

Context for Hammersmith & Fulham Council commissioning Beam

- Since the Homelessness Reduction Act in 2018, the number of Hammersmith & Fulham residents requiring advice and prevention services has increased.
- With limited social housing on offer, the council chose to address this problem head-on, with plans to work collaboratively with residents through the Resident Involvement Strategy.
- Beam's emphasis on empowering those impacted by homelessness was well-aligned with the council's strategy and ultimate goal of eliminating homelessness in the borough by 2027.

What is Beam?

Beam uses community-powered crowdfunding and technology, to empower and support residents impacted by homelessness into employment and their own rented homes.

A History of Hammersmith & Fulham and Beam's partnership

April 2019 → H&F is the first UK Council to partner with Beam, with 50 programme spaces available for residents over a period of 12 months

April 2019 → In the first month, H&F's first two residents launch their Beam campaigns: [Boris](#) & [Monique](#)

January 2020 → Crowdfunding milestone reached. £100,000 has been donated to fund training and other work related costs to help H&F residents start and sustain work

April 2020 → Beam and H&F's Year 2 Partnership begins with another 50 programme spaces

June 2020 → Beam launches an Emergency Coronavirus Fund, sending personalised care packages to 84 H&F families to help with homeschooling and other essentials

July 2020 → Beam adds housing support to its service, raising funds for deposits and first month's rent to help homeless residents move into the private rented sector

April 2021 → Beam and H&F's partnership for Year 3 begins with a further 50 residents able to benefit from the programme

Outcomes achieved for H&F residents to date

(April 2019 - 22nd March 2021)

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| Service user engagement | 87 | H&F residents have had a Beam crowdfunding campaign |
| The power of crowdfunding | £243,482 | donated from the public for H&F residents' campaigns |
| | £25,961 | donated by residents living in the borough of H&F |
| Impactful and meaningful outcomes | 38 | residents have started work |
| | 82% | of residents have sustained work for at least 3 months |
| | 33 | households have moved on or been prevented from homelessness |

How do H&F residents access Beam?

H&F housing officers and locally commissioned housing services, like St Mungo's and Centrepont, refer their clients to Beam who are affected by homelessness. This may include those sofa surfing, in temporary accommodation, at risk of homelessness, impacted by the benefit cap or those who have recently left homelessness in the last 12 months.

How does Beam support H&F residents?

After being referred, each client is assigned a dedicated Beam case worker who provides personalised 1:1 support tailored to the individual and their support needs.

- For employment support, this includes: budgeting, identifying a suitable career path and related job training. Plus, support with their CV, completing job applications, interview preparation and priority access to Beam's 50+ employer partners.
- Housing support includes: 1:1 budgeting and affordability sessions, tenancy training, introductions to landlords who agree to let to tenants on benefits, admin and paperwork between landlords and tenants, plus ongoing support for 12 months.

Where does the funding come from?

Through Beam's website, residents can raise funds to remove the financial barriers they face:

- For work, that might be laptops and wifi, training courses, clothes, travel costs or childcare
- When it comes to housing, financial obstacles include rental deposit, first month's rent in advance, basic home furnishings and moving van costs
- Beam's case workers support each resident to launch their crowdfunding page. You can see all live campaigns at beam.org/campaigns
- Members of the public and businesses can donate to a specific individual or spread their donation evenly between everyone – and leave messages of encouragement
- Innovative technology ensures campaigns fund evenly - and 100% of campaigns fund, with the average time taken to raise the funds for each H&F resident at just 18 days
- Over £240,000 has been donated to support 87 H&F residents with their crowdfunding campaigns, with an amazing £25,961 donated from H&F residents alone



H&F Resident Success Story

H&F resident [George](#) (pictured on the left) was living in a hostel when his housing officer referred him to Beam. Beam helped George to raise £4,935, including rental deposit, first month's rent, moving van, a laptop, a forklift training course and travel to work. George is now living in his own private rented flat, and working with Beam to secure a new job role as a warehouse operative. George told his Beam supporters:

"This is the first time in more than 10 years that I've got a space to call my own. I'm so relieved I get to take charge of my life again. I feel like I can motivate myself here. I can be determined to go and get a job."

I just want to say a huge thank you to everyone who donated to my campaign. You and Beam have made my dreams come true."

How much money does Beam save the Council?

H&F Council has provided Beam with local data, such as how much is saved when a household is prevented from homelessness or exits temporary accommodation and when a resident starts working.

With 38 H&F residents starting work and 33 residents either moving on or successfully being prevented from homelessness, Beam has saved Hammersmith & Fulham Council over **£285,000**. The cost breakdown is as follows:

£10,300 → saved per person who leaves homelessness, such as moving into their own private rented home and moving out of Council provided temporary accommodation

£6,500 → saved per person who is prevented from becoming homeless, such as a household or individual not entering Council provided emergency temporary accommodation

£1,600 → reduction in unemployment related costs, plus increase in council tax paid per person starting work