

BARRHEAD HOUSING ASSOCIATION

2021-2025

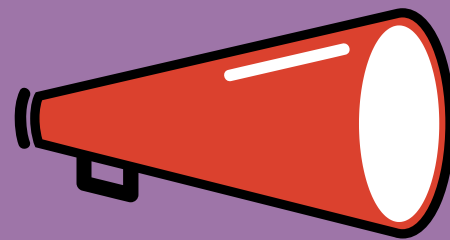
COMMUNITY INVESTMENT STRATEGY

AT THE HEART OF OUR COMMUNITY -
INVESTING IN YOUR FUTURE.



Barrhead Housing
Association Limited

COMMUNITY INVESTMENT STRATEGY 2021-2025



Our Community Investment Strategy outlines Barrhead Housing Association's (BHA) continuing commitment to work in partnership to support, strengthen and empower communities. It includes our aspirations to build on and develop the assets of the people and places of East Renfrewshire, in order to achieve the best outcomes for our tenants and the wider community.

Communities have, for a long time been providers of activities and support for residents. BHA already work closely with communities to design and deliver services in partnership, but there is more to be done, especially in a changing landscape where the ways in which people interact with services is shifting.

When we talk about 'communities' we mean both people in different places (communities of place/geography) and different groups of people (communities of interest) and we recognise that people could belong to many different communities at any one time.

Communities are often best placed to understand their own needs and to develop their own solutions. By working with local people, agencies and partners and combining resources, skills and knowledge, we can achieve our vision.

Our vision for East Renfrewshire is that it is a place where communities are thriving and inclusive, and where people take pride in their local area. It is a place where people help themselves and each other, for example through volunteering and local initiatives.

The Community Investment Strategy provides a framework for continued collaboration, to achieve positive outcomes for residents and communities. By using the skills and knowledge of our residents, our partners and our volunteers, we can collectively build the required capacity to actively support our communities, and enable more opportunities for communities to help us design and collaboratively deliver services in future

BHA IS COMMITTED TO WORKING TOGETHER TO BUILD GREAT COMMUNITIES.

THE BOARD CHARTER: COMMITTED TO COMMUNITY INVESTMENT

In October 2019, The Centre for Excellence in Community Investment Investment (HACT- UK housing's ideas and innovation agency) launched a Board Charter to champion the sector's commitment – at the most senior level – to our communities and our staff, and to recognise the success and impact of community investment.

