



Tesco Mobile and Crisis Partnership

Annual Impact Report

Year 2: August 2021 – August 2022

CONTENTS

Overview	3
Impact	
Partnership achievements	5
Stories from the frontline	6
Key activity	
Christmas 2021	10
Gemma's story	12
Thank you	15
Resources	16

"At Crisis, we've continued to see digital connection play a vital role in ensuring our members can access the support they need to leave homelessness behind for good. Our 11 Skylight centres across England, Scotland and Wales have embraced the 'new normal' of hybrid working, with advice and guidance sessions taking place over the phone, Zoom or Teams for the majority of our members, and face-to-face appointments on offer at our centres for the most vulnerable.

Our partnership with Tesco Mobile has been a critical support since its inception in 2020. Over 2,000 phones, laptops, tablets and data packs are now in the hands of our members across Great Britain thanks to the generosity of Tesco Mobile. Moreover, the link between digital access and progress for our members is clear to see - 70% of those receiving a Tesco Mobile device have gone on to make progress in areas like housing, employment, relationships, wellbeing and educational attainment.

On behalf of all of us at Crisis, I cannot thank Tesco Mobile enough for choosing to stand side by side with people experiencing homelessness through these turbulent times. We hope to continue our work together through the challenging months and years to come in order to ensure that everyone has a safe and stable place to live."

- Matt Downie MBE, Chief Executive of Crisis



Overview

In August 2020 Tesco Mobile entered into a two-year partnership with Crisis, the national charity for people experiencing homelessness in Great Britain, amidst the uncertainty of the coronavirus pandemic.

Our partnership has been founded on a truth that became glaringly apparent over the course of the past two years: **we all rely on our connection with others in order to thrive**. People experiencing homelessness are no exception to this universal fact and, following the first national lockdown, 77% of homelessness charities and organisations saw a dramatic rise in people seeking help for basic digital support so that they could continue to make progress on their journey out of homelessness.

At Crisis, we are so proud to have worked with Tesco Mobile to provide vital support for people experiencing homelessness across Great Britain: an incredible **72% of all members receiving Tesco Mobile devices and data have made measurable progress during this period**. Our four public-facing campaigns have succeeded in raising funds in support of Crisis, but also increased awareness of the vital importance of digital connection for people experiencing homelessness.

This report sets out the achievements of the partnership to date and also details the impact of Tesco Mobile's support on Crisis members (people experiencing or at immediate risk of homelessness) across England, Scotland and Wales.

We are extremely grateful to Tesco Mobile for their incredible commitment to ending homelessness side by side with Crisis and our members.

Impact



Partnership achievements

Connection is critical to ending homelessness. Access to technology has been a lifeline for all of us since the start of the Covid-19 pandemic. Without phones, laptops and data, thousands of families and individuals would have been left struggling to get the emotional and practical support they needed to cope.

The cost of living crisis presents a new threat to people at risk of being pushed into homelessness, but also an opportunity for us as a society to recognise the importance of having a safe and affordable place to call home. At Crisis, we continue to work face-to-face and virtually with thousands of individuals experiencing the worst forms of homelessness, providing them with the support they need to secure stable accommodation, a sustainable means of income and better health and wellbeing.

None of this would have been possible without Tesco Mobile's support. You have helped more people experiencing homelessness to reconnect with society by providing them with devices and connectivity. To date, Tesco Mobile have donated just under £942,000 to our Skylight members (people experiencing homelessness) across England, Scotland and Wales, including:

- 2,070 phones
- 680 tablets
- 488 laptops
- £538,290 in data, texts and minutes
- 640 dongles and Mifi devices
- 250 Microsoft Office packages

As of August 2022:

1,311

members have received a device

2,096

devices and SIM cards have been distributed to members across Great Britain

137

in
Merseyside

120

in
Edinburgh

101

in
Newcastle

103

in South
Yorkshire

168

in
Coventry

852

in
London

166

in
Birmingham

86

in South
Wales

212

in
Oxford



Our members

For the Crisis members who have received a device, their new laptop, tablet or smart phone has been more than a mere commodity: it has been a **lifeline**, connecting them throughout the year to their lead worker at their local Crisis Skylight centre.

