



Maryhill
HOUSING

Community Regeneration Strategy

Sept 2017

1. Introduction

Maryhill Housing is a community controlled housing association which was established in 1977. It owns approximately 3,000 properties and factors 700 properties in Maryhill and Ruchill, north Glasgow. Most of these communities are disadvantaged and the needs of the people who live there go beyond a requirement for decent housing. Many of our tenants live in poverty, suffer ill health, are unemployed, dependent on benefits and have limited access to services.

As a socially responsible landlord we are committed to investing in the people who live in our homes. We will do this by working in partnership with our tenants, Registered Tenant Organisations, Service Improvement Panel, local community councils, community groups and local organisations to delivering solutions to local problems.

2. What is Community Regeneration?

The Scottish Government has a vision for regeneration where our most disadvantaged communities are supported and where all places are sustainable and promote well-being. Regeneration is about building sustainable communities, which means they are economically, socially and physically sustainable.

What is required is local action to tackle area inequality, create opportunities and improve communities. Activity will focus on outcomes and put communities first, involving local residents and empowering communities to take action themselves.

The Scottish Government is committed to regeneration with community-led regeneration at the heart of its regeneration strategy.

We recognise that many of our customers are facing increasing challenges such as welfare reform, securing employment, living in the digital age, lack of opportunities and health inequality.

Maryhill Housing is more than just a landlord and understands the wellbeing of its tenants is equally as important as providing high quality homes.

3. Why Community Regeneration?

Maryhill Housing has been involved in regenerating communities and promoting social inclusion through the provision of quality, affordable housing and other services. We recognise that adopting a holistic approach to regenerating communities through community regeneration activities not only builds safe, strong and sustainable

communities but also has a positive impact on core business activity such as housing management and maintenance.

Community regeneration projects can help housing associations respond to communities' needs, tackle local issues and deliver services that support individuals. The overall aim of Community regeneration is to make our communities sustainable - a better place to live for all residents.

A key part of our Community Regeneration strategy is Anti Poverty. Maryhill Housing launched its Charter to Challenge to Poverty in September 2016 with Queens Cross Housing Association and ng Homes. Its aims are:-

- to challenge the idea that poverty is acceptable and necessary
- to identify what we, as a Social landlord can do to alleviate the impact of poverty on our communities
- to support and work alongside others with these shared aims and commitments

We will develop a range of services and projects to help us achieve these aims including:

- Enhanced welfare benefits service
- Innovative solution to address fuel poverty
- Increase availability and uptake of banking service
- Provide digital inclusion opportunities
- Provide volunteering opportunities
- Develop growing spaces and community garden to assist food poverty

3.1 Community anchors role

Community controlled housing associations are by definition considered as community anchors. Community anchor organisations have strong links to their communities and usually stimulate high levels of voluntary activity. They are well placed to identify opportunities in their areas and have the energy and creativity to nurture and exploit these. Increasingly, these organisations take an enterprising and assets based approach to their work.

Maryhill Housing is a community anchor organisation and this role can help us access certain funding which in turn will assist us work towards making our communities more sustainable.

3.2 The Business Case

Maryhill Housing invests millions of pounds in our communities each year through new build development, major repairs, maintenance contracts and environmental improvements.

Housing associations need and want their communities to be sustainable; community regeneration can help us achieve this.

Our long term aims:-

- Create a real sense of community and help people thrive
- Provide the best homes and create places where people love to live, work and play
- Build a reputation for being ahead of the game

More specifically Community regeneration can provide practical solutions which can help:-

- prevent tenancy failure
- improve our estates and make our properties more lettable
- tackle anti-social behaviour
- protect our investment/ assets
- create opportunities for employment & training
- Improve 'neighbourliness'

4. Policy Context

4.1 National Policy

Scottish Government's Regeneration Strategy 'Achieving a Sustainable Scotland' sets out the context for regenerating communities over the coming years in its regeneration strategy 'Achieving a Sustainable Future'. The strategy aims to build on the successes of the past but recognises that much more needs to be done in order to make Scotland's most disadvantaged communities sustainable. It also recognises that this work has to be done in very challenging economic circumstances.

4.1.1 The Scottish Government's Regeneration Vision is:-

'A Scotland where our most disadvantaged communities are supported and where all places are sustainable and promote wellbeing.' The vision can only be delivered if regeneration is approached in a holistic way by addressing the economic, physical and social needs of our communities.

