



5th Annual Report
April - March

2017-2018

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“It’s a leap of faith.”

Those were the words that Glenn used to describe his dream to set up the charity People Know How (PKH). Those words resonated deeply with me when I first met Glenn three years ago. I had just moved to Edinburgh and was looking for a way to combine my family caring responsibilities with a way of getting to know the community and starting a new life.

Before long, I found myself taking part in PKH’s first ‘Social Innovation Academy’, a pilot training course in community engagement. It was an exhilarating experiment in collaborative consultation, combining lively and informal workshops with grassroots experience in working with local charities. Above all, there was the chance to work alongside people from a range of cultures, backgrounds and experiences. I was hooked.

Since then, I have helped to facilitate the following year’s run of the ‘Social Innovation Academy’. One highlight was mentoring the team whose project was to explore how digital skills might help the homeless community in Edinburgh to connect with local services, their own support networks and with the next step in their personal goals. This formed the seed of what has now become a network of digital drop-ins across the city.

Right now, we’re starting a new project with communities in the north east of the city, finding out their concerns, frustrations and dreams for their local area. As always, there are challenges, but there is already a spirit of resolve and possibility in the air.

What I love most about People Know How is being part of a vibrant and diverse network of people, all charged with the commitment and enthusiasm to make a difference. Every project we embark on is, to a degree, ‘a leap of faith’ – but it’s a leap in whose promise I’m learning more and more to trust.

Rissa de la Paz, Volunteer, People Know How

Rissa was recently presented with the Volunteer Edinburgh ‘Inspiring Volunteer Award’ by Frank Ross, The Rt. Hon Lord Provost of the City of Edinburgh.



OUR JOURNEY

**2013-
2014**

March

Registered with OSCR
as a SCIO

June

Organisational
Development Intern joins
the team

December

Investing in Ideas
granted £10,000
by BIG Lottery

February

FreshSight Consultancy
report on suggested
children & young
people's service design

Website and social
media channels go live

March

Project Coordinator
recruited

May

Volunteer recruitment
campaign launches

First Training Day

**2014-
2015**

September

Intern and volunteer
office manager join
the team

October

New trustees join board

Second Training Day

December

All subgroups established
chaired by trustees

February

100+ research papers
reviewed to date

Work commences
to develop training
resources with support
from QMU, Open
University and Opening
Educational Practices in
Scotland

March

Consultation workshops

2 interns join the team,
working on the Social
Innovation Academy
and a consultation
process with the Spanish
speaking community in
Edinburgh

Funding secured from
One City Trust, Voluntary
Action Fund and in kind
support from businesses
to run the Social
Innovation Academy



**2015-
2016**

April

Consultation with young people

June

Consultation findings launched at national youth conference

Final project report completed: Consultation with 151 Young People

October

Volunteer recruitment for Social Innovation Academy begins

November:

Process to design a project to support young people commences

December

PKH relocates to St Margaret's House

Social Innovation Academy goes live

February

Mobile Digital Classroom launches with Ragged University

**2016-
2017**

May

Office and Community Space established at Ocean Terminal

June-August

Positive Transitions and befriending commence

November

Schools exhibition - Positive Transitions at St Margaret's House

January

Art Therapy student from QMU starts at Leith Academy

Social Innovation Academy recommences with 3 new projects:

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

Growing Together - Learning Together, family learning project commences

PKH hosts 30+ community organisations to officially open the Community Space

March

PKH take part in Equality & Rights Network "photoshoot"

Social Innovation Academy Graduation



Befriending pilot completed -
Learning & Growing Together
starts working in local schools



Social Innovation Academy
Graduation, hosted by Virgin
Money Lounge

Deliver on successful tenders
with City of Edinburgh Council
consulting communities in NE
& SE Edinburgh to inform the
Locality Improvement Plans

Successfully included on City
of Edinburgh Council, Pupil
Equity Fund Framework



Dae Ye Ken Yer Teenagers and
Whit Dae Ye Hink projects at
Leith Primary School

Pilot project starts supporting
children & young people affected
by parental substance use

Alcohol Report published

Art Therapist employed at
Niddrie Mills Primary

New members join the Board of
Trustees

**2017-
2018**

Apr

Board of Trustees put plan in
place reflecting growth and
development of PKH ensuring
future good governance

May

RE:CONNECT

Re:Connect completes work as
part of the Scottish Government
Social Isolation & Loneliness Fund

June

Research Briefings intern and
team lay down new systems

July

First 3 Digital Drop-ins open

Aug



Sept

Music Therapy pilot commences
with student on placement
from QMU at Leith Academy

Oct

Art Therapy expands with 3
students on placement from
QMU in 5 schools

Nov

Dec

Our first social work student

Jan



Feb

Shaping Your Future starts

Mar

3 social work students join PKH
Team meet Angela Constance, MSP
12 weekly Digital Drop-ins up
and running

AIM

Our work has always been centred on one key strategic aim:

To promote positive social change toward a fairer Scotland for all.

THEMES

Building on our work in 2016/17, over the past year we have continued to structure our work around four key themes which flow from our central aim:

1. Learning For Change
2. Consulting Communities
3. Connecting Cultures
4. Transforming Lives

PROJECTS

These themes underpinned our work on our 3 major projects for 2017/18:

1. Positive Transitions
2. Re:Connect
3. Shaping Your Future

Our commitment to sharing our learning remains and our **Research Briefing** service continues to deliver on this.

