

## **The MakeAChange campaign to support Plymouth's homeless is back**

Plymouth's MakeAChange campaign is back for a second year.

The campaign was launched last year to coincide with World Homeless Day to promote alternative but simple ways to make a change for Plymouth's homeless.

MakeAChange provides places for people to make a small donation as easily as possible through contactless tap-to-give points, knowing that all the money will help the homeless and tackle the complex issues behind why people become homeless.

Through the StreetLink app, people worried about someone sleeping rough can easily get information through to local teams who can provide expert help.

All people need to do is download the StreetLink app and fill in the details. StreetLink is a national organisation and exists to help end rough sleeping by enabling the public to connect people sleeping rough with the local services that can support them. <https://www.streetlink.org.uk/>

The Council commissioned the Plymouth Alliance in 2019 to bring together organisations to deliver accommodation and support to some of the most vulnerable people in the city. Services include; drug advice, mental health support, accommodation and housing support. Bournemouth Churches Housing Association, Harbour, Shekinah, the Zone, Plymouth Access to Housing (PATH), Livewell Southwest and Hamoaze head up the Alliance and work with a wider range of partners.

Councillor Chris Penberthy, Cabinet member for Housing and Co Operative Development said "We are bringing back the MakeAChange campaign this winter to make sure people know how they can help and what is available in the city to support people when they need it. It has been a tough year for everyone and we want residents to be able to directly support those that have been the most affected. Importantly the MakeAChange project allows people to access funds which extend beyond immediate homelessness to include money for travel to urgent medical appointments, out of hours food provision, securing medical prescriptions and very importantly community Christmas dinners!"

The coronavirus pandemic has put increased demands on the Council and its partners in the Plymouth Alliance to accommodate people who were homeless in the city, particularly during lockdown with the Government's 'everyone in' policy. This meant it was more important than ever that people were safely accommodated. COVID-19 meant quickly adapting our services to be able to respond differently. The Alliance increased their temporary accommodation offer so that over 70 new bed spaces were available for people in the city. Young people's services set up a house with support provided to residents, adding options for young people presenting as homeless during this period.

Mike Taylor the Director of PATH (Plymouth Access to Housing) said

“2020 has been a tough year for many people. The government’s ‘everyone in’ campaign meant local councils and their partners found rooms for many people facing homelessness. Locally, services worked together quickly to accommodate and support people, keeping them safe.

But all of us involved now need to help ensure those people have settled homes and we need to respond to all the other people becoming homeless. There’s increasing demand for accommodation and other support needs being placed on the Council and services across the city and, as winter draws in and with increased economic pressures on the city, we are expecting to continue to see a rise in those needing our support.”

The campaign website gives more information about homelessness in Plymouth, how to report someone sleeping rough and also sets out to answer frequently asked questions [www.plymouth.gov.uk/makeachange](http://www.plymouth.gov.uk/makeachange).

This year the Make A Change campaign has linked up with Geddon Plymouth another local initiative to encourage people to shop and eat at local traders. Now you directly support Plymouth businesses and donate to local people in the same place.

More locations will be going live this week, [check the website for the latest sites](#).

If you would like to sponsor or host a device please contact [community.connections@plymouth.gov.uk](mailto:community.connections@plymouth.gov.uk)

## **MakeAChange returns – Staff News TBC**

Staff in our Community Connections Team have been working with partners to re-launch the MakeAChange campaign.

MakeAChange was launched last year to support people at risk of and currently experiencing homelessness.

The campaign encourages people to make a change: either by letting the team know about anyone sleeping rough using the StreetLink app, or by donating £2 at one of the contactless giving boxes around the city.

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Find out more at [www.plymouth.gov.uk/makeachange](http://www.plymouth.gov.uk/makeachange)

## **MakeAChange Campaign to support to Plymouth's homeless is back – Email to Councillors - TBC**

The #MakeAChangePlymouth campaign is back for a second year.

Launched in October to coincide with world homeless day it encouraged people to make a change: either by letting the Community Connections team know about anyone sleeping rough using the StreetLink app, or by donating £2 at one of the new contactless giving boxes.

Staff have been working hard to get sponsors and hosts for each the tap-to-give boxes, enabling the £2 donations to go wholly and directly to Shekinah, PATH and Plymouth Soup Run.

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provided to residents, adding options for young people presenting as homeless during this period.

If you know an organisation who may want to host or sponsor a box please email [CommunityConnections@plymouth.gov.uk](mailto:CommunityConnections@plymouth.gov.uk)

Find out more about the campaign at [www.plymouth.gov.uk/makeachange](http://www.plymouth.gov.uk/makeachange)