



WILLIAMSBURGH

HOUSING ASSOCIATION

Community Regeneration and Development Strategy 2021-2025

1. Introduction

Williamsburgh Housing Association's Community Regeneration and Development Strategy sets out how we intend to support our communities to develop as thriving places, work with our partners and deliver tangible improvements to the quality of the lives of tenants and residents living in the communities we serve.

The strategy enables Williamsburgh Housing Association to:

- increase opportunities for partnership working with local third sector service providers;
- source funding from a wider range of sources – as well as maximise take-up of shorter funding timescales;
- pilot new initiatives – and test out alternative ways to manage and deliver project activity;
- manage staff time and resources – allowing for greater flexibility in resource allocation and decision making;
- target activities based on geography (neighbourhoods), tenant groups (families, older people) or by theme (employability, health and wellbeing, environment/recycling etc.);
- access free online resources and materials – available to support the delivery of thematic community-based awareness raising campaigns and encourage changes in every day behaviours; and
- reflect seasonal changes and topical issues – as well as link in with local holidays and community events.

2. Background

Williamsburgh Housing Association provides quality, affordable, rented housing for communities in Paisley, Renfrew, Johnstone and Kilbarchan.

Established in 1979 to co-ordinate the improvement of sub-tolerable tenements in the east end of Paisley, the Association's role has developed and expanded such that we are acknowledged as a significant player in Renfrewshire's strategy to tackle poor housing conditions and provide for those in housing need.

The Association is a non-profit making organisation, registered with the Scottish Government and is a registered Scottish charity, number SC035350.

Working with the local communities, we are involved in regeneration initiatives in these areas.

This Community Regeneration and Development Strategy underpins Williamsburgh Housing Association's wider housing and regeneration operations to achieve our aim:

“to provide high quality, affordable homes and maintain our commitment to continuous improvement, both in our service delivery and in the regeneration of our communities”.

On an annual basis we consider how our Vision guides our business priorities for the year ahead. A strategy for the next 12 months is developed, aimed at achieving continuous improvement in the services provided to our residents.

This seeks to:

- Deliver quality housing;
- Manage and maintain our tenants' homes;
- Invest in our properties;
- Maintain attractive neighbourhoods; and
- Promote community regeneration.

The Association aims to create great places to live in Renfrewshire by helping our communities and the people who live in them. We can achieve this by improving the housing and the opportunities available to our residents. We believe the best way to deliver this is through partnership working with other local housing organisations, Renfrewshire Council, the Scottish Government, local health services and variety of other third sector agencies.

The Community Regeneration and Development Strategy supports the implementation of our Core Business Objective No.4: ***Deliver a new Community Regeneration Framework for Williamsburgh Housing Association*** by implementing planned, targeted and focussed community development and regeneration within Williamsburgh Housing Association.

3. National Context

While operating to serve local priorities, Williamsburgh Housing Association works in the context of national strategies supporting place making and community development.

3.1. National Community Regeneration Strategy

The definition of Community Regeneration in Scottish Government's National Regeneration Strategy 2011 is described as

“The holistic process of reversing the Economic, Physical and Social Decline of places where market forces alone won't suffice”.

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

The Fairer Scotland Action Plan is constructed around the five key themes of

- a fairer Scotland for all;
- an end to child poverty;
- a strong start for all young people;
- fairer working lives; and
- a thriving third age.

Through its routine business practices and commitment to community investment, Williamsburgh Housing Association will contribute to achieving successful outcomes across all five themes.

The Scottish Government published a progress report in December 2019 updated with 50 actions and 33 recommendations which reflect the cross-government work that is taking place to challenge inequality and increase fairness.

The themes in the progress report are:

- Employment, including youth employment;
- Education and childcare;
- Housing;
- Social security and benefit up-take;
- Social policy;
- Equality; and
- Health, including mental health.

3.2. Planning (Scotland) Act 2019 and Place Planning

Proposals for regulations on Local Place Plans as part of the implementation of the Planning (Scotland) Act 2019 are undergoing consultation.

Local Place Plans are based on the Place Principle¹, which:

Requests that “all those responsible for providing services and looking after assets in a place need to work and plan together, and with local communities, to improve the lives of people, support inclusive and sustainable economic growth and create more successful places”.

Locality Plans and Local Place Plans have in common that successful place planning is based on being community led, not agency led. The key role of Williamsburgh Housing Association in Local Place Planning is not to lead, but to support.

A community led approach to planning in the communities served by Williamsburgh Housing Association would support progress to our own objectives of promoting community regeneration. Supporting and enabling our local communities to participate in and influence local place plans would develop capacity for our customers to meet the Charter Objective that they

“find it easy to participate in and influence their landlord’s decisions at a level they feel comfortable with”.

Communities which take ownership of local planning, which can see improvements and changes brought about based on local knowledge and influence, will support the Scottish Housing Charter objective² that “tenants and other customers ... live in well-maintained neighbourhoods where they feel safe”.

Place Planning inevitably includes assessment of current assets available to the community, and the most effective way to support community development is to support the development of local community assets. A useful impact of this process is the opportunity to make available to local people information about the supports available to them, in turn supporting the Scottish Housing Charter aspiration that

“Tenants get the information they need on how to obtain support to remain in their home; and ensure suitable support is available, including services provided directly by the landlord and by other organisations”.

¹ [Place Principle: introduction - gov.scot \(www.gov.scot\)](http://www.gov.scot/PlacePrinciple/introduction)

² [Scottish Social Housing Charter - gov.scot \(www.gov.scot\)](http://www.gov.scot/ScottishSocialHousingCharter)

Although Williamsburgh Housing Association's role in local place planning is to support more than lead, the potential benefits from local place planning in all our communities, means that for each community we serve where there is not already a local place plan, we should express to agencies such as community councils our desire to support any local place planning process by both informing and listening to it.

Renfrewshire Council has produced a 'How to Guide for local Place Plans'³.

