A year ago, when I was composing the foreword for our 2021 report, I recall being filled with both pride and optimism. Pride at the incredible work that our teams were doing throughout the pandemic and of the individuals we’d been able to support and optimism that we were seeing the first glimmers of recovery post COVID-19. It seemed the world was indeed finding a way to ‘live with COVID’, and that an extended period of uncertainty, fear and, at times, panic was coming to an end.

Little did I know that a year later we would be faced with yet further uncertainty, fear and panic – now in the form of the cost-of-living crisis. This report highlights the impact we’ve been able to make during this period, which covers the end of the pandemic and the start of the sharp rise in the cost of living that is impacting all of our lives.

However, given all of this, I continue to be assured by the nation’s ability to innovate and adapt by creating new initiatives in response to world events and by the positive legacy that we, at LHA London, are focused on building.

With that in mind, I’m immensely proud of our achievements over the last year and want to thank everyone who has been involved. We will continue to strive to support more young people and to have a greater impact through our places, programmes and activities.

For more information, please contact annualreport@halondon.com

Chief Executive and Company Secretary
We firmly believe **everyone** should be able to follow their dreams. The cost of accommodation should never be a barrier to a young person being able to study or work, and that no one should have to live in poverty in order to achieve their goals.

As a charity, we operate 13 hostels in the heart of one of the world’s most diverse and energetic cities, and we provide a central and safe base for young people to ‘Live their London Life’. Our 14th hostel in Hounslow is currently under development review.

We believe London is the place to be for work, study and have adventures. From the hottest bands to the coolest bars, the finest galleries to the most amazing views, London is exciting, inspiring and, at times, moving. We offer a wide range of accommodation in some of the best central locations and attractive all-inclusive rates.

However, we offer so much more than just a place to stay. We create safe and relaxed living environments whereby all young people can live the life they want. We also help young people to make new connections, learn about different cultures and create lasting memories.
LHA People Values

Our people values are at the heart of everything we do and critical to the continued growth and success of LHA.

Supportive
We encourage ourselves and those around us to overcome challenges

Open and Honest
We are open to all and believe everyone should be able to express their views

Welcoming
We act with integrity in everything we do

Professional
We take ownership when we should

Passionate
We are passionate about delivering an exceptional residents experience

Knowledgeable
We take pride in our expertise
As a charity, we are determined to be a driver of social benefit by providing young people with affordable, safe and secure accommodation in London. Following our first Social impact report in 2021, we have looked more closely at how we view and measure social impact. Our overall ambition is to ensure we generate positive social impact through all of our places, programmes and activities. At the same time, we also want to acknowledge that we have a greater social impact through some of our more focussed programmes and activities, which are defined below.

For our first report, we designed a theory of change that has enabled us to articulate and measure the social impact and the outcomes achieved through our core activities.
Our Social Impact

Accommodation young people can afford makes Central London more accessible to all young people, sustains diverse communities and enables sustainable livelihoods.

Our Outcomes

Through our places, programmes and activities, we create environments where people gain new experiences, foster friendships with one another, improve their well-being and develop a sense of belonging.
The Measurement

In this year’s report, we wanted to look more closely at the overall sentiment of people’s responses to our social impact survey. In order to support our future activities, we wanted to better understand where our opportunities are to grow and improve our social impact. In this report, we have included the percentage of positive responses to questions (for comparison to last year) and have also applied the Likert scale to responses to gain a better understanding of how respondents feel overall.

We have used the below summary table to interpret the scores:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>67–100</td>
<td>Strive &amp; Celebrate</td>
</tr>
<tr>
<td>51–66</td>
<td>Monitor to Further Improve</td>
</tr>
<tr>
<td>34–50</td>
<td>Improve to Monitor</td>
</tr>
<tr>
<td>0–33</td>
<td>Focus to Improve</td>
</tr>
</tbody>
</table>
Our Year at a Glance

- **Project 25**
  - People: 8
  - Overnights: 1,129

- **Repurposing**
  - People: 565
  - Overnights: 25,325

- **Collaborations**
  - People: 15
  - Overnights: 1,046

- **LHA Fund**
  - People: 693
  - Projects: 11

- **Rewards**
  - People: 1,403
  - Overnights: 136,418

- **Volunteers**
  - People: 395
  - Overnights: 43,680

- **Staying @ LHA**
  - People: 9,044
  - Overnights: 512,714
### Our Year at a Glance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIQUE ENQUIRIES FOR ACCOMMODATION</td>
<td>16,168</td>
</tr>
<tr>
<td>OF RESIDENTS EARNING THE LONDON LIVING WAGE OR BELOW</td>
<td>64%</td>
</tr>
<tr>
<td>AWARDED IN GRANTS AS PART OF THE LHA FUND</td>
<td>£276,810</td>
</tr>
<tr>
<td>OF YOUNG PEOPLE BENEFITTING FROM LHA REWARDS FELT THEY COULDN'T HAVE AFFORDED TO STAY IN LONDON WITHOUT LHA</td>
<td>89%</td>
</tr>
<tr>
<td>VOLUNTEER ENGAGEMENT SCORE</td>
<td>81%</td>
</tr>
<tr>
<td>OF RESIDENTS FEEL MORE CONFIDENT ABOUT THEIR FINANCIAL SITUATION NOW THAN BEFORE THEY STAYED WITH LHA</td>
<td>81%</td>
</tr>
<tr>
<td>AVERAGE OCCUPANCY</td>
<td>97%</td>
</tr>
<tr>
<td>91% of young residents agree that their stay with LHA helped them to gain independence</td>
<td>55% of residents indicate that they have made friends with other LHA residents</td>
</tr>
</tbody>
</table>
London’s post-pandemic recovery was swift, and remarkably, its GDP recovered to pre-pandemic levels by Quarter 3 of 2021 (6).

