



Llywodraeth Cymru  
Welsh Government

# Campaign Introduction and Activation Kit

## Youth Homelessness Prevention Campaign

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**Llamau**

**Shelter**  
Cymru

## **Aims and objectives of the campaign**

The aim and objective of the second phase of the youth homelessness campaign is to raise awareness of hidden homelessness amongst young people (16-25-year old's) in Wales and to increase the number of young people supported by the Shelter Cymru/ Llamau Housing Advice Helpline.

This campaign targets three audience types across all communications:

1. Young people who were at risk of homelessness before COVID19
2. Young people who are at risk of homelessness in response to COVID19 (lost jobs, furloughed)
3. Bystanders – friends, relatives or colleagues of the person impacted by homelessness. Targeting this audience will help to show people how they can help if they suspect someone may be at risk of/ currently experiencing hidden homelessness.

The campaign will achieve this by informing young people, and those around them, on how to spot the signs of hidden homelessness and where to go to get help.

The Welsh Government is working with Shelter Cymru and Llamau to provide support via a housing advice helpline for young people who are at risk of, or are currently experiencing, homelessness.

## **What is hidden homelessness?**

Last year more than 3,000 young people in Wales became homeless and had to use council homelessness services, while an unknown number were sofa-surfing, sleeping on friends' floors or living in very poor conditions or somewhere that's not suitable. This is known as hidden homelessness, which is hard to spot in people – particularly friends, relatives, and colleagues, but knowing the signs can help.

COVID-19 has had a detrimental impact on hidden homelessness across Wales – with calls to the housing advice phoneline (managed by Shelter Cymru and Llamau) more than doubling in the first three months of lockdown. Many young people in Wales have been furloughed, made redundant and are concerned that they won't be able to pay their rent or mortgage payments. Homelessness is a very real concern for many young people across Wales which has been heightened by the impact of the pandemic.

Being homeless can be a terrifying experience, and one that can continue to affect you throughout your life. Sleeping on a different sofa or floor each night or staying in temporary accommodation can be exhausting. It can affect your ability to gain employment, stay in school and maintain general stability in life. The unsettling nature of hidden homelessness can often have devastating effects on someone's personal life, such as mental health issues, substance misuse and offending behaviour.

Hidden homelessness could be happening to someone that is close to you, without you even knowing. We have included some information on how to spot the signs of hidden homelessness as well as materials to use within your organisation (and share with your staff and teams) to raise awareness of the issue and empower young people who may be affected to get help, and for those around them to understand how to help them.

## Spot the signs of hidden homelessness

Homelessness doesn't always live on the streets and anyone can be affected. You might find that the impact of the pandemic has directly affected a relative, friend or colleague; they may have lost their job and can't afford to pay their rent. In some circumstances, they may even be at threat of eviction. You can help those who are at risk by spotting the signs. Someone you know could be going through it right now:

**Staying at a friend's:** Many young people stay with friends because they don't have anywhere else to live; this is often described as 'sofa surfing'. Even though they are not sleeping on the streets, this is still classed as being homeless. A report released from Crisis UK shows there is a 53% rise in sofa surfers within the UK. Sofa surfers are defined as 'people staying temporarily with households other than their immediate family in overcrowded conditions.'

**Relationship breakdown:** This could range from family troubles, to the breakdown of a couple. This can often be a very sudden trigger for someone and make them at risk of becoming homeless and can often correspond with violence.

**Health:** Issues with mental and physical health can make someone vulnerable to homelessness.

**Finances:** Struggling with finances can be one of the first signs that someone is in trouble. This will have become more of an issue for some people as a result of the pandemic. Do you know someone who perhaps has unstable employment, or who is struggling to keep up with rental payments? This could be more subtle, such as not socialising as much to save money, or always having to look to borrow cash.

**Family bereavement:** The loss of a loved one can make a person vulnerable to homelessness.

**Staying late:** At work, at a cafe, at college, even sleeping on public transport without ever arriving at their stop... someone who seems to never go home may have nowhere to go.

