

LONDON BOROUGH OF CAMDEN	WARDS: All
REPORT TITLE Draft Homelessness and Rough Sleeping Strategy 2025 – 2030	
REPORT OF Director of Housing	
FOR SUBMISSION TO Housing Scrutiny Committee	DATE 15 July 2025
STRATEGIC CONTEXT <p>We Make Camden is our joint vision for the Borough, developed in partnership with our community. We Make Camden includes a call for action to ensure that everyone in the borough has a place they call home. Homes and housing is one of Our Camden Plan's priorities. We Make Camden makes a number of commitments relevant to this draft Strategy, including that as a Council we will:</p> <ul style="list-style-type: none"> • Reduce rough sleeping by investing in homelessness prevention, outreach and our 'Housing First' model – continuing to buy back our council homes to house homeless residents • Increase the supply of genuinely affordable, family-sized, and social rented homes by building as many as we can ourselves • Use all our powers to compel and facilitate more organisations to deliver more affordable, high-quality, family size housing in Camden • Focus our social housing resources to support those most in need in Camden, address overcrowding and improve people's health and wellbeing • Use our powers to license the private rented sector in Camden with a focus on holding landlords to account in providing safe, decent and secure homes <p>The Way We Work is the Council's response to We Make Camden. These priorities have been considered and reflected within the draft Strategy to show how we will deliver services and endeavour to support residents.</p>	

SUMMARY OF REPORT

This report introduces Camden's draft Homelessness and Rough Sleeping Strategy 2025-2030, building on the previous Strategy in 2019-2024.

The Strategy is a statutory requirement for local authorities, arising from the Homelessness Reduction Act 2017 and reiterated in guidance provided by the Ministry of Housing, Communities and Local Government (MHCLG). The statutory consultation for the draft Strategy is live, starting on 23 June and closing on 29 September 2025. Following consultation with residents, service users, providers, Housing Scrutiny and other stakeholders, the draft Strategy will be reviewed and presented to Cabinet for consideration on 10 December 2025.

Local Government Act 1972 – Access to Information Homelessness Data Review 2025

Contact Officer:

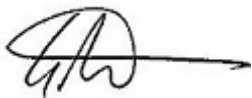
Lisa-Marie Bowles – Principal Policy and Projects Officer, Corporate Strategy
London Borough of Camden
5 Pancras Square
London, N1C 4AG
Tel: 020 7974 6775
Lisa-marie.bowles@camden.gov.uk

RECOMMENDATIONS

The Housing Scrutiny Committee is asked to review the report and the draft Homelessness and Rough Sleeping Strategy 2025-2030 and to:

- Comment on the draft Strategy at **Appendix 1**
- Note that the final draft Strategy, following consultation, is included on the Housing Scrutiny Committee work programme for the meeting on 9 December, should the Committee wish to comment further, before it is presented to Cabinet on 10 December 2025.

Signed:



Glendine Shepherd, Director of Housing

Date: 3 July 2025

1. CONTEXT AND BACKGROUND

- 1.1 This report introduces Camden's draft Homelessness and Rough Sleeping Strategy 2025-2030 which is refreshed every 5 years and builds on the previous 2019-2024 Strategy. Please see the new proposed draft Strategy attached at **Appendix 1**.
- 1.2 A Homelessness and Rough Sleeping Strategy is a statutory requirement in accordance with the Homelessness Reduction Act 2017.
- 1.3 Our draft Strategy also takes into account the information and expectations of local authorities together with local review and recommendations made in previous years, including the:
 - Rough Sleeping Review
 - Homelessness Transformation Programme
 - Contributions from councillors on the Housing Scrutiny Committee
- 1.4 In Camden, tackling homelessness and rough sleeping are parts of 2 different Cabinet portfolios. The Cabinet Member for Better Homes has responsibility for Housing Support Services which include homelessness and the Cabinet Member for Safer Communities has responsibility for rough sleeping. In addition to this, recognising the significant impacts of homelessness on health, and the relationship between health, wellbeing and homelessness, the Cabinet Member for Health and Care is also an additional co-signatory to the draft Strategy.
- 1.5 The draft Strategy aligns with the Council's allocation scheme, the London Housing Strategy and regional homelessness and rough sleeping policies and programmes.
- 1.6 To support residents experiencing homelessness or those who are at risk of homelessness, Camden has invested £39 million this year into its homelessness and rough sleeping services to provide tailored welfare, housing and employment support. The Council is also building 2 new hostels, hundreds of new social and affordable homes, and buying back family sized homes to help ease housing pressures on the 8,000 families with children on the Council's housing waiting list. Camden's new Homelessness and Rough Sleeping Strategy aims to build on this work over the next 5 years to make homelessness "rare, brief and non-recurrent."
- 1.7 The Housing Scrutiny Committee is requested to comment with proposed amendments and/or additions to the draft Strategy as part of the consultation process.

