



# CHANGE INTO ACTION: DESIGNING OUT HOMELESSNESS IN THE WEST MIDLANDS

## VIDEO TRANSCRIPT

Homelessness has changed everywhere in the last five to seven years. Rough sleeping has increased. Families using temporary accommodations increased.

Fjord and Accenture took on a challenge which was an industry publicly announcing, "before Christmas we'll have an alternative giving scheme."

So the change interaction piece was all about the engagement and the education. And it was about trying to inform the public about what services are there, what's already happening, how they're working and how best the general public can contribute to that. So Fjord and Accenture were there to try and help us develop the website, and really looking at the communication and engagement piece with the public.

We had advertising campaigns, we used screens across the city center, so it was a big launch. By understanding the rationales behind citizens, to know how they give and why they gifted rough sleepers, understanding how support networks operate and collaborate is really key, because that research underpins the insights that you derive from it.

One of the research insights was the importance of the microsite as a launchpad to starting this mindset shift in citizens, and to move them from a mode of "I help" rather than solve through to an opportunity to be much more fundamentally part of the solution, and really help to solve.

Having the microsite and using some of the initiatives that we've done through the alternative giving scheme to really promote those messages, but really use it as an opportunity for people to sort of understand activities where I can signpost people to, and listen to how people can access services.

It's easy, intuitive, it's doing the right thing, because it's putting sums of money into the hands of a charitable umbrella that can then be given to work with individual rough sleepers, and it sort of ties together with just giving it ties together with just giving, it ties together with Street link.

So much as this is a great piece for the most visible aspect, we have got to think about the total situation here. The ambition that we have is to design out homelessness in the West Midlands.

[Music]

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