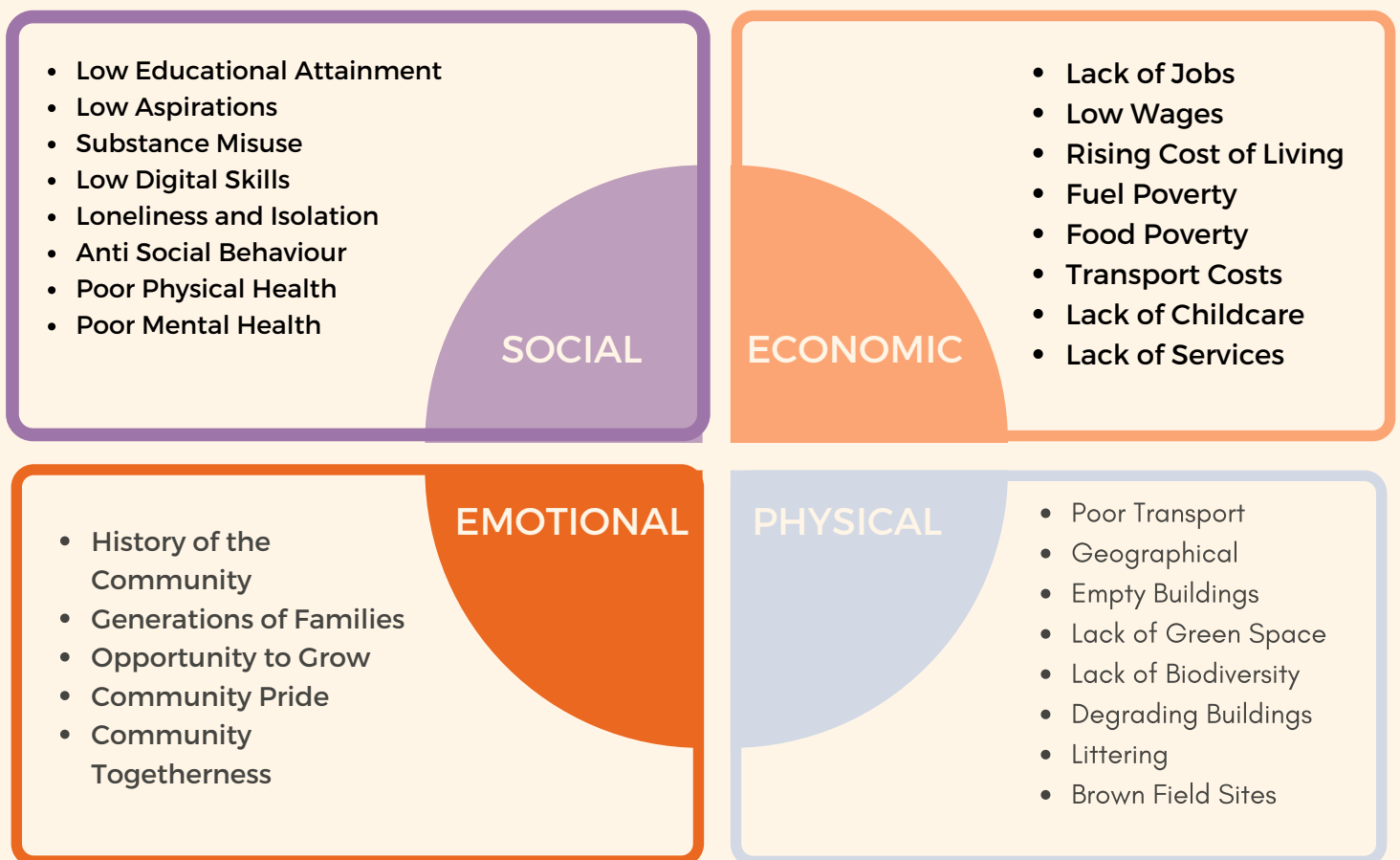
In February 2020, **BHA were the FIRST housing association in Scotland to sign The Board Charter Committed to Community Investment which commits us to 9 pledges:**

1. Community investment is core to our role as a housing association and central to our social purpose.
2. We commit to owning, investing in, and celebrating our community investment work and its impact.
3. We will work with the Centre for Excellence in Community Investment to help maximise and measure the impact of our work, as well as invest in our people who deliver it. How we're going to deliver it:
4. Our community investment strategy will be underpinned by an action plan and the appropriate resources, people and skills we need to deliver on our objectives.
5. We will ensure residents are at the heart of community investment, co-creating service design and involved in scrutiny and review.
6. We will be part of our communities, with Board members regularly leaving the boardroom to see community investment delivery first-hand. How we'll demonstrate impact:
7. We commit to a methodologically robust and rigorous measurement mechanism to evidence the impact of community investment activity, for example, by participating in the Centre's impact measures project.
8. We will publish key measures of success in our annual report to facilitate transparency and accountability.
9. We will be leaders and advocates for community investment, both in and outside the housing sector.

WHAT IS COMMUNITY INVESTMENT?

BHA's Community Investment Strategy is an overarching strategy bringing together the key objectives identified on a National, Local and Community level.

The holistic process of reversing the Economic, Physical and Social Decline of places where market forces alone won't suffice" (Definition of community regeneration Scottish Government: National Regeneration Strategy 2011)



NATIONAL

The Scottish Government's Fairer Scotland Strategy and the associated Fairer Scotland Action Plan (FSAP 2016) lists 50 actions to be achieved in the next 14 years.

