



Homelessness & Rough Sleeping Strategy 2026-2031 (Phase 2 Engagement)

Date of activity	
Date of activity	September – November 2025
Lead officer and contact details	Shakira Moses: Shakira.Moses1@brent.gov.uk Hodan Mahamoud: Hodan.Mahamoud@brent.gov.uk
Scope of activity	<p>Between September – November 2025, Brent Council conducted Phase 2 engagement on the Homelessness and Rough Sleeping Strategy. This consultation has enabled officers to shape the final Strategy. During this period, we engaged:</p> <ul style="list-style-type: none"> • Residents with lived experience of homelessness and rough sleeping. • Frontline staff from across housing, social care, and community services teams. • Residents through an online survey. • Brent’s Homelessness Forum, comprised of borough-wide partners including the NHS, VCSE organisations and housing providers. <p>To ensure that a wide range of residents and partners provided feedback, we promoted consultation and engagement activity and encouraged participation via a range of channels:</p> <ul style="list-style-type: none"> • An engagement stall held at the Tenant and Leaseholder Open Day event on 29 October 2025. • Consultation promoted to voluntary sector, community and faith organisations. • Consultation promoted to Registered Providers. • Communications sent to residents in temporary accommodation informing them about the consultation and encouraging them to share feedback. • Promotion to other residents via the housing e-newsletter and Resident Associations. • Promotion to elected members via the Members’ Bulletin. • Promotion to internal staff via Viva Engage platform. • Visit at Turning Point to speak with residents and officers. • Brent Hubs & Libraries session to inform residents about the consultation, and capture feedback on the draft commitments.
Number of tenants / council officers who participated	In total over 200 staff, residents and partners participated in the second phase of consultation.

Findings

Respondents to the consultation and engagement activity include a wide range of age groups (20–70+), ethnic backgrounds, and lived experiences (including people in temporary accommodation and rough sleepers).

Commitment Ratings

For each of the Strategy’s five commitments, respondents were asked to identify the importance of the commitment, how clear it was, whether they had confidence that the Council

would be able to deliver on the commitment, and which commitment they thought was the top priority.

- Importance: Nearly all respondents rated each of the five commitments as “Very Important”.
- Clarity: Most respondents found commitments to be “Clear” or “Very Clear,” though some respondents noted that some commitments lacked detail.
- Confidence: Across all respondents, confidence in the Council’s ability to deliver on each commitment was low to moderate. Many respondents said “Not very” or “Not at all confident”.
- Most respondents thought *Commitment 1 – Understanding homelessness* should be the Council’s top priority (47 responses). *Commitment 3 – Affordable supply of housing* was the second top priority commitment (45 responses).

Key observations

- Younger respondents (20–39) tended to push for long term solutions like building more homes and rent caps.
- Older respondents (50+) tended to raise concerns about immediate relief and reducing antisocial behaviour.
- Ethnic minority groups: Some highlighted barriers and the need for culturally sensitive or targeted support.
- Disabled respondents: Called for inclusive housing design and better communication.

Themes identified

The key themes that came through the consultation and engagement activity are summarised below:

Partnership working

- Partnership working will be critical for delivering on each of the Strategy’s commitments. Partnership working should be reflected across all of the commitments.
- Desire for joined up services, collaboration and better coordination between the council, landlords, other boroughs, community organisations, local partners etc.
- Need for more joined-up engagement with landlords.
- Need for clearer referral routes and outreach to identify risk before crisis point.

Lived experience

- Embed voices of those affected in service design, co-production and monitoring progress against the Strategy.
- The Council needs to better recognise the emotional and psychological impacts of homelessness, not just the practical causes.
- A trauma-informed and empathetic approach is viewed as essential.
- One-size-fits-all approaches to addressing homelessness do not work. Services and support need to be tailored to the needs of individuals/groups who are experiencing or at risk of homelessness.

Data & insight, accountability

- Need for:
 - Better use of data to identify risks early.
 - Transparent reporting and measurable targets to show progress on the Strategy.
 - Regular progress updates to residents to ensure accountability for delivering on the Strategy.
- The importance of residents only needing to tell their story once – and related to this, the need to find ways to better share data and information across Council teams and between the Council and partner organisations.

Prevention and early intervention

- Strong emphasis on early intervention to stop homelessness before crisis point.
- Need for closer partnership working with schools, health services and community and voluntary organisations.
- Suggestions around the need for structured aftercare support after someone is housed, including budget support, life skills training, tenancy sustainment assistance, regular follow up visits etc.
- Ideas include:
 - Outreach in schools, GP surgeries, and community hubs.
 - First-contact resolution protocols.
 - Better landlord engagement to prevent evictions.

Affordable housing

- The need for more affordable housing was the most dominant theme across responses.
- Calls for:
 - Building more council and social housing.
 - Repurposing empty properties into housing.
 - Enforcing developer quotas for genuinely affordable homes.
 - Introducing rent caps and regulating private landlords.
- Recognition that challenges around the affordability of housing also require a response from the government, but that there is more the Council could do to advocate for policy, legislative and funding changes.

Use, quality and management of temporary accommodation

- Key points included:
 - Reducing reliance on temporary accommodation.
 - Poor quality of temporary accommodation and unsuitable conditions.
 - Pressure on residents to accept unsuitable placements.
 - Need for shorter stays and better standards.
 - Some respondents mentioned ASB issues and location of TA.
- Related to the use of temporary accommodation, there was strong feedback around the need to set clearer expectations with residents as to the limited availability of social housing and long wait times for it.

Mental health, addiction and holistic support

- Importance of providing tailored services and support to those who are homeless or at risk of homelessness, rather than taking one-size-fits-all approaches.
- Emotional toll of homelessness highlighted – mental health support should be integrated with housing services.
- Interest in education, volunteering and employment opportunities to rebuild confidence and independence.
- More outreach and safeguarding for vulnerable individuals.
- The importance of the Council continuing to take a face-to-face approach to meeting with and supporting residents who are homeless or at risk of homelessness.

Communication & Staffing

- Respondents mentioned:
 - Lack of staff capacity and continuity.
 - Need for improved, clear and proactive communication.

Resident, partner and staff quotes

- “Having options for people before they become homeless.”
- “Strengthen early intervention and community engagement so that potential homelessness cases are identified and supported well before they reach crisis point.”

- “Door-to-door outreach and housing advice events to raise awareness.”
- “Accelerating council-led housebuilding on available land (including small and infill sites) with a focus on genuinely affordable, secure tenancies.”
- “Ensure temporary accommodation meets decent home standards – cleanliness, safety, accessibility.”
- “Maybe actually considering individual voices and seeing them as people with complex experiences instead of statistics and data.”
- “Delivering more permanent, genuinely affordable homes (especially family-sized council homes) so that households can move quickly out of temporary accommodation.”
- “Strengthen joint working between the Council, community organisations, and local partners through a coordinated, borough-wide homelessness partnership network that shares information, resources, and early intervention strategies to prevent homelessness before crisis point.”
- “To have a better understanding of those with complex needs and how we can support them more holistically.”