



A Community Regeneration Strategy
“Regenerate and Prosper”
2023 – 2025

If you have difficulty with reading this policy, including any difficulties with sight or hearing, or if you require this document translated into another language, please contact us and we will be happy to provide this information in a format that suits your needs.

Our Vision, Our Values, Our Strategic Objectives

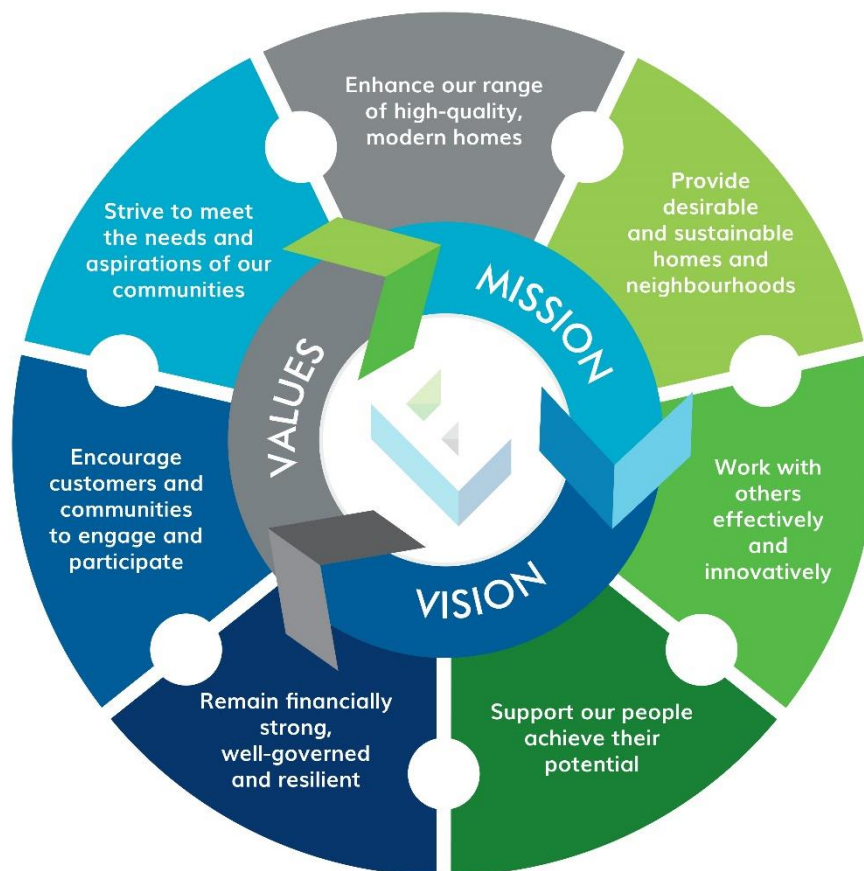
Our Vision

A vibrant neighbourhood where everyone can prosper.

Our Values

Caring, Reliable, Fair, Open and Adaptable

Our Strategic Objectives



Equality and Diversity Statement

Elderpark Housing are committed to ensuring people or communities do not face discrimination or social exclusion due to any of the following protected characteristics: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion and belief; sex or sexual orientation.

This document complies with our Equality and Diversity Policy.

We will regularly review this Policy and consider any equalities implications taking the necessary action to address any inequalities (either directly or indirectly) that result from the implementation of this Policy.

Executive Summary

Policy Author

This Strategy has been developed by the Director of Housing and Customer Services (DHCS) in consultation with the management team and Community Regeneration Officer.

Purpose of the Policy

The purpose of the strategy is to set out how the association intends to achieve our vision of creating a Vibrant neighbourhood where everyone can prosper. This strategy aims to give tenants the local residents the opportunity to take pride in being a “Govanite” and have access to opportunities to support their employability, health and education.

Aims and Objectives of the Policy

The strategic aims of our engagement strategy include:

- Introduce the objectives in our Community Regeneration Strategy, “Regenerate and Prosper” and the action plan required to work towards achieving these objectives.
- To improve the governance of our approach by making incremental improvements in terms of partnership working, the collection of data and the monitoring of outcomes.
- Introduce a community benefits statement across all our areas of operations and target resources at supporting our primary objectives of promoting training and employment and making improvements to appearance of streetscape and build environment.