The FSAP five key themes

A fairer Scotland for all

A strong start for young people

Fairer working lives

A thriving third age

An end to child poverty

NATIONAL, LOCAL AND COMMUNITY PRIORITIES



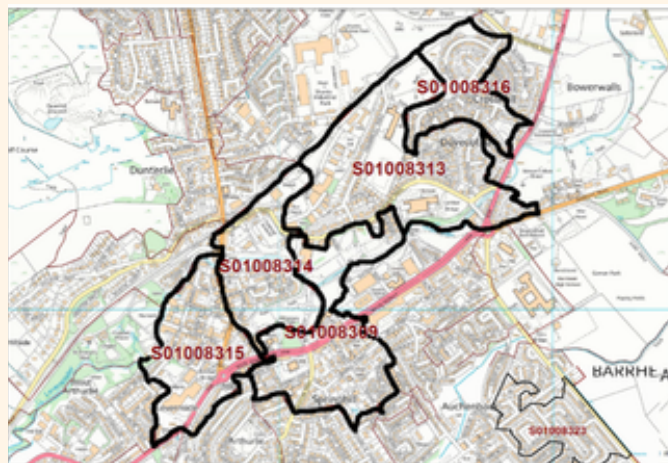
LOCAL

East Renfrewshire Council have published their Fairer East Ren' Locality Plan and the Locality Plans 2017-2027 for Auchenback and ADD2Barrhead (Arthurlie, Dunterlie and Dovecothall), through attending consultations and promoting it to our tenants.

Fairer East Renfrewshire's Locality Plan

The impact of child poverty is reduced

- Residents have the right skills, learning opportunities, confidence to secure and sustain work
- East Renfrewshire's transport links are accessible, attractive and seamless
- Residents' mental health and wellbeing is improved
- Residents are safe and are more socially connected within their communities



Map: ERC Locality Plan for ADD2 and Auchenback

Scottish Index of Multiple Deprivation

The Scottish Index of Multiple Deprivation (2020) SIMD shows that 72% of Barrhead Housing Association properties are within the 20% most deprived areas of Scotland, which are some of the most significantly deprived areas of East Renfrewshire.

Deprivation Issue	BHA Communities Average	East Renfrewshire Average
Percentage of people Income Deprived	20%	7%
Percentage of people Unemployment Deprived	15%	6%
The average proportion of the population who are being prescribed drugs for anxiety, depression or psychosis	21%	16%
The average proportion of low birth weights	5%	4%
The average percentage of young people attending school	81%	90%
The average percentage of young people aged 16-19 not in education, employment or training	6%	2%
The average 17-21 year olds entering in to full time higher education	9%	15%

BHA COMMUNITY COMMITMENT



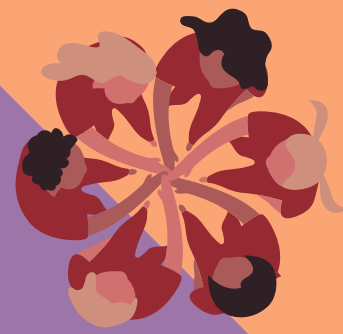
OUR AIM

Barrhead Housing Association is committed to the Scottish Governments vision of investment being 'the holistic process of reversing the economic, physical, and social decline of places where market forces alone won't suffice'. We are dedicated to leading and delivering meaningful changes for our tenants and the wider community that will provide a positive impact on peoples lives and create opportunities for growth and leave a sustainable legacy. We are committed to identifying and securing funding and resources to improve our communities and address the areas where support and services are most needed.

BHA is more than just a landlord and understands that the wellbeing of our tenants is a vital element in the success of their tenancy and their ability to make a positive contribution within their communities.



COMMUNITY CONSULTATION



Empowering our Community

Barrhead Housing Association is an active community anchor organisation who aim to engage, enable and empower our tenants and the wider community to help shape and deliver services and projects that are reflective of the overall communities needs.

