



People Know How

Annual Report

April 2015-March 2016

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Head & Founder's Introduction

We are pleased to bring you our third annual report sharing the successful implementation and outcomes of our plans to “unlock your ideas” through our unique approach to social innovation.



We believe that "people know how" to identify their needs and the solutions that will help them fulfil their potential and solve social issues. Often, people don't realise that they "know how" and that's where we come in - unlocking ideas for a better future, today.

We call this process social innovation. We aim to support and empower people to mobilise their assets, get organised and fulfil their potential.

During the year we have organised our work into four themes:

1. LEARNING FOR CHANGE
2. CONNECTING CULTURES
3. CONSULTING COMMUNITIES
4. TRANSFORMING LIVES

As the ink dries on our report we look forward to celebrating with the Edinburgh Lord Provost, and our first 12 graduates of the Social Innovation Academy. At this event, hosted by Virgin Money we will be sharing our plans for next year and beyond (page 22-23).

We are committed to further exploring and addressing the challenges and opportunities we have identified through further community research, partnership working, community development, and social innovation. We will continue to approach this challenge involving all people; from the general public, service users, charities, community groups, the statutory sector, business and enterprise; and local, national and international government.

Finally, on behalf of the Board I would like to thank our volunteers, interns and staff for their commitment, passion and inspiration that has made the years achievements possible.

A handwritten signature in black ink, appearing to be 'Glenn Liddall'.

Glenn Liddall, Head & Founder,
People Know How

Strategic Report

Our Mission, Vision & Values

People Know How plans to work with different groups of people on a range of issues over the coming years. We fundamentally believe people know how to achieve their full potential and seek to empower them towards their goals:

Our Mission:

Innovating positive change by believing in people

Our Vision:

Our vision is a world where people have the opportunity to reach their full potential using their strengths and assets.

Our Values:

We value people's potential, we invest in creative and dynamic processes, we commit to meaningful action, and we strive for innovative solutions

Equality Policy

Equality is an intrinsic part of People Know How's mission and values. We are committed to promoting Equality and we welcome the enrichment and cultural diversity that follow as a consequence of our Policy and actions. We acknowledge that we have a duty – both moral and legal – to ensure that we are not unfairly discriminating in our employment and management practices, or in the services and opportunities we provide. It is our policy to provide Equality to all irrespective of: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity (including breastfeeding), race, religion or belief, sex and sexual orientation.

Our Work

People Know How has organised its work into four themes. This past year we have worked primarily with the first two whilst planning projects with the latter two:

1. LEARNING FOR CHANGE

We provide supportive learning environments, empowering people to share their lived experiences, whilst gaining new knowledge and skills that they apply in real life situations to bring about positive change.

2. CONSULTING COMMUNITIES

We consult communities helping them identify their needs and the solutions that will help them fulfil their potential and solve social issues. We train and support volunteers in a given community to carry out their own consultation process whilst engaging with relevant stakeholders.

3. CONNECTING CULTURES

We promote and facilitate dialogue connecting different cultures in Scotland toward identifying their needs and the solutions that will help them fulfil their potential and solve social issues.

4. TRANSFORMING LIVES

We actively work with children, young people and older people recognising the value of intergenerational work to help people make informed decisions and take positive actions.

Our Journey - 2015/16

Awarded grants from VAF & One City Trust for **Social Innovation Academy**



Agreed support from Open University & Queen Margaret University for the Social Innovation Academy



May 2015

Project briefs developed with four community partners



Continued developing content for Social Innovation Academy



July & August 2015

April 2015

Final **consultation with young people** delivered. Funded by the BIG Lottery, Investing in Ideas.



