

NORTH VIEW Housing Association

North View is a registered Scottish charity – charity registration number SC032963

STRATEGY

WIDER ROLE

Passed:-

27/3/25

Review Date:-

Feb 2027

All North View policies and publications can be made available on CD/data-to-voice, in Braille, large print and in other languages.

For further details please contact us on 0141 634 0555 or email us on enquiries@nvha.org.uk

1.0 INTRODUCTION

- 1.1 North View Housing Association has a long tradition of delivering projects and initiatives that go beyond housing provision and management and seek to improve the social and economic circumstances of the local community. Such activities are known as 'Wider Role'.
- 1.2 The purpose of this Wider Role Strategy is to set out the Management Committee's strong commitment to supporting the Windlaw community and the organisation's approach to promoting, facilitating and carrying out non-housing projects.

2.0 CONTEXT

- 2.1 This Strategy is written in the context of North View's current organisational structure which does not have dedicated Wider Role or Community Development staff to work on preparing funding applications or directly deliver these types of activities. The overarching approach to Wider Role is, therefore, as a community based housing association to be a 'community anchor' organisation, developing strong partnerships and alliances with specialist services where possible to help deliver our priorities.

3.0 BACKGROUND

- 3.1 This following information sets out the community need for this type of work and the Association's commitment to delivering such projects. This is also underpinned by the recent cost of living challenges being experienced across the country. It is also recognised that despite high levels of need, Windlaw has been affected by the real pressures on public spending and services.

Scottish Index of Multiple Deprivation

- 3.2 Deprivation levels in the Windlaw and wider Castlemilk area are severe, as evidenced by the Scottish Index of Multiple Deprivation (SIMD).
- 3.3 The overall ranking for the core Windlaw area is in the most deprived 5% of all datazones. This is driven by poverty, with the rate of low incomes 2.5 times

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higher in Windlaw than in Glasgow,

- 3.4 The Association has a key role in trying to address imbalances and making life better for people living in its area.

Business Plan 2023/24 – 2025/26

- 3.5 The Association's Business Plan sets out its Mission Statement, Values and Strategic Objectives, which reflect its commitment to Wider Role activities:

Mission Statement: 'Making Windlaw a good place to live, and building a better future for you and your family'.

Values: include 'Focusing on the needs of our community'.

Strategic Objective 4: 'Bring community support services to Windlaw, in partnership with others'.

Customer Satisfaction Survey

- 3.6 The Association's Customer Satisfaction Survey (August 2024) shows significant support (93.2%) for Wider Role spending and for joint working between North View and other local organisations to provide local services and activities.
- 3.7 Residents were also asked how they feel North View's services should develop and 31.3% of respondents felt that we should develop services to help tackle financial issues being experienced by tenants (such as fuel or food). A further 19.8% noted that the Association should develop a programme of activities for supporting tenants.

4.0 FUNDING

Annual Budget

- 4.1 The Association commits to including provision in its Budget each year to help deliver 'core' Wider Role projects. These will generally be projects that cannot be supported via external funding arrangements and to which we have made longer term commitments.

External Sources

- 4.2 The Association will work to attract external funding to support initiatives. As noted above, however, it has to be recognised that the Association does not employ dedicated staff for this and responsibility will, therefore, be absorbed by senior staff.

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- 4.3 We will aim to keep apprised of potential funding available to community anchor organisations through the Scottish Federation of Housing Associations, Glasgow and West of Scotland Forum of Housing Associations, Advice UK and other relevant bodies/organisations.

'In Kind' Costs

- 4.4 It is recognised support for Wider Role work may be come in the form of 'in kind' costs (for example, staff time and other resources) and not require specific funding. The Association will consider use of 'in kind' support where possible.

5.0 Wider Role Priorities

- 5.1 This following sections set out the key priorities of our Wider Role work, together with services currently delivered by the Association.
- 5.2 The overarching aim of our Wider Role work is to help to try to alleviate poverty, offer support to protect our community from the current cost of living crisis and improving opportunities for local people. Our approach is to promote dignity and do the best that we can for our community with the resources that we have available.
- 5.3 Some priorities are directly provided by the Association and others are delivered by partner organisations, with support from North View.