Key Outcomes for the Regeneration Strategy are:-

- Economically Sustainable Communities
- Physically Sustainable Communities
- Socially Sustainable Communities

The key elements in the strategy most likely to affect housing associations are;

- regeneration activity will continue within the framework of Single Outcome Agreements
- support for community led regeneration
- support for asset based regeneration

4.1.2 Community Empowerment Act

The Scottish Government wants to help communities to do more for themselves and have more say in decisions that affect them.

The Community Empowerment (Scotland) Act 2015 is a new law that will help people do that. The Scottish Government also helps by giving community groups money to make them stronger, and asking public bodies to make sure they listen to what communities want.

Key aspects of the Act for our communities are:-

- Participation requests - new rights enabling communities to identify needs and issues and request action to be taken on these
- Community Right To Buy Extends community right to buy and introduces a new provision for community bodies to purchase land which is abandoned, neglected or detrimental to the environmental wellbeing of the community, where the owner is not willing to sell that land.
- Asset Transfer Introduces a right for community bodies to make requests to all local authorities, Scottish Ministers and a wide-ranging list of public bodies, for any land or buildings they feel they could make better use of. They can request ownership, lease or other rights, as they wish.
- Participation in Public Decision Making to give communities more say in how public services are to be planned and provided

Locality Plans

The 2015 Act places specific duties on Community Planning Partnerships (CPPs), the relevant local authority and community planning partners around locality planning. It is one of the ways that Glasgow's Community Planning Partnership will tackle inequalities; supported by Glasgow City Councils Local Outcome Improvement Plan.

Locality planning approaches to neighbourhoods in their area can be an effective way of involving local communities in identifying local priorities, and in shaping and delivering responses to these. Community Plans are developed using an Asset Based approach to create stronger, safer, healthier, happier and more inclusive communities.

4.2.2 Participatory Budgeting

The Scottish Government supports Participatory Budgeting as a tool for community engagement which sits alongside the objectives of the Community Empowerment (Scotland) Act 2015 and as an important resource to build on the wider development of participatory democracy in Scotland. The Act includes a new regulation-making power which will enable Ministers to require Scottish public authorities to promote and facilitate the participation of members of the public, in the decisions and activities of the authority, including in the allocation of its resources.

4.3 OUR COMMUNITIES

Maryhill Housing's tenants live in some of the most disadvantaged in Scotland according to the Scottish Indices of Multiple Deprivation.

A datazone is a neighbourhood of approx. 750 people. The SIMD rank data zones social and economic factors such as income, health crime, employment, education and housing.

There are 6796 data zones in Scotland, those that fall within the worst 20% are classed as the most deprived in the country. The areas often are blighted by high unemployment, low level of skills poor educational attainment, ill health, drug and alcohol dependency and high levels of crime.

Areas which fall into the worst 20% are deemed by Scottish Govt, strategic agencies and funding bodies as a priority for allocation of resources/ funding.

Maryhill Housing housing stock falls into 25 data zones of which 16 of these data zones fall into the worst 20% meaning that approx. two thirds of our communities are classed as the most 20% deprived in Scotland.

The SIMD can be broken down by topic as follows:-

Income	MH has 16 data zones in the bottom 20%
Employment	MH has 15 data zones in the bottom 20%
Health	MH has 13 data zones in the bottom 20%
Education/skills	MH has 16 data zones in the bottom 20%

Housing	MH has 22 data zones in the bottom 20%
Crime	MH has 14 data zones in the bottom 20%

We have a subscription to Community Insight Scotland, Geographic Information System (GIS) based tool providing online community mapping and reporting for housing providers. It provides instant neighbourhood and community profiles, drawing on the very latest and most up-to-date open data sources covering all major social and economic indicators.

This ensures that we have the best possible knowledge of local communities that we can be utilised across the organisation such as high-level visualisations for Board level, detailed reports on local neighbourhoods and evidence of need for funding applications.

4.4 Partnership Working & Stakeholders

In order to build sustainable communities, Maryhill Housing needs to work in partnership with a range of organisations and local groups including Glasgow City Council, Glasgow Life, Jobs & Business Glasgow, Community Safety Glasgow, North United Communities, Police Scotland, Maryhill & Summerston Community Council, Ruchill Community Council and local Registered Tenants Organisations.

