

A Neighbourhood Approach to Community Wellbeing

Kinning Park Complex: Glasgow City

How a community organisation took a proactive outreach approach with the local community to support mental health and wellbeing during COVID-19



“as an organisation we have been more proactive and the success of this is key learning for us”

Martin Avila, Kinning Park Complex

What was the community need?

The potential impact of COVID-19 on the mental health and wellbeing of the population was widely recognised - this was expected to be particularly true for people living in vulnerable situations. The Kinning Park Complex, a community organisation with a role in supporting health and wellbeing, were aware of existing mental health issues within the local community and were concerned about how support could continue to be provided during lockdown. They were also aware of the risk of increased isolation for older people during this time due to a reduction in services and the impact this could have on mental health.

With strong connections and relationships in place across the local community, the Kinning Park Complex were well placed to identify and understand local needs and ensure appropriate services and support were developed.



Our communities are empowered to look after themselves and each other



Our communities have access to the goods, services and support that they need



Our communities are connected

Background to the community organisation

Kinning Park is a neighbourhood in the south west of Glasgow with significant economic and ethnic diversity. A number of local groups in the area provide support for residents in terms of food security, access to education, digital inclusion and financial aid.

The Kinning Park Complex is a community space that brings people together with access to activities, meeting rooms for local groups and a community café. As a ‘community anchor’ organisation, it has a role in building capacity and providing support to smaller local groups.

The Kinning Park Complex runs a health and wellbeing service funded by Glasgow City Health and Social Care Partnership (HSCP). The project employs a mental health nurse and is provided through the community café. It offers informal support and aims to identify and support people pre-crisis to improve their mental wellbeing and reduce social isolation.

Insights into how community groups/national organisations are responding to new community needs during COVID-19

How was this different?

The Kinning Park Complex changed the way they engaged with, and supported, the community. Previous activity focused on bringing people into the complex however the new approach took engagement to people's front doors. Flyers were distributed to every household, with additional promotion through local shops and community radio. People got in touch with a range of different requests for support, and services were then developed to respond e.g. delivery of food parcels, equipment to support home schooling. 150 households are being supported in the local area.

A key element of support has been around mental health and wellbeing and reducing social isolation. This is being delivered through wellbeing visits and calls. By visiting households to provide food services, staff have been able to build trusting relationships with a large number of individuals that enable open, honest and supportive conversations to develop.

Details of services are listed on the Glasgow Helps website which is being accessed by a wide range of local organisations. Referrals to the Kinning Park Complex are being received from Glasgow City HSCP and a range of third sector health and social care organisations.

What was the response from the community?

"This has been the first time that we have directly received referrals from the HSCP, something we have been keen to make happen for a while. So far the development of these services has been reactive, which is understandable, what we need going forward is to get a the wide range of stakeholders round the table and co-create new models of partnership and service delivery going forward."

Racheal Smith - Operations Manager, Kinning Park Complex

Key insights: Martin Avila, Director, Kinning Park Complex

"By targeting the whole neighbourhood we have engaged with people we previously had no contact with. Services are for everyone which has reduced stigma and Increased the number of people we support. This in turn has broadened the range of needs we are identifying – many of which are not directly related to COVID-19.

As an organisation what we have learned will support our future planning. We want to be more proactive in meeting needs, and to work with stakeholders in a more coordinated way. We have seen the value of our role in supporting health and wellbeing within our neighbourhood and are keen to build on this for the future.

We have had more engagement with the local HSCP which has been really positive. Moving forward we want to work with the HSCP in a more systematic way to consider:

- How do we bring together stakeholders to identify the needs of the community?
- How are resources allocated - what support can be adequately delivered by the third sector and what requires public sector support?
- How do we build capacity to support partnership working?

We all have similar outcomes we hope to achieve - to create healthy and resilient communities."

If you are interested in exploring something similar in your area or to find out more, please get in touch.

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