Legislative and Regulatory Compliance

There are no specific legislation which Housing Association are obliged to comply with in terms of communication regeneration. However, legislation such, as The Procurement Reform (Scotland) Act 2014 Section 25, encourages community benefits to delivers wider social benefits which promote community regeneration .

In addition, Community Regeneration is a service which lays within the Housing (Scotland) Act 2010 remit in terms of tenant engagement. This ensures that tenants have a right to access to information and be consulted on decision making on services and issues which affect their home. The principle of engagement was strengthened by the establishment of the Scottish Housing Regulator (SHR) and the introduction of the Scottish Social Housing Charter, The latter included two outcomes of particular relevance to this strategy.

Outcome 1: Equalities – ‘every tenant and other customer has their individual needs recognised, is treated fairly and with respect, and receives fair access to housing and housing services.’

Outcome 2: Communication – ‘tenants and other customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services it provides.’

Outcome 3: Participation – ‘tenants and other customers find it easy to participate in and influence their landlord’s decisions at a level they feel comfortable with.’

Equalities

A full Equality Impact Assessment is included with this strategy in Appendix 2. There is no positive or negative discrimination resulting from the implementation of this strategy.

Privacy

The Strategy will be published on the website and any personal details of tenants consulted with, who participate in surveys or participate in register groups will be handled online with the associations Privacy Policy.

Related Policies

Policy Title	Location
Privacy Policy	V:\Elderpark Policy Suite\IT Policies\IT1 Privacy Policy.pdf
Equality & Diversity Policy	V:\Elderpark Policy Suite\Governance Policies\G13 Equality and Diversity Policy.pdf

A Community Regeneration Strategy

“Regenerate and Prosper”

Introduction

Elderpark Housing’s vision of *“A Vibrant Neighbourhood Where Everyone Can Prosper”* is the central theme of our Regeneration Strategy. Our aim is encapsulated by establishing a strong sense of identity among residents, fostering a well-served village atmosphere and supporting a diverse and inclusive community.

Community regeneration is an integral tool for both achieving a prospering community and achieving Elderpark’s corporate business plan objectives. Elderpark is more than a landlord, it is a community-based housing association and the success of our community is intertwined with the success of the association. We acknowledge that the social and economic well-being of our residents is vital to reduce some of the challenges which affect them and in some circumstances, can act as a strong lever to prevent tenancy failure. It allows residents the opportunity to make positive contributions within their communities, help tackle anti-social behaviour, create cohesive and prosperous individuals and protect investment in our assets.

What is Community Regeneration?

The Scottish Government’s National Regeneration Strategy 2011 defined regeneration as *“the holistic process of reversing the economic, physical and social decline of places where market forces alone won’t suffice”*. It is a process of encouraging and actively securing opportunities for investment and without investment, this has the potential to have a reverse effect or de-regeneration. The skill is how you direct investment, which is a limited financial resource, to achieve the maximum benefit. The desired outcome is often referred to as achieving sustainability.

Regeneration involves directing resources in three key areas. These include social, economic and physical. All three are interlinked with emotional attachment. Many people define themselves based on where they are born, and where their family lives and where they feel a connection to, which can be both tangible or intangible. These interpersonal relations are key to helping to make less economic prosperous communities thrive and be interconnected to each other. This can be defined as community cohesion, or togetherness which, within the Elderpark context is often colloquially referred to as *“Being a Govanite”*. This emotional attachment can be both an incentive or stimulus to help make community regeneration interventions more sustainable. It can also help offset the worst effects of social factors which have the potential to impede well-being.

Regeneration seeks to tackle common themes, as listed below, but priorities will vary from place to place, community to community and at different levels based on wider socio-economic factors.

Social	Physical	Economic
Poor Health (physical and mental)	Dilapidated / neglected buildings	Lack of jobs
Isolation – Loneliness	Brown field sites	Low wages
Substance Abuse	Litter	Rising prices
Low educational attainment	Lack of green space	Poverty
Low aspirations	Empty buildings	Lack of public services

Elderpark’s Approach to Regeneration and Prosperity

Our approach is based on the desire to develop the assets of the people, places, and voluntary groups, to achieve the best outcomes for our tenants, residents and the wider Govan community.

We recognise that community means different groups of people and there is no one single homogenous individual that reflects the diversity of our community, those such as new immigrants, elderly tenants, and school children are only a few of the examples of the different generations and cultures within any given community. We recognise that people are diverse, may have overlapping needs and can belong to different groups at the same time.

