



WIDER ROLE STRATEGY

2017 – 2019

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SPIRE VIEW HOUSING ASSOCIATION LTD

Wider Role Strategy 2017 – 2019

1.0 Introduction

One of Spire View Housing Association's Strategic Objectives is to *'Pursue 'Wider Role' opportunities as and when appropriate'*. In addition, Spire View has a further objective to *'assist with the regeneration of the local community, including wider role activities'*.

Furthermore, guidance issued by the Scottish Housing Regulator defines wider role as *'...activity RSL's are involved in that goes beyond the provision, improvement and management of housing with the aim of improving economic, social and environmental circumstances of the communities within which RSL's operate'*.

The Association has taken all these statements into account when developing this Wider Role Strategy.

2.0 Background Information

Spire View Housing Association has always shown a commitment to Wider Role activities;

- **Rainbow Hall Roof** – Around 2002, the association received funding from Communities Scotland Wider Role Fund to allow a new roof to be installed at the Rainbow Hall on Roystonhill, a local community centre used by residents. In addition to the funding for the roof repairs a wheelchair ramp was also added to the side of the building to ensure that access was available to everyone. The association also provided Clerk of Work services to assist with this work.
- **Feasibility Study of Open Spaces** – In 2007 the association secured over £13,000 wider role funding from Communities Scotland to carry out a feasibility study into our open spaces. The study was very comprehensive and involved the entire local community. The document produced at the end of the process has been used over a period in excess of 10 years to secure additional funding to carry out the identified works.
- **Community Garden** – In 2007 / 2008 the Association was awarded £23, 500 from the Community Planning Partnership to carry out the first phase of works identified in the 'open spaces' feasibility study. The money (along with £3,500 from the association Community Fund) was used to transform the old disused car park in James Nisbet Street into a Community Garden with a designated basketball area for children.
- **Garden of Eden** – Royston Primary School had been working very hard to secure funding for playground improvements and the development of a small piece of land on Rhymer Street, adjacent to the association properties. We made a request to the

Scottish Government Wider Role Team to see if any funding was available to help transform this area into a wildlife garden for the children to learn and for adults to enjoy. The association was delighted to secure funding of £5,000 to help the project at its design stage.

- **Money Advice** – For several years now the association has worked in close partnership with the North Glasgow Advice Centre and GEMAP (Greater Easterhouse Money Advice Project) and been able to operate a hugely successful independent money advice service for our tenants. Wider Role funding ended in March 2011 and the Money Advice Service is now funded by the Glasgow Advice Agency. We have recently been advised that this service is to end and the association is in the process of considering the options in relation to future service provision.
- **Stress Centre** – Between 2005 and 2008, the association worked in partnership with the Royston Stress Centre to offer our tenants a free range of services to help them deal with negative stress in their lives. The services provided included counselling, relaxation, massage, Reiki and acupuncture. Again the association was able to receive fund to kick start this programme from Wider Role.
- **RYA funding from Wider Role / People & Communities fund** – Since 2009, The Association has secured over £500,000 of funding for Royston Youth Action from Wider Role (now PCF). The association was more than happy to apply on their behalf and are delighted to have helped keep staff in employment during the last 8 years. We are in the process of submitting a further bid for the period 2017/2018.
- **The Greeny** – In 2010 the association was able to secure £10,000 of funding from the Community Planning Partnership. The money was used to carry out environmental improvements at the ‘Greeny’ area between Roystonhill / James Nisbet Street. Improvements included creating a designated football area, installation of some fencing, raised planters, growing spaces, enhanced seating area and the painting of a mural. The planting and painting were done in conjunction with children from all 3 local schools.
- **Earlston Gateway Space Project** – In 2011/ 2012 the association again secured funding of £15,000 from a variety of funders, North East Environmental Programme, Stalled Spaces, Glasgow City Council North East Area Committee and the Association contributed money from its community fund. A further £10,000 was secured from the Lottery Awards from All to erect a sculpture which included, signage and lighting on an open space at the bottom of Roystonhill / Earlston Place. The sculpture “Star and Shadow” was the result of the involvement of the community and was done in conjunction with children from the local schools.

