

# HELPING MORE PEOPLE



Shelter



## ABOUT SHELTER

Shelter is a charity that works to alleviate the distress caused by homelessness and bad housing.

We do this by giving advice, information and advocacy to people in housing need, and by campaigning for lasting political change to end the housing crisis for good.

## WHAT DOES SHELTER DO?

### Help and advice

Shelter provides free, confidential advice to people with all kinds of housing problems through our online housing information and our face to face local services.

### Fighting for change

Shelter tackles the root causes of bad housing by lobbying government and local authorities for new laws and policies, and more investment, to improve the lives of homeless and badly housed people.

Our influential campaigns bring aspects of bad housing to the attention of the media and the public, who help us fight for solutions.

### Informing professionals

As a leading expert on housing in Britain, we develop practical solutions to address the housing crisis. We also work in conjunction with the housing sector to promote good practice, publish reports, and deliver professional training.

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### Disclaimer

To protect the identity of Shelter clients, names have been changed and models may have been used in photographs

# WHY SHELTER

## A WORD FROM OUR CHIEF EXECUTIVE

**This has been a really tough year. People across the UK are facing one of the bleakest housing situations in many years.**

Buying a property is almost out of the question for anyone who can't afford a deposit – which means more people are now living in private rented accommodation – and as demand for rented property keeps rising, the price of renting is going through the roof.

Further benefit cuts are also beginning to hit, and we're hearing from more and more people who are desperately trying to find the means to pay for their home. With little remaining of the housing safety net, over one in three people are now cutting back on essentials like food to be able to afford their housing costs.

Government cuts have had a profound effect on Shelter too. We've lost a lot of our Legal Aid funding, leading to the closure of one third of our face-to-face advice services in England.

Yet thanks to our dedicated staff and the wonderful people who give their time and money to Shelter, we've also been able to do some great work this year. And amazingly, given all the challenges we've faced, we've still been able to help more people than ever before.

Over 3.5 million people received help from Shelter in 2012-13 – through our advice and support network of services, our helplines and our websites in England and Scotland.

We're here so no-one has to face bad housing or homelessness on their own.

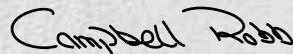
With the need for our services greater than ever, we're making sure we're equipped to help even more people in the years ahead.

We're re-designing our advice and support services in England so we can offer a more integrated service from now on. When people are facing perhaps the most worrying times they may ever have to go through, we'll be there with the free expert advice and support they need.

Being able to get timely, good, sustained and independent housing advice and support can change people's lives.

The thousands of donations we receive each year give us the independence and freedom to speak out and campaign on behalf of those we're here to help and in pursuit of our vision of a home for everyone. In the last year we've fought and won important battles on behalf of our clients in Scotland and England to preserve key elements of the housing safety net. Private renters have a genuine and powerful voice, ours. Housing and house building is a key political theme, exactly as we wanted it to be. We've done this with conviction but always with evidence and solutions, which is why at the highest levels we command respect and attention.

I hope you find this report informative and inspiring and that you share this information with your friends, family and anyone you know who is in housing need. Because when you see what we do, why it matters, and the huge difference it can make to people's lives, maybe you'll also see how you can help us to help more people.



**Campbell Robb**  
Chief Executive

Over **3.5 million** people received help from Shelter in 2012-13 – through our advice and support network of services, our helplines and our websites in England and Scotland.

# WHY NOW

## A WORD FROM OUR CHAIR

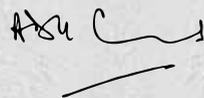
**This Impact Report focuses on the first year of Shelter's new three year strategy. We've spent a large part of the year developing this strategy and making sure we can fund it.**

We knew we needed to be able to help more people than ever before, campaign to protect the housing safety net and campaign for more and better housing for all – and especially to secure an increase in affordable housing.

There have been many challenges in the past year, including the substantial changes to Legal Aid funding. But we've achieved what we set out to do. We've helped more people and secured changes to the housing safety net. We've campaigned vigorously on many fronts, particularly about rogue landlords, and to make sure the growing numbers of households in the private rented sector have more protection.

Achieving all of this meant we needed to increase our fundraising. And in particular, it required the continued dedication and professionalism of all Shelter staff – while many were facing uncertainty about their futures due to funding cuts. Despite these difficulties we've maintained a strong financial position. So we can plan for the future with confidence.