Registered Tenants Organisations are key partners for us and often can be the eyes and ears of the organisation and identify key communities issues that can be addressed through community regeneration projects (e.g. environmental improvements, community garden, growing/ green space and play areas).

A list of key stakeholders can viewed at Appendix 3

There are a number of different roles that the housing association may perform depending on the type of project being delivered. These roles include:-

- Lead organisation
- Partner
- Supporter
- Promoter
- Investor/ Funder
- Enabler/ Facilitator
- Shaper/ Influencer

5.0 Delivering the Community regeneration Strategy

5.1 The Role of Maryhill Housing

It is important to recognise that the Housing Association cannot develop and deliver every community regeneration project as we do not have the capacity or the resources to do so. To help us decide what projects to progress we will use the following key criteria:-

- Address community need
- Project is sustainable
- Maryhill Housing can legally do it
- Fills a gap not currently being provided
- Contributes to one of Maryhill Housing's Strategic Objectives

This Community regeneration Strategy will contribute to and support other Maryhill Housing strategies including Corporate Plan and Customer Engagement Strategy.

5.2 Identifying Community Regeneration Priorities

The aim of the Community Regeneration Strategy is to improve the life circumstances of the local residents/ tenants and to work towards making Maryhill Housing communities more sustainable. In reality this means improving the social, economic and environmental aspects of the community

Our Community regeneration priorities reflect both national, local and community priorities and are identified through a number of different approaches. This helps ensure that our Community regeneration priorities reflect community needs and individual needs of our customers. These approaches include:-

- Maryhill Housing - Customer Satisfaction Surveys Nov 2015
- Corporate Plan Feedback Oct 2015
- Staff Consultation session July 2016
- Leadership Consultation and feedback Sept 2016
- Staff, Board and Stakeholder Survey Sept 2016
- Local evidence (research and anecdotal)
- Staff group meetings May – July 2017
- Board Strategy Away Weekend Nov 2016
- Senior Management Team July 2017

Common issues emerge through the various different approaches as described above and this allows us to determine what our Community regeneration priorities should be. Additionally funders' priorities also dictate what types of Community Regeneration projects are undertaken.

5.3. Community Regeneration Aim and Objectives

The aim of Community regeneration is to improve our communities and the lives of the people living in them by delivering community regeneration activities. Anti - Poverty is a key strand through all of our 6 Community Regeneration Priorities.

Financial Fitness

Helping tenants to become more financially capable

- welfare benefits
- financial inclusion
- budgeting advice
- energy advice

Employment and Training

Providing a range of opportunities for local people to increase their employability

- modern apprenticeships
- trainee placements
- skills bursary
- Job Clubs
- employability projects

Digital Inclusion

Helping local residents to benefit from digital services

- IT classes
- Wi Fi provision
- digital projects
- digital champions

Young People and Families

Supporting young people and families to reach their potential (youth projects, educational bursary scheme, community events)

- diversionary activities
- educational work
- family support
- community development

Environment and Community Spaces

Improving and enhancing our communities and local environment

- Growing spaces
- Community spaces
- Volunteering
- Community Fund
- Neighbourhood team

Health & Wellbeing

Supporting our tenants to access a range of services or opportunities to benefit and improve their health and wellbeing

- Stress management
- Healthy Cooking classes
- Community events
- Adaptations
- Volunteering opportunities
- Mental health support

How Maryhill will deliver these objectives and outcomes is detailed in our Community Regeneration Action Plan in Appendix 1.

6. Community Fund

Maryhill Housing is committed to supporting local communities and to encourage local projects. A Community Fund has been established which has an Annual Budget of £80k for 2017-18 and £50k for 2018-19 (this will be reviewed on an annual basis). All funding requests are approved through the local Registered Tenant Organisations (RTOs). Where possible applicants are encouraged to secure matched funding (e.g. in-kind funding or direct funding).

The eligibility criteria are as follows:

- Enhance the quality of life in areas where Maryhill Housing (MH) tenants and residents reside, for example, to improve the environment, promoting safe, healthy and vibrant communities or provide support for events/activities that encourage community cohesion.
- Encourage community involvement that will positively impact on MH residents and their families, for example by encouraging volunteering
- Promote equality of opportunity within the areas MH serves

Operational responsibility for this fund will lie with the Community Regeneration team with the Director of Investment & Regeneration approving project funding allocation in line with approved budget and approval criteria as above.

