# Prince William-backed Lambeth project pioneers scalable youth homelessness solutions



The new “Innovative Housing Project” in the London borough of Lambeth marks a significant step forward in the ongoing effort to eliminate homelessness. This initiative, spearheaded by the ‘Homewards’ programme, is part of a wider collaboration across six UK locations intended to develop a replicable blueprint for ending homelessness in all its forms. Homewards operates in partnership with Centrepoint, a leading homeless charity for which Prince William serves as patron, underscoring his active role in driving social change around youth homelessness.

The Lambeth project will convert a property owned by William’s Duchy of Cornwall estate into 16 affordable flats specifically designed for young people aged 18 to 25. This development is emblematic of Homewards’ broader approach, which combines innovative housing solutions with supportive measures tailored to the needs of vulnerable youth. The initiative forms part of a five-year plan not only to provide shelter but also to create pathways toward employment and independent living, addressing the root causes that often trap individuals in a cycle of homelessness.

Beyond Lambeth, Homewards is engaged in six UK locations, including Aberdeen, Bournemouth, Christchurch and Poole, Newport, Northern Ireland, and Sheffield. As revealed in recent updates, the programme focuses on building coalitions of local organisations and businesses that work together to develop targeted action plans. Key priorities include expanding housing supply, improving employment opportunities, and implementing early intervention strategies to prevent homelessness before it begins.

Prince William has publicly emphasised the power of collaborative effort in making homelessness “rare, brief, and unrepeated,” a mantra that guides Homewards’ objectives. Speaking at the launch events and throughout the programme’s progress reports, he highlighted the importance of optimism and practical innovation in tackling this entrenched social problem. Lambeth Council’s leader, Councillor Claire Holland, echoed this sentiment, recognising the initiative’s potential to transform not only homeless prevention efforts but also the broader social fabric of the borough.

Supporting this momentum, Centrepoint’s Independent Living Programme has seen complementary success with developments such as the recently opened Reuben House in Peckham. This facility offers 33 new flats coupled with employment and support opportunities for young residents, reinforcing the notion that housing must be integrated with holistic support services. The wide-ranging employment sectors involved—hospitality, construction, and social services—demonstrate a commitment to long-term stability beyond immediate shelter.

In summary, the Lambeth Innovative Housing Project exemplifies a growing and coordinated effort to address youth homelessness through innovation, partnership, and practical, scalable solutions. By leveraging royal patronage, local government cooperation, and charity expertise, Homewards aims to inspire a nationwide shift in how homelessness is prevented and resolved.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html), [[2]](https://centrepoint.org.uk/news/centrepoint-patron-prince-william-launches-homewards-homelessness-initiative), [[7]](https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html)
* Paragraph 2 – [[1]](https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html), [[5]](https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html), [[7]](https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html)
* Paragraph 3 – [[2]](https://centrepoint.org.uk/news/centrepoint-patron-prince-william-launches-homewards-homelessness-initiative), [[3]](https://www.lambeth.gov.uk/your-community/projects-priorities/lambeth-new-partnership-with-prince-william-royal-foundation-end-homelessness), [[4]](https://homewards.org.uk/homewards-marks-first-year-of-progress-in-lambeth/)
* Paragraph 4 – [[2]](https://centrepoint.org.uk/news/centrepoint-patron-prince-william-launches-homewards-homelessness-initiative), [[3]](https://www.lambeth.gov.uk/your-community/projects-priorities/lambeth-new-partnership-with-prince-william-royal-foundation-end-homelessness)
* Paragraph 5 – [[6]](https://centrepoint.org.uk/news/prince-william-opens-new-reuben-house-development-part-our-independent-living-programme)
* Paragraph 6 – [[1]](https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html), [[2]](https://centrepoint.org.uk/news/centrepoint-patron-prince-william-launches-homewards-homelessness-initiative), [[3]](https://www.lambeth.gov.uk/your-community/projects-priorities/lambeth-new-partnership-with-prince-william-royal-foundation-end-homelessness), [[5]](https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html)

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## Bibliography

1. <https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html> - Please view link - unable to able to access data
2. <https://centrepoint.org.uk/news/centrepoint-patron-prince-william-launches-homewards-homelessness-initiative> - Centrepoint's patron, Prince William, has launched the 'Homewards' initiative, aiming to test ideas to end homelessness in six UK locations over the next five years. The programme will create innovative housing projects in Aberdeen, Bournemouth, Christchurch and Poole, Lambeth, Newport, Northern Ireland, and Sheffield, with the goal of developing a flexible model to be adopted nationwide. The initiative seeks to improve understanding of homelessness and encourage optimism about addressing it. Prince William emphasised the importance of collaboration in making homelessness rare, brief, and unrepeated.
3. <https://www.lambeth.gov.uk/your-community/projects-priorities/lambeth-new-partnership-with-prince-william-royal-foundation-end-homelessness> - Lambeth Council has partnered with Prince William and The Royal Foundation to launch the 'Homewards' programme, a five-year initiative aiming to end homelessness in the borough. The programme will involve a coalition of local organisations and businesses working together to create and deliver a tailored plan to prevent and end homelessness. Prince William highlighted the importance of collaboration in making homelessness rare, brief, and unrepeated, while Lambeth Council's leader, Cllr Claire Holland, expressed excitement about the transformative potential of the programme.
4. <https://homewards.org.uk/homewards-marks-first-year-of-progress-in-lambeth/> - The 'Homewards' programme, launched by Prince William and The Royal Foundation, is marking its first year of progress in Lambeth. Over the past year, the programme has worked with local organisations to form a coalition and develop an action plan to end homelessness in the area. Key priorities identified include housing supply, employment pathways, early intervention, and employability. The initiative aims to demonstrate that, through collaboration, homelessness can be made rare, brief, and unrepeated.
5. <https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html> - The Prince of Wales's 'Homewards' initiative has announced its latest housing project in Lambeth, aiming to help eradicate homelessness. A property in south London owned by William’s Duchy of Cornwall estate will be converted into 16 flats to provide affordable homes for 18 to 25-year-olds. The project is part of a broader effort to create a blueprint for ending homelessness in all its forms, in partnership with homeless charity Centrepoint, which William supports as patron.
6. <https://centrepoint.org.uk/news/prince-william-opens-new-reuben-house-development-part-our-independent-living-programme> - Prince William, Centrepoint's patron, officially opened the new Reuben House development in Peckham, South London. The development contains 33 brand-new flats and is part of Centrepoint’s Independent Living Programme, which aims to combat youth homelessness in the UK. Residents, aged between 18 and 24, are employed in various sectors, including hospitality, the building trade, and social services. The programme provides high-quality, affordable housing and support for young people ready to live independently.
7. <https://www.standard.co.uk/news/uk/prince-lambeth-london-tony-jones-aberdeen-b1240745.html> - The Prince of Wales's 'Homewards' initiative has announced its latest housing project in Lambeth, aiming to help eradicate homelessness. A property in south London owned by William’s Duchy of Cornwall estate will be converted into 16 flats to provide affordable homes for 18 to 25-year-olds. The project is part of a broader effort to create a blueprint for ending homelessness in all its forms, in partnership with homeless charity Centrepoint, which William supports as patron.