

Early Doors

"It's never too early to set up the home you need for the future you deserve."

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Background:

Housing-related support in Carmarthenshire had become largely reactive, focused on crisis response rather than prevention. Rising living costs, a shortage of suitable housing, and increasing homelessness highlighted the urgent need to shift resources upstream. Early Doors was developed as part of a new Community Preventative Services model to provide early, barrier-free access to housing support, working alongside health, wellbeing and financial services. The project builds on strong collaboration between the local authority, third-sector partners and communities. By reaching citizens earlier, improving service visibility, and empowering people to make informed choices, Early Doors helps to reduce crisis demand, promote stability, and improve long-term wellbeing.



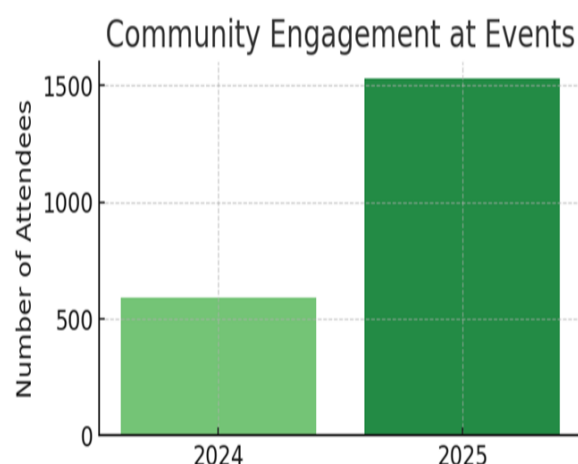
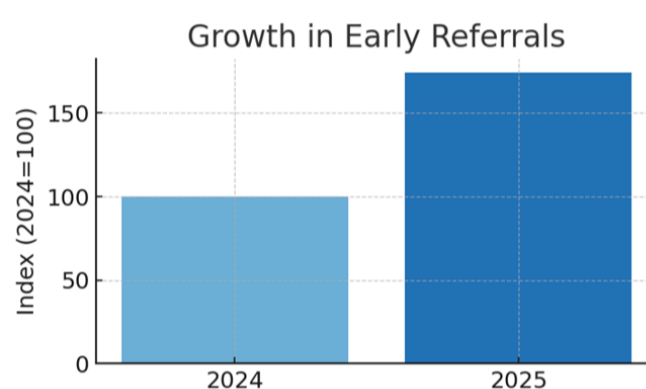
Aims and Objectives:

- Increase early access to housing-related support.
- Improve awareness and service visibility.
- Build citizen resilience, preparation, and empowerment.
- Foster collaboration across services and challenge barriers.

Approach:

- Co-produced with citizens, housing providers, and wider stakeholders to ensure inclusive and person-centred design.
- Community outreach: 402 engagement activities across schools, hospitals, Hwbs, town centres, and rural communities.
- Central referral 'Gateway' introduced for streamlined access to support.
- Integrated pathways with health, financial wellbeing, and Community Home Support Services to address linked needs.
- Tailored local campaigns and accessible resources to improve awareness and uptake.
- Pilot of early relationship support to address one of the main drivers of homelessness before it escalates into crisis.

Impact:



- **74%** year-on-year increase in early access referrals (Apr–Sept 2025).
- **1,527 people engaged** through community events and drop-ins (157% increase), including significant outreach in rural areas.
- Strengthened collaboration across housing, wellbeing and financial support services, reducing crisis presentations and improving long-term stability.

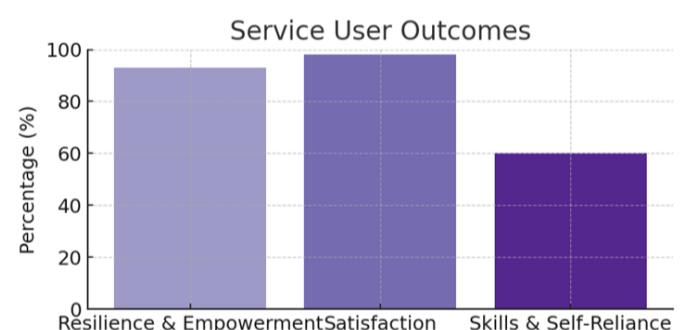
Next Steps:

- Embed Early Doors locally within Carmarthenshire's Community Preventative Services to strengthen referral pathways and workforce capacity.
- Expand co-production by involving people with lived experience in shaping services and training materials.
- Develop a Replication Toolkit to share learning and support wider adoption across Wales.
- Advocate for sustainable preventative funding and recognition of early-intervention housing support in national policy.
- Pilot digital engagement tools and strengthen integration with mental health and substance-misuse services to meet emerging needs.

Outcomes:



- 91–95% report improved resilience & empowerment.
- 98% satisfaction.
- Increased self-reliance & skills (≈60%).



Key Conclusions:

Prevention works

- Early intervention reduces crisis demand and improves wellbeing.
- Barrier-free, person-centred access empowers citizens to take control of their housing and wellbeing needs.
- Collaboration across housing, health, and wellbeing services delivers better outcomes for individuals and communities.
- Partnership working and co-production create trust, shared learning, and lasting change.
- The Early Doors model is scalable and replicable, offering a sustainable approach for other areas across Wales.

"Even friends have started to notice a difference in me."

"I feel thankful for the help that you have given me and find it reassuring that I have someone that I can contact if I am worried about something or just need some advice."

"I was encouraged to claim for benefits that I was entitled to. I was directed to Care and Repair services where handrails and grab rails were installed. I was supported through an almost yearlong battle to get a wet room and walk in shower (which was a huge help)."

"Actually having someone listen and then follow through on what they've said they're going to do has made me think I do have some worth."