Our method: The Social Innovation Academy (SIA)



Across all of our diverse projects, our approach has always drawn upon our Social Innovation Academy (SIA) method. Our unique SIA model brings together diverse groups, enabling them to mobilise their assets, get organised and unlock their potential. We equip participants with the skills required to devise and implement solutions to address social issues which they prioritise. Our network of partners facilitates collaborative working to achieve maximum impact. It is our firm belief that ‘people know how’ and we strive to have this at the forefront of all that we do.

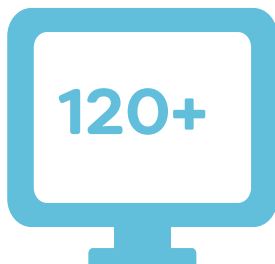
Our Results

We are proud of all that we have delivered on last year.
Major highlights include:

Positive Transitions



Re:Connect



drop-in sessions
delivered



delivery
partnerships
established



individuals
supported

Shaping Your Future



Research Briefings



POSITIVE TRANSITIONS

Supporting children, young people and their families

Our work with children and young people began in 2014, when we consulted 151 young people about what it's like to live in Edinburgh. Building on that work, we created a project named Positive Transitions in 2015. Following the success of supporting over 550 young people in the transition to high school within the North East Locality, we decided to consolidate all our work with children and young people under the banner of the 'Positive Transitions Service'. This was finally established last year. Our work with schools has massively increased since then, from working with three high schools to twelve primary and secondary schools.

Our new project under this service, Learning & Growing Together (LG-2), was developed from last year's consultation and has focused on supporting children, young people and their families with their learning. Most of the young people we supported told us that they would like their parents/carers to be involved in their education at some level. We aimed to help and support them to feel understood and valued, developing their potential (gaining self-esteem and confidence) and overcoming personal, school and learning challenges. This has developed in many ways:

1. Support for children and young people:

Here the focus is on enhancing transitions, developing stronger relationships at school and increasing self-esteem and confidence. One-to-one support is provided through:

- **Befriending / Mentoring** – encouraging them to explore learning and life
- **Art Therapy / Music Therapy** – offering therapeutic support
- **Support Sessions** – with one of our social work students on placement

Pictured right: Students at Dr Bell's in discussion with MSP for Almond Valley & Cabinet Secretary for Communities, Social Security and Equalities



2. Working specifically with primary school (P5, P6 and P7) and secondary school (S1, S2 and S3)

We also facilitate groups for young people with practical skills to help others and workshop sessions to build their confidence and life skills. Young people have designed these groups to be a safe, fun place where they feel accepted and respected. We are discussing themes such as:

- The mental and physical wellbeing of young people;
- Young people and home learning (parental engagement); and
- Young people affected by parental/family substance use and how to support them

3. Support for parents, carers and families

Here, focus has been on creating a parent/carer community in schools and developing stronger relationships between staff and families.

We have developed the following projects:

Dae ye ken yer teenagers

A project involving high school workshops, conversation cafes and sessions with parents and carers regarding drugs and alcohol, sexuality and online safety themes. We are supported by other organisations including The Junction, Kinship Carers and O2.

Whit dae ye hink

A primary school consultation involving speaking with parents/carers during pick up times about themes of school life, potential improvements and finding new opportunities.

Transition workshops

A space to give P7 parents/carers the opportunity to share their views and concerns about their child transitioning to high school.



4. Art & Music Therapy

Our art therapy sessions are provided by Queen Margaret University MSc Art Psychotherapy students, who provide a service to children and young people which involves the use of different art media through which



they can express and work through issues and concerns they have. The artwork created during the session and any information discussed is kept private and confidential. We've recently added a music therapy service to complement our existing work.

Photo: Art therapists present Glenn and Miren with a thank you drawing



Queen Margaret University
EDINBURGH

5. Befriending



In January 2017 we started a befriending service as part of our Positive Transitions Service, supporting children, young people and their families. The initial aim was to help children and young people transition from primary to secondary school by highlighting some of the difficulties and help them to overcome them. We started the service supporting S1 students to have a positive start to high school.

We realised, however, that the challenges stretch far beyond S1 and even before secondary school itself. As such, we expanded the service to include other school years. We aim to provide safe, supportive environments where children and young people can talk, or do anything that they feel can help them, in a non-judgemental way.

This can be anything from talking about TV shows they like, playing games to help with their learning, or relaxing in a quiet place. We're there to listen, to talk, and to understand what's going on in their lives - if that's what they want. We give them a safe space every week to express themselves in whatever form that may take.

It's a space to help them become more self-aware, to recognise emotions, and to just be themselves. They don't have to try to be what their peers want them to be in this space. The volunteers who provide this service aren't teachers or therapists. They are normal everyday people from all walks of life, with real life experience and a passion for people. They are independent of the education system and adaptive to every situation.

Looking to the future, we want to expand on this by creating group activities as well as the 1-to-1 support that we already provide. The group activities will help to create a different peer group for service users where they can talk to more people in the safe environment that we've already created for them.



We are proud to have achieved the
Quality In Befriending Award in 2018.

Schools' feedback

Mike Irving
(Head Teacher,
Leith Academy)

“We have been working with People Know How very successfully for three years. We have been partners in supporting young people and helping us to share our message. We want to reach out to parents and other people who support pupils. It's important that we reach a wide range of people. We look forward to continuing to work with them to get key messages out to our young people and to the partners that we work with.”

