



Annual Impact Report 2025-26



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Review of the Year

Through outreach, crisis support and supported accommodation, we worked alongside people at some of the most difficult points in their lives, helping them access safety, stability and the support they needed to begin rebuilding their lives.

In the first year of our 2025–2028 strategy, we have continued to evolve and strengthen our vital focus on preventing homelessness, providing safe and secure accommodation, rebuilding lives and independence, and working with partners to create long-term change.

We increased our supported accommodation from 78 to 87 units and supported 174 people with a place to call home. Our Outreach Team supported 358 people who were rough sleeping, including 176 people who were new to Stay, helping people access emergency accommodation, advice and wider services.

The Net project, funded by The National Lottery Community Fund, came to an end this year after supporting 266 people over its funding cycle. Learnings from this project have shaped our new Partners for Change project, launching in 2026/27 with Shrewsbury Ark and KiP Telford, also funded by The National Lottery Community Fund.



174 people had a place to call home this year.

None of this would be possible without the commitment of our staff, trustees, volunteers, funders, partners, donors and supporters. From our flagship fundraising initiative, the Telford Sleep Out to in-kind donations and community fundraising, every contribution has helped us provide safe accommodation and opportunities for people experiencing homelessness to rebuild their lives.

Looking ahead, we will continue to strengthen our accommodation offering, develop new services, listen to tenants and people with lived experience of homelessness, and work with partners to support people experiencing homelessness and personal, social and financial crisis.

Thank you to everyone who has supported Stay this year. Your support helps people access safety, stability and the support they need to rebuild their lives.

Pauline Heffernan
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 people experiencing homelessness at every opportunity.

Our Strategic Priorities



Preventing homelessness and supporting brighter futures by providing person-centred support and a safety net for people who are homeless or rough sleeping



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



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



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

The Difference We Made in 2025-26



626 people supported with 8,938 interactions to prevent and respond to homelessness



358 people rough sleeping supported with provisions, advice and support to find accommodation and access other services



87 bed spaces for homeless people enabling **174 people to have a place to call home** with person-centred support



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

Preventing Homelessness and Rough Sleeping

Homeless Outreach

Our Outreach Team supports people who are rough sleeping or at immediate risk of homelessness, often at the point of crisis.

Stay's Outreach Team provides practical help, including sleeping bags, mobile phones, warm clothes, food and water, together with information, advice and support to access emergency accommodation and wider services. For many people, this relationship-based support helps reduce immediate risks and connect them with the right support.

Working with statutory and voluntary partners through the Rough Sleeper Task Force, the team helps people move away from rough sleeping to access the practical and specialist support they need.

We are grateful to Telford and Wrekin Council for supporting this work through the Rough Sleeper Initiative fund.

This year our Outreach Team supported:



- 358 people who were rough sleeping
- 176 people newly rough sleeping

- 69 people to access emergency accommodation
- 5 people with no recourse to access public funds



Tom's Story (name has been changed to protect privacy)

Tom had been sleeping rough for a long time.

Tom's Journey

The Outreach Team regularly spent time with Tom building trust. Practical support was provided, including a phone with a pre-loaded sim and credit, so that Tom could engage with services, along with sleeping equipment and extra provisions for the cold weather.

Having slept rough for a long time, Tom didn't feel comfortable accessing severe weather emergency provision at that stage.



The Outcome

Through regular contact and building trust, Tom eventually accepted support from services to access appropriate accommodation to meet his needs.



A Safe Place to Call Home

Intensive Housing Accommodation

This year, Stay **increased its supported accommodation from 78 to 87 units**, helping more people who are homeless access a safe and secure place to call home.

We **supported 174 people in our accommodation** during the year, a 21% increase from 2024/25. Our homes remained in high demand, with 98% occupancy, and **27 tenants successfully moved on** into private rented accommodation.

Alongside increasing the number of homes available, we continued to strengthen the support provided to tenants with more complex needs. Trustees agreed to invest in a **Dual Diagnosis Worker to provide more intensive, specialist support for tenants** facing mental health challenges, substance misuse and other complex needs.

