Enumerating Hidden Homelessness for Women in the UK

A report describing how the methodology for a research project to enumerate hidden homelessness for Women in the UK has been designed and structured.

CLEARVIEW RESEARCH

Office for National Statistics

Contents

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About Power With

Power With is a social enterprise that connects lived and learnt experiences of social disadvantages, such as homelessness, to create more human solutions. They specialise in bespoke consultancy services to organisations that value lived experience in research, service, or policy design and delivery. Power With was founded as a direct response to the disempowerment and dehumanisation that can be faced by people experiencing homelessness if not treated as equal partners when accessing services. They exist to put those with lived experiences of homelessness at the heart of service design and delivery.

Introduction

The Scale of the Problem

It is understood that data available on the extent of women's homelessness is significantly under-estimated. The Women's Development Unit (2022) states that:

Women's homelessness is far reaching, making up the majority of all homelessness when taking into account families in temporary accommodation, sofa surfing, rough sleeping and 'hidden' forms of homelessness.

DLUHC statistics for Autumn 2022 showed that women were around 15% of the rough sleepers count in 2019 of the 3069 people counted as sleeping rough on one night in England,[1] however literature consistently suggests that the methodologies used in rough sleeper counts under-count women (see below). Recent research into homelessness in the London borough of Camden (Bretherton & Pleace 2021) reports that women are homeless in greater numbers than has previously been assumed and that lone adult homelessness is as likely to be female as male.

The London Women's Rough Sleeping Census identified 154 women as homeless in London over a five-day period of conducting surveys with women.[2] However, this data represents only rough sleeping women and only a snapshot at a single point in time, within a limited number of London boroughs. The

researchers note that the data is illustrative only and not generalisable.

In order to capture the full scale of women's homelessness in the UK we need to fill the gap in the current statistics. Existing statistics account for women who are rough sleeping, women who are accessing homelessness services and, in some areas, there are also statistics counting women who are experiencing sofa surfing. However, the data suggests that the current methodologies for capturing homelessness in women are under counting women experiencing homelessness. These missing women are considered to be the 'hidden' homeless.

Learnings from Previous Research

A full overview of learnings from previous research is covered in the Summary of Qualitive Research Report, but briefly the main findings from our research indicate that:

- Engaging with outreach workers that have local knowledge is key to success, but we need to be careful to not depend on already overstretched services for support.
- Engaging local groups and services to support engagement is important but for this to be successful there needs to be sufficient time to build trusted relationships with these organisations.
- Survey methodologies are a good approach to reach a wide range of women, both those engaged with services and those who are not but extending this to a self-reported survey will allow greater engagement as women will be able to self-identify. Self-reported surveys are surveys that are not conducted by

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1   https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1138975/Rough_Sleeping_infographic_2022.pdf

2   https://www.shp.org.uk/Handlers/Download.ashx?IDMF=63cf55d5-668a-4d9d-81ce-81bef00074a1

service providers or fieldwork researchers, instead women can access the survey themselves online, or request a paper copy, and complete it in their own time. This approach means that their responses can be entirely anonymous and the do not have to engage with anyone else to share their experience. This approach allows for a broader reach both because it is more anonymous and because it is not dependent on women being in a certain place at a certain time to meet someone who is conducting the survey.

· Any data collection approach needs to happen over a minimum of two weeks as women's experience of homelessness is changeable, and services reported that they may not see someone over many weeks but then meet them again.

· Surveys need to be short and succinct, and the number of questions and length of the survey should be communicated with respondents up-front.

· Surveys should take no longer than 5-10 minutes to complete.

· The timeframe that the final methodology should cover should allow for capturing as broad a number as possible of women who have experienced unsheltered and unhoused forms of hidden homelessness, while recognising that asking people to recall details from too far back may affect the reliability of the data gathered.

· Some women may complete the survey more than once so some method to manage duplicate responses should be included in the final methodology.

· There may be some risk that women are not honest, but it is felt to be an acceptable one, as a trade-off for the benefits of being able to engage and reach women in the target population.

· Make sure the people delivering the surveys are trained, supported and can give help and support where needed.

· It is important for women to understand why they should participate. While the ONS is not in a position to make policy

changes based on its data, the statistics it produces can be used by policy-makers and practitioners. Women with lived experience felt that potential participants can be told they are contributing to understanding the nature and scale of the problem, and that this is important for the development of services in the future.

Research Objectives

The objectives of this research are:

· to develop a methodology for capturing the scale of women who are experiencing 'hidden' homelessness in the UK.

· to collect data on women's homelessness in a way that can be manipulated by statistical analysis to include or exclude certain experiences of homelessness to fit with the specific limitations of statistics on women's homelessness at a local level, e.g., where statistics on couch surfing do not exist this experience can be included in the statistics on 'hidden' homelessness for that local area.

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Project Overview

Definition of Women's 'Hidden' Homelessness

For the purposes of this methodology, we co-developed a definition of women's hidden homelessness in the UK with the ONS, EBP and EBE groups. The full overview of what was discussed in creating this definition is covered in a previous report, "Defining Hidden Homelessness", but we have included a summary of the main points below.

The legal definition of homelessness in the UK, according to the Housing Act 1996, states that a person is homeless if they:

- Have no accommodation available to occupy
- Are at risk of violence or domestic abuse
- Have accommodation but it is not reasonable for them to continue to occupy it
- Have accommodation but cannot secure entry to it
- Have no legal right to occupy their accommodation
- Live in a mobile home or houseboat but have no place to put it or live in it

Our initial discussions highlighted that homelessness takes many forms for women across the UK. For some, who do not have friends or family to rely on, they are left with little choice but to search for 'safe' places to stay or find alternative ways to stay safe during the night. Some women also reported being offered temporary accommodation or assistance but described how this is not secure and often not safe, leading them to search for other options. Women who have been able to rely on family and friends spoke about the insecurity of this as they never know how long they can stay, and they fear being without someplace to stay at any moment. The key feature across all these examples was the search for somewhere 'safe' to stay, and in most cases, this also means somewhere 'hidden'.

A 2021 scoping review by Deleu et al. reported that there are a large number of definitions for 'hidden homelessness' but they can all be grouped into 3 categories, hidden from statistics, hidden from the public, or hidden from services. The London Women's Rough Sleeping Census focused on 'rough sleeping' to capture those who would not feature in statutory statistics, and while they did identify a larger number of women experiencing homelessness than had previously been counted they also reported that there were many women who could not be captured in the count. Some of these women who were not captured in the London women's Rough Sleeping Census did not engage because they did not want to engage with the survey being conducted by the outreach worker and some because they did not identify as 'rough sleepers'. For the purposes of this methodology to enumerate hidden homelessness for women in the UK we decided our focus should be on those women experiencing homelessness who are hidden from statistics. This means including women who are experiencing any form of homelessness and not being counted by any statistic, including statutory statistics, rough sleeping counts, and couch surfing counts.

Further discussion exposed the difficulty of separating out women's experiences of homelessness in such a clear-cut way to identify those who are and who are not already collected in statistics. Therefore, it was decided that we would need to capture enough information about women's experiences to determine, through analysis, who would likely fall under the 'not included in statistics' and 'included in statistics' categories.

Discussions with the ONS, EBP and EBE groups also highlighted that the statistics that are captured in different nations and different geographical areas across the UK can widely differ. Some areas may collect data on couch surfing while others may not, some nations count those living in domestic abuse refuges while other nations do not, and some areas use rough sleeping counts while others use estimates. Taking an approach that collects data on the breath of experiences of women who are facing homelessness also allows us to adapt the analysis approach to fill the specific gap in statistics for each area where the research is conducted. For this reason, it was decided, for the purposes of this methodology, to use a broad definition of 'hidden' homelessness that allows for adaptation of the analysis in each specific area to include any women who may be hidden from official statistics.

The final element of the debate concerned how we would be able to determine whether a woman would have been counted in rough sleeping counts or couch surfing counts or not. It would be very difficult to know whether a woman who sometimes 'bedded down' on the street but sometimes did not, was counted in a rough sleep count, and it would be unlikely they themselves would know. Similarly, women who are couch surfing, or temporarily staying with someone they know (or don't know), will not be aware if their situation has been recorded in statistics or not as this is often done through social workers. Therefore, we decided that for the design of this research we would focus on those women not counted in statutory statistics only, but we would collect data on the types of homelessness experienced so that inferences about who may have been included in other statistics can be made during analysis.

The final definition agreed on states that any methodology should aim to include:

Women with no safe or secure place to stay who are not receiving formal support from their Local Authority to meet their accommodation needs and are therefore likely to be missed from official statistics.

This includes a large variety of experiences that can be classified as 'hidden' homelessness for women, and are often missed in statutory statistics, including sleeping on public transport, wandering the streets at night, staying in unsafe places with no other choice, domestic abuse refuges, and many more. The objective of this definition is not to limit the range of experiences that can be captured, but instead to open it up to understand more of the ways women manage their accommodation needs when they lack a secure place where they are entitled to live or reasonably able to stay.

Survey Methodology

In order to capture data on the experiences of women who are not normally represented in the statistics we have proposed a self-reported survey approach to calculate evidence-based estimates. As mentioned earlier, a self-reported survey is a system where women can access the survey themselves online, or request a paper copy, and complete it in their own time. We are proposing to use this approach in conjunction with face-to-face collection of responses to the survey using specialist fieldwork teams. We decided upon a survey approach due to its success in previous projects, such as FLIC and The London Women's Rough Sleeping Census. We will be able to take learnings from these previous research projects to build a survey that effectively collects data on hidden homelessness. Both the FLIC team

and The London Women's Rough Sleeping Census team said on reflection that they wish they had also made their surveys available online, as they felt it would have increased engagement. For this reason and based on our own successful experience of engaging vulnerable groups through online surveys, we are proposing a joint approach using a single survey that is available online, can be given to women in paper format to complete themselves, and that specialist fieldwork teams can take to the field to actively recruit participants face-to-face.

For this methodology we have decided that rather than attempting to capture hidden homelessness directly, we will instead capture the breadth of homelessness experience and then use our analysis to distinguish between those women who are likely to already be included in other statistical records and those who are not, and are therefore hidden based on our definition. We did consider other approaches, such as outreach worker only led surveys and using secondary data sources, and these are discussed further below. Survey approaches have been criticised as a way to capture 'hidden' homelessness in the past as they can only capture the experiences of a population sample, rather than an entire population, are open to fraudulent responses (especially with online surveys that have an incentive where people attempt to gain the incentive with false responses), and often only capture what is already most visible, such as women already accessing services or visible on the street, rather than those who are 'hidden'.