We have engaged and consulted extensively with our tenants and the wider community through a range of different mediums including:

- Community fun days
- Local group sessions
- Participatory Budgeting Events
- Scottish Governments' Place Standard Toolkit
- Tenant Scrutiny Panel
- Crucial Conversations with key community stakeholders, community groups, community members, tenants and staff.
- Digital Engagement with our tenants to identify their priorities



COMMUNITY FEEDBACK



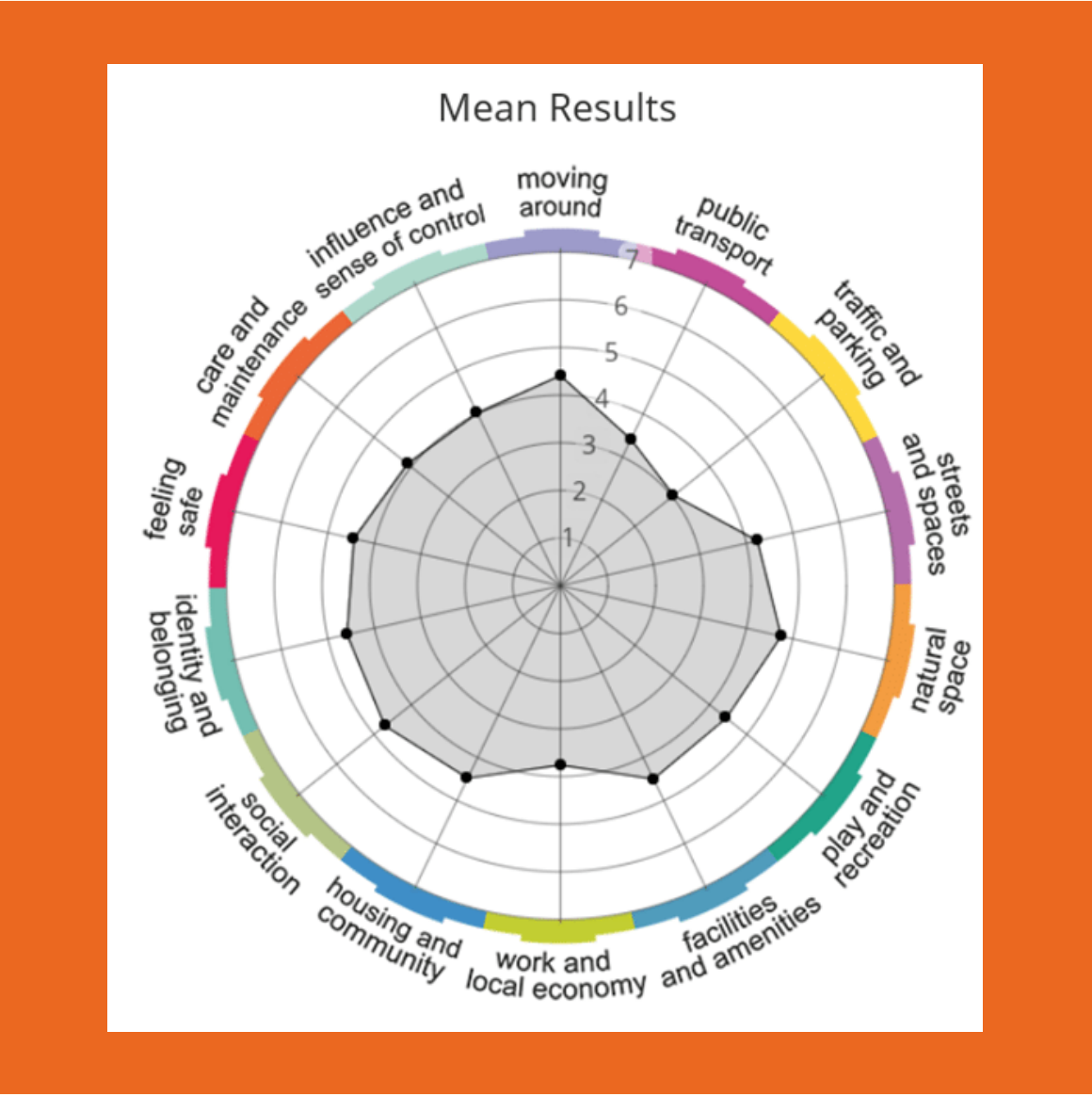
Barrhead Housing Association Community Investment Objectives 2018-20

Percentage of People
who felt that the 2018-
20 objectives were still
relevant.