7. Monitoring and Evaluation Framework

Overall Community regeneration activity is monitored through Key Performance Indicators (KPIs) which is reported to the Board of Maryhill Housing on a quarterly basis.

This includes:-

- No of Community regeneration Projects being delivered
- No of residents directly benefiting
- Amount of External Funding secured
- Amount of match/ in-kind funding secured
- No of community events held
- No of community benefit contracts

A Service Improvement Plan will be developed to monitor the effectiveness of the strategy and include the key actions to deliver the strategy. This will be updated on a monthly basis and reported to Policy and Performance Committee.

A monitoring and evaluation framework will be provided for each funded project, in accordance with the specific funders' terms and conditions.

As funders become more outcome driven it is important that we can demonstrate the value and impact of our Community regeneration activities. This will help shape future projects, lobbying policy and decision and help us demonstrate to future funders the need for further grants.

Monitoring frameworks are generally quantitative in nature so we will produce case studies where appropriate to illustrate the impact on individual lives.

Appendix 1
COMMUNITY REGENERATION ACTION PLAN

Financial Fitness

We will provide and develop our financial inclusion service to provide a more holistic service and deliver a range of tenancy sustainment initiatives to support our customers' need.



Action	Timescale	Lead staff and other orgs	Outcomes / Benefits	Annual Targets
Provide a Welfare Benefits service with a focus on developing financial capacity.	Ongoing	SFIO	<p>Tenants and factored owners are able to sustain their tenancies / households and manage their finances accordingly. Clients' incomes are maximised.</p> <p>Work in partnership with relevant organisations to promote financial capability</p> <p><i>Residents offered a 'helping hand' where extra support is deemed to be required to empower them.</i></p> <p>Work with job clubs and employability agencies to maximise training and employment opportunities for residents</p>	<p>1 500 engagements</p> <p>200 referrals to Epic 360</p> <p>80 intensive engagements</p> <p>40 referrals to be made to local job club.</p>
	1 Sept 2018	SFIO	<p>Residents are able to manage their Universal Credit accounts and ensure they receive correct</p>	<p>Maryhill online available and staffed twice weekly for two hours. (4</p>

	30 Sept 2018	SFIO	entitlement with Maryhill Housing providing access to I.T Provide a range of information via our website, and or regular emails / mailing lists that allows tenants and owners to keep abreast of potential savings and products exclusively available online.	hours per week) MH's digital money saving newsletter set-up ready for subscription by 30 th of September
	31 Mar 2019	SFIO	To investigate, apply and receive funding to provide dedicated digital support to residents at Maryhill Online twice weekly, and beyond, as UC claims rise; or to have an alternative viable proposal.	Funding secured - digital support in place for residents to access
Provide accessible service including drop-in sessions and home visits (where appropriate)	Ongoing	SFIO	Tenants are able to access our service across our offices and at home where appropriate.	Appointments always offered within 5 working days
	Ongoing	SFIO	Tenants are able to receive assistance at short notice when in crisis at our drop-in service.	300 drop-in engagements. 100% of tenants seen within 60 minutes.

	1 st of April 2018	SFIO ICT Manager	I.T available within reception area: telephone and desktop computer, for tenants to communicate and make benefit claims with DWP / Glasgow City Council.	Tenants able to self-serve and be self-sufficient. Reduced footfall on duty service
Affordable credit and basic bank accounts	Ongoing	SFIO	Tenants and factored owners continue to have access to local credit unions and community interest companies to provide affordable banking, saving and loans.	80 drop in sessions by Scotcash
	31 Mar 2018	SFIO	Investigate other credit unions and financial institutions with affordable digital products for tenants with UC full service imminent and local banks closed, or closing.	Feasibility study completed
Address fuel poverty by providing energy advice and information	31 Mar 2018	SFIO	All new tenants offered a referral to Citrus Energy for account set-up and potential tariff switching.	200 Referrals to Citrus Energy
	31 Mar 2018	SFIO	Financial Support Team to assist tenants who are unable to operate their heating systems are part of low level tenancy support	60 low level tenancy support cases

