

# People Know How Annual Report

**April 2016 - March 2017** 



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### Head & Founder's Introduction

Our fourth year has seen us establish three projects which have since become central to our work at People Know How. These are our schools projects: Positive Transitions, supporting S1 pupils to make a great start at secondary school and Learning Together – Growing Together, supporting parents and their children to better engage in learning, as well as Re:Connect helping people to grow their social connections through developing their digital skills.



All three projects have come about through our unique approach to social innovation that we have continued to develop with our Research Briefings project and ongoing Social Innovation Academy; as well as setting up the Community Space at Ocean Terminal in Leith.

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. This has been demonstrated with over 100 volunteers, students on placements and interns being involved in bringing to life our "People Pledge" that puts team work and collaboration at the centre of all we do.

#### Our "People Pledge" – launched in August 2016

"We believe that everyone should benefit personally from being part of our team and fulfil their personal aims and objectives in equal measure to that of our organisational aims and objectives. As such we will provide a supportive learning environment where what you achieve is of equal value and importance to what we achieve organisationally. We will deliver high quality and innovative projects at the same time as offering meaningful and supportive opportunities for all team members. We call this our "People Pledge" and all we ask in return is your commitment to engage fully with us and strive to achieve the best you can."

Since there has been so much to report this year and we constantly continue to develop, this report may not be able to cover all the most recent developments, so please do look at our website, follow our social media channels and subscribe to our electronic newsletter to keep up with our news.

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

Glenn Liddall, Head & Founder, People Know How





## Strategic Plan – to 2020

### 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 do not discriminate unfairly in our employment and management practices, or in the services and opportunities we provide. It is our policy to ensure Equality of treatment and opportunity irrespective of: age, disability, gender, marriage and civil partnership, pregnancy and maternity (including breastfeeding), race, religion or belief, sex and sexual orientation.

## Collaborating for positive impact

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.



## Strategic Aims and Actions

## Strategic Aim One Positive social change

We will continually improve and implement our approach to social innovation to achieve positive social change toward a fairer Scotland for all, ending child poverty, a strong start for all young people, fairer working lives and a thriving third age.

#### **Actions:**

- 1. Further develop the Social Innovation Academy with participants, community partners and contributors to achieve the greatest impact
- Expand and maintain the Community Space with individuals, community groups and charities, providing space, resources and support to facilitate and enable the best use of collective strengths, assets and potential
- 3. Continually build the skills, capacity and effectiveness of the team to develop best practice and maximise positive impact embracing creativity and social innovation
- 4. Focus work within the four themes: Learning For Change, Consulting Communities, Connecting Cultures and Transforming Lives

## Strategic Aim Two Mutual benefits

We will work in collaboration and partnership across all of our projects to achieve maximum impact.

#### **Actions:**

- 1. Ensure that as an organisation we are open to ideas from all source, both internal and external to the organisation, and fully consider them on merit
- 2. Ensure that the benefits to our volunteers, interns, students on placement and people on work experience are of equal value and importance to that of our service users and organisational objectives
- 3. Expand our approach toward a systematic approach to recruitment, induction, training, management, work flow, support and supervision through developing the People Pledge and inspiring people to be creative and innovative in shaping their role
- 4. Work collaboratively with all stakeholders including the general public, people using our services, the team, community groups; charities large and small; academia, statutory provision, local and national government and its agencies
- 5. Use and develop our approach to social innovation to build social capital and foster positive community development



## Strategic Aim Three Share learning

We will share our learning widely and proactively to empower others to achieve positive social change toward a fairer Scotland for all.

#### **Actions:**

- 1. Share and promote our learning widely, to positively impact on policy, practice and social change
- 2. Develop our networks and create a structured, strategic approach to information sharing by creating a team to attend events, contacting relevant organisations and working with interested parties
- 3. Develop opportunities for discussion and debate across sectors to support evidence based policy making
- 4. Improve our Research Briefings initiative, building on the database of reviews and increasing the publicity of the programme
- 5. Develop our influence as a third sector organisation that facilitates and promotes social innovation to inform policy and evidence based practice

## Strategic Aim Four Sustainable and independent

We will develop our funding streams and approach to social enterprise to enable us to reach financial sustainability. We will develop our voice and impact retaining our independence and building our reputation.

