

h&f
hammersmith & fulham

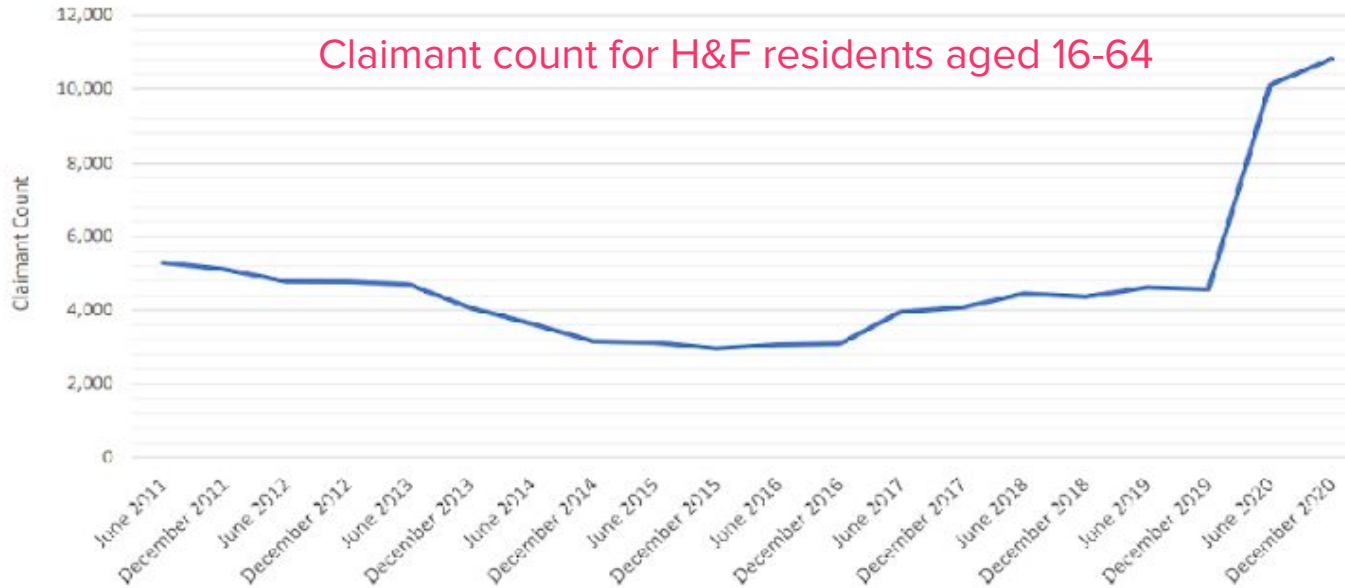
beam

H&F's Partnership with Beam

April 2021

Long term trend before the pandemic

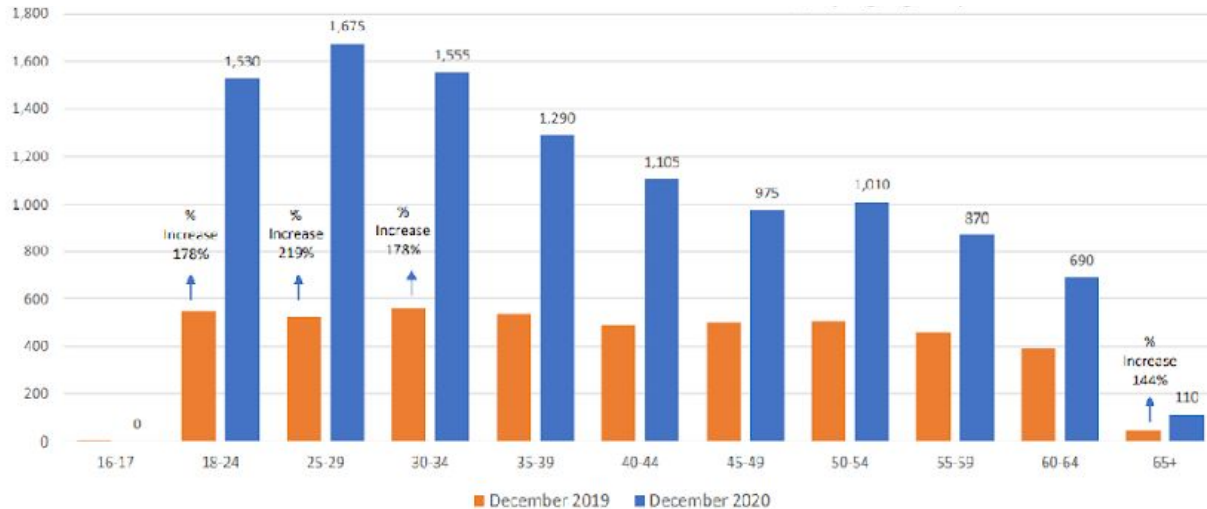
- Prior to the start of the Covid-19 pandemic, the 1-year average for claimant count was 4,235 residents in the borough
- Data from the last decade show that the claimant count remained relatively stable, between the range of 3,000 to 5,000



Age Groups in LBHF

- In H&F, the cohorts with the highest number of claimants are the younger age groups, particular 18-24, 25-29 and 30-34
- Compared to data from December 2019, the number of claimants was spread evenly across all age groups. The largest % increase in claimant count is observed in the 25-29 and 30-34 age groups, with a 219% and 178% increase, respectively

Claimant count of LBHF in Dec 2020, by age group





WHAT IF...

