



Annual Report

2018-2019



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Introduction



At People Know How, our Volunteers, Interns and Placement Students (our VIPs) are at the heart of all we do. Who better to open our 2018/19 Annual Report than one of our VIPs.

An opportunity to make a difference

I began working with People Know How after retiring. I wanted to use the free time I had to do some good in the local area and stumbled upon People Know How at a charity fair in the city centre. Here I am 18 months later still very much enjoying working with this charity.

There is something for everyone at People Know How, regardless of whether you have just a couple of hours or a couple of days a week to spare. This is great for me as I can fit my volunteering around other things I want to do.

The charity works in numerous areas around the city, addressing many specific needs of the people of Edinburgh. I have been involved with supporting young people through the Positive Transitions Service's befriending scheme, helping young people as they progress from

primary to high school. I have also been heavily involved with the Re:Connect digital drop-in service, helping to address the issues around digital exclusion around the city. This service is now evolving based upon our experience to date and we are building an exciting new service that will launch later in 2019.

The best thing about working at People Know How are the people. During my time here I have met people of all ages, nationalities and walks of life, all of whom are determined to improve the lives of the people of Edinburgh. I have formed some great friendships during my time here.

I look forward to another exciting year working with this dynamic charity.

Nigel Gallear



Our next year



Chief Executive's reflections & vision for the year ahead

This has been our most successful year to date and another year of record growth. From humble beginnings in 2013, we've seen a 30-fold increase in income, with every penny invested in supporting our communities by delivering projects and services that achieve high quality outcomes.

We're proud to have positively impacted the lives of over 2,000 individuals this year. With the support of a fantastic team of volunteers, interns and placement students (our VIPs), we've advanced our three core projects, and even found time to pilot new ideas.

Sharing our learning

We've always been passionate about sharing our learning and working in partnership. Our partnerships with schools and universities remain central to our success, and are a great channel for sharing ideas and driving systems change. We expect good things from these relationships in the year ahead.

Our VIPs

We remain committed to our 'People Pledge'. In the last year we've invested in enhancing the VIP experience even more. We've added two supported employment

posts to our growing team, working with Enable and Into Work. A growing team needs space, and we accepted an offer from Edinburgh Palette to set up home at 525 Ferry Road. We've settled in well and our VIPs, staff and visitors love being here.

A time for reflection

This year we reached a level where it was time to take a breath and think about our next move. We know we're expanding, but our ambition has never been growth for growth's sake. We've invested time this year on reflection and strategic thinking, and are about to launch our new strategy.

Growing our social impact footprint

In the year ahead we aim to grow our social impact footprint, marking a strategic step-change. Our new Strategic Plan demonstrates how we'll achieve this, including plans for a new Social Innovation Programme.

On behalf of the Board I'd like to thank our volunteers, interns, placement students and staff for their commitment and drive that have made the year's achievements possible.

Glenn Liddall
Chief Executive





Apr 2018

Angela Constance, MSP,
secretary for communities,
social security and
equalities, visits one
of our Re:Connect
digital drop-ins

Positive
Transitions
Service achieves
Quality in
Befriending
Award

Our highlights

Funding
from The
Gannochy Trust
received

Spring Community
Clean Up in
Craigentinny

We host discussion
event 'Facebook and
Your Data: How
Worried Should You
Be?' in partnership
with the University
of Edinburgh

May 2018

We
share our
learning on
partnership working
with Queen
Margaret
University

5th Annual General
Meeting held

Rissa
wins an
Inspiring
Volunteer
Award

Planning begins
for Trains of
thought exhibition

June 2018

Shaping
Your Future:
Community Asset
map produced

Chief
Executive
writes a guest
blog for SCVO
Digital



We plan
our Year of
Young People
Event

We welcome Jamie Hepburn
MSP to talk all things
volunteers as
we celebrate
Volunteers
Week



We launch
our Norton
Park digital
drop-in

Curiosity Club does
dinosaurs: a collaboration
with Science Ceilidh,
supported by BBC
Children in Need
and the Wellcome
Foundation

