Help connect more rough sleepers to help

Tonight, at least 2,700 people will sleep on our streets. Not only is this dangerous but they will also risk harming their health.

Many people won't know where to turn for help and the longer they spend out the worse their problems will become.

StreetLink aims to ensure more rough sleepers are connected to local support but we need your help to make this happen.

About us

StreetLink is a website, mobile app and phone-line available across England and Wales. It enables you to alert local authorities or homeless services about rough sleepers in your area and is a practical step the public can take to help connect rough sleepers to support.

How does it work?

The details you provide are sent to the local authority or services. A few days later, we follow up your report to find out what happened and can give you an update if you want one.

Since launching in December 2012, public alerts to StreetLink have led to more than 14,000 people being put in touch with help, including more than 2,500 supported into accommodation.

Where you come in

The more people know about StreetLink, the greater the chance people sleeping rough will be found and helped tonight. You can make a difference by using the resources in this pack to help spread the word.

Street Link

Connecting rough sleepers to local services
www.streetlink.org.uk

Four ways to make a difference

Word of mouth

Personal recommendations are often the most powerful. Tell your friends and colleagues about the service and how quick and easy it is to use.

Social media

Follow us on Twitter @Tell_StreetLink and like us on Facebook.com/TellStreetLink.

Use the ready-made copy in this document to tell your friends and followers about StreetLink.

Email, newsletters and website

Use the ready-made copy in your email communications, newsletters and on your website. You can also use our logo or web button to link to the StreetLink website.

Poster/business card/leaflet

Put up a StreetLink poster in your service or around your community. You can also hand out the StreetLink business card and information leaflet to your clients and at events.

We know from research that messages about the barriers and the dangers of homelessness and rough sleeping are most motivating to people, whereas messages about scale are less impactful (unless portrayed at local rates).

- o **Simple** – Messages should emphasise how easy it is to use the service.
- o **Urgent** – Provide a sense of urgency in order that people feel inclined to act upon it.
- o **Effective** – Emphasise the impact that personal action can achieve.
- o **Inclusive** – Language should not create a sense of 'us' and 'them' and should appear to be supporting and inclusive.

Ready-made text

Description of StreetLink

StreetLink is a website, mobile app and phone-line available across England and Wales which enables the public to alert local authorities about rough sleepers in their area. This service offers the public a means to act when they see someone sleeping rough and is the first step someone can take to ensure rough sleepers are connected to the local services and support available to them.

If you see someone sleeping rough, visit www.streetlink.org.uk, download the free mobile app for Apple and Android, or call 0300 500 0914.

Short calls to action

- Help connect rough sleepers to local services. Contact StreetLink via www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.
- If you're concerned about someone sleeping rough, get in touch so we can connect them to local services. Visit www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.
- Contact StreetLink to help connect someone sleeping rough to local services. Visit www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.

Longer messages

- Anyone can become homeless, but you can help protect people from the dangers of rough sleeping by connecting them with local services. If you know about someone sleeping rough send an alert via www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.
- Sleeping rough is not only dangerous but can also have a long-term effect on your health. You can help people in this situation by connecting them with local services. Send an alert to StreetLink via www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.
- Have you ever wanted to help someone sleeping rough, but not known the best thing to do? Contact StreetLink and help connect vulnerable individuals with local services. Visit www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.

Newsletter copy

According to Government statistics at least 2,744 people will sleep rough tonight in England. Anyone can become homeless, and sleeping rough is not only dangerous but can also have a long-term effect on an individual's health.

We know that many people want to help rough sleepers but don't know the best way to do this. That's why we are pleased to support StreetLink, a phone-line, website and mobile app which allows the public to take action and help connect rough sleepers to the local services and support available to them.

StreetLink works; in its first two years, public alerts to StreetLink led to almost 14,000 people being found and connected to local services, with more than 2,500 helped into accommodation.

It's easy to use and just a few minutes can help turn someone's life around. Next time you see someone sleeping rough, send an alert via www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.

Facebook copy

We are supporting StreetLink, a website, mobile app and phone-lone which allows the public to quickly and easily connect rough sleepers with local advice and services. Next time you see someone sleeping rough send an alert to StreetLink via www.streetlink.org.uk, download the free mobile app or call 0300 500 0914.

Tweets

- 2,700+ people will sleep rough tonight. If you see someone tell #StreetLink via www.streetlink.org.uk or call 0300 500 0914

- Next time you see someone sleeping rough let us know via www.streetlink.org.uk or download the free mobile app

- Have you used #StreetLink to help a rough sleeper? Please spread the word so others can too. www.streetlink.org.uk

- Want to help someone sleeping rough but don't know how? Call #StreetLink on 0300 500 0914 and connect them to local services

- Don't walk past someone sleeping rough. Tell #StreetLink via www.streetlink.org.uk or use the app to connect them to the help they need

- I've just helped someone sleeping rough by contacting #StreetLink. Download the free mobile app and help tackle homelessness.

- Tweet a good deed | Tell someone about how they can connect #roughsleepers to local help via www.streetlink.org.uk

Frequently asked questions

How does StreetLink work?

The details provided by a member of the public will be sent to the local authority, so they can help connect the person to local services and support.

The person reporting the problem will receive details of the action the local authority normally takes when they are told someone is sleeping rough. StreetLink will also contact the council within 10 working days to find out what has happened as a result of the alert and, if requested, provide the person who made the report with an update.

Should I ask people about their situation?

There's no need to approach someone you don't know to ask about their situation. This is the job of the local services. All you need to do is contact StreetLink and provide as much detail as you can.

What about someone I've seen sleeping rough for a long time?

Some people may have a longer history of rough sleeping, be known to local services and may require longer term support to help them leave the streets. This can include people who suffer with mental health issues or who cannot access services in the area in which they are rough sleeping.

You should still use StreetLink if you are concerned about someone. Though it may take longer for you to notice anything changing, your contact will at least ensure they are known to the local authority.

Are all people I see on the streets sleeping rough?

Some people who appear to be sleeping rough may be engaged in street activities, such as drinking or begging, but in fact have somewhere to stay.

This doesn't mean your alert to StreetLink is wasted: It's always better to get in touch about someone you think may be rough sleeping, so that local services can provide support if needed.

How do I contact StreetLink?

There are three ways you can tell us about someone sleeping rough:

1. Visit www.streetlink.org.uk, click 'Tell us about a rough sleeper' and fill in as many details as you can.

Street Link

Connecting rough sleepers to local services
www.streetlink.org.uk

2. Download the mobile app (available for free from the iTunes and Google Play stores) and follow the same steps as the website.
3. Call 0300 500 0914.