Improve Health & Wellbeing	32%
Establish a Community Fund	21%
Establish and Support Community Hub	18%
Tenancy Sustainability	16%
Digital and Financial Inclusion	13%

COMMUNITY CONSULTATION- PLACE STANDARD TOOLKIT

Place Standard Toolkit Results Diagram



Positives feedback from our communities

Natural Space

Social Interaction

Identity and Belonging

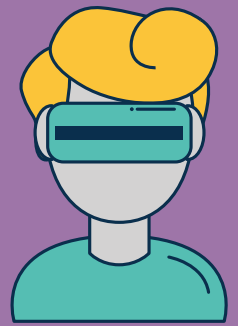
Challenges highlighted by our communities

Traffic and Parking

Work and Local Economy

Public Transport

COMMUNITY INVESTMENT - THE FUTURE..... ?



WHAT WILL WE DO IN THE NEXT 4 YEARS?

BHA is a committed community anchor organisation that will build on the solid foundations established through our previous Community Investment Strategy and aim to develop this further using 3 key approaches:

1. **People led** – identify opportunities for people to become involved through project or service design, development and delivery (including management and decision making)
2. **Strengths based** – identify opportunities which build on the strengths of people and places (skills, abilities, local assets)
3. **Connected** – identify opportunities that utilise and develop existing resources and networks as well as establish new routes and connections



6 KEY PRIORITIES 2021-2025



Tackle Inequality and Poverty

Digital Engagement and Inclusion

Reduce Social Isolation and Exclusion

Support Community Hubs and Community Led Activity

**Community Benefits
Create Employment and Training Opportunities**

Enhancing Health and Wellbeing of Communities

BHA has arrived at these key priorities after careful consideration of feedback from a number of information sources.

1. Local Community Profiles
2. ERC Priorities
3. Scottish Government Priorities
4. Tenant and Community Engagement on the previous community regeneration strategy
5. Third, Voluntary and Community Sector feedback

1.TACKLE INEQUALITY AND POVERTY.

HOW BHA WILL ACHIEVE THIS AIM:

- Recognise the gaps between poorest and most affluent communities and target resources at the most deprived areas in which have homes.
- Develop partnerships working with the public, private and voluntary sectors and build on our track record of successfully delivering projects and securing external funding.
- Recognise those who are the most at risk to Child, Food, Fuel and Financial Poverty and ensure we support those families and children who are most vulnerable.
- Use Tenant Insight and community engagement to target those individuals who would benefit from the services provided.
- Deliver Welfare Advice services to address issues of financial exclusion by helping customers through financial advice identify and prioritise their spending to prevent them getting into debt and manage household budgets.
- Support our communities to develop their IT skills and become digitally confident to enhance and recognise opportunities that are available.
- Support our most vulnerable tenants in meaningful ways which include: setting up, sustaining and maintaining their own home and increasing their employability skills.
- Connect people to local work and training opportunities
- Support tenants to move away from pre-payment meters
- Work with local schools to raise awareness of our services
- Provide cooking classes to improve the ability of tenants to provide a balanced diet and food education to their children on a budget
- Consider the introduction of a Community Larder / Shop to support the local community

2. REDUCE SOCIAL ISOLATION AND EXCLUSION

HOW BHA WILL ACHIEVE THESE AIMS:

- Work with vulnerable community members and provide support to those groups and people who are at risk of being marginalised.
- Ensure the projects we deliver reflect the diversity of the area - enabling community members to access quality driven service with an inclusive approach to age, gender, religion, disability, sexuality and ethnicity.
- We will develop community programmes which build supportive social networks.
- Working with vulnerable people including young people, older people and marginalised groups tackling isolation and loneliness.