This methodology will overcome these limitations by detecting and extracting fraudulent survey responses, reaching women who are the least likely to be captured using inclusive language and strategic engagement plans, and overcoming the need to count every individual woman experiencing hidden homelessness by applying an evidence-based estimate approach to analysis.

Designing the Survey

This survey was designed based on The London Women's Rough Sleeping Census survey. Careful consideration was taken to ensure the learnings from The London Women's Rough Sleeping Census were built upon to co-design, with the EBP and EBE groups, a survey that would effectively enumerate women's hidden homelessness in the UK. A detailed discussion of how each question was considered and decided upon is included in the main body of this report. Discussions with the researchers who conducted The London Women's Rough Sleeping Census highlighted some areas for improvement, mainly adapting the language or focus of the survey so that it includes women with more diverse experiences of homelessness and covering aspects of these experiences such as couch surfing and safety.

As we built the survey and developed a clearer picture of what should be included in a definition of 'hidden' homelessness it became obvious that 'hidden' homelessness should include any experience of homelessness that is not included in statutory statistics. For this reason, we decided to take an approach that captures the breadth of homelessness experience for women in the UK and then also collect data on their experiences of accessing housing support through their Local Authority. This approach will allow us to identify which women are experiencing 'hidden' homelessness and which are counted in statutory statistics.

We also realised that it will be near impossible to count every woman experiencing homelessness, but by capturing the breadth of homelessness we can use existing statutory statistics to calculate an estimate of how many women are experiencing hidden homelessness. The proportion of women who complete our survey who also report not receiving support from their Local Authority, are therefore unlikely to be included in statutory statistics. If we apply this proportion to the existing statutory statistics then we will be able to calculate an estimate of the number of women experiencing hidden homelessness.

Reaching Women Experiencing Homelessness, and Specifically 'Hidden' Homelessness

Previous methodologies have heavily relied on 'eyes on the ground' outreach approaches to enumerating women's homelessness in the UK. This includes:

· Rough sleeping counts where outreach workers count people who are bedded down after a certain point in the evening in a particular area on a particular night.
· Survey methodologies, where outreach workers ask women who they observe to be homeless some questions to learn more about their situation.
· Methods to capture sofa surfing, where social workers are asked to describe their clients housing, or where women are asked questions about their recent and past experiences of homelessness.

However, from speaking with women who have experienced homelessness we discovered that often they do not see themselves as homeless, or they spend time and energy trying not to look homeless. These women would then be missed by any outreach approach that depended on outreach workers or researchers identifying women to speak to, based on their knowledge or consideration that they may be homeless.

Instead, we propose a dual approach where we reach out to women with a digitally available survey that they can complete themselves, combined with an outreach approach so that this survey also collects data from women who are known to local outreach services, and who may not have access to an online survey. We also propose making a paper survey available to any woman who would like to complete the survey anonymously, i.e. not with a specialised fieldwork agent. There are also other methods that will need to be employed to support women to complete the survey, especially those women who are more digitally excluded than others. We discuss this further in the engagement section below, but in brief we propose providing access to internet and/or devices to complete the survey where possible.

We also propose that the survey targets women who are worried about or struggling with their housing situation, rather than homeless, so as not to exclude those who do not see themselves as homeless but who would be considered homeless by our definition.

Survey Methodology

Once we had determined that to capture hidden homelessness for women in the UK, we need to start by capturing breadth of homelessness experience for women in the UK and then ascertain who is and who is not likely to be included in statutory statistics elsewhere, we needed to choose the most robust research methodology to achieve this. The approaches that we discussed included, counts similar to rough sleeping counts, outreach worker led surveys, alternative sources of statistics that exist in non-statutory services, and self-reported surveys. The decision was made that a survey approach, using a digitally available survey, a paper survey upon request, and specialist fieldwork teams who can administer the same survey face-to-face in the field, would be the best approach to reach women experiencing homelessness who are normally hidden from statistics. The reasoning for this was that rough sleep counts, or outreach worker only led surveys can miss a lot of women who are experiencing hidden homelessness as they are difficult to identify and reports from FLIC and The London Women's Rough Sleeping Census reflected that it was difficult to approach women who were not bedding down for the night and ask them to participate in a survey about homelessness.[34] Also, secondary analysis of existing sources of statistics was deemed unsuitable as they would have varying degrees of reach, meaning we would not be confident that they are capturing hidden forms of homelessness. It is also difficult to determine which individuals in these types of statistics are counted in statutory statistics and which are not. Therefore, a self-reported survey that is made available online but is also supported by on the ground fieldwork through collaboration with a specialist fieldwork team was deemed to be the best option to capture the breadth of homelessness experience for women in the UK.

Methodological Challenges

The proposal for a self-reported survey was supported as this survey could be promoted both by outreach workers and existing homelessness services, but also to women who would not be reached in these ways. However, this raised a few concerns. Firstly, how can we ensure that responses are not being falsified, especially if we are offering an incentive. Secondly, how can we ensure that those women who would qualify as homeless, but may not see themselves this way, are included. Thirdly, we cannot guarantee using this approach that we will reach all women who are experiencing hidden homelessness and our findings will therefore not be accurate. These concerns were discussed, and approaches identified to overcome them to design a self-reported survey methodology that would effectively enumerate hidden homelessness for women in the UK.

Minimising falsified survey responses

Falsified responses are a limitation of any self-reported methodology, especially when an incentive is being provided to participants to improve response rates. There are several proven methods to reduce the impact of falsified responses on final survey findings, these include methods to prevent potentially fraudulent responses and methods to detect potentially fraudulent responses so you can remove them from the final data set. Methods to prevent fraudulent responses include limiting the number of responses that can be made through any one device (or IP address) or using a CAPTCHA to block any automated responses. While we would advise that including a CAPTCHA can be useful to block automated responses it can

3   FLIC
4   London Women's Rough Sleeping Census

also be a barrier to responses for people who are neurodiverse or who are using devices that do not engage well with 'pop-ups'. We would also strongly advise against the use of response limits on devices as, especially for women experiencing homelessness, there may be many respondents using the same device. From our experience we would advise using approaches that detect and extract fraudulent responses. These include:

- Validating response using contact details – We can ask respondents for email details at the end of the survey so that we can send them the agreed incentive. These emails will be deleted once the incentive is provided but can also be used to validate that the response is genuine. This is not recommended as a validation technique as it limits our ability to anonymise survey responses from the outset. Instead we would recommend using the other methods to minimise falsified responses and using a third-party to administer the vouchers, this allows for anonymisation of the survey from completion.
- Check response time – Checking the response time for respondents is a way to detect and extract fraudulent responses, as often fraudulent responses will be completed well below the average response time.
- Check IP address – Even if we do not include a limited number of responses per device, we can still check how many responses are made from one device to determine if they are legitimate or likely fraudulent responses.
- Inconsistent or patterned responses – Fraudulent responses will often answer all option 1, or in the form of a pattern, this includes legitimate individuals who just do not fit the criteria of the survey.

We recommend using several of these detection methods combined to identify fraudulent responses to remove, for example if many responses are from the same IP address but they all have different and legitimate contact details then they are not likely to be fraudulent, but if there are many responses from the same IP address and only one response has legitimate contact details then it is likely that these responses are fraudulent.

Including women who do not see themselves as homeless

When we discussed what should be included in the definition of 'hidden' homelessness with the EBE group we identified many of the different experiences of homelessness that women can have. Initially what we identified from this was that it is difficult to define any one experience of homelessness as 'hidden' or not. What we also realised was that many women can be experiencing homelessness and not see themselves as homeless, in which case their 'hidden' homelessness is hidden even to themselves. Women who fall into this category can be in a variety of insecure and/or unsafe situations, including staying with friends, using the last of their finances to pay for hotel or hostel accommodation, staying with someone for the sole purpose of having accommodation even though they would prefer not to stay there, and many more. This group of women are particularly hidden and both the EBP and EBE groups agreed that it is very important that they are included in this research. Reflections from the researchers who conducted the London Women's Census echoed these concerns about focusing on homelessness. In their methodology they focused on 'homelessness' and 'rough sleeping' and they found that this prevented some women from engaging with the survey as they did not identify as 'rough sleepers' or 'homeless'.

We had further discussions about how we can include women who do not see themselves as homeless in this research and agreed that engaging these women in particular will require using language that includes them and a targeted engagement plan that focuses on this particular group. The language used, both to promote the survey and throughout the survey, as well as the answer options provided, will have a big impact on engagement. For this reason, instead of using the word 'homeless' we have decided to replace it with 'insecure housing'. We have also considered this group throughout the design of the survey and included answer options that they may select to ensure they are engaged throughout the survey. We also consider this group below in the engagement section.

Estimating hidden homelessness

Unless we speak to every woman there is no way to guarantee that we will reach all women who are experiencing hidden homelessness. This is a challenge with most research methodologies and there are several statistical methods to overcome this. These methods include the dual system enumeration (or capture-recapture), administrative/secondary data analysis, and evidence-based estimates. The capture-recapture approach is a method used in epidemiology to estimate a specific population size. It involves capturing the subjects or population of interest, marking them, and then recapturing after a period of time. In our study this would mean sampling from the larger population and identifying those who fit our specific population criteria, as per our definition of women experiencing hidden homelessness. Then sampling from the same larger population again and identifying those who fit our specific population criteria and subtracting those who we already counted in the initial sampling exercise. Then if we assume that the proportion of those recaptured in the second sampling is equal to the proportion of the specific population sampled in the first sampling, we can calculate what the total size of the specific population is estimated to be. However, some major limitations of this approach for the current study are that it does not allow for anonymity as we would need to be able to mark women who are captured in some identifiable way, and its assumptions do not apply to our specific population, women experiencing hidden homelessness:

1. There is no change to the population during the investigation (the population is closed).
2. There is no loss of tags, so that individuals can be reliably matched from capture to recapture.
3. In each sample, each individual has the same chance of being captured.