Fiona Craig
(Head Teacher,
Leith Primary)

“We approached People Know How a few months ago as part of our Pupil Equity Funding Strategy. We wanted to get a real sense of how the school comes across to parents and carers, to look at getting parents more involved and to enable parents to give their feedback more freely. PKH have been looking at ways of engaging with parents in places such as the playground. We want to explore parental engagement, get views on home-learning and to look at how we can support parents in their own homes with their children.”

Blair Connor
(Pupil Support,
Leith Academy)

“People Know How is excellent at offering individual support for pupils, particularly with the transition from primary school into secondary school. It can be a big jump for pupils as well as for their parents and carers. Parents feel they have to let go a little and that they can no longer get the information they did at primary school. PKH helps to bridge that gap for everyone. We have been able to offer fantastic one-to-one support in a nurturing capacity and that has helped a lot of our young people unlock their fullest potential.”

Fiona Stevenson
(Pupil support,
Leith Academy)

“People Know How have been an amazing service to Leith Academy and we enjoy working with them a lot. The current project to enhance the transition experience, for both young people and parents is a great initiative. They have also offered us various services to help individual pupils.”



View our
project movie:

<https://youtu.be/swYgjfbgGqA>



Digital Drop-In Service

At the end of last year, 'digital drop-ins' were just an idea that we wanted to develop. Now as we are ending the 2017/2018 year, we are proud to say that we have an established service which is currently offering 12 weekly drop-in sessions across Edinburgh under the banner of our Re:Connect project.

The aim of our Re:Connect project is to help people develop digital skills in order to build social connections and reduce loneliness. Our participants:

- Are active in groups they would otherwise be unlikely to attend;
- Learn new skills to increase confidence;
- Are better able to navigate online information, supporting resilience.

Our sessions are:

- **Collaborative:** Our drop-in sessions are co-designed with local volunteers, participants, peer-mentors and partner organisations. Our volunteers are encouraged to share experiences to design effective approaches.
- **Informal:** Our approach is based on building positive relationships in relaxed settings. Our drop-ins are held in venues where participants are already accessing other services and where they feel safe and supported. We aim to create a social experience.
- **Strength-Focussed:** Our sessions are responsive to individual's strengths, needs and aspirations. We encourage peer-to-peer support to help people to transition from receiving support to helping others.



How we know it works:

- **Experience:** We have prototyped this approach with local service partners and know it is successful in getting people more interested in how the internet can help them make better social connections.
- **Research:** There is considerable research showing that internet use combats social isolation



Volunteer Pablo Arriaga showing a drop-in visitor mobile phone digital skills

and that those who lack basic digital skills are more likely to be at risk of loneliness. Enabling people who are digitally excluded to use the internet is known to reduce the effects of social isolation.

- **Demand:** People have told us that it is something that they want. We have demand from additional potential partners that we are striving to meet.

The sessions focus on the interests of participants. We look for a spark of interest that will motivate digital skills development. We encourage volunteers to get to know people's interests over a period of weeks. Through this we have found that many people have hidden talents and interests that digital skills can be useful in developing and in promoting to others.

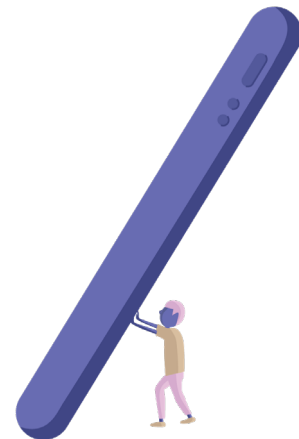
In order to build sustainability into the project, we look for people who have potential to support their peers and encourage them to do so. As well as this we're running a series of free workshops where our team will be sharing tips and knowledge with carers, support workers and other volunteers who are interested in helping people to use the internet and be more digitally connected. We've also been meeting with many support organisations across the city who are now signposting and bringing along people to our digital drop-ins.

In the year ahead we plan to sustain and further develop our project, with the aim of doubling our current capacity. Many more groups want us to deliver sessions with them. We are very confident that there is sufficient demand to continue to expand the service.

We are also in the process of developing a new online Helpdesk which will offer our participants additional remote support with all of their digital needs, so that they needn't fear trying out new things on their own. The Helpdesk will operate on a ticket system and will be operated by our volunteers. The Helpdesk is at an advanced stage of development and we hope to launch this early in our new year.

Whilst the primary aim of the project is to use digital skills to help reduce loneliness and isolation (see Joe's story), we have experienced some interesting additional benefits, such as improved access to education (Nicole) and employability (Sean).

Pictured below: MSP for Almond Valley & Cabinet Secretary for Communities, Social Security and Equalities with our Re:Connect banner at Dr Bells



<https://youtu.be/mZJg5NqQIWw>



Thanks to Jenni Inglis for her support in developing the project



What people tell us about our service



“Streetwork and People Know How are now in our second year of collaboration. Every Monday morning, an enthusiastic team of volunteers visits us at the Holyrood Hub, armed with digital devices, knowledge, patience and a smile. They run a fantastic session to help to increase the level of digital inclusion for service users.”

“This work is so important. By helping people to become digitally included, we enable them to communicate with their friends, family and support networks. They can also apply for government benefits, search for accommodation and look for employment. In today’s society, these are all essential factors in reducing homelessness.”