On behalf of all the Trustees I pay tribute to the devoted service of the CEO and all Shelter staff. In the course of the year we said goodbye to Hugh Norton, who served on the Trustee board for nearly nine years, including periods as Vice Chair and as acting Chair. The reforms to our governance which have placed us in a strong position were greatly due to his leadership and to his wise advice given selflessly over the period of his trusteeship. We also welcomed two new Trustees who bring substantial business experience to our board: John Devaney and Tony Rice.



**Prof. ADH Crook, AcSS**  
Chair

We knew we needed to be able to help more people than ever before, campaign to protect the housing safety net and campaign for more and better housing for all – and especially to secure an increase in affordable housing.

# PREPARING FOR

# THE STORM

We knew that things were going to get tougher. Tougher for people facing bad housing and homelessness – and tougher for us as a charity. So in 2012 we launched a new three year strategy to help us help more people in housing need than ever before.

Guided by our seven strategic aims – and thanks to our many supporters – this is just some of what we have achieved this year.

## 1. HELPING MORE PEOPLE, SUPPORTING MORE FAMILIES

No matter what challenges we're facing, we are determined to help even more people facing bad housing and homelessness, whatever their situation.

- Despite having to close one third of our face-to-face services, we've helped more than 61,000 people – which is more than we thought we'd be able to.
- In Scotland, we launched the Safe and Sound project in Dundee to help young people faced with homelessness.
- In Bristol and Sheffield we got more Local Authority funding to work with families at risk of homelessness.

## 2. INCREASING THE CAPACITY OF OUR WEBSITE AND HELPLINE

Our free helpline and advice pages are there to help people before problems escalate out of control.

- There were 3.2million visits to the Get advice pages of our England website last year – a 52% increase on 2011/12.

- There were nearly 600,000 visits to the Get advice pages of our Scotland website – a 35% increase on 2011/12.
- We answered 83,000 calls and emails in England – a 25% increase on 2011/12.
- In Scotland our advice services helped 12,872 people – a 29% increase on 2011/12.

## 3. CREATING INTEGRATED ADVICE AND SUPPORT HUBS IN AREAS WHERE THE NEED IS MOST

Being passed from pillar to post isn't helpful when you desperately need advice. So we're creating hubs where people can get the help they need – on everything from housing and debt through to family and legal support – in one building.

- We're piloting our hub approach in Birmingham and so far, it's working well.
- We're also working to grow and integrate our services in London, where we are implementing new Legal Aid contracts in Hackney, Islington and Newham and a pan-London advice contract funded by London Councils.
- In Scotland we have hubs in Edinburgh, Glasgow and Dundee and we're looking to secure a property for a new hub in Aberdeen.

#### **4. PUTTING OUR HOUSING CRISIS BACK ON THE NATIONAL AGENDA**

We are fighting nationally and locally for policies and public services to stop people from becoming homeless or forced to live in bad housing.

- In England, continued campaigning to protect the Housing Safety Net has secured significant government concessions across many policy areas.
- In Scotland, after ten years of campaigning and planning, the 2012 Homeless Commitment became a reality. This makes Scotland the first nation in the world to give every unintentionally homeless person the right to a home.
- Affordable housing investment featured prominently in announcements by both the Scottish Government and UK political parties, and the Rt Hon Alex Salmond MSP delivered the first ever Shelter Scotland lecture in the autumn of 2012.

#### **5. GENERATING MORE INDEPENDENT INCOME**

There is so much work for us to do – but we can only do it if we have a steady stream of income that allows us to plan.

- Our amazing supporters donated more than £26m.
- We've opened 31 new shops.
- We have teamed up with new commercial partners like British Gas, Fujitsu, KPMG and Spareroom.com who've pledged to give us £4.8m over five years.
- Another hugely valuable aspect of the support we receive from our commercial partners is specialist input and help that we wouldn't be able to afford otherwise. This includes retail support, outcomes measurement, campaigning, influencing and advertising. It helps us to deliver more as an organisation and reach out even more effectively.
- We're making it easier to donate by text and online.
- Huge support from the Big Lottery Fund and charitable trusts, often pledged over several years, has let us plan and deliver exciting new projects.