As early as September 2021, there were clear signs that young people in the form of the student population were returning to London in large numbers. We must also remember that post-pandemic London is also post-Brexit London and, as such, there is limited meaningful data on what this means for young people moving to and living in the Capital.

Thankfully, London’s dependence on young people for it to thrive has remained unchanged. Since the turn of the century, there has been a net inflow of young residents from the rest of England who move to London to study or begin work in their early careers (1). With its international appeal, London also draws hundreds of thousands of young people from across the globe for studies and employment (2,3), bringing huge economic, intellectual and social capital to the city.

The World Around Us

<table>
<thead>
<tr>
<th>Annual Net Benefit</th>
<th>Jobs Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>£6.04 Billion</td>
<td>140,000</td>
</tr>
</tbody>
</table>

The policy environment in the UK remains positive. In March 2019, the Government published its International Education Strategy, committing itself to increasing the number of international higher education students choosing the UK as their study destination to 600,000 and to increasing the value of education exports to £35 billion per year by 2030. After a decade of rhetoric and policy changes that suggested the Government’s aim was the contrary, this commitment was welcomed throughout the higher education sector (4). It is notable that the 600,000 international students target was exceeded for the first time in 2020/21 (5).

However, data from 2021’s admissions cycle suggests that the UK’s exit from the European Union has severely affected EU student recruitment, with acceptances in early August 2021 to undergraduate degree courses 56% lower than at the equivalent point in 2020. This suggests the UK (and therefore London) cannot take its attractiveness as a ‘study destination’ for international students for granted (4).

The caveat to this overall positive outlook on young people travelling to London for study has been the onset of the cost-of-living crisis which has served to exacerbate the housing crisis even further. With inflation rising and Londoners experiencing staggering increases to their energy bills, the rise in the cost of living is putting increased pressure on Londoners. Additionally, on the back of the COVID-19 pandemic, this has particularly affected those on the lowest incomes and those without secure work.

Poverty was a serious issue in London prior to the pandemic, and many struggled with the cost of housing, heating and food. During this period, more Londoners both in and out of work needed benefits to make ends meet. Falling incomes, in real terms, and increases in the cost of living are expected to worsen living standards for many. In this context, the mental well-being of Londoners has been significantly eroded (6).
London Poverty Rate (Projected 2022) | 28.1% (16% Rest of UK)
Londoners Living Below the Minimum Income Standard (MIS) (Estimate April 2022) | 38% (3.6 Million)
Londoners with Low or Very Low Food Security | 1 in 5

Unemployment rates in London returned close to pre-pandemic levels in the latter half of 2022. Unemployment rates for all age groups are higher in London than in the rest of England, something that has been true since the turn of the century. Unemployment in London has always been most prevalent among those aged between 16 and 24 at 17.6%, compared to just 4.2% of those aged between 25 and 64.

As we approached the peak of winter 2022, 77% of Londoners believed the cost of living was one of the most important issues facing the Capital – with one in four Londoners finding it difficult to manage financially. (7)

The March 2021 census showed a 7.7% increase in London’s population since 2011 (i.e. 8.8 million people). It should be noted that London was still in the midst of the pandemic, so it is likely the population is now even higher. London’s housing stock has continued to fail to meet the extra demand. (8) This has led to spiralling rental costs in the Capital and caused the Mayor of London to call for an enforced rent freeze in London to prevent the issue from worsening. (9)

In the wider context of what constitutes affordable housing, the Government released a report in March 2022 entitled ‘What is Affordable Housing?’ This highlighted the many issues that need to be tackled and recognised. There is no agreed definition of what ‘affordable housing’ is going to be.

The most commonly referred to definition of affordable housing is set out in Annex 2 to the National Planning Policy Framework (NPPF). This is the definition used by local planning authorities when making provision within their areas to meet the local demand/need for affordable housing. The NPPF definition incorporates social rent, as well as a range of intermediate rent and for-sale products. The Affordable Housing Commission (2020) concluded that ‘many of these products are clearly unaffordable to those on mid to lower incomes’. (10)

Providing affordable accommodation for young people in London has never been more relevant. Sadly, LHA’s ability to grow its impact continues to be limited by its bed stock, and there has never been a more pressing need for LHA to acquire and establish more hostels. The hostels that LHA provides ensure that young people from across the UK (and beyond) continue to have access to affordable accommodation in central London enabling them to pursue their passions and their careers.
Over **9000** people benefitted from staying with LHA in 2021/22, and a total of **over half a million** overnight stays were recorded.

Occupancy recovery was exceptionally fast following the lifting of the COVID-19 restrictions, with young people flocking back to London. The majority of our hostels have been over 95% occupied since October 2021 and, in the latter part of the year, we have consistently operated at over 99% occupancy.