“We are very excited about our future with PKH. We plan to expand the number of drop-in sessions so we can increase the impact of this service. We also want to develop an assessment framework to measure the impact of digital inclusion work and further improve the digital skills of volunteers and staff at Streetwork. This would ensure that our service users are provided with the best possible support. Long may this great working relationship continue.”

Sean

Sean came across us while he was visiting the Holyrood Hub run by Streetwork, supporting homeless people. He wanted to write a new CV after losing his only copy. We spent an hour or so talking through his job history, education and other interests to produce a CV that could impress potential employers. We showed Sean how to email the CV to himself so that he would be able to access it from anywhere. Two weeks later, we bumped into Sean at Streetwork again. He had found a new job and thanked us for helping him.



Joe

“My name is Joe and I have lived in Leith for a long time. Paula and Marina are wonderful volunteers who have been coming here to help me for the past 6 weeks. I see them once a week for a few hours and they’ve been helping me to speak Spanish. At the same time, I’ve been helping them with English and telling them all about the history and other interesting things about Scotland. I have really enjoyed my afternoons with Paula and Marina, they always help to put a smile on my face. They’re excellent company. To think it all started with me wanting help with my computer.”

Pictured left-right: Marina, Joe, Paula



Nicole

Nicole has recent experience of rough-sleeping. She has a mental health condition and avoids making friends with many people. She attends a weekly supper for women affected by homelessness and is friendly with people she meets there. However, she spends most of her time alone at home.

When we first met Nicole, she did not have great digital skills. When we learned about her passion for rockabilly music, we helped her to find music videos online. Nicole started to have fun and was engaged with our sessions.

Nicole had a negative school experience but she enjoyed Biology. We helped her consider courses and, with help from her Support Worker, she is now enrolled on a part-time course. She is greatly enjoying college and has even made new friends. Learning digital skills has helped Nicole to expand her social circle and spend more time outside. She has gone on to encourage others to engage in our digital drop-ins, even the more reticent.

Working in partnership

Thanks to all our other partners – it just wouldn't be possible without the space, hospitality and WiFi connections you offer:

Streetwork

Social Bite

Dr Bell's Family Centre

Lochend & Restalrig Hub (Ripple Project)

Starbucks, Shrub Place, Leith Walk

St. Margaret's House

(in association with Feniks, Link-Up and Care4Carers)

Corstorphine Hub

Leith Community Centre (in association with Kinship Carers)

Laichfield Sheltered Housing

(in association with Edinburgh Tenants Federation)

Saunders Court (Bield Housing)

Norton Park

Craigentinny Community Centre

Additionally, thanks to Alex Dunedin, Ragged University for helping us to establish the project concept.



SHAPING YOUR FUTURE

Community consultations

In the first 3 months of this strategic year, we were commissioned by City of Edinburgh Council to support them in the community consultation work required under the Community Empowerment (Scotland) Act 2015. City of Edinburgh Council recognised that our SIA model and consultation approach perfectly met their needs.

We collaborated with the Council to explore ways in which local services can be better designed and delivered to meet the needs of communities where there are aspects of poverty, inequality and disadvantage present.

Consulting with community members, statutory stakeholders and frontline professionals, we contributed significantly to the development of the new South-East Edinburgh and North-East Edinburgh Locality Improvement Plans which have now been published and which represent the Council's commitment to making a real and lasting difference to the lives of residents.

Our experience on this consultation project left us with a strong desire to finish what we'd started and so 'Shaping Your Future' was born. We have just completed Phase 1 of the project which involves an in-depth community consultation across Craighton, Restalrig, Lochend and Loganlea. Using a survey of 16 questions, we asked people:

- What can be improved within your community?
- What is your favourite space/place in the area?
- What can the community do to help you and your family?
- What can you do for your community?

We have been out and about across these localities mapping local services, activities, groups and amenities, and identifying participants. A team of researchers has surveyed people outside shops and at their doors. The team is also attending local community centres and churches to help open up a dialogue about the communities.

Craighton and the surrounding neighbourhoods are considered to be places where people are "less likely to access or achieve positive outcomes" as defined by the Social Index of Multiple Deprivation (SIMD). Sadly, these communities also have higher than average rates of drugs and alcohol misuse, according to the Scottish Government. This is one way of viewing these communities.

We chose not to focus all of our attention on the negatives. These communities boast a large, active and culturally diverse



Pictured left: Planning session with our team clustered around a map of the local community

population, possessing both thriving community centres and community hubs. These are places operating numerous activities and clubs, thus providing crucial spaces for people to engage in their communities. There are a number of valuable assets to be built upon.

We went into these communities in order to unlock their potential through conversations with residents, so we collected answers about what THEY wanted for their communities. We have spoken with 150 people and have already collected some rich and interesting answers. After some analysis, we identified four key themes expressed by these communities:

- Environment
- Family life
- Safety
- Working together

We have harvested some great ideas to help to make improvements across these themes. Many residents wish that they could get more involved but do not know how. We aim to change this in the year ahead. For the past few months, we've built strong connections with the City of Edinburgh Council, the local schools and the established organisations and community groups in the area. We've found a number of enthusiastic partners, including the Edinburgh Tenants Federation who have offered to support the formation of a local tenants' association to help represent the vulnerably housed.