**Exploitation:** Young people experiencing hidden homelessness are at risk of being exploited. They might be pressurised into a sex for rent arrangement in exchange for a place to stay.

## Campaign resources

This pack includes campaign digital resources which are available to download and are formatted appropriately to print at your leisure.

Channel	Activity
<b>Posters</b>	A4 posters have been designed for you to place on noticeboards, window fronts, or anywhere people have time to take note. This poster raises awareness of hidden homelessness and the support available to those at risk.
<b>A5 Flyer (general and employer versions)</b>	An information flyer to share, containing specific information on signs and causes of hidden homelessness, what it is, and what help is available.
<b>Social Media Posts</b>	We have provided 4 social media posts, post-copy and creative, for you to share on your organisation or institutions social pages. Remember to use the campaign hashtag #HiddenHomelessness.
<b>Digital</b>	Follow us! If you want to keep up to date with the campaign and learn more about hidden homelessness and spotting the signs, you can follow Shelter Cymru on Facebook, Instagram and Twitter, and search the hashtag #HiddenHomelessness. Our campaign page is also live for further information: <a href="http://sheltercymru.org.uk/hiddenhomelessness">sheltercymru.org.uk/hiddenhomelessness</a> .
	We have provided MP4s of our latest campaign adverts which you can share with colleagues on social channels.

## Poster



**MAE RHYS YN AROS GYDA  
FFRIND ETO YR WYTHNOS HON.**

**RHYS IS STAYING WITH A  
FRIEND AGAIN THIS WEEK.**

**Llamau Shelter  
Cymru**

**Llywodraeth Cymru  
Welsh Government**

**NID YW POBL  
DDIGARTREF  
WASTAD YN BYW  
AR Y STRYD.**

Os ydych chi, neu rywun yr  
ydych chi'n ei adnabod, mewn  
perygl o wynebu digartrefedd  
neu'n ei wynebu'n barod,  
cysylltwch â Shelter Cymru:

[sheltercymru.org.uk/  
cy/digartrefeddcudd](https://sheltercymru.org.uk/cy/digartrefeddcudd)

**08000 495 495**

Nid yw hi byth yn rhy hwyr  
nec yn rhy gynnar i gael help.  
**#DigartrefeddCudd**

**HOMELESSNESS  
DOESN'T ALWAYS  
LIVE ON THE  
STREETS.**

If you, or someone you know,  
is experiencing or is at risk  
of homelessness, visit our  
website today for free help  
and advice:

[sheltercymru.org.uk/  
hiddenhomelessness](https://sheltercymru.org.uk/hiddenhomelessness)

**08000 495 495**

It's never too late  
or too early to get help.  
**#HiddenHomelessness**

# A5 leaflet for employers



## Nid oes yn rhaid i chi fod yn cysgu ar y stryd i fod yn ddigartref, efallai y bydd gennych swydd ac yn dal i fod mewn perygl.

### Fel cyflogwr, mae'n bwysig gofalu am eich cydweithwyr a'ch cyflogeion.

Gallai gynnwys cysgu ar soffa frind neu aelod o' teulu, aros rhywle dros dro fel hostel neu weely a brcowst, byw mewn amodau gwael iawn neu rywle nad yw'n addas ar gyfer unigolyn neu deulu.

Nid yw llawer o bobl ifanc yn y sefyllsoddd hyn yn sylweddol eu bod mewn gwionedd yn profi'r hyn a elwir yn 'ddigartrefedd cudd'. Gall hyn fod hyd yn oed yn anoddach i frindiau, teulu a chydwethwyr sy'n arno. Efallai fod ganddyn nhw swydd, ond y tu ôl i'r lenn, mae'n bosibl bod effaith COVID-19 yn dinistrio eu sefyllfa o ran bod â charterf. Yn rhiri mis cyntaf y cyfyngiadau symud, fe wreath y galwadau i'n llinell gymorth twy na dyblu.

Gallwch helpu cydweithwyr neu gyflogai sydd mewn perygl trwy achabod yr arwyddion a'i' arnwg i dilyn am gymorth.