Our Housing Team provides **person-centred, trauma-informed support** to help tenants set up and sustain their tenancy, manage finances, improve health and wellbeing, access specialist services and build skills for independent living.

Thanks to Stay 112 tenants reported an improvement in their housing situation



Each tenant receives a **holistic assessment** so support can be developed with them, based on their needs, strengths and aspirations. Alongside **one-to-one support**, we **continued to develop life skills workshops with tenants**, shaped through their feedback and focused on building confidence, wellbeing, independence and practical skills for the future.



53 tenants
reported an
improvement in
their mental
health

76 tenants
reported an
improvement in
their finances



During the year:

- 5 tenants gained employment
- 10 tenants accessed training or education
- 2 tenants started volunteering

While some of these numbers may appear modest, they represent significant achievements for tenants who have faced difficult challenges in their lives.

Moira's Story (name has been changed to protect privacy)

Moira came to Stay a couple of years ago at the age of 16. She found herself homeless following conflict with her parents.

Moira's Journey

Moira had a place to call home in Stay's all female shared house. Moira was studying at college and having a roof over her head meant she could continue her studies. Moira suffered with her mental health, however, our Housing Support Worker enabled her to access the right support. Moira received support from the Stay team on budgeting, digital skills, and applying for a grant for university.

Thanks to Stay, Moira was able to continue her studies and get a part-time job.

The Outcome

With support from Stay and other agencies, Moira was able to continue her studies and get a part-time job. This led to her being offered a place at university, with the support of a grant to help towards setting up home there.



Examples of Stay's accommodation offer



Rebuilding Lives, Resilience and Independence

The Net

The Net project, funded by The National Lottery Community Fund, came to an end in January 2026 after supporting people in crisis for 42 months.

Over its funding cycle, The Net supported 266 people and helped 127 clients access previously unclaimed entitlements, securing £1,558,814 in financial impact. This helped people increase their income, reduce financial pressure and improve stability.

The project provided flexible, person-centred support for people facing crisis, including homelessness, poor mental health, exploitation, substance misuse and financial hardship.

Although The Net has ended, the learnings from this project will continue. It strengthened partnership working, embedded trauma-informed practice and helped shape Partners for Change, a new partnership project with Shrewsbury Ark and KiP Telford, launching in 2026/27 and also funded by The National Lottery Community Fund, which will support people who are rough sleeping, experiencing homelessness or in crisis.

Following support from The Net: .



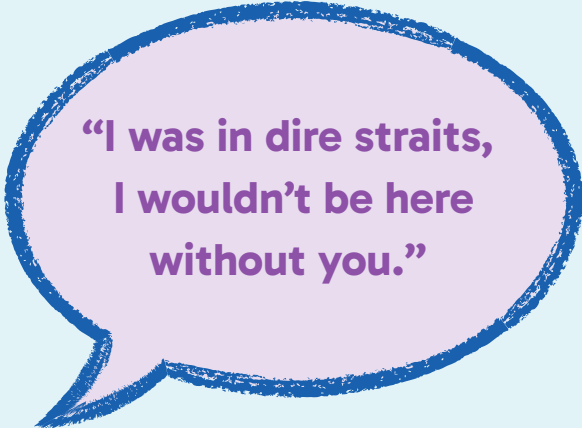
- 60% of clients reported an improvement in their finances
- 57% reported an improvement in their mental health
- 44% reported an improvement in feeling safe

- 38% reported an improvement in their social connections and support
- 51% reported an improvement in being able to manage and care for themselves and their home



Tyler's Story (name changed to protect privacy)

Tyler, who was living with permanent brain damage, was referred to Stay as he was regularly sleeping rough due to not feeling safe in his home. Tyler was struggling financially and his accommodation had no heating, was mouldy, damp, and not safe.