Together, going forward into the next phase of this project, we will utilise our SIA model to drive positive social change where the residents most wish to see it.

Over the next year, we plan to work closely with a core group of local residents who volunteer to join our SIA. We will train the participants in community consultation, social research, community development and methods to design innovative solutions to social issues. Through workshops and seminars, we will then provide them with opportunities to put their enthusiasm, energy, passion, new skills and team-approach to work with community partners. They'll see the process through from consulting stakeholders, identifying issues, developing ideas, to making recommendations and trialling them. Training will be provided in a highly supportive environment.

The SIA will create a legacy benefit in the community and for the individuals involved, in the form of marketable and transferable skills supported by evidence. We are committed to seeing this project through with the community, over many years of ever improving cycles.



Trustees



Left-right: Lesley London (Trustee), Ben Wyer (Treasurer), Jamie Laing (Chairperson), Amrita Ahluwalia (Trustee), Fiona Hutchinson (Trustee)

Staff



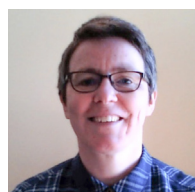
Glenn Liddall
Head & Founder



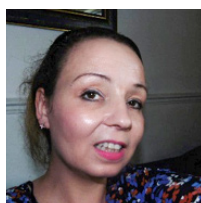
Miren Ochoa
Project Manager



Jennifer Benson
Development
Co-ordinator
(until April 2017)



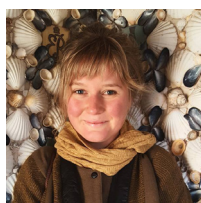
Jackie Sutherland
Research Briefings
Co-ordinator



Wendy Walton
Community
Engagement
Co-ordinator



Siobhan Sullivan
Development
Co-ordinator



Katy Hassell
Art Therapist

Our Team

An Englishman, a Spaniard, a Scotsman, and a Finn all walk into a room... Normally this would sound like the start of a bad joke, but in our case, it's the start of a day at the People Know How office. We rely on all our volunteers, students on placement, interns and people on work experience to help with the work that we are so proud of. Our team doesn't just originate from the UK, they come from all over. The next few pages are going to acknowledge just some of the great people that make up the team.

Amy

Amy is a 25-year-old student from Edinburgh studying Art Psychotherapy at Queen Margaret University in Edinburgh. Amy started volunteering with People Know How in November 2017 as part of her course doing a work placement for real life learning.

“The best part of volunteering with People Know How is working with young people, watching them get more confident as time goes on and developing my own skills in my field. I would say that I have noticed a difference in the people I have helped as we've worked together to build a level of trust that has helped not only them to grow as people, but also myself. I am really thankful for the opportunity that has been presented to me here by People Know How.”



Maija

Maija is a 21-year-old student from Espoo in Finland studying Audio-visual Communication at college. Maija has been with People Know How since January and is only spending 2 months with us as part of her college course.

“A good part about volunteering with People Know How is getting to know new people, doing the work that I enjoy, gaining valuable experience in my field and supporting my studies. The best part though has been meeting the lovely people here at People Know How. I didn't expect to meet so many kind people that I can call friends. I will definitely be back to Edinburgh in the future to see what my friends at People Know How are up to.”



Derek

Derek is a 22-year-old student from the Scottish Borders studying MA Health at the University of Edinburgh. Derek has been volunteering with us since January 2018.

“I really enjoy interacting with people who are seeking help. I promote digital literacy by providing support with digital drop-ins. I really get a kick out of seeing the difference that I can make in people's lives.”



Zora

Zora is a 20-year-old student from Edinburgh studying film at the University of Westminster in London. Zora has taken a year out of university to volunteer with us.

“I’m a fountain of knowledge but I do tend to waffle. I found out about People Know How through a volunteering fair I attended in Edinburgh. They offered everything I was looking for in a volunteering placement. The opportunity to work with young people, continue to work in film, work in a community and really get to make a difference. It’s been challenging, but in a good way.”



Anastasija

Anastasija is from Riga, Latvia. She is studying BSc Social Work at the University of Edinburgh.

“I got involved with People Know How as part of a placement for my university course. The best part is supporting children through their transitions between primary and secondary schools. I find that very interesting and challenging. I am glad that I can play a little part in their lives and help them make it better. I also like the opportunity to learn more about specific theories and interventions around children and families to better my practice for the future.”



Marina

Marina spent 3 months with us and was from Zaragoza, Spain, where she is studying Primary Teaching at the University of Zaragoza.

“I started working with PKH through a scholarship. The practices are related to my studies. I really like working with other people. There is a very good atmosphere among my coworkers. I really like being able to work with children and preparing activities for them.”



Nicole

Nicole is from Singapore. Nicole is studying BSc Social Work at the University of Edinburgh.

“I got involved with People Know How through a University placement which is part of my degree. The best part about People Know How is meeting people from different cultures and backgrounds. I like getting to know them and learning more about them. I enjoy working with children in school because it offers me a meaningful learning experience and an opportunity to go beyond classroom teachings.”



Paula

Paula has been with us for 3 months and is from Huesca, Spain, where she has completed a degree in Primary Teaching with an emphasis on speech problems at the University of Zaragoza.



“I applied for a scholarship to gain work experience in my area and took part in a project connected to People Know How. The thing that I enjoy the most here is getting to know the people who I work with. We are from many different places, so they have taught me a lot of things and I have improved my English too. My favourite project was involved with preparing and carrying out workshops with pupils from Craigentenny Primary School.”