From April 2022, we saw enquiry volume exceed pre-pandemic levels, peaking in September 2022 with over 2,800 unique enquiries for accommodation received in the month - that’s an increase of 83% compared to 2019. Sadly, though, we do not have sufficient bed stock to meet the current demand, this has only increased our ambition to acquire new sites and to increase the number, affordability and range of facilities on offer to our residents only increased as a result.
Staying at LHA
Our Residents

LHA continues to operate an open-access policy that attracts people from diverse backgrounds and locations.

“I was on the verge of homelessness and losing everything that I had worked towards; it is so inspiring to live in Central London, to see new people and races every day.”

114 different nationalities were recorded as having stayed with LHA in the year 2021/22

53% of residents are currently engaged in full or part-time work

27% of residents are currently engaged in full or part-time study

Employment
Exploring Resident Diversity & Background

**Resident Employment Industry**

- Education: 13.3%
- Hospitality: 13.3%
- Other: 11.3%
- Retail: 9.3%
- Media: 8%
- IT: 7.3%
- Professional: 6.7%
- Finance: 6.7%
- Entertainment: 6%
- Catering: 3.3%
- Medical: 3.3%
- Charity: 2.7%
- Prefer not to say: 2.7%
- Law: 2%
- Construction: 2%
- Leisure / Sport: 1.3%
- Civil Servant: 0.7%

**Residence Prior to LHA**

- London: 46%
- Rest of the UK: 20.1%
- Rest of the World: 16.9%
- EEA: 16.9%
- Prefer Not to Say: 5.3%

**Resident Ethnicity**

- White: 53.4%
- Asian/Asian British: 25.4%
- Black/African/Caribbean: 3.7%
- Mixed/Multiple Ethnic Groups: 4.8%
- Other Ethnic Group: 7.4%
- Prefer Not to Say: 5.3%

**Resident Sexuality**

- Heterosexual/straight: 80.4%
- Gay/Lesbian: 6.9%
- Bisexual: 3.7%
- Other: 1.6%
- Prefer Not to Say: 7.4%
Staying at LHA – Outcomes: Gaining New Experiences

OVERALL SCORE 75

By providing affordable accommodation in Central London, we enable residents to experience the city to its fullest and thrive in the unique, diverse and exciting environment that Central London offers. For young people, LHA may be their first ‘home away from home’, providing a sheltered environment with access to support. Our key findings:

I was able to connect with people with mixed, diverse backgrounds in LHA

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I was able to connect with people with mixed, diverse backgrounds in LHA</td>
<td>n/a</td>
<td>81%</td>
<td>74</td>
</tr>
</tbody>
</table>

To what extent do you feel that the volunteering experience has been valuable to your professional development?

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent do you feel that the volunteering experience has been valuable to your professional development?</td>
<td>n/a</td>
<td>90%</td>
<td>81</td>
</tr>
</tbody>
</table>

The experiences I have had in London (outside of LHA) have been valuable to me.

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The experiences I have had in London (outside of LHA) have been valuable to me</td>
<td>85%</td>
<td>92%</td>
<td>85</td>
</tr>
</tbody>
</table>

My stay with LHA has helped me to achieve my goals.

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>My stay with LHA has helped me to achieve my goals</td>
<td>n/a</td>
<td>88%</td>
<td>76</td>
</tr>
</tbody>
</table>

My stay with LHA has helped me to gain independence.

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>My stay with LHA has helped me to gain independence</td>
<td>75%</td>
<td>87%</td>
<td>75</td>
</tr>
</tbody>
</table>

*All scores improved on prior year

“Being able to stay in Central London with LHA has allowed me to attend my wonderful full-time internship at Christian Dior. The services included like on-site laundry room, bed sheet changing, and daily room cleaning, have all helped me manage my time and focus on my internship. Staying with LHA in Central London has also allowed me to go to regular workout classes after work and then be able to walk back home to LHA. I was also able to meet friends and go out after work with colleagues and return home at a reasonable time as there are great dinner, drink, cafes and shopping malls in walking proximity which made me feel safe.”
Staying at LHA – Outcomes: Improved Well-Being

OVERALL SCORE 74

We believe that the combination of affordable accommodation, high-quality facilities, good locations, and sociable living helps to improve residents’ overall well-being. Using the Short Warwick-Edinburgh Mental Wellbeing Scale, we measured whether residents’ well-being had improved since moving in with LHA. As shown below, there was a really positive sentiment among all our residents with regard to their well-being whilst staying at LHA:

```
Overall, it has meant peace of mind whilst working towards my career goals. I come from a low-income family and staying with LHA has made all the difference. Before I came across LHA online, I was looking at house shares situated much further away, and the rent was more than what I currently pay (and bills were not included). They were not well maintained and were owned by private landlords whose main concern was money. Whilst there have been some rent increases at LHA, it is clear that these were the minimum necessary and plenty of notice was given.

When I previously rented privately, I lived in different places where there were a variety of issues which just made day-to-day life quite difficult. For example, these places had issues with mice/rats, people using drugs, noise, no hot water, etc. I know at LHA this is not going to be the case and if an issue does arise (very rarely), it will be dealt with by the fantastic and hardworking staff.

This has resulted in better well-being overall. I am working towards achieving financial security (I am currently on a fixed-term contract) and LHA has meant I can do so without excessive worrying about money and accommodation. I think there should be more organisations like LHA and it is a shame there aren’t. I appreciate that this is a challenging time economically, but I really hope that LHA is able to continue for many years to come!
```