Launched consultation findings with young people at national youth conference

Final project report completed: Consultation with 151 Young People

June 2015



Consultation with Spanish Speaking and Scottish people giving birth to "Shared Heritage – Shared Future" project

October 2015

Volunteer recruitment begins for Social Innovation Academy

People Know How relocates to bigger office & training rooms at St. Margaret's House

Fairer Scotland Consultation completed
Social Innovation Academy goes live



Participants provide positive feedback on the first stage of the Social Innovation Academy

Dec 2015

Giving & Learning Week
#SocialInnovation
4 teams presenting projects

Launch of the Mobile Digital Classroom with Ragged University



February 2016

Nov 2015

Process to design a project to support young people commenced



Celebrating with Project Scotland as VIPs in recognition of the numerous quality volunteering opportunities provided

Jan 2016



Graduation Ceremony and Celebration planned with Edinburgh Lord Provost attending

March 2016

Final project report completed



Achievements & Performance

1. Learning for Change

▪ **Social Innovation Academy:**

Supported by the by the Voluntary Action Fund & the One City Trust, we trained and empowered volunteers to undertake “real life” projects with our partners:

- The Broomhouse Centre
- Scottish Adoption
- The Living Memory Association (THELMA) and the
- Cockburn Association.

We equipped 12 volunteers to carry out community development, community consultation, and social research, toward designing innovative solutions to challenges presented by each partner.

Through the pilot **we achieved three things:**

1. Successfully trained volunteers in social innovation skills that have benefitted them and achieved positive social change for others.
2. Successfully responded to social innovation challenges and delivered on projects set by community partners.
3. We have established a model that we can scale up and run long-term.

Furthermore we have:

Improved cultural bridging: in the training of volunteers and the community partner consultations and projects. We have established supporters within the business and enterprise community of Edinburgh who have pledged “in kind” support to us.

Improved civic inclusion: through the training and community consultation process. Similarly, we brought people together who would be unlikely to connect in their usual walks of life and people had the opportunity to share their viewpoints whilst listening to and appreciating others.

Consulted citizens: in the City of Edinburgh and involved them with the four community organisations partners in addressing social inclusion.

Demonstrated our commitment: to further exploring and addressing the challenges and opportunities that further community research, partnership working, community development, and social innovation will present.

We look forward to scaling up the Social Innovation Academy with another planned to start in autumn 2017 with Queen Margaret University validating the modules and Open University “badging” them.

Note: Full details are available in the: Social Innovation Academy Report 31st March 2016

■ **Mobile Digital Classroom:**

We recognise the “digital divide” that affects some of the most disadvantaged and vulnerable in society and people who have just not had the opportunity to develop digital skills. Our aim of this service is to close the “digital divide”.

We provide a complete set of mobile equipment which accommodates up to 12 people to use computers, and most importantly, the internet. All packed in a custom designed fly case which allows someone to bring everything that is needed to the place where it is needed – “just add people”.



Ragged University and People Know How along with volunteers are working with a number of community groups and organisations. The service brings computing to

people and provides them with skills to use the internet to benefit their lives. To successfully deliver these workshops we collaborate with Ragged University, volunteers, and a wide range of community based organisations.



In short, a floating classroom is a complete set of mobile equipment which accommodates up to 12 people to get onto computers, and most importantly, onto the internet. All packed in a custom designed fly case which allows someone to bring everything that is needed to the place where it is needed; just add people...

Alex Dunedin, Director, Ragged University, January 2016



Note: Full details are available via the Ragged University & People Know How websites

▪ **Social Research Programme:**

We have developed a unique programme that equips people to write good quality literary reviews on a range of topics around social innovation and modern day social issues. Volunteers who are generally studying at a university in Edinburgh receive training from us in how to review all different mediums of research from academic papers to documentaries to charity and think-tank reports, both nationally and internationally. Our training insures a consistency and quality to all the literary reviews that will then be posted on our website and made widely available.

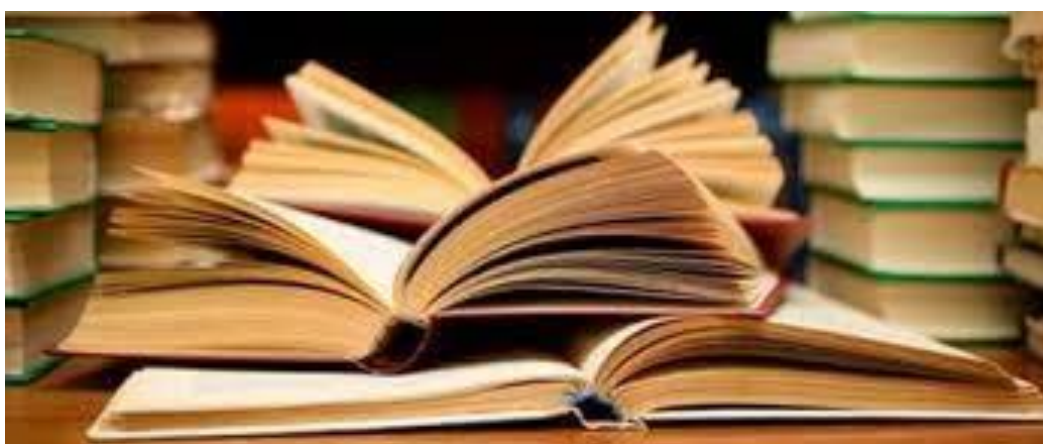
This programme builds on the over 100 papers that were reviewed as part of our Children and Young People Consultation in 2014/15.