	31 Mar 2019	SFIO CRM	Investigate possible funding streams or look to 'buy-in' a service for residents dedicated to imparting fuel advice and assistance.	Funding secured
	30 Sept 2019	SFIO	To investigate, collate and put in place a suite of advice and information resources on our website for tenants to received advice on keeping warm and save money on fuel bills. To also have an 'offline' version too	50 unique website views. 30 likes per Facebook post and 10 shares per Facebook or twitter post
Support programmes aimed at developed financial confidence and capability	31 Mar 2018	SFIO	Residents are empowered to be financially capable and have the ability to budget and sustain their tenancies / households more effectively. Support provided in-house and referred to appropriate agencies too	60 low level support cases
	30 Sept 2018	SFIO		80 intensive support cases
				200 referrals to EPIC 360

Host targeted anti-poverty campaigns including: Warm Home Discount Scheme and Cash for Kids	31 Aug 2017	SFIO	To ensure all families are aware of Cash for Kids scheme and are informed of the criteria and how to claim.	All tenant and factored owners receive notification of Cash for Kids
	30 Sept 2017	SFIO	To ensure all residents are aware of the Warm Home Discount Scheme (WHDS) and are informed of the criteria and how to claim.	All tenant and factored owners receive notification of Warm Homes Discount Scheme
	30 Nov 2017	SFIO	All families who want to submit an application are assisted to do so before the deadline	Awards totalling £5k are received
	31 Jan 2018	SFIO	Assist residents, who are unable, to submit an application for the WHDS	5% or 150 households that are eligible to apply are assisted
	30 Nov 2018	SFIO	Increase the number Cash for Kids applicants that receive awards via a bank account	80% of applicants are paid via BACS
	30 Nov 2019	SFIO	Increase the number Cash for Kids applicants that receive awards via a bank account	90% of applicants are paid via BACS

Promote National Awareness Week to local residents including:- <ul style="list-style-type: none"> • Fuel Poverty Week (mid Feb) • Challenge Poverty (mid Oct) • National Consumer Week • World Mental Health Day (10 Oct annually) 	31 Mar 2018	SFIO CRM	Tenants have improved awareness of and are more likely to access support / relevant services	Promote 2 campaigns per year
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Employment and Training

We aim to support our residents into employment and training by providing opportunities to learn new skills and access to job opportunities



Action	Timescale	Lead staff & orgs.	Outcomes / Benefits	Annual Targets
Job Clubs Work in partnership with local agencies to provide on site Jobs Clubs for local residents to access online jobs , advice and support on jobs	Ongoing	CRM JBG NUC	Increased number of residents receiving Job search support Residents more confident in how to access job opportunities	400 people accessing support 100 Job Clubs
Apprenticeships, trainees and internships Ensure that community benefits clauses are in all contracts to maximise employment opportunities Work with Career Ready to offer support for local school pupils Provide traineeships through Community Jobs Fund	Ongoing July 2018 Ongoing	CRM Head of Depts Mentors HR	Maximise the benefits from our investment, maintenance & development contracts. Local young people benefitting from mentoring support programme Enhance our staff complement and provide real life work experience	3 community benefits in contracts 5 employment and training opportunities created 3 mentees supported 3 mentors gaining experience 2 Community Job Fund jobs created
Employability Projects Work in partnership with organisations to offer work experience to local unemployed people	June 2018 & Nov 2018	CRM AfC	Improved local environment and community	2 employment and training project delivered in the community per year

Provide work placement opportunities for local school pupils	Month to be confirmed		Local unemployed participating in the work experience projects	2 local Community Challenge projects delivered.
<p>Business Support</p> <p>Work in partnership with Business support programmes to help resident start up and develop their business ideas</p> <p>Explore delivering taster events in conjunction with local partners</p>	Year 2	Pop Up Business School and Jobs & Business Glasgow	<p>Residents have improved access to business support</p> <p>Increased residents' skills and confidence. Better understanding of how to run a business or be self employed</p>	1 taster workshop delivered

Digital Inclusion

We will help our residents to become more digitally able so they can benefit from accessing online services



Action	Timescale	Lead staff & orgs.	Outcomes / Benefits	Annual Targets
<p>Maryhill Online Work in partnership with local organisations to provide beginners and improvers IT classes to help people get online and develop their skills</p>	Ongoing	Community Regeneration Team Glasgow Life	<p>Increase the number of tenants accessing digital services</p> <p>Upskilling of tenants to help them benefit from the digital services</p> <p>Improve residents IT skills and their ability to access online services</p>	<p>80 classes per year</p> <p>200 people access the IT classes</p> <p>800 learning hours delivered</p>
Pilot WiFi in Glenavon flats providing free WiFi for first 12 months	Dec 2017	ICT Manager	Increase the number of residents getting online	360 properties accessing internet at home
Undertake pilot drop in sessions staffed by Maryhill Housing staff to allow tenants to access	Sept 2018	ICT Manager CR Manager	<p>Improved accessibility of Maryhill Online to our tenants</p> <p>Increase volunteer opportunities for Maryhill Housing staff</p>	<p>4 pilots sessions provided</p> <p>8 staff members participating</p>