**Compared to when you moved in with LHA, do you feel the following more or less frequently?**

<table>
<thead>
<tr>
<th></th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel optimistic about the future</td>
<td>75</td>
</tr>
<tr>
<td>I feel useful</td>
<td>75</td>
</tr>
<tr>
<td>I have been feeling interested in other people</td>
<td>71</td>
</tr>
<tr>
<td>I have been feeling close to other people</td>
<td>68</td>
</tr>
<tr>
<td>I have been feeling confident</td>
<td>76</td>
</tr>
<tr>
<td>I have been feeling interested in new things</td>
<td>77</td>
</tr>
</tbody>
</table>
Staying at LHA – Outcomes: Fostering Friendships

OVERALL SCORE 63

During the course of 2021/22, our hostels came back to life after two years of reduced social interaction. LHA Living is all about community and is becoming increasingly important as young people start to realise the value of sharing affordable living. It has proven a great way to make friends and feel less lonely – something that young people new to the Capital can struggle with.

LHA is convenient and cost-effective because it offers individuals more than just a home. It offers a lifestyle, a social network and an opportunity to connect with others in increasingly isolating urban environments. Whereas the majority or residents indicated that they had made friends with other residents and/or staff, they were less positive about a wider social network or community. This represents a key area of focus for the year ahead.

% that agree that they made friends with other residents
- 54% in 2021
- 71% in 2022
- Score: 66

% that agree that they made friends with staff
- n/a in 2021
- 73% in 2022
- Score: 66

% that agree that there was a strong sense of community at LHA
- 52% in 2021
- 72% in 2022
- Score: 62

% that feel part of a social network at LHA
- n/a in 2021
- 59% in 2022
- Score: 56

% that feel that they are likely to stay in touch with other LHA residents
- 47% in 2021
- 70% in 2022
- Score: 65

I’ve met friends that will stay connected for years. I met a partner with whom I spent some of the most valuable time in London. LHA has given me the freedom to live worry free in London as I can afford the rent and not have to worry about meals.

Staying in LHA made me achieve a good balance of work and life. Being close to Central London makes me explore new things within the city and make new friends.

LHA have changed my life in such a way that I have become more positive in tackling challenges moving from the countryside to London. It made me more friendly.
Staying at LHA – Outcomes: Sense of Belonging

OVERALL SCORE 73

The need to have a sense of belonging is a basic human instinct. It is a core pillar in our values as we look to create environments that feel like a home from home and connect people and places - with the added freedom to live their lives the way they want. We feel really honoured to be able operate in the locations that we do. This clearly resonates with our residents and volunteers who time and time again fall in love with the city. In fact, over 90% state they want to live in London in the future and 95% feel accepted for who they are.

<table>
<thead>
<tr>
<th>Sense of belonging to London among residents</th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>% that indicate they would like to live in London in the future</td>
<td>60%</td>
<td>91%</td>
<td>80</td>
</tr>
<tr>
<td>% that indicate they feel part of a social network at LHA</td>
<td>n/a</td>
<td>59%</td>
<td>56</td>
</tr>
<tr>
<td>% that feel accepted for who they are in London</td>
<td>73%</td>
<td>95%</td>
<td>82</td>
</tr>
</tbody>
</table>
Staying at LHA – Our Impact: Sustaining Mixed, Diverse Communities in London

LHA London is open to all and welcomes people from across the globe, creating a community of individuals from all walks of life and all backgrounds. In so doing, it allows people to experience all the best things about London. 91% of residents and volunteers indicate they would like to live in London again; 94% of residents agree connecting with people with mixed, diverse backgrounds has been valuable to them and 81% agree they have been able to do this at LHA.

OVERALL SCORE 74

% that indicate they would like to live in London in the future
<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>% that feel that connecting with people with mixed, diverse backgrounds has been valuable to them</td>
<td>n/a</td>
<td>94%</td>
<td>84</td>
</tr>
<tr>
<td>% that feel part of the LHA community</td>
<td>n/a</td>
<td>59%</td>
<td>56</td>
</tr>
<tr>
<td>% that have been able to connect with people with mixed, diverse backgrounds at LHA</td>
<td>n/a</td>
<td>81%</td>
<td>74</td>
</tr>
</tbody>
</table>

It was easier for me to get to places physically due to the overground connection and buses connecting to Manor Park and Angel underground stations. It meant I could work at a more varied location of workplaces. It’s well located to get a bus to Waterloo or London Bridge train stations for trips to the beach just outside of London. I think I took up several acting jobs I wouldn’t have otherwise considered due to the location and the building being quieter than most, because getting a good night’s sleep is really important to me. I made friends with people I lived near or with in the same flat. One of them was an actress/singer, so we had a lot in common even though she was from Argentina.
Staying at LHA – Our Impact: Enabling Sustainable Livelihoods

OVERALL SCORE 72

By providing a foothold in London with the ability to pursue a career or studies, we help to enable sustainable livelihoods in the long term. These may include a more stable financial or housing situation, improved career opportunities or improved well-being. We asked residents about their housing situation prior to staying with LHA. We found that 12% of residents were living in temporary or emergency accommodation or were homeless prior to LHA. We consider this an important achievement for these individuals. LHA has been a helpful stepping stone towards a more sustainable livelihood. We asked alumni residents to think about how their life may have been different if they hadn’t stayed with LHA. Comments ranged from 'no difference' all the way to 'LHA having a tremendous impact on their lives'. For some, staying at LHA meant being able to pursue their studies or employment or getting to know London and meet new people. For others, it was a chance to save money towards a first deposit or to lead a more fulfilling life with less pressure.