2. CONSULTATION

2.1 The statutory public consultation was launched on 23 June 2025 and will close on 29 September 2025. It has been extended from the average of 8 weeks to 14 weeks to mitigate against the impact of the summer holidays. The consultation includes:

- An online questionnaire for residents, stakeholders and organisations to complete on the [We Are Camden - Citizen Space](#) including free text options (see questionnaire attached at **Appendix 3**);
- Targeted engagement with residents, service users and those who have experienced homelessness, housing associations, homeless charities and voluntary and community sector, private renters and landlords, Camden advice partners, local public sector organisations including hospitals, GPs, Police and Probation services.

2.2 Respondents are offered the opportunity to communicate anything not covered by the survey or any requests for support or assistance, including translation to be made by emailing:

homelessnessconsultation@camden.gov.uk

2.3 As part of the consultation councillors, residents, service users, those with lived experience of homelessness and partners are encouraged to complete the survey on the Strategy's 4 priorities and provide feedback. The final Strategy is due to be presented to Cabinet for consideration on 10 December 2025.

2.4 The Housing Scrutiny Committee will be invited to consider the final draft Strategy, following consultation, on 9 December, before consideration by Cabinet on 10 December 2025. As these dates are close, the Chair of Housing Scrutiny would have to attend the Cabinet Meeting on 10 December to seek Cabinet approval of any proposed amendments.

2.5 Individual councillors are also invited to complete the survey and to encourage other contacts, networks and organisations to participate in the consultation.

2.6 The draft Strategy is proposing the following 4 key priorities for feedback:

1. Prevent homelessness and rough sleeping

The Council alone cannot prevent homelessness or rough sleeping - in order to make real change we need to work with partners, communities

and people to share resources, insight and data to identify people more at risk and intervene to support them as early as possible.

2. Provide joined-up housing, health and social care support that reduces harm and improves health and well-being.

Where homelessness does occur we need to act to make it as brief as possible - recognising that homelessness exists alongside, and can even be caused, or exacerbated by, wider needs and disadvantages. Our services need to work together to provide information and support that responds to these needs and is person-centred, relational and trauma-informed.

3. Secure more housing for people that is accessible, affordable and long term.

Stable housing is essential for enabling people to (re)build their lives. We need to understand people's individual priorities for their housing and have a diversity of local housing options available to meet their needs.

4. Campaign for change nationally and share our learning

We cannot end or reduce homelessness and rough sleeping without structural change that addresses the underlying causes of poverty and housing insecurity, and increases the powers and resources available to councils, the homelessness sector and communities.

2.7 Over the next 5 years new initiatives planned to be introduced include:

- A significant expansion of Camden's Housing First programme, with 30 new units by April 2026
- 280 additional bed spaces in family-sized temporary accommodation, building on the 307 properties already purchased by the Council
- A new neighbourhood-based approach, bringing together housing, health, social care and community services to provide joined-up support tailored to residents' needs
- The introduction of 'personal passports' to improve residents' access to support and reduce the need to repeatedly share personal information
- Expansion of supported accommodation for young people and exploration of initiatives like the 'House Project,' which helps care-experienced young people gain the skills, confidence and support networks they need to live independently
- A continued commitment to co-producing and co-designing services together with residents who have lived experience

- 2.8 A comprehensive data review was carried out in preparation of the strategy and is extracted in the body of the draft Strategy. The aim of the review was to look at the resources available to the Council and its partners to address homelessness, understand future needs and develop priorities for action – this has informed the draft Strategy. As part of the consultation any data, insight, evidence and feedback from partners is requested to be shared, that is relevant to the final Strategy.

