

Willowacre Trust Business Plan Summary 2022-2024



Willowacre
Trust

Charitable subsidiary of
West of Scotland Housing Association

Welcome

The Business Plan of Willowacre Trust is the key strategic document which communicates our vision and objectives to all our stakeholders, and how we will achieve those objectives. You can find the full Business Plan including Action Plan on our website at www.willowacretrust.co.uk

Willowacre Trust, a subsidiary of West of Scotland Housing Association, provides core services to help tenants keep their homes and to improve their wellbeing. These services include tenancy sustainment, starter packs, Handyperson service, food parcels, Imagination Library, money and energy advice and digital participation. Willowacre Trust also operates the Barrowfield Community Hub and gives support to older tenants in WSHA's sheltered homes.



Welcome from Willowacre Trust Chairperson, Elaine Davidson



This summary provides information about the aims and ambitions for Willowacre Trust over the next two years.

The general theme of our plan is supporting and sustaining our communities. We consulted with our stakeholders in advance of setting these objectives to ensure that they reflected the wishes of our communities and staff. We will continue to engage with all our stakeholders in the implementation of our plans.

There are many significant challenges for Willowacre Trust in the coming years, not least the cost of living crisis for those living in our communities and we will be focused on how we can support our more vulnerable tenants with the challenges they face in their daily life, particularly around poverty and keeping their homes.

As always, as a small charity, we are very dependent on working in partnership with others and continue to rely heavily on external funding to support the work of Willowacre Trust. It will remain our aim to continue building on existing relationships and explore additional partnership opportunities for the benefit of the communities we support.

The last two years have been extremely challenging for our customers and for our staff, but we have come out of the pandemic a better, more resilient organisation. Our Vision, Values, Strategic Aims and Key Business Objectives (inspired by the United Nations Sustainable Development Goals) contained in this Plan will ensure we continue to thrive and support the communities we serve.

Our Vision:

Achieve and support strong, vibrant communities

Our Strategic Aims:

1. **Sustainable Communities** – promote safe and resilient communities
2. **Reduced Inequalities** – empower and promote the social, economic and digital inclusion of our communities
3. **Good Health & Wellbeing** – promote and support healthy lives and well-being for all ages within our communities
4. **Partnerships** – build and strengthen partnerships for the benefit of our communities

Our Values:

The following words represent our key values. A framework has been developed to explain how we achieve these values through our actions:

- Respect
- Integrity
- Inclusive
- Improvement
- Support



Our Tenants and Communities

Our tenants and communities play an essential role in ensuring that our services reflect their needs and priorities. During February and March 2022, we consulted with over 800 tenants and asked what their priorities are in terms of Willowacre Trust's services. A summary of their priorities are shown below.

Services or support - most important

Support for older people - Events and activities; help with odd jobs; healthy meals	97%
Energy support - Reduce fuel bills; change suppliers; access to fuel grants	97%
Tackle food poverty - Food parcels; access to good affordable food; cooking on a budget training	96%
Tenancy Support - Access to starter packs; help to access furniture and white goods; handy person service	96%
Financial Help and Support - Money advice; debt advice; help with grants	96%
Environment - Clean ups; gardening ; community safety; recycling; upcycling	95%
Family Support Programmes - Sports clubs and groups; parenting classes; cash for kids; holiday programmes	95%
Activities for young people - Youth groups; Arts & crafts; sports	94%
Health & Wellbeing - Wellbeing calls; healthy eating; groups / activities to help promote good physical and mental health	91%
Educational support - Books for children; access to courses in the community	90%
Digital Support - Help to get on line, help to access digital devices, digital training	90%
Support with employment - Help to get a job; in work benefit calculations	84%

Our Key Business Objectives 2022-2024

- 1 Carry out a targeted consultation exercise with our communities, linked to the Business Plan, to further inform service design and delivery
- 2 Produce a funding strategy which supports service delivery and development
- 3 Deliver an extended range of services to reduce homelessness and increase successful tenancies
- 4 Explore the opportunities to utilise local buildings and facilities to provide a base for activities and services across our communities
- 5 Improve equality of access to services, in partnership with others, across our communities
- 6 Deliver a range of services designed to improve the health and wellbeing of older people within our communities which supports them to live well at home for longer
- 7 Promote new Community Benefits which align with partners priorities and deliver measurable benefits to our communities
- 8 Meet our transfer business case commitments to the households connected to Charing Cross
- 9 Identify and support the development of community use of vacant and/or derelict land within our localities

During the next two years we will also consider any opportunities to grow as a charity and increase the positive impact we can have on tenants and communities. We will consider new opportunities and funding that meet our aims and values and helps to deliver our strategic objectives.

Willowacre Trust Services

Willowacre Trust deliver a range of services to ensure that tenants are supported to live and remain in their homes and the communities in which they stay remain a good place to live and that wider support issues are understood and managed. These services include:

Starter Packs to help new tenants make their house a home

Emergency Food Aid in partnership with local foodbanks to give to those experiencing financial hardship

Dolly Parton Imagination Library which gives books to all tenants who have a child under the age of 5 years

Older People's Services provides a programme of activities and services to older people residing within both sheltered and mainstream housing. The long term aim of the service is to reduce social isolation and improve health outcomes which impact on the ability of older people to live independently longer

Money Advice Service focuses on tackling the issues associated with financial exclusion and severe hardship

Energy Advice Service focuses on tackling the issues associated with fuel poverty and self-disconnection

Handyperson Service delivered to tenants who struggle to complete small DIY type jobs around their house due to ill health or infirmity

Digital Participation service offers a range of services designed to help people of all ages become more digitally included, skilled and safety aware



Willowacre Trust operates the Barrowfield Community Hub which aims to offer opportunities to the wider community as well as increase support services available.

For more information:



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