



**Annual Impact
Report
2024-25**



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Summary Review of the Year

As we reflect on the past year, we are proud of the significant achievements Stay has made in addressing homelessness within our community, supporting people who are homeless, rough sleeping, facing homelessness or a life crisis.

During the year, we have supported over 1,000 people through our services. A key achievement has been the expansion of our intensive housing accommodation units from 75 to 78, enabling us to provide a safe and supportive place to call home for people to rebuild their lives. Working in partnership with the domestic abuse service provider in Telford and Wrekin we have also developed our accommodation for individuals and families who find themselves homeless after fleeing domestic abuse.

In addition, we have successfully secured another 12 months of funding for our Outreach Service, from Telford and Wrekin Council through the Rough Sleepers Initiative. This will allow our dedicated staff to continue their vital work in connecting with people who find themselves rough sleeping, providing essential support, and facilitating access to accommodation and services.

We recognise the challenges ahead, including the increases in National Insurance contributions and the National Living Wage, which will impact on our operating costs. We are committed to managing these financial pressures effectively to ensure the sustainability of our services.

To that end, this year, we have reviewed our strategy, resulting in four new strategic priorities that will guide our work and ensure our long-term impact.



**Over 1,000
people
supported**

We made the difficult decision not to tender for the Local Authority's new Floating Support Contract after 10 years of providing this contract in the Thrive partnership.

We recognise that we cannot address homelessness alone and partnership working has been key to the way we have worked this year, and it will continue to be a central element in our future strategy. By working in collaboration with other organisations, including the local authority, NHS, businesses, and voluntary and community groups, we can leverage our collective resources and expertise to create change and develop sustainable solutions to homelessness.

We are also delighted to welcome our new Fundraising Manager, whose expertise and experience will be invaluable in diversifying our income streams and enhancing our financial sustainability along with raising awareness of homelessness. This strategic appointment will enable us to reach a wider audience of supporters and secure the resources necessary to grow our services and impact.

Looking ahead, we are committed to developing new ways of engaging with our tenants and clients, to strengthen their involvement in the development and delivery of our services, ensuring that their voices and experiences are truly at the heart of our work.

As always, our achievements reflect the unwavering dedication of our staff, volunteers, trustees and supporters who never cease to go the extra mile for our tenants/clients. We extend our sincere gratitude to everyone who has supported and contributed to our mission enabling us to make a real difference to people's lives.

Thank you for your continued support.

Andrew McAdam

Chair of the Board

Naomi Pay

Chief Executive



Our Vision

To end homelessness and empower people to rebuild their lives.



Our Mission

Prevent the causes of homelessness.

Respond to the immediate needs of those who face homelessness.

Champion the needs of homeless people at every opportunity.

Our Strategic Priorities

1

Preventing homelessness and supporting brighter futures by providing person-centred support and a safety net for rough sleepers and homeless people supporting a brighter future

2

Providing a safe and secure place to call home by providing accommodation for people who are homeless and need support

3

Rebuilding lives, resilience and independence by empowering people and promoting self-worth to enable people to reach their full potential

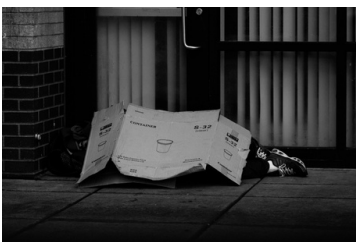
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Fostering partnerships that create long-term change by working within our community and with stakeholders to promote positive change around 'unseen and seen' homelessness

The Difference We Made in 2024-25



Over 1,000 people supported with 18,958 interactions to prevent and respond to homelessness



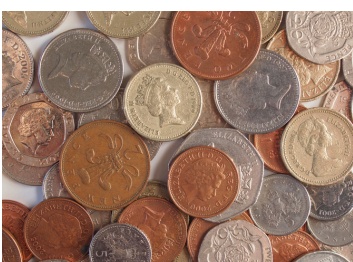
149 rough sleepers supported with kit and provisions, advice and support to find accommodation and access other services



78 bed spaces for homeless people enabling 144 people to have a place to call home with person-centred support



28 of our tenants successfully gained the skills and independence to move-on into their own private tenancy



£777,244.98 brought into the economy to benefit our clients to live independently through benefits and individual grants.