Saving 80% of my salary consistently. Start investing and building my financial future. Living below my means to start a company in the next few months. Lots of cash available. Without LHA, I would fulfill my ambitions at a lower pace. 10 minutes by bike or 20 minutes by foot in my workplace. Being able to access Hyde Park and enjoy nature. I can say many things. I am grateful to LHA.

<table>
<thead>
<tr>
<th>Enabling sustainable livelihoods</th>
<th>2021</th>
<th>2022</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>% that feel that the volunteering experience has been valuable to their professional development</td>
<td>74%</td>
<td>90%</td>
<td>79</td>
</tr>
<tr>
<td>% that feel their stay with LHA has helped them to pursue their passions and/or careers</td>
<td>66%</td>
<td>85%</td>
<td>74</td>
</tr>
<tr>
<td>% that feel more confident about their financial situation now than before they were staying with LHA</td>
<td>53%</td>
<td>84%</td>
<td>71</td>
</tr>
<tr>
<td>% that feel more confident about their future prospects as a result of their stay with LHA</td>
<td>47%</td>
<td>83%</td>
<td>70</td>
</tr>
</tbody>
</table>
I have been able to move back to London, which has enabled me to pursue my career goals. Although I am still working towards a number of goals (such as obtaining a permanent/longer-term contract), I am in a much better position now than previously. I have been able to live in a convenient location (i.e., I have not had to live outside of London and spend lots of money and time commuting each day) in a safe, comfortable, well-maintained building, with a friendly and welcoming atmosphere, which I have been able to afford. This has meant I have been able to go to work each day knowing that I have good accommodation to come back to in the evening, and I have not had the worry and stress of trying to rent from a private landlord. This has meant I have been able to focus on my work. I had accumulated private debt on a couple of credit cards when I was training, and I had been planning on paying that debt back quickly when I started working. Because of the pandemic, I was earning a very low income and was therefore unable to do that. However, living at LHA has meant I was able to clear that private debt over time, rather than paying all of my money to a private landlord and making minimum credit card repayments each month. Because I live in Central London, I have also been able to avail of work opportunities that would not have been open to me otherwise. Also, living in central London with LHA means I can spend my free time getting to know the city really well, which has had a positive impact on my mental health.
Staying at LHA – Our Impact: Making London Accessible to Young People

LHA seeks to make London accessible to young people by providing affordable accommodation, facilities and support to its residents. During a year where rental prices have spiralled in London, leading to calls for a rent freeze in the Capital (and even to people taking to the streets to protest about the unaffordable increases being made by private landlords), LHA has worked hard to minimise increases in accommodation charges and continued to offer up to 25% off on accommodation for people aged under 30.

LHA continues to assess the affordability of its ‘all-inclusive’ offer on a regular basis. 56% of its accommodation meets the Mayor of London’s affordable rent benchmark of no more than 30% of an individual’s income being spent on housing (for those earning National Minimum Wage), and 90% of its accommodation is affordable to those on low incomes (i.e. £29.5k or less per annum).

Our surveys have shown that 54% of residents who stayed with LHA moved here from outside London. 60% had never lived in London prior to their stay with LHA; thus, for many, LHA was an introduction and stepping stone into the city.

### Making London accessible to young people

<table>
<thead>
<tr>
<th>% that feel they would not have been able to come and stay in Central London if they had not been able to stay at LHA</th>
<th>2021</th>
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</thead>
<tbody>
<tr>
<td>57%</td>
<td>58%</td>
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<table>
<thead>
<tr>
<th>% that feel they were at risk of homelessness if they had not been able to stay at LHA</th>
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<tbody>
<tr>
<td>16%</td>
<td>43%</td>
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</table>
I decided to stay in LHA as with the cost of living it allows me to save a bit more money. There's no contract/bands when staying long term. The accommodation is near my workplace and transport links are easy. LHA comes with people who clean the property every week and this has been difficult for me working 14 hours a day. The overall cost of the accommodation has been affordable as it allows me to pay weekly, especially if my salary comes a bit later than expected.
LHA Rewards

Providing young people with their first stepping stone to achieving independent living in London is at the centre of what we do. Alongside our volunteer scheme, LHA Rewards is central to us meeting that aim. LHA Rewards offers young people under the age of 30 the opportunity to receive a discount of up to 25% on their accommodation.

Over 1,400 young people benefited from LHA Rewards – that’s over 135,000 overnight stays.

