Barrhead Housing:
Creating Authentic Impact in Communities

HACT Community Investment Conference

November 2025

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Barrhead Housing
Making a difference

Barrhead Housing

- Barrhead Housing is the local community housing association of East Renfrewshire. We provide people with safe, aspirational and affordable places to call home and opportunities to lead happy, healthy, fulfilled live
- Provide **1,000 homes** across Barrhead, Neilston, Newton Mearns and Thornliebank. (about 10 miles South West of Glasgow)
- The Scottish Index of Multiple Deprivation (2020) SIMD shows that 72% of our homes are within the 20% most deprived areas of Scotland
- Our Values are: **Respectful, Aspirational, Dedicated, Adaptable and Responsive**
- We are a **Charity**, run by a Governing Board
- 30 Staff Members
- Our 2030 Strategy “Build Homes, grow Communities, delight customers”



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Our Vision







In 2030 Barrhead Housing will be here, be human, be leaders in improving the places where people live, be at the heart of communities.

Our 2030 Goals

Places people are proud to call home, a home where they can make a life.

- 336 new homes, 281 of them for social rent.
- Less than 10% of tenants in fuel poverty.
- 100% of homes digitally connected to support customers and proactively manage properties.
- 90% of properties in top quartile standard of all homes in Scotland.
- 90% of customers are proud to live in a Barrhead Housing home.

People shape what we do and together we build health and wealth in our communities.

- Average of £1000 of social value created per household.
- 80% of our communities rated 'green' against key national measures: health, income, poverty, education.
- 80% of people in our communities vote it as a good or great place to live.

Services are personal and proactive, where and when our customers want us.

- 90% customer satisfaction.
- 90% of customers recommend Barrhead Housing.
- Customer facing teams spend 70% of time on 'customer connections'.
- 70% of interactions with customers are proactive.

Strategic Action Priorities

Homes	Communities	Services
More homes.		
Regeneration and place making with partners.		
Homes that talk to you - technology for customers and Barrhead Housing.		
Making a house a home - painting and decorating service.		
Automation of repetitive tasks, freeing up team time for people.		
	Tree planting and rewilding for current and future generations.	
24/7 service where and when customers need us.		
Place based energy projects to reduce fuel poverty.		
		Personalised communications.
	Team in the heart of communities.	
		Tailored services for customer groups.
Industry leading governance.		
	Local community projects delivered with customers and partners.	
	Opportunities for young people delivered.	

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51 times the word **Communities** is mentioned
https://pgflip.co.uk/barrhead/2030strategy/

BHA Community Investment Strategy

In April 2022 we completed a restructure:

- Community Investment Manager – Core Funded
- Community Investment Officer – Core Funded
- Welfare Advice Officer – Core Funded
- Tenancy Readiness Officer Externally Funded (2020 – 2026)





Why we committed to Community Investment

Barrhead Housing

- Sustained Consistency
- Improved Tenant and Community Engagement
- Resource Saving
- More competitive for bids and attractive to funders
- Agile/responsive
- Partnership
- Proactive/preventative



Community Investment and Synergy with the Housing Team

Barrhead Housing

Tenancy Sustainment

- Provided 51 customers up to 6 fuel vouchers worth up to £59 each, totaling £10,437 through HACTs Fuel Fund
- Provided 25 Carpets to tenants, fitting included Provided 24 Kitchen starter packs and 25 x £25 food vouchers
- An average of 15 people attend a weekly Cafe
- 12 people attended our Sheltered Housing Digital Drop In
- 117 books provided to children in partnership with The Dolly Parton Imagination Library
- Digital Lending Library
- Organised the roll out of Environmental Sensors to 50 homes, included teaching people how they work

Tenant Scrutiny and Youth Engagement

- Service Improvement Group core attendance of 8 customers – Voids Review
- First Home Skills Workshops in our Local High Schools

"I am entirely grateful for that massive payment that was paid to towards my fuel bills...**I burst into tears as that's me just seeing the payment ....**

"I just want to thank you for everything. **I was at my lowest point and even suicidal. Now I'm in such a good place mentally and it's all thanks to you."** Be Well participant

Tenant has had same carpet for 37 years, in very poor condition and is struggling a lot financially"

"Having the iPad has helped me apply for and gain employment, I have been using the iPad to keep track of my personal emails when applying for jobs. I have also used it to keep in touch with my kids as one lives in Glasgow and another is at university."