Preventing Homelessness and Rough Sleeping

Homeless Outreach

This service is partly funded by Telford and Wrekin Council through the Rough Sleeper Initiative fund. We are really pleased to have secured a further 12 months funding until the end of March 2026. As this work is core to the work of Stay, the trustees made the decision to fund the rest of this service out of free reserves, whilst we seek other funding opportunities.

The causes for someone finding themselves homeless and sleeping on the streets can be varied. It can be due to a relationship breakdown, loss of employment, no recourse to public funds, mental health issues, substance misuse. Outreach have supported 19 rough sleepers to access emergency accommodation and 6 rough sleepers with no recourse to public funds.



**149 rough
sleepers
supported**

Alex Story (not his real name)


Alex was an embedded rough sleeper who had returned to the area. He had lost trust in services due to previous experiences that had led to an increase in his anxiety.

Alex's Journey

The Outreach team spent time with Alex building trust along with providing practical support and sleeping equipment. Regular check in visits were provided until Alex felt ready to involve other services.

The Outcome

Alex was supported to access emergency accommodation to prevent rough sleeping. He was supported to attend a housing assessment and was offered accommodation.



'Thank you for always being there for me and not giving up when I raised my barriers.'

A Safe Place to Call Home

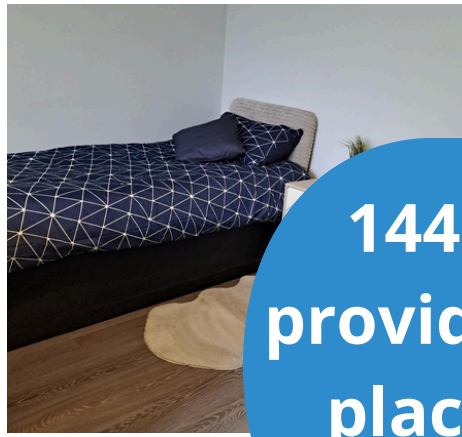
Intensive Housing Accommodation



**78 Bed Spaces
for homeless
people**

We have increased our bed spaces over the year from 75 to 78 units of accommodation for people of all ages who find themselves homeless. Our housing team provides intensive housing support which includes advice and support on setting up a home and a tenancy, budgeting, improving health and wellbeing and accessing specialist support services. Our person-centred support enables tenants to gain the confidence, skills and resilience to move on into fully independent living when the time is right.

This year we provided 144 homeless people with a place to call home and support to rebuild their lives. One of our key challenges remains available affordable move-on accommodation for our tenants once they are tenant ready and at the end of their journey with Stay.

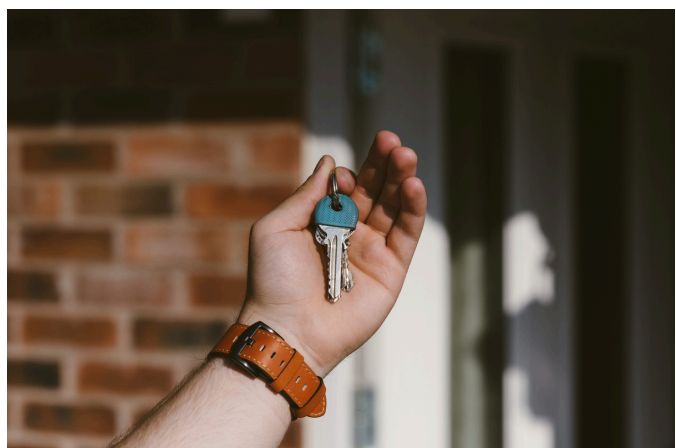


**144 people
provided with a
place to call
home**



However, despite this we have had a staggering 28 successful move-ons into private landlords this year following us developing our tenant ready support offer. This was helped by getting a small grant from Skipton Charitable Foundation to buy cooking equipment for our HMOs (houses of multiple occupation) to use in life skills workshops as well as for day-to-day use – encouraging tenants to come together to cook and share a meal as part of the workshop and learning to cook on a budget.