Administrative or secondary data analysis was another approach suggested. This would involve using data collected by services or other administrative data to calculate an estimate or count of hidden homelessness. This approach was attempted by the London Women's Rough Sleeping Census who used compiled data from housing teams and Streetlink. They found that the data was not very useful. It was anonymous data and so they could not check across data sources to control for duplicate entries. There is no way to determine if those counted in these records are or are not also counted in statutory statistics. Also, as these services have varying degrees of reach there is a lack of confidence that they are capturing hidden forms of homelessness.

The final approach that was explored is an evidenced-based estimate approach. In rough sleeping estimate approaches across the UK, they take an informed and evidence led approach to calculating an estimate of rough sleeping numbers for a particular area. These evidence-based estimates are agreed at estimate meetings where multiple partner agencies, services who have knowledge of and access to people rough sleeping in the area, come together after a 'typical night' and share their data to calculate and decide on an estimate of those rough sleeping in the area on that particular 'typical night'. At these meetings services bring together data on individuals so that they can avoid double counts. These estimates can also sometimes

use snapshot counts, where a sample area is counted on the 'typical night' to further inform the estimate.

Discussions of these approaches with the EBP group and identified that a capture–recapture approach would still likely miss a large proportion of women experiencing hidden homelessness due to the hiddenness of their experience, while an administrative or secondary data analysis approach is highly dependent on existing records, which we know to be unreliable and which the London Women's Census attempted to use but did not find suitable. Therefore, an evidence–based estimate approach seems like the best approach for this research, while also using existing statutory statistics as an additional source of evidence.

We propose that in our survey we collect evidence on the breadth of experience of homelessness (or rather insecure housing) for women, then we also collate existing statutory data that exists on those women receiving support for homelessness in the same area. We can then use these two evidence sources to estimate the number of women experiencing hidden homelessness in that area. We can ask questions in our survey to determine the number of women experiencing any form of homelessness and out of these women how many are receiving support from statutory support services and how many are not. It will not be possible to capture data on every single woman experiencing support and accessing services using the survey, but we will be able to capture this data on a broad sample of women, as they do in the rough sleeping snap-shot counts. With this data we will be able to calculate the proportion of women, from our survey responses, who are not receiving support and therefore not counted in statutory statistics, therefore hidden homeless. Then using existing statutory statistics for the same population in the same area we can determine how many of the recorded population of homeless women we have managed to reach. Finally, using our calculated proportion, we can make an evidence-based estimate of the number of women experiencing hidden homelessness in that area.

This approach is dependent on a number of assumptions:

· Women who are included in statutory statistics are not 'hidden'.
· A proportion of women are receiving statutory support and are therefore included in statutory statistics.
· A broad sample of women experiencing homelessness will include a representative sample of women who are included in statutory statistics and those who are not.

This approach is highly dependent on our sampling method reaching women who are likely to be recorded in statutory statistics and those who are not in an equal way. Therefore, the engagement plan for this methodology needs to be strategic and locally informed. If we focus our sampling too much on existing services, then we are likely to bias our sample by collecting data from a higher proportion of women who are already included in statutory statistics. Whereas if we attempt to avoid collecting data from women likely to be already included in statutory statistics, then we will bias our sample towards collecting a higher proportion of women who are not already included in statutory statistics. This means that when developing our engagement plan, we need to ensure that any method we employ to increase response rates of one group is equally balanced by a method that will increase response rates from the other group. More detail about how to plan this is included below in the engagement section.

One of the considerations for engagement that is a key part of the survey methodology is the length of time that we leave the survey open for. Previous studies that have looked to capture women's experiences of homelessness have involved outreach workers or services recording data about women or interviewing them to complete surveys on their behalf. This proposed survey is different in that women will, for the most part, be completing it themselves. Those previous studies have run for a maximum of 5 days and have depended on outreach workers reaching women to capture their data. Our approach differs in that engagement will reach far beyond outreach workers, but that also means we are depending on women who are experiencing housing insecurity seeing, engaging with, and completing our survey. This will take longer and require dedicated promotion activities. From our own experience of running population surveys, and our discussions with both the EBP and EBE groups, we determined that an appropriate amount of time to leave the survey open would be one month. Shorter periods of time were considered but deemed insufficient to reach enough women with diversity of experience, and the groups felt that longer periods of time would impact on the validity of the estimates as they would be based on too long a time segment (e.g. 3 months). It was agreed that one month should be a sufficient amount of time to collect a broad sample of responses, as long as an effective engagement strategy is employed.

Survey Design

Once it was decided that a survey methodology would be used to collect data representing the breadth of experience of homelessness for women in the UK, rather than excluding particular categories of homelessness experience at this early stage, we began designing the survey questions and response options. Each question was built with careful consideration of the language used and the sensitivities of the women who would be responding, as well as its potential contribution to the final data set. Three separate sections of the survey were agreed upon, a first section that determined what the individual woman's experiences of homelessness were, a second section that would determine if they might be included in existing statistics or not, and a final section that would collect demographic information to allow us to understand more about the challenges different communities of women are facing. Before the survey was finalised a change to this structure was proposed and agreed upon. As many of the women who we are hoping will participate in this research will have answered questions about their experiences many times before they complete this survey, we decided to switch the section on whether they will already be included in statistics or not to the beginning of the survey. This is because many of these women will not have answered questions before about the challenges they have faced accessing support, and the opportunity to speak out about this may encourage more women to share their experiences. Below is an outline of the variables that were considered as part of building each section of the survey.

Introduction to the Survey

A survey introduction should always be clear about the purposes of the survey, how participants data will be used, and what participants are consenting to. Discussions with the EBP and EBE groups identified a number of additional areas for consideration when designing introductory text for this survey, including:

- Clear and accessible information about what this survey is for, who it is for and how data will be protected.
- An example of how this data might actually be used to make positive change happen, including details of a real-life example where this has happened previously.
- Clarity that completing this survey, or form, will not result in any support or assistance.
- Signposting to places where women can go to access support or information about how to access support.

We drafted this content as per the final survey in Appendix 1. As you will see, we separated the sections of information out and added headings to each section to make it more accessible. We have also used accessible language to ensure that the information is clear.

It is difficult to find a relevant example of how this data, or data similar to it, creates positive change. We have provided an example in our introduction to the survey that showcases how we would hope this data is used to make a difference. We would suggest that future surveys begin to include real examples, and even case studies, of how the data is actually used. Sharing information about the 'in-real-life' usefulness of the data collected through this research will be a huge motivator for women to participate. More detail on how this can be achieved is included in the engagement section below.

From the co-creation sessions we also discovered that for some women they only realise that they would be classed as homeless in hindsight. These women described how they would be in situations where they did not have a safe and secure place to stay, and in some cases have even sought support with accommodation from their Local Authority, but they would not have seen themselves as homeless. This is a key form of hidden homelessness and important to capture in this research. Therefore, we decided that when we are talking about this research, we should use language that refers to insecure housing, rather than speak about homelessness directly.

Finally, on a final review of the survey the EBP and EBE groups suggested that we should consider offering some light touch support for any women who do encounter the survey, whether they decide to participate or not. This was suggested as it is felt that the survey addresses a number of sensitive subjects that could leave participants feeling very negatively about their situation and therefore it would be important for them to be able to access psychological support to overcome these feelings. It was agreed that a light touch peer support offer would be sufficient, such as that used over the course of the methodology design through PowerWith. This peer support offered a safe space to discuss experiences and feelings as well as a way to access signposting to further information and support services.

The final introduction has been reviewed by both the EBP and EBE groups. This introduction is accessible, provides all the information required and uses language that is sensitive to the experiences of the women we wish it to engage. We have also specified that this introduction should provide signposting to locally available support services and where to go for further information, including the additional offer of information and peer support for those who engage in the research.

Consent

Getting an individual's informed consent to participate in the research is an essential part of any research study. From our discussions with the EBE group we identified that in order to gain informed consent we would need to specify who would be collecting the data, confirm that it would be stored confidentially and anonymously, and provide information about how they can withdraw from the study if they wish to. All of this detail is provided in the final consent section.

Introduction to Each Section

On reflection with the EBP and EBE groups, after the first draft of the survey was shared for comment, it was felt that for each section of the survey it is important to reiterate what the data in that section will be used for, and to again point out that providing this data will not result in any form of support. IT was also stressed that this is particularly important for the section with demographic questions as participants often feel these questions are very unnecessarily invasive. This information has been added for each section, including the demographic section.

Housing Support

The objective of this section is to identify which women, of those who complete the survey, are already receiving support from their Local Authority, and therefore likely included in statutory statistics, and which women are not, and therefore 'hidden' from statistics. In order to capture the detail required we have included four questions. Together the below questions will help us determine if the individual is currently receiving, or has been offered, housing support from their Local Authority and is therefore included in statutory statistics or may have been in the past year. These questions also capture data on how many women are applying for support yet not receiving it, and how many women may need support but have not applied for it.

In the last year, have you approached your Local Authority for support with housing?
The aim of the first question is to determine if the participant has ever approached their Local Authority for support with housing,

this will allow us to determine the individuals subjective need for support. We are aware that housing support is limited, and Local Authorities often have to adhere to stringent inclusion and exclusion criteria to decide who they can offer support to. This often results in many women who need housing support being excluded. This not only means they are not offered any support with their accommodation needs, but they are also excluded from statistics.

It was agreed that it is important to specify Local Authority in this question as other informal support services are also available, but for the purposes of capturing data on who may or may not be included in statutory statistics we need to focus on support offered by Local Authorities. We are aware that some women may not fully understand this difference, and this is a risk of this data collection process. A way to overcome this may be to offer an explanation of what we mean by Local Authority, but as this adds additional content and may not fully overcome the problem we decided to omit the further explanation and acknowledge the risk in our final estimates.

The timeframe of one year was chosen as we wanted to capture current experience. We discussed this with the EBP and EBE and all agreed that asking someone to remember the specifics of whether something happened in the last month, or last three months, etc. is challenging. The exact timeframe is also irrelevant for our needs, what we want to capture is recent past. Therefore, we agreed that asking participants to reflect on their experiences over the last year is both a loose enough timeframe that they will not struggle to remember exact details, but also a recent enough timeframe that we are unlikely to get responses that are not relevant to our current study. As the intent of this methodology is for the survey to be conducted yearly, this also supports using 'the last year' as a suitable timeframe.

Our discussions with the EBP and EBE groups also highlighted that some women may be recently facing challenges with their accommodation and may not have yet approached their Local Authority or may not even be aware they can approach their Local Authority for support. These two options were then added as having the relevant option available makes the survey easier to complete for the participant, and it will also aid survey analysis.