During 2016/2017 the Association was fortunate enough to secure a further £3,257 from the Springburn Area Partnership to light up the star and further improve the environmentals surrounding the sculpture.

- **M.I.M.A.** – Music Industry Made Accessible is a music focussed employability project aimed at 16-25 year olds. The association was successful in securing PCF funding during 2014/2015 and 2015/2016 to support this project being delivered in the local area. This project came to an end in March 2016.
- **Financial Capability** – Since April 2015, this partner project which includes our neighbours Copperworks HA, Blochairn HA and Hawthorn HC, has been supported by the Scottish Government’s PCF to fund a new post which allows the four RSL’s to offer financial inclusion services to tenants to assist with matters such as opening & maintaining bank accounts, maximising income leading to a better standard of living, introducing participants to less expensive forms of credit amongst other things.
- **Tenancy Support Officer** – Again, since April 2015 and working with 4 other RSL’s (Copperworks, Blochairn, Hawthorn and Cadder), this project has been awarded funding from the Scottish Government’s PCF. This funding pays for a Support Officer, employed by The Simon Community to work with our tenants to help them feel supported and less isolated, increase access to specialist agency support and offer further additional vital support.

There are many other wider role type activities (i.e. those that are not just housing) that the association has engaged in e.g. local clean up events, meetings with school children, talks, planting etc. These, combined with the work outlined above have proven to be extremely successful in many ways. Tenants are engaging extremely well in these activities, using the services on offer and there have been many physical improvements in the local area. Feedback has been encouraging and the association is fully committed to leading and participating in relevant activities.

3.0 Why do Wider Role?

There are many reasons why the association wishes to pursue and engage in wider role activities. Our development programme ended in 2005 and we are very much aware of the opportunities to develop the community on another level rather than just physical housing improvements. We are convinced that the following are just some of the potential benefits of pursuing a wider role programme;

1. Enhances the physical environment of the local area.
2. Encourages tenants to participate with us in our work for the benefit of their community through community engagement.
3. Brings lots of benefits associated with partnership working e.g. employment opportunities, good contacts etc.
4. It protects our investment in the area as a whole rather than just the houses and promotes sustainability on various levels.
5. Creates jobs in the local area e.g. Royston Youth Action funding allowed a staff member to be kept in employment.
6. Increases staff morale as well as that of the community whilst also providing good promotional opportunities for the association.

7. Assists with information flow between tenants and residents through increased contact in these activities.
8. Helps promote financial inclusion in the local area.
9. Provides facilities for use by the wider local community.

This list is not exhaustive.

4.0 Aims and Objectives of the Strategy

Aims

The aim of the Association's strategy is to maximise our contribution to the overall community of Spire View and to ensure that we continue to do this by bringing a variety of wider role activities to our tenants. We will achieve this by working closely with the local community and with the various agencies who can contribute their skills to enhance the community.

Objectives

- To develop community initiatives that address the issue of unemployment, employability, financial exclusion and poor health that can blight our community.
- To continue to obtain the support from funding agencies for services which will make a positive impact in addressing deprivation and lack of opportunity for Spire View tenants.

5.0 Consultation

Spire View has always been committed to consulting with tenants on changes to services that have a direct impact on them. The association wishes to develop a strategy that most reflects the wishes of our tenants. As mentioned previously, our wider role programme has proven to be successful and effective in meeting the objective outlined above. As a result we chose to develop our strategy for the coming years on a more formal basis.

In 2007, we held a consultation event in the local community hall regarding the open spaces in the area and developed an action plan in conjunction with tenants. This plan told us what tenants and local children wanted to see in the area. Their wishes continue to be relevant and have been incorporated into our wider role strategy.

Since 2009, at our annual staff / committee away day planning sessions, 'Wider Role' is a recurring theme. Presentations have been made to staff and committee and there continues to be overwhelming agreement that we should remain fully committed to wider role (although never at the expense of core services). There is regular discussion on the types of wider role activities committee would like to be involved in and these have been incorporated into our Internal Management Plan and this strategy.