Be Well Barrhead (VAER Mental Health and Wellbeing Fund)

- Provides rapid and direct access to specialist mental health support for those most at risk of tenancy breakdown. Delivers a person-centred service specifically targeting people with trauma related issues and enable self-management of mental health conditions and recovery.

- All 19 clients have been discharged (that includes the re-referral) 3 Did not engage

- Average sessions attended was 6.6

- 2 Opted out stating not the right time for the support

- 42% of those referred have never used this RAMH before

- The Average Change was a point drop of 7

- For the CORE-OM, a reliable change is considered to be a change of 5 or more points. This means that if a client improves by at least 5 points on the CORE-OM, it is likely that the change is a genuine reflection of improved well-being rather than just random fluctuation
- The 3 highest reasons for referral were and chosen the most through multiple choice were:, Anxiety . Depression, Loneliness (However, living/housing/welfare; family issues and self esteem are also impacting the referrals.)

Be Well Barrhead (VAER Mental Health and Wellbeing Fund)

"I want to thank you for all the help you've given me and all the resources you've provided me, a lot of it has been really helpful."

"Realised I have tried and got on my feet through Scott's help. Being able to listen and help me realise that I am not always the guilty (person)."

"I found the therapy helpful and in particular the opportunity to talk through thoughts and feelings."

"I have coped with the change better than I thought "and "I am more optimistic about the future"

"I just want to thank you for everything. I was at my lowest point and even suicidal. Now I'm in such a good place mentally and it's all thanks to you."

Investing in Communities Fund

Brighter Futures Barrhead

- Since June 2023, we have been tackling poverty and inequality in our most deprived communities through a coordinated partner and community-led approach with BHA as the lead delivery and managing partner. 11 Community Partners include:
  - **Dunterlie Food Share**: Provision of Food that would have become food waste
  - **Dunterlie Babies and Tots**: Safe space for the children to socialise, play and develop
  - **Dunterlie Arts and Craft:** Volunteer-run group that teaches art skills and reuses materials by recycling into new products
  - **Dunterlie Parent Support: Bumps, Births and Boobies.**: Focus on breastfeeding and supporting families in our communities from pre-birth to post birth
  - **Back to School Bank East Renfrewshire**: Provide School Uniforms and essential school equipment to families who are struggling to meet these costs
  - **East Renfrewshire ASN Parent Action Group**: ASN support group for activities in the Waterworks with a focus on food growing, gardening and outdoor play
  - **Totnosh:** Family cooking programme in community centres engaging families at risk of food poverty and engaging parents and children to cook together and tackling holiday hunger
  - **InCahootz:** Drama group which uses issue-based theatre that focuses on developing confidence, social skills, empathy, and theatre skills
  - **Prestige Analysis:** Health and wellbeing and exercise programme in community venues
  - **East Renfrewshire Culture and Leisure:** Digital Inclusion Workshops in the Community
  - **Steph Davidson Textiles:** Community-based Upcycling and recycling workshops for BHA Customers to make household items







First Homes Skills Course

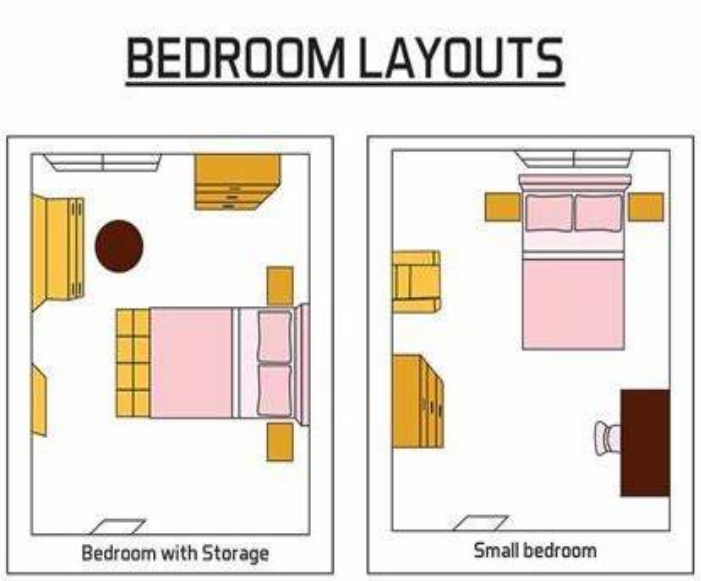
Our Tenancy Readiness Officer delivers a Scottish based **tenancy independent living skills course designed to improve the skills and confidence of young people taking on a tenancy in our 2 local High Schools**