#### **6. INVESTING IN SHELTER'S PEOPLE AND INFRASTRUCTURE**

It's been a difficult year of reorganisation. But even while our new teams have been settling in, they have been achieving remarkable things.

- We've installed new technology so that we can reduce admin time and connect helpline users to the right advice more easily.
- We've restructured our face-to-face advice services to give clients integrated advice, guidance and support.

#### **7. FOCUSING ON OUR OUTCOMES**

We're getting even better at measuring the effect of our work. So we can show exactly how we use donations, and how wise our spending is.

- Our research team have developed a range of indicators to measure the impact and outcomes of our advice and support work as well as exploring options around how we are rated by the key audiences we work with and tracking the awareness of Shelter with the public.
- Standard Life are funding external research into how people experience our face-to-face services, and we'll use it to make improvements.

# WHAT WE'VE DONE

## HIGHLIGHTS FROM THIS YEAR

Despite challenging times, our fantastic teams have achieved some remarkable things this year. We've helped 3.5 million people via our advice and support centres, our helplines in England and Scotland and the digital advice we offer online.

We've also campaigned for better conditions for renters and for more homes to be built – and we've successfully lobbied government to change laws.

## A NEW APPROACH TO PRIVATE RENTING

There are now more than nine million people who rent their homes privately in England. The number renting privately has increased by 69% in ten years – and one-third of private renters are families with children.

Private renting is not set up to provide permanent homes. Rented homes offer little stability for families, with six month or one year contracts the norm. Renters have little warning of rent rises or eviction – which means that families often have to move, sometimes away from their networks, which prevents them from putting down roots.

In 2012, we proposed a new form of tenancy for England. The Stable Rental Contract will offer renters the chance to put down roots, knowing that they can stay in their home for five years if they want to. Jones Lang LaSalle carried out research for us to show that longer tenancies would actively support landlords' business models.

And already we've seen some strong results – a number of landlords have begun to offer longer tenancies, and some politicians have realised that renting has to change if it is to provide homes fit for families and their futures.

And in Scotland, we launched our Rethink Renting campaign to propose longer tenancies fit for families – as well as smarter regulation of landlords and letting agents.

We've also worked hard this year to improve the quality of rented homes. Many landlords provide perfectly reasonable accommodation, but a significant minority make their tenants' lives miserable – either through appalling behaviour or by refusing to fix damp and rundown accommodation. This can have a devastating effect on the health and wellbeing of families and particularly children.

Evict Rogue Landlords has been one of our most successful campaigns in England. It encourages local authorities to get tough on rogue landlords, prosecuting those who fail to comply with the law. Because of our campaigning last year, successful prosecutions of rogue landlords rose by 77%.

We also supported the Mayor of London's decision to set up a London Rental Standard to encourage consistent, professional standards from landlords and letting agents. Currently a quarter of Londoners rent privately, and that figure is set to rise to one in three by 2020.





## JOANNE'S STORY

JOANNE'S LANDLORD REFUSED TO FIX DAMP, A SHOWER THAT DIDN'T WORK AND BROKEN WINDOWS. WHEN THE COUNCIL INSPECTED, THEY CONDEMNED THE PROPERTY. THE LANDLORD THEN EVICTED JOANNE AND HER CHILDREN AND REFUSED TO RETURN HER DEPOSIT.

OUR LAWYERS TOOK LEGAL ACTION AGAINST THE LANDLORD AND JOANNE WAS AWARDED £16,000 IN COMPENSATION.

## JENNY'S STORY

**JENNY'S LANDLORD LET HIMSELF INTO HER PROPERTY REGULARLY AND THREATENED TO THROW HER OUT WHEN SHE COMPLAINED.**

**AT THE END OF A 30-MINUTE CALL, WE PUT HER IN TOUCH WITH HER LOCAL COUNCIL AND A COMMUNITY LAWYER, WHO STOPPED THE ILLEGAL EVICTION.**



## IT'S YOUR DEPOSIT

We've been raising awareness of Tenancy Deposit Schemes in England and Scotland. It's where a deposit on a rented property is kept in a protected bank account. The scheme protects tenants from having their deposits withheld without good reason.

As a result of our campaigning, we're giving a lot more advice on deposit protection – calls to our helplines about deposit protection rose by 80%. Our online tenancy deposit checker, which was a key tool in this campaign, has been used by more than 50,000 people.