3.3. Housing to 2040

The Housing to 2040 Route Map⁴ "puts [the Scottish Government's] ambitions for place at its core, creating not only quality homes but quality places too".

A new Place Based Investment Programme will be available to contribute to Scottish Government "ambitions in community-led regeneration, community wealth building, town centre revitalisation and 20 minute neighbourhoods".

Planning policies will be strengthened by "introducing local place plans so that communities can actively shape their neighbourhoods".

A new Design version of the Place Standard tool will be introduced during 2021 and a Knowledge Exchange Network will be established to "allow communities to share their experience and learning about community regeneration and place-making, as well as access professional expertise".

This planning emphasis on place, as well as housing, indicates the importance of community development approaches to regeneration of the communities served by Williamsburgh Housing Association.

3.4. National Standards for Community Engagement

Community Development is not a 'top-down' process, but in line with the Place Making values, comes from communities themselves.

³ [Local Place Plans How To Guide SC final.pdf \(renfrewshire.gov.uk\)](#)

⁴ [Housing to 2040 - gov.scot \(www.gov.scot\)](#)

Community engagement is a way to build and sustain relationships between public services and community groups - helping them both to understand and act on the needs or issues that communities experience.

Williamsburgh Housing Association will deliver and support community engagement in line with the [National Standards for Community Engagement](#):



4. Local Context

4.1. Our Renfrewshire Community Plan

We worked with Renfrewshire's Community Planning Team to develop their *Our Renfrewshire community plan 2017-2027*, which is a plan which is based on the priorities of the residents and communities in Renfrewshire.

We have supported and have helped developed and shape the 'Our Renfrewshire Community Plan through attending consultations and promoting it to our tenants. The Plan looks to address the priorities of the residents and communities in Renfrewshire with the vision of: *"working together to make Renfrewshire a fairer, more inclusive place where all our people, communities and businesses thrive"*.

The priorities for Renfrewshire over the next 10 years are:

- Our Renfrewshire is thriving: maximising economic growth that is inclusive and sustainable
- Our Renfrewshire is well: supporting the wellness and resilience of our citizens and communities
- Our Renfrewshire is fair: addressing the inequalities that limit life chances
- Our Renfrewshire is safe: protecting vulnerable people, and working together to manage the risk of harm
- Through a combination of high-quality housing and work to support and sustain communities, we contribute to work which develops 'strong community-based services that respond to local need'.

4.2. Community Learning and Development Plans

The wider role of housing associations overlaps with the statutory duty of local authorities to support in partnership with other agencies community learning and development planning.

Community Learning and Development "is a field of professional practice that enables people to identify their own individual and collective goals, to engage in learning and take action to bring about change for themselves and their communities"⁵.

Community Learning and Development has three main strands:

- Adult learning;
- Youth work; and
- Community capacity building.

⁵ [What is Community Learning and Development \(CLD\)? | CLD Standards Council for Scotland](#)

The values of community learning and development are:

- self-determination;
- inclusion;
- empowerment;
- working collaboratively; and
- promotion of learning as a lifelong activity.

These values also underpin ‘the holistic process of reversing the Economic, Physical and Social Decline of places where market forces alone won’t suffice’⁶.

Local Partnerships provide local communities with the opportunity to have their say on local issues and make a difference to their local area. They have an informal and inclusive approach as part of a drive to ensure community voices are heard on local issues.

- make connections and networks between community groups and the wider community;
- identify, set and share local community priorities;
- Listen to, consult and represent local communities; and
- Distribute grants to support local priorities.

Membership is split evenly between all local elected members for the area and community representatives. Community representatives include the elected chairs of the relevant Community Councils, with the remaining places filled by representatives of community organisations in the area and these are decided by the Local Partnership members.

- Renfrew;
- Erskine, Inchinnan, Bishopton and Langbank;

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- The Villages;
- Johnstone and Linwood;
- Paisley North, West and Central;
- Paisley East; and
- Gleniffer.

Each of the Local Partnerships have individual priorities for what they see is important for their community and what they want to work towards in their area.

5. Our Communities

Williamsburgh own and manage 1,639 and factor a further 569 properties throughout Renfrewshire, predominantly in Paisley, Johnstone, and Renfrew providing affordable social housing to people most in need, providing a variety of property types to suit a wide range of housing need, including general needs houses, flats, amenity and wheelchair properties. We are very proud of our properties and strive to maintain all of our homes to a high standard, we are continually upgrading and improving our properties to ensure our customers are safe and comfortable in their homes and to ensure that our properties remain attractive and in high demand.

Our community regeneration work takes place in geographically defined neighbourhoods where people live, access services and link with their neighbourhoods to create a sense of community. We recognise that the people who live in our communities have knowledge, skills and experience which are not always captured in statistics and who have a stake in making their community a better place for them, their families, and their neighbours.