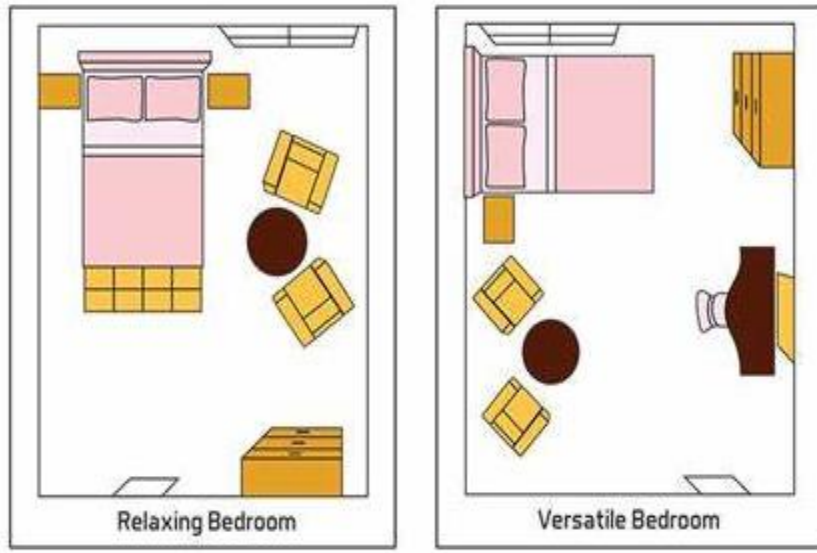
The following topics are covered in the course and worksheets provided

1. Where to find housing and the different types
2. Managing a tenancy
3. Household Budgeting and Benefits (and avoiding Debt)
4. Setting up your own Place
5. Utilities
6. Shopping and Cooking
7. DIY and Housekeeping
8. Security and Emergencies
9. Being involved in your Community









Investing in Communities Fund: Brighter Futures Barrhead – 24 month in

Barrhead Housing

BRIGHTER futures

Achievements in the first 24 months:

- Returned on investment is **£11,956,905 in Social Value**
- 805 individual participants/ beneficiaries
- 498 already evidencing improved life changes / quality of life because of the projects
- 226 personal development sessions for children and young people with 212 young people taking part (Toddler Group, Drama and Outdoor Education)
- 43 Volunteers Involved
- 6,931 Volunteer hours contributed
- 7 Qualifications gained
- 134 exercise classes
- 79 Arts & Crafts sessions
- 98 Food Waste Cooking workshops
- 20 mother and baby support sessions have been delivered to 42 people.
- 108 digital engagement sessions
- Provided 65 children with brand new school uniforms
- 71 Food Share sessions issuing 30 bags of food each week
- Delivery of the First Home Skills course to 114 pupils at Barrhead
- High School and St Luke's High School.





Social Value Insight – Brighter Futures – 24 months

Barrhead Housing

BRIGHTER futures

Project	3 Year Project Budget (23-26)	Actual Adjusted Total Social Value
Cooking Classes	£34,008	£2,293,529
Drama Classes	£33,195	£2,630,825
Dunterlie Tots and Toddlers	£6,000	£503,543
Health and Exercise Classes	£24,000	£1,969,902
Waterworks – Environmental Project	£12,000	£1,207,512
Digital Support Classes	£23,055	£497,328
Mums Support Group	£3,600	£499,660
Food Share	£10,800	£312,373
Dunterlie Arts and Craft Classes	£6,000	£556,220
General Arts and Crafts	£12,520	£1,059,886
Back 2 School Bank	£14,855	£22,445
First Home Skills Course	£0	£403,682
	£180,033	**£11,956,905**

£11,618,574	£11,956,904	1 : 64.17
Actual Adjusted Total Wellbeing	Actual Adjusted Total Social Value	Actual SROI

Community Investment Finance April 2022 – March 2025

External Funding	
2022/23	£190,757
2023/24	£403,043
2024/25	£285,537
Total	**£879,337**
Welfare Advice Gains	
2022/23	£310,712
2023/24	£326,112
2024/25	£687,009
Total	**£1,323,833**
External Funding and Welfare Advice Gains Total	**£2,203,170**
Salary Costs	
2022/23	£134,828
2023/24	£142,426
2024/25	£151,552
Total	**£428,806**