July 2018

We
Chair
the inaugural
Craigentinny and
Duddingston
Voluntary Sector
Forum

We attend training
with Evaluation
Support Scotland



We move to our
new home at 525
Ferry Road

Aug 2018



Awarded funding
by St James's Place
Charitable Foundation
for art therapy



We take a local
family on a trip on
the Lochrin Belle barge,
inspiring a new project idea





Sept 2018

Trains of thought exhibition opens, featuring Innovation Stations on Re:Connect, Positive Transitions, Research Briefings and Our approach to VIPs

We join the JET Academy programme

We attend the SCDC Conference 'Making Right Real: Human Rights Based Approach to Community Development'

We host the Equality & Rights Network photography exhibit 'Voices of Edinburgh' as part of Trains of thought

Oct 2018

Autumn Community Clean Up in Craigentenny

Trains of thought closes

Nov 2018

Miren speaks at the Befriending Networks Edinburgh Conference & AGM





Loganlea Park Consultation



Art Therapy students from QMU join us on a 6-month placement



Dec 2018

Awarded 3-year funding from National Lottery Community Grant for Positive Transitions Service



Fundraising event at Sainsbury's Murrayfield



Parental Engagement with Lorne Primary, Hermitage Park and Leith Primary



Jan 2019

We begin the process of reviewing our Re:Connect Service

4,000th follower on social media

Work begins on our Strategic Review with reflections on our learning from Trains of thought

We welcome Pete and Andrew who take up our Supported Employment Posts





We begin to develop our partnership with Polwarth Parish Church for what will become All Aboard, launching in 2019

Donate Your Videos campaign launches

Feb 2019

Awarded a grant from the Corra Foundation Henry Duncan Award

Gambling Education Training with Fast Forward

Science Club 2019 launches

Outdoor Journeys pilot launches

Mar 2019

Positive Transitions is awarded a 1-year grant by City of Edinburgh Council; 3-year grants by BBC Children in Need and The Robertson Trust, and a 3-year contract with NHS Lothian

We support the Get Digital launch with Streetwork

We create our dedicated digital space for Re:Connect

Deputy First Minister John Swinney, meets Operations Manager Miren to learn about the Positive Transitions Service

Our 6th Birthday





Our year in numbers

Our beneficiaries

2,000+
beneficiaries reached

100+
VIPs recruited, trained
and supported

2
supported employment
posts created

Our partnerships

18
schools in Edinburgh

12
service delivery partnerships
with community groups

6
major universities

Our activities

150+
science experiments
created with children and
young people

500+
hours of digital support provided

40
parental consultation sessions

200+
hours of innovating with
community partners

Our supporters

25
new funding grants secured

£150,000+
raised to support our work
into next year

2
training courses attended



Trains of thought



We held **Trains of thought** in Autumn 2018, celebrating our five-year anniversary. The exhibition was a fantastic platform to showcase our people, work and ideas in an informative and interactive way, leading viewers through our four stage approach: Ask, Research, Do, Share.

The exhibition formed the backdrop for a series of Innovation Stations which brought together stakeholders connected to our projects. We shared our learning and involved them in the next steps.

Innovation Stations

Research Briefings

We shared our learning about gathering information on social issues to build a database of briefings to influence current and future projects. This discussion led to the review of our Research Briefings project (see page 22), which is now generating new briefings that have led to new projects such as Outdoor Journeys.

Re:Connect

We shared our approach to digital inclusion and learning from our Re:Connect project – digital drop-ins that run throughout the week. We ran this in collaboration with SCVO Digital Charter, Streetwork and

the Edinburgh Tenants Federation. Our discussion led to our current review of Re:Connect which you can read more about on page 19.

Positive Transitions Service

In association with The Spartans Community Football Academy, The Broomhouse Centre and the North East Locality Children & Families Social Work Team, we explored our approach to Children Affected by Parental Substance Use through our Positive Transitions Service. What emerged was a renewed emphasis on a 'whole family' approach which will underpin our new barge project. Read more on page 15.

