

COMMUNITY INVOLVEMENT AND ENGAGEMENT STRATEGY

EASY-READ VERSION



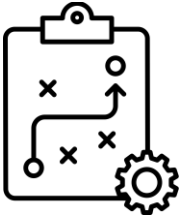
Updated: November 2021^[1]_{SEP}

Reviewed: November 2024^[1]_{SEP}

Next Review: November 2027



WELCOME



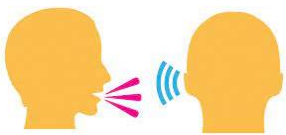
We are happy to share our Community Involvement and Engagement Strategy with you.



As we begin a new Corporate Plan for the Association, we want to build on the strong work we have already done and shape the future. This Strategy is one of the important ways we will work to meet our goals and achieve the things we want for our community.



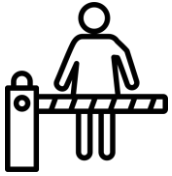
Our communities are made up of many different groups. It is this diversity – with all its different backgrounds, cultures, and experiences – that helps make our neighbourhoods such wonderful places to live.



We are proud to be a housing association that is based in the community and controlled by the community. We want to make sure everyone has the chance to help us shape the future of the organisation. Your views, ideas, and experiences are important to us, and we want to make sure you are heard.



Our **Equality, Diversity, and Inclusion Strategy** shows our commitment to celebrating the diversity in our communities and this **involvement strategy** is part of our ongoing effort to address any disadvantages or barriers within our communities.



We understand that people have different needs, and we want to make sure we remove any barriers or challenges that might hold people back. Your involvement with Southside Housing Association (SHA) can help us do this.



We are proud to make a difference in the communities we serve. We want our neighbourhoods to be vibrant, welcoming, and inclusive places to live and work. Our communities are diverse, and it's this diversity that makes our neighbourhoods vibrant and great places to live.

WHO WE ARE AND WHAT WE DO



We are a community-controlled housing association serving several areas on the south side of Glasgow since 1971.

STAFF



We have around 70 office staff and 30 staff working directly in the community in roles like concierge, housing support, and repairs.



Since 1971, we've built up our housing through renovating tenements, new builds, and property transfers. We now manage around 2,260 homes for social rent and over 200 for mid-market rent. We also provide property management for 880 privately owned homes.



Our main areas of operation are Pollokshields, Cardonald, and Halfway, which make up 90% of our homes. We also manage housing in Shawlands, Strathbungo, Ibrox, Kinning Park, Langside, and Mount Florida.

We offer a range of services, including:



Tenancy management.



Repairs.



Property development.



Housing support.



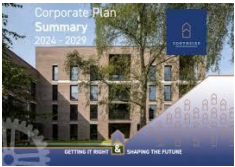
Welfare Rights, money and energy advice.



Community projects and initiatives.



We also work with our subsidiary **Southside Lettings (Scotland) Ltd.** to manage Mid-Market Rent housing.









OUR COPORATE PLAN



We are launching our new Corporate Plan for 2024 to 2029. This sets our direction for the next five years and focuses on providing excellent service and positive outcomes for our tenants and other customers. Our **Community Involvement and Engagement Strategy** is helping us reach the goals in our Corporate Plan.

Our Corporate Plan contains **6** priority areas:

	Homes
	Communities
	Customer Services
	Finance and Governance

	People and Leadership
	Collaboration and Innovation



We believe that involving and engaging with the community, respecting its diversity, and including everyone in what we do makes us a better organisation. Putting our customers at the heart of everything we do is not only the right thing to do ethically but also helps us provide better housing and services for our tenants and other customers.

OUR VISION AND VALUES



Our **Vision** is simple:

“Impacting and improving people’s lives in a positive way.”

Our **Values** guide everything we do:



Respect: We treat others as we wish to be treated.



Integrity: We are honest and transparent.



Positive: We focus on positive outcomes and solutions.



Responsible: We are reliable and consistent.

THE COMMUNITIES WE SERVE





Our communities are diverse, with a high number of people from different backgrounds, cultures, and experiences. For example, **Pollokshields** is one of the most ethnically diverse areas in Scotland, with one-third of its population being from a minority ethnic background.