Secure funding to develop innovative ways to engage with tenants and help get them online (e.g. Family history, Old Glasgow project, Blogging project, Internet shopping, Comparison website)	Feb 2018	CR Manager	Funding secured to increase engagement with digitally excluded groups	Funding secured with 2 mini project delivered
Explore the possibilities of developing our tenants as Digital Champions who can help family, friends and neighbours get online	Year 2	IT Manager CR Manager	Better understanding of how MH can support local residents through volunteer projects	Report produced on the opportunities and funding to develop Digital Champions
Offering all new tenants an IT induction (MH website, Social media, IT classes, Job Clubs etc.)	Jan 2018	Housing Management	Tenants have a better understanding of how to access online tenancy services and their ability to access digital services	50% of new tenants receiving an IT induction

Young People and Families

We will provide support to develop and engage with young people and families by working in partnership with local delivery organisations



Action	Timescale	Lead staff & orgs.	Outcomes / Benefits	Targets
Work in partnership with local youth providers to ensure that there is a range of diversionary activities (sport, art, music, drama) and educational group work accessible in our communities	Ongoing	CR Manager	Young people can access a range of local services. Increase confidence and positives outcome for young people.	100 engagements with young people (through youth projects)
Work with Children's Inclusion Partnership (CHIP) or similar organisations to explore funding opportunities	Nov 2017	CR Manager	Increased engagement of local families to develop community development action plans	Funding options explored and project model developed
Expand model other local areas (if successful)	June 2018			
Raise awareness and promote the opportunities and events available to young people and families to both staff and local residents	Feb 2018 Dec 2018	CR Manager	Residents are more aware and up to date about local youth projects and their activities Staff are better able to signpost and provide information on local services available in the community	2 digital promotional campaigns 1 briefing/ networking held with staff

Support local projects and organisations to provide much needed services (e.g. Parent Toddler groups, youth work, family support)	June 2018	CR Manager	Local projects sustained and activities and events available Local projects more able to apply for funding and delivery of services.	2 funding applications supported
Promote and disburse Educational and skills Bursary Fund for Maryhill Housing tenants	Mar 2018	CR Manager	Funding available to help improved chances for young people moving onto positive destinations.	£10,000 budget disbursed

Environment & Community Spaces

We will work in partnership with local organisations and community groups to improve our local environment and enhance our communities (e.g. community cleanups, Growing spaces, environmental projects)



Action	Timescale	Lead staff & orgs.	Outcomes / Benefits	Targets
<p>Growing Spaces Develop & support the 3 Growing Spaces across Maryhill</p> <ul style="list-style-type: none"> • Ruchill Pop Up Allotments • Mini Multis Community Space • Botany Growing Space 	Monthly	CR Manager	<p>Improved local facilities for food growing</p> <p>Increased number of people growing their own food.</p>	<p>30 -40 Growers across sites</p> <p>Botany Growing Space established</p> <p>4 gardening workshops per year</p>
<p>Wee Volunteer Organise a programme to provide Environmental Volunteer Days opportunities</p>	Sept 2017	CR Manager All Staff Board	<p>Customers will see the improvement in their communities</p> <p>Increased awareness of MH staff of the communities that we operate in</p> <p>Increased visibility of staff out in the communities</p>	1 environmental volunteer afternoon organised