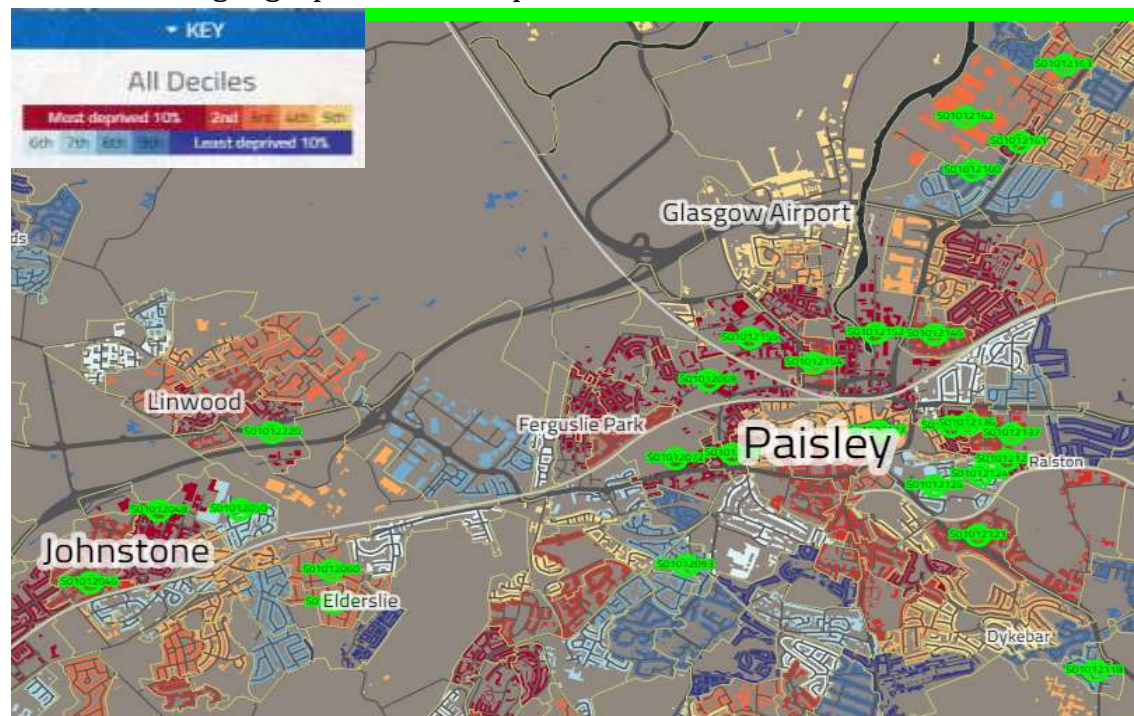
Most Williamsburgh Housing Association properties are in deprived areas, however 'deprived' does not just mean 'poor' or 'low income'. It can also mean people have fewer resources and opportunities; therefore Williamsburgh Housing Association is committed to the Scottish Governments vision of regeneration: ***'the holistic process of reversing the economic, physical, and social decline of places where market forces alone won't suffice'***.

Williamsburgh Housing Association is dedicated to keep up to date with latest policies and access additional funding and resources to improve our communities that are most in need.

The Scottish Index of Multiple Deprivation (2020) shows that 78% of Williamsburgh Housing Association properties are within 20% most deprived areas of Scotland

Deprivation Issue	Williamsburgh Housing Association Communities Average	Renfrewshire Average
No. of people Income Deprived	23%	13%
No. of people Employment Deprived	18%	11%
The average proportion of the population who are being prescribed drugs for anxiety, depression, or psychosis	25%	20%
The average percentage of young people attending school	74%	81%
The average percentage of young people aged 16-19 who are NEET	13%	3%
The average 17-21-year-olds entering into full time higher education	6%	9%

Map of SIMD2020 datazones representing Williamsburgh Housing Association's geographic area of operation:



Most of our properties are within 3 main towns in Renfrewshire:

Paisley serves as the administrative centre for the Renfrewshire council and is often cited as "Scotland's largest town" and is the fifth largest settlement in the country, although it does not have city status. The town became prominent in the 12th century, with the establishment of Paisley Abbey, but by the 19th century, Paisley was a centre of the weaving industry, giving its name to the Paisley shawl and the Paisley Pattern. By 1993, all of Paisley's mills had closed, although they are memorialised in the town's museums and civic history

Renfrew is the historic county town of Renfrewshire, as the county town, Renfrew once was a centre of local government for the surrounding area. Whilst the county remained known as "Renfrewshire", the focus of local government gradually shifted from Renfrew to its larger neighbour Paisley.

Renfrew's historic industries include shipbuilding, given its position on the River Clyde and River Cart, and engineering. Today it primarily contains service sector businesses, including the nearby Braehead retail and leisure centre, built in 1999, which has resulted in the expansion of the town along Renfrew's riverside.

Johnstone is one of the larger towns in Renfrewshire and lies three miles west of Paisley town centre, it's main industry was thread and cotton, with mills powered by the Black Cart Water which runs to the north of Johnstone. Located in the heart of the town centre, the newly refurbished, award winning Johnstone Town Hall offers state-of-the-art facilities including the latest technological and conference suite, theatre, dance studio, marriage suite, meeting rooms, Johnstone library and a café.

6. Our Approach to Community Engagement

Williamsburgh Housing Association serves several distinct communities and while the approach we take will be in line with the National Standards for Community Engagement, the specific approach taken to engage with each community will suit the circumstances of each.

6.1. Asset Mapping

The first competence of community learning and development is to “know and understand the community in which we work”⁷.

To support work towards 20 minute neighbourhoods and help us “ensure that tenants get the information they need on how to obtain support to remain in their home; and ensure suitable support is available, including services provided directly by the landlord and by other organisations”, we need to know and make available to customers information about the services which support them.

The assets which matter in communities are activities and services, as well as buildings.

The second competence is to “build and maintain relationships with individuals and groups”. To support community development and regeneration, we need to engage with community members.

6.2. Venue-based Engagement

In 2018/19 we converted and transformed a 1 bedroom flat in Lang Street into a community hub for WHA to help deliver community projects. We have established a place that has been used for delivering both the SUGaR

⁷ [The Competences | CLD Standards Council for Scotland](#)

(Seedhill Urban Growing and Regeneration Project) and Work/LIFE projects. The Community flat can be used as a:

- Less formal meeting space to talk to residents and local groups
- Project delivery, training and workshop space

6.3. Event-based Engagement

As part of the SUGaR project, we have held 3 successful eco/climate reduction themed community events in McKerrell Street Play Park, which is an underutilised green space in the heart of Seedhill. These events held in Summer, Halloween and Christmas 2019 where over 300 community members attended and took part in various fun and eco-friendly activities. As detailed above, this provided us a great platform to engage with the wider communities and gain their thoughts and ideas for the area. We will build on this experience to deliver more event-based engagement.

6.4. Online engagement

We will use a variety of online platforms to engage with our local communities including our social media channels Facebook, Twitter and Instagram, and investigate using platforms such as NextDoor.

6.5. Partner Engagement

Another of the key competences of community learning and development is to “develop and support collaborative working”.

