

Case study 146

What Works in Tackling Poverty

Cranhill Community Project

What are case studies?

Case studies share what people and organisations have learned from delivering or developing a project or programme. They can help you to see what has worked on the ground and can give you ideas about how to tackle problems. They can also signpost you to people and organisations you may want to talk to.

Cranhill Community Project

www.cranhillcp.co.uk

Key Contact:

Manager:

Marie Ward

Tel: 0141 774 3344

E-mail: marie@cranhillcp.co.uk

In a nutshell

Cranhill Community Project (CCP) is a holistic centre of excellence based in the East end of Glasgow. It was established in 2001 by local people, churches and other community-based groups in response to changing environment and needs. Based in and supported by Cranhill Parish Church, the project is the only facility of its kind in the area and therefore a vibrant focal point for the community. Open to all regardless of age, sex, creed, sexuality or ability, CCP is built around a volunteering strategy and contributes to the regeneration of Cranhill as an inclusive and flourishing place to live.

Funded through a number of different streams and working in partnership with a whole range of voluntary and statutory organisations the overall aim of the project is to tackle poverty and social exclusion by promoting:

- Health and wellbeing
- Lifelong learning
- Personal development
- Social interaction.



Connecting you to evidence, expertise and excellence

The Issues

Cranhill is one of the most deprived communities in Glasgow. An analysis of the 2009 SIMD (Scottish Index of Multiple Deprivation) shows that the area ranks poorly, with 5 out of 6 datazones in the Cranhill parish boundary area falling within the 5% most deprived – 3 of these actually in the bottom 1%, marked over several indices including: income; employment; health; education skills and training; housing; geographic access and crime.¹ The population is around 4550 (Cranhill parish boundary area). In these particular areas:

- The percentage of people who are considered 'income deprived' is as high as 71.4% in one of the datazones
- The percentage of people described as 'employment deprived' is up to 46.4% in another datazone.²

The legacy of deprivation is in a large part due to poor planning decisions made when the scheme was originally built. Residents are living in a range of badly designed and poor quality housing: multi-storey high rise flats, maisonettes, and traditional tenements. One of the overriding issues for the community however is the cost and adequacy of the public transport network. The nearest shopping areas, apart from a few local traders, are around three miles away and an hour round trip. This restricts choice and access to affordable food and general household goods. Poor geographical access to wider services has isolated people from participating in work or learning, accessing healthcare as well as limiting social activity, volunteering potential and community participation.

The re-settlement of asylum seekers in Glasgow since 2000, mostly in areas of high economic and social deprivation such as Cranhill, has further compounded the issues for locally based support services and community development. Social and cultural tensions have been heightened in the community making it even more difficult for asylum seekers to settle and integrate under the overriding pressure of temporary status.

¹ The Scottish Index of Multiple Deprivation 2009

² Scottish Neighbourhood Statistics 2008 – Faith in Community Scotland; Cranhill Community Profile 2010

The approach to the Issues

Cranhill Community Project (CCP) evolved initially in response to the vision of the Cranhill Parish Church congregation that their building ought to be used 7 days a week to benefit the wider community. From modest beginnings where focus was on providing an inclusive community facility for social and leisure activity, the project has continued to evolve and seek out opportunities for volunteering and community development.

With many local residents feeling let down by service infrastructure and skeptical of new interventions, local consultation in 2006 has helped set new priorities and drive forward CCP as a local service centre. The project is now essentially a one-stop shop offering variety and scale of services and activity;

- **Advice and information**, ie CAB / housing support and dedicated support for asylum seekers
- **Lifelong learning**, ie PC & IT courses, ESOL, ECDL, certified volunteer training, personal development courses, energy efficiency schools project
- **Health and wellbeing**, ie smoking cessation, weight management, fitness classes, healthy eating, cooking classes, understanding families and community gardening
- **Services aimed at those on a low income**, ie low cost community café, food co-op, nearly new shop, community transport
- **Leisure classes**, ie textiles, zumba, salsa, DIY, drama, outreach arts and crafts programme, youth club and childrens Playbusters group, men's space, women's safety, textiles
- **Events**, ie International Women's Day, International Health Day, International Ceilidh, Refugee Week
- **Lobbying**, ie for wider health provision and better transport links



Evidence of success

- Approximately 200 people access CCP's services and activities on a *daily* basis
- 1216 people participated in a range of activities in 2009/10
- In 2009/10 CAB staff assisted with 637 issues generated by 441 client contacts. The vast majority of issues are benefit related, however, many clients require assistance with multiple issues including housing, employment, debt and citizenship.
- £144,000 in benefit claims was secured for CCP clients 2009/10
- 218 people accessed education, training and learning opportunities 2009/10
- Winners of Glasgow Community Champion Awards 2009
- There are currently 28 funding streams contributing to and supporting the project. This support is as a result of reputation, robust monitoring and evaluation systems and being able to diversify.

Vibrant Volunteering

Volunteering is central to the ethos and success of CCP. Volunteers are involved with project planning and decision making in terms of service delivery and development. This is proof of the commitment to equal opportunities, community participation and personal development for local people. 31 volunteers now engage with and support project delivery. A needs-analysis is used to recruit, meaning the project only take on people who they believe they are able to fully support. Many volunteers come and go and move on, this is something they actively encourage. CCP is a stepping stone.