<p>Funding Explore funding opportunities (for green infrastructure) including community benefits projects</p> <p>Development of wish list of projects</p>	June 2018	CR Manager	<p>Better understanding of funding opportunities and how our communities can benefit</p> <p>Maryhill Housing more ready to capitalise on funding opportunities and partnership projects</p>	5 key projects identified
Develop an action plan to reflect RTOs environmental priorities	April 2018	Housing Management CR Manager	RTOs more empowered to influence services	8 Environmental Action Plans Developed
<p>Community Fund Promote Community Fund for environmental improvement projects</p> <p>Promote and Community £60K Year 2</p>	Mar 2018	CR Manager	<p>Residents will see the value of getting involved.</p> <p>Residents will see community fund projects implemented in response to local feedback.</p> <p>Local groups may be able to match fund our contribution for greater investment and gains.</p>	<p>£80K funding disbursed</p> <p>10 environmental projects funded and delivered</p>
	Mar 2019	CR Manager	Communities will benefit from targeted investment. Outcomes will include physical improvements, services that improve the quality of people's lives or events and activities that create a sense of belonging for people in their neighbourhoods.	<p>£60K funding disbursed</p> <p>5 environmental projects funded and delivered</p>

Neighbourhood Caretaker Service Bulk uplift, graffiti, landscaping Reactive services	Ongoing	Neighbourhood Team	Local estates improvement environments	90% of jobs completed within 2 days
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Health & Wellbeing

We will support our tenants and residents so they can access a range of initiatives and are able to look after and improve their own health and wellbeing



Action	Timescale	Lead staff & orgs.	Outcomes / Benefits	Targets
<p>Raise awareness of local projects and services providing stress management and counselling</p> <p>Refer tenants to local services where appropriate</p>	Ongoing	CR Manager Housing mgt	<p>Staff more aware of local organisations</p> <p>Residents can access appropriate services</p>	2 Networking meeting held with key agencies
Explore funding to provide cookery classes and healthy eating	Dec 2017	CR Manager	Residents more able to cook healthy meal and budget accordingly	<p>Funding bid submitted</p> <p>Classes delivered</p>
Promote our adaptations programme to ensure that those in need are accessing the right adaptations to help them live independently	April 2018	CR Manager Investment staff	<p>Residents more aware of MH policy</p> <p>Improved budget spend ensuring that those in need are accessing the appropriate adaptations</p>	1 Promotional campaign delivered.

Explore funding to provide Arts and Crafts classes for sheltered complexes	Year 2	CR Manager	Reduced social isolation Improved interaction between residents	Funding bid submitted
Organise a range of Community events which reflect the needs of our residents (families, new Scots, older people etc.)	Ongoing	CR Manager	Increased community cohesion Improvement engagement with residents	2 events per year
Develop relationships with mental health organisations such as GAMH, Breathing Space	Year 2	CR Manager Housing Mgt	Improved and increased access to services by local residents	Referral protocol established
Volunteering Develop a volunteering strategy to identify and promote volunteering opps (internal and external) to local residents	Year 2/3	CR Manager	Increased opportunities for local residents Local residents improving their skills and employability Local groups/ orgs benefitting from more volunteers	Volunteering Strategy and action plan produced 10 new volunteers

APPENDIX 2

Survey results on Community Regeneration Priorities

- **Maryhill Housing Community Regeneration Survey Sept 2016
(Staff, Board and Stakeholders)**
- **Customer Satisfaction Survey 2015**
- **Leadership Consultation and feedback Sept 2016**

Maryhill Housing Community Regeneration Survey Sept 2016 Staff, Board and Stakeholders

Results

n=41

(1) Do you think Maryhill HA should be actively involved in community regeneration?

Answers	%	No of responses
Yes	97.5%	39
No	2.5%	1
Not sure	0.00%	0
Total Respondents: 40	100%	40

If yes, what type of community regeneration do you think is most important?

Answers	Responses	No of responses
Physical (e.g. community facilities, environmental improvements)	44.74%	17
Economic (e.g. employment and training opportunities, business start up, social enterprise development)	31.58%	12
Social (e.g. community events, supporting local groups)	23.68%	9
Total Respondents	100%	38

(2) What do you think the priorities are for this area (Maryhill & Ruchill) ?

Please note that multiple answer are allowed for this question

Answers	%	Responses
Employment and training opportunities (apprenticeships, work experience, work placements)	66.67%	26
Financial inclusion (welfare benefits, credit union, affordable loans)	76.92%	30
	38.46%	

Answers	%	Responses
Children, young people and families (play days, diversionary activities - sports, drama, music, arts)		15
Digital inclusion (access to computers, IT classes)	53.85%	21
Community Gardens / Allotments/ Green spaces	51.28%	20
Social events (e.g. Gala/ Fun Days)	30.77%	12
Health projects (cookery classes, fitness/ exercise classes)	43.59%	17
Community facilities/ assets (community centres, community spaces)	51.28%	20
Youth Activities (sports, music, arts drama, educational)	48.72%	19
Support for vulnerable tenants (family support project, befriending project)	64.1%	25
Mental Health projects (counselling, stress management classes)	43.59%	17
Support for BME communities and individuals (ESOL classes, cultural events)	30.77%	12
Activities for the elderly (arts and crafts, bingo, lunch clubs)	43.59%	16
Fuel poverty (energy advice, energy efficiency measures, fuel switching)	64.10%	25
Total Respondents: 39		

How should Maryhill HA fund for its community regeneration projects ?

