

## **Community Support and Engagement Strategy**

### **1. Introduction and background information**

Parkhead Housing Association (PHA) manages around 1,800 homes and provides quality housing for more than 4,000 residents across Glasgow's East End. Since its establishment in 1977, PHA has been at the heart of the community — offering not only affordable, safe homes, but also a wide range of support, advice and wellbeing programmes that help people feel connected and thrive.

Parkhead Housing Association Core Values:

- Community Centred – focusing on people and the community
- Service Excellence – high standards of service
- Integrity – honesty and transparency
- Partnership – working with local organisations

The strategy reflects the consultation results and practical experiences of supporting people in the community. It is based on tenant consultations, pilot projects, and findings from initiatives such as our Events, Residents Tenants Organisation, The Drill Hall Pantry, Service Review Panel and Hardship Fund.

### **2. Alignment with the Business Plan 2023-2028**

This Strategy supports the Group's strategic direction of service growth and stronger social impact (Business Plan 2023-2028). It advances:

Objective number 4 – To fully engage with our customers → Your Voice (RTO, Board, Service Review Panels).

Objective number 5 – To support our community to reach their full potential → Your Community (Parkhead Schoolhouse, Community green spaces, Partnerships) and Our Support (Welfare Rights, The Drill Hall Pantry, Hardship Fund, Home Adaptations, Educational Bursary).

### 3. Community consultations

Previous consultations were conducted using short surveys, interviews, and feedback gathering during meetings and events. This allowed us to better understand residents' expectations and define priorities.

The most common responses indicated the need for:

- access to affordable, healthy food and support from Drill Hall Pantry (a community food shop)
- emergency funding for essential (e.g., purchase of beds and basic household appliances)
- free activities that build social relationships and spend time together
- simpler, more accessible communication with the Housing Association (including accessible materials in multiple languages and formats) and via MyHome.
- real influence on decisions taken (panels, consultations, participation in the work of tenant representative bodies i.e RTO ).

### 4. Purpose of the Strategy

The strategy aims to establish a clear action plan for Parkhead residents from 2026 to 2029.

We focus on three areas:

- **Your Voice** – encouraging residents to participate, influence and have meaningful involvement with us.
- **Your Community** – building neighbourhood relationships and friendly meeting spaces
- **Our Support** – practical financial, food, and wellbeing support.

The document serves as the basis for planning community activities, obtaining grants, and communicating with the Parkhead Housing Association.

## 5. Strategic Priorities – The Three Pillars

Parkhead Housing Association is built on three key pillars that guide everything we do. Each pillar connects our housing services to our wider social and community goals – ensuring that our homes, spaces, and support help people live well and feel part of their communities.

- **Pillar One: Your Voice**

The main goal of this pillar is to strengthen the influence of residents on Parkhead Housing Associations decisions and policies.

What we already have:

- Registered Tenant Organisation (RTO).

A group of tenants that meets regularly to gather feedback, raise issues related to the PHA, and review the operation of policies and services before making new decisions. The RTO ensures that tenant voices are heard and considered in the design of services.

- Board

A voluntary Board of tenants, community members and professionals that sets direction, approves budgets, manages risk and oversees long-term plans.

- Tenant Consultations

These are a key-way for us to connect with the tenant base and in some instances, we are legally required to do so. The Scottish Housing Regulator requires us to carry out a three yearly Tenant Satisfaction Survey (due again 2026) which allows for cross RSL comparisons. At PHA we use an independent contractor for this process to ensure transparency.

Additionally, the annual budgetary process, which includes any planned rent increase, requires further tenant consultation, as set out in the Housing(S) Act. We also consult with our RTO, though it is worth noting this process is consultative and not binding.

➤ Service Review Panel (pilot Home Adaptations)

Residents with direct experiences of the services we provide will come together with the team delivering the service to provide real feedback on communications, quality and impact. For example - medical/home adaptations process met to discuss timelines, information and quality of work — generating clear actions for improvement.

