



What is **National Supported Lodgings Week**?

BACKGROUND & CONTEXT

Across the year, various weeks celebrate different communities and practices. In Children's Social Care, Foster Care Fortnight, National Adoption Week, and Kinship Care Week exist, but until now, there hasn't been a dedicated week to highlight the vital role of supported lodgings for young people.

Despite its impact, supported lodgings remain largely unrecognised. A 2022 Home for Good study found that only 30% of the British public had heard of it. This lack of awareness makes recruiting hosts difficult and can deter young people from considering it as a viable option.

To address this, the Supported Lodgings National Network was launched by Home for Good in 2022, bringing together providers to share best

practices, engage with key stakeholders like Ofsted and the Department for Education, and tackle sector challenges. Over the past three years, members have consistently reported recruitment struggles due to limited awareness both inside local authorities and among the public. Following consultations with the Network, there was strong support for a coordinated national campaign to address these challenges. As a result, National Supported Lodgings Week will launch in 2025.

WHEN WILL NATIONAL SUPPORTED LODGINGS WEEK TAKE PLACE?

The very first National Supported Lodgings Week (NSLW) is set to take place from **9th to 16th November 2025**. This inaugural event marks a significant step in raising awareness about the importance of supported lodgings and the vital role they play in providing safe, stable accommodation for young people.



AIMS OF NATIONAL SUPPORTED LODGINGS WEEK

National Supported Lodgings Week is all about raising awareness and inspiring action! We have two big goals for the week:

01 Boosting public awareness of supported lodgings: Making sure more people know what it is and why it's such an incredible option for young people.

02 Driving up enquiries: Inspiring prospective hosts to take the first step towards making a real difference in a young person's life.

But that's not all! Here are some additional goals:

Demystifying Supported Lodgings:

Helping the public understand what it is, who it supports, and how it changes lives.

Amplifying young voices:

Giving young people with lived experience a platform to share their stories and inspire others.

Engaging decision-makers:

Making sure policymakers, local authorities, and Parliamentarians recognise the impact of supported lodgings and take action to support its growth.



WHAT IMPACT DO YOU HOPE NATIONAL SUPPORTED LODGINGS WEEK WILL HAVE?



To ensure the success of NSLW, we aim to increase awareness and curiosity about supported lodgings. Our progress will be measured through website traffic and social media reach, as well as the number of enquiries we are able to generate through the week.

Metric	Expected Reach
Website visits	5000
Social Media Views	30,000 (Facebook; Instagram; Twitter)
Enquiries (national)	500
Enquiries per Provider	8 (based on 60 providers)

We want to make it easy for visitors to enquire and register their interest in supported lodgings. Through promotional efforts on social media, media outlets, working both nationally and regionally, we aim to generate 500 enquiries nationwide.

With an estimated budget of £50 per provider, we believe securing eight enquiries per provider would be a fantastic return on investment. This projection is based on the assumption that 10% of website visitors will go on to make an enquiry about supported lodgings.

To break this down, if we anticipate 5,000 visits to the website during the campaign, applying the 10% conversion rate would result in 500 enquiries nationwide. Assuming 60 providers across the country, this means each provider could expect to receive around 8 direct enquiries from interested individuals.

This approach ensures that the campaign is not only cost-effective but also has a tangible impact in boosting engagement and potential recruitment of new hosts for supported lodgings.



HOW WILL THESE AIMS BE ACHIEVED?

A range of tailored resources will be made available to partners, equipping them to effectively promote and celebrate National Supported Lodgings Week. This comprehensive resource pack will include videos featuring young people and hosts sharing their experiences, pre-written social media posts, blogs, and other online content designed to engage a wide audience.

To support local engagement, the resource pack will also offer suggested activities for marking the week in different communities. For example, some local authorities are already planning events, such as a gathering at the civic hall where council leaders will be invited to learn more about supported lodgings and its impact.

At the heart of the campaign will be a dedicated website, serving as the central hub for all messaging and

communications. This site will provide detailed information about supported lodgings, guiding visitors through the process of expressing interest in becoming a host. To ensure a unified and professional approach, all materials will carry consistent branding, while also allowing partners to add their own logos when sharing resources locally or on social media.