**28 successful
move-ons**



The Housing Team and Property and Maintenance Team have done a fantastic job of working tirelessly to turnaround vacant properties ready for another homeless person to have a place to call home. Our bed space occupancy this year has been 98% up 7% from last year.

Sally's Story (not her real name)

Sally was sadly fleeing domestic abuse and urgently in need of a safe and secure place to call home. As part of Stay's working partnership with Cranstoun, a local domestic abuse service, she was referred to Stay. Due to the nature of domestic abuse referrals, Sally left her living situation with very little to her name and in dire need of help.

Sally's Journey

Sally regularly engaged in support from both Cranstoun and Stay to manage her domestic abuse and housing situation, respectively. She used her time with Stay and her safe space to reduce her feelings of isolation, rebuild her confidence, learn important life skills and gain independence.

It wasn't long into Sally's journey until she felt able to look for independent accommodation to move on to. With our help, referrals were successfully placed and she was accepted for her very own self-contained property. Whilst on the waiting list, Sally continued to engage in the support on offer.

The Outcome

Eight months after being referred, Sally successfully moved into her own property and no longer requires the services of Stay or Cranstoun. Sally has proudly regained her independence and rebuilt her life, is happy and doing well.

Floating Support

Stay has provided Telford and Wrekin Council's Floating Support contract with YMCA Wellington and KiP for over 10 years across the borough. This year the Council contract was retendered, and the partnership made the difficult decision not to tender for the contract for a variety of reasons. The staff TUPE'd over to the new contract provider in December 2024 after continuing to provide a fantastic service supporting 1078 people (last financial year up to the end of November 24) who were facing housing difficulties /homelessness or financial difficulties to enable them to remain in their own homes in the community.

The team supported individuals to maximise their income, reduce debt and access household items, bringing a total of £777,244.98 into the local economy.




**£777,244.98
brought into
the economy**

Rebuilding Lives, Resilience and Independence

The Net

This service is just coming towards the end of its third year of 3 years grant funding by the National Lottery Community Fund. The Net is provided in partnership with Telford Mind and Citizen's Advice Telford and Wrekin. The Net team is there for people who find themselves struggling with a life crisis and/or homelessness often at a time where they feel they have nowhere or no one else to turn to. The team aims to help people to maintain their homes, improve their mental health, reach their full potential, thrive, and become more settled, resilient members of the community.

This year The Net has supported 108 people in crisis of which 23% of people accessing The Net report they have no fixed abode and are homeless. We provide both one to one support and group sessions. Taking a person-centred approach, the team have worked with their clients and other organisations to prevent evictions, facilitate relocation, access appropriate services, as well as supporting people who are homeless.



**23% of clients
have no fixed
abode**

People accessing the service have continued to have complex crises in their lives and the team have been able to give the ongoing support needed to enable solutions to be found and have a positive impact on the person's life.

In addition, 77 group sessions have been provided this year, with a weekly anxiety and depression support group and a weekly wellbeing group facilitated by a volunteer psychotherapist. The latter group is new this year and involved attendees doing a lot of arts and crafts as we found this acted as a good distraction and allowed people to talk freely and not feel pressured with 'all eyes on them'.

As a part of this group, The Net also organised outings such as going into Shrewsbury town (Funded by Seachange Psychotherapy) and a visit to the Nerdy café where they played dungeons and dragons and were provided all refreshments free of charge. Our clients thoroughly enjoyed the outing. This group was open to the public facing crisis, as well as The Net clients.

We have supported just over £213,000 coming into the local economy through supporting people to access the benefits they are entitled to.

Unfortunately, the biggest challenges this year for The Net have been staff vacancies and changes. The Net project was due to finish in May 2025 when the grant funding came to an end. However, due to underspend as a result of staff changes, we are pleased the National Lottery Community Fund has agreed for the project to continue in a reduced format until November 2025. This is great news as we can continue to support people in crisis and/or who are homeless.