Welfare Rights support

- 5.4 The Association employs a full-time Welfare Rights Officer to deliver an 'in house' welfare rights service for Windlaw residents. This service, which has been in place on a full-time basis since 2012, plays a vital role in maximising residents' incomes and tenancy sustainment.
- 5.5 The Welfare Rights Officer also plays a key role in referring and signposting residents to other specialist services (such as budgeting services, fuel advice services etc).
- 5.6 Our 2024 Residents' Survey reported that 62 (22.3%) respondents had used this service, with a 96.8% satisfaction rating. Information on the number of tenants that the Welfare Rights Officer has helped, together with financial gains details, are reported to the Management Committee on a quarterly basis.

Food poverty & food insecurity ***Castlemilk Pantry***

- 5.7 The Association has made and continues to make annual financial contributions

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to support the Castlemilk Pantry, which opened in June 2021.

5.8 This is a key local service, helping households to access good quality food at a low cost. It provides a more sustainable approach to food insecurity. It also delivers a range of other services (including IT services) known as 'Pantry Plus'. There is also energy advice support.

5.9 We also have a referral scheme to the Pantry for struggling households whereby the joining cost and the price of a shop is paid for by the Association.

Supporting tenants with fuel costs

5.10 The Association has delivered a range of projects over the years to help tenants with fuel costs.

5.11 Further funding has been secured and is a priority for the Association to continue to deliver this type of support for its residents, subject to the availability of resources.

Children & Young People

5.12 The Association is committed to improving opportunities for children and young people in the area and this can be demonstrated through the following:

Jeely Piece Club

5.13 The Association has prioritised funding to the Jeely Piece Club to provide a Wednesday Play Club in the Birgidale Complex during school term time. This is a well-used resource, bringing real benefits to the children who attend (around 40 each week). For a number of years, the Association has been the sole funder and we will now explore the possibility of leveraging in other funding to help us in supporting the Club and to make our Wider Role monies go further.

Castlemilk Youth Complex/Streetwise©

5.14 The Association has a long history of working with the Castlemilk Youth Complex/Streetwise© in relation to services for young people in Windlaw. We are committed to continuing to develop this partnership and exploring options available to help deliver services to young people.

Annual Trips

5.15 The Association has a tradition of arranging and providing annual trips for residents. We understand that the opportunity for local people to benefit from this is important to our community.

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Birgisdale Complex

- 5.16 The Birgisdale Complex is a community centre based in the Windlaw area. It is a well-used facility, offering a range of services and activities for the local community. It currently operates a café and is a warm space for anyone in need of warmth and community.
- 5.17 The Association is committed to continuing to support the Birgisdale Complex in these challenging times to secure its continued use as a community asset for area.

Human Rights Lived Experience Group

- 5.18 The Association is part of a Human Rights Lived Experience Group involving the four community-based housing associations in Castlemilk. Management Committee members are represented on this board and the Group is actively working to promote Human Rights for Castlemilk residents.

Other local partnerships

- 5.19 The Association is committed to investigating further partnership opportunities (including with other Castlemilk Registered Social Landlords and local organisations).
- 5.20 The Association will work to publicise (through its newsletters and social media) services being offered by local organisations.
- 5.21 We will also work to influence and respond to the Locality Plan for the Castlemilk area.

Summary

- 5.22 The Association has a core programme of Wider Role services that it is currently delivering and there is a commitment to work to grow this to respond to issues affecting our community, including the current cost of living crisis.

6.0 Publicity

- 6.1 The Association will use its quarterly newsletter, website and social media to publicise its Wider Role Activities.

7.0 Involving Local People

- 7.1 Given that some of our Wider Role work is paid for without grant funding and therefore, via rental income, the Association will continue to monitor, through its

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biennial surveys, that tenants are happy for the Association to spend money on providing non-housing related activity.

- 7.2 We will also seek tenants opinions on how the Association should develop Wider Role Services. This will also be done through the biennial surveys and also through more focussed arrangements (focus groups, newsletter consultations etc).

8.0 Conclusion

- 8.1 It is recognised that the Association's local action through our Wider Role programme can go some way to help alleviate pressures being experienced in our community.
- 8.2 The organisation is committed to continuing to support and improve opportunities for residents. It will make provision in its annual budgeting process for Wider Role activities and apply for external funding to enhance this provision where possible.

9.0 Review

- 9.1 This Wider Role Strategy will be reviewed at least every two years.

End

Strategy established - ***March 2022***
reviewed - ***April 2025***

Amendments:

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