Beyond digital and local outreach, we are actively working to secure national press and media coverage to amplify awareness. Stories from hosts and young people will be shared to bring the impact of supported lodgings to life. Additionally, the Minister for Children and Families has committed to supporting the campaign, and we are collaborating with the Department for Education to explore how the government can play a central role in promoting the week on a national scale.

WILL THERE BE A THEME TO THE WEEK?

Yes! The theme for 2025 will be 'Host the Future' to emphasise that by being a supported lodgings host, you have the privilege of playing a role in supporting future generations to go on to flourish, reach their potential and become active and thriving members of their communities.



WHO CAN BECOME A PARTNER FOR THE WEEK, AND HOW DO I BECOME ONE?



Supported lodgings providers, whether local authorities or independent organisations can become 'partners' for the week but everyone can support and get behind the week!

To become a partner, organisations must sign up through the Supported Lodgings National Network and fill in a registration form when enrolment opens in April 2025. There is a £50 fee¹ for providers to become a 'partner' for the week, with all of the funds raised through the partnership fee being used for the development of resources and amplifying the profile of the week. We are expecting at least 60 providers to sign up and participate across the week, which will be a combination of local

authorities and independent providers.

However, we would love everyone to get involved, whether you are a young person, host or just someone passionate about supported lodgings! We'd love as many people to share their stories, to retweet the videos and posts being shared across the week and to talk to their local MP about supported lodgings. More information on how hosts and young people can get involved will be published in Summer 2025.

HOW WILL MY SCHEME BE REPRESENTED AS A PARTNER?

As a partner, your scheme will have multiple opportunities for visibility throughout National Supported Lodgings Week. Many of the campaign materials, including posters and social media graphics, will be designed with customisable spaces, allowing providers to add their own logos and branding. This ensures that partners can seamlessly integrate these resources into their own marketing efforts while maintaining the campaign's overall consistency.

In addition, the enquiry process on the campaign website will prominently feature providers. When a user expresses interest, they will be presented with three schemes, each displayed with a logo, a direct link to their website, and key information about their offering.

To further enhance partner recognition, the homepage of the NSLW website will include a rotating banner showcasing the logos of participating providers. Every provider that signs up will have their logo featured, ensuring continued visibility throughout the campaign.

We also expect you to share campaign materials across your local networks, helping to maximise reach within your community. By promoting NSLW through regional social media groups, community newsletters, and local press, you can connect with potential hosts and supporters in your area. To help facilitate this, we will provide a range of ready-made resources, including templates, suggested social media posts, and press release guidance.

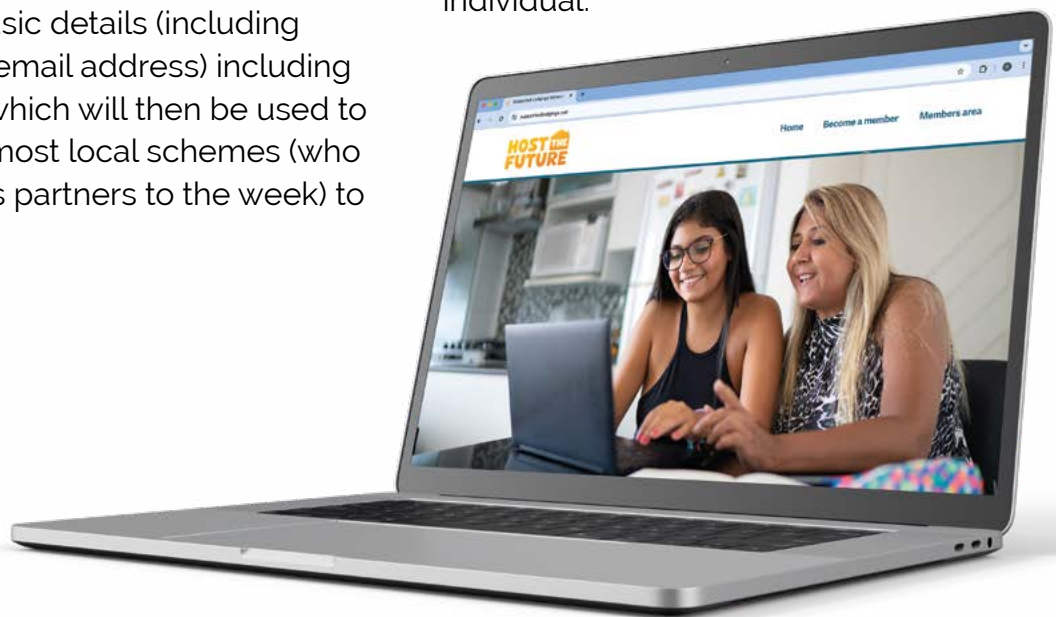
1. Please see Appendix 2 for an approximate breakdown of how this fee will be spent.