Nid yw hi byth yn rhy hwyr nac yn rhy gynnar i gael help.

**08000 495 495**

sheltercymru.org.uk/cy/digartrefeddCudd

**Llamau Shelter**  
Cymru



## You don't have to be sleeping on the streets to be homeless, you can still have a job and be at risk.

### As an employer, it's important now more than ever to look out for your colleagues and employees.

It might be sleeping on the sofa of a friend or family member, staying somewhere temporarily like a hostel or bed & breakfast, living in very poor conditions or somewhere that's not suitable for an individual or a family.

Many young people in these situations don't realise that they're actually experiencing what's known as 'hidden homelessness'. This can be even harder to spot for friends, family and colleagues. They might be holding down a job, but behind the scenes, the impact of COVID-19 could slowly be destroying their housing situation. In the first three months of lockdown, calls to our helpline more than doubled.

You can help a colleague or employee at risk by first recognising the signs and then encouraging them to reach out.

It's never too late or too early to get help.

**08000 495 495**

sheltercymru.org.uk/hiddenhomelessness

**Llamau Shelter**  
Cymru

## Gwybod beth yw'r arwyddion:

### Aros gyda frind:

Mae llawer o bobl ifanc yn aros gyda frindiau, aelodau'r teulu neu bobl y maent yn eu hadnabod gan nad oes ganddyn nhw unrhyw le arall i fynd, sy'n arni yn cael ei ddiagnosis fel 'syrffio soffa'.

### Perthynas yn chwaku:

Gall hyn amrywio o ddaerfathion teuluoel i berthynas cwpl yn chwaku. Mae'r problemau hyn yn ymwneud â pherthynas yn gallu bod yn sbardun sydyn i rywun fod mewn perygl o fod yn ddigartref ac mae'n gallu cyd-fynd â thrais.

### Iechyd:

Mae problemau iechyd meddwl a chorfforol yn gallu gweusd rhywun yn agored i ddigartrefedd.

### Anian:

Mae bod â threfnethion arllanod yn gallu bod yn un o'r arwyddion cyntaf bod rhywun mewn trafferth.

### Profedigaeth yn y teulu:

Gall hwn helpu wneud person yn agored i ddigartrefedd.

### Aros yn hwyr:

Yn y gwaith, mewn caffi, yn yr ysgol, yn y coleg, yn y brifysgol... efallai nad oes gan rywun sy'n ymdegenge nad yw byth yn mynd adref rywle i fynd i ddi.

### Cam-fantisio:

Mae pobl ifanc sy'n wynebu digartrefedd cudd mewn perygl o gael eu cam-fantisio gan eraill. Efallai y byddan nhw'n cael eu rhoi dan bwysau i gael rhyw yn gyfnewid am le i aros.

**08000 495 495**

#DigartrefeddCudd

## Sut i gael help:

Florio ein llinell cyngor ar dai am ddim ar 08000 495 495

Mynd i sheltercymru.org.uk/cy/digartrefeddCudd i:

- Anfon e-bost at un o'n cyngorwyr.
- Siarad â'n cynorthwydd digidol, Wyni.
- Anfon neges uniongyrchol i'n cynghorwyr drwy ein gwefan, 10am - 2pm, dydd Llun i ddydd Gwener.
- Lawrlythwch ein App Cymorth Tai rhad ac am ddim i'w ddefnyddio pan nad oes gennych chi Wi-Fi.



Nid yw hi byth yn rhy hwyr nac yn rhy gynnar i gael help.

**Llamau Shelter**  
Cymru

## Spot the signs:

### Staying at a friend's:

Many young people stay with friends or acquaintances because they don't have anywhere else to live, which can often be described as 'sofa surfing'. Even though they are not sleeping on the streets, this is still classed as being homeless.

### Relationship breakdown:

This can often be a very sudden trigger for someone and make them at risk of becoming homeless and can often correspond with violence.

### Health:

Issues with mental and physical health can make someone vulnerable to homelessness.

### Finances:

Struggling with finances can be one of the first signs that someone is in trouble.