The campaign has been successful – but even so, our research shows that 30% of renters still aren't aware of Tenancy Deposit Schemes.

In July last year a Tenancy Deposit Scheme launched in Scotland, after almost a decade of campaigning by Shelter Scotland.

## RECLAIM YOUR FEES

Thanks to our campaigning, the Scottish Government passed new rules to make it easier to enforce 30-year-old laws that outlaw letting agent fees.

Shelter Scotland launched [reclaimyourfees.com](http://reclaimyourfees.com) – our online toolkit to help people get back the unlawful fees they've paid. Nearly 4,000 letter templates have been downloaded – and £200,000 has been reclaimed.

## HOUSEMATE FOR IPHONE

In September 2012 Shelter Scotland, sponsored by property services group, Orchard & Shipman, launched the Housemate application for iPhone to help new renters create a digital record of a property's full contents and their condition; which in turn can help to protect their deposits.



## HELPING PEOPLE ON BENEFITS TO RENT

Buy to let mortgages often come with restrictions that prevent landlords from letting to people who are on benefits. We worked with Lloyd's Banking Group and Nationwide to remove the restriction from their mortgage contracts. We believe this could make finding a home easier for 500,000 people.

## SAFE AND SOUND

In Dundee, we've partnered with Relationships Scotland to set up a project to help young people who face homelessness because of problems with their families. We're now there with support – including family mediation – that's designed to stop young people running away from home.

## CHANGES TO SUPPORT FOR HOUSING COSTS

Since April, many people who have more bedrooms than the new rules allow have had their housing benefit reduced. Our lobbying secured exemptions for foster carers and parents with adult children in the military.

## **A CHRISTMAS CARD TO DAVID CAMERON**

Our 2012 Christmas campaign highlighted the fact that 75,000 children woke up in temporary accommodation and bed and breakfasts at Christmas – which means they were officially homeless. More than 12,000 Shelter supporters signed a Christmas card, to the Prime Minister, demanding he take action to find permanent housing for children in England. More than 43,000 people pledged their support in donations for our campaign, making it our most successful on record.

## **A LETTER TO SANTA**

In Scotland, Housing Minister Margaret Burgess met campaigners at the Scottish Parliament to accept more than 2,000 letters to Santa. They asked for every homeless child to be guaranteed a bed of their own, space to play and do homework – and the promise of a permanent home.

## **OUR SHELTER SOLICITORS**

Nigel Parkinson manages the team of Shelter solicitors in London.

He says: “We help in all kinds of situations from huge cases that go all the way through to the European courts, and have law-changing implications, through to the more day-to-day cases that have a massive impact on individual families.

“As much as we can, we plan our day so we have time to do the paperwork and research needed to support each case.

“But if an emergency comes through the door – like an eviction notice – then we will make that a priority.

“We care a lot about what we do and being able to make a positive impact on our clients’ lives.

“The cuts to Legal Aid are making it harder for us to be able to help. But we’re doing what we can with the resources we have available to us.”

## **CLAIRE'S STORY**

**CLAIRE'S LETTING AGENCY REFUSED TO RETURN A HOLDING DEPOSIT.**

**SHE USED LETTER TEMPLATES FROM SHELTER SCOTLAND'S RECLAIM YOUR FEES WEBSITE AND CALLED OUR HELPLINE. THE LETTING AGENT REFUNDED THE TOTAL £355.**



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The number of households found to be homeless increased by **5%** in England in 2012/13.

In England, more than **55,000** households were living in temporary accommodation at the end of March 2013.

**32,300** homes were repossessed across the UK in 2012/13.

**17.4%** of households in England are living in the private rented sector.

**1.8 million** households were on the housing waiting lists in England at the 1st of April 2012.

**Sources;**

Repossessions – Council of Mortgage Lenders  
All other figures – Department for Communities and Local Government

**For more housing facts and figures, visit our website;**

[shelter.org.uk/campaigns/why\\_wecampaign](http://shelter.org.uk/campaigns/why_wecampaign)

**WHAT**

**WE'RE DOING**



**NOW**



## HELPING MORE PEOPLE

**2012/13 saw a 47% increase on the number of people coming to us for help. We believe that in 2013/14 we'll see that figure rise even higher, with more and more people across Britain struggling to find and keep a decent home. That's why we not only need to maintain, but increase our capacity to help more people through our advice and support network, our helplines and our digital advice services.**

## REDESIGNING OUR SERVICES

We'll be driving forward our work to create integrated advice and support services where people need it the most – and delivering it in a way that is best for them. What we've learned from our pilot hub in Birmingham will help us tailor our approach in different cities across England in 2013/14.