Answers	%	Responses
Tenants' rent	5.26%	2
External funding (e.g. Big Lottery, People & Communities)	28.21%	11
A combination of both of the above	74.36%	29

Customer Satisfaction Survey 2015

In our Customer Satisfaction Survey 2015 Respondents were asked to rank their top 3 Community Regeneration priorities

(Number of respondents =984 who gave an opinion)

Type of project	Top Priority	2nd Priority	3rd Priority	Overall
Employment & training	32.4%	12%	9.4%	54%
Advice & support on welfare reform, benefits and money matters	16.3%	17.8%	9.8%	44%
Youth projects	6.5%	12.8%	10.4%	30%
Advice & information for older people	11.6%	7.7%	7.4%	27%
Community facilities and community spaces	7.2%	8.6%	9.8%	26%
Access to the internet and online services/ computer classes	1.2%	7.4%	13.4%	22%
Advice & information for vulnerable people	7.0%	8.7%	7.0%	23%
Family & children projects	6.2%	6.3%	8.0%	21%
Provision of play areas	5.5%	7.0%	6.1%	19%
Community gardens/ allotments/ growing spaces	2.2%	4.2%	5.9%	12%
Energy advice	3.2%	3.8%	4.6%	12%
No second/ third priority	-	3.4%	6.7%	10%
Other community project	0.7%	0.2%	1.4%	2%

Leadership Consultation and Feedback Sept 2016

Key Themes

Financial Inclusion

Local business providing a discount to our tenants
% house in average income in area
KPIs for Financial Inclusion targets (£ clients engaged with etc.)
Employability/ training for NEETS
Self Help/ self diagnosis tools
Financial planning for young people
Retirement planning
More inclusive financial assessment – budgeting rather helping with single issue
Accessible internet e.g. hub in the towers
Encourage saving in local schools

Fuel Poverty

Efficient heating
Assistance to switch supplier
Low energy bulbs
Energy switch club
Increased levels of insulation

- smart meters encourage people to get them
- explore solar panels

EESHS

EPC Guidance

More access and use of Govt Scheme

District Heating Schemes (and Partnerships)

Better instruction on how to use heating systems (e.g. part of new tenant induction)

DVD on how to use home more efficiently

Anti Poverty

Making an active effort to recruit local people

Apprenticeships and community jobs fund

Develop initiatives for BME/ refugees/ hard to reach

Mentoring young people

Could staff be Sure Start volunteers?

Continue to work with CHIP

Provide enriching activities for young people e.g. music

More allotments

Know what the barriers actually are to work

Job scheme (Govt funding)

Support New Starts from area

APPENDIX 3 – LIST OF KEY STAKEHOLDERS

Maryhill Community Council
Ruchill Community Council

RTOs

Eastpark Residents Association
Burgh/ Village Residents Association
Parkhill Residents Association
Glenavon Residents Association
Mini Multis Residents Association
Lochburn Residents Association
Cumlodden Residents Association
Locks & Valley Residents Association

Agencies/ Organisations

Action for Children
Jobs & Business Glasgow
Glasgow Life
Cube Housing Association
Cadder HA
ng homes
Queens Cross HA
North United Communities
Glasgow City Council DRS
Glasgow City Council LES
Glasgow Community Safety Services
Shakespeare Street Youth Club
Friends of Ruchill Park
Maryhill & Possilpark CAB
LifeLink
Maryhill Integration Network
Community Planning Partnership
Children's Inclusion Partnership
Maryhill Burgh Hall Trust
Ledgowan Tenant Hall
Maryhill Youth Health Services
Ruchill & Possilpark Thriving Places
Scottish Government
The Wheatley group
Maryhill Health Centre
Maryhill TRA
British Waterways/ Canal Partnership
Police Scotland