Our approach to VIPs

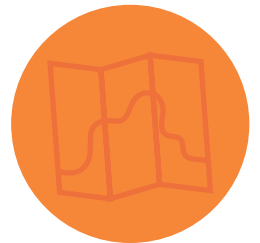
We're committed to being a people-centred charity, ensuring our volunteers, interns and placement students experience a stimulating and supportive learning environment to achieve their potential. In association with Volunteer Edinburgh, the Voluntary Action Fund and Project Scotland, we shared our approach to volunteering, including unpacking our People Pledge and discussing our future as a volunteer-centred charity. You can read more about the improvements we're making on page 24.

www.peopleknowhow.org/trains-of-thought

Shaping your future

Key outputs

- 553 residents consulted
- Asset map created and shared
- 2 Community Clean Ups
- 5 priorities identified
- Loganlea Park Redevelopment
- 1 new service developed



In 2017 the City of Edinburgh Council commissioned us to consult the North-East locality to inform their Locality Improvement Plan. At the end of the consultation, we didn't want to leave. We have continued the work of really getting to know this community. **Shaping your future** is about empowering local residents to be more active in local decision-making.

The geographical focus of this service is the neighbourhoods of Craighentilly and Loganlea. The statistics tell us this is an area of deprivation. However, this is also an area with environmental, cultural and social assets. Most important are the people, who have an abundance of talent, skills and ideas waiting to be harnessed.

This year, we consulted and worked with a further 553 local residents. We found that there is an appetite for participation in local decision making. People wish they

could get more involved, but don't know where to start. We wanted to find out how people felt we could best support them. We concluded that what the community needs is an anchor organisation to drive the improvements that local residents want to see. We're working to become that anchor with local people and community groups.

In the meantime, we've shared our findings with the community in a report, and through our Trains of thought exhibition, which was well attended by local residents. We wanted to use the exhibition as a platform to celebrate the new asset map which we created with the community in an effort to move on from a deficit-focussed approach. There is a lot that can be achieved in this community, and our focus is on delivering the following outcomes.





Outcomes

People have an increased sense of pride in their community

Indicators:

- The project identifies community assets.
- People feel an increased sense of togetherness.

Result:

A detailed Asset Map was produced and presented to the community as part of our Trains of thought exhibition at St Margaret's House in Autumn 2018. We displayed portraits of local people together with audio recordings of their stories. We particularly enjoyed sharing Cathy's story. A panoramic photograph of the community was displayed together with audio of 'sounds of Craigentinny'. Our survey captured evidence of a strong community spirit. It was clear that many residents enjoy living in Craigentinny and have solid roots there. 25% of those surveyed had lived in the community for more than 20 years. These communities are also attractive to newcomers, as more than a third of respondents had moved in within the last 5 years.

People in the community feel more valued

Indicators:

People in the community:

- feel heard;
- see their contribution make a positive difference.

Result:

We found that 53% of residents surveyed aspire to become more involved and want to see their ideas become a reality. We decided to focus initially on addressing what residents identified as their key priorities to demonstrate the value we place on local voices. Since "clean it up!" was a strong message, our team supported two community clean-ups. Loneliness and isolation were also identified as local priorities, with 42% of residents surveyed living alone. This informed the design of our new Walking Befriending service.



Our new service: Walking Befriending

We're developing Walking Befriending in the local area, supported by the Craigentinny & Duddingston Neighbourhood Partnership Community Grants Fund. Our volunteers provide this service to users referred from local GP surgeries and others. The activity achieves the following:

- Increased physical activity through the promotion of walking for exercise.
- Reduced loneliness and isolation through increased social contact, building self-esteem and improving mental wellbeing. We also connect users to other services.
- Increased connections to the community through encouraging users to see their neighbourhood as a place for recreation.

We're excited to develop this project with local residents and are confident it will help to address the local priorities identified in consultation.

People have an increased awareness of the needs of the community

Indicators:

- The need for new projects is identified.
- There is consensus on the action required.

Result:

We shared a report with local people which identified the following priorities:

- They see loneliness and isolation of elderly people as a problem.
- They want to see investment in young people.
- They need a local information service to help them with welfare and benefits.
- They would like to feel more connected to local businesses and to see them working together to improve local opportunities.
- They want their streets, buildings and spaces to be clean and well maintained.