Williamsburgh Housing Association works with other partners to inform them of locally determined priorities and achieve outcomes based on them.

6.6. Funder Engagement

There are two significant challenges to funding of work to develop communities faced by Williamsburgh Housing Association.

Firstly, community development and regeneration work affects and includes a wider population than our customers in the places where our customers live. The Association’s customers cannot afford to underpin services generally available to the wider population.

Secondly, even were the Association responsible for all the housing in the places where our customers live, our customers could not afford to finance the work needed to develop and sustain thriving communities.

Our community development and regeneration work therefore requires significant financial support from funding partners.

Williamsburgh Housing Association will seek direct funding for our work and will support funding applications for our partners to deliver on priorities determined by the communities we serve.

6.7. Participatory Budgeting

We will build on the lessons from participatory budgeting pilots such as that of Barrhead Housing Association Community Fund to support local communities to determine priorities for local developments.

We will support existing PB work and support funding applications for partners to deliver PB work.

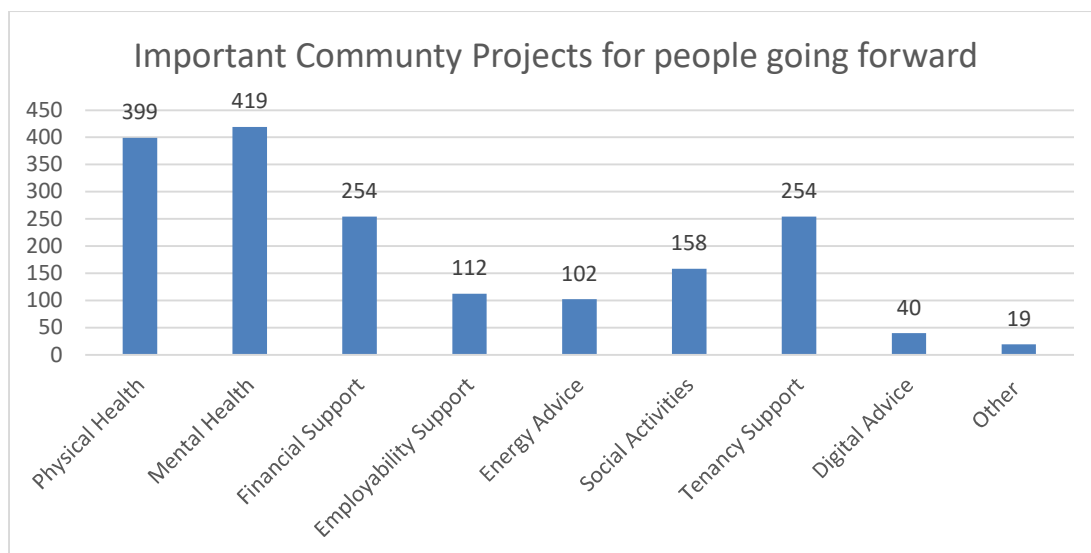
6.8. Local Place Planning

Our approach to community involvement in the decisions which affect them will be to support and encourage the development of community led local place plans.

7. Existing Evidence: Community Consultation

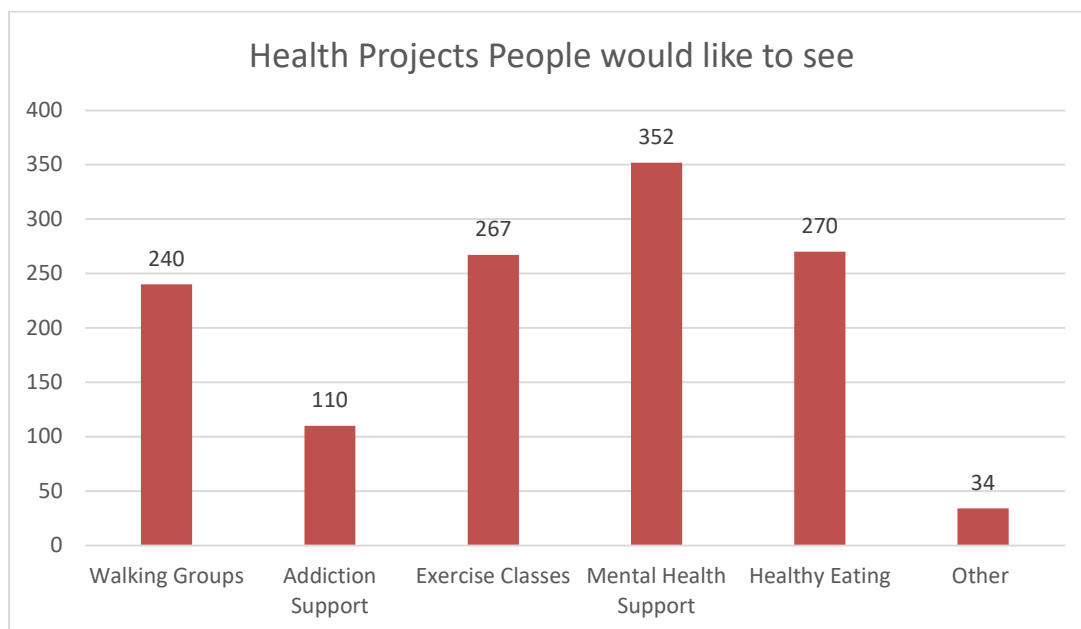
We believe that everyone deserves to have a roof over their head but improving the quality of life for our residents is also important to the Association. Community involvement is therefore essential in shaping our projects and activities. It will determine our priorities by reflecting local needs and will help us to gain support on a local basis for the projects that we may develop.