WHAT WILL THE ENQUIRY PROCESS LOOK LIKE?

On the bespoke website for National Supported Lodgings Week, there will be a range of information presented through videos, text and graphics to educate users on supported lodgings. There will be multiple prompts for users to 'Host the Future' which will take users to an enquiry page.

On this enquiry page, users will be asked to fill in some basic details (including their name and email address) including their postcode which will then be used to generate the 3 most local schemes (who are signed up as partners to the week) to the user.

These 3 schemes will have their logo presented, with a link to their website and some basic information about each. There will be a button provided for the user to 'Express your Interest with us' which will generate an automatic email to the scheme with the details completed by the enquirer. It will then be up to the scheme to follow up with the individual.



MORE INFORMATION ON WHO IS ORGANISING THE WEEK?

National Supported Lodgings Week is being led by Home for Good, which provides secretariat support to the Supported Lodgings National Network. To ensure the week is shaped by a range of perspectives, a Steering Committee has been established, bringing together independent providers and local authority representatives. This group is working collaboratively to develop and refine the campaign, ensuring it effectively raises awareness and drives engagement.

In addition to the Steering Committee's input, supported lodgings hosts and young people with lived experience are being consulted throughout the process. Their insights will help shape the messaging and focus of the week, ensuring it reflects the realities and impact of supported lodgings. By drawing on the expertise of providers and the experiences of those directly involved, National Supported Lodgings Week aims to be a powerful and meaningful initiative.

Join National Supported Lodgings Week



SIGN UP HERE:

You can register your scheme partner of NSLW by completing our initial information form. This allows us to incorporate your scheme into our plans, including its presence on the campaign website.

We require some basic details about your scheme, and if you have a high-resolution logo, please upload it as well, you can decide to pay by card or invoice.

Sign up here: hostthefuture.net/partner

CLICK TO SIGN UP >



Appendices

APPENDIX 1: RESOURCE PACK CONTENTS

Partner providers will be given a resource pack for the week for them to use on their existing marketing channels (website, social media, physical boards / displays). This resource pack will include:

- Social media images and posts, posters
- A high-res version of the NSLW logo to be used on their website and other communication channels
- Draft text for websites and social media posts, including relevant hashtags.
- High-res video clips and videos showcasing the experience of young people and Hosts in relation to supported lodgings.
- Press release for providers to send to local press outlets.

All of the resources provided will be branded in line with National Supported Lodgings Week and its website, but on many of the resources, there will be spaces allocated for partner providers to insert their company name and logo.

APPENDIX 2: BREAKDOWN OF PROVIDER FEE

To become partners of the week, providers will be asked to contribute a fee of £50 to support the week and the creation of resources. We are expecting a minimum of 60 providers to sign up for the week, creating a total pot of £3,000. Home for Good has kindly agreed to match fund this total for the first year of National Supported Lodgings Week, giving a total budget of £6,000. This budget will be broken down approximately as follows:

£600	Branding and design
£1,500	Website creation
£2,000	Resource development and creation - videos, graphics, posters etc.
£1,200	Press and Media
£700	Administrative support
£6,000	TOTAL