Lead workers at Crisis support members to address key areas of their lives, such as **employment, housing, health and social networks**, and ultimately leave homelessness behind for good. Each member's journey is unique and lead workers establish mutual understanding and trust with each and every member in their caseload in order to provide them with tailored support and increase their chances of successfully finding and **sustaining a stable place to live**.

Over the past two years, members who have received Tesco Mobile devices and data packs have gone on to achieve incredible things:



42 members have taken up learning and training outside of Crisis



329 members have left homelessness behind for good



98 members have secured at least one work placement



319 members have seen an improvement in their wellbeing



348 members have secured stable accommodation

The devices and data packs donated have given more than just access to Crisis services; they have opened up a social world for our members that would simply have been inaccessible to them without these tools.



269 members have improved their social connections since receiving a Tesco Mobile device and/or data pack

Our members across Great Britain have been able to **reconnect with family, friends and loved ones**, forging new connections and maintaining their mental health through regular contact with those closest to them.

But don't just take it from us: here's what our members said.

"Been able to access cooking classes with Crisis and access my therapy group. Video calls to parents throughout lockdown when they were shielding. I use it everyday to contact everyone that matters."

"During the lockdown it was really hard for me to just share my phone connection with the children, but with the dongle it helped. Kids done their homework and Google classroom sessions; it was relief for me to have an extra device to support them."

Key activity





Christmas 2021

Throughout the festive period, Tesco Mobile supported the Crisis at Christmas campaign by driving awareness and donations of £29.06 - which covered the costs associated with helping someone on their journey out of homelessness. Tesco Mobile chose to use research to highlight the £5 billion spent on unwanted Christmas gifts each year to encourage staff and customers alike to give the truly meaningful gift of a fresh start to a person experiencing homelessness.

708 donations were made via the Tesco Mobile Christmas appeal, totalling an incredible £27,815. These donations will fund Crisis' work at our year-round Skylight centres, policy and campaigning work in addition to our annual Christmas project.

The campaign also succeeded in raising vital awareness of the Crisis at Christmas project. Influencers and social media activists including Dominique Palmer, Jessie Cave, Dr Alex George, India Ysabel and Tom Malone shared the appeal via videos on Instagram, garnering support and donations from their followers.

Tesco Mobile also contributed 500 smartphones and 50 tablets, which guests were able to borrow to access our online programme of activities and entertainment. The smartphones have helped our guests in so many ways, enabling our Advice Teams to keep in regular contact with guests, conduct searches for jobs and accommodation, participate in online wellbeing sessions and reconnect with family and friends, all of which has made a massive difference to their emotional and physical wellbeing.

Crucially, the 12-months of connectivity included with the smartphones allows our year-round Christmas Case Management team to stay in regular contact with guests as they work with them to secure a sustainable end to their homelessness. As one Christmas guest said:

"They gave me an android phone with a year paid up. How fabulous is that? With a little bit of training it will allow me to communicate with all the relevant people. You can't exist in any country these days unless you're conversant with email and texting. The difference it's going to make is now I'm in communication with people. That is key.

Communication is key to everything. Simple as that."

£29.06

provided a safe place to stay for someone experiencing homelessness

500

smartphones donated by Tesco Mobile were distributed at Christmas

£27,815

was raised in support of Crisis at Christmas



Gemma's story

Gemma is originally from Cumbria and now lives in Rotherham with her son, who is 15.

While she was still at school, Gemma was kicked out by her parents for using drugs. "I didn't even really know what it was at the time, because you didn't get drugs talks and stuff like that at school then. I was so young."

"I moved to Sheffield when I was 21 - I was in rehab at the time. I was clean for 10 years. I don't really communicate with my parents anymore. If I went back home, it would just be a negative environment and they'd still see me as a drug user, even though I'm in recovery."

Gemma was living in a council property, but she was targeted by her neighbours. "Some people have just got a stigma - even though you're clean, they still think that you're using drugs. I got my windows put through. I got my gate kicked in, so I was obviously scared because I was living on my own with my son. He was only 11." Gemma and her son weren't safe in their own home.

"It had a big impact on my mental health. I didn't want to leave the house because I was getting stuff thrown at me and insults shouted at me. I only went out when I knew everybody else had gone out."