- **£428,806** Salary Costs for 12 months for the Core Funded Community Investment Team
- **£2.75** Average Cost per Home / Week

- **£2,203,170** Total external funding secured
- **£14.12** Average secured per Home / Week

£1 Invested : £5.14 Secured

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Delivered by THE NATIONAL LOTTERY COMMUNITY FUND

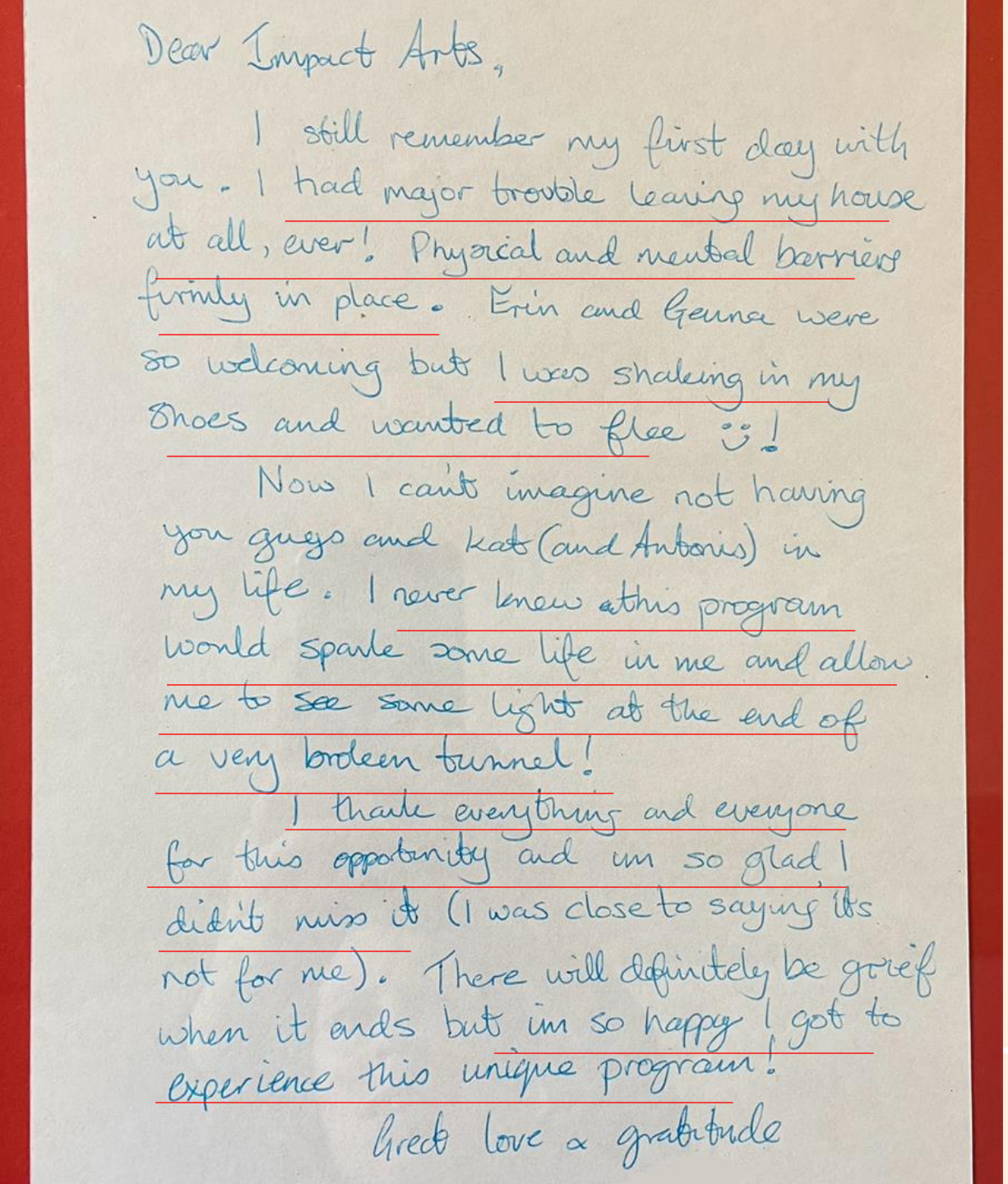
What is social value?

