

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.

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 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 too.

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	Empty buildings

Elderpark's Approach to Regeneration and Prosperity

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

We recognise that community can be defined by different groups of people. 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.



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 to 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.



In terms of how we use data: We are committed 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 facilitate 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.

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 in close proximity to 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 fairwork 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 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 with the 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.

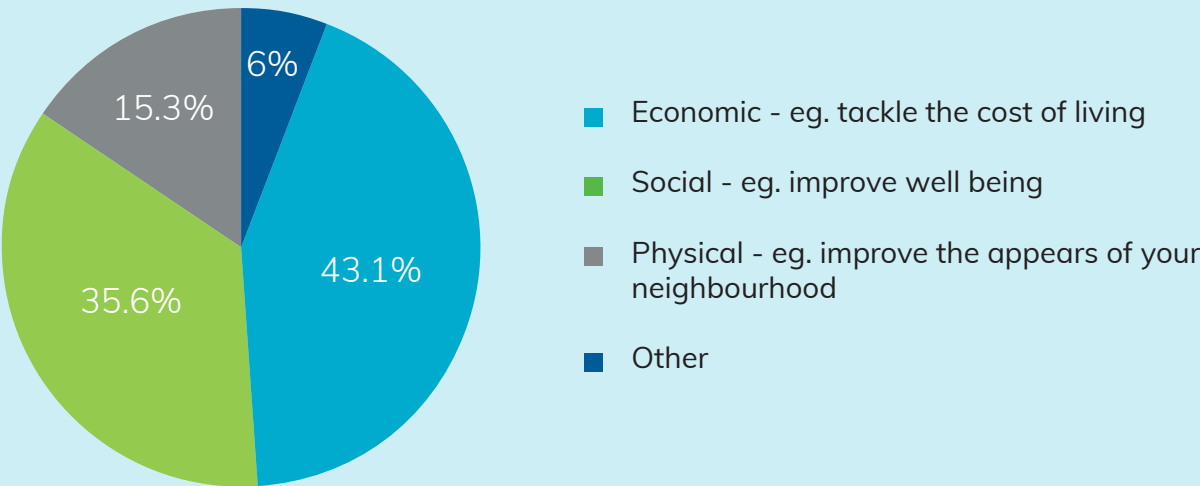
Govan Housing Market Analysis

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 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

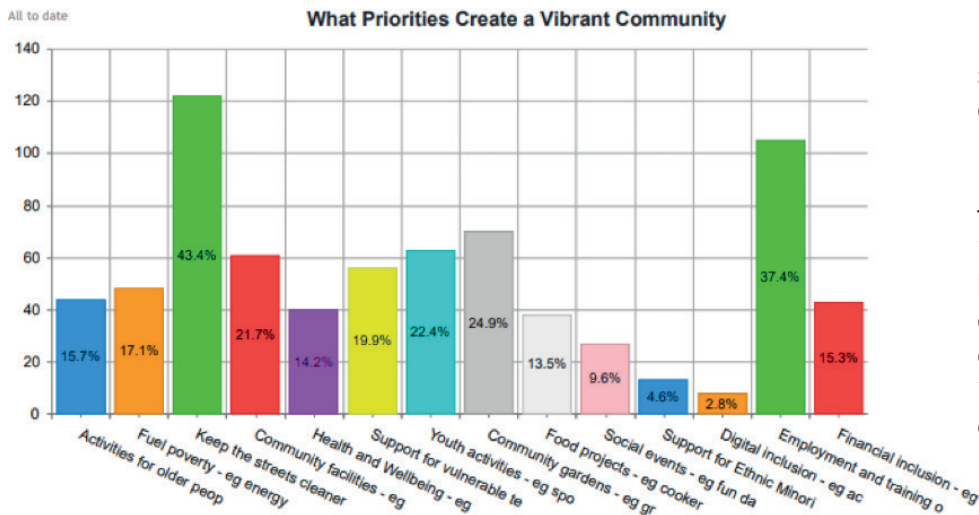
The Association received 281 responses to a survey on Community regeneration which represents around 20% of our tenants, which mirrored a similar survey carried out in 2019.

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.



Priority of Regeneration Themes

We asked residents to name their top 3 priorities to help create a “vibrant community where everyone can proposer”. 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.

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.**

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.

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.



Ways to get in touch

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