(If answered yes above) How many times have you approached your Local Authority for support with your housing?
We decided to include a question to capture the number of times an individual has sought support from their Local Authority as this adds valuable insight into their experience. This data, in connection with the response to the question on what support women received below, will help us to enumerate the proportion of women who were not included in statistics, and therefore 'hidden', for a period of time before they were offered support. This data will also help us to highlight the support need that exists for these women, including insights on how many women are applying for support multiple times and receiving none.,

In the last year, did your Local Authority offer you support for your housing needs?
As we are looking at a timeframe of 1 year rather than immediate circumstances, we need to ask if participants have been offered support within that timeframe. Also, as not all women who are offered support from their Local Authority will avail of this support, we need to use the word 'offered' rather than 'received'. The answer to this question in conjunction with the following question on what support they received will help us determine if they are, or are not, included in statistics right now.

(If answered yes above) What support were you offered?
This question then allows us to count how

many women are receiving support right now, and, if not receiving support right now, it provides some information as to why they may have been offered support, but it has not resolved their accommodation needs. The answer options for this question were agreed with the EBP and EBE groups based on their professional and lived experience.

Recent Experience
The objective of this section is to capture how many women are experiencing homelessness and what form of homelessness they are experiencing, so that we can determine if they might be included in alternative statistical counts, including statutory statistics, or are likely to be 'hidden' from statistics. These six questions, in combination with the questions above on housing support, will allow us to categorise respondents as 'hidden homeless', 'likely counted in statutory statistics', and a variety of other categories that may be relevant depending on the policy and alternative data available in the specific local area where the research is carried out. This will allow us to calculate the proportion of women who are likely to be 'hidden' homeless in that local area in a given year or on one night over a given period of time (1 month is the proposed amount of time we recommend for data collection – discussed above in the section on Survey Methodology). Using this proportion, we can then calculate an estimate of the number of women who are hidden homeless, as detailed in the Analysis Plan section below.

When did you last not have a safe and secure place to stay?
The purpose of this question is to determine how recent the individual's homelessness experience is. We have chosen a timeframe of 1 year in order to capture people who are now in safe and secure accommodation due to support received from Local Authorities, other support services, or their own solutions.

Initially a 3-month period was suggested as it is a recent enough timeframe that people should remember what experiences they have had, but it is also long enough to capture some of the diversity of what that experience includes. Other methodologies have focused on a 3-month timeframe, but these have not specifically sought to capture hidden homelessness.[56] From our conversations with the EBE group we know that some women who are experiencing forms of hidden homelessness, such as couch surfing, or living in other unsafe or insecure situations, do not see themselves as homeless. we heard stories from women that reflect how the homelessness experience for women can be changeable as they find alternatives and ways to accommodate themselves through various means. Therefore, we deemed it important to capture experience over a longer period of time than previous research, to both capture the experience of women who are not having what might be deemed a traditional homelessness experience and ensure the time period is long enough to capture those who are in and out of what might be deemed secure housing situations. Finally, if we want to capture the experience of housing support over 1 year then we need to also capture the experience of insecure housing over 1 year in order for the participant to be able to complete the entire survey. As the plan is to repeat this methodology yearly, this approach to capture the experience of women over the previous year should capture the breadth of experience of women year on year.

As the exact timing of when someone had these experiences is not important for enumeration purposes, we have reduced the answer options to 'last night', 'in the last week', 'in the last month', 'in the last 3 months' and 'in the last year' to make it easier for participants to complete. As this study will be carried out a maximum of once per

5   FLIC
6   London Women's Rough Sleeping Census

year it seems reasonable to ask someone to reflect on their experiences over the previous year. The data will then be able to provide a picture of 'hidden' homelessness for women over the year, rather than just a snapshot. This is important as in the past 'snapshots' of homelessness have been shown to be limited and are suspected to miss a lot of women with housing support needs.[7]

In the last year when you have not had a safe and secure place to stay where have you spent the night? (Select all that apply)

This question aims to collect data on the breadth of experience of homelessness for women in the UK. From existing research and our discussions with the EBP and EBE groups we know that the experience of being homeless can be chaotic and very changeable. Some of the EBE group described how they might have somewhere safe to stay for a week but then be in a situation where they have no place to stay for a few nights before they have somewhere safe to stay again. There is no straightforward experience and so it is important to capture the breadth of experience over a period of time longer than a few weeks to establish the lack of security that leads us to determine that someone is indeed experiencing homelessness.

Where did you stay last night? (Please select one option)

While we felt it was important to capture the breadth of experience women are exposed to over a period of time longer than a few weeks in order to identify those who are experiencing homelessness, it was also deemed important to choose a snapshot in order to determine if they are currently experiencing homelessness. For this reason, it was chosen to ask where each participant had spent one particular night and then to ask further questions about that experience.

Initially we proposed a question asking participants where they would stay on the night that they were completing the survey,

but it was felt that some women may not know where they were going to spend the night. Therefore, it was decided that we would focus our attention on the experiences of the previous night.

(Where you stayed last night)

According to the legal definition of homelessness someone is considered homeless if they do not have legal access to accommodation that they can safely and reasonably occupy. In some cases, women may be staying with people they know but this may not be somewhere that they have legal access to or where they can safely and reasonably occupy. In order to determine if the accommodation alternatives that women are using fulfil these criteria or not, we have designed 3 questions to determine the accessibility (or long-term security) and safety of these options.

We did briefly consider asking the questions about accessibility (or long-term security) and safety for each of the locations people selected they had stayed over the last year, or even for the three places they had stayed most often, but it was decided that this would make the survey too long and onerous to complete. Instead, we agreed that the insights we collect from the snapshot question will provide sufficient detail to determine their current state of homelessness and provide detail about the accessibility (or long-term security) and safety of many of the place's women stay when facing insecure accommodation.

Is this somewhere you can stay as long as you need to?

The purpose of this question is to determine the long-term security of where someone has stayed on the previous night to gauge whether they qualify as homeless or not based on the definition. For some staying with family/friends or even couch surfing may be relatively secure, while for others it can be a very insecure short-term solution. We initially

proposed asking a question that rated how 'secure' the participant felt on a scale from 1–5, when they stayed at this location. This was quickly deemed as unclear as 'secure' could mean different things to different people. We then explored the option of asking how confident participants were that they could stay as long as they needed to. Ultimately, it was decided that it is simpler to ask how long participants feel they can stay at this location. This is a straightforward question to answer and provides us with the information we need to determine if this participant is currently experiencing homelessness or not.

When you stay here, how physically safe do you feel on a scale of 1 to 5, where 1 is very unsafe and 5 is very safe? & When you stay here, how mentally safe do you feel on a scale of 1 to 5, where 1 is very unsafe and 5 is very safe?

When it came to designing a question on safety the EBP group determined that it is essential to separate physical and mental safety, as these can be very different experiences but are equally important. The fear was that if we group them together, we may miss identifying the number of women who are hidden from statistics experiencing a particular form of 'hidden' homelessness, namely that related to mental safety.

Have you responded to this survey in the last month? It's okay if you have completed this survey before, but it's important that we record it.

This question was included to capture if someone may have completed this survey more than once so that we can clean the final data set and avoid duplication of data where possible. We included the question at the end of this section instead of at the end of the survey as from previous experience we know that survey respondents often drop out of surveys during the demographic section, choosing not to complete their responses to all the demographic questions.

Demographics

The objective of this section is to help us highlight any groups that are facing specific challenges with insecure housing or homelessness. We want to determine age, gender, and ethnicity to begin with and then considered a number of other demographic questions before coming to a final conclusion. The decision-making process is detailed below.

How old were you on your last birthday?

This is the simplest and least intrusive way to collect this data rather than asking people for details of their date of birth.

How would you describe your ethnicity?

We are using the most inclusive approach to this question as possible as, from our experience working with people from ethnic minority groups, it is important for people to be able to select the category that they feel represents their identify most accurately, for this reason we also include an option to specify their ethnicity.

What gender do you identify as?

The objective of this survey is to reach women, and this means anyone who identifies as a woman. However, there is also no guarantee with a survey that someone who does not identify as a woman will not still complete it, so we need to include the other answer options to know which responses to disqualify.

Is your gender identity the same as you were assigned at birth?

Also, as experiences may differ for women who were assigned this gender at birth and those who later changed their identity from that which was assigned to them to identify as women, we want to capture both groups, so we will also ask a question about identity at birth. While there are alternative ways to ask participants questions about their gender and sex identity this is deemed the most appropriate way from both our experiences and anecdotal feedback received from the Women's Census group.

7   Bretherton and Please, 2018. https://eprints.whiterose.ac.uk/138075/1/Women_and_Rough_Sleeping_ Report_2018.pdf

Are you a parent or guardian of children below the age of 18 years who currently live with you or are dependent on you for housing? & Are you currently pregnant?

Being a parent of a child who you are providing care, or being pregnant, are both situations that often get prioritised when it comes to accessing housing support through the Local Authority. Priority is when a Local Authority's allocation scheme classes particular circumstances as a priority for housing support.

This question is particularly relevant in Scotland, where they have recently abolished priority need.

Do you identify as disabled?

The EBP group felt that having a disability may seriously impede someone's ability to seek housing support as the system can be difficult to navigate. For this reason, they decided that this question should be included, to determine if those who identify as having a disability or being disabled are facing greater homelessness challenges. This view was supported by the EBE group.

Other questions not included:

Other demographic questions that were suggested but not included are listed below. The reason for not including these in the final survey was to keep the survey as short as possible to encourage a higher response rate. And while these questions would have provided additional insight about who is experiencing hidden homelessness, they would not have added to the main objective of enumerating women experiencing hidden homelessness.

· A question to determine migration status.
· Have you recently left foster or Local Authority care?
· Have you recently been released from Prison?
·

Analysis Plan

Using Questions to Filter by Experience

As discussed above, the survey is designed in such a way that before analysis begins, we can decide what to include and what to exclude as hidden homelessness. This means that in areas where other statistics are collected, such as statistics on couch surfing, we can decide to exclude this group of survey respondents from the final count of hidden homeless. However, we do urge caution with this exclusion approach as there are many criticisms of existing approaches to couch surfing counts and these counts may miss many women who are couch surfing but hidden from counts. The survey is broken down to collect data on the experiences of homelessness each respondent is exposed to, the last time they experienced housing insecurity, if they have approached their Local Authority for support, and the outcome of support (if any) they have received. This level of detail means that in analysis we can make many decisions about what to include or exclude from certain categories, and how to group data together to learn more about women's experiences.