In terms of place: Our community is based around Elderpark in Govan, but we also have neighbourhoods close to the underground stations in Ibrox, Cessnock and Kinning Park.

Info Scottish Index of Multiple Deprivation - Elderpark

In terms of partnership: This is a key theme in our business plan. We will adopt a collaborative and positive approach, where our representatives will enact our values of reliability, fairness, openness and adaptability. Our approach is to actively engage with the community and partners, seek out opportunities, and articulate our vision to a range of local and national organisations.

We will develop existing networks and establish new connections with like-minded people and institutions with the association having a strong belief that working together can achieve significantly more than working in isolation. The purpose of which is to identify overlapping objectives and discuss how we can lever in additional recourses (if required), to secure tangible benefits for our tenants and the wider community. This will ensure that we seek top avoid duplication and address issues which cannot solely be solved by one organisation or individual. We are committed to continuing to support our existing partnerships (such as GEL - a successful partnership between Govan, Elderpark and Linthouse Housing Associations) and Govan Thriving Places, as well as remaining open to identifying new partners and partnerships.

In terms of community empowerment: Elderpark has articulated this in our strategy ‘Your Voice in Your Community.’ We are a community anchor organisation and we aim to engage and empower our tenants, residents, and the wider community to help shape and deliver services and projects that are reflective of the needs of our different communities.

The tools we use to engage with our communities include:

- The use of digital surveys offered by CX Feedback, as well as paper versions for those without internet access
- Community fun days or events
- Specific tenant groups, such as the Estate Management Group
- Provision of information via newsletters, website and other tools to keep those within our communities informed including highlighting potential organisations which provide support
- Regular meetings with key community stakeholders, such as attending Thriving Places Thematic Groups
- Using techniques such as the Scottish Government’s Place Standard Toolkit.

In terms of how we use data: We are committing to the collection of data to demonstrate the impact of our community investment. We will consider the application of HACT, UK Social Value Bank and the application of e-forms within Rubixx, a housing management service to collect data together with ensuring that we comply with all the relevant principles contained within UK GDPR legislation.

In terms of how we interpret and use data: We will encourage and help facility service design workshops and the application of techniques such as empathy maps and journey plans. The intention is to focus on improving the users' experience, with the intention that service journeys are based on meeting people’s needs or demands and if required how we can organise ourselves better to meet these needs.

Financial Resources

From our recent research, tenants have advised that around two thirds of the respondents (63.3%) are happy to use a portion of their rents to fund regeneration activity, but just over half (54.4%) do not want to spend more than we currently allocate from our rental income on regeneration activities. This means that we need to continue to secure additional resources through partnership working and making funding applications.

Additional resources can be secured from community benefits associated with contracts that we procure to deliver services or products on our behalf. These are contractual requirements which deliver wider social benefits in addition to the core purpose of a contract. The requirements can be used to build a range of social, economic, or environmental conditions into contract delivery.

As an example, this can include the provision of jobs and training places for particular groups; or donations of goods, equipment, or expertise to support local community activities. Elderpark’s framework for community benefit is detailed in Appendix 1.

Govan is an economic powerhouse within Glasgow, with multi-national companies such as BAE Systems and Thales, national broadcasters in the BBC and STV and public institutions of national importance the incoming University of Glasgow campus and the Queen Elizabeth University Hospital and Royal Hospital for Sick Children. These concentrations of employment exist close to very high levels of unemployment and lowest levels of educational attainment.

This strategy will also actively seek to explore the potential of redirecting resources from these institutions' corporate and social responsibility strategies to help give back to the local community. In doing so they will help towards some of our regeneration strategies.

National and Local Plans and Guidance

The Scottish Government's Fairer Scotland Strategy and the accompanying action whereby in 2030 we will succeed in creating a fair, smart, inclusive Scotland, where everyone can feel at home, where fair work helps businesses to thrive and create jobs, where poverty rates are amongst the lowest in Europe, and where there is genuinely equal opportunity for all. The key themes include a fairer Scotland for all, a strong start for young people, fairer working lives, a thriving third age and an end to child poverty.

Local Plans: The Govan and Patrick Strategic Development Plan.