#### **Actions:**

- 1. Develop funding streams, resourcing and infrastructure to support, sustain and expand our work fulfilling our mission, vision and values including a social enterprise approach
- 2. Secure premises that are fit for purpose where we can develop long-term
- 3. Communicate effectively with all stakeholders to enhance the field of social innovation toward making a fairer society
- 4. Achieve awards, quality marks and recognition to demonstrate success in our work
- 5. Maintain and develop good governance and systems to manage effectively, environmentally and ethically as a leader in the sector



## Our Work

People Know How has organised its work into four themes:

• Providing supportive learning environments, empowering people to share their lived experiences and know how; whilst gaining new knowledge and skills that they apply in real life situations to bring about positive social change.

Learning for change

Consulting Communities

• Consulting communities helping them identify their strengths, needs and the solutions that will help them fulfil their potential and solve social issues. Training and supporting volunteers in communities to carry out their own consultation processes whilst engaging with stakeholders. We use data and data analysis to support this process.

 Actively working with children, young people and older people recognising the value of intergenerational work to help people make informed decisions and take positive actions. Transforming Lives

Connecting Cultures

 Promoting and facilitating dialogue connecting different cultures in Scotland toward identifying their needs, strengthes, and the solutions that will help them fulfil their potential and solve social issues.



## **Our Journey - 2016/17**

Awarded grants and funding to commence schools project, **Positive Transitions**.

April 2016



Funding in place to launch

Re:Connect

June 2016

digital participation project.



Launched **Positive Transitions** at School Assemblies.

Re-location of **Community Space** at Ocean Terminal, Leith.



October 2016



Hosting Community Renewal, and Streetreads along with other community groups at the **Community Space.** 

Office established at **Ocean Terminal**, Leith.

May 2016

OCEAN TERMINAL

Opening of **Community Space** at Ocean Terminal, Leith.



July & August

2016

**Positive Transitions** school workshops commence along with befriending.

Sept 2016 **Research Briefing** published Big Data and The Third Sector: Opportunities and Challenges.



Nov 2016 **Schools exhibition** - Positive Transitions at St. Margaret's House.





Art Therapy student from Queen Margaret University commences at Leith

Academy

Jan 2017





Latest **Social Innovation Academy** starts with three new projects:

Jan 2017

- Alcohol Use Consultation
- Digital Inclusion for People who are homeless
- Design a group work programme to support S1



May 2017

New office at St. Margaret's House opened.

101<sup>st</sup> person this year joins the team of volunteers, interns and students on placement

#### **Growing Together – Learning Together**,

family learning project commenced funded by the BIG Lottery Youngstart programme and in April by City Edinburgh Council

Jan 2017





Hosted over 30 community organisations to officially open the **Community Space** at Ocean Terminal, Leith.





Team take part in **Equality & Rights Network** (EARN)
"photoshoot".

March 2017



#### **Social Innovation Academy**

Graduation hosted by Virgin Money Lounge, with presentations made by Ben Macpherson, MSP.

**Youth Board** event at Norton Park, Conference Centre.



### **Achievements & Performance**

## Social Innovation Academy:

We trained and empowered 19 people to carry out community development, community consultations, and social research, as below:

#### • Re:Connect:

To investigate how People Know How, through the Re:Connect project, might better engage with Edinburgh's homeless community in order to improve digital literacy and promote social inclusion.

#### Positive Transitions:

To design a group work programme for young people, based on People Know How's consultation with them, which addresses challenges they face when moving to secondary school.

#### Alcohol

To gain an in-depth understanding of Edinburgh residents' perceptions of alcohol consumption and alcohol-related harm, through a series of city-wide consultations; including an online survey and facilitated conversations with people.

#### The Social Innovation Academy 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 the above projects.
- 3. Developed our model further to scale up and run long-term.



#### **Furthermore:**

We are thankful to FreshSight who carried out a consultation process for People Know How to investigate the feasibility of a social enterprise model including:

- Carrying out research projects for fee-paying clients.
- Outside funding, incentivised by positive outcomes for participants
- Undertaking projects in response to Public Contracts Scotland opportunities
- Working with the corporate sector

After having determined a sustainable model for the Social Innovation Academy, consultants should advise the client on how to successfully implement it. This may include recommendations relating to a communication strategy, short-term and long-term project targets, quality control mechanisms and a system for monitoring outcomes for participants.

FreshSight is a student-led consultancy, founded in 2008, that provides socially conscious organisations with innovative business solutions. Over the course of an eight week project, teams of six student consultants work together with business mentors and FreshSight management to produce strategic recommendations that aim to have a real social impact. Our mission is to enhance our community by providing forward-thinking and sustainable recommendations to help empower the third sector in and around Edinburgh.

#### **Next Steps:**

A Working Group is being set up to take forward the recommendations.

Another Academy is being planned for 2017/18.



#### Re:Connect:

During the year the project that started in 2015/16 as the Mobile Digital Classroom became Re:Connect, securing funding from the Scottish Government – Social Isolation And Loneliness Fund (SIALF).