Using Proportions to Calculate Estimates

The survey will capture data about women's experiences of homelessness, when they were last homeless, and details of any support they sought or received from their Local Authority. These details will then help us to distinguish which responses are by women who are likely to be captured in statistics elsewhere, such as by homelessness services, rough sleeping counts, or sofa surfing counts, and determine what proportion of women are experiencing 'hidden' forms of homelessness. This survey methodology will not provide us with an accurate count of all women experiencing homelessness, hidden or otherwise. What it

will provide is an assessment of the proportion of women who are experiencing 'hidden' homelessness, and therefore provide us with the detail we need to estimate the number of unsheltered women who are not receiving formal support from their Local Authority to meet their accommodation needs.

The first step in calculating this proportion will be to decide what is included in our grouping of 'women's hidden homelessness'. For example, this could include:

· Everyone who identifies as a woman,
· Who has experienced challenges with their accommodation in the last year,
· Including all of the different options for where they have stayed once they have deemed it a 3 or below on the scale of safety and/or reported that they cannot stay there as long as they need to, and
· Who responds no to having received any support from their Local Authority.

Then we must also calculate the number of women who we would categorise as likely to be included in statutory statistics for the same area. For example, this could include:

· Everyone who identifies as a woman,
· Who has experienced challenges with their accommodation in the last year,
· Including all of the different options for where they have stayed once they have deemed it a 3 or below on the scale of safety and/or reported that they cannot stay there as long as they need to, and
· Who responds yes to having received any support from their Local Authority.

Then we can use these two figures to calculate what proportion of women experiencing homelessness are hidden' or are included in statutory statistics. For example, if the first group count of survey responses (hidden

homeless) is 80 and the second group count (included in statutory statistics) is 20. Then we would say the proportion of hidden homeless women is 4 times the number of women included in statutory statistics, or 80% the total homeless population. We can then access the statutory figures for homelessness, which based on the current example would equal 20% of the total homeless population. By multiplying the proportion of hidden homeless calculated in the survey by the number of women recorded in statutory statistics we can estimate the total number of women experiencing hidden homelessness.

> Sample size from survey receiving support from LA = Stat
> Sample size from survey not receiving support from LA = HH
> Number of women counted in statutory statistics as being owed prevention or relief = NSS
>
> [HH/(Stat)] x NSS = Estimated number of women experiencing hidden homelessness

Calculating Sample Size

For each specific area we will need to calculate a minimum and maximum sample size for this study. The minimum sample size will be to determine the size of the sample necessary to be confident we have reached a representative sample. The maximum sample size will be to manage budget regarding incentive voucher payments. When calculating sample size, representation of different community groups should be considered using local knowledge, for example ethnic minority groups, women with disabilities, etc. The aim for this piece of research should be to reach a minimum of 30% of the statutory recorded population of women experiencing homelessness in the area, then double this number to ensure we are also reaching a representative sample of women who are experiencing hidden

homelessness. This approach assumes that there is a 50/50 split between those receiving statutory support and those not, which is unlikely to be the case. However, reports from Shelter suggest that the homelessness issue is likely to be more than double that which is recorded in statutory statistics so by setting a sample size of 30% those recorded in statutory statistics we would hope to reach at least 20% of the women experiencing homelessness in any specific area.[8] The final estimate will inform us as to what proportion of our sample are actually receiving support versus hidden homeless. Within this sampling efforts should eb made to over sample from minoritized groups to ensure they are appropriately represented.

8   https://www.crisis.org.uk/ending-homelessness/homelessness-knowledge-hub/types-of-homelessness/

Engagement & Data Collection Plan

It is necessary to take an informed and strategic approach to engagement. Using our evidence based ClearView Research 4 Pillars of Engagement we have outlined below a strategic engagement approach that can be used to optimise data collection to capture the scale of women's hidden homelessness in the UK.

We begin by identifying our audience of interest in detail and then working through the four pillars to develop a strategic engagement plan for each audience. In this case we would build engagement plans for various groups of women experiencing homelessness, such as those couch-surfing, staying with friends or family, staying in the street, etc. More detail about how to build these engagement strategies is detailed below. Once the survey launches, we advise careful monitoring of participation daily. Based on where gaps are identified in demographics and expertise, we recommend pivoting the engagement, outreach and comms strategy to ensure that you are reaching demographics that are underrepresented in the research. This approach ensures the research takes an intersectional approach and engages a diverse range of participants that meets the sample requirements.

CVR Four Pillars of Engagement: T.R.I.M.
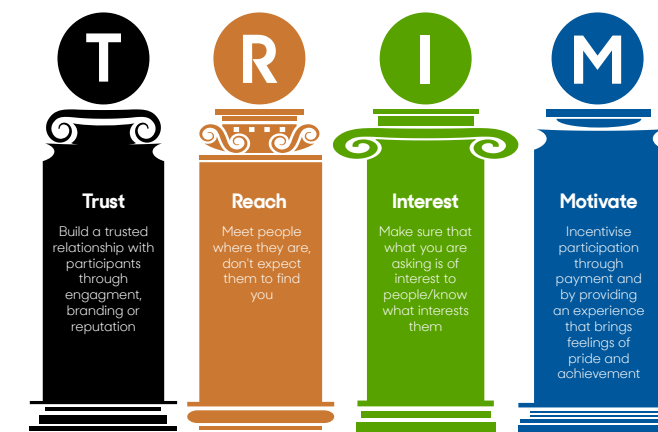
Trust

Earning the trust of participants is an essential part of recruiting them to participate in a research project. When we consider the various mediums of engagement we plan to use for this project, online and face-to-face, it is important to consider how we present ourselves to the participant. Below are a number of considerations that should be incorporated into the methodology to successfully recruit participants to complete the survey.

Offering support: The EBE group stressed the importance of offering women support from the outset. They described how 'this is just another form' to complete, and how the questions we are asking will be ones they have answered multiple times before, without it resulting in any solution to their situation.

It is essential that we are clear from the very outset of the survey dissemination that we can not offer any housing support and that completing this survey will not result in any offer of housing support.

However, offering other forms of support, specifically facilitated support groups, would both be useful to women completing the survey and help them to feel valued through the process, thus encouraging them to participate in the study.

Diversity: When we consider who we are trying to reach we also need to consider their demographic and cultural backgrounds. Women who are seeking asylum or who are from communities who have experienced systemic discrimination are less likely to have developed a trust in research organisations in the UK. We need to earn their trust from the outset and the best way to do this is to develop communications and engagement practices that take into consideration their specific needs.

For each group we should consider where do they feel safe, who they do trust, how their culture or faith might influence our interactions with them, and what benefit do they get from participating in this research. Below we refer to translation and engaging with trusted partners, these are two ways to ensure we are engaging diverse audiences who would not normally engage in research.

Literacy & English Proficiency: Some women may have difficulty accessing the survey due to challenges with literacy, or if English is not their first language. We should consider having a phone line option, or in face-to-face settings ensure that we are offering to read through the survey rather than leaving women to complete it alone.

We should also consider translating the survey into multiple languages. Depending on where the survey is to be executed, local knowledge can help determine what languages we should focus on translating the survey into. For a national survey we should look to examples like the Joseph Rowntree Foundation survey on destitution, which is translated into 24 languages.[9] FLIC incorporated some translation but had not planned for this from the start and reflected that they would make more provision for this if conducting the research again.

Trusted Partners: Many women will already have people who they engage with and who they trust. By working with existing trusted partners, we can build on these relationships rather than starting from scratch. It is important to value these partners and the value they add to research through their existing trusted relationships and we need to be careful to not over extend or over demand from organisations that are already trying to deliver so much in their communities.

- Outreach workers – There are many not-for-profit organisations working across the UK that are unrelated to statutory support services but are offering support to women experiencing homelessness. These workers already have trusted relationships with many of the women we would hope will complete the survey. Having these outreach workers support the survey both through word-of-mouth, and by acting as on-the-ground support to conduct the survey with women they meet would be invaluable to the success of this project. As mentioned earlier, these outreach workers are already over extended and if we are to work with them, we need to ensure we are offering them the support and resources they need in order to do this, including financial renumeration.

- Faith networks and trusted cultural organisations – Many women experiencing homelessness will seek out support or guidance from their faith networks or trusted cultural organisations. These organisations are a good route to engaging with women who may otherwise not engage in this type of research. We can ask these organisations to support the survey through both word-of-mouth, talks, or even by delivering the survey if they have the training. As with outreach workers we would need to value this contribution and the best way to do this is often the donation of an agreed financial amount.

- Peer researchers – Working with peer researchers can be a useful way to earn participants trust, as peer researchers with similar experiences can build these relationships more easily. However, when dealing with sensitive topics such as the experience of homelessness it is essential that anyone engaging other women in the research is appropriately trained. Some of the women in the EBE group raised concerns, based on previous experience, about peer researchers judging them, or not feeling like they could share their experience honestly with a peer researcher. If peer researchers are to be used, we recommend that they go through a robust training process before engaging directly with other women.

Reach

Locations: In our pervious report, we identified three different location maps that can be used to reach women experiencing homelessness (see Appendix 2). The first level includes services that are directly related to homelessness support services or services that are known to be used by people experiencing homelessness, including drug and alcohol services, health services, migrant and refugee organisations, and criminal justice services. The second level includes public services where women experiencing homelessness may engage, including healthcare services, schools, community centres, police, foodbanks, citizens advice, and places of worship. Finally, the third level includes more public spaces where women experiencing homelessness may go, including transport hubs, public toilets, casinos, shopping centres, parks, cafes, and libraries. As the objective of this research is to reach women who are likely to be included in statutory statistics and those who are hidden in an equal way, we would recommend an engagement plan that targets all three of these levels of location mapping equally, paying specific attention to the level of engagement accomplished at each level and the tactics that work to increase response rates in each different space.

In-depth mapping of local area: The first step in building an engagement plan for each area where this research will be conducted is to do a detailed mapping of the potential locations to be included. This mapping exercise should include a broad overview of the different locations at each level of location mapping, with recommendations for specific spaces to focus on for engagement and well thought out reasoning for why these particular spaces are chosen. Local knowledge is important to make decisions about what areas to focus on and local services should be engaged early in the project to help inform the engagement plan. If possible we would also recommend engaging a co-creation group of women with lived experience of hidden homelessness in the area to inform the development of the engagement plans and decisions about which target spaces to focus on for recruiting participants to complete the survey.