3. SUPPORT COMMUNITY HUBS AND COMMUNITY LED ACTIVITY

HOW BHA WILL ACHIEVE THIS AIM:

- Continue the Barrhead Housing Community Fund.
- Develop opportunities for partnership working, consider the co-locating of services and activities.
- Support smaller voluntary / third sector groups to deliver community based services and activities.
- Support the delivery of new activities and services which would positively impact on the Association's tenants and the wider community.
- Support investment in delivery of pilot activities to market test new services and activities.
- Build capacity and sustain growth of local organisations

4. ENHANCING HEALTH AND WELLBEING OF COMMUNITIES

HOW BHA WILL ACHIEVE THIS AIM:

- Support people to improve their physical and mental health by delivering activities and services for those most vulnerable.
- Support and recognise that access to good, quality green space contributes to the communities well being.
- Support our most vulnerable tenants in meaningful ways which include: signposting to specialist health services.
- Build capacity and sustain growth of local organisations

5. COMMUNITY BENEFITS, CREATING EMPLOYMENT AND TRAINING OPPORTUNITIES

HOW BHA WILL ACHIEVE THIS AIM:

All contracts that BHA procure will contain a **community benefit** clause. The community benefits attached to each contract will be calculated using the **BHA Community Benefits matrix**. This matrix uses the contract value to generate community benefit points which BHA then realise against the **BHA Community Benefits menu of options** which is part of our procurement procedure.

BHA will use the points to deliver on specific commitments such as:

- Work Experience and Training Placements
- Apprenticeships
- Community Projects
- Community Capacity Building
- Community Volunteering Projects
- Mentoring

6. DIGITAL ENGAGEMENT AND INCLUSION

HOW BHA WILL ACHIEVE THIS AIM:

- Tailor support around the unique barriers that stop people going online, and adapt to people's needs which change over time.
- Improve access - provide simple, low cost options for those who are socially and economically excluded to get online.
- Motivate people and bring digital into people's lives in a way that benefits them; helping them do things they care about and can only do online.
- Keep it safe - build trust, and make it easier to stay safe online by providing simple and straightforward advice and tools.
- Work with others such as the local authorities Digital Inclusion Partnership programme as part and together maximise expertise, experience and resources to better meet user needs.
- Identify wider outcomes that can be delivered by helping people become independently confident online and use data to understand what works

PARTNERSHIP WORKING

BHA's will continue to work alongside organisations that have the skills and knowledge to help us deliver our strategy. Working in partnership with a range of organisations will be key to the success of our Community Regeneration Strategy. Adopting this collaborative approach will ensure that we maximise resources, avoid duplication and address issues that are often beyond the capabilities of one organisation working in isolation.

Below is an indication of the range of partners we have already worked with and will continue working with to address issues and problems in our communities.



FLAIR, the Federation of Local Associations in Renfrewshire and East Renfrewshire, is a partnership of local housing associations. FLAIR has been working together for many years and organisations participating are: Barrhead HA, Williamsburgh HA, Paisley HA, Bridgewater HA, Feguslie Park HA and Linstone HA.

BHA will continue to work in partnership with our FLAIR partners on community investment projects, training and employment and identify areas for shared services. This collaborative model will allow FLAIR partners to work together to deliver benefits to each organisation, our tenants and wider communities.

COMMUNITY INVESTMENT STRATEGY 2021 - 2025

The delivery of BHA's Community Investment Strategy will be driven by collaboration, consultation, community engagement and partnership working.

In the last 3 years we have made a considerable impacts on the lives of our tenants and to those people within our wider community. However, we recognise that this is only the start of the journey and that many inequalities, social, financial and economic challenges are still to be addressed.



BHA'S COMMUNITY INVESTMENT STRATEGY FOR 2021-25 RE-AFFIRMS OUR COMMITMENT TO IMPROVING THE COMMUNITIES THAT WE SERVE.

OUR 2021-2025 COMMUNITY INVESTMENT AIMS HAVE BEEN DEVELOPED WITH LOCAL PEOPLE, PARTNERS AND STAKEHOLDERS, WHILST REMAINING MINDFUL OF THE EXTERNAL FACTORS SUCH AS LEGISLATION AND GOVERNMENT POLICY CHANGE.