The programme is designed to have the following benefits:

Volunteers / students: get the opportunity to develop their literary reviewing skills and get acknowledged by way of recognition on our website and a reference / certificate. All good for building that all important CV.

People Know How: gain a bank of literary reviews to assist in developing new innovative responses to modern day social issues; especially around our current developments.

Everyone: gains open access to a bank of literary reviews around modern day social issues. All toward the greater good – for people and organisations to put to use as they see fit.



2. Consulting Communities

■ Consulting with Children & Young People:

Over the past two years we have consulted with young people across Edinburgh to determine what challenges they faced in their lives and what opportunities they would like access to. Supported by the Big Lottery Fund - Investing in Ideas we ran



consultations involving 151 young people with the aim of identifying what issues they believed affected their lives.

We gathered rich and informative data from these consultations. We are using this information to address areas for change by developing innovative new approaches, projects, and services that better support young people and reflect their views. We are further developing this work within the *Connecting Cultures and Transforming Lives* themes.

Note: Full details are available via the People Know How website

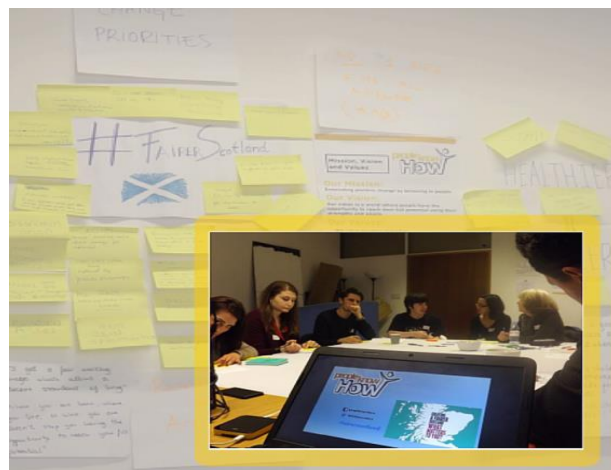
■ Spanish Speaking Community Consultation:

The “El Puente” report highlighted the concerns and areas for discussion within Edinburgh’s Spanish speaking community. People Know How was delighted to be able to take on the initiative and enter into a dialogue with a range of interested individuals, organisations and groups with the aim of running a networking event. We are working with a newly established network of individuals and organisations to look at the needs of the growing community of Spanish speaking people in Edinburgh. We are further developing this area in the *Consulting Communities* and *Connecting Cultures* themes.

Note: Full details are available via the People Know How website

■ Fairer Scotland Consultation:

Funded by the Scottish Government through the Voluntary Action Fund we developed an event where we consulted with a diverse group of people resident in Scotland to determine how they believed Scotland could become 'fairer'. From this process themes such as health, wellbeing and access to opportunities were brought to our attention. These findings are informing the development of work.



Note: Full details are available via the People Know How website

■ Healthier Scotland Consultation:

Supported by the Scottish Government initiative, we aimed to talk to as many people as possible about their health priorities, to inform policy about Health and Social Care. People Know How team wanted to ensure older people with higher support needs had the chance to input to the Healthier Scotland consultation. To do this we ran a consultation at the Canalside Day Centre, Westerhailes to understand how elderly people defined health and how services such as home care could be improved.