The project has involved recruiting, inducting, training, supporting and supervising over 15-volunteers to work with over 300 people experiencing disadvantage, to create or improve their digital literacy, enabling people to start using the internet or to use it more.

Enabling people who have been digitally excluded to use the internet at least once a week has been found to reduce social-isolation and the effects of social-isolation such as loss of confidence and boredom, amongst other benefits.

We are primarily targeting people who are economically disadvantaged as a result of being unemployed, in recovery, homeless, disabled or older; either by going to where they are based, in homeless-hostels, recovery-services, older-people's-services, or inviting them to our community space, at Ocean Terminal.

Groups are being supported by the volunteers and staff to go through a process:

- 1) Exploring the potential of the internet
- 2) Identifying a spark of interest in getting online or developing new IT skills
- 3) Learning new skills
- 4) Exploring further potential of the internet/ computers, in particular how the internet can be used to support social-connectedness
- 5) Identify a plan for continuing to make use of the internet frequently.

The project has enabled people to:

- 1) Increase their social-connectedness through participating in groups and developing interest and skills to connect-online
- 2) Reduce the effects of their social isolation, through increasing confidence and developing interests.

The project is being delivered in partnership with Ragged University and VIE – Value, Involve, Evolve.

**Next Steps:** This stage of the project has been funded by SIALF to end June 2017 and further funding to end March 2018 has been secured from the Scottish Government's Digital Participation Charter Fund, managed by SCVO.





Supported by BBC Children In Need, Voluntary Action Fund, One City Trust, Ponton House Trust and Lloyds TSB Foundation for Scotland - Henry Duncan fund, People Know How ran a project supporting S1 pupils, to help them get off to a good start in secondary school. In partnership with three high schools in Edinburgh, we actively engaged with and consulted 12-17 year old, young people. We consulted and increased over 500 young peoples' participation in their school and community; and helped them fulfil their potential, working with them to identify ways to further improve their experiences at school.

#### Positive Transitions consisted of two phases.

#### **Phase 1: High quality consultation:**

We recruited a group of 30 volunteers to design and deliver activities and consulted over 560 young people; through this process:

**Assemblies and first engagement activities during break times:** From 560 young people we consulted during assemblies, 285 of them, 51%, believed they were not heard by their community and adults. "Just because we are young, doesn't mean we don't have anything to say..."

**S1s workshops:** These workshops were designed to engage with and talk to every S1 young person in smalls groups (20-30 students). Using Personal Social Education (PSE) class times, we spoke with and consulted young people over three 3 workshops:



- What matters to young people when starting high school? Focused on the challenges as well as the opportunities faced by young people when moving to secondary school.
- Does Social media affect perceptions about high school? The main topic was social media and how it affects young people; both in a positive and negative way. 71% of the consulted young people were aware of the effects of social media and the use of technology in their everyday lives.
- What advice do S1s have for the next S1s generations? This last workshop involved
  asking young people what skills are needed to improve transition to high school and
  the S1 year. They created lots of posters and leaflets, which we exhibited for a week
  at St Margaret's House, in Edinburgh.

#### PHASE 2: Delivering a service with/for young people

These are the activities and services we delivered with 560 young people:

**Engaging young people during breaks - phase 2 project:** The engagement activities consisted of conducting different activities, engaging actively with as many pupils as possible during school breaks. Some of the questions we asked:

- How are young people supported in school? Over half of the 560 young people do not feel adequately supported at school.
- **Young people & parents:** Most of the young people we consulted would like parents to be involved in their education at some level.

**Befriending Programme:** Our Befriending Service helped young people to have a positive transition into secondary school. This service supported young people who were encountering challenges when starting high school.



Befriender--Befriendee on their last session

**Art Therapy:** As part of the two-year MSc Art Psychotherapy (International) course at Queen Margaret University we had a student offering and piloting art psychotherapy to S1 students referred to the service.



Youth Boards: The youth board members represented all S1s in their year, at each school. They called themselves, *The Flaming Phoenix* (Portobello High School), *The Circle of Warriors* (Leith Academy) and *Trinity Young Team* (Trinity Academy). We met with them once a week for three weeks and worked on a variety of different topics with them, all related to the transition into high school.







Circle of Warriors

The Flaming Phoenix

Trinity Young Team

Youth Day: We invited all the members to come along to a Youth Day. This was an opportunity to connect the three schools, to discuss and create the best possible service for young people. 32 pupils, 5 staff members and 11 positive transitions team members participated in the event. Each school introduced themselves by presenting their thoughts about the transition at their school. This resulted in the pupils getting to know how things might be different in another school.