**How we will develop this develop this**

We plan to organise regular service reviews panels. We will expand the Service Review Panel's approach to key areas—repairs, communication, customer service and community events. Each session will connect residents with their experiences of the service and those responsible for its implementation. Meetings will be short and solution oriented.

We plan to strengthen the RTO. We want to refresh its membership, facilitate the onboarding of new members. Our goal is to make the RTO more diverse and representative, encompassing people of different ages, professional statuses, and cultural backgrounds.

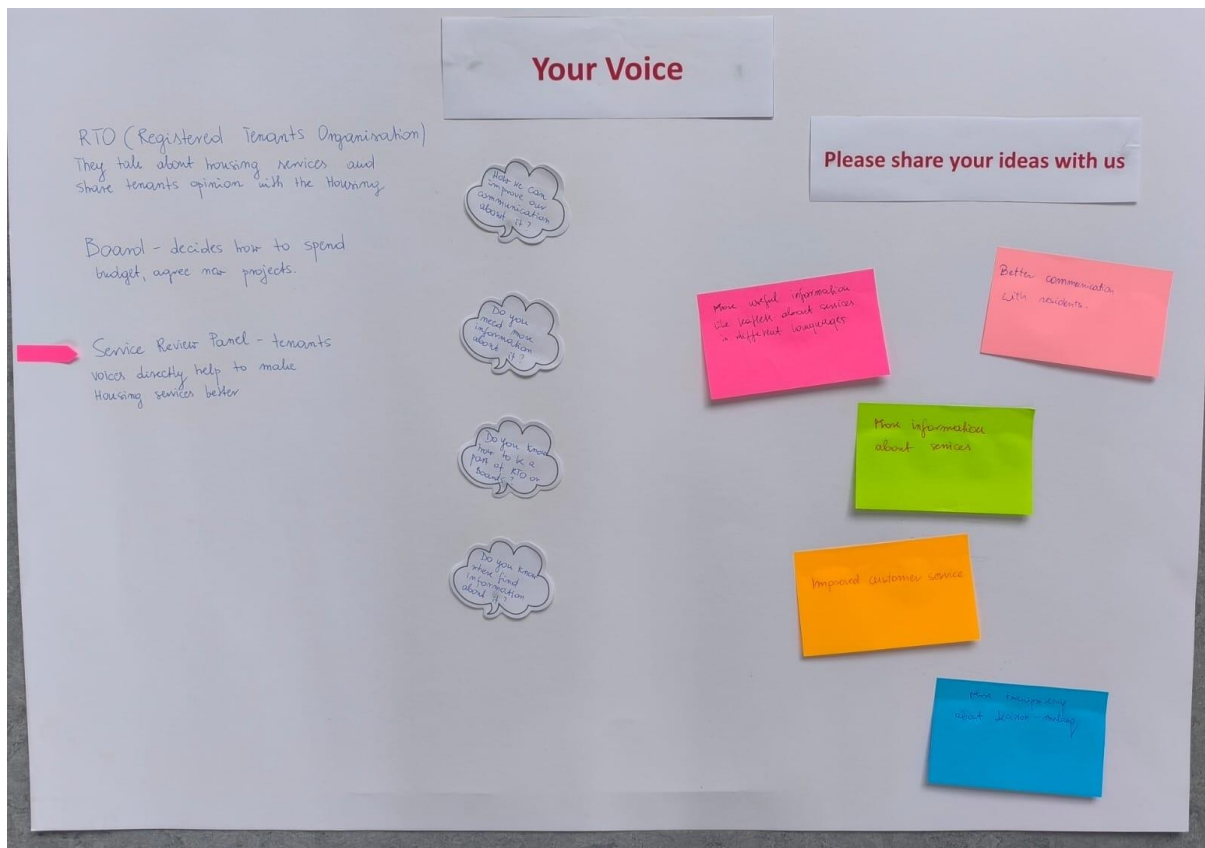
We want to strengthen the Board – we will recruit using simple, accessible invitations (with translations where necessary) to attract tenants and community members who reflect our diversity community and the skills and experiences they have.