...anyone who needs a job or home, could get one?



Beam is a service for people who are **homeless or at risk of homelessness**



01/

Person referred

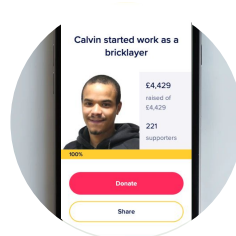
People who are experiencing or at risk of homelessness are referred by council staff or charity partners



02/

Caseworker supports

Each person is supported by a Beam caseworker to plan a career personalised to their strengths and ambitions



03/

Goal crowdfunded

Beam fundraises all costs required for their new career, including childcare, a laptop and training. Beam can also fund deposits and 1st month's rent.



04/

Work sustained

Each person is supported to find stable work with in-work support provided for 6 months after entering employment

WHAT DOES BEAM DO?

Beam uses the power of public to lift people out of homelessness - for good

- Beam's experience cuts across users with multiple support needs¹
 - **28%** have experience with rough sleeping
 - **43%** are long term unemployed
 - **57%** are refugees/migrants
- Beam provides **personalised and intense support** to help people start and sustain work and a PRS tenancy
- Beam helps people get better access to technology. We can fund items including a **smartphone, laptop and wifi**.
- Beam creates new support networks from the local community giving people increased **self-worth and confidence**, like Imen →

Source: 1. Beam's baseline data

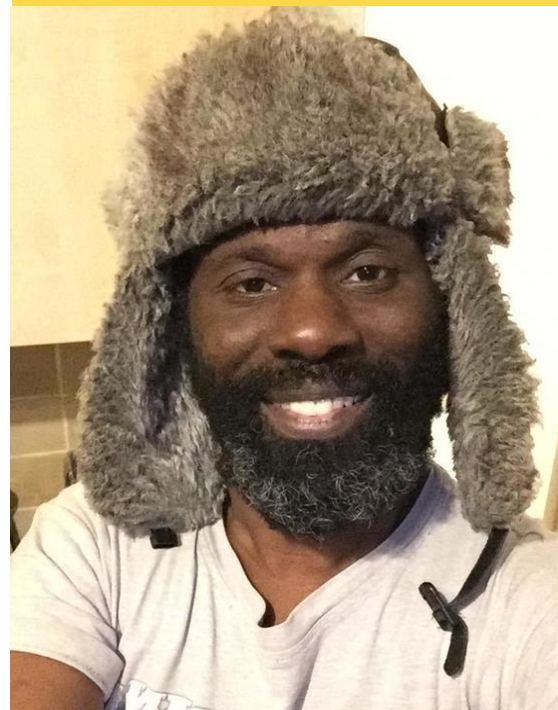


[Imen](#), H&F service user, working as an Accountant

"The one thing that affected me most was your messages - people saying 'don't give up'. I read them all one by one. For me, they were the only positive, genuine messages I'd ever received via online comments"

H&F and Beam's Partnership

- **April 2019** → H&F was the first Council in the UK to partner with Beam
- **April 2019** → In our first month, H&F's first 2 residents launched their Beam campaigns; [Boris](#) & [Monique](#)
- **January 2020** → £100,000 was donated to fund training & items to support residents start and sustain work
- **June 2020** → Beam launched an Emergency Coronavirus Fund, supporting 84 individuals with care packages
- **July 2020** → Beam adds housing support to their service, raising funds for deposits and 1st month's rent
- **January 2021** → H&F submit external bid for Beam to support another 250+ residents over 3 years



[George](#), H&F service user, who has now exited his hostel and living in his new home

WORK TO DATE

Beam's work with so far

hammersmith & fulham

Service User Engagement



87

residents are
funding with Beam



92%

engagement
rate

The power of crowdfunding



£245,861

donated from
public



100%

campaigns funded
average funding time: 18 days

Impactful Outcomes



37

people have
started work



33

households left, or prevented
from homelessness



[Ahmed](#), H&F service user, working
as a security officer

"I just want to say a massive thank you for everything you have done for me and the changes you have made to my life. I never imagined myself getting to a job like this, especially so young - thank you!."

Meet Jolantyte

Referred by Shelly Musa, staff member in H&F's Link & Support Housing Team

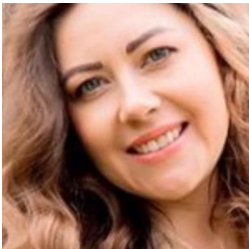
Jolantyte was sofa-surfing with her two children and staying in hotels when she could afford it

She was struggling to rent a PRS property on benefits and with children. She wanted to get back into stable work quickly, so she was a more appealing tenant

The goal: a job in the NHS as a Healthcare Assistant

“But how do I get there?”

👉 [Let's see Jolantyte's Beam campaign](#)



“I want to say a huge thank you to Adut at Beam who was always so positive and helpful. I'm so grateful to be in work and helping people who need it during this time!”