This plan aims to connect and unlock the potential of both areas to maximise the benefit for the local communities, visitors and investors. It will focus on building on an innovation cluster of learning, research and industry, which includes the Queen Elizabeth University Hospital and Royal Hospital for Sick Children, the University of Glasgow and its expansion into Govan. The interconnection of the new footbridge from Govan to Patrick together with



Conceptual diagram from Govan Partick Charrette.

the redevelopment of the Govan Graving docks will provide a high-quality urban environment with a strong active travel network. The intention is that by creating a vibrant urban lifestyle Govan can attract new economic investment and job creation. The footbridge offers Govan as a central point between Shawlands and West End.

Local Strategies 20 Minute Neighbourhoods.

We will work Council and local partners to develop and enhance the concept of a 20-minute neighbourhood in Elderpark, Ibrox, Cessnock and Kinning Park. This concept is based on giving people the ability, to meet most of their daily needs within a 20-minute walk from home, with access to amenity space, safe cycling and local transport options.

Govan Housing Market Analysis

Elderpark Housing, working in partnership with Glasgow City Council, Linthouse Housing Association, Govan Housing Association and the University of Glasgow has commissioned

expert research to carry out an evidence-based analysis of the housing market within Greater Govan. The plan will consider the type and tenure of housing needed and how this fits with current planning zones and use class orders. The objective is to give more certainty to land owners and developers and thereby helping to facilitate opportunities, attract private investment and enhance Govan’s built environment.

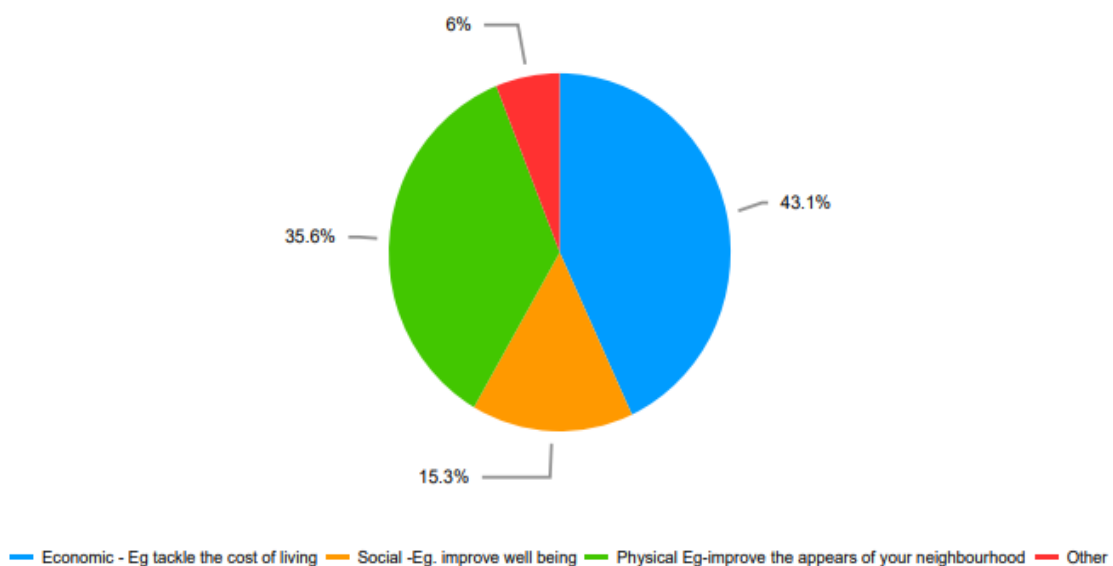
Community Consultation / Feedback

The Association received 281 responses to a survey on Community regeneration which represents around 20% of our tenants, which mirrored a similar survey carried out in 2019. Appendix 111 details a fuller analysis of the findings

Economic (e.g tackling the cost of living) was the main theme for 43.1% of respondents. This mirrored the 2019 survey results. In 2023 physical regeneration replaced social well-being as the second largest theme.