The need to support and understand young people has never been greater. The cycles of insecurity they can suffer from because of interconnected problems can seem inescapable. They have faced waves of crises since 2008 (financial crisis, COVID-19 etc), and their voices are mainly absent from public policy, so policymakers do not fully understand and cater to their issues. (11)

We looked at responses specifically from residents benefitting from LHA Rewards. Broadly, scores were comparable to those received from all residents, but the improving well-being score was slightly lower, whereas the fostering friendships score was significantly higher. This emphasises the need to look specifically at the challenges faced by young people in London and how they differ from those faced by the wider population, as discussed in ‘Cycles of Insecurities’. (11)

Most notably, 89% of young people benefitting from Rewards felt they would not have been able to afford to come to stay in Central London if it had not been for LHA.
## LHA Rewards

**I have been able to complete an apprenticeship at *The Times* newspaper as a journalist. I would not have been able to do this without LHA's affordable accommodation.**

**I love LHA, all the boxes I tick I truly mean it. I am proud and grateful to say to people that I am paying the cheapest rent in London. LHA saves me my money. Amenities are outstanding, location is perfect. It is really hard to find negatives.**

### 2022 Outcomes

<table>
<thead>
<tr>
<th>Outcome</th>
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<th>REWARDS</th>
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<tbody>
<tr>
<td>Gain Experience of Living in a Global City</td>
<td>75</td>
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</tr>
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<td>Improved Well-being Among Residents</td>
<td>74</td>
<td>73</td>
</tr>
<tr>
<td>Residents/Volunteers Foster Friendships with Each Other</td>
<td>63</td>
<td>72</td>
</tr>
<tr>
<td>Sense of Belonging to London Among Residents</td>
<td>73</td>
<td>76</td>
</tr>
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### 2022 Impacts

<table>
<thead>
<tr>
<th>Impact</th>
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<th>REWARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustaining mixed, diverse communities in London</td>
<td>74</td>
<td>76</td>
</tr>
<tr>
<td>Enabling sustainable livelihood for youth, homeless people and other groups living in London</td>
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### Providing Affordable Living in Central London for Those on Low Incomes

<table>
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Volunteering at LHA

OVERALL SCORE 81

Volunteering at LHA London is an important part of not only keeping the cost of accommodation affordable but also making a social impact. Over 600 people donated their time to LHA during the year.

<table>
<thead>
<tr>
<th>Volunteering at LHA</th>
<th>SCORE</th>
</tr>
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<tbody>
<tr>
<td>Overall, how would you rate your volunteer experience?</td>
<td>84</td>
</tr>
<tr>
<td>If you had another opportunity, how likely are you to volunteer with us again?</td>
<td>80</td>
</tr>
<tr>
<td>How likely are you to recommend volunteering with LHA to a friend?</td>
<td>80</td>
</tr>
</tbody>
</table>

In the first place, I was able to accomplish my dream of visiting UK and a beautiful city as London. I have increased my network with people around the world and I have made good friends. I have learned to give real value to my time, job, friends and relatives. I have had time to develop both personal and professional skills, and even to improve spiritually. And finally I have received more than I expected from this volunteering experience.
While I have been in LHA, I have been able to pursue my master’s degree, which is a two-year degree. My experience in LHA, especially in Halpin House, has been great because of the role I have as a night porter and the people I am surrounded with. In terms of the room, it has been great since I can study without problems because of the time in which I can volunteer. My manager is a great person, always attentive, willing to support, always working with people and very supportive. My all gratitude for him. Without the support of LHA, I would not be able to sustain myself in terms of money to study.
Volunteering at LHA

By volunteering with LHA, people are able to develop new skills and improve existing ones. 90% of participants feel that the volunteering experience has been valuable to their professional development. 100% of participants feel they have improved their skills and expertise in hospitality as a result of their volunteering experience. We asked our volunteers specifically about which other skills they felt had improved as a result of their participation. Positive improvements were recorded across all of the categories:

<table>
<thead>
<tr>
<th>Which other skills you feel had improved as a result of you volunteering at LHA</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>72</td>
</tr>
<tr>
<td>Time Management Skills</td>
<td>84</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>88</td>
</tr>
<tr>
<td>Attention to Detail</td>
<td>85</td>
</tr>
<tr>
<td>Teamwork</td>
<td>84</td>
</tr>
<tr>
<td>Knowledge of Hospitality</td>
<td>87</td>
</tr>
</tbody>
</table>
We asked all volunteers the same questions (as we did our residents), and across all indices, a greater level of social impact was noted. This reinforced the importance of the volunteer scheme to us meeting our charitable objectives.

### 2022 Outcomes

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### Providing affordable living in Central London for those on low incomes

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<td>43%</td>
<td>56%</td>
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LHA’s collaboration with Publicis Groupe started in August 2020, as part of Saatchi & Saatchi’s 50th anniversary celebrations. The aim of the collaboration is to provide a roadmap designed to improve entry into the advertising industry for Black, Asian and Ethnic Minority talent, and those from low social mobility backgrounds.

Saatchi & Saatchi was founded in 1970 by two brothers, the sons of Iraqi Jews who escaped persecution in Iraq to come to Britain. Despite being outsiders to the industry, they created an ad agency and revolutionised the industry with the belief that as long as you could marry chutzpah (meaning the ‘quality of audacity’) with potential, ‘nothing is impossible’.

Saatchi & Saatchi is transforming this founding ethos into future action with the launch of Saatchi Ignite, Saatchi Open and Saatchi Home – a suite of programmes aimed at inspiring, enabling and progressing more diverse talent from across the UK.

Saatchi Home provides tiered affordable accommodation in zones 1–2 for interns, Saatchi Open candidates and junior team members. Saatchi Home is supported by the Advertising Association and is designed to be a blueprint for the industry in removing barriers to entry – one of those being affordable housing in London.