Case Study - Anna

Anna* left school at 16 trying to 'get into work'. In that time she has completed a college course qualifying her to work as a chef and had lots of jobs on and off, but finding the atmosphere repressive she has never found anywhere to settle. After a period of unemployment she began to feel depressed and negative about her future "just sitting in the house I began to wonder 'am I no good?'" It was at this point she enquired about

* name has been changed

volunteering with CCP. Anna has now completed a 13 week work-placement at the project, which has given her experience in administrative work and helped her develop new skills. During the placement she has mixed with people of all ages and from different cultural backgrounds. This has helped her gain confidence. She says she was immature when she first came to the project but has learned so much about herself and about others. "You see the background of the asylum seeker and refugees and know that we are better off". Staff at the project have helped her build her CV and are supporting her to apply for jobs. Anna wants to continue to volunteer when she does find work again however. She believes the project has given her 'determination' and she now has confidence in herself and her abilities. Her message for others is "If we welcome people and are enthusiastic about meeting them, then they will want to come back. You need to see the person and not how they speak or dress"

Case Study - Tam

Tam worked most of his life on the oil rigs and as a self-employed contractor. A problem with mental health five years ago however has changed his life. He has lost touch with his family and lost his job and home. Living in a homeless unit, Tam turned to alcohol, spending his days alone 'sad and lonely'. He says the project has saved him from suicide and changed his life. It was Tam's son who found details on a website and persuaded him to go along. To his surprise, people welcomed and accepted him. He was able to volunteer, choosing duties where he felt comfortable to begin with.

Tam* now has a focus and a structure to his day – something to get up for and somewhere to go. He sees the project as a stepping stone to help him 'get back to real life' and can see how his skills are valued and how he can add value to the project. Tam thinks that a meeting place like CCP enables the conversations to start – but people need to know they exist and what they offer "folk have to feel welcome. It takes a lot to come through that door and so you have to feel accepted as you are".

* name has been changed



Lessons learnt

- The success of CCP is hinged on a close knit motivated staff and volunteer team. Valuing and investing in staff and volunteer's individual and group development reaps rewards
- Only when the settlement needs of asylum seekers are met can they fully participate in integration. Investment in housing support and immigration advice for example is crucial to developing relationships
- It is essential to have robust *business applications* in place, ie monitoring and evaluation and financial management systems. These can be resource intensive to set-up but are crucial to securing and retaining funding
- Wider advice and support is available through local community planning, voluntary sector councils or regeneration agencies – ie for funding application support or financial planning – it is worthwhile taking advantage of this
- In terms of sustainability it is essential not to rely too heavily on individual funding bodies and to spread risk across smaller funding streams. A strategy of return on investment is needed however to weigh up worth of for applying for smaller grants
- It is important to take an entrepreneurial approach to delivering services and be open to diversifying
- Don't assume, even in the closest knit of communities, that people will know you exist and or what services you offer. Ongoing outreach programmes are essential to reaching the most isolated; ie the elderly, terminally ill or those dependent on substances.

One great thing

The community café is the real hub of the community, encouraging people through the doors from all walks of life; local people come to meet friends, support workers arrange visits with clients, local workforce are regulars for breakfast/lunch, OAP's, mothers with children or teenagers have somewhere to drop in. Once here, people can socialise, access advice and information, IT or internet services or sign up for / dip in and out of activities. It's all under one roof.

Why would this approach work well elsewhere in Scotland?

Disadvantaged communities in Scotland that are isolated, like Cranhill would benefit from a centralised service hub built around a local volunteering strategy. Many parish and existing community facilities are already local welcoming points and perfect for housing the development of services and activities in line with community need.

What next?

- CCP is in the process of being set up as a Community Development Trust; to continue cultivating community enterprise and develop wider community assets
- Thirteen women from Glasgow, including The CCP's project manager, recently set out to explore the ideology and entrepreneurial vision of women's Self-Help Groups in India. The group plan to bring the model to Glasgow to help evolve social enterprise groups in areas of disadvantage.

For more information visit:

<http://www.apassagetoindia-pa.blogspot.com/>



Scottish Centre for Regeneration

This document is published by the Scottish Centre for Regeneration, which is part of the Scottish Government. We support our public, private and voluntary sector delivery partners to become more effective at:

- regenerating communities and tackling poverty
- developing more successful town centres and local high streets
- creating and managing mixed and sustainable communities
- making housing more energy efficient
- managing housing more efficiently and effectively

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- coordinating learning networks which bring people together to identify the challenges they face and to support them to tackle these through events, networking and capacity building programmes
- identifying and sharing innovation and practice through publishing documents detailing examples of projects and programmes and highlighting lessons learned
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Scottish Centre for Regeneration, Scottish Government, Highlander House, 58 Waterloo Street, Glasgow, G2 7DA
Tel: 0141 271 3736 Email: contactscr@scotland.gsi.gov.uk
Website: www.partnersinregeneration.com

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