

Breaking the Cycle: Getting your MP Involved

Join our campaign for a funding system fit to end homelessness



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Got any questions? Email stefan.donnelly@homelesslink.org.uk
Homeless Link is a charity no. 1089173 and a company no. 04313826

What is the Breaking the Cycle campaign?

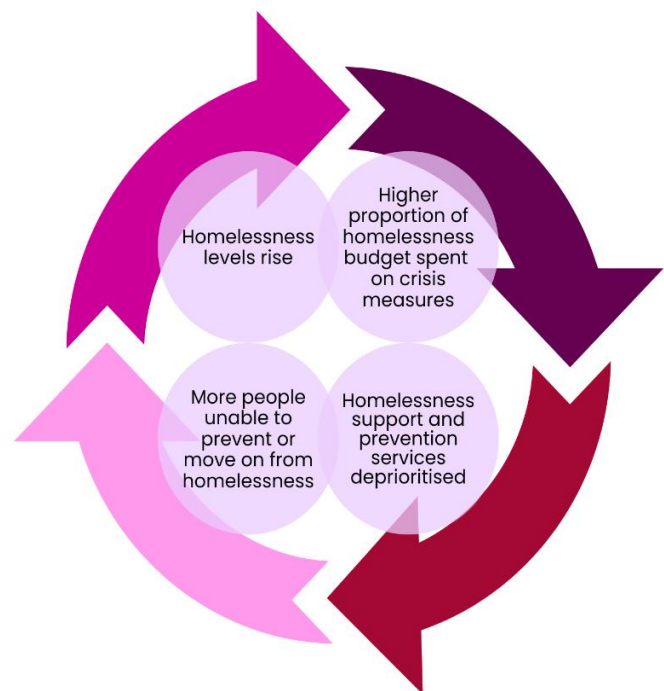
To Break the Cycle of rising homelessness, Homeless Link and our members are calling for a fundamental shift in the homelessness funding model: a switch from expensive short-term crisis measures to investment in long-term solutions and prevention.

With a new, person-centred funding system built around the principles outlined in our [Breaking the Cycle report](#), homelessness services will be better able to find the security and stability to support people affected by and at risk of homelessness.

The cycle we need to break

Rising homelessness levels have led to funding focused on expensive short-term options that do not offer long-term resolutions, such as temporary accommodation and other emergency measures.

With this focus on crisis management and short-term solutions, funding to prevent homelessness has been squeezed, as has funding for support services that empower people to move on from homelessness. **This has created a vicious cycle.**



The end result is more people feeling the devastating effects of homelessness for longer. And a higher cost to government as money is spent inefficiently on trying to treat the symptoms of homelessness rather than the underlying causes.

What we're calling for

A better, fairer system starts with a systematic review of the current homelessness funding system, to identify the inefficiencies and poor process holding back frontline services.

We are also calling for the creation of a single homelessness budget, designed to deliver a strategic, proactive system that works to prevent and end homelessness for good.

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Homeless Link

With a joined-up, cross-government approach to homelessness, which prioritises long-term funding and strategy, and which holds prevention at its core, we know frontline services can make real progress in countless communities across the country.

Please [read the Breaking the Cycle policy report on our website for further details of the campaign and our recommendations for change](#). This includes our **8 principles** for designing a fairer homelessness funding system.

The opportunity in 2025

We are pleased the government has embraced the calls of Homeless Link and other campaigning organisations to take a cross-government, joined-up approach to reducing and preventing homelessness. Including by establishing the Inter-Ministerial Group on Tackling Homelessness and Rough Sleeping.

We now have a chance to shape two other important cross-government projects: the Comprehensive Spending Review and the new Homelessness Strategy. We need to ensure these long-term plans include a fundamental reshaping of homeless funding.

When elected in 2024 the government pledged to “get Britain back on track to ending homelessness.” Frontline services work towards that same goal every day. If Ministers take the opportunities this year to reform the homelessness funding model to support rather than undermine the work of frontline services, we can make real progress towards that shared vision.

How you can help change the homelessness funding system

Initiatives like the Comprehensive Spending Review and new Homelessness Strategy will have long-term consequences. As these policies are developed, the government will be listening closely to what MPs are saying about priority issues in their areas, and how local services may be impacted by any national decisions.

That means this is the perfect time to get your MP speaking up about the importance of the vital work you do for your community.

Reaching out takes just a few minutes with our MP template letters and guidance on speaking with politicians. But it really can make a difference convincing your MP to champion homelessness services in Parliament and in your community.

Frontline homelessness services like yours have extremely high levels of support amongst the public and politicians. **MPs want to hear about solutions to rising levels of homelessness, and your service is part of that solution.**

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How to get started

Write to your MP and ask them to back the campaign

There are two actions you can ask your MP to take to support the Breaking the Cycle campaign, which are included in our template letter below. Ask your MP to:

- **Visit your services** to better understand local homelessness issues, and how – with fairer funding – you can be part of ‘Breaking the Cycle’ of homelessness in your area.
- **Write a letter to the Chancellor** which urges them to prioritise reforming funding for homelessness services

If you are able to secure a visit, we will be able to provide you with a **Breaking the Cycle campaign placard** to create a photo opportunity with your MP. Just let us know when your visit is taking place and we will arrange delivery – email stefan.donnelly@homelesslink.org.uk.

Visits to services can really help push homelessness to the top of MPs priorities lists. But we appreciate this may not always be possible, and if you can't currently support a visit you can remove that section from our template letter and perhaps ask for a meeting instead – either in person or online.

In fact please do customise our template letter as much as you like to include local issues, concerns and priorities. Please also add your own organisation's name and branding, as MPs tend to respond much better to locally-raised issues.