Limitations: Without careful planning there is a high risk of skewing the data by over-recruiting survey participation from either the homeless population who are recorded in statutory statistics or those who are not. The approaches that will work to engage women who are already interacting with statutory services will be different to the tactics that will help us engage women who do not engage with services. We need to carefully consider the anonymous nature of hidden homelessness and ensure we are offering sufficient opportunities for women who are experiencing hidden homelessness to complete the survey as we do to those who are already known to outreach workers. This will involve carefully monitoring responses to determine where they are coming from (specialised fieldwork teams and services, versus anonymous responses from public services and public spaces) and receiving feedback from fieldwork agents, so that we can adjust where we are focusing our recruitment activities and what tactics we are using, to keep the responses balanced and unbiased.

Interest

Language: We have previously mentioned the importance of language in the survey design. It is also really important for engagement. The researchers from The London Women's Census reflected on their survey methodology that the language of 'rough sleeping' meant that some women did not engage with the survey as they did not fit into that category. We

9   Fitzpatrick et al 2020 https://www.jrf.org.uk/report/destitution-uk-2020

have designed a survey that is for any woman who is experiencing insecure housing so that it is relevant to any woman who is experiencing challenges with the safety and/or security of their housing. The language that is used to market the survey is just as important, and as well as using accessible language that is inclusive of all the experiences that we want to capture, it also needs to capture attention.

Language that is relevant, emotive, and true to life usually has the greatest success in capturing people's attention. The experience of homelessness for each woman will be different, but in each local area there will be some elements of the experience that are common. We would recommend co-designing language and materials with local women who have experience of homelessness to capture the interest of women in that specific local area who are going through this experience.

Imagery: As above, imagery that feels relevant, emotive, and true to life will have the greatest impact on capturing the interest of women experiencing homelessness. We would again recommend co-designing any materials to be used to promote the survey, including the selection of any imagery to be used. A step further that would lead to increased engagement would be to recruit some women with lived experience to be the subjects in the imagery to be used in promotional materials. Honest, real-life imagery will have the most success.

Research Objectives: In the EBE group discussions the women we spoke to highlighted the importance of sharing with participants what participating in the survey will achieve. We need to remember that we are asking them to share very personal and trauma inducing information with us. If they are to take the time to share their experience, they need first to know it is a worthwhile task.

In order to capture the interest of potential participants we need to engage them with details of what their data can help us to achieve, beyond counting how many women have this experience. We will need to provide tangible examples of how data like this has led to positive change. We should look to previous studies, such as FLIC and The London Women's Census, for real-life examples that we can share.

Motivation

Both intrinsic and extrinsic motivators are important when engaging participants on research projects. Participants who are engaged for solely extrinsic motivators, such as getting paid in return for their contributions can often not be fully engaged and their responses may not reflect their real experience. Intrinsic motivation is when someone is motivated to do something without any obvious external rewards, for example, they might participate in the research because they find it interesting, or because they want to give back to their community. However, as participation can be both challenging and time consuming, it is hard to expect people to participate fully if they only have intrinsic motivations. Ideally participants will be both extrinsically and intrinsically driven to commit to and participate in the research. By both offering intrinsic and extrinsic rewards for participation we can demonstrate to participants the value we place on their contributions.

Finding the balance of intrinsic to extrinsic motivation is also important, as if the extrinsic value (financial reward) of doing something outweighs the intrinsic motivation then participants will be less motivated to contribute, this is known as the Overjustifcation Effect.[10] However, there is also a lot of evidence that shows payment for participation increases willingness to participate.[11] Therefore, it is important to achieve an effective balance between intrinsic and extrinsic motivators to ensure participants are motivated to participate in an authentic way that delivers valuable and insightful responses.

Value for time (Intrinsic): One of the most important motivators is valuing and respecting participants time and contribution. It is not enough that we believe we are doing this, it is important that it is evident to every participant that their time and contributions are highly valued by the researchers and organisation conducting the research. It is also important that any expressions of value are authentic and meaningful. Methods that can be used to ensure participants feel valued include:

- Using language that is accessible and meaningful to the target audience. Co-designing surveys or discussion guides helps with this.
- Providing the opportunity for participants to tell their story in their way (by including open text options in surveys, or 'other' options where participants can specify their own experience).
- Re-iterating appreciation and value for their participation at every opportunity, e.g., in a survey re-iterating this message at the beginning of each new section, and again at the end of the survey.
- Any researchers doing fieldwork should be trained to express their gratitude for participants contributions in an authentic and meaningful way.

Societal Impact (Intrinsic): Another important intrinsic motivator is contributing to positive change for your community. This can be seen as a purely altruistic motivator, although it also has empowerment qualities as it provides participants with an opportunity to have some control over something that they have probably never felt they have had any control over. When using this motivator researchers should be clear with participants on the reality of what is in their power to influence with this research, and the steps involved to make this happen. Over promising will lead to mistrust and disengagement with the research. A feedback –loop is also important to consider, how will researchers inform participants of the results of the research, and how will they be informed of further uses of the research and any impact this has on societal change.

Access to information (Intrinsic): Participants will also often be motivated to participate in research to learn more about a topic. In the case of this research study, on hidden homelessness or insecure housing, participants may contribute to the research as a route to support services. This is why it is important throughout the survey to specify that contributing will not result in any support, but we should also be signposting participants to where they should go to seek support.

Renumeration (Extrinsic): It was widely agreed by both the EBE and EBP groups that women who participate in this research should be compensated for their contributions. Previous research, such as the London Women's Census, used vouchers for £5 that were popular amongst participants. This amount is supported by previous research that shows how small amounts of money, such as £5, are sufficient to motivate participation in surveys.[1213] Vouchers are also a preferred option to cash as they provide a limitation on what the money can be spent on, to combat any concerns about additional risks of harm, while still allowing women to have a certain degree of decision power on how they spend their compensation.[14] The specifics of the

10   https://thedecisionlab.com/biases/overjustification-effect
11   Bentley JP, Thacker PG. The influence of risk and monetary payment on the research participation decision making process. J Med Ethics. 2004 Jun;30(3):293-8. doi: 10.1136/jme.2002.001594. PMID: 15173366; PMCID: PMC1733848.
12   Michele Morin Doody, Alice S. Sigurdson, Diane Kampa, Kathleen Chimes, Bruce H. Alexander, Elaine Ron, Robert E. Tarone, Martha S. Linet, Randomized Trial of Financial Incentives and Delivery Methods for Improving Response to a Mailed Questionnaire, American Journal of Epidemiology, Volume 157, Issue 7, 1 April 2003, Pages 643–651, https://doi.org/10.1093/aje/kwg033
13   Asch DA, Christakis NA, Ubel PA. Conducting physician mail surveys on a limited budget. A randomized trial comparing $2 bill versus $5 bill incentives. Med Care. 1998 Jan;36(1):95–9. doi: 10.1097/00005650-199801000-00011. PMID: 9431335.
14   Surmiak, Adrianna, Ethical Concerns of Paying Cash to Vulnerable Participants: The Qualitative Researchers' Views, The

voucher, i.e. where it can be used, will best be informed by local services in the area where the study will be carried out as they will have the best idea of what women experiencing homelessness/insecure housing would most appreciate in that area.

There are further considerations to reflect on to decide on what form of financial incentive should be provided, including:

- Commercialisation of the researcher–participant relationship: In research where rapport between the researcher and participant is important this is an important consideration. However, in the case of this research this is a transactional relationship. We are making efforts to ensure it is not purely transactional by valuing participation both intrinsically and extrinsically, while also involving the participant in how the research will be used through transparency and feed-back loops. However, ultimately, we are asking participants to use 5–10 minutes of their time to provide us with information, and we are paying them to spend this time doing the task we are requesting of them, so it is a transactional relationship.
- Discomfort of research participants: The value of the incentive and the language used to explain the purpose of the incentive are both considerations here. It is important to ensure that participants know that the incentive is being provided to value their time and contributions, not as a way of valuing their experience or knowledge that they are sharing with us as if this was the case, we would be undervaluing this.
- Undue influence on informed consent/forcing participation: Even a small amount of money, such as the £5 voucher we are proposing for this study, can exert undue influence on participants. For someone who this voucher will mean the difference

between eating that day or not this has a huge influence on participation. To combat this, it is very important that we include throughout the survey and afterwards opportunities to withdraw from the study, including the option not to respond to any individual question. This can mean we are paying participants but then cannot use their data, but this is a necessary ethical consideration that must be included in the study. A way to combat the negative effect this can have on sample size is to consider automatic anonymisation of survey data or setting up extrinsic incentive payments through a third party, meaning all data collected is already anonymous. If the data collected is anonymous then it poses a reduced risk for the participant and cannot be identified, as such it does not need to be removed from the data set.[15]

- Compromising anonymity of participants: To handle the payment of vouchers it would be necessary to collect personal identifiable information. This poses a risk to the participant as they are then identifiable and linked with the data they have provided. A way to overcome this, as mentioned above, is to use a third-party service to provide the vouchers. So, on completion of the survey the respondent is given a code or sent directly to a third party to receive their voucher, meaning their data is never linked to their name or other contact details. In face-to-face settings researchers can hand out the voucher directly with no need to collect any additional information.