### Family bereavement:

The loss of a loved one can make a person vulnerable to homelessness.

### Staying late:

At work, at a cafe, at college, even sleeping on public transport without ever arriving at their stop... someone who seems to never go home may have nowhere to go.

### Exploitation:

Young people experiencing hidden homelessness are at risk of being exploited by others. They might be pressurised into a sex for rent arrangement in exchange for a place to stay.

## How to get help:

You can get in touch with us by calling our free housing advice helpline 08000 495 495.

Visit sheltercymru.org.uk/hiddenhomelessness to:

- Email one of our advisers.
- Speak to our digital assistant Wyni.
- Instantly message our advisers via our website, 10am - 2pm, Monday to Friday.
- Download our free Housing Help App that you can use when you don't have Wi-Fi.



It's never too late or too early to get help.

**Llamau Shelter**  
Cymru

**08000 495 495**

#HiddenHomelessness

# A5 Flyer - General



**NID YW POBL DDIGARTREF WASTAD YN BYW AR Y STRYD.**

#DigartrefeddCudd    Llamau Shelter Cymru

## Does dim rhaid i chi fod yn cysgu ar y stryd i fod yn ddigartref.

Gallai gynnwys cysgu ar sofa ffrind neu aelod o'r teulu, aros rhywle dros dro fel hostel neu wely a brocwest, byw mewn amodau gwael iawn neu rywle nad yw'n addas ar gyfer unigolyn neu deulu.

Nid yw llawer o'r bobl ifanc hyn yn sylweddoli eu bod nhw'n ddigartref a'u bod nhw mewn gwirionedd yn wnebu'r hyn a galli ei alw'n 'ddigartrefedd cudd'. Y llynedd, daeth mwy na 3,000 o bobl ifanc Cymru yn ddigartref a oedd yn gorffod defnyddio gwasanaethau'r cyngor ar gyfer pobl ddigartref, tra bod llawer o'rai eraill yn cysgu ar achfas a lloiau ffrindiau. Mae hyn yn cael ei alw'n ddigartrefedd cudd, ac mae'n anodd sylwi arno.

Rydym ni eisieu i bobl wybod beth yw arwyddion digartrefedd cudd, boed hynny'n golygu eich bod chi'n eu hadnabod nhw ynoch chi eich hun, neu'n sylwi arnynt ym mhobi eraill fel eich bod chi'n gallu eu hannog nhw i gael cymorth.

Mae Shelter Cymru yma i'ch helpu chi. Nid yw hi byth yn rhy hwyr nac yn rhy gynnar i gael help.

☎ 08000 495495

🗨 sheltercymru.org.uk/digartrefeddCudd

Lawrlyfthwch ein App Cymorth Tai rhad ac am ddim i'w ddefnyddio pan nad oes gennych chi Wi-Fi

## Gwybod beth yw'r arwyddion:

### Aros gyda ffrind

Mae llawer o bobl ifanc yn aros gyda ffrindiau, aelodau'r teulu neu bobl y maent yn eu hadnabod gan nad oes ganddyn nhw unrhyw le i'w hysgu, sy'n aml yn cael ei ddiagnosis fel 'ryffio soffia'.

### Perthynas yn chwaelu

Gall hyn arwngyllo o ddiffertion teuluol i berthynas cwpl yn chwaelu. Mae'n broblemau hyn yn ymwneud â pherthynas yn gallu bod yn aberdun sydyn i rywun fod mewn perygl o fod yn ddigartref ac mae'n gallu cyd-fynd â thras.

### Iechyd

Mae problemau iechyd meddywl a charifed yn gallu gweued rhywun ynagored i ddigartrefedd.

### Arian

Mae bod â threfnethion atennol yn gallu bod yn un o'r arwyddion cyntaf bod rhywun mewn traffarth.

### Profedigaeth yn y teulu

Gall hen halyd wneud person yn agored i ddigartrefedd.

### Aros yn hwyr

Yn y gwaelth, mewn caffi, yn y ysgol, yn y coleg, yn y briffygod... allai nad oes gin rhywun sy'n ymddangos nad yw byth yn mynd adref rywle i'w hysgu.