## RAISING AWARENESS, RAISING FUNDS

As statutory funding declines, we're even more reliant on voluntary income and commercial support to boost our capacity to fund and resource new and existing services. In 2013/14 we will be working hard to make sure that everyone, including donors and commercial partners, are aware of what we do and the critical role we continue to play in society.

## KEEPING HOUSING ON THE NATIONAL AGENDA

We've to make sure that homelessness and the lack of affordable homes stay high up on the national agenda. Too often losing your job means losing your home, and people renting are struggling with increasing prices and poor conditions. We're already making a big difference and we'll continue to campaign until everyone has a home.

## OUR PILOT HUB, BIRMINGHAM

Until recently, Shelter Services have been funded largely by contracts from central and local government. This means we've designed our services to meet the requirements of our funders as effectively as possible, while giving the best possible service to our clients.

However, we haven't been able to join up all our different services so we can help clients through any or all of them. Staff working on one contract would not necessarily be able to offer any other kind of service to a client.

What we're now piloting in Birmingham is a much more integrated way of giving people access to our advice and expertise. Our aim is that our new Hubs will ensure there is "no wrong door" for clients looking for help.

If someone comes for a particular type of advice to our Birmingham hub, but it turns out they need other kinds of support and information, we are piloting ways of working to be sure we can offer them a joined up service.

Hub manager Belinda Hoste said: "We're still refining our processes and getting everything right. We're also planning to extend the waiting area and introduce more meeting rooms – but so far, it's going well. We'll be carrying out a review later in the year to analyse very carefully what the real impact of the Hub has been."

We will then be rolling out what we've learned to our services nationwide.



# WE COULDN'T HAVE DONE ANY OF THIS WITHOUT YOU

Our supporters are the heartbeat of Shelter. Without them, we wouldn't be able to achieve most of what we do. There are hundreds of thousands of amazing people out there, who continue to support us in a variety of ways.

They're the people who run up buildings, take part in marathons, give us part of their salary every month, attend our events like Stand Up for Shelter, and volunteer in our shops and services.

They are the companies who don't just fundraise for us, but offer us free support, helping us to create strategies to increase our capacity, reach and expertise in a way that we could never do on our own.

They are our Trust, Foundation, grant and Big Lottery supporters who allow us to plan new and exciting projects through sustainable grant and Foundation funding.

Our supporters make us who we are and help us to grow and prosper. Without them we would not be able to do what we do.

## THANK YOU TO EACH AND EVERY ONE OF YOU.

### A special thank you to...

Affinity Sutton  
Andy Green  
Baroness Ruth Rendell  
BBC Children in Need Appeal  
Berkeley Foundation  
Big Lottery Fund  
British Gas  
Building Societies Trust Limited  
Chris Ingram  
DG Charitable Trust  
Esmée Fairbairn Foundation  
Freshfields Bruckhaus Deringer LLP  
Fujitsu UK  
Gateway Housing  
Guy Morton  
Hunter Foundation  
Ingram Trust  
KPMG  
Legal & General

L&Q Housing Association  
Marks & Spencer  
Nationwide Building Society  
Oak Foundation  
Orbit Group East & South  
Sanctuary Group  
Spareroom.com  
Standard Life  
Standard Life Charitable Trust  
Thames Valley Housing Association  
The Co-operative Group  
The London Marathon Ltd  
The Royal Institute of British Architects  
Tower 42  
Trust for London  
Volant Trust  
Zochonis Charitable Trust

Over **64,000** new  
supporters joined us  
this year on our mission  
to help more people.

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Almost **2,000** people took part in our challenge events, including Vertical Rush.

Four new commercial partners joined us. British Gas, Fujitsu, KPMG and Spareroom.com are now helping us to grow.

We've had our most successful Christmas campaign ever, raising **£2.3m**.