Orla

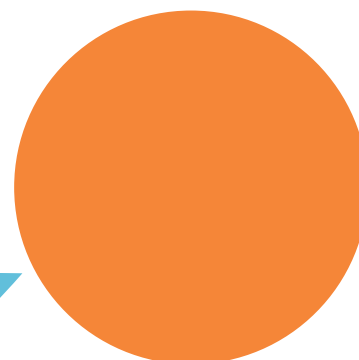
Orla is from Drogheda, Republic of Ireland. She is studying for her Masters in Social Work at the University of Edinburgh.



“I got involved through my course at university. I really enjoy having the opportunity to help children and young people and hopefully provide a positive influence in their lives. I also use the opportunity to put my learning from university into practice and learn more about People Know How as an organisation.”

Craig

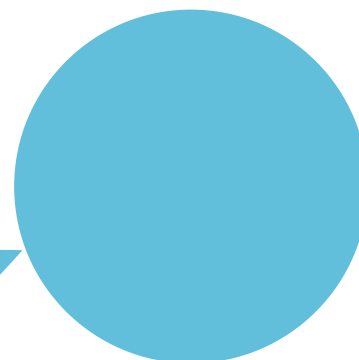
Craig is 37 and from Paisley. He has experience in accounting and a Chartered Accountant contract with ICAS. He came to us to gain some experience.



“I’ve been with PKH for 6 months, after finding out about it through a charity called in2work that I was referred to by the job centre. It’s such a fun, friendly and youthful environment – I’ve even tried to learn a bit of Spanish”

Adam

Adam has been with us for 3 months and is from Whitland, Wales. He recently completed a HNC in Accounting.



“I got involved with People Know How through Project Scotland. I wanted to volunteer somewhere that I could get some experience to help me find a job. I got so much more than that here. I’ve found people that have significantly changed my life and I couldn’t be happier. The best part of what I do is meeting new people. Every day I meet some new, interesting people that really show the good in humanity.”

PEOPLE PLEDGE

Our team is made up of over 100 people including volunteers, students on placement, interns and people on work experience.

Our team make everything we do possible, so we have created our People Pledge to them:

- ✓ 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.
- ✓ 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.

Charity Number: SC043871

SCIO: People Know How

Accounts: 1st April 2017 to 31st March 2018

Income	£
Balance brought forward from 2016/17	5,511.36
Additional income brought forward from 2016/17	1,024.00
City Edinburgh Council: Grant, Pupil Equity Fund and Tenders	24,645.00
BBC Children In Need: Small Grants & Curiosity Fund	21,890.00
BIG Lottery: Youngstart	14,155.00
SCVO: Digital Charter Fund	7,500.00
The Corra Foundation	4,000.00
The Robertson Trust	5000.00
SCVO: Internship Programme	4,093.14
Youthlink Scotland: Cashback for Communities	2,775.00
Erskine Cunningham Hill Trust	1,000.00
Edinburgh University: Santander Internship Programme	1,500.00
Project Scotland: Volunteer Travel Expenses	1,030.68
Edinburgh University: Social Work Placement	280.00
Small grants and donations	4,580.50
Total	£98,984.68

Expenditure	£
Salaries costs including National Insurance	68,084.83
Rent, utilities and insurance	8,743.12
Business technology and office consumables	5,251.68
Volunteer & Staff Expenses	4,836.88
Sundry Expenses	1,115.62
Total	£88,032.13
Assets carried forward at year end	£10,952.55

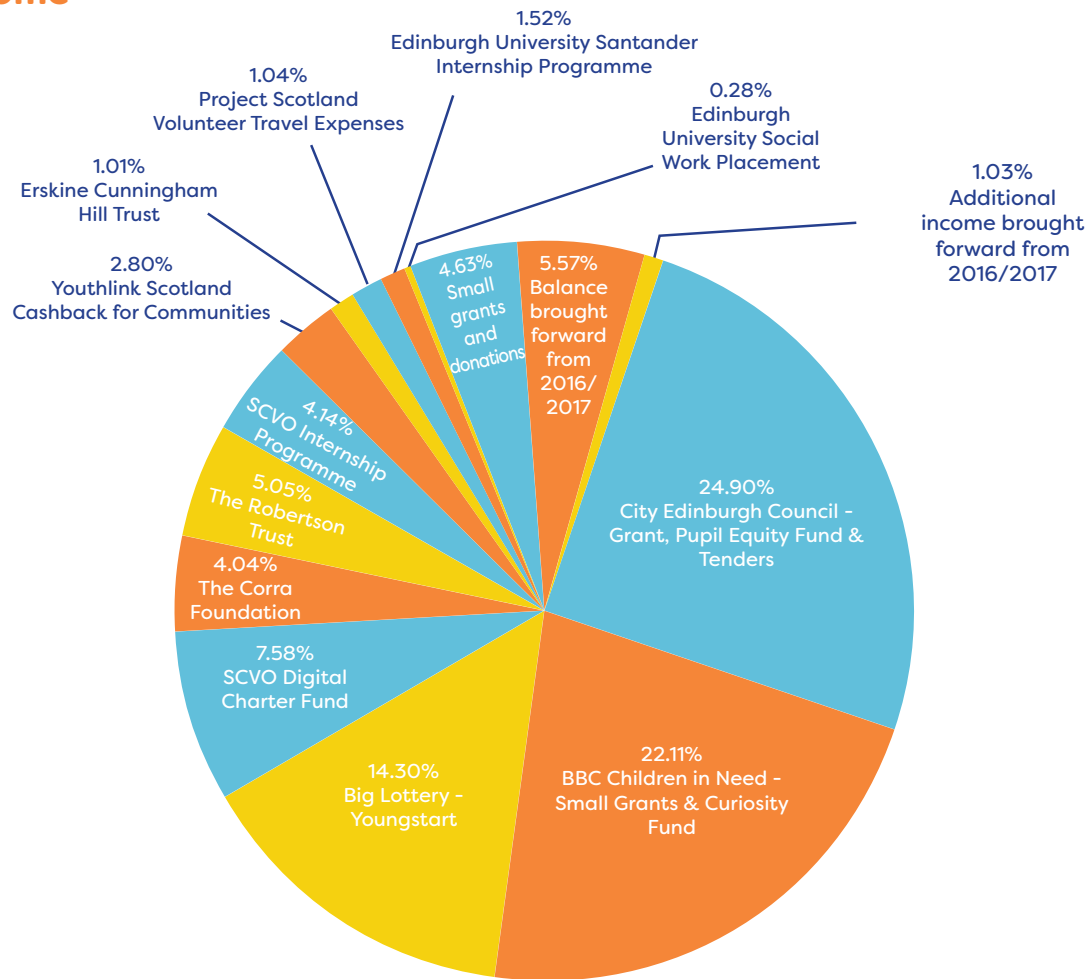
Audited accounts and trustee's report agreed as a true record on 2 May 2018 by the following trustees:

Jamie Laing, Chairperson

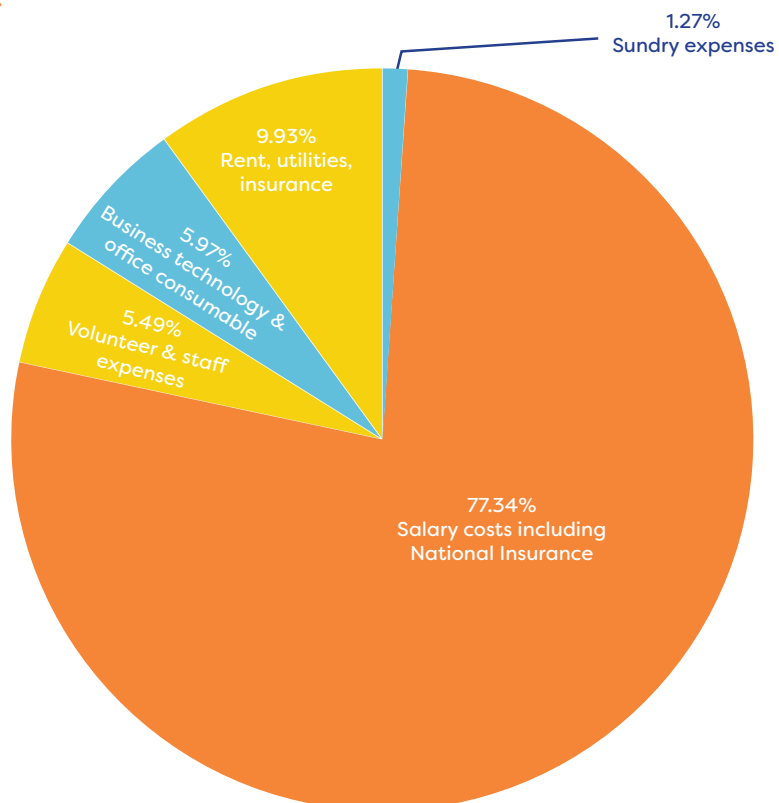
Ben Wyer, Treasurer




Income



Expenditure





Head & Founder's Reflections & Vision for the Year Ahead

2017/18 has been our 5th successive year of growth and development. With the support of a fantastic and ever increasing team of volunteers and strategic community partners, we've expanded the three projects which became central to our work in 2016/17. We are proud to have positively impacted the lives of over 1,200 individuals who have benefited from the services provided under these projects.

All three of these projects came about from our unique approach to social innovation, and in particular our 'academy' model. We believe that "people know how" to identify their needs and the solutions that will help them fulfil their potential.

We've remained committed to our 'People Pledge' which was launched in August 2016. In the coming year, we aim to apply a consistent and effective strategy to each and all of our projects. We have reflected on all of our work to date, and we realise that we work best when we progress our projects through 4 key phases:

ASK

We will consult all stakeholders on what they want to achieve. We will gather their ideas with a view to unlocking them. We will measure the status quo or 'baseline' and set SMART objectives for the project.

RESEARCH

We will collate, consider and explore existing knowledge on the key issues and support our stakeholders in applying this to their project. This will include looking at best practice and evidence to support the ideas generated by people.

DO

We will empower our stakeholders to create innovative solutions to the issues they have identified, drawing on the research and their existing skills and knowledge. In short we will put ideas into practice by running projects and services.

SHARE LEARNING

We will encourage the sharing of experiences to cascade our learning out into the wider community in order to inspire the work of others.

