

VASLan Cambuslang & Rutherglen Locality Strategy 2026–2029

Empowering Communities in Cambuslang & Rutherglen through Local Networks

Purpose

To empower and enable the third sector in Cambuslang and Rutherglen to thrive by supporting local organisations, strengthening partnerships, and amplifying community voices across this urban locality of South Lanarkshire.

Vision

A visible, connected, and collaborative third sector that drives local change, strengthens wellbeing, and ensures communities in Cambuslang and Rutherglen are resilient, confident, and represented.

Local Context

Cambuslang and Rutherglen have a strong network of local organisations, social enterprises, and community groups delivering frontline support in challenging circumstances. Key themes emerging from the locality workshops include:

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- **Visibility and information gaps:** Many residents and professionals are unaware of available services. Mapping, signposting, and better use of shared directories are urgently needed.
- **Transport and accessibility:** Poor public transport and lack of community transport isolate vulnerable residents.
- **Volunteer and workforce pressures:** Ageing volunteer base, limited training, and overreliance on goodwill.
- **Funding and sustainability:** Short-term funding cycles, inequitable distribution, and burdensome monitoring processes.
- **Partnership challenges:** Limited collaboration between organisations, statutory services, and businesses.
- **Community infrastructure decline:** Empty high street buildings, closed halls, and reduced access to public spaces.
- **Health inequalities:** Increasing mental health issues, poverty, and social isolation, compounded by digital exclusion.

Pillar 1: Locality Network Strength

Aim: Build and sustain a trusted local platform connecting third sector organisations across Cambuslang and Rutherglen.

Outputs	Outcomes	KPIs
Relaunch and strengthen the CamGlen Locality Network with quarterly themed meetings.	Improved collaboration and visibility of local priorities.	25% increase in network participation by 2029.
Develop a Local Mapping Directory and update it annually.	Comprehensive picture of local services accessible to community and partners.	Directory launched by 2027 and updated annually.
Strengthen formal links with CPP and TSCOG structures.	Local needs reflected in strategic decision-making.	Cambuslang/Rutherglen representation at all CPP forums.

Pillar 2: Sector Engagement & Voice

Aim: Strengthen the collective voice of the CamGlen third sector to influence policy, planning, and investment.

Outputs	Outcomes	KPIs
Develop a CamGlen Third Sector Charter with shared values and advocacy priorities.	Unified voice for local organisations.	Charter signed by 30+ organisations by 2028.
Host Community Marketplace Events (e.g. at Rutherglen Town Hall) to showcase services and connect residents.	Increased public awareness and inter-agency collaboration.	2 annual marketplace events with at least 40 participating groups.
Deliver training for trustees and boards on governance, sustainability, and reporting.	Strengthened leadership and accountability.	3 governance training sessions per year.

Pillar 3: Collaboration & Impact

Aim: Encourage partnership working and shared delivery to maximise local impact.

Outputs	Outcomes	KPIs
Establish a CamGlen Collaboration Forum to support shared funding bids and joint projects.	More effective joint delivery and resource sharing.	2 collaborative bids per year submitted through the forum.
Create an Online Skills & Resource Exchange Platform for local groups to share knowledge, training, and assets.	Improved efficiency and partnership capacity.	Platform operational by 2028 with 40+ registered organisations.
Pilot cross-sector working groups on key issues (e.g. mental health, poverty, transport).	Collective solutions to shared community challenges.	Minimum of 3 pilot projects by 2029.

Pillar 4: Communications & Visibility

Aim: Improve communication, storytelling, and visibility of CamGlen's third sector impact.

Outputs	Outcomes	KPIs
Launch a "CamGlen Voices" Campaign using local radio, digital media, and case studies.	Greater awareness and pride in local achievements.	25% growth in digital engagement by 2029.
Partner with CamGlen Radio and libraries to promote local services.	Residents better informed about local support.	Regular monthly radio feature and displays in all libraries.
Provide digital and social media training for community organisations.	Increased confidence and online visibility.	20 local groups trained by 2029.

Pillar 5: Organisational Capability

Aim: Build local organisational resilience and strengthen VASLan's support infrastructure.

Outputs	Outcomes	KPIs
Deliver tailored training and mentoring on funding, governance, and sustainability.	More confident and capable organisations.	Four training programmes per year.
Hold VASLan drop-in surgeries in the locality (e.g. bimonthly at community venues).	Improved access to VASLan support.	Surgeries established by 2026 and ongoing fortnightly.
Improve communication and transparency around funding processes (e.g. Community Investment Fund, CMHWF).	Rebuilt trust and confidence in local funding systems.	Annual funding feedback survey introduced.

Local Outcomes Framework

Theme	Desired Outcome	Indicators of Success
Collaboration	Stronger partnerships and joint delivery.	Increase in shared projects and joint funding bids.
Capacity	Organisations with improved governance and sustainability.	Growth in multi-year funded organisations.
Visibility	Greater awareness of local services.	More residents accessing local support.
Participation	Enhanced volunteer engagement and community inclusion.	More diverse representation at Locality Network events.
Impact	Measurable improvement in wellbeing and connectivity.	Annual impact report evidencing progress.

Additional Focus: Community Infrastructure & Local Visibility

Cambuslang and Rutherglen face distinct challenges around community infrastructure and visibility. Many once-active halls and community venues are underused or closed, while empty high-street units could serve as spaces for third sector use. Workshop discussions also highlighted the loss of local identity and need for accessible “third spaces” for residents to connect.

Focus Area 1: Community Spaces & Asset Use

Advocate for community-led reuse of empty buildings and halls. Support local groups with asset transfer guidance and feasibility planning. Collaborate with SLC and partners to identify sustainable models for shared space management.

Community Spaces & Asset Use

Outputs	Outcomes	KPIs
Develop a Community Asset Directory for CamGlen.	Increased awareness of potential community spaces.	Directory launched by 2027.
Provide CAT support sessions for local organisations.	Greater confidence in managing community assets.	3 support sessions per year.
Pilot multi-use community hub model in one locality.	Stronger community ownership and accessibility.	1 pilot hub operational by 2029.

Focus Area 2: Digital & Information Accessibility

Improve visibility through integrated mapping tools and data sharing. Work with SLC, NHS, and libraries to create a unified “CamGlen Information Portal.” Encourage organisations to share updates through one trusted system.

Digital & Information Accessibility

Outputs	Outcomes	KPIs
Develop a joint digital signposting platform with partners.	Residents can easily find and access local support.	Platform live by 2028.
Provide digital inclusion training to community organisations.	Improved confidence using online systems.	15 groups trained by 2029.
Produce a biannual CamGlen Community Bulletin.	Consistent, accessible communication for all residents.	2 editions per year.

Delivery and Review

Local Delivery Plan: Developed annually by the CamGlen Locality Network.

Monitoring: Quarterly KPI and case study reporting to VASLan central team.

Learning Loop: Shared insights across all South Lanarkshire localities.

Review Points:

- **Year 1 (2027):** Review engagement and governance training.
- **Year 2 (2028):** Evaluate collaboration and infrastructure outcomes.
- **Year 3 (2029):** Refresh strategy based on community consultation and emerging data.

Summary

The Cambuslang & Rutherglen Locality Strategy 2026–2029 provides a roadmap for a stronger, more connected third sector. By investing in visibility, collaboration, and shared spaces, VASLan and its partners will ensure the CamGlen community thrives, speaks with a united voice, and influences lasting change across South Lanarkshire.