Social value is a way to quantify how different interventions affect people's lives – the overall impact on people's wellbeing, or their quality of life. It is a way of measuring the positive benefits your work has on both individuals and communities

"Social Value is so much more than a figure on a page. It is a commitment to create an impact in everything you do, taking it from transactional to transformational and truly delivering on your social purpose and the difference you can make to individuals."

Andrew van Doorn HACT Chief Executive

Project name	Actual Adjusted Total Social Value
ARC Cafe - Community Members 24/25	£1,042,255
ARC Cafe - Tenants 24/25	£88,703
Be Well 24/25	£154,243
Be Well MH 24/25	£39,610
Carpets 24/25	£331,568
Digital Lending Library 24/25	£77,042
Fuel Vouchers 24/25	£420,593
Kitchen/Food Vouchers 24/25	£55,295
Newton Avenue Play Park	£1,547,510
Sheltered Digital Drop In 24/25	£87,779
Tenancy Participation - SIG 24/25	£13,846
Welfare Advice 24/25	£1,064,674
Brighter Futures 24/25	£7,886,197
TOTAL	**£12,809,316**



Dear Impact Arts,

I still remember my first day with you. I had major trouble leaving my house at all, ever! Physical and mental barriers firmly in place. Erin and Geena were so welcoming but I was shaking in my shoes and wanted to flee :)!

Now I can't imagine not having you guys and Kat (and Antonis) in my life. I never knew this program would spark some life in me and allow me to see some light at the end of a very broken tunnel!

I thank everything and everyone for this opportunity and im so glad I didn't miss it (I was close to saying its not for me). There will definitely be grief when it ends but im so happy I got to experience this unique program!

Great love & gratitude

Barrhead Housing

"I had major trouble leaving my house, at all, ever! Physical and mental Barriers firmly in place"

"I was shaking in my shoes and wanted to flee"

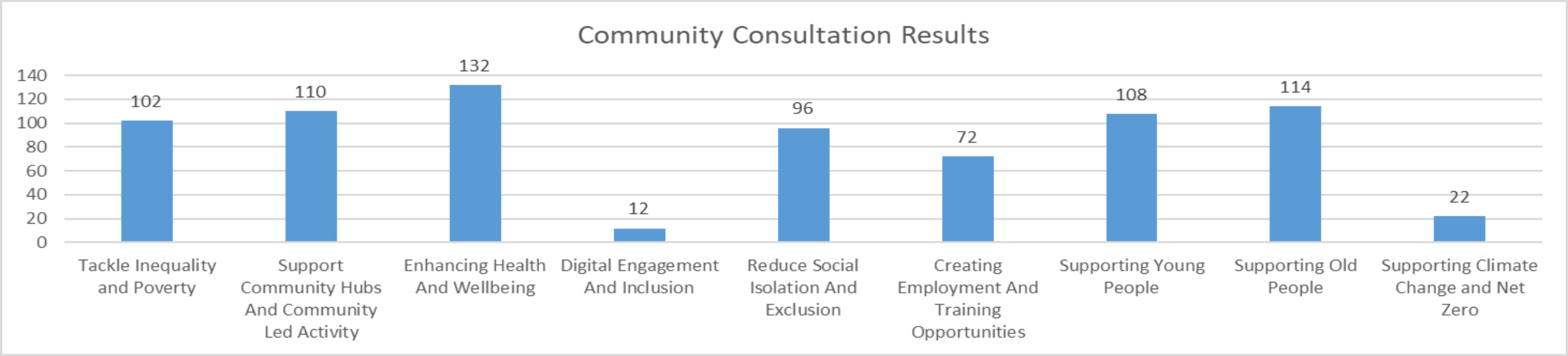
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"I thank everything and everyone for this opportunity and I'm so grateful I didn't miss it"

I'm so happy I got to experience this unique programme

What Next?

- Launch our new Community Investment Strategy 2025-2030 in December
  - **Tackle Inequality and Poverty in our Communities**
  - **Enhance the Health and Wellbeing of Communities**
  - **Support Community Led Activity and Increase Community Cohesion**
  - **Create Employment and Training Opportunities**
  - **Support and Empower Young People to Thrive**
  - **Reduce Social Isolation for our Older Community Members**
- Use to Social Value Impact Toolkit to assess potential project impact/funding application
- Review our Community Benefit Framework and align it more closely to the CI Strategy









THANK YOU FOR LISTENING



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