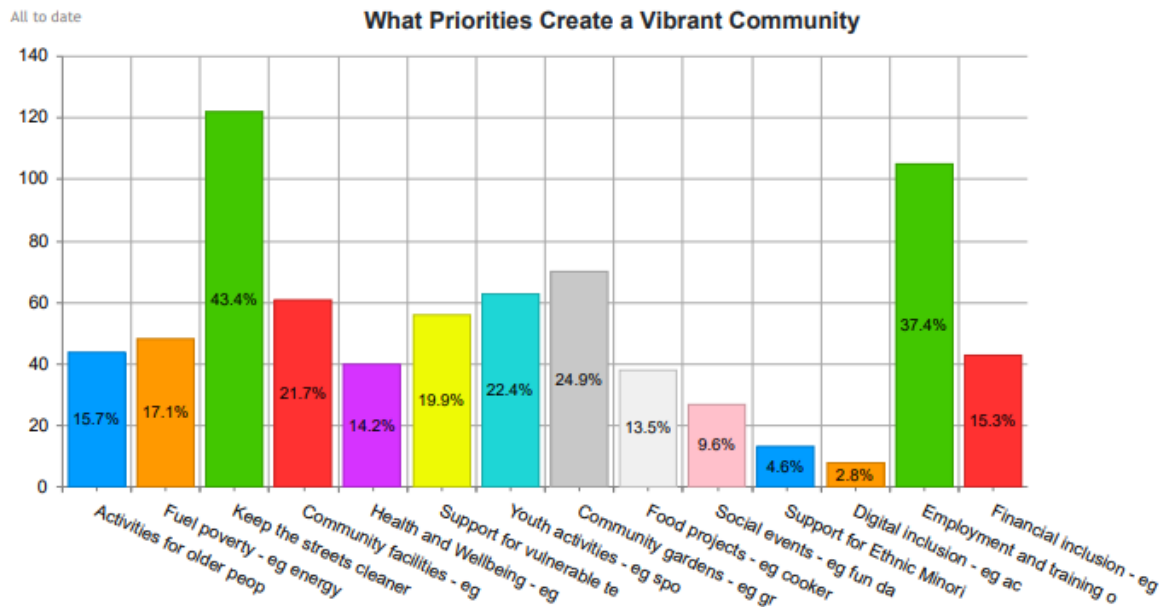
All to date

Priority of Regeneration Themes



Priority of Regeneration Themes

We asked residents to name their top 3 priorities to help create a “vibrant community where everyone can prosper”. The results are detailed below:



In 2019 we conducted a similar survey using the same categories and the results are very similar. Keeping the street cleaner and Employment and Training are the top priorities in both 2019 and 2023. The only other difference between survey results in 2019 and 2023 is that community gardens are now the 3rd priority in 2023 pushing down Youth Activity and Community Facilities.

Priority	Priorities in 2019	Priorities in 2023
1st	Employment and Training	Keeping the street cleaner
2nd	Keeping the streets cleaner	Employment and Training
3rd	Youth Activities	Community gardens
4th	Community Facilities	Youth Activity
5th	Support for Vulnerable people	Community Facilities.

- Support for Vulnerable people was the 6th priority in 2023 and the 5th in 2019.

6 Key Priorities for 2023 – 2027

Elderpark has arrived at these key priorities after considering the following information.

- 1 From the Community Consultation, including the priorities as identified above, comments on the key issues facing tenants in their tenancy and priority given to tackling economic factors and the cost of living

- 2 Discussion with third voluntary sector including input from Govan Thriving Places
- 3 Elderpark's Business Plan
- 4 Scottish Government and the priorities of funder such as the National Lottery.

Elderpark's 6 priorities.

- *Enhancing Income primarily by promoting training & employment opportunities*
- *Keeping the streets cleaner and enhancing the appearance of the built environment*
- *Promoting and securing the future of community gardens*
- *Work with partners to enhance the provision of youth activities*
- *Facilitating the development and sustainability of community facilities*
- *Support vulnerable people and enhance tenancy sustainment.*

(Action plan supporting these priorities is detailed in Appendix 3.)

Our approach to working towards these priorities is detailed in the section Elderpark's Approach to Regeneration and Prosperity and in Finance Resources. The themes include partnership working, how we use and collect data, consulting with tenants and residents, and how we expand the sources and amount of funding available for community regeneration activity. These principles need to be developed in line with working towards our priorities and this process of review and incremental enhancement is detailed in the action plan in Appendix 1.

Other lower-level priority activities, as identified by respondents, will be incorporated into our six priorities. For example, Health and Well-Being can be linked to Community Gardens, while fuel poverty and digital inclusion can support enhancing income.

Monitoring and Reviewing

We are committed to adopting a consistent and robust measurement tool to evidence the impact of our community regeneration activities. We have identified assessing the application of HACT impact tools and the possibility of using e-form via our housing management tool.

We will give an update on the action plan which aims to work towards achieving our six priorities.