EMPLOYERS OF H&F BEAM SERVICE-USERS



ocado



Royal Botanic Gardens
Kew

EMPLOYMENT OPPORTUNITIES

Where do the jobs come from?

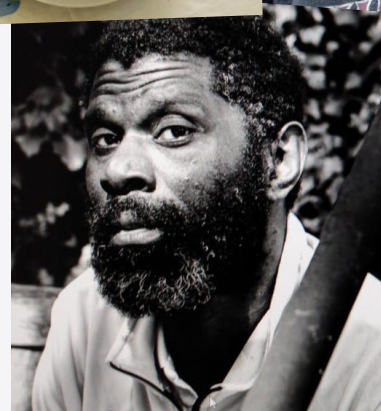
50+ (and growing) employer partners looking to meet skill shortages, and support local residents through Corporate Social Responsibility requirements. Beam are working collaboratively with the Council's in house job support services too.



33

people have moved on from, or been prevented from homelessness

- [Phoebe](#) secured PRS for her & her daughter, before a TA placement
- [Monique](#) is no longer sofa surfing and has a room of her own
- [George](#) has exited emergency TA after 28 days moved into his new home





Phoebe has a new home and has left homelessness

5 days ago

I've been so fortunate to work with Beam to find my new home. Moving is a complicated process but they took care of everything so seamlessly, from handling all the paperwork up to me receiving the keys. It spared me so much stress knowing that they're there taking care of things for me.

The place I was living in last just felt like a roof over my head, rather than a home. It was so confined, I felt like I had no freedom, and I was constantly cautious around the people I lived with.

I've started to make my new flat into my own, and it finally feels like a home. I can only say a massive thank you to all of you who supported me along the journey. This new flat really came to me at the right time in my life and I wouldn't have been able to find a home so quickly without your support. Thank you so so much from the bottom of my heart.



[Phoebe](#) in her new private rented property!



A man with a beard and a grey quilted jacket is standing against a white background. He is looking slightly to the right of the camera.

*Bibi, H&F Beam
service user
who started
work as a
construction
operative*

BUILDING THE SERVICE TOGETHER

9.9 out of 10


from H&F staff

- *“Doing great job to support people to get back into employment and now support with housing”*
- *“Thank you for making your referral form easy to complete; and acknowledging receipt quickly.”*

9.7 out of 10

from Beam beneficiaries

- *“Everything was perfect...Beam listened, understood and made a plan for me.”*
- *“My coach is amazing. He is very patient, and he really boosts your morale”*
- *“Finding a job is hard but with Beam, it makes it much easier having different options you can actually choose from”*



Chloe, H&F
service user in
TA, training as a
Health Trainer

SOCIAL IMPACT EVALUATION

How much money does Beam save the Council ?

CASHABLE SAVINGS EXAMPLE FROM WORK SO FAR

£10,300 costs saved per person who leaves homelessness, such as moving into PRS from temporary accommodation

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

£1,600 increase in council tax paid per person starting work

£280,000+ total cashable savings for H&F so far

Support Beam's work within H&F

£26,000+

donated from residents living in H&F

Hire a Beam member for a role within your organisation

→ [Complete this form](#) or email chloe@beam.org

Refer an H&F resident who needs Beam's support

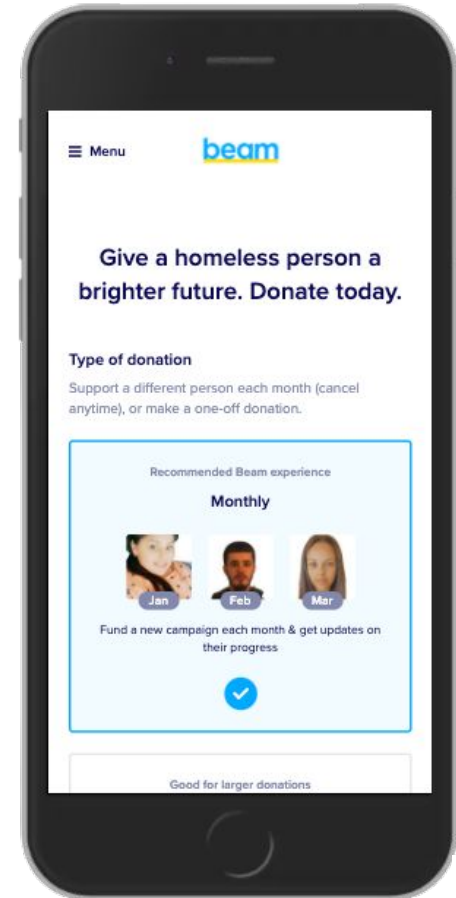
→ beam.org/refer

Create a team H&F impact page, like Plentific did

→ beam.org/plentific

Organise a Beam fundraiser

→ beam.org/fundraisers/new



beam.org/donate



Europe's Top Financial
Inclusion Startup



UK's Most Innovative
Employment Service



London Homelessness
Awards, First Place



Best Use of Technology
in Homelessness



Contact

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Chloe Moore
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Nirvana

H&F service user in temporary accommodation, training as a Chef