**How we will measure it (simple):**

Service Reviews Panel: We will count how many reviews we have conducted each year and how many agreed-upon activities we have completed.

RTO: We will check how many people attend meetings and whether the group includes people of different ages, backgrounds, and circumstances (a simple "cross-section" of diversity).

Board: Every year, we will check whether we have managed to invite and retain new members.



## 6. Pillar Two: Your community

The main goal of this pillar is to creating safe, friendly spaces and integrating projects & events for our tenants.

What we already have:

- Parkhead Schoolhouse as a community hub

A welcoming space that hosts weekly and seasonal activities — Friendly Fridays, Community Connections, One-off Events and Family Days — bringing people together in a relaxed atmosphere.

- Community Green and Play Space Development

Community gardens provide an open, welcoming space for growing plants and enjoying the fresh air. It serves as a place for learning (gardening), socializing (family gatherings, picnics, small events), and well-being (relaxation, silence, contact with nature) - The development of The Pantry Garden was our first step in improving old

brownfield sites – this is now in full use with plot owners, a local bee keeper and events programmed.

Identifying spaces in Parkhead that can be improved, redeveloped and better utilised by the community has already begun at Beattock / Powfoot Street, Burgher Street, Crail Street Garden, and within our Specialised Hostel Accommodation. These are integral to improving the streetscape and people's access to safe green spaces locally.

Buildings that are not in use often cause a blight on the streetscape of Parkhead, residents have highlighted the Wash House on Tollcross Road, Westmuir Street paths and shops, Whitby Street Woods and access to and around The Forge as needing improvement.

➤ Partnerships

We collaborate with a range of organisations – including Glasgow City Council, Charities such as Parkhead Youth Project, Women's Aid, HSCP teams, Jobs & Business Glasgow, and other Housing Associations – allowing us to deliver diverse programmes and reach a wider range of residents.