Note: Full details are available via the People Know How website



3. Connecting Cultures

■ Shared Heritage - Shared Future:



We are developing a project seeking support from the Heritage Lottery Fund for Scottish and Spanish speaking people to come together across Edinburgh and the surrounding area to discover, record and appreciate their shared heritage, history, cultures and futures. This project recognises the opportunity to bring together the increasing numbers of Spanish speaking people with Scottish people. It intends to build bridges between those communities, opening up avenues to discover, learn, appreciate and understand

our shared history and heritage across centuries. There will be a chance for people and communities to build positive futures and influence the wider population of Scotland. The project will focus of the shared heritage around Scottish people going on package holidays to Spain in the 1950s to 1980s.

Shared Heritage – Shared Future: Building a positive future with Spanish speaking people in Edinburgh

■ Cultural awareness – children, young people & older people:

Edinburgh has experienced records levels of immigration, with a growing number of children who have either migrated to Edinburgh or have been born to migrant parents. People Know How is scoping a project, with the aim of bridging the gap between cultures. We will employ an assets based approach, equipping and empowering them to share their knowledge, experience and skills in a positive environment.

4. Transforming Lives

- **Young people – affected by anti-social behaviour**

We are currently in the process of securing funding to run a consultation based project that will provide young people with the skills and confidence to lead in the design of a new service. We will be working with young people from four high schools across East Edinburgh who may become at risk or vulnerable to anti-social behaviour. We will be collaborating with stakeholders including the police, schools, other charities and community groups, statutory services and the business and enterprise community.

Additionally, the creation of a Volunteer Engagement Team will allow us to work on a one to one basis with young people to encourage them to become involved in existing community based activities and services. We will also focus on encouraging them to build healthy relationships with their family and existing social networks including their schools, peers and outside organisations.



2016 / 17 Next steps:

2015 / 16 has seen the establishment of our four themes and the related activity as described on the preceding pages. This strong foundation now provides us with an exciting year ahead to advance all these projects and grow our capacity as an organisation.

We will develop and grow all the projects within the established 4 themes:

Learning for Change

- **Social Innovation Academy**
- **Mobile Digital Classroom**
- **Social Research Programme**

Consulting Communities

- **Consulting Communities linked to our current projects**
- **Exploring opportunities to tender for Public Contracts Scotland contracts**

Connecting Cultures

- **Shared Heritage - Shared Future**
- **Cultural awareness – children, young people & older people**

Transforming Lives

- **Young people – affected by anti-social behaviour**

To support this work we are also embarking on a programme to strengthen People Know How organisationally:

1. New premises

From April 2016 we are relocating to **bigger premises** within Ocean Terminal Shopping Centre. This has been secured rent free and provides the opportunity for us to:

- Enlarge our **office facilities** to accommodate our growing team of interns, volunteers and students on placement.
- Offer **community space** at no cost to charities, associations and community groups for activities such as exhibitions, information sessions, awareness raising, workshops or any other type of suitable activity.
- **Consult, survey and run focus groups** with the general public on a range of issues.
- **Promote our work** including recruiting volunteers, participants for the Social Innovation Academy and collecting / displaying heritage related to our Shared Heritage – Shared Future project.

2. Promotion and brand identity:

- We will continue to **develop our website and social media channels** along with using more traditional media to promote our brand and identity. We will explore the feasibility of running a conference.

3. Fundraising and social enterprise toward a sustainable future:

- We will continue to **develop our approaches and sources to secure funding** and further explore opportunities for **social enterprise** toward a sustainable future.

4. Development of the Board of Trustees:

- Building on the skills, experience and diversity of the board including new additions we will **review the current system of subgroups and redesign them** to better manage and support the expanded work of People Know How.

5. Human Resources:

- Building on the current staff team **we will look to expand** it as resources allow and further enhance our systems and capacity to recruit, select, support and manage more volunteers, interns and students on placement.

