength, resilience and independence**	deliver everything **in partnership**

OUTPUTS

Better access to **leisure and cultural facilities** for homeless people	**Over 200 new affordable homes per year** for households in need	**Of 60 actions:** 26 complete 24 in progress	New **home visiting service** for people at risk of homelessness	**Fairer policy** for accessing social housing
Extended three-year Housing First service + other key services	**New 13-person site** to help formerly homeless people into work		**Multi-agency support** for people furthest away from being housed	**New 4-bed self-contained site** to rehouse people sleeping rough

OUTCOMES

Increased success preventing people from becoming homeless	**Increased success** rehousing homeless people quickly	**Fewer families** in temporary accommodation	**Reduced use** of B&B and expensive nightly paid accommodation	Rough sleeping **continues to be rare**

IMPACTS FOR INDIVIDUALS; A RIPPLE EFFECT ON THE SYSTEM

"**His flat is his safe place.** Because his housing is now stable, he is attending mental health appointments, working with CGL [to address substance addiction] and looking to the future." – Housing First

"She now talks about what comes next. **She is no longer simply surviving. She is planning**, and that is when you realise true change is happening."
–the Purfleet Trust Intensive Support Service

WHEN WE END HOMELESSNESS, EVERYONE BENEFITS.



Borough Council of King's Lynn & West Norfolk

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NEXT STEPS: 2026-2028

The **same vision**

The **same values**

A **revised action plan** based on current data and analysis

REVISED ACTION PLAN

Redesign **Personal Housing Plans** and other key documents to improve accessibility

Reduce homelessness arising from **family breakdown**

Review process for **supporting people leaving hospital** into housing

Work with new **Lived Experience Action Group** to improve co-production of services

67 actions:
36 retained
19 amended
5 paused
7 new

Develop **emergency accommodation** for people who experience multiple disadvantage

Review impact of **Renters' Rights Act** on private tenants facing homelessness

Work with partners to ensure **fair access to mental health services** for homeless people

Develop **homelessness champion** function starting with statutory services

KEY THEMES:

A **person-centred approach** to ending homelessness – reviewing how we design services and tailor them to individuals

A **whole system approach, owned by partners** – ending homelessness is most effective when we work in partnership

Two-way communication – increasing public awareness, simplifying our messages, and strengthening co-production and feedback methods

BY THE END OF 2028:

Preventing homeless for **three quarters** of households who approach at risk of homelessness

rehousing **two thirds** of homeless households within 56 days (who approach at crisis point)

Halve the number of families in temporary accommodation – with no families in B&B

Halve the number of people sleeping rough over the course of a month

Clear "what success looks like" **against each action**



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