


HOW CERNACH DELIVERED SUPPORT TO OVER 900 TENANTS

Organisation name: Cernach Housing Association

Program: Glasgow Gift Card

“ Tenants want a seamless experience and that is what the Scotland Loves Local Gift Card offers. For any other housing association or group that is planning on distributing funding, I would absolutely recommend the Scotland Loves Local Gift Card. It has been a great experience from a business perspective and from a tenant perspective. It is really easy, and anything that makes the administration of funding pots simple is key. ”



Emma McShane
Corporate Services & Assurance Manager,
Cernach Housing Association

Why they chose the Glasgow Gift Card

Cernach Housing Association had winter food funding to distribute to tenants. Their housing management team also wanted to support tenants facing crisis circumstances to stay in their homes through their internal tenancy sustainment fund. Cernach chose to use their local gift card, the Glasgow Gift Card due to the choice on offer though the card, including supermarkets and independent shops and services. Cernach also appreciated the dignity offered by the card, so that tenants didn't feel judged for using the card.

Benefits

Using the Glasgow Gift Card supported Cernach's wider aims of community support. Local businesses are the ones that employ Cernach's tenants, and by choosing the card, they were able to direct funds directly into the local community, boosting the local economy in Drumchapel where poverty has traditionally been high. Using the card in their tenancy sustainment fund enabled Cernach to sustain 100% of tenancies last year.



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Experience of using the card

Once the funding was received, Cernach proceeded to order the cards from Miconex. Despite initial apprehensions about ordering £25,000 worth of gift cards, the experience proved less daunting than expected. To pay, Cernach received an invoice which was easier for them than online bank transfers or credit card. The Glasgow Gift Cards were shipped to Cernach, and activated once Cernach confirmed they had safely arrived. Tenants were invited to collect their card from the office with a form of ID, with visits taking 2-3 minutes per tenant. For tenants unable to visit in person, staff members made arrangements to deliver their card directly. Using the Glasgow Gift Card was much easier for the Cernach team compared to the cash distribution they've used in the past.

Tenant feedback and future use

The reaction to the Glasgow Gift Card from tenants has been really positive. Cernach Housing Association's tenants are finding the cards really easy to use, including using the Scotland Loves Local website to see where they can be spent. Importantly, the choice offered on the card is enabling tenants to live their lives happily and more comfortably, whether they want to use the card for a haircut, groceries, items for their home or to take their family out for a meal. Cernach plan to continue to use the Glasgow Gift Card to distribute funds to tenants.

Over 600

Businesses
Benefitting

900+

Tenants
supported

100%

Tenancies
Sustained

