

Workplan 2010/11

GWSF's purpose is to represent community-controlled housing associations (CCHAs) in Glasgow and the west of Scotland.

This is a summary of our Workplan. It sets out **the main things we plan to do** on behalf of the membership in the year ahead.

GWSF members can download the full Workplan from the members' area of our website, at www.gwsf.org.uk

Aims and values

GWSF's activities be based on promoting the **shared aims and values** of the CCHA movement:

- Local and sustainable approaches to area regeneration, housing investment and service delivery
- Building stronger communities
- Promoting active citizenship
- Leadership by local people, acting voluntarily for the good of their communities.

Our objectives for 2010/11

1. To **raise the profile** of the community-controlled housing association movement
2. To **represent members' interests** persuasively on issues where they have a shared interest
3. To **promote information sharing and mutual support** among CCHAs
4. To **be accountable and inclusive**, giving members good value for money for their affiliation fees

1. Campaigning and raising the profile of CCHAs

The years ahead will bring **new challenges** for every housing organisation. Less public expenditure will affect CCHAs and the communities we work in. And there will be more competition for scarce resources.

In these circumstances, **promoting the values and achievements** of locally-based housing associations is one of GWSF's top priorities.

A new GWSF campaign: "Keep it Local"

We will develop a new GWSF campaign, "**Keep It Local**".

- The campaign will **reinforce the key achievements of CCHAs**, our stability and resilience in difficult times, and what we have to offer in the future.
- The local focus of CCHAs and leadership by local people is what makes us different. So **CCHA committee members** will be at the forefront of the campaign.
- "Keep it Local" will be our main way of **influencing manifestos** for the 2011 Scottish Parliament and local government elections. But it will also be a common thread for **all of GWSF's campaigning and lobbying work** at local and national level.

For example, on investment, legislation, regeneration and the Scottish Government's new Green Paper on the future for housing policy in Scotland.

Hard facts and evidence

- Effective campaigning and representation needs **good evidence and hard facts**.

- We will develop our own **GWSF information and evidence base**, so that we can make strong, reasoned arguments in defending and promoting the interests of CCHAs.
- There is a wealth of published information we can analyse for this purpose – this will be a key area of work for GWSF's Director.

Raising the profile of GWSF and CCHAs

- We will target our work to **reach and influence key audiences**. These will include Ministers and MSPs, and officials in the Scottish Government, local authorities and the Scottish Housing Regulator.
- We will seek to establish **a stronger profile for CCHAs** within the Scottish housing sector and in the mainstream media. For example, we will use our new relationship with the Scottish Housing News Service to communicate a regular GWSF perspective on current issues.

Working with others

- We will develop our **relationships and alliances with others** in the housing and community sectors.
- For example Local People Leading and regional representative bodies for the third sector.
- In the housing sector, we will continue to work closely with EVH and SHARE. We will also renew our efforts to join up with SFHA on issues of shared interest.

2. Policy and Representation

Priority local issues in Glasgow

These will include:

- **Housing investment** (area regeneration and poor quality housing, as well as new supply)
- **Housing policy and practice** (for example, on issues such as allocations, housing support, homelessness, and fuel poverty)
- Supporting members involved in the **Second Stage Transfer** programme.

Priority national issues

GWSF will focus its attention on those issues that are of particular interest or concern to CCHAs. In 2010/11, these will include:

- Scottish Government policy on **HAG and Investment Reform**
- The recent housing policy “**Green Paper**” (making sure that key issues are not overlooked, such as regeneration, community empowerment and the need to sustain and support our most deprived communities)
- The present **Housing (Scotland) Bill** and the forthcoming **Scottish Social Housing Charter**.

“GWSF Projects”

We will introduce a **new strand of policy work**, called GWSF Projects.

This will address **the most challenging issues** we face as a movement, in a proactive way.

GWSF Projects will explore new directions and opportunities for CCHAs. It will generate ideas and debate, and help share good practice on

different ways of working.

We have identified **two main areas** where work will begin in 2010/11:

- Supporting **collaborative working between CCHAs** in ways that recognise their independence and local ethos
- Identifying new opportunities for **community-based approaches to neighbourhood management and public service delivery**.

Co-ordination and member involvement

GWSF's Director Jim Harvey will co-ordinate all of GWSF's policy and representation work. Jim will lead on some policy issues, in other cases he will work with senior staff from member organisations.

To make this process work smoothly, we will be changing the way we do things. We will seek “**Lead Members**” and **other volunteers** for the following areas of GWSF's work:

- **Housing Investment**
- **Housing Management**
- **Policy and Communications**
- **Community Regeneration**
- **Second Stage Transfer**
- **Campaigning**
- **Events**
- **Membership**

We will seek contributions from across the membership in all these areas. And make sure that all members can access regular updates, through the GWSF website.

3. Information Sharing

We have set **three main priorities** for 2010/11.

GWSF website and information sharing

A re-design of the **GWSF website** is underway, with a re-launch of the site to take place in summer 2010

The new website will contain **up to date information** about all aspects of GWSF's work and will be **easier to use** than our current website.

We will introduce **online forums** as part of the website. These will allow GWSF members to exchange information with each other on a wide range of policy and practice issues.

GWSF events programme

This year's programme will include regular free open meetings, our annual conference, and events based on our GWSF Projects work. We will also support information sharing among staff members through the Community Ownership and Housing Management Groups.

Information for committee members

We will produce more information specifically for **voluntary committee members**. This will be reflected in the re-designed GWSF website, and in committee member briefings on major policy topics.

We will provide members with regular updates about the GWSF Workplan.

Please look out for more information on the GWSF website, and through our events programme for both committee members and staff.

4. Membership and Accountability

GWSF members will receive regular information about our performance, the results we have achieved and how GWSF has used its resources.

During 2010/11, we will:

- **Continue to promote membership of GWSF** to other CCHAs in Glasgow and the west of Scotland
- **Build our relationships with other regional groupings** of local housing associations, on issues of shared interest
- Carry out a full **review of our affiliation fees**, in consultation with the membership.

5. Resources and Delivery

The appointment of a Director means that we will have new resources to **lead and co-ordinate** GWSF's work.

The GWSF Workplan is accompanied by the **budget** approved by the GWSF Board.

As in previous years, we have budgeted prudently, to allow for a small projected surplus for our financial year ending 31 December 2010.