

June 2025

All about Launchpad

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Head of marketing and fundraising





Launchpad

Preventing homelessness
across Reading

THANK
YOU

A HUGE thank you from all the clients
and staff at Launchpad!!

Your support is very, very much appreciated

How you and the allotment helps Launchpad

Our clients

- Fresh, nutritious produce for our cookery club and life lessons at the work and life skills centre
- Produce for the foodbank which helps our clients who are in need and the local community

Our fundraising and relationship building

- Trojan horse for building relationships with potential business supporters
- Offered as team building days or to fulfil 'Corporate Social Responsibility' targets
- Can lead to longer term relationships, Charity of the year, more regular donors and fundraising – ie: Thames Water and Harry Gow's Ironman event - £1,500!

(THE toughest long distance triathlon – 3.4k in an Atlantic sea loch, 200km bike ride, mountain marathon)



Our history



1979

Reading University Soup
Project founded by
students



2010

Renamed as
Launchpad



2025

Over 90 staff and 100
volunteers



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Where we are now..

All stories from 2024

Ministers urged to introduce rent caps to tackle housing crisis in England

Exclusive: Letter from union leaders and renters' groups urges government to tackle root cause of unaffordable rents



The letter to Angela Rayner urges the government to devolve powers to metro mayors so they can introduce rent caps. Photograph: Thomas Knych/Zuma Press Wire/Rex/Shutterstock

Unions are calling on ministers to undo "years of damage to the housing sector" by the previous Conservative government and honour its pledge to tackle the housing emergency by introducing a form of rent cap.

Steve North, the president of Unison, the UK's largest union; Mick Lynch, the general secretary of the Rail, Maritime and Transport union (RMT), and Matt Wrack, the general secretary of the Fire Brigades Union, are among seven

UK rent rises forecast to outpace wage growth for three years

Average 13% increase by 2027 will put millions of households under further pressure, says thinktank



Rishi Sunak's government last month watered down reforms to increase protections for renters. Photograph: Yui Mok/PA

Rent rises in Britain are forecast to outpace wage growth, despite having already surged at the fastest pace on record after the Covid pandemic and the cost of living crisis.

The Resolution Foundation expects added pressure on millions of households and said average rents could increase by 13% over the next three years as current high growth in the private rental market leads their way.

'We live on Pot Noodles': rickets hits homeless families with no kitchen

Families placed in hotels in England are being forced to live on snack foods, putting young people's health at risk



The number of people made homeless in England has risen to record levels this year. Photograph: Mike Abrahams/Alamy

Homeless children placed in hotels are developing rickets and other diet-related health problems because their parents lack anywhere to cook.

The Maggie Project, which works with homeless mothers in the east London

Shelter condemns 'shocking' 14% rise in homelessness across England

Charity says soaring private rents, rising evictions and lack of affordable social housing are to blame



Shelter's report estimates that on any given night more than 354,000 people in England are homeless, which is one in 160 people. Photograph: Nicholas T Ansell/PA

Soaring private rents, rising evictions and a chronic lack of affordable social housing have led to homelessness in England increasing by 14%, research from Shelter reveals.

The charity described its latest figures as "shocking" and "astounding". They are contained in a report that estimates that on any given night more than 354,000 people in England are homeless, which is one in 160 people. That

The truth about homelessness



What is homelessness?

- Most homeless people are NOT living on the streets:
 - They are in temporary accommodation or shelters
 - OR sleeping on a friends sofa

Homelessness means not having a stable, safe or clean place to live.

You are homeless if you have nowhere to stay and are living on the streets, but you can be homeless even if you have a roof over your head.

You count as homeless if you are:

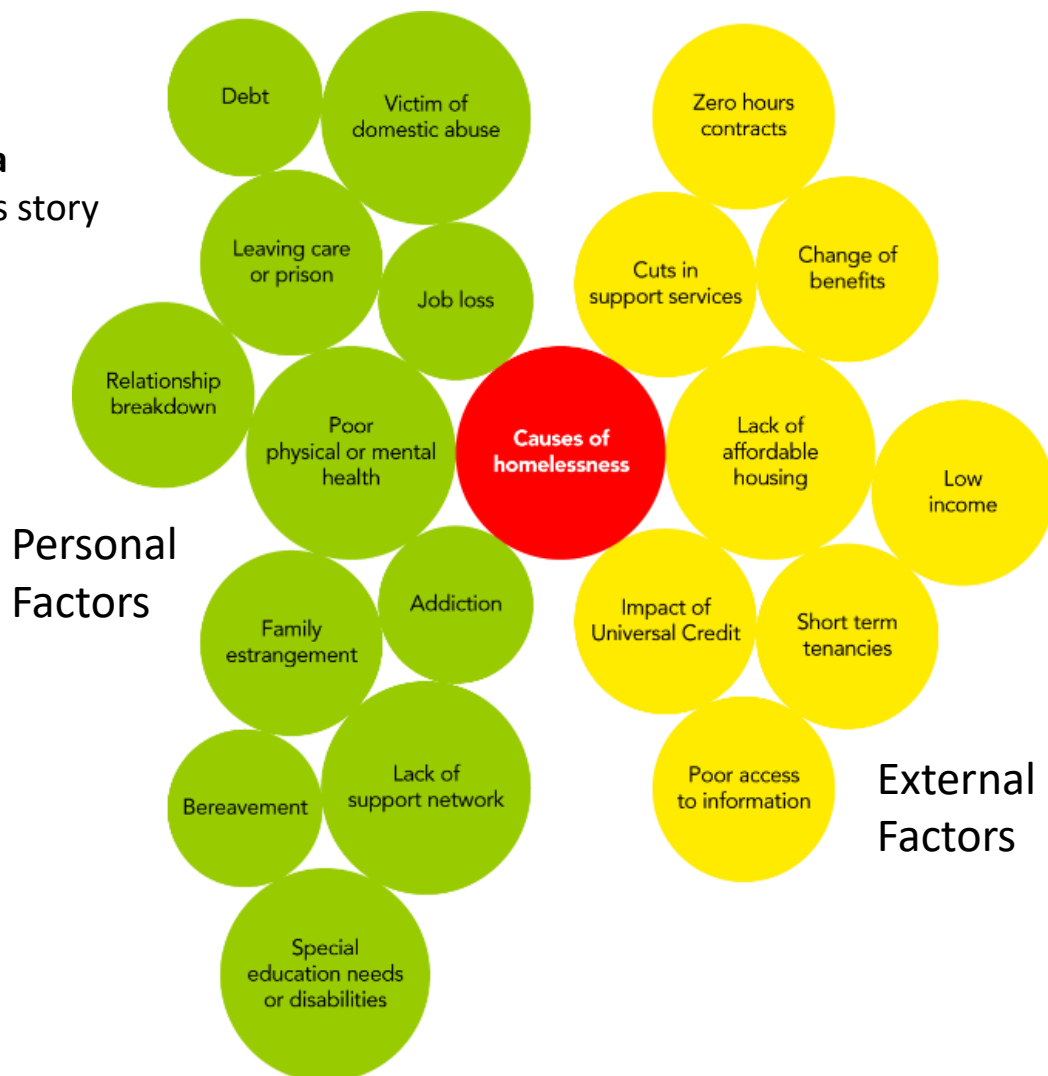
- Sleeping on the streets (open spaces, unused buildings, car or tent)
- Staying with friends ('sofa-surfing')
- Staying in emergency accommodation - such as a hostel, night/winter shelter, women's refuge or B&B
- Staying in temporary accommodation and waiting to be allocated longer term housing
- Squatting

Causes of homelessness

Homelessness can be caused by just one or a sequence of many things – and each person's story is unique.

This graphic shows some of the various causes of homelessness which can include:

- Being illegally evicted
- Job loss
- Relationship breakdown
- Poor physical or mental health
- Victim of domestic abuse
- Low income
- Change of benefits
- Addiction
- Lack of affordable housing
- Lack of a support network





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Begging and rough sleeping



**Street
Link**

What does the future hold?

- In the last year, we helped over 1,800 people get back on their feet
- Demand across all our services was up 22%
- Fundraising figures are down drastically
- Our support continues to be **even more essential** as we continue to see the ongoing cost of living, the impact of Section 21 evictions and the lack of affordable housing affect our community



Our work

Launchpad is Reading's leading homelessness prevention charity, providing vital information and support for individuals, couples and families who don't have a stable place to live - or are at risk of losing their home. We work to prevent homelessness, provide homes and offer work and life skills training.

1. Preventing homelessness

Launchpad works in a number of ways to prevent homelessness in Reading and stop a housing problem becoming a crisis, by providing:

- Free, confidential Drop-in – 3 times a week
 - Preventing a problem becoming a crisis
- Floating support
- Free Legal advice
- Severe Weather Emergency Provision (SWEP)



2. Providing homes

Launchpad aims to break the cycle of homelessness by providing and maintaining homes, some with bespoke support, to get our clients' lives back on track.

- Supported housing for over 100 people
- Long-term affordable homes
- Reading PODS – we provide 24 x 7 support for 40 people who have a history of rough sleeping
- NOVA Project – Women only property, 24 x7 support and a trauma-informed environment



3. Rebuilding lives – the work and life skills centre

Launchpad rebuilds lives with support with education, training and employment and a range of therapeutic activities.

Anyone in Reading can self-refer to the centre

- Financial Skills for Independence
- Training kitchens for cooking and barista courses
- Laundry area to learn how to maintain a home and practice self-care
- IT suite for job searching & online learning
- Free counselling service for clients
- Wellbeing activities, including art, drama and gardening therapy



May be of interest...

- The Pancake Race in Broadstreet every year
- 'Your Big Sleep out'
- The Solstice Sunset Swim
- Carols by Candlelight at the town hall - 2nd Dec



If you would like to help in other ways..

- Simply tell people about us – you never know who may need our help
- Tell your church, WI, rotary club, choir
- Come and volunteer
- Sign up to our newsletter
- Share our social media content so we can reach more people

(consider fundraising or making a donation)





Please stay in touch



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<https://www.youtube.com/user/LaunchpadReading/>



<https://www.linkedin.com/company/launchpad-reading/>

**Thank you for listening
Any questions?**

www.launchpadreading.org.uk