### Saatchi Home

<table>
<thead>
<tr>
<th>Tier</th>
<th>Accommodation Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>Rent-free/heavily subsidised accommodation for interns who live outside of London.</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Subsidised accommodation for Saatchi Open candidates.</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Preferential rates for all junior agency talent below a set salary threshold.</td>
</tr>
</tbody>
</table>

In 2021/22, LHA welcomed 15 Saatchi Home participants to a number of our properties – recording a total of 1046 overnights.
The ambition is to now share this blueprint for success which can be replicated, at scale, by partners and competitors alike while inspiring, enabling and progressing more diverse talent from across the UK by providing either rent-free or subsided short-term accommodation as they settle into London and their new role.

Hemi Patel, participant on the Saatchi Home and Saatchi Open programme said, 'This opportunity wouldn’t have been possible without the support of LHA London and the Saatchi Open and Home programmes. Like many students, I’d not heard of advertising as a career choice. It was only thanks to chance that my university lecturer was an ex-creative director, who recommended I give it a shot. It's why I’m also really keen to get involved in Saatchi Ignite'.

Stephen Woodford, CEO of the Advertising Association said, 'The advertising industry is determined to make access to the industry as wide as possible and that means opening up to talent from every kind of background across the UK and overseas. The Saatchi Home initiative with LHA is exactly the kind of innovative solution we need to see to make a move to London much more affordable, so removing what is a major barrier for many. I'd be delighted to see more agencies, production companies and media owners build on this pioneering partnership'.

Sarah Jenkins, managing director of Saatchi & Saatchi said, 'We have deep-rooted barriers preventing too many brilliant and talented people from entering our industry. These are challenges made harder as a result of the pandemic and those already having to navigate London living costs, often without the welcome support of Bank of Mum & Dad. I’m super proud of what we are doing with LHA through Saatchi Home, but this can and should be much bigger than that. Change will only come with the industry working together, at scale. Saatchi Home is a fantastic blueprint for any organisation who wants to create demonstrable and sustainable change'.
The LHA Fund, in its current form, was established in 2014. The purpose of the fund is to make financial grants (up to £30k per annum) to small charities operating in London who are working with young people (under 35) and supporting them with issues of homelessness. Through the fund, LHA seeks to grow its social impact beyond its own buildings and to help tackle complex issues beyond its own internal expertise. Through the fund, LHA has made grants for capital improvements, revenue costs (funding for salaries) and schemes, offering mentoring and advisory services to help young people access housing.

In 2021/22, eleven projects received grant awards with a total value of £276,810, and 693 people were directly impacted by the fund projects. Each fund is monitored through conversations with project leads and grant beneficiaries (where appropriate). Additionally, projects capture case studies and track outputs and outcomes. Key considerations include grant use, outcomes and impacts, circumstances affecting grant use and future changes ahead.

### 2021/22 Projects

- **Albert Kennedy Trust**: £28,810
- **BEAM**: £29,000
- **Bromley and Croydon Women's Aid**: £20,000
- **C4WS**: £30,000
- **Cardinal Hume**: £28,000
- **Evolve**: £25,000
- **Project 17**: £20,000
- **Refugees at Home**: £16,000
- **Spires**: £30,000
- **Women and Girls Network**: £25,000
- **Z2K**: £25,000
Each year, the LHA monitoring conversation includes contextual changes that affect or are likely to affect strategic direction and operational issues of organisations receiving LHA grants. Although COVID-19 is still relevant, projects have moved on from crisis mode and many have made the operational adjustments required. However, the Government’s substantial funding for projects directly dealing with shelters or other forms of shared accommodation is now at an end, and there is as yet no comparable emphasis or action on provision of secure affordable accommodation in London at the volume needed. The housing crisis in London therefore continues. There is still an over-reliance on the private rented sector, and there is no significant change in the policy underlying Local Housing Allowance levels for single people; that is, there is still a tendency to see shared accommodation as suitable for most young people.

For disturbing reasons, some of the organisations funded this year have hit media headlines, notably Refugees at Home (Ukraine) and Bromley and Croydon Women’s Aid (at the launch of the new Tackling Domestic Abuse Plan), which indicates that charities, however small and local, can be seen as the experts in national and international crises.
One person who has benefitted from LHA funding is 25-year-old Detta, who was referred to Beam by Islington Council in early 2022. Detta became homeless when her dad kicked her out and she ended up in temporary accommodation. Beam helped Detta raise £1,931 from 18 supporters – including LHA – to fund a rental deposit, first month’s rent, moving van and housing essentials. With Beam’s support, Detta moved into a property in April 2022 and since then her life has been completely transformed.

Detta shared this update with her Beam supporters: ‘Through your donations I have been able to secure a better home and continue working towards getting a better and greater place to call home!’

Read the full update on her campaign page here: https://beam.org/campaigns/detta

For more information on LHA Fund projects, please visit www.lhalondon.com/our-programmes/
Looking ahead to 2022/23, it is proposed that grants be made to 14 charities (three more than the prior year). The total value of the proposed grants is £347,800 (an increase of £70,990 from the prior year).