We had over **1,000** amazing people volunteer with us in our Shelter shops and across our network of services.

Thames Valley and L&Q Housing Associations led an appeal to help fund housing advisors for Shelter following cuts to Legal Aid funding. Thanks to their initiative and many other's generous support we raised over **£300k** to support essential advice services over the next 2 years.



# HOW CLOSE TO HOME IS THIS FOR YOU?

In April, we carried out research that showed eight million people across Britain are just one payday away from not being able to pay their mortgage or rent.

One in three workers would be able to limp by for a month without pay. But 4.4m people wouldn't be able to pay their rent or mortgage at all if they lost their job and couldn't find another one straight away.

There isn't a "type" of person that's affected by bad housing and homelessness. It can happen to any of us.

We need to put pressure on the government to build more homes. We need to fight unfair laws. We need to make housing a real issue at the next election. We need to be there with expert advice when people are facing desperate times and before it significantly affects their futures.

We're here so no-one has to face bad housing or homelessness on their own.

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If you, or anyone you know needs advice, visit [shelter.org.uk/advice](https://www.shelter.org.uk/advice) or call Shelter's free housing advice helpline on 0808 800 4444.

# WAYS THAT YOU CAN HELP OR GET INVOLVED



Our 2012 Christmas card to David Cameron signed by over 12,000 supporters

Your support helps us achieve so much, and there are many ways for you to get involved. These are just some of them. If you'd like to find out more, please visit [shelter.org.uk/get\\_involved](http://shelter.org.uk/get_involved)

## GIVE

You can set up a direct debit, make a single gift, set up a regular gift through your work payroll or leave a legacy gift. [shelter.org.uk/donate](http://shelter.org.uk/donate)

## CAMPAIGN WITH US

Help us to fight for change to end the housing crisis for good. [shelter.org.uk/campaigns](http://shelter.org.uk/campaigns)

## BE A FAN

Facebook.com/ShelterUK  
Facebook.com/ShelterScotland

## FOLLOW US

@shelter  
@shelterscotland



Shelter Mates Group in Sheffield

## CORPORATE SUPPORT

We can help partner with you to achieve your business and CSR objectives. Working with Shelter is an excellent opportunity to partner a leading, highly respected charity brand and help even more people find and keep a home. [corporate@shelter.org.uk](mailto:corporate@shelter.org.uk)

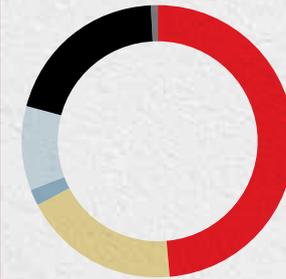
## SHELTER SHOPS

Your unwanted or unsold clothes, books, DVDs and knick-knacks are always very welcome at our shops. And if you have time to volunteer, that would be fantastic too. Visit [shelter.org.uk/shop](http://shelter.org.uk/shop) to find your nearest shop.

## OUR FINANCES

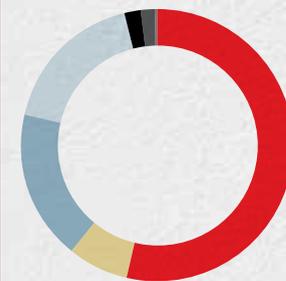
Your money is only invested in work that makes a positive and lasting difference to the lives of the people we help and we keep our support costs as low as possible. The diagrams below give an overview of our income and expenditure in 2012/13.

These figures represent our work across England and Scotland and are extracted from our annual report and accounts for 2012/13 which can be downloaded from our website.



## INCOME

● Voluntary income	£26,067,000
● Shelter shops	£9,942,000
● Training courses	£1,136,000
● Legal services contracts	£5,271,000
● Grants	£10,728,000
● Other	£393,000



## EXPENDITURE

● Housing and legal services	£31,592,000
● Research, digital advice & campaigning	£4,255,000
● Fundraising	£10,447,000
● Shelter shops	£10,331,000
● Training	£1,047,000
● Publications	£947,000
● Governance	£167,000

**We're here so no-one has to face bad housing or homelessness on their own.**

If you, or anyone you know needs advice, visit **shelter.org.uk/advice** or call Shelter's free housing advice helpline on **0808 800 444**

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Registered charity in England and Wales (263710)  
and in Scotland (SC002327)

Shelter