### Cam-fanteisio

Mae pobl ifanc sy'n wynebu digartrefedd cudd mewn perygl o gael eu cam-fanteisio gan eraill. Eiddau y byddin nhw'n cael eu rhoi dan bwysau i gael rhywun yn gyfnewid am le i aros.




**HOMELESSNESS DOESN'T ALWAYS LIVE ON THE STREETS.**

#HiddenHomelessness    Llamau Shelter Cymru

## You don't have to be sleeping on the streets to be homeless.

It might be sleeping on the sofa of a friend or family member, staying somewhere temporarily like a hostel or bed & breakfast, living in very poor conditions or somewhere that's not suitable for an individual or a family.

Many young people in these situations don't realise that they are homeless and are actually experiencing what's known as 'hidden homelessness' which is hard to spot. Last year more than 3,000 young people in Wales became homeless and had to use council homelessness services, while an unknown number were sleeping on sofas and friends' floors.

We want people to know the signs of hidden homelessness, whether that's recognising them in yourself, or spotting them in others so that you can encourage them to reach out for support.

Call our free housing advice helpline now. It's never too late or too early to get help.

☎ 08000 495495

🗨 sheltercymru.org.uk/hiddenhomelessness

Download our free Housing Help App that you can use when you don't have Wi-Fi

## Spot the signs:

### Staying at a friend's

Many young people stay with friends, family members or acquaintances because they don't have anywhere else to live, which can often be described as 'sofa surfing'.

### Relationship breakdown

This can often be a very sudden trigger for someone and make them at risk of becoming homeless. This can often correspond with violence.

### Health

Issues with mental and physical health can make someone vulnerable to homelessness.

### Finances

Struggling with finances can be one of the first signs that someone is in trouble.

### Family bereavement

Can make a person vulnerable to homelessness.

### Staying late

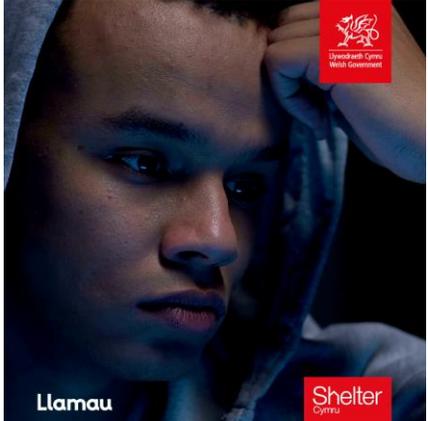
At work, at a café, at school, at college at university... someone who seems to never go home may have nowhere to go.

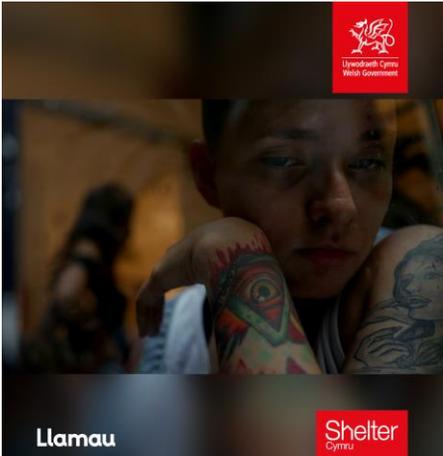
### Exploitation

Young people experiencing hidden homelessness are at risk of being exploited by others. They might be pressurised into a sex for rent arrangement in exchange for a place to stay.