As part of our response to Covid 19, in April 2021 our tenants were sent a community survey to let them tell us what community projects they would like to see going forward as we emerge from the pandemic. All our tenants were given the opportunity to complete the survey either via our new CX Platform or paper based and we had 501 people responded. Overall, the results are as follows:



Emerging from the pandemic, the top 4 biggest concerns of our tenants and residents and the type of projects they would like to see developed going forward are:

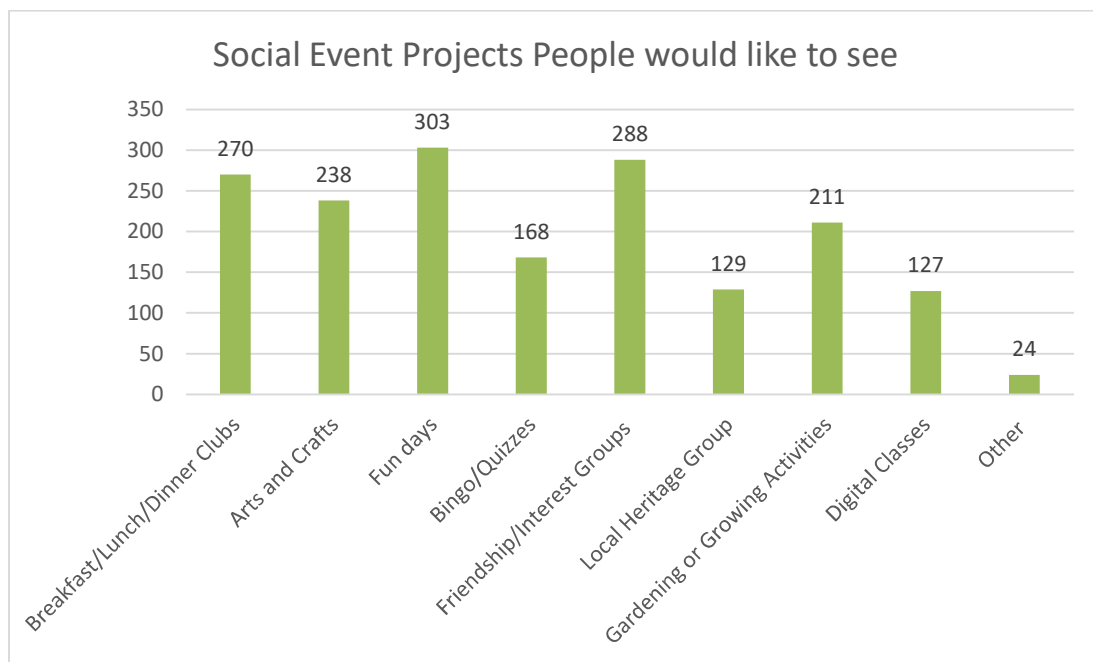
- Mental Health (419 people picked this option)
- Physical Health (399 people picked this option)
- Financial Support (254 people picked this option)
- Tenancy Support (254 people picked this option)



Coming out of the pandemic the top 3 health themed projects our tenants and residents and they would like to see developed going forward are:

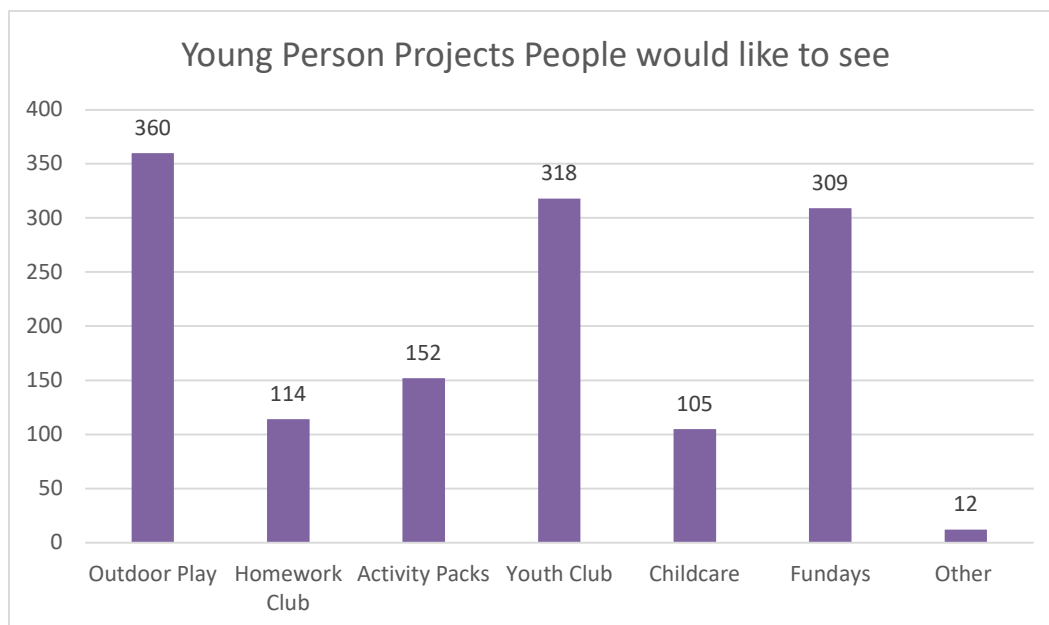
- Mental Health Support (352 people picked this option)
- Health Eating (270 people picked this option)

- Exercise Classes (267 people picked this option)



