

Taylor, Simon Peter ORCID: <https://orcid.org/0000-0002-6188-2081> (2018)
Collaborate to innovate: a project to improve connectivity in rural communities for health benefits. In: Housing Studies Association Annual Conference: 'Professionalism, Policy and Practice: Exploring the Relationship between Theory and Practice in Housing Studies', 11-13 April 2018, Sheffield, UK. (Unpublished)

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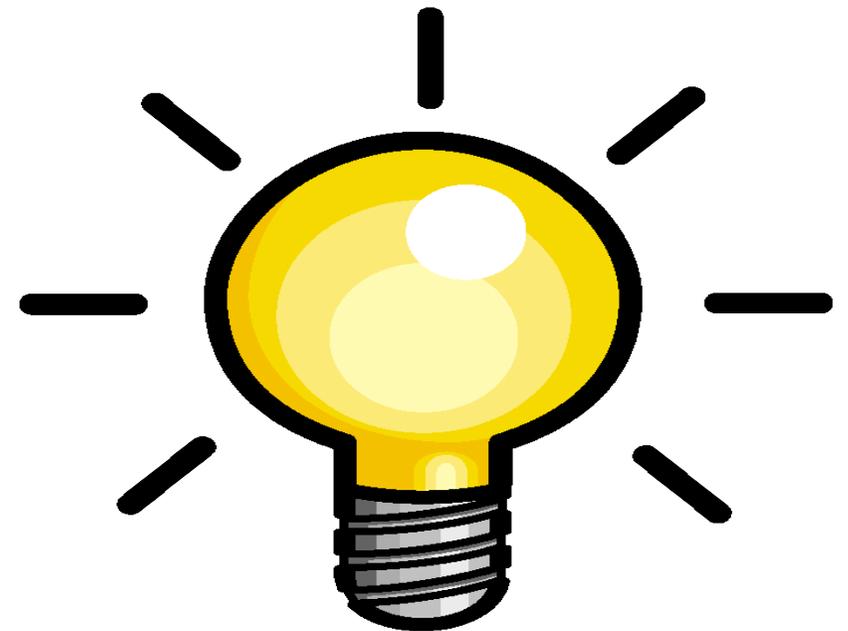
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Housing Studies Conference
Sheffield
11-13 April 2018
Collaborate to Innovate: A
Project to improve Connectivity
in Rural Communities for Health
Benefits

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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 km²), Scotland 67.2 (km²), 4,542 (km²)
- 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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