## Social media posts

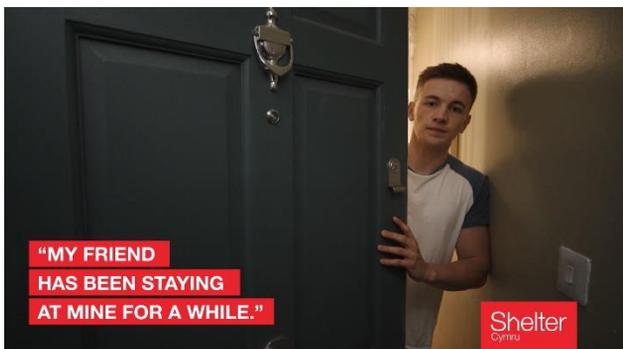
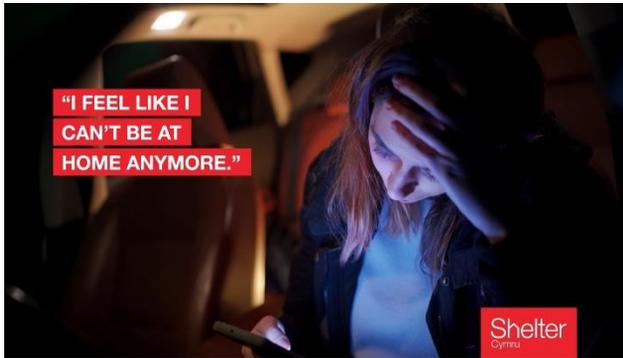
English copy	Welsh copy	Creative
<p>COVID-19 has pushed many people to the brink of homelessness. If you are worried that you will lose your home because of the pandemic, find out how you can get free help and advice today.</p>	<p>Mae COVID-19 wedi gwthio llawer o bobl yn agos at ddigartrefedd. Os ydych chi'n poeni y byddwch yn colli eich cartref oherwydd y pandemig, dysgwch sut y gallwch chi gael cymorth a chyngor am ddim heddiw.</p>	
<p>You don't have to be sleeping on the streets to be homeless. People who are sleeping on friend's sofas or living in overcrowded accommodation are also homeless. If you are worried about someone close to you, find out how you can help them today.</p>	<p>Does dim rhaid i chi fod yn cysgu ar y stryd i fod yn ddigartref. Mae pobl sy'n cysgu ar soffa ffrind neu sy'n byw mewn llety gorllawn hefyd yn ddigartref. Os ydych chi'n poeni am rywun sy'n agos atoch chi, dysgwch sut y gallwch chi ei helpu heddiw.</p>	
<p>People who identify as LGBTQ+ are often at risk of homelessness when they first tell their family about their sexuality or gender identity. If you're going through a difficult time at the moment and don't have a safe place to call home – know that you're not alone. Find out how you can get free help and advice today.</p>	<p>Mae pobl sy'n uniaethu fel LGBTQ+ yn aml mewn perygl o fod yn ddigartref pan fyddant yn dweud wrth eu teulu am eu rhywioldeb am y tro cyntaf. Os ydych chi'n mynd drwy gyfnod anodd ar hyn o bryd a heb le diogel i'w alw'n gartref – gallwch fod yn siŵr nad ydych chi ar eich pen eich hun. Dysgwch sut y gallwch chi gael cymorth a chyngor am ddim heddiw.</p>	

<p>Has a relationship broken down with someone you live with? Worried you won't be able to carry on living with them? If this is happening to you, then you could be at risk of homelessness. Remember that you're not alone. Find out how you can get free help and advice today.</p>	<p>A yw eich perthynas â rhywun rydych chi'n byw gyda nhw wedi chwalu? Ydych chi'n poeni na fyddwch chi'n gallu parhau i fyw gyda nhw? Os yw hyn yn digwydd i chi, yna gallech chi fod mewn perygl o fod yn ddigartref. Cofiwch nad ydych chi ar eich pen eich hun. Dysgwch sut y gallwch chi gael cymorth a chynghor am ddim heddiw.</p>	
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**Please direct your followers to the links below:**

- English: <https://sheltercymru.org.uk/hiddenhomelessness/>
- Welsh: <https://sheltercymru.org.uk/cy/digartrefeddcudd/>

## Adverts and films





Llywodraeth Cymru  
Welsh Government

**We thank you for your support in raising awareness of hidden homelessness and ensuring those that need help get it.**

Please feel free to share this toolkit with relevant stakeholders.

**It's never too late or too early to get help.**

**#HiddenHomelessness**

**Llamau**

**Shelter**  
Cymru