Consolidated Statement of Financial activities

Charity Number: SC043871

SCIO: People Know How

Accounts: 1st April 2015 to 31st March 2016

Income	£
Balance brought forward from 2014/15	10,215.00
BIG Lottery – Awards For All	9,565.00
Voluntary Action Fund (includes Healthier / Fairer Scotland)	10,800.00
SCVO - Internship	1,648.50
Project Scotland – volunteer expenses	332.00
Training Income	250.00
Ponton House Foundation	1000.00

TOTAL	33,870.50
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Expenditure	
Salaries costs	19,978.12
Insurance	419.97
Phone, internet, computers, website	5,607.49
Rent, utilities and room hire	2,177.66
Volunteer expenses	1,533.11

TOTAL	29,716.35
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Assets carried forward at year end	4,154.15
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Audited, accounts and trustee's report agreed as a true record on 19th April 2016

By the following trustees:

Lesley London, Chairperson

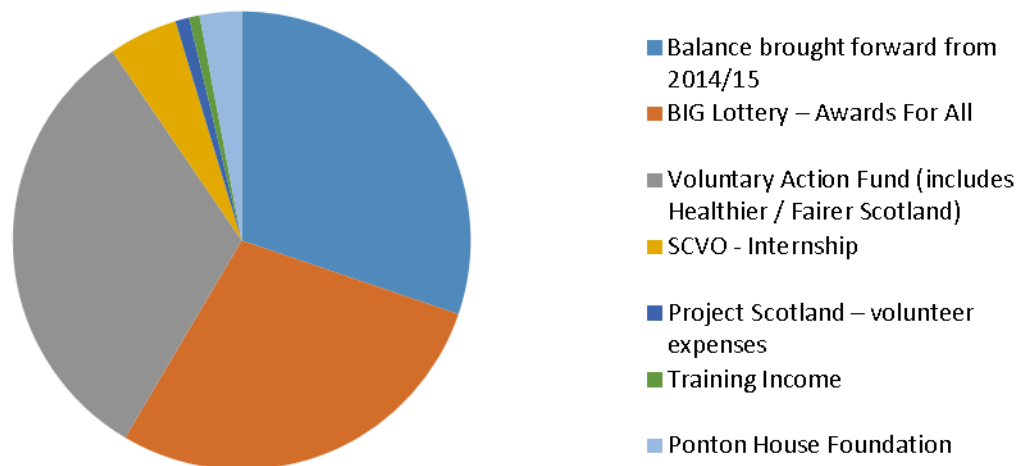


Mark Spolton-Dean, Treasurer

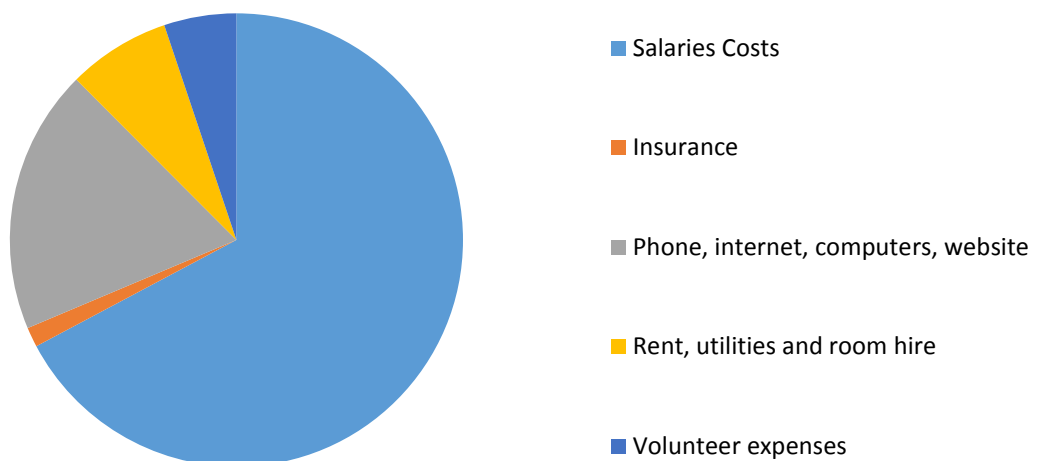


The board is committed to overseeing the long-term development of unrestricted financial reserves equal to three months expenses of the organisation.

Income



Expenditure



Grants received

Charitable trusts, grants and foundations 2016/17

Big Lottery – Awards For All:	£9,565
Voluntary Action Fund:	£10,800
One City Trust:	£10,000
Ponton Trust Fund:	£1,000

Structure, governance, management and team-work

People Know How is a Scottish Charitable Incorporated Organisation (registration number SC043871), being registered with charitable status with the Office of the Scottish Charity Regulator (OSCR) from 19th March 2013, and recognised as a charity by HM Revenue and Customs. The organisation was established with and is governed by a constitution.