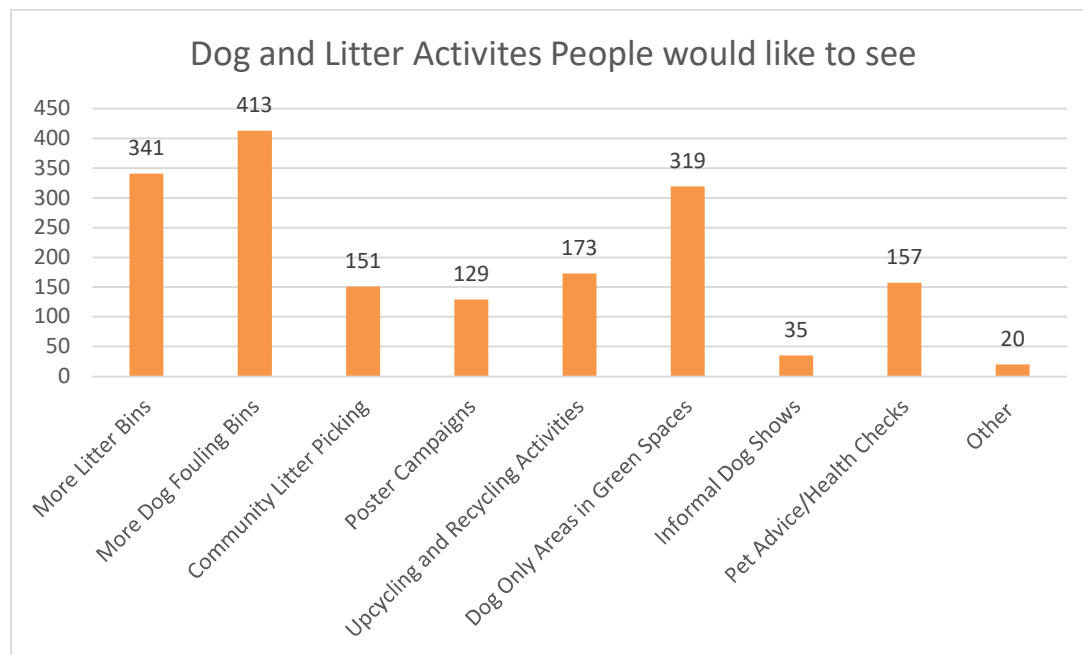
Coming out of the pandemic the top 4 health themed projects our tenants and residents and they would like to see developed going forward are:

- Fundays (303 people picked this option)
- Friendship and Interest Groups, for example, Coffee and a Chat, Book Clubs etc. (288 people picked this option)
- Breakfast / Lunch / Dinner Clubs (270 people picked this option)
- Arts and Crafts (238 people picked this option)



Coming out of the pandemic the top 3 young person themed projects our tenants and residents and they would like to see developed going forward are:

- Outdoor Play (360 people picked this option)
- Youth Club (318 people picked this option)
- Fun Days (309 people picked this option)



Coming out of the pandemic the top 3 dog and litter themed projects our tenants and residents and they would like to see developed going forward are:

- More Dog Fouling Bins (413 people picked this option)
- More Litter Bins (341 people picked this option)
- Dog Only Areas in Green Spaces (319 people picked this option)

In 2019/20 we completed a community consultation with over 200 community members who are involved with our community regeneration projects:

The following shows the percentage of people supportive of developing the following services:

- 73% - Develop a Community Facility
- 67% - Welfare Advice
- 67%- Employment Advice
- 61%- Work Experience

- 48% - Volunteering
- 42% - Energy Advice

Percentage of people who are supportive of developing the following services:

- 78% - Youth Club
- 70%- Lunch Club
- 68% - Coffee Mornings
- 66% - After School Club
- 63% - Digital Class
- 39% - Art

During several outdoor events in Seedhill's McKerrell Street Playpark, which is in the heart of our most deprived areas according to the SIMD2020.

We asked over 200 people what they would like to see in the area and below shows the percentage of people who were supportive of the initiatives:

- Refurbishment of the McKerrell Street Playpark – 98%
- Continue more outdoor community events in McKerrell Street Playpark – 100%
- Supporting of a Local Litter and Dog Fouling Project – specifically:
 - Outdoor Dog Show – 53%
 - Poster Campaign – 56%
 - Dog Fouling Bins- 89%
 - Pet Health Check – 20%
- Art and Heritage Project in Seedhill, specifically
 - Photography – 46%
 - Art/Sculpture- 56%
 - Walking Trails - 68%
 - Digital Stories - 27%
 - History Guide - 40%

8. Resources

The development of thriving communities is important to Williamsburgh Housing Association because thriving communities are better places to live. However, this work is the responsibility of many other agencies as well as our own and is unachievable without partnership working.

The resources required for sustainable community development are beyond our finances, but to unlock them, we require to invest some staff time, including a full-time community regeneration post (already budgeted for).

One of the most important resources, the practice of working collaboratively with other agencies, is already well developed.

8.1. Community Regeneration Officer / Team

Williamsburgh Housing Association will employ a Community Regeneration Officer or full time equivalent as part of its team to engage with the communities we serve and with local networks, to:

- identify community learning and development needs within the communities we serve, using the National Standards for Community Engagement;
- secure partnership provision to meet identified community learning and development needs;
- secure funding to support direct and partner community learning and development provision;
- coordinate community learning and development provision; and
- report to the Chief Executive Officer, Development Manager and the Board on community learning development needs, provision and outcomes.

8.2. CX Platform

We will continue to utilise the CX online engagement platform which enables Williamsburgh Housing Association to:

- Consult our tenants using surveys and questionnaires
- Gain feedback and insight from participants on our Community Projects

8.3. Partnerships

Williamsburgh Housing Association seeks to work in partnership with other agencies that work to improve lives in the communities we serve. Some of these partnerships are associated with housing provision, some with community learning and development, some with other community work.

Williamsburgh Housing Association's role in working with partners has never been more important and we 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 approach will ensure that we maximise resources, avoid duplication and address issues that are often beyond the capabilities of one organisation working in isolation. In order to establish and develop positive partnership working, the mapping of local third sector organisations and service providers has been undertaken and will be reviewed on an annual basis. This will ensure Williamsburgh Housing Association remains aware of and connected to local groups and organisations operating across its communities.

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.



8.3.1. FLAIR

FLAIR, the Federation of Local Associations, is a partnership of local housing associations operating within Renfrewshire and East Renfrewshire.

The housing associations which form FLAIR are Barrhead Housing Association, Bridgewater Housing Association, Ferguslie Park Housing Association, Linstone Housing Association, Paisley Housing Association and Williamsburgh Housing Association.

The Association will continue to work in partnership with our locally based Renfrewshire housing association partners, FLAIR for community regeneration projects, for training and employment and for shared services. We will share projects across FLAIR partners where this benefits the organisation and our customers⁸.