Nation Specific Recommendations

In England, Scotland, and Wales your council must help you if you are homeless or about to become homeless. In Northern Ireland homelessness support is provided by the Housing Executive. Statutory statistics are

15   https://www.ucl.ac.uk/data-protection/guidance-staff-students-and-researchers/practical-data-protection-guidance-notices/anonymisation-and

Proposed Timeline and Deliverables

Milestones	Tasks	Outputs
Milestone One: Project set-up (1-2 weeks)	1. Onboarding meeting 2. Co-creation of a Project Implementation Plan (PIP) & Live Risk Register 3. Creation of a comprehensive weekly to-do list based on PIP 4. Internal exploration: define project aims, objectives, target population and agree what success looks like 5. Discuss safeguarding and any other anticipated risks	1. PIP 2. Live risk register 3. Project aims and objectives established
Milestone Two: Fieldwork set-up (4-6 weeks)	1. Co-develop engagement plans (informed by co-creation group, safeguarding partner, local stakeholders/professionals, & ONS) a. Engage safeguarding partner (PowerWith) b. Engage local stakeholders/ professionals' group (local services who work with women experiencing hidden homelessness/insecure housing) c. Engage local women with lived experience of hidden homelessness/insecure housing 2. Survey dissemination materials a. Develop online survey b. Survey translation (and interpretation) c. Format and print paper surveys if using d. Design and print flyers and posters as per engagement plan 3.Engage trained fieldwork team 4.Engage third party for voucher payments 5. Identify sources of statutory statistics and arrange for collation of data for year of study 6. Calculate sample size	1. Engagement plan 2. Survey dissemination materials a. Online survey b. Paper survey c. Flyers with QR code d. Posters with QR code 3. Trained fieldwork team 4. Voucher payment system & printed vouchers for fieldwork team

Milestones	Tasks	Outputs
Milestone Three: Launch survey/fieldwork (1 month)	1. Launch online survey 2. Fieldwork team engage in face-to face engagement as per engagement plan 3. Survey dissemination materials distributed as per engagement plan 4. Monitor response rates against targets set-out in engagement plan	1. Survey responses
Milestone Four: Prepare data (1-2 weeks)	1. Clean survey responses and create database 2. Collate statutory statistics for year of study	1. Database of responses 2. Database of statutory statistics for year of study
Milestone Five: Analysis (2-4 weeks)	1. Analyse data 2. Produce analysis outputs (graphs & tables with relevant explanation and statistics)	1. Data analysis outputs
Milestone Six: Reporting (1-3 weeks)	1. Report write-up with findings, analysis and recommendations 2. Workshop to present key insights to ONS team and key stakeholders	1. Presentation to key stakeholders at ONS 2. Final Research Report
Milestone Seven: Audience ready report (1-2 weeks)	1.Meet to discuss the needs for an audience ready report 2. Generate a report that is audience appropriate	1. Audience ready report and materials
Milestone Eight: Close project (1-2 weeks)	1. End of project review and discuss lessons learned 2. Feedback-loop: Send summary of findings to co-creation group & local stakeholders/professionals group [also original EBE & EBP groups where possible]	1.End of project review 2. Closed feedback loop

Deliverables:

Online & Paper Form Survey

Final research report

Audience ready report

Presentation of key insights

Closed feedback loop

Locally Specific Adjustments

captured in each of these nations accounting for those households or individuals who seek support from their local authority and receive this support. Those who do not seek support, or in some cases whose application for support is rejected, are not included in these statutory statistics. In terms of data collection, aggregated data is available for England, Scotland, and Northern Ireland while in Wales outcome-based data is the focus.[16] This means that the statutory data collected in England, Scotland and Northern Ireland provides information on all those who have applied for support from their local authority, regardless of whether they have received it or not. However, data collected in Wales only provides information on those who do ultimately receive support, omitting any applications that are rejected. While this suggests that data collected in England, Scotland and Northern Ireland could already provide a closer count of those experiencing homelessness, including hidden homelessness or insecure housing, this data will still not count those who do not seek support from their local authority. Whereas in England, Scotland, and Northern Ireland, we have data on both all those who have applied to their local council for support, and all those who have received support from their local council.

One thing to consider when using statutory statistics to estimate hidden homelessness using this methodology are the limitations of these data sets. While statutory data sets for England, Scotland, and Northern Ireland provide data on applications as well as those who are successful in receiving support, there is no way to determine based on the data provided in these tables if the rejected applicants would be deemed homeless by our definition of hidden homelessness or not. There is also no way to determine if some of these rejected applications are appeals or re-applications from people who are receiving support, such as temporary accommodation, but are not happy with what they are receiving and are looking for further support. Therefore, a similar estimate approach will need to be used across all nations, where only those who select in the questionnaire that they have received support from their local council will be included in the statutory statistics count.

Other homelessness counts that may be considered in the approach to estimating hidden homelessness for a specific area include couch-surfing and rough sleeping counts. These counts, or estimates, happen at a local level and may not be available for every area, though are likely available for some areas in all nations. When using these counts to determine estimates this will need to be built into the analysis plan. This will mean either calculating an estimate based on statutory statistics and then using these additional counts or estimates to validate the final estimates, or alternatively, combining these counts or estimates with statutory statistics and calculating one overall estimate based on this calculated figure. There are limitations to both approaches. The first approach is likely to lead to a more conservative estimate as it assumes experiences of homelessness are comparable. This would suggest that a relatively equal proportion of women experiencing homelessness or insecure housing choose rough sleeping, couch-surfing, or receive support from their local council.

For example, this would mean adjusting the estimate calculated using statutory statistics based on findings that a smaller proportion of women report couch-surfing that this estimate would suggest. However, the estimate is of the entire proportion of women likely to be experiencing homelessness and is not intended to be broken down into its constitute parts. The second option, combining all the counts to calculate an overall 'counted homeless' figure, is likely to lead to an over-estimation of hidden homelessness as it assumes those who are included in sofa-surfing and rough sleeping counts or estimates are not also included in statutory statistics. Based on what we know about homelessness, and specifically hidden homelessness, from our discussions with the EBE and EBP groups, it is never as clear cut as this, and many women are likely to be included in more than one of these counts or estimates. Therefore, both of these options are useful as aids to validate and consider the estimate that is calculated, but adjustments to the estimate based on analysis of these alternative counts or estimates should be carefully weighed-up before being employed.

One final consideration for conducting this research in the nations is that any work conducted in Wales needs to be translated into Welsh. This would mean translating all information materials, dissemination materials and reports into Welsh.

Rural Areas

There is a general belief that homelessness is less of an issue in rural areas but new research by English Rural in collaboration with the University of Kent and the University of Southampton has shown that rural homelessness is a real and growing concern.[17] Lack of support services in rural areas also suggests that the homeless population in these areas are more likely to be hidden homeless. However, this lack of support services also means there is a gap in local knowledge and understanding of homelessness in the area, including what services people experiencing homelessness might be using, where they are staying, and how best to engage them in a research study such as this one. When faced with this situation it is important to look to general public services and public spaces as places to focus on for engagement. When taking this adjusted approach, it is important to again consider the biases that can be incorporated into this methodology if we are not careful to consider how we combat over-sampling women experiencing homelessness who are already known to services and those who are not. When conducting research in more urban areas the focus is not to over-sample women who will be known to services, while in rural areas, where there are no or few specific homelessness services available, the risk will be to over-sample women who are not recorded in statutory statistics.

For rural homelessness it is also important to consider how people may move from rural areas to cities in search of support. These individuals may be counted in statutory statistics in their closest urban area but may be experiencing homelessness related to a rural area. This will be difficult to determine, and therefore accurate estimates for rural areas will be more difficult to achieve using this methodology. However, as this methodology also records insecure housing for women who have not sought support, we will be able to adjust the methodology slightly to capture rural estimates of hidden homelessness or insecure housing. By using an approach similar to what was used by English Rural we can look at rural areas and their closest more

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16   https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/improvinghomelessnessandroughsleepingstatisticsacrosstheuk/2019-09-17

17   https://englishrural.org.uk/rural-homelessness-counts/

urban centres in combination.[18] We can then calculate a proportion based on the overall figures and apply it to each area separately to calculate a more accurate estimate of hidden homelessness or insecure housing for both the rural and urban areas of that particular region.

Coastal Areas

Coastal areas can be specifically susceptible to hidden homelessness or insecure housing because they are deemed attractive areas to live or vacation, leading to higher rents, and are prime territories for seasonal and hospitality sector work, meaning cost of living challenges such as seasonal work and zero-hour contracts. Coastal areas can also be seen as attractive to people experiencing homelessness, especially in the south of England and Wales, where temperatures are warmer, and more homelessness services exist. However, while more services exist in coastal areas, they may also be more susceptible to repeat cases of homelessness and migratory homelessness, both which will have an impact on estimates of hidden homelessness.

Firstly, repeat homelessness means that people may be supported back into accommodation but still be recorded as homeless again by statutory statistics at a later date, reasons for this can include the unreliable nature of hospitality work, seasonal work, seasonal hikes in accommodation pricing, etc. As the data we can access on statutory statistics for homelessness is anonymised we will not be able to identify how many of these repeat cases there are. In order to overcome this challenge, we will need to rely on local knowledge and expertise of services and outreach workers in the area, who likely have the records and evidence needed to estimate the number of

repeat cases there are in a given year.

Migratory homelessness is a little more complicated, as this will likely be a specific form of hidden homelessness evidenced in coastal areas. This is where people experiencing homelessness move to coastal areas due to the warmer weather and support services available. These people will not have a geographical link to the area and will therefore be rejected if they apply for any statutory support, meaning they will not be included in our statutory statistics count. This situation will likely result in a larger estimate of hidden homelessness for coastal areas, but this is likely to be a true reflection of the situation in these areas.

18   https://englishrural.org.uk/rural-homelessness-counts/

Appendices

Appendix 1 – Survey

Are you worried about your housing situation?

Are you unsure where you will sleep tonight?
...next week?
...next month?

Have you asked your Local Council for support with housing?

Complete our survey and tell us your story so we can show Local Authorities what housing support services are needed.

Hidden Women in Insecure Housing Census

What is the survey for?
We are doing this research to find out how many women are experiencing challenges with housing, such as not having a secure place where they are entitled to live and where they can reasonably stay. We are especially interested in counting how many women are experiencing these challenges and are not counted in any statistics, so Local Authorities are not even aware they need assistance.

Who should take part?
If you are a woman and you have worried about your housing situation within the **last three months**, then please complete this survey. This survey is open to all women inclusive of trans women, and non-binary people who feel their experiences relate to the gender themes of this survey.

Who are we?
This survey is being carried out by ClearView Research & the Office for National Statistics. **We are doing this survey as part of a research project and are not able to support you with your housing needs.**

How will we use your data?
Your data will be anonymised, and you do not need to tell us your name. The researchers at ClearView Research will collect the responses and write a report about the number of women experiencing challenges with housing, especially those unlikely to be included in statistics elsewhere.

Any personal information we collect from you will not be shared with any other organisation and will be stored confidentially and securely in accordance with our GDPR and Data Protection Act responsibilities.

The final report will be used to help improve support and housing services for women experiencing challenges with their housing, for example, if we know more women are sleeping in unsafe conditions in a Local Authority they may be able to get more funding to support women in that area.

