Meeting homelessness targets and offering choice

Camden

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Understanding the challenge

- What do we mean by choice?
- What are the targets?
- What can be done to ensure choice does not hamper meeting targets

Choice

- Not the same as supermarket consumer goods
- Part of a ‘deal’
- You can identify the ‘symptoms’
  - Advertising
  - Marketing
  - Right to refuse
- But has a wider dimension
  - Tough choices
  - Lack of preferred options
  - Governing role (place shaping and worklessness)

Targets

- Meeting national priorities
  - Length of stay in hostels
  - Halve use of TA
  - SP targets
  - Empty properties
  - Prevention of homelessness
- Also getting people into work and every child matters
- Local targets that push services in right direction
  - Repeat homelessness
  - Use of private sector
  - Pathways and constructive interviews

What Camden does

- Choice-based letting (web and direct mail adverts as well as paper)
- Unlimited bids for all
- Personal check-up service
- Pathways approach
- Immediate help and support with options and advice
- Prevention / overcrowding work
- It’s not about queuing for a Council flat it’s about getting on with your life in the best way possible