



Business Action on Homelessness success story

Issue

Homelessness is a major issue throughout the UK. While public data indicates there are only 500 people sleeping unsheltered every night, the reality is much more bleak: currently, some estimates show there are 380,000 homeless people “hidden” in hostels, squats, and overcrowded accommodation.

Bain became involved in 1998 when we moved to our new offices on The Strand, a gathering area for the homeless. The issue existed, literally, on our door step. In partnership with Business in the Community, Bain became a founding member of Business Action on Homelessness (BAOH).

BAOH strongly believes that work is the best route out of homelessness. Its core program, “Ready For Work,” provides training, work placements, and job opportunities for homeless people. BAOH also campaigns for the removal of barriers to work.

Bain’s commitment

Bain has been involved with Business Action on Homeless since its inception. We participated in the initial research and strategy development to launch the campaign and continue to play many roles...

Further pro-bono consulting support: Over the years, Bain case teams encouraged continuous improvement through initiatives such as:

- Developing the “Ready for Work” program
- Setting up measures of operational effectiveness
- Assessing how to “Make Work, Work” with regards to the benefits system
- Developing a 10-year strategy in time for the 10th year anniversary.

Ongoing support at board level: Bain serves on the national board and London Steering Committee.

Work placements at Bain: Bain aims to host six placements a year, providing homeless clients with real experience, a current reference, application advice and interview practice.



BAOH client—Individual of the Year, Royal Mail



Corporate national partners meet BAOH client



BAOH chairman John Varley meets BAOH client



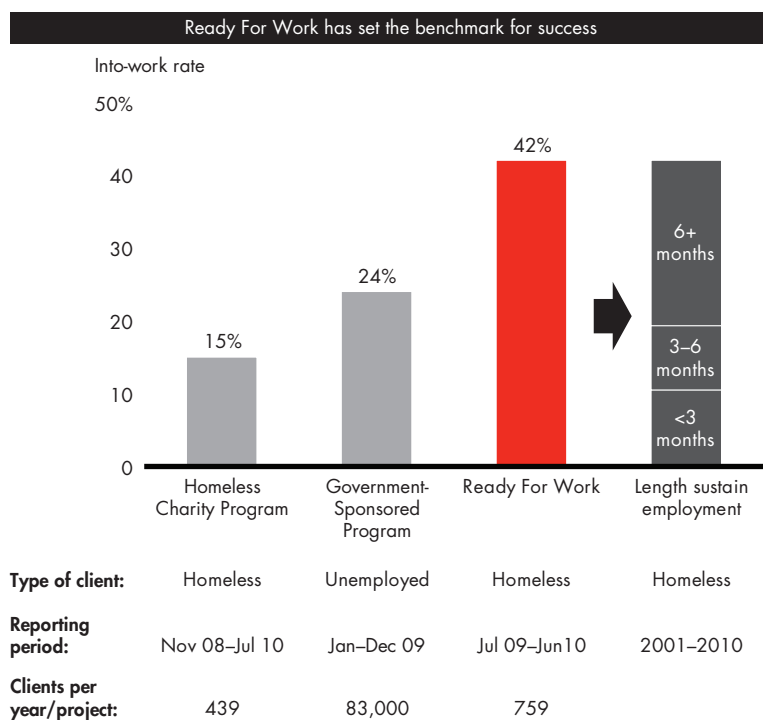
Results

Since the inception of “Ready For Work,” BAOH has supported 5,000 people—of these, over 2,000 found work. Further, 75 percent of those finding work remain in employment for at least three months and 54 percent for over six months, making it the most successful national program helping homeless people gain and sustain employment.

At Bain, our most recent BAOH client joined the Technology Services Group for a two week work placement. This proved so successful for both parties that the placement was extended to six weeks, after which the client secured a full time position at the head office of a major online retailer.

Moreover, our “Making Work, Work” project exposed how the benefits system prevents people from taking up work. This research provided practical actions for BAOH and its charity partners, and also a lobbying platform to work with government to address the issue holistically.

Bain Cares success story—Business Action on Homelessness



“As we look back at the success of this program over the last 10 years, **none of this would have happened without the support of the Bain team from day one.**”

— CEO, Business in the Community

“I am really glad to have met you... you have made everything positive and worthwhile, and **I feel I can get things back on track.** You gave me hope for the future.”

— BAOH client, Ready For Work program

“It’s a real pleasure to be part of such a positive program, and I love that I can support it at work. **Watching someone’s confidence grow during their two-week work placement in the London office is inspiring.**”

— Bain work placement host