We will prepare quarterly reports detailing the project implantation plans based on our priorities and update funding applications.

Appendix 1 Equality Impact Assessment

Name	Regenerate and Prosper. Community Regeneration Strategy.	New policy or revision of existing?	New Strategy
Person(s) responsible for assessment		David Adam	
1. Briefly describe the aims, objectives and purpose of the policy.	The purpose of this strategy is to outline how Elderpark community regeneration activity will help to achieve our vision statement of a Vibrant community where everyone can prosper.		
2. Who is intended to benefit from the policy? (e.g. applicants, tenants, staff, contractors)	All tenants and residents in our area of operation..		
3. What outcomes are wanted from this policy? (e.g. the measurable changes or benefits to members/ tenants / staff)	To provide positive outcomes in 6 priority areas when tenants have identified as part of the consultation..		
4. Which groups could be affected by the policy? (note all that apply)			
Age	x	Disability	x
Gender reassignment	x	Marriage and Civil Partnership	x
Pregnancy and Maternity	x	Race	x
Religion or Belief	x	Sex	x
Sexual Orientation	x		
5. If the policy is not relevant to any of the equality groups listed above, state why and end the process here.			
6. Have those affected by the policy / decision been involved?			
The action plan and strategy will be added to our website and information placed on our website			
7. Describe the likely positive or negative impact(s) that the policy could have on the groups identified above.	Positive Impact(s)		Negative Impact(s)
	See the action plan for more information		None
8. What actions are required to address the impacts arising from this assessment? (This might include: additional data, putting monitoring in place, making adjustments, taking specific action to mitigate any potentially negative impacts)			
Signed:	<i>Aidan McGuinness</i>		
Dated:	08/08//2023		

Appendix 2 Community Benefit Statement - to follow

Appendix 3

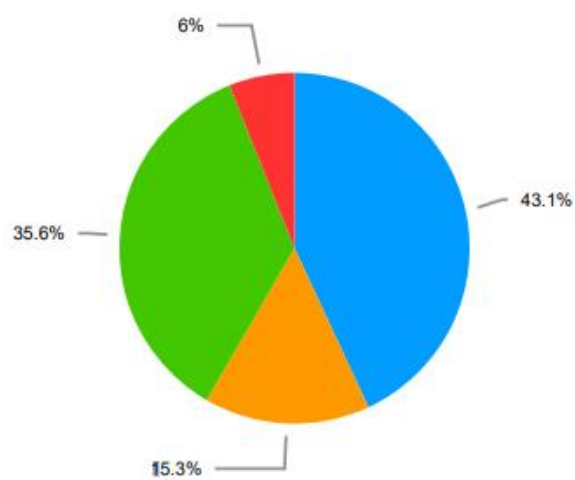
Elderpark Housing Association

Below are dashboard reports from our community Regeneration survey conducted in July 2023.



All to date

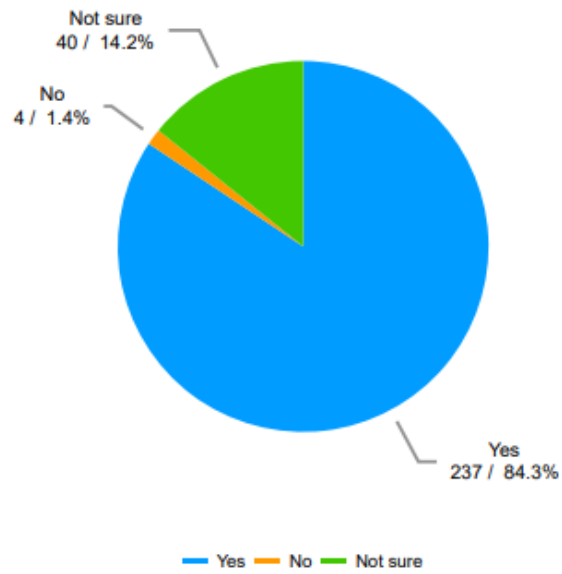
Priority of Regeneration Themes



— Economic - Eg tackle the cost of living — Social -Eg. improve well being — Physical Eg-improve the appears of your neighbourhood — Other