Over the years, we have placed regular articles in our newsletters encouraging tenants to participate in developing our Wider Role Strategy. This has, from time to time, resulted in the creation of a Wider Role Sub-group where appropriate comprising a mix of staff, committee and local residents etc.

Our Tenant Satisfaction Survey's consistently return very positive results in relation to our wider role activities. Most recently, in 2015, the survey identified a very good awareness in the local community in relation to 'wider role' services on offer. Those tenants who had an awareness were asked how satisfied they were with services aimed at improving the local community. The results were as follows;

	Aware of Service	Satisfied with Service
MIMA	17.8%	100%
Fruit Barra	55.6%	100%
Money Advice Service	63.6%	99%
Scotcash	27.1%	95%
Tenancy Support Officer	44.9%	95%
Environmental Improvement works	51.1%	93%
Financial Inclusion Officer	28.4%	80%

6.0 2017 – 2019 Wider Role Projects

Appendix 1 contains a breakdown of the projects Spire View is currently involved in and would plan to be involved in over the 2 year period in question. The work plan also outlines the objectives of each of the projects and the resources required for successful delivery. Timescales are also defined however, as indicated, these are subject to the relevant funding constraints.

This work plan forms the basis for regular monitoring and reporting to the management committee.

7.0 Monitoring and Review

This strategy will be monitored on an ongoing basis. Outcomes in relation to targets set will be reported to the management committee in April each year. The Strategy will be comprehensively reviewed every 2 years.

APPENDIX 1

THE STRATEGY – WORK PLAN

Project	Objectives of Project	Resources	Timescale	Lead Officer
Money Advice	<ul style="list-style-type: none"> • Benefit Entitlement • Appeals • Debt • Partnership Working • Community engagement • Tenancy Sustainment 	Staff Tenants GEMAP Funders Partners (Local RSL's)	April 2017 – March 2018 (subject to committee approval at Meeting 4/4/17)	Housing Manager
Royston Youth Action	<ul style="list-style-type: none"> • Activities / Projects for all ages • Employability / After Care support • Well Being / Improve quality of life • Social Skills • Promote Good Citizenship 	Staff Tenants / residents School / pupils Funders (Local RSL's Scot Govt, Big Lottery Fund)	April 2017 – March 2018 (subject to continued funding beyond March 2017)*	Director
Financial Capability (GEMAP)	<ul style="list-style-type: none"> • Financial Inclusion • Promote affordable credit / prevent expensive credit • Partnership Working • Mitigate impact of Welfare Reform • Assist with fuel poverty 	Staff Tenants / Local Community GEMAP Partners (Local RSL's) PCF and other funding	April 2017 - March 2018 (subject to continued funding beyond March 2017)*	Director
Community Hub	<ul style="list-style-type: none"> • Activities / Projects / workshop for all ages • Community engagement • Employability skills 	GCC / DRS Funders (PCF and various others) RYA	Completion will be towards the end of this plan in March 2019, or slightly afterwards.	Director

Project	Objectives of Project	Resources	Timescale	Lead Officer
	<ul style="list-style-type: none"> • Local Enterprises / Shop • Café • Community hall • Promote wellbeing 	Glasgow Life Church of Scotland Rosemount Development Trust GHA Key-holding of blue roof		
Tenancy Support Officer (The Simon Community)	<ul style="list-style-type: none"> • Tenancy support • Tenancy sustainment • Homelessness prevention • Employability 	Staff Tenants / local community Simon Community Partners (Including other RSL's) PCF and other funding sources	April 2017 – March 2018 (subject to continued funding beyond March 2017)*	Housing Manager

*Several of our current projects are funding by the Scottish Government People and Communities Fund (PCF). This includes RYA, Financial Capability and Tenancy support. PCF are currently considering funding of these projects for a further one year period only until 31/3/2018. Therefore during the course of 2017 / 2018 it will be appropriate to seek new funding opportunities for these projects.