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

CHAIRPERSON'S REPORT



It gives me great pleasure to write the Annual Chair's Report for People Know How, my first since taking over from Lesley London. Firstly, I would like to thank Lesley for her excellent leadership of the People Know How board since its inception and her commitment to its future success by continuing to serve as a valued member of the Board of Trustees.

In the report, I hope you are hugely encouraged by the success of our activities and the impressive number of individuals touched by our work. There are just too many highlights to mention, however, the board was particularly proud of volunteer Rissa, who wrote the report introduction, who was recently presented with an Inspiring Volunteer Award for her work with us. We were also delighted to achieve the Quality in Befriending award, validating the high quality of our service.

Since joining People Know How as a Trustee in 2014, I have witnessed the exponential growth of the charity but what has always remained is the focus on people which is what first attracted me. I am extremely proud of the vast number of volunteers, students, interns and staff who have come together to make People Know How what it is today. Of course, none of this would be possible without the unwavering dedication from our Head & Founder, Glenn, who I must also extend my personal thanks to for supporting me in my first year as Chair.

With growth comes an ever greater responsibility for the Board of Trustees to govern and steer the charity in the right direction so this has been my key focus in the past 12 months, to both build an effective board with the right skills and experience and to develop a strong governance framework to support the future growth and protection of the charity. As part of this I was delighted to welcome two new Trustees onto the board during the year, Fiona Hutchison and Ben Wyr. Both bring a broad skillset and fresh perspectives to the board and have already hit the ground running.

I write this following the first of two future strategy planning meetings of the board, in which we had a great review of the past year. In June we will be meeting again to develop our Project Pledge into the basis of our updated strategy. Look out for this later in the year.

On behalf of the board, I'd like to thank all of our funders and numerous partners for their support and belief in our work.

Jamie Laing
Chairperson

A handwritten signature in black ink, appearing to read 'Jamie Laing', written over a horizontal line.

Project Scotland

I can't speak more highly of our relationship with People Know How. Not only do they offer exciting and supportive opportunities to young people across Scotland, they are also able to tailor opportunities to suit the need of their volunteers. This allows the young people to showcase their skills and also build on new ones. Glenn and the team are inclusive and happy to support young people from all kinds of backgrounds- from graduates with experience, to those more vulnerable with little or no direction in life. The feedback over the past few years from volunteers has been fantastic, many of them claiming they wouldn't have found employment without having been part of such a fantastic organisation.

Since creating our partnership, People Know How has supported 75 of our young people in volunteering opportunities, many of whom have secured employment shortly after finishing their placement with People Know How. Here is some recent feedback from past volunteers:

"I chose ProjectScotland and People Know How to find my way professionally. I wasn't sure yet what I wanted to do. PS and People Know How have helped me to find something I am interested in. Now I'm happily currently studying a new subject, so PS and PKH helped me a lot."

"I found the ProjectScotland and People Know How experience to be a fantastic one. I found it difficult to get a job and this placement helped me enormously to find out what I really enjoyed. Mentoring was a huge help and I still keep in contact with the organisation and my mentor."

"I'm currently working so I am grateful to ProjectScotland and People Know How. I wouldn't have gotten the job I'm in without volunteering with People Know How and the support that was provided."



Work with the University of Edinburgh and hopes for the future

In 2016, the University of Edinburgh formalised its very first community engagement strategy, which outlined the ways in which the University would ensure it was making a positive contribution to the city. Central to the strategy is engaging with communities in the local Edinburgh area – especially those with which the University has not had much contact before. It is hard for an organisation like the University to reach new audiences on its own as we do not have expert knowledge about specific communities and areas, and we do not have as much experience of local community development as those doing this full-time. An organisation like People Know How is therefore crucial to the successful implementation of our strategy, and it is vital to the University that this strategy is implemented well. External pressures like the Community Empowerment Act and the national assessment of the impact of academic research require it.

The University first worked with People Know How for its event “Brexit and You” in August 2016. This community discussion was facilitated by University staff, who also shared their academic perspectives on the topic. The event was hosted at PKH’s HQ in Ocean Terminal and was full.

Speaking to those who had come along, it was clear that most had come via PKH’s advertising to its own audiences. The first event worked so well that we will shortly be running a similar event with PKH about Facebook data. This gives three of our researchers a chance to reach new audiences and engage in a new format. PKH has also given us an opportunity to expand our Digital Ambassadors volunteering programme by sending students to volunteer via PKH’s own digital initiatives. The workload involved with managing volunteers is substantial and we are so grateful to PKH for collaborating with us on this. The Digital Ambassadors work is part of the University’s latest Scottish Government Social Impact Pledge.

It’s clear that there are many ways that PKH and the University may work together in future. In addition to development of existing initiatives, there is also the chance to potentially develop opportunities for internships and applied research. We cannot wait to try to make this all happen! Thank you to Glenn and his team for the many ways they have already helped us as an institution.

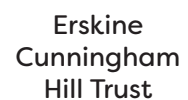
Dr Sarah Anderson
Public and Community Engagement Manager
The University of Edinburgh



THE UNIVERSITY
of EDINBURGH



Our incredible journey over the last five years has been supported by our amazing funding partners, who have helped us in our mission to create innovative and positive change by believing in people.



People Know How

0131 652 1315

contactus@peopleknowhow.org

St. Margaret's House
151 (5.03) London Road
Edinburgh EH7 6AE

<http://peopleknowhow.org>

<https://www.edinburghpalette.co.uk/directory/people-know-how>



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People Know How



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