We've already started the work of co-producing activities which meet these priorities, with community clean-ups and our new Walking Befriending Service. We've engaged with the Edinburgh Tenants Federation who are keen to support the formation of a local tenants' association to address local housing challenges. We also supported a Careers & Opportunities event in Craighton Community Centre in March.

The capacity of the community to engage in co-production and Participatory Budgeting processes is increased.

Indicators:

People in the community:

- are involved in local decision-making;
- see that their contribution results in action.

Result:

We supported a group of local residents to engage with City of Edinburgh Council on the Loganlea Park Redevelopment Project. The Council have earmarked funds to redevelop the park and local residents are currently engaged in a process that gives them decision-making power over the development work. We were particularly keen to capture the voices of children and young people as part of this project. We worked in partnership with Craighton Primary School to produce a short film in which children and young people share their ideas.

This project has strengthened our relationships with the local Community Council, Councillors, other third sector agencies and community groups. We have helped establish a local Voluntary Sector Forum, chaired by our Chief Executive, to encourage partnership working. We are committed to developing this further.

www.peopleknowhow.org/shaping-your-future

Our Future Plans

As we embark on implementation of our strategy, we want to pilot our new Social Innovation Programme with local groups, equipping them with the tools they need to deliver positive social change. We are already supporting a group with a community asset transfer and we look forward to progressing this in 2019/20.





Positive Transitions Service



Key outputs

Over 1000 children and young people supported
Partnerships with 18 schools
6 key activities
1 new service piloted

Now our largest service, the **Positive Transitions Service** has benefited from the dedicated leadership of our Project Manager, Miren Ochoa, since 2016.

We have successfully recruited and trained many wonderful volunteers, interns and placement students (VIPs) to deliver the service, which is now established in 18 schools with whom we have worked closely to build effective referral processes and robust monitoring and evaluation channels.

Our primary aim is to support children and young people who are at risk of disengaging from learning as they progress from primary to secondary school. Many of the children we work with are not engaged with any other statutory service and are otherwise 'hidden' from community services. By working closely with schools, we identify children and families experiencing challenges who may otherwise not receive our support.

Our unique combination of therapeutic early-interventions promotes positive mental wellbeing and resilience as a means of overcoming challenges to equity in education and attainment.

We keep our service under constant review and our continuous engagement work means we are able to respond to new challenges.



Our activities

Befriending

Through high quality **befriending** services delivered by well trained and supported volunteers, we enable children and young people to improve their quality of life, learn coping strategies, increase resilience, and engage with sustainable sources of support.

We started off this year by achieving the Quality in Befriending Award for our service.

On 2 November 2018, Miren gave a keynote speech at the Befriending Networks Annual Conference, sharing our learning from our most established Positive Transitions Service. Befriender and befriender Tine and Josh also spoke at the conference about their experience of our Befriending service. Our plan for 2019/20 is to achieve the Excellence in Befriending Award.

www.peopleknowhow.org/befriending

Art befriending

In the last year, in response to demand, we have developed a new service for children and young people with an interest in art and creativity and requiring befriending. By creating befriending matches with befrienders who are skilled in art, we have added a new dimension to the service.

Art therapy

We work in partnership with Queen Margaret University who place with us

students working towards an MSc in Art Psychotherapy. With close supervision, the students deliver one-to-one **Art Therapy** for any child or young person requiring more specialist therapeutic support, particularly to cope with the effects of trauma, abuse, neglect or parental substance use. We delivered more than 400 art therapy sessions this year.

www.peopleknowhow.org/art-therapy

Family support

We work in partnership with six universities who place Social Work students with us, enabling us to deliver additional **support to families**. This includes accessing other services and support they need, for example, assisting with income maximization and making appropriate referrals to other services. The students can also facilitate family discussions, supporting children and young people to talk with their parents, carers and other people in their lives.

www.peopleknowhow.org/family-support

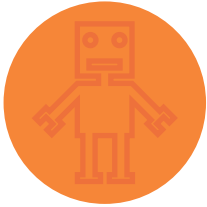
"I can't thank People Know How enough for their support and guidance during my placement. They do an amazing job for young people and students alike. Miren's commitment, creativity and positive energy made me feel empowered to practice in a child-centred way. I have learnt so much from this fantastic opportunity!"