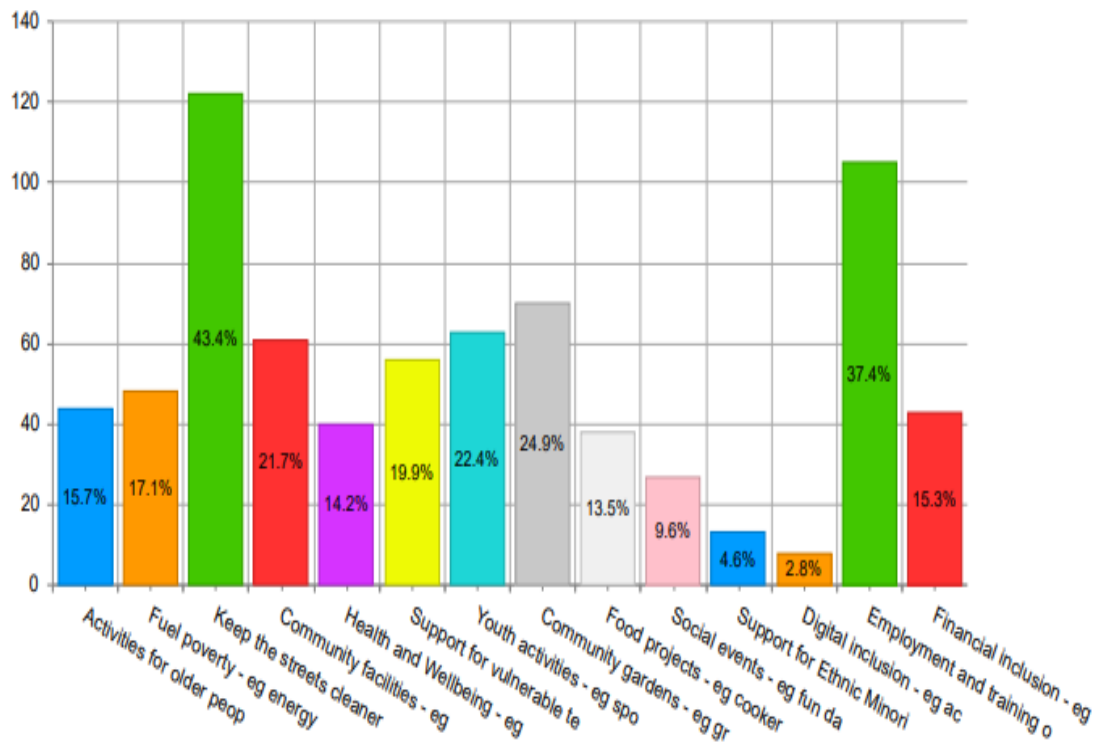
All to date

Elderpark involved in Community Regeneration ?



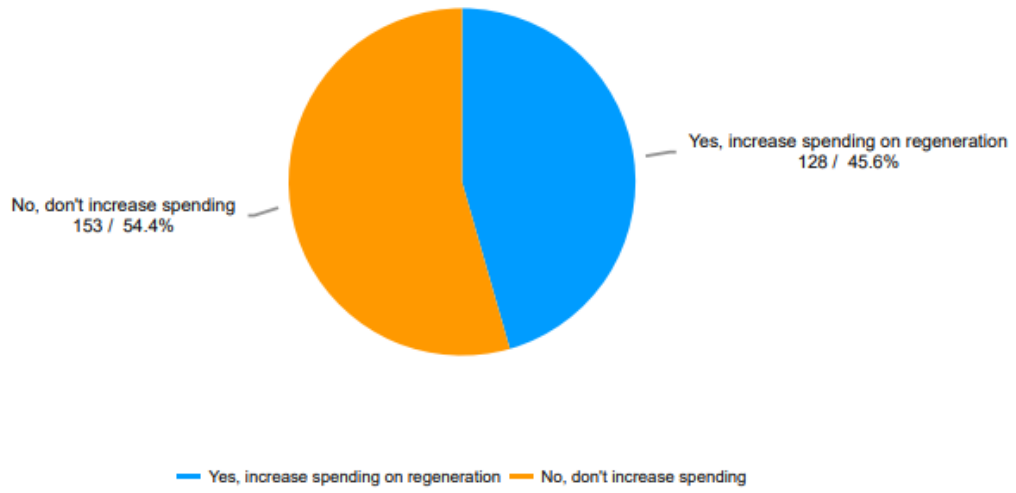
All to date

What Priorities Create a Vibrant Community



All to date

Increase Expenditure on Regeneration ?



All to date

Funding

