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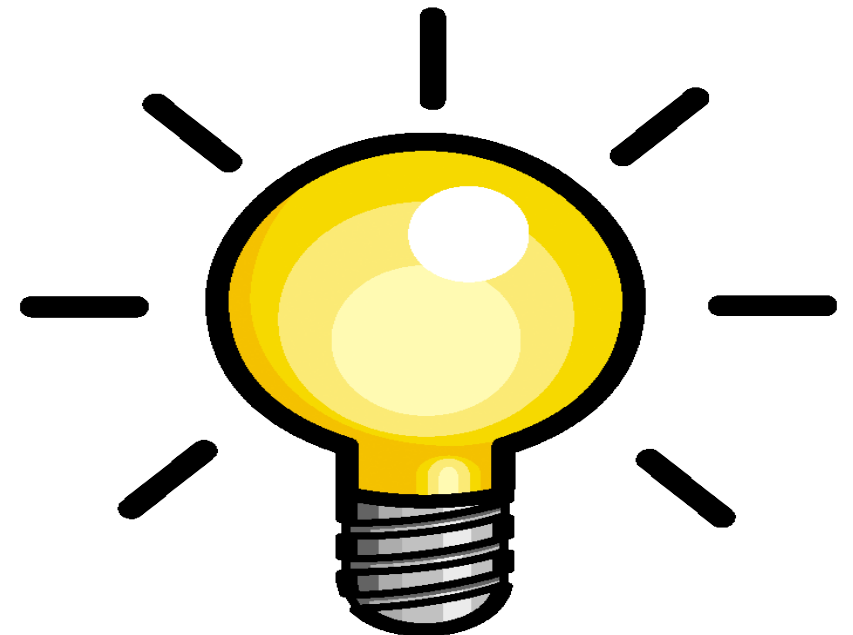
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Housing Studies Conference  
Sheffield  
11-13 April 2018  
Collaborate to Innovate: A  
Project to improve Connectivity  
in Rural Communities for Health  
Benefits

Simon Taylor  
University of Cumbria



# Content

- Pressures on housing organisations
- Collaborative working to improve services
- Description of the project
- Lessons learnt from the projects collaborative working

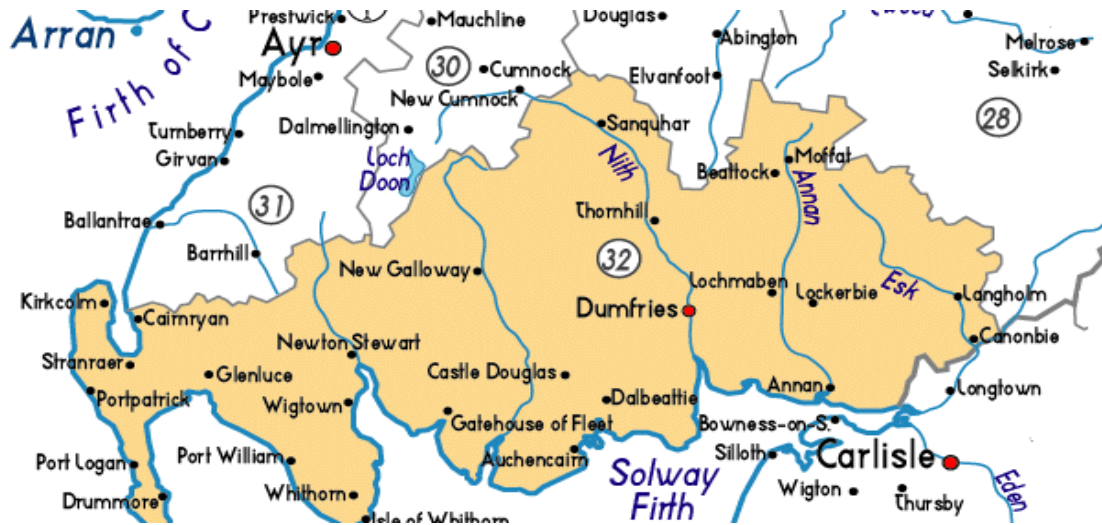
# Pressures on housing organisations

- Reduced Resources
- Increased Competition
- Expectations – Customers, Management, Funders, Regulators
- Challenges – Demographics, Location, Sustaining Tenancies / Communities

# Collaborative working to improve services

- Partner organisations combining resources / knowledge
- Common purpose / Trust / synergy
- Innovative and creative responses to contemporary challenges

# Project background (1) - Location



# Project background (2) Area Statistics

- 6,426 square kilometres
- Population – 148,00 (2011), 149,520 (2016)
- Households – 68,900
- Over 60 – 45,273 (2011), 65+ forecast to increase 56% by 2033
- Main towns – Dumfries (31,600), Stranraer (10,800), Annan (8,300)
- Population density 23 (per km<sup>2</sup>), Scotland 67.2 (km<sup>2</sup>), 4,542 (km<sup>2</sup>)
- Employment – farming, forestry, public sector
- Tenure (2011) – O/O(62.6%), social rented (27.1%), PRS (6.7%), other (3.4%)

# Project background (3) drivers

- Local demographics – increase in elderly populations
- Reduced resources for public sector organisations
- Public Bodies (Joint Working) (Scotland) Act 2014
- National Health and Wellbeing Outcomes – Scotland
- Technology Enabled Care Solutions (TECS)
- Improving connectivity
- Sustaining tenancies / communities
- Welfare reform & digital applications
- Accessibility of services / challenges such as ‘bed’ blocking



# Project Partners

- Health
- Social care
- University of Strathclyde
- Loreburn Housing Association
- Community groups
- Customers

# Project Purpose

- To increase connectivity to rural communities
- To increase accessibility to services
- To help people remain living independently in their own homes

# Project – TV Whitespace

- TV White Space technology - licensed radio spectrum that licensees do not use all of the time or in all geographical locations
- The key advantages of TV White Space are:
  - Excellent range and wide area coverage
  - Obstacle penetration characteristics
- learning from Mawingu Networks' African experience

# Project – Pilot (1)

- Social tariff broadband model (3 tiered levels)
- Specific Loreburn properties identified in two communities
- Hub connection equipment placed on the properties
- Central aerial transmitter with Wi-Fi access points (APs) throughout the developments
- The Wi-Fi broadband will be transmitted to an area with a radius of 1 km
- The more support from health and social care partners and other agencies that can be achieved the more the financial modelling can take place to assess the scalability of the social tariff broadband service model

# Project – Pilot (2)

- Pilot will run for 12 months
- Pilot programme involves very high levels of customer, community and agency engagement
- Assess scalability to role out across Dumfries & Galloway
- The pilot will be used to develop the portability and transferability

# Lessons learnt from the projects collaborative working

- Knowledge can be gained from engaging with others to find a solution that has worked in another place – white space technology
- Organisations can contribute to helping to solve each others challenges – enable people to access services, return home and stay in the community
- By working collaboratively staff from different organisations can problem solve bringing their specific expertise to the table

End

**THANK YOU.....**



**DO YOU HAVE ANY QUESTIONS ?**

Based on an article Taylor S P & Todman A, (2017), 'From Africa to Dumfries and Galloway: Connectivity in a Rural Community', *Journal of Corporate citizenship*, issue 68 (due for publication)

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