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.