8.3.2. Engage Renfrewshire

Engage Renfrewshire is a Third Sector Interface (TSI); this means that they support local charities and other not-for-profit groups, so that they develop further their successful work. They empower organisations to be safe,

⁸ [Flair Booklet 2019 2019 09 17 16 59 24.pdf \(fpha.org.uk\)](#)

resourceful and effective, and to grow and develop their services - meaning our communities are inclusive and aspirational.

They represent the third sector at a community planning level, provide an organisational hub, and offer financial services for individuals and organisations through our social enterprise Engage Finance. Furthermore, the Community and Voluntary Action Team work directly with local organisations and charities to increase their knowledge, resources and funding and to promote the services of our member organisations.

8.3.3. Renfrewshire Health and Social Care Partnership

Renfrewshire Health & Social Care Partnership (HSCP) deliver adult social care services and all community health services for adults and children in the Renfrewshire area.

8.3.4. Renfrewshire Advice Partnership

The Advice Partnership in Renfrewshire was set up to enable advice providers to work together to ensure that advice services in Renfrewshire are proactive, efficient, accessible and customer focused.

The Public Bodies (Joint Working) (Scotland) Act 2014⁹ set out the requirement for NHS Boards and Local Authorities to integrate adult health and social care services in Scotland. It is envisaged that by working together, NHS and Council social care services can work together to deliver health and care needs of patients and service users, ensuring those who use services get the right care and support at any point in their care journey.

Examples of the services included are:

- Community Health services (e.g. District Nursing, Health Visiting, Mental Health, Health Improvement and Learning Disability Services);
- Contracted Health Services (GPs, Pharmacies, Dentists and Optometrists);
- All adult social care services (e.g. adult social work, Care@Home services, Care Homes, Occupational Therapy, Domestic Violence);

⁹ [Public Bodies \(Joint Working\) \(Scotland\) Act 2014 \(legislation.gov.uk\)](https://www.legislation.gov.uk/ukpga/2014/12/section/1)

- Elements of Housing services in relation to Aids/Adaptations and Gardening Assistance; and
- Aspects of Acute services (hospitals) relating to unscheduled care

8.3.5. Renfrewshire Leisure

Renfrewshire Leisure is an independent charitable trust that leads culture, leisure and sport to help people enjoy positive, active and healthy lives through their engagement with our services and programme.

8.3.6. Evolve

Evolve Seedhill is an 18 month long programme which aims to revitalise the area using community Arts. Evolve will build upon existing momentum in Seedhill, Paisley, with a multifaceted integrated arts approach to community wealth building supported by a steering group consisting of RIG Arts, WHA, Renfrewshire leisure, community representatives and a dedicated Arts Coordinator. A creative vision for the area will be developed by the community through working with creative practitioners to inspire and unlock residents' potential, create a sense of place, celebrate local identity, and renew pride in the area through artist residencies, workshops, events and the regeneration of green and underused spaces.

8.3.7. Glasgow and West of Scotland Forum of Housing Associations

The Glasgow and West of Scotland Forum of Housing Associations is “is the membership body for community-controlled housing associations (CCHAs) and co-operatives in west central Scotland. Its main purpose is to promote, represent and campaign on behalf of CCHAs and to share information and best practice. As of December 2020, there are 65 member associations in GWSF”¹⁰.

The sharing of information and best practice provides both informal and organised opportunities for Williamsburgh Housing Association to learn from the experience of other members, for example at the Regeneration Conference hosted in June 2021 and the quarterly Community Development in Housing Group

¹⁰ [About us | Glasgow and West of Scotland Forum of Housing Associations \(gwsf.org.uk\)](https://www.gwsf.org.uk/about-us)

8.3.8. Scottish Federation of Housing Associations

The Scottish Federation of Housing Associations (SFHA)¹¹ is the voice and membership body for housing associations and co-operatives in Scotland, of which Williamsburgh is a member of. SFHA's ambition is that everyone has a good home in a successful community, with a range of high quality, affordable, safe and accessible homes that meet people's changing needs and aspirations throughout their lives.

Housing associations and co-operatives are central to achieving this, going way beyond the bricks and mortar with social justice built in and delivering from generation to generation.

8.3.9. Renfrewshire Youth Work Network

The Renfrewshire Youth Work Network¹² is a collection of youth work agencies that collaborate in the development and delivery of informal learning services for young people, supporting young people to acquire skills and confidence, and to achieve the National Youth Work Outcomes – that young people:

- are confident, resilient and optimistic for the future;
- manage personal, social and formal relationships;
- create, describe and apply their learning and skills;
- participate safely and effectively in groups;
- consider risk, make reasoned decisions and take control;
- express their voice and demonstrate social commitment; and
- broaden their perspectives through new experiences and thinking.

Investment in young people is investment in young people in the present and investment in future adults.

Williamsburgh Housing Association's role is to support existing and potential investment in young people to be delivered in the communities we serve, by identifying areas in need and promoting opportunities for young people. To succeed in this

¹¹ [Scottish Federation of Housing Associations - Representing Housing Associations and Cooperatives \(sfha.co.uk\)](http://sfha.co.uk)

¹² [About the Renfrewshire Youth Work Network | Young Scot](#)

8.3.10. West College Scotland

West College Scotland provides a range of community learning programmes including free online learning programmes at SCQF Level 5¹³. It does not currently deliver community learning and development training programmes.

8.3.11. University of the West of Scotland, the University of Glasgow and Glasgow Kelvin College

The University of the West of Scotland delivers graduate level programmes in community learning, and the University of Glasgow in Community Learning and Development. Glasgow Kelvin College delivers the HNC Working in Communities.

These qualifications are all practice based, are recognised by the CLD Standards Council¹⁴ and would provide opportunities to support placement students in the context of Williamsburgh Housing Association's community regeneration and development work.