#### We produced a film with each school as below:

Trinity Academy: <a href="https://youtu.be/ovnVJXn3VVI">https://youtu.be/ovnVJXn3VVI</a>
Leith Academy: <a href="https://youtu.be/-tMM44Gl2aY">https://youtu.be/-tMM44Gl2aY</a>
Portobello High School: <a href="https://youtu.be/PakdYTJxu-I">https://youtu.be/PakdYTJxu-I</a>



## Research Briefings:

The Social Research Programme was rebranded as "Research Briefings" this year.

#### The programme is designed to have the following benefits:

**Volunteers / students:** get the opportunity to develop their research 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 research 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 research reviews around modern day social issues for people and organisations to put to use as they see fit.

The Research Briefings project plays an essential part in informing our work with the latest research to ensure that all we do at People Know How is evidence-based. The team receives applications far and wide from potential social researchers expressing an interest in being part of PKH. A new team has been created to provide comprehensive support to our volunteers gathering information on social issues so we can build a high quality database of Research Briefings to inform and influence current and future projects.

One of the main goals the new team has set itself for the future is greater person-to-person peer support and they are eagerly awaiting the re-opening of the Community Space in Ocean Terminal so that we can continue to offer a space for researchers to meet, socialise and share their experience.

#### **Next Steps:**

As of 1 April 2017 a paid intern is taking up a 3 month full-time post to develop the project further.



## Consulting with Children & Young People:

This year we consulted over 560 - S1 pupils over three Personal Social Education (PSE) classes in three secondary schools. As previously mentioned this has informed the development of our schools projects – Positive Transitions and Learning Together – Growing Together.

We exhibited the young people's thoughts, suggestions and recommendations at St. Margaret's House in November.

## Spanish Speaking Community Consultation:

During the year we continued to consult people on the issues that affect Spanish speaking people in Edinburgh through a combination of online surveys and face to face interviews at the Community Space, Ocean Terminal. We also consulted with the Spanish Consulate and community groups / organisations on these issues. This was carried out by an intern from the University of Zaragoza, Spain and an intern through Edinburgh University, along with a team of volunteers. We will continue to design a project and secure funding to take this work forward.

#### Fairer Scotland Action Plan:

Last year we undertook consultations as part of the Scottish Government Fairer Scotland Consultation and Healthier Scotland Consultation. They informed the Scottish Government, Fairer Scotland Action Plan, launched by Communities Secretary Angela Constance in Glasgow on 5th October 2016. People Know How attended the launch and used the 50 point Action Plan to shape the People Know How Strategic Plan to 2020.



## **Organisational Development**

To support this work and further development we embarked on a programme to strengthen People Know How organisationally:

#### 1. New premises

In April 2016 we relocated to **bigger premises** within Ocean Terminal Shopping Centre. This was secured rent free and provided 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 our other projects.

#### 2. Promotion and brand identity:

 We continued to develop our website and social media channels as well as using more traditional media to promote our brand and identity. We explored the feasibility of running a conference and will take this forward in 2017/18.

#### 3. Fundraising and social enterprise toward a sustainable future:

• We continued to develop our approaches and sources of funding and further explored 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 started a process to review the current system of subgroups and redesign them to better manage and support the expanded work of People Know How. This is a priority as we enter 2017/18.

#### 5. Human Resources:

• We **expanded** the staff team to end the year with two full time and one part-time member of staff. We also further enhanced 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
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Accounts: 1st April 2016 to 31st March 2017

7.000 and 130 7.pm 2020 to 0200 March 2027		
Income	£	
Balance brought forward from 2014/15	4,154.15	
VAF - Social Isolation & Loneliness Fund (Re-Connect)	16,163.00	
VAF - Volunteer Support Grant (Positive Transitions)	10,500.00	
BBC Children In Need (Positive Transitions)	7,596.50	
BIG Lottery Youngstart (Growing Together - Learning Together)	6,878.00	
One City Trust (Positive Transitions)	5,000.00	
SCVO - Community Capacity & Resilience Fund (Social Innovation Academy)	5,000.00	
Henry Duncan Fund (Positive Transitions)	4,500.00	
Trust Funds	2,500.00	
Edinburgh City Council (Apprentice)	2,156.50	
Project Scotland (Volunteer travel expenses)	1,152.98	
Edinburgh & Lothian Trust (Community Space)	1,000.00	
Donations	63.13	
TSB Leith Branch	125.00	