**"I was in dire straits,
I wouldn't be here
without you."**

Tyler's Journey

The Net Team made contact with Environmental Health Services who came out to inspect the property and found a number of concerns. They put in a homeless application due to Tyler's accommodation being unsuitable. Tyler was also supported by The Net to attend medical appointments, obtain the benefits he was entitled to and access the food bank.



**"I couldn't wish for
anything better.
I'm now getting back
on my feet thanks to
you."**

The Outcome

Interim accommodation was found for Tyler and eventually he was accepted into an over 55s scheme which gave him independent living in a supported environment.

The learning from The Net has shaped Stay's new Partners for Change project, launching in September 2026 with Shrewsbury Ark and KiP Telford

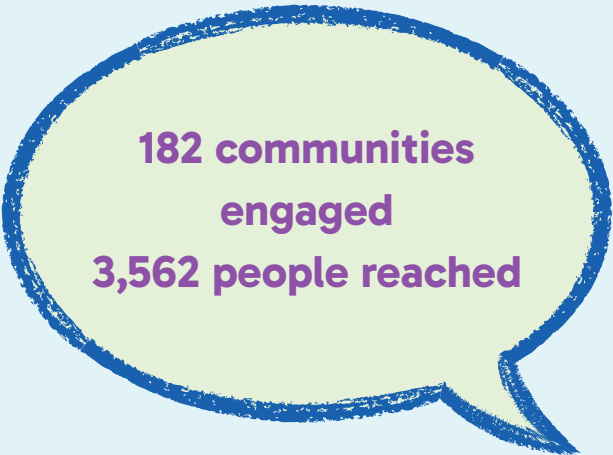
Health and Care for All Research Engagement Network (REN Project)

Stay continued to be part of the Health and Care Research for All Research Engagement Network, working with VCSE partners across Staffordshire and Stoke-on-Trent, Shropshire, Telford and Wrekin.

The programme helps widen participation in health and care research by taking opportunities into community settings and working through trusted local organisations. This helps people and communities who are often underrepresented in research to find out more, ask questions and take part where appropriate.



Helping more people have a voice in health and care research



**182 communities engaged
3,562 people reached**

Across the partnership, the programme reached new communities, delivered public-facing events, shared information about research opportunities and promoted active studies within underserved communities.

The project is funded by NHS England Research Engagement Network funding and hosted by Midlands Partnership University NHS Foundation Trust. Stay is pleased to continue as part of this partnership through further funding in 2026/27.



12 research studies promoted

Our Volunteers

Stay is extremely grateful for the valuable contribution made by volunteers during the year. In total, 11 volunteers supported our projects, tenant activities, fundraising work and governance administration. Their involvement added capacity, skills and experience to our services, strengthened governance and record keeping, and helped enhance the support available to tenants and clients.

Volunteers contributed to tenant life skills workshops, including support around gaining employment, and provided specialist input such as cognitive behavioural therapy support. These contributions were greatly valued and help strengthen the practical and personal development opportunities available to people using Stay's services.

Volunteers also played an important role in supporting fundraising and awareness-raising activity, including the Telford Sleep Out 2025 in October. The event was a huge success, attracting both public and corporate support helping to raise awareness of homelessness and rough sleeping in the local community.

The Trustees would like to thank all volunteers for their time, commitment and generosity.

Their support makes a lasting and meaningful difference to our work, adding capacity, skills and compassion to our services and helping us provide the best support possible to our beneficiaries.



Our Staff

Every day our staff show compassion, skills and resilience, often supporting people through very difficult times. Through their care and dedication they help people build confidence, become more independent and take steps towards rebuilding their lives.

Our clients and tenants are at the heart of everything we do. This year, we have continued to support people who are rough sleeping, experiencing homelessness or at risk of losing their home. We help people find safety, stability and a place they can call home.

In 2025/26, we have continued to invest in our staff through training, apprenticeships and shared learning across teams. This helps strengthen the quality and consistency of our services and ensures Stay remains responsive, person-centred and focused on achieving positive, lasting change.