We have a privacy notice about how we will use your data that you can access here.

Thank you for taking the time to complete this survey.

Consent
To take part in our research project, you need to give ClearView Research Ltd permission to hold the information you provide confidentially and securely.

Please select 'yes' below if you agree to share your responses to these questions with ClearView Research Ltd.

At any point if you want to withdraw your consent you can do so by exiting the survey and contacting Paul Smith on 07961850631 or at paul@clearviewresearch.co.uk.

1. Do you give ClearView Research Ltd permission to hold the information you have provided us confidentially and securely in accordance with the Data Protection Act 1998 and General Data Protection Regulation 2018 for the purpose of this project?
   ☐ Yes
   ☐ No

About any housing support you may have received
In this section we will ask you some questions to better understand if you have ever received (or tried to get) any support with your housing. We are asking these questions so that we can count how many women received support from Local Authorities and who did not, so we can inform Local Authorities how to improve housing support services. Again, we are not able to support you with your housing needs.

If you currently need support, please see the details at the bottom of this page for support services that may be able to help you.

2. In the last year, have you approached your Local Authority for support with housing?

What is your Local Authority?
Your Local Authority is a Government Funded Organisation that is responsible for all the public services and facilities in your local area, including providing housing support to those who need it. If you have approached your Local Authority for housing support, you will have completed an application online through your local council website or approached them through their offices. [Some detail should be included here about the specific approaches to gaining LA support in the area under study]
   ☐ Yes
   ☐ No
   ☐ Not sure
   ☐ Not yet
   ☐ I was not aware I could get support
   ☐ Other: Specify _____

3. (If answered yes above) How many times have you approached your Local Authority for support with your housing in the last year?
   _____(number)

4. Did you receive support for your housing needs in the last year?
   ☐ Yes
   ☐ No
   ☐ Not sure
   ☐ Other: Specify _____

5. (If answered yes above) What support did you receive in the last year?
   ☐ I am currently living in temporary accommodation
   ☐ I was supported by my Local Authority to move into secure housing
   ☐ I was told I qualified for support and am on a waiting list
   ☐ I was told I qualified for support but none is available
   ☐ I was offered unsuitable accommodation
   ☐ By the time I was offered support from my Local Council I had found another solution
   ☐ None
   ☐ Not sure
   ☐ Other: Specify _____

6. Have you responded to this survey in the last month? It's okay if you have completed this survey before, but it's important that we record it.
   ☐ Yes
   ☐ No
   ☐ Not sure
   ☐ Other: Specify_____

About your recent experiences
In this section we will ask you some questions to better understand the challenges you are facing with your housing. We are asking these questions so that we can count how many women are experiencing challenges to inform Local Authorities how to improve housing support services, but we are not able

to support you with your housing needs.

If you currently need support, please see the details at the bottom of this page for support services that may be able to help you.

7. When did you last **not** have a safe and secure place to stay?
   ☐ Last night
   ☐ 2 nights ago
   ☐ 3 nights ago
   ☐ 4 nights ago
   ☐ 5 nights ago
   ☐ 6 nights ago
   ☐ Last week
   ☐ 2 weeks ago
   ☐ 3 weeks ago
   ☐ Last month
   ☐ 2 months ago
   ☐ 3 months ago

8. In the last year when you have not had a safe and secure place to stay, where have you spent the night? (Select all that apply)
   ☐ Car
   ☐ Tent
   ☐ Public Toilet
   ☐ Park
   ☐ Doorway/Street
   ☐ Public transport
   ☐ Family/Friends
   ☐ Couch/Sofa surfing
   ☐ Hostel
   ☐ Hotel
   ☐ B&B
   ☐ Refuge
   ☐ Walking/wandering the streets for the night.
   ☐ Have/had to stay with someone, with no other choice
   ☐ A place where illegal or unsafe activity happens
   ☐ Own accommodation (rented/owned)
   ☐ where I do not feel safe
   ☐ where I am at risk of eviction
   ☐ with security measures in place
   ☐ Other: Specify _____

9. Where did you stay last night? (Please select one option)
   ☐ Car
   ☐ Tent
   ☐ Public Toilet
   ☐ Park
   ☐ Doorway/Street
   ☐ Public transport
   ☐ Family/Friends
   ☐ Couch/Sofa surfing
   ☐ Hostel
   ☐ Hotel
   ☐ B&B
   ☐ Refuge
   ☐ Walking/wandering the streets for the night.
   ☐ Have/had to stay with someone, with no other choice
   ☐ A place where illegal or unsafe activity happens
   ☐ Own accommodation (rented/owned)
   ☐ where I do not feel safe
   ☐ where I am at risk of eviction
   ☐ with security measures in place
   ☐ Other: Specify _____

10. Is this somewhere you can stay as long as you need to?
    ☐ Yes
    ☐ No
    ☐ Not sure
    ☐ Other: Specify _____

11. When you stay here, how physically safe do you feel on a scale of 1 to 5, where 1 is very unsafe and 5 is very safe?

1	2	3	4	5

12. When you stay here, how mentally safe do you feel on a scale of 1 to 5, where 1 is very unsafe and 5 is very safe?

1	2	3	4	5

About you
Thank you for all the information you have provided so far. To help us understand more about the women who are responding to the survey we'd like to know a little more about you. This includes your age, ethnicity, sex, and gender – this is to help us understand how women from different groups experience housing challenges in different ways, and to make sure we are capturing the experiences of all women.

All of your data will be kept anonymous, and we will only share information as summaries of data where no one person is identifiable.

13. How old were you on your last birthday?
    _____(number)
    Prefer not to say

14. How would you describe your ethnicity?
    ☐ Asian or Asian British – Bangladeshi
    ☐ Asian or Asian British – Chinese
    ☐ Asian or Asian British – Indian
    ☐ Asian or Asian British – Pakistani
    ☐ Asian or Asian British – other: specify____
    ☐ Black or Black British African
    ☐ Black or Black British Caribbean
    ☐ Black or Black British other: specify_____
    ☐ Mixed White and Asian
    ☐ Mixed White and Black African
    ☐ Mixed White and Black Caribbean
    ☐ Mixed – other: specify_____
    ☐ White – British
    ☐ White – Irish
    ☐ White – other
    ☐ White – Gypsy or Irish Traveller
    ☐ White – Roma
    ☐ Arab
    ☐ Prefer not to say
    ☐ Other: Specify_____

15. This survey is open to all women and people who relate to the gender themes of this survey in their experience. We'd like to ask you about sex to be specific with data collection and align with protected characteristics that will help us to report on sex-based experiences. The following question will be about gender.

What gender do you identify as?
☐ Female
☐ Male
☐ Prefer not to say
☐ Other: Specify _____

16. Is your gender the same as the sex you were registered at birth?
    ☐ Yes
    ☐ No
    ☐ Not sure
    ☐ Prefer not to say
    ☐ Other: Specify _____

17. Are you a parent or guardian of children below the age of 18 years who are currently living with you, or dependent on you for housing?
    ☐ Yes
    ☐ No
    ☐ Prefer not to say
    ☐ Other: Specify _____

18. Are you currently pregnant?
    ☐ Yes
    ☐ No
    ☐ Prefer not to say
    ☐ Other: Specify _____

19. Do you identify as disabled?
    ☐ Yes
    ☐ No
    ☐ Not sure
    ☐ Prefer not to say
    ☐ Other: Specify _____

This is the last question, thank you so much for taking the time to complete this survey.

Appendix 2 – Spider Diagrams of Locations

There are a range of specialist and targeted services for people in specific circumstances that might be likely to come into contact with women experiencing homelessness:
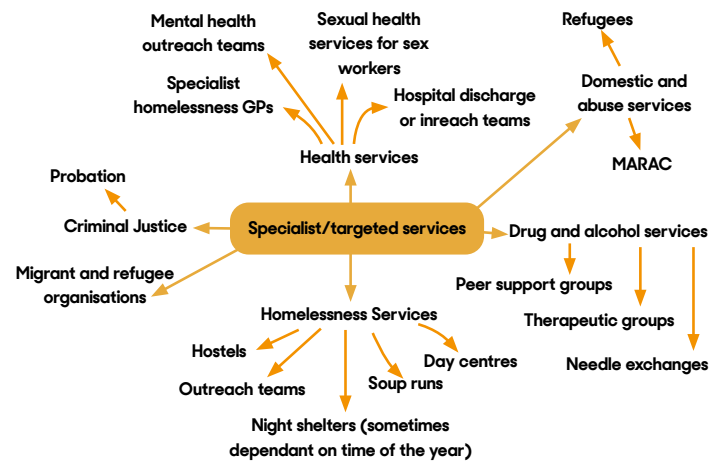

Figure 1 – Spider diagram showing specialist/target services

Moving beyond specialist and targeted services, Exploration Labs discussed broader public services that could be used to reach women. Figure 2 shows more general public services that are widely found throughout the UK but that are not specifically targeted at people experiencing homelessness.
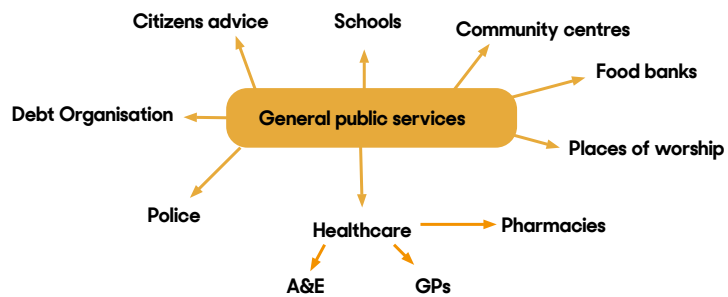

Figure 2 – Spider diagram of general public services

Public spaces are also a key area that may be specifically relevant to women experiencing hidden homelessness, and women experiencing homelessness specifically in rural areas where less specialised services exist.
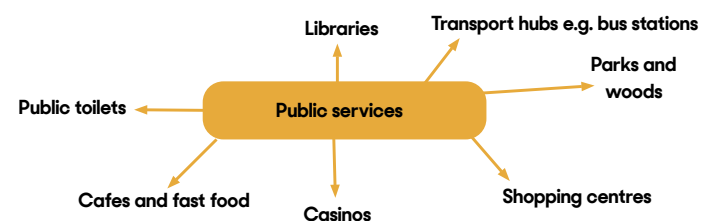

Figure 3 – Spider diagram of public spaces