Gemma found out about the Crisis Skylight in South Yorkshire. "I feel a bit of a fraud because I didn't actually become homeless but Julian, my lead worker, said Crisis could help even if you are at risk, which I was."

Julian arranged the support that Gemma needed. "He kept coming to see me at the property to make sure I was alright. They put me on CV courses, interview skill courses and did mock interviews with me. They helped me to get a job in a call centre."

"Julian also supported me to look for somewhere to move to. Then COVID hit, so I was stuck there all the way through. He realised that I didn't have a phone and gave me a 12-month contract - a free contract with unlimited everything. And the phone as well! It made loads of difference. It helped me when I first started working again - I'm not losing money out of my wages to pay for the phone and for data."

"Julian can contact me, Crisis can contact me about opportunities. Work can phone me, I've got email, and I can keep in touch with my friends and my son when I'm not home. It was useful when I applied for

my job too. **I massively appreciate the fact that I've had the opportunity to have the phone and the contract for 12 months."**

With Crisis' help, Gemma was able to secure a new place to live with her son in spring 2022.

"There are high ceilings and the kitchen's massive, and my son's room is big too – I gave him the biggest one. I've got a patio when I open the back door, then I've got some steps going up to a little garden at the side. I've bought some rattan furniture and some solar lights for the patio, so I can sit there and have a cup of coffee. I love it outside, I love nature."

"Julian knew everything. Every question I've had, he's supported me, or if he couldn't do it, he knew who to pass me on to."

Gemma now works for social enterprise Labre's Hope, which gives people facing homelessness opportunities through living wage employment, training and support in partnership with Crisis and South Yorkshire Housing Association.

"I got this job and my new house exactly at the same time. I'm what you call a soap artist. When I came for the interview, it wasn't actually an interview – Aaron, the founder, was asking me what questions I wanted to ask."

"The support I get is so different, unexpected. I've been reducing my medication, and they've helped me through it. I want to stay here. They're thinking about branching out, so I want to help other people to get a job. They're helping me to do courses on leadership skills and other things."

"Now, I've got the support of my managers. Not just them, but my work colleagues too, because they know what I've gone through. Even though I'm not a Crisis member anymore, I still feel like I can turn to them. And my ex's family are my family now, so they are there for me."

With a safe place to live, a new job, and lots of support around her, Gemma says, **"I'm not scared anymore."**

"I'd like to support people who are facing homelessness when they're young. I would like to do some voluntary work, and maybe one day I could work in something like that."



**Thank
you**

I am very, very grateful. I now feel part of society and can send emails for the first time in my life.

PLEASE keep doing this, it really does help people.

Thank you for providing the devices, they've been a great support in time of need.

Getting these devices has meant the world to me.

On behalf of all of us at Crisis, thank you Tesco Mobile for your incredible support over the past two years.

Hear from Pete, our digital administrator, on how the partnership has changed our members' lives.



Resources

- To find out more about the Tesco Mobile and Crisis partnership, please [head to our website](#).
- If you are experiencing homelessness or feel that you are at risk of being made homeless, please [head to the Crisis website](#). Where there is a [Crisis Skylight centre](#) in your local area, we would encourage you to make direct contact with them.
- If you are concerned about somebody experiencing or at risk of homelessness, we have a directory of services you can encourage them to approach themselves, or that you can approach on their behalf. [Find out more](#).

Further reading

- [*The Homelessness Monitor: England*](#), Crisis, February 2022.
- [*'Barely breaking even': the experiences and impact of in-work homelessness across Britain*](#), Crisis, December 2021.
- [*The scale, causes and impact of homelessness amongst EEA citizens*](#), Crisis, November 2021.
- [*Public attitudes towards homelessness: wave two*](#), Crisis, September 2021.
- [*The impact of COVID-19 on people facing homelessness and service provision across Great Britain*](#), Crisis, November 2020.

Crisis Head Office
66 Commercial Street
London E1 6LT
Tel 0300 636 1967
Fax 0300 636 2012
enquiries@crisis.org.uk
www.crisis.org.uk

Crisis UK (trading as Crisis)
Registered Charity Numbers:
E&W1082947, SC040094
Company Number: 4024938



**Together
we will end
homelessness**