Board of Trustees

Lesley London – Chairperson
Nigel Ross – Vice Chairperson
Mark Spolton-Dean - Treasurer
Samantha Monk – Trustee
Jamie Laing – Trustee
Keith Smyth – Trustee
Amrita Ahluwalia – Trustee
Alec Edgecliffe-Johnson – Trustee
Caroline Watson – Trustee

David Brackenridge – Resigned June 2015
Eloise Nutbrown – Resigned October 2015
Lucy Morgan – Resigned December 2015

Staff Team

Glenn Liddall – Founder and Head of People Know How (Full-time)
Miren Ochoa – Office Manager, Training & Volunteer Co-ordinator (Part-time)
Melissa Lynch – Apprentice Administrator (Full time)

Volunteers, students and interns

During the year 2015/16 a total of 33 volunteers, students and interns contributed to and benefited from People Know How.

Acknowledgements & Thanks

On behalf of the Board of Trustees, I would like to thank our volunteers who give their time and ideas so generously. We would simply not have achieved the year's outcomes without the People Know How team of volunteers, interns and staff. We value the team's potential and willingness to engage with the charity's ethos – unlocking people's ideas for a better future, today.

Similarly, we are committed to partnership working because we know that it's an effective way to ensure that people have the opportunity to reach their full potential using their strengths and assets.

For us partnership working means proactively involving "everyone":

- charities and community groups
- the statutory sector
- the business community and
- people from all walks of life.

The back cover of this report provides an illustration (not an exhaustive list) of who has helped us achieve our vision. We look forward to continuing to build the depth and breadth of this network.

The Annual Report is signed by the Chair on behalf of the Board of Trustees. The Trustees also approve the Strategic Report, which is contained within this Annual Report.

A handwritten signature in dark blue ink that reads 'Lesley A. London'.

By order of the Board of Trustees
Lesley A. London
Chairperson of the Board of Trustees
19th April 2016

Stop Press: Social Innovation Academy graduation event

On Tuesday 26 April 2016, around 40 people attended our event in the Virgin Money Lounge in Edinburgh's St Andrew Square celebrating the graduation of the first 12 Social Innovation Academy graduates.

The evening began with Glenn Liddall, Founder and Head of People Know How, introducing the key guest speaker, The Rt. Hon. Donald Wilson, Lord Lieutenant and Lord Provost of the City of Edinburgh to the welcomed guests. Amongst those attending were representatives from community partners; The Broomhouse Centre, the Cockburn Association, the Living Memory Association and Scottish Adoption.



The Living Memory Association



Cockburn Association



Scottish Adoption



The Broomhouse Centre

The Social Innovation Academy graduates had spent the last four months learning about community development, community consultation and social research toward designing innovative solutions with the partner organisations.

Before presenting the graduation certificates, the Lord Provost had the opportunity to talk directly with the graduates and representatives from the partner organisations to hear more about their placements and the practical experience gained from conducting community surveys, focus groups and interviews, to evaluating research, and finally presenting their findings.



He said: “I am a supporter of People Know How and their work around social inclusion, and this is a great example of what I believe is important - citizenship for all in Edinburgh.”

Glenn Liddall then took the opportunity to share some exciting plans for the Academy and People Know How for 2016 and beyond. The “first cut” of a new promotional film followed, featuring a number of students and volunteers talking about People Know How and their involvement.

Lesley London, Chairman of the Board of Trustees, thanked the Lord Provost for joining the graduation, particularly as he had explained that it was only two days after his completion of the London Marathon. There was a positive end to the evening,

with all enjoying drinks and a buffet, getting to know each other better and celebrating with the new graduates.



We work closely with numerous partners, funders, supporters and networks in collaborating to grow innovative programmes that drive sustained impact on the needs of communities. We couldn't do what we do without your support, thank you.



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Edinburgh, EH7 6AE

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Ocean Drive, Edinburgh, EH6 6JJ

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Facebook: /People Know How

LinkedIn: People Know How