8.3.12. Keep Scotland Beautiful

Support for use of the Place Standard is available from Keep Scotland Beautiful

8.4. Place Standard

The Place Standard¹⁵ provides a useful tool for groups to identify priorities. Its main disadvantage is that many of the priorities identified are without the scope of Williamsburgh Housing Association, but we can pass on information about priorities in the context of wider planning and put participants in touch with relevant agencies directly as appropriate.

¹³ [FREE Introductory and Level 2 Certified Courses - West College Scotland](#)

¹⁴ [Recognised Qualifications | CLD Standards Council for Scotland](#)

¹⁵ [Place Standard](#)

9. What we will do

The Association will commit the necessary resources, recognising the financial and organisational implications, to advance a Community Regeneration and Development programme, during 2021-25.

The programme will demonstrate how working closely, with partners, we can support local projects and initiatives to promote 'the regeneration and sustainability of the communities we serve, by maximising the social, economic and environmental benefits to be derived by our activity:

- Neighbourhood Development:
 - Tenancy Support:
 - Reduce Social Isolation and Exclusion and Improve Health and Wellbeing:
 - Digital Inclusion and Participation:
 - Adult Learning:
 - Youth Work:
 - Capacity Building:
 - Community Benefit Clauses:
 - Community Engagement:
 - Partnership Development
-
- | | |
|--|--|
| 9.1. Neighbourhood Development: | <ul style="list-style-type: none">• Use Tenant Insight and community engagement to target those individuals who would benefit from the services provided<ul style="list-style-type: none">▪ Work with partner organisations to help address the issue dog fouling and street litter.▪ Continue to provide a small venue within the community, providing access to support services/activities▪ Work with partner organisations to improve neglected green spaces within the community.▪ Deliver a number of Community Focused Events.▪ Develop Arts and Heritage initiatives |
|--|--|

9.2. Tenancy Support:	<ul style="list-style-type: none"> • Employ a Financial Support Assistant. • Improve partnership working with partner organisations. • Promote existing support services such as Benefit Advice and identify new ones. • Access additional funding that can support our Customers and Communities. • Support the delivery of new activities and services which would positively impact on the Association's customers and the wider community. • Support people improve their physical and mental health by delivering activities and services for those most in need.
9.3. Reduce Social Isolation and Exclusion and improve health and wellbeing:	<ul style="list-style-type: none"> • Work with community members that are in need and provide support to those groups and people who are at risk of being marginalised and improve their health and wellbeing. • Create volunteering opportunities. • We will develop community programmes which build supportive social networks. • Work with vulnerable people including young people, older people and marginalised groups tackling isolation and loneliness and improve their health and wellbeing .
9.4. Digital Inclusion and Participation:	<ul style="list-style-type: none"> • We will seek partner delivery of digital skills support. • We will encourage online engagement with our services. • We will develop our use of social media to engage with the communities we serve. • We will develop our capacity to support online participation in our consultations.
9.5. Adult Learning:	<ul style="list-style-type: none"> • We will seek partner delivery of adult learning opportunities in the communities we serve based on evidence of community priorities.

9.6. Youth Work:	<ul style="list-style-type: none"> • We will seek partner delivery of youth work services in the communities we serve based on evidence of community priorities
9.7. Capacity Building:	<ul style="list-style-type: none"> • We will support local place planning initiatives • We will seek training on community engagement for relevant staff • We will support adult and youth learning programmes by promoting them in our local communities
9.8. Community Benefit Clauses:	<ul style="list-style-type: none"> • We will work with our contractors to find appropriate recipients within our communities for the proceeds of Community Benefit clauses from applicable large scale maintenance and development contracts.
9.9. Community Engagement:	<ul style="list-style-type: none"> • We will use a combination of venue and event based approaches to engaging with our local communities • We will use online opportunities including social media platforms to engage with our communities • We will promote community development opportunities through our newsletters
9.10. Partnership Development	<ul style="list-style-type: none"> • We will identify and engage with local networks that deliver support for youth work, adult learning and participatory democracy

10. Measuring Success

As noted in our Business Plan 2020-25, Williamsburgh Housing Association is concerned with the well-being of the communities we serve, we are committed to developing initiatives which seek to maximise the social, economic, and environmental benefits which our investment in areas can generate. We will ensure that monitoring and evaluation is embedded into our ethos during the early planning stages, concentrating on outcomes

relevant to the aims and objectives of the Community Regeneration Strategy and examining them efficiently and without bias.

We will monitor both quantitative and qualitative data which will be used to inform the development of projects and to influence our project methods and objectives as they are progressed. Williamsburgh Housing Association will use monitoring and evaluation to learn from our project experience and use this to adapt and improve our future projects, as well as highlighting successes and achievements especially communicating successes within the local community/

In September 2020, the Scottish Federation of Housing Associations and Housing Associations' Charitable Trust created a social value toolkit that gives housing associations and co-operatives the practical resources they need to measure, demonstrate and increase the social value impact of their work in communities.

The social value toolkit brings together practical resources designed specifically for the Scottish social housing sector so it can demonstrate its social value. The sector already generates significant economic and social benefits for Scotland and its people, including reducing poverty and homelessness, improving health, and creating jobs. This toolkit will enable Scottish housing associations to better evidence that impact. Over the course of this Strategy, Williamsburgh Housing Association will look to integrate the Social Value Tool Kit to help understanding the social impacts of our projects which aims to put a financial value on the key impacts identified by stakeholders. The financial value shows for each pound that is invested in the organisation how much of a saving would be made

11. Conclusion:

This Community Regeneration Strategy empowers us to create attractive and welcoming places to live in Renfrewshire by helping our communities and the people who live in them. We can achieve this by improving the housing and the opportunities available to our residents. We believe the best way to deliver this is through partnership working with Renfrewshire Council, the Scottish Government, our FLAIR partners local health services and variety of other agencies.

As such, we are committed to promoting and pursuing a number of projects aimed at providing training and employment opportunities, environmental improvements, support for elderly or vulnerable residents, improved

community facilities, diversionary activities for young people, increased security and safer environments to reduce both crime and the fear of crime.