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MP template letter

Please find below links to download template letters to your MP about the funding issues raised in our Breaking the Cycle campaign. There are two versions, one to use if you already have a relationship with your MP and one to use if this is your first time contacting them.

[MP template letter – no previous contact](#)

[MP template letter – some previous contact](#)

When you are ready to contact your MP, you can find their [contact details on Parliament's website](#).

Meeting your MP

Tips on hosting a successful MP visit



“Involving service users in visits with your local MP provides a first-hand understanding of the issues that need addressing. Service users can help ensure that the concerns and needs of the community are accurately represented and prioritized, leading to more effective advocacy and policy changes.”

Fiona Pugh from Homeless Link member SPEAR shares her top tip from [a recent successful MP visit](#). Pictured is service user and volunteer Bernard with local MP Munira Wilson.

MPs are typically very keen to meet with people providing important local services to their constituents, and learn more about how they can help deliver positive change.

So invitations to visit will generally be enthusiastically received by MPs, even if it takes some time to arrange due to an MP's busy diary.

Below we've put together a few top tips for a successful MP meeting

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#1: Prepare key points to share

Prioritise a few key messages you want your MP to hear during your meeting. With lots to say about the state of homelessness nationally and locally, focusing in on one or two important points you want your MP to understand can help focus and guide your discussion.

In the context of the Breaking the Cycle campaign, this could be something like: 'If services like ours received the right funding, we could save local and national government money by preventing homelessness rising further.'

More broadly, points to consider sharing with your MP could include:

- How your organisation is currently funded and any challenges that brings
- How a more longer-term and more predictable funding system would benefit your work
- What you would like to do if you had the funding support
- How the current funding system holds your organisation back

#2: Be confident in speaking about your priorities

The MP is visiting you because they want to learn about your service. And you will definitely know more about your service and local homelessness issues than they do, so you should feel confident in telling them about the issues you encounter every day.

Try and keep the conversation grounded in your experience providing homelessness support and prevention services, and the challenges the current funding system poses. This will encourage the MP to genuinely listen to and learn from your experience.

#3: Do some quick revision on your MP and the Breaking the Cycle campaign

You don't need to be an expert in your MP's personal history or the detail of our Breaking the Cycle report. But having [a quick check of your MP's profile on Parliament's website](#) will let you know if they have existing interests in this area or if they have an official role with the government or an opposition political party.

Similarly, reviewing our 2-page summary of the Breaking the Cycle report – which you can also share with MPs – will give you a basic understanding of the key points of the campaign. You can [find this summary and the full report on our website](#).

#4: Give them an opportunity to publicise their visit

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Your MP will likely want to publicise their visit to show they are doing their bit to support important community services. Supporting them to do this can help your service get publicity and public support too, so it can be a win-win situation.

You can use our template press release (see below) and social media posts to make it as easy as possible for your MP to celebrate the excellent work your service does.

#5: Leave your MP with a tangible action to take

Be clear at the end of your meeting what you expect your MP to do next. To support the Breaking the Cycle campaign, they can write to the Chancellor, asking them to ensure reform of the homelessness funding model is central to the Comprehensive Spending Review and new Homelessness Strategy.

If an MP wants more details before doing so, you can encourage them to contact us on stefan.donnelly@homelesslink.org.uk

You could also ask them to visit you again next year, so you can update one another on how things have progressed.

#6: Use any local stats, facts and stories you have

Your MP will be most interested in details about your local area. **We can provide a briefing including the latest homelessness stats in your local authority area** – just email stefan.donnelly@homelesslink.org.uk.

But please do share any other local insights you have with your MP, and encourage them to share these with colleagues in government.

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Template press release

Adapt [our template press release](#) to publicise your MP's visit. Contact your MP's office to coordinate and agree the content of your press release before sending it out, or you can ask the MP's office to share with the press.

Social media posts marking a local MP's visit

Your MP is likely to have profiles on one or more of the major social media platforms, including Facebook, LinkedIn, X (Twitter), Instagram and BlueSky.

If you post an image of their visit on your social media channels make sure to tag their official account so they definitely see it and can reshare. You can usually find their official accounts on [their profile on Parliament's website](#). Please also tag Homeless Link so we can see and support your posts.

To tag on most platforms, insert the @ symbol and then type in your MP's name or user name.

Template social media post copy

'Pleased to host <MP NAME> today – great they had an opportunity to see how we're supporting local people affected by homelessness.'

'With a fairer funding model, services like ours can #BreakTheCycle of homelessness. See the Homeless Link website for more. <https://homeless.org.uk/what-we-do/campaigning-and-influencing/breaking-the-cycle/>'

<PHOTOGRAPH OF MP AT YOUR SERVICE, WITH PLACARD>

Breaking the Cycle Social Media Graphics

We have also produced a series of new social media graphics to help you shout about your support for the Breaking the Cycle campaign.



Post these on your organisation's social media channels, or your personal profile, to show your support. The graphics are designed to allow you to add your own organisation's logo in the white space on the right hand side.

View and download the different versions of the graphics, designed for all major

social media platforms, in our [Social Media Campaign Kit](#).

Let us know how your meeting goes

Understanding the relationships our members have built with MPs across the country really helps and guides our national influencing work. So please email stefan.donnely@homelesslink.org.uk with a quick summary of how your meeting went, or [put in a call with our Campaigns Manager Stefan](#).

Thank you for getting Involved!

We know everyone working in homelessness services has a lot on their plate, so we really appreciate you taking the time to encourage your MP to get involved in Breaking the Cycle of rising homelessness.

This government has pledged to "get back on track to ending homelessness." Voices of services like yours will be key in guiding that mission, and holding Ministers to account.