2022/23 Proposed Funding

- C4WS: £30,000
- Cardinal Hume: £28,000
- Evolve: £25,000
- Project 17: £20,000
- Refugees at Home: £16,000
- The Spires Centre: £30,000
- Women and Girls Network: £25,000
- Z2K: £25,000
- St Mary le Bow: £14,700
- The Passage: £30,000
- Glass Door: £25,100
- New Horizon: £30,000
In late 2020, as the world started to understand the full impact of the pandemic and came to terms with the fact that in all likelihood there was no quick or easy fix to the crisis, LHA found itself in a new situation. We had empty bedrooms (over 200) and empty beds (nearly 800). With none of our hostels ever mandated to close, we were determined to provide as much support as possible to house those that needed it most. LHA Repurposing was born. We reached out to the various charities we had worked with through the LHA Fund and our network of contacts soon grew, as did the requests for support.

This was a period of innovation for everyone involved, and we repurposed our hostels in a number of different ways, ranging from simply providing a safe, secure and well-maintained building for other charities to operate in, through to supporting charities in utilising our operational buildings all the way to our teams working alongside teams from other charities to fill the void left by the closing of night shelters. We view this work as a positive legacy of the pandemic that has continued into our post-pandemic operating plan.

In 2021/22, 565 individuals benefitted from our various repurposing projects, and a total of 25,325 overnight stays were recorded. For the majority of individuals, this meant that rather than having to sleep rough on the streets of London, they were provided with the safety and security of their own room and bed to sleep in. They were fed three meals a day and were able to access mentoring and advice services to help them find a route out of homelessness.
Who We Worked With

DePaul and New Horizon Youth Centre partnered to utilise our Hounslow Central building to create ‘Hub 18-24’ – a dedicated service for young people aged 18-24 experiencing or at risk of experiencing homelessness.

The team from Glass Door worked alongside LHA’s team at New Mansion House to deliver night shelter services between November 2021 and May 2022.

They transferred their entire operation to our Holland House site up until August 2022, which enabled them to fully refurbish their existing hostel on Longmore Street.

DePaul and New Horizon Youth Centre partnered to utilise our Hounslow Central building to create ‘Hub 18-24’ – a dedicated service for young people aged 18-24 experiencing or at risk of experiencing homelessness.

This charity has been able to provide refuge and support to women escaping violence through our buildings since September 2021.

Robes took up allocation of rooms at our Davies Court site to deliver night shelter services between October 2021 and March 2022.

‘Being able to utilise Holland House has been instrumental in allowing us to bring 125 people from the street into the assessment centre. We were able to provide an additional 15 emergency health bed spaces during this period and successfully moved 85 people from Holland House into accommodation, achieving a 73% positive move-on in this period. We can’t thank LHA enough for the support we have received from the team and are incredibly grateful to have been given the opportunity to provide our service out of Holland House while we undertook our refurbishment. It has been such a pleasure working with you all, and I do hope we can continue to build our relationship with LHA for the future.”

Midori Hol, Head of Housing and Progression, The Passage

For more information on our repurposing projects, please visit [www.lhalondon.com/our-programmes/](http://www.lhalondon.com/our-programmes/)
Very much in its infancy, Project 25 is a legacy project born out of the pandemic. During our outreach work around the repurposing of our hostels, we identified a longer-term need to identify a percentage of our single rooms for reservation specifically for the provision of move-on accommodation for young people.

A recurring theme through our conversations was the particular challenges faced by young people (under the age of 35) experiencing single person homelessness – both through the limitations imposed on them due to the benefits cap and the maximum housing allowance they are able to claim, and the severe lack of move-on accommodation once individuals complete a period in supported accommodation and are ready for independent living.

In early 2022, we identified an opportunity, through the network of charities we have built, to develop a concept for allocating a percentage of our single rooms subsidised specifically for use by young people under 30 years of age who are seeking move-on accommodation after having completed a period in a supported hostel or other accommodation.

We initially offered 25 of our single bedrooms at a subsidised all-inclusive rate of £150 per week to a select number of referring charities in order to test the concept.

During 2021/22, there have been eight people referred to the scheme and a total of 1129 overnights have been recorded. We will be trialling the concept further in 2022/23 to better understand how to achieve the best impact for beneficiaries.
Looking Ahead

Although we’re hugely proud of the social impact which we’ve been able to highlight in this report and the demonstrable growth of our social impact compared to last year, we’re acutely aware there is still so much more we can do. Therefore, priorities for our 2022/23 plan include the following:

**Growing Our Bed Numbers**
Growing our bed numbers will deliver huge growth in our social impact, and we will continue our focus on identifying and establishing new LHA hostels in London.

**LHA Fund Review**
As the LHA Fund approaches its ten-year anniversary, we will be carrying out a strategic review of the fund to ensure we’re maximising its social impact and providing meaningful support to grant recipients.

**Fostering Friendship**
A standout from this year’s report is the potential to do more to foster friendships and improve the sense of community among LHA residents. We will be looking to move our overall score in this area from 63 to over 67.

**Project 25**
We will further develop our Project 25 concept and grow the network of referrers to ensure the project reaches capacity.

**Volunteering Scheme**
The volunteer scheme is one of our activities where we have the greatest social impact. The profile of and activities carried out by our volunteers are shifting due to changing external factors. We will carry out a review of the entire volunteer life cycle and establish a plan for continuous improvement so that the scheme can continue to go from strength to strength.

**Measuring Social Impact**
The journey of how we measure our social impact will continue, and we will look to establish real-time measurements and conduct more focused case studies of our activities alongside our annual survey.
References

1. LHA social impact report 2021.