In 2023, we conducted a survey of our tenants to understand their needs and backgrounds better. This helps us to target our services more effectively. The survey provided us with valuable information about our tenants:

AGE		ETHNICITY		DISABILITY	
16-24	3%	Pakistani	12%	Physical Impairment	43.3%
25-44	24.2%	Black African	3.3%	Mental Health	28%
45-64	43%	Polish	1%	Hearing Impairment	4.1%
65-74	17.6%	Indian	0.6%	Visual Impairment	3.1%
75-84	8.5%	Chinese	0.6%	Autoimmune Issue	3.6%
85+	3%	White British	77%	Learning Difficulty	2.1%

 SEXUAL ORIENTATION		 LANGUAGES SPOKEN	
Gay	0.4%	Punjabi	14%
Lesbian	0.3%	Arabic	10%
Bisexual	0.1%	Polish	5%
Heterosexual	97.2%	Urdu	30%
Prefer not to say	1.9%	Chinese	3.4%
Other	0.1%	Other	38%

We also found out that...



21% of tenants found it difficult to heat their home.



25% had used a food bank or food vouchers in the last 12 months.



52% found their rent 'just affordable' or difficult to afford.



91% think people from different backgrounds get on well together.

COMMUNITY INVOLVEMENT AND ENGAGEMENT STRATEGY



This strategy explains how SHA will involve and engage our customers and communities. It covers a range of activities, from attending meetings to participating in surveys, all aimed at ensuring our services meet the needs of everyone.



The strategy is guided by the Community Empowerment (Scotland) Act and National Standards for Community Engagement.

Through this strategy, we want to...



Meet customer service standards in all our interactions.



Offer a variety of opportunities for involvement based on individual preferences.



Listen to feedback and apply it to improve our services.



Ensure that all community groups have the chance to take part, with an emphasis on inclusion and equality.

LEGAL AND REGULATORY CONTEXT



SHA must follow various laws and standards, including:

- The **Housing (Scotland) Act 2001**, which requires us to develop a Tenant Participation Strategy.
- The **Scottish Secure Tenancy Agreement**, which gives tenants the right to be consulted on certain changes.
- The **Community Empowerment (Scotland) Act 2015**, which helps communities take part in decision-making to improve their local areas.

EQUALITIES AND HUMAN RIGHTS



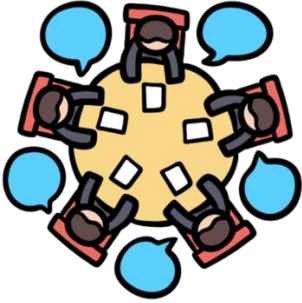
We have a responsibility under the **Equality Act 2010** to:

- Eliminate discrimination
- Advance equality of opportunity
- Foster good relations between different groups

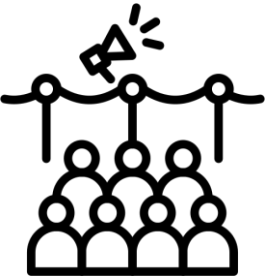
We will ensure that all community members are included, regardless of their background or characteristics.

CUSTOMER INVOLVEMENT AND ENGAGEMENT

We offer various ways for customers to get involved:



Management Committee: Community members can join our committee to help shape SHA's strategic direction.

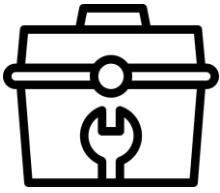


Tenant Groups: We encourage the creation of community groups to help improve local areas, and are happy to communicate with, and work alongside them.



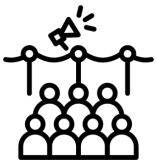
Community Development: We run activities in our community hubs and support volunteering.

COMMUNITY TOOLKIT



We are creating a **Community Engagement and Involvement Toolkit** to help communicate how people can get involved in our projects and service improvements.

Our Toolkit will include:



Residents Groups



Estate Walkabouts



A Participation Register



Membership/AGM



Our Management Committee



Email Engagement / Portal Engagement



Tenant Satisfaction Surveys



A customer Scrutiny Team



On-going Service Satisfaction Surveys



Registered Tenants Organisations and Community Groups



Community Partnership Meetings and Community Councils



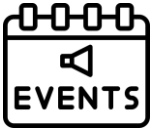
Newsletters and other Publications



Complaints



Social Media and Website



Gala days and Community Events



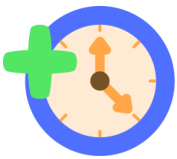
Our **Community Involvement and Engagement Plan** gives more details on the areas we want to involve people in. We will make sure our ways of getting people involved are fair and use our time and money in the best way. For example:



The Consultation Register – We'll use the Register to identify customers who want to be consulted on projects and service improvements.