3. ENGAGEMENT

- 3.1 The Rough Sleeping Review was discussed at a meeting of the Housing Scrutiny Committee on 12 November 2024. Homelessness and Temporary Accommodation were also the focus of a themed debate at a Full Council Meeting on 7 April 2025.
- 3.2 The consultation builds on years of engagement and collaboration with our public, voluntary and community sector partners, as well as our work with people who have experienced homelessness in Camden. This Strategy builds on a collaborative working approach where learning has taken place across Homelessness, Housing, Social Care and Employment services across Camden in previous years, including lessons learned during the Covid-19 pandemic.
- 3.3 Since July 2024, the Council has led conversations and workshops with more than 100 staff and partners. Existing strategies, previous and current data and reviews of delivery and processes have also been analysed.
- 3.4 The Homelessness Co-Production Team supported those with direct experience of homelessness to develop a set of lived experience case studies and a Photovoice project. Key themes were identified and recommendations proposed to inform the Strategy, approaches to delivering services and actions. The case studies are available to view on the [We Are Camden - Citizen Space](#) and will be shared in engagement with councillors, officers, partners and communities. This should help to ensure that our Strategy reflects the wealth of experience, knowledge and expertise held across the Borough, and approaches to delivery.
- 3.5 The aim is to ensure that everyone who has a stake in this Strategy has an opportunity to contribute their views to ensure it accurately reflects our shared priorities and include the key actions we need to deliver improvement over the next 5 years.

4. EQUALITY IMPACT ASSESSMENT

- 4.1 The review also identified groups that are particularly vulnerable and at risk of becoming homeless and/or sleeping rough, such as black and minority ethnic individuals, those who have experienced domestic or sexualised abuse or violence, people who have experienced slavery or trafficking, lesbian, gay, bisexual and transgender (LGBT+), and people leaving prison. The draft Strategy seeks to enhance services to prevent homelessness and in particular to target support to vulnerable groups. Please see draft Equalities Impact Assessment at **Appendix 2**.

5. RESOURCE IMPLICATIONS

The consultation will be carried out using existing resources. Any resource implications of the actions set out in the draft Strategy itself will be managed within the Council's Medium Term Financial Strategy.

6. LEGAL IMPLICATIONS

- 6.1 The Borough Solicitor has been consulted and Consultation period agreed. The Consultation should be as robust as possible ensuring that a sufficiently large group of residents and partners have been adequately engaged in the consultation process.
- 6.2 When making their decisions the decision maker must take into account the Council's equality duties. In summary, these legal obligations require the Council, when exercising its functions, to have 'due regard' to the need to: eliminate discrimination, harassment and victimisation and other conduct prohibited under the Act; to advance equality of opportunity between people who share a relevant protected characteristic and those who do not; and foster good relations between people who share a relevant protected characteristic and those who do not (which involves tackling prejudice and promoting understanding). Under the Duty the relevant statutory protected characteristics are: Age, Disability, Gender reassignment, Pregnancy and maternity, Race, Religion, Sex, Sexual orientation. In respect of the first aim, the protected characteristic of marriage and civil partnership is also relevant. In discharging the Duty the Council has also given a public commitment to give due weight to evidence in relation to the Key Local Characteristics relating to the groups of people referred to page 12 of the Equalities Impact Assessment (EIA – Appendix 2) (given the strong probability that many people within those groups will have protected characteristics). The relevant groups are Foster carers, Looked after children/care leavers, Low-income households, Refugees and asylum seekers, Parents (of any gender, with children aged under 18), People who are homeless, Private rental tenants in deprived areas, Single parent households and Social housing tenants.

7. TIMETABLE FOR IMPLEMENTATION

The timeline for consultation and final draft Strategy is set out below:

- Consultation: 23 June to 29 September 2025
- Review of consultation responses and any proposed changes to Strategy: October 2025
- Final Strategy draft to Cabinet for consideration: 10 December 2025

8. APPENDICES

- Appendix 1 – Draft Homelessness and Rough Sleeping Strategy
- Appendix 2 – Equality Impact Assessment (EQIA)
- Appendix 3 – Consultation questionnaire

REPORT ENDS