TOTAL	66,789.26
Expenditure	
Salaries costs including National Insurance & Pension	48,781.33
Rent / Utilities / Insurance	1,214.32
Printing and Office Consumables	2,280.91
Volunteer and Staff Expenses	5,543.40
Sundry Expenses	3,457.94
TOTAL	61,277.90

### Assets carried forward at year end 5,511.36

Audited accounts and trustee's report agreed as a true record on 26<sup>th</sup> June 2017

By the following trustees:

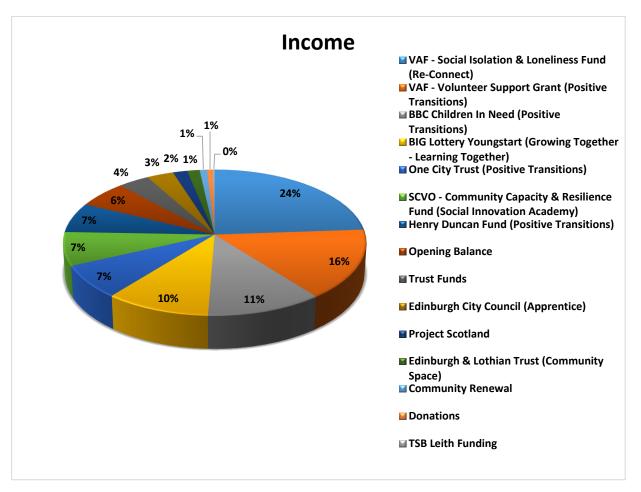
Lesley London, Chairperson

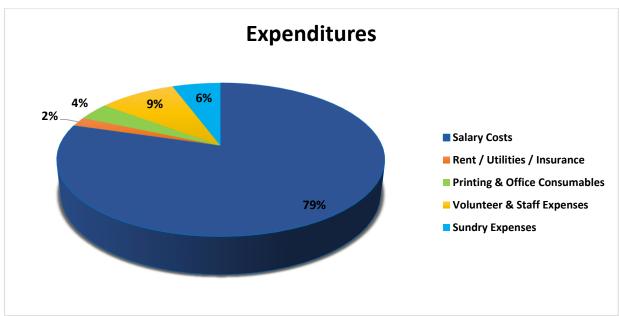
Mark Spolton-Dean, Treasurer

Mgez



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







## Structure, governance, management and teamwork

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 19<sup>th</sup> 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 (at 31st March 2017)

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

## Staff Team

Glenn Liddall – Founder and Head of People Know How (Full-time)

Miren Ochoa – Manager, Positive Transitions & Learning Together – Growing Together (Full-time)

Melissa Lynch – Apprentice Administrator (Full time) – completed apprenticeship in April 2017

Jennifer Benson – Development Co-ordinator (Part time) – on maternity leave.

## Volunteers, students and interns

During the year 2016/17 a total of 104 volunteers, students on placements and interns contributed to and benefited from People Know How.



## People Know How: Chairperson's report for AGM 2017

This has been another successful year for PKH since our last AGM on 19<sup>th</sup> April 2016. Of particular significance was the Official Opening Event that was held at Ocean Terminal on 27<sup>th</sup> & 28<sup>th</sup> January 2017. Well attended, it was an opportunity for PKH to promote its work regarding the Social Innovation Academy, Re: Connect, Shared Heritage-Shared Future, Research Briefings and Positive Transitions. Additionally, over 40 charities showcased their work.

Following a period of research, FreshSight undertook a workshop to share its findings with PKH's Board of Trustees on 27<sup>th</sup> March 2017. This will be a key area to take forward in 2017/18.

PKH has continued to benefit from an international team of talented, well-motivated and dedicated staff, interns, volunteers and students on placement, totalling over 100 throughout the year. They have greatly enriched the organisation, through their contributions, by promoting PKH's values. It has been a delight to witness citizens of our culturally diverse city coming together, sharing their values and embracing one another's ideas with one united goal in mind - to unlock people's ideas for a better future, today.

PKH is extremely fortunate in having Glenn as its leader. His vision, tenacity, dedication and obvious talent in networking have contributed to PKH's striving for excellence in its continued promotion of positive social change in Scotland. 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.

By order of the Board of Trustees Lesley London

besty A. Landan

Chairperson of the Board of Trustees 26<sup>th</sup> June 2017



## Partners, Funders, Supporters and Networks

We are delighted to have had the opportunity to work closely with numerous partners, funders, supporters and networks to enable us to drive social innovation and positive social change. We couldn't do what we do without your support, thank you.

























EDINBURGH





















Queen Margaret University













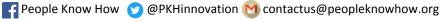






#### **People Know How**

St Margaret's House, 151 (5:03) London Road, Edinburgh, EH7 6AE



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