We might add to this if the issue affects customers in a bigger way, by holding local meetings and through customer surveys.

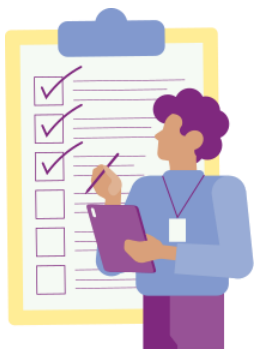


We will give more time for consultation on issues that will have a big impact on tenants, like annual rent reviews, rent changes, or repairs service updates.

We will always share feedback with customers about the views they gave during consultations. We will share this through reports, our Newsletter and customer letters.



FUNDING AND MONITORING



We aim to support the work within our **Community Involvement and Engagement Action Plan** through a range of budgets across the organisation, alongside our Tenant Participation budget.

The **Management Committee** oversees the strategy and reviews its progress annually.



The **Community Involvement and Engagement Steering Group**, led by the Director of Housing and Communities, will also oversee the delivery of the action plan and report annually.

SUPPORTING LOCAL ORGANISATIONS

AND TENANT INVOLVEMENT



We work closely with local organisations, and for some, we help by providing premises.



We have strong relationships with local food providers like foodbanks and food larders.



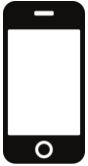
We encourage local groups to apply for our community donations budget if they show they are helping our communities. More details are in our donations policy.

COMMUNICATION



We aim to communicate clearly and in an accessible way, and we'll provide information in formats that meet individual needs

You can contact us by:



Telephone: 0141 422 1112



Email: csd@southside-ha.co.uk



Visiting our website: <https://www.southside-ha.org/>

Or come and see us at our offices in **Cardonald** and **Pollokshields**.

Cardonald



Southside House
135 Fifty Pitches Road
Glasgow G51 4EB

Pollokshields



435 Shields Rd
Glasgow G41 1NP

GLOSSARY OF KEY TERMS



- **Community Involvement and Engagement Strategy:** A plan that explains how SHA will talk to and listen to people in the community to make sure services are good for everyone.
- **Diversity:** The different types of people in a community, with different backgrounds, cultures, and life experiences.
- **Equality, Diversity, and Inclusion Strategy:** A plan to make sure everyone is treated fairly, and no one is left out because of their background or differences.
- **Tenant Participation Strategy:** A plan that explains how tenants can have a say in decisions about their homes and communities.
- **Community Empowerment (Scotland) Act 2015:** A law in Scotland that helps people in the community get involved in making decisions to improve their local area.
- **National Standards for Community Engagement:** Rules that help SHA make sure they involve and listen to people in the community in the best way.
- **Consultation Register:** A list of people who want to be asked for their opinions about SHA projects and services.

- **Mid-Market Rent:** Homes that are rented at a price that is cheaper than private rent but higher than social rent.
- **Community Toolkit:** A set of tools and information that helps people get involved in SHA projects and activities.
- **Management Committee:** A group of people from the community who help SHA make important decisions.
- **Tenant Groups:** Groups of tenants who meet to talk about their homes and how to improve their local area.
- **Volunteering Opportunities:** Chances for people to give their time to help with projects or events.
- **Community Donations Budget:** Money SHA uses to support local organisations that help the community.
- **Community Development:** Activities that improve life in the community and help people work together.
- **Repairs:** Fixing or maintaining homes to make sure they are safe and in good condition.
- **Tenancy Management:** Managing the agreements between SHA and tenants about renting a home.
- **Welfare Rights, Money, and Energy Advice:** Help with money issues, bills, and saving energy at home.

- **Inclusive Communities:** Communities where everyone feels welcome and is included, no matter who they are.
- **Corporate Plan:** A long-term plan that shows SHA's goals and priorities for the next five years.
- **Social Rent:** Rent that is affordable for people who need help paying for their home.
- **Scottish Secure Tenancy Agreement:** A legal document that explains the rights and responsibilities of both tenants and SHA.
- **Foodbanks and Food Larders:** Places where people can get free or low-cost food when they need it.
- **Community Projects and Initiatives:** Programs and activities that help improve the local community.
- **Consultation:** Asking people for their opinions or feedback about something SHA is planning or doing.