REN Project - Supporting NHS Research

As part of the SSHERPA (Staffordshire and Shropshire Health and Care Research Partnership) a partnership which looks to embed research into the Integrated Care System model, Stay have been funded along with Community Resource and Qube through NHS England, to facilitate events and build relationships between Midlands Partnership University NHS Foundation Trust (MPFT), Staffordshire University and vulnerable people in the community to improve research.

Additional funding was secured this year to enable our Community Research Engagement Coordinator to continue to work one day a week across Telford and Wrekin building relationships with other VCSE organisations to widen access to research projects and knowledge of NHS research to benefit the community. The objective being to get communities involved in research to improve health research. The project has done a brilliant job of engaging with underrepresented groups across Telford and Wrekin.

This year the Community Research Engagement Coordinator has engaged with 143 groups and organisations.

As a result of this engagement work:

- A grassroots health research project (Tai Chi and blood pressure) has developed with academic mentorship and is gaining traction.
- Community members are being empowered as co-researchers, not just subjects of research.
- Research activity is now embedded in multicultural community networks, not siloed in academia.
- Telford now hosts a Community Connectors programme with research capacity embedded in its design.
- Cross-cultural collaboration and evidence-based community wellbeing initiatives are thriving.



Our Volunteers

The charity is very grateful for the support that our volunteers provide. This year we have seen a significant decrease in the number of volunteers supporting the work of Stay, mostly due to projects which were heavily volunteer led coming to an end in the financial year 23/24. We have had 1 volunteer providing psychotherapy support to The Net project Wellbeing group. B&Q staff gave a day of volunteering to paint the communal stairwell of one of our properties.

We currently have a number of volunteers helping our Housing Support workers to develop tenants' life skills. In addition, some of our tenants have taken a lead in running, for example, coffee mornings within or across our accommodation as a way to provide peer support and reduce social isolation. These opportunities enable tenants to increase their life skills, confidence and career opportunities.

Our Staff

Our clients and tenants are at the heart of everything we do, and it is the incredible commitment of our staff that enables us to make a real difference to our clients and tenant's lives. It is their passion, resilience, and tireless efforts that truly drive our mission forward during challenging times. We extend our gratitude to each team member for their invaluable contributions and dedication which ensures we can support people who find themselves rough sleeping, or homeless working with them to find a place to call home, get the support they need to have a brighter future and be more independent.

We are proud of our staff who have completed or are in the last stages of completing their level 2, 3 and 5 apprenticeships from finance through to team leadership and operational management. This commitment to learning not only strengthens our team but also enhances the quality and effectiveness of our services. The expertise gained this past year has been instrumental in navigating new challenges and seizing opportunities, ensuring we remain at the forefront of creating positive and lasting change in our community.

Looking Ahead for 25/26 and Beyond

This year we reviewed our strategy which involved trustees and senior management utilising engagement with staff and client/tenant feedback. We now have our strategic priorities for the next 3 years.

- Preventing homelessness and supporting brighter futures
- Providing a safe and secure place to call home
- Rebuilding lives, resilience and independence
- Fostering partnerships that create long-term change

Next year our focus will be to complete our premises review to ensure greater efficiencies. We will be focusing on exploring opportunities to increase our accommodation to support those who are homeless with plans to increase our bed spaces.

We will look to source emergency accommodation for those who are rough sleeping with nowhere else to go.

We have created partnerships to explore new funding opportunities to increase the number of people we can support who are rough sleeping, homeless and/or in crisis and widen our preventative services.

A key focus for us over the next year or two is to strengthen our work with our tenants to enable them to feel part of their community, promoting social inclusion and reducing isolation. We are also enhancing how we actively engage with our clients and tenants to help co-design and improve our services.

We will continue to work alongside other organisations to influence policy and increase resources dedicated to tackling homelessness.



Preventing Homelessness &
Supporting Brighter Futures

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