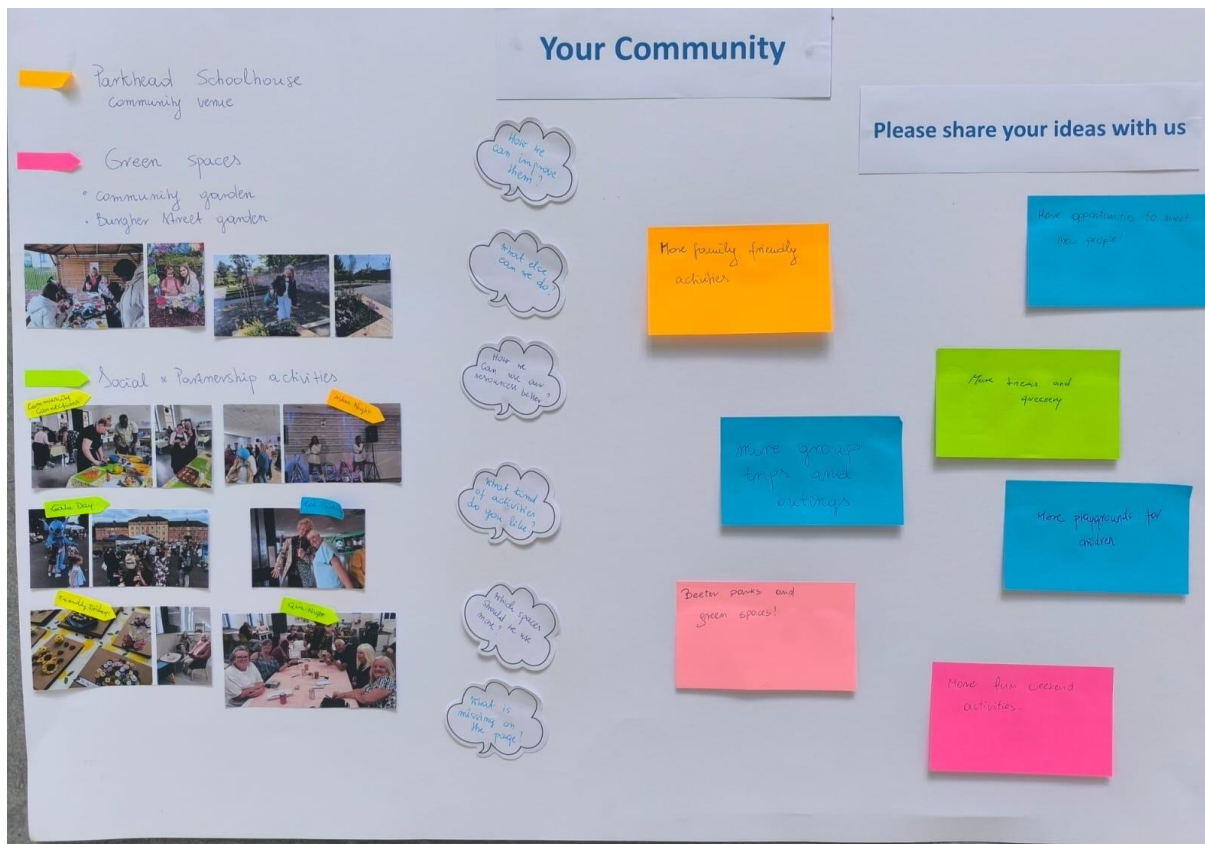
**How we will develop this**

We plan to organise more activities tailored to different groups and interests – for young people, parents with children, adults 25+, senior citizens – as well as multicultural and multilingual events.

We plan to create a "Welcome Corner" at the reception desk – a small, regularly updated display that will provide information on current events, showcase photos and short testimonials, and invite residents to participate.

New green spaces will be created or improved, working alongside the community to identify key areas and with NRS to support work being carried forward in council owned land. We will work with local landowners to encourage them to be part of our wider ambitions for the area and bring their land up to standard.

We will develop a funding programme that aligns with these plans and outcomes to achieve our capital project goals.



## 7. Pillar Three: Our Support

The main goal of this pillar is financial support, access to affordable food and consulting services.

What we already have:

- Welfare Rights

We offer free, confidential one-to-one advice for tenants on benefits and appeals, money and debt issues, and energy costs. Drop-in surgeries are held twice per week, no appointment needed for anything that needs urgent attention and support.

- The Drill Hall Pantry

The Pantry is a community food shop that offers people choice at a very low cost. For £2.50/£3.50 per visit, members choose their own groceries — roughly £15-£20 worth of food across set categories (fresh, frozen and ambient items). Food is sourced through partners such as Fare Share, Brakes and Salvation Army. Affordable groceries helping residents save money, eat well and feel connected, while cutting food waste.

➤ **Hardship Fund (emergency funding for essential)**

A small but crucial fund that provides one-time, urgent support for purchasing essential household items (e.g., beds and bedding, stove, refrigerator, and minor safety equipment). The procedure is simple and discreet. The fund's goal is to help maintain a safe, functional home.

➤ **Biennial Visits**

We want to connect with the tenant's face to face and to make sure that we are supporting them to live well in their homes. Post covid and with a changing demographic in the community, it's important for us to visit tenants at home, ensuring nobody is left out even if they may not require the regular support for their Housing Officer that some tenants do need. In light of Awaab's Law it also ensures that a member of staff has been in every property at least every other year.

➤ **Home Adaptations Service**

Parkhead Housing Association delivers home (medical) adaptations to support residents with health or mobility needs. Thanks to these improvements, residents can live independently and safely in their own homes. Common adaptations include features such as grab rails, ramps, level-access shower, over-bath shower.

➤ **Educational Bursary**

Parkhead Housing Association provides educational bursaries to support residents who are studying or undertaking training that helps them build skills, gain qualifications, or improve

their career opportunities. The bursary is open to tenants and household members who are enrolled in college, university, or accredited vocational courses.

### How we will develop this

We need to ensure that these services and supports are sustainable. Prioritising key supports for the community within our annual fundraising targets and asks of the city council.