We are incredibly proud of our team and grateful for the difference they make to our clients, tenants and wider community.



Fundraising that helps us go further

This year marked the first full year of our fundraising strategy, and we have made real progress in growing support for our work. We have built new relationships with local businesses, community groups and individual supporters, helping to raise both vital funds and awareness of homelessness in the Telford and Wrekin area.

This support has made a real difference. Donations, fundraising events and gifts in kind have helped us provide practical items for people who are homeless or moving into accommodation, as well as activities and opportunities that help people feel safer, more settled and more connected. Supporters have also helped us share the charity's story more widely, including through a new website and video content that champions our services and the people we support.

We are incredibly grateful to everyone who has donated, fundraised, volunteered, partnered with us or given practical support during 2025/26. Your generosity helps us go further for people facing homelessness, a life crisis and housing insecurity.



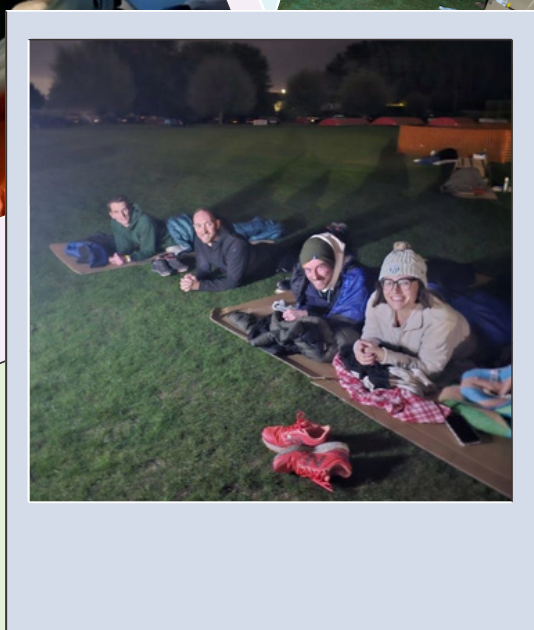
The Telford Sleep Out 2025!

In October 2025, supporters came together for the Telford Sleep Out to raise vital funds and awareness of homelessness and the realities of sleeping rough. The event helped shine a light on the challenges faced by people without a safe place to call home, while bringing the community together to support the charity's outreach and support services.

We are grateful to everyone who took part, donated, sponsored someone, volunteered or helped make the event possible. **Your support helps us provide practical, compassionate support to people facing homelessness and crisis.**



Together, supporters helped raise awareness, start important conversations and generate vital funds for Stay's work



Looking Ahead

In the year ahead, Stay will continue to build on the progress made in 2025/26. Our focus will be on providing safe accommodation, strengthening support for people facing homelessness and personal, social and financial crisis, and making sure tenants and clients have a stronger voice in shaping the services they receive.

A key priority will be the launch of Partners for Change, a new three-year project funded by The National Lottery Community Fund and delivered with Shrewsbury Ark and KiP Telford. Building on the learning from The Net, the project will provide intensive, relationship-based support for people who are rough sleeping, experiencing homelessness or in crisis.



Launching Partners for Change



Extending our accommodation offer

We will also extend our safe accommodation and support. This includes opening a new domestic abuse refuge, bringing our specialist neurodiversity accommodation scheme into full use once refurbishment is complete, and increasing accommodation for people with complex needs.

Alongside this, we will continue to invest in safe, suitable and sustainable accommodation, including through our accommodation strategy and by keeping pace with housing standards. Tenant voice and engagement will remain central to our work, helping tenants and clients feel listened to, connected and able to shape the support and services they receive.



Strengthening our tenant and client voices

Through these priorities, Stay will remain focused on preventing homelessness, responding to crisis, and championing the needs of people experiencing homelessness, domestic abuse, crisis and disadvantage.



Stay
Meeting Point House
Southwater Square
Telford
TF3 4HS

01952 291904
info@staytelford.co.uk
www.staytelford.co.uk

Charity No 1066948
Company No 03471122