Luke, Social Work Student

"The support People Know How provide for our most vulnerable students is invaluable. They treat all our pupils respectfully and with genuine care for their wellbeing. Their services are invaluable. In particular, the benefits of Art therapy are far reaching. Not all children have the language skills to express themselves so Art therapy gives them a voice. I have seen it have a positive effect on lowering anxiety and stress, as well as improving self-awareness and self-esteem."

Lisa Black, Hermitage Park Primary School





Science Club

Our activities also included group activities, a great example of which is our **Science Club**. This evolved from our pilot Curiosity Club, a partnership with Science Ceilidh and funded by BBC Children in Need and the Wellcome Trust. Science Club uses fun science experiments as a means of engaging with children and young people who find the classroom setting challenging. In the last year, we supported children and young people to create more than 150 science experiments and quite a lot of mess!

www.peopleknowhow.org/science-club

Outdoor Journeys

This year, we also piloted a new activity for groups, **Outdoor Journeys**. Our university partner, Queen Margaret University, places supervised Occupational Therapy students with us who provide support for groups of children and young people who may benefit from group activities to support behavioural or mental health struggles. Our VIP occupational therapy student Aileen Nerney piloted our new Outdoor Journeys project in early 2019, and we are pleased to have now adopted this into the Positive Transitions Service.

Outdoor Journeys offers young people in the North East locality of Edinburgh

the opportunity to learn about their surroundings, and connect with nature and the place they live. The project aims to improve access to learning activities for young people at risk of becoming disengaged through short journeys in their local area. We found that by moving learning outside, we could further support those who find the classroom setting challenging, increasing their confidence and wellbeing.

www.peopleknowhow.org/outdoor-journeys

Parental engagement

Funded by the Pupil Equity Fund, we ran a series of **parental engagement activities** entitled 'Whit dae ye hink?' with 4 partner schools, reaching more than 1000 families. Our work has supported Hermitage Park Primary, Lorne Primary, Craigentinny Primary & Leith Primary to improve communication with parents for the benefit of their children and young people. We are moving on to the second phase of the project in the year ahead, with many exciting ideas to be developed.

We are proud to be a high-ranking supplier on the Pupil Equity Fund Framework and we work hard to support our partner schools and deliver best value.

www.peopleknowhow.org/whit-dae-ye-hink

"Science Club
is the best thing
that's ever happened
to me!"

Jason, Lorne Primary
School pupil



Service Outcomes

We've recorded evidence of the following for 2018/19:

Outcome 1: Children & young people have improved health & well-being

- 87% felt less alone
- 90% were less stressed
- 82% showed signs of being more resilient
- 63% were more confident and willing to try new things

Outcome 2: Children & young people have improved engagement with learning

- 30% achieved improved grades/grade projections
- 75% were more forthcoming and willing to participate
- 89% were more interested in school/learning
- 65% were benefiting from additional learning opportunities outside school

Outcome 3: Children & young people had improved relationships and social lives

- 95% had a wider social network
- 65% had increased opportunities to have fun and socialise
- 81% had increased positive involvement in their community
- 93% had improved relationships with significant adults

Next year

We will grow our team to reach even more children and young people. The positive effects of our work have led to recognition that primary and secondary schools need to be better connected. We are facilitating this in North East Edinburgh, delivering change to the systems that perpetuate severe and multiple disadvantages.

We're also developing bespoke group activities supporting an enhanced transition to secondary schools for children and young people who need support from week one of S1.

We're most excited about our new partnership with Polwarth Parish Church, All Aboard! This canal-side venture seeks to purchase and run a boat from the newly reinstated Polwarth Pontoon. This will provide an exciting new space to host our Positive Transitions Service. Linking with Outdoor Journeys, this promotes children and young people to learn, grow and socialise outdoors, experiencing something new while increasing confidence and participating in the community.

We've started raising funds to support this project, adopting innovative ideas including upcycling old VHS cassettes into attractive household objects. We started by making our very own barge to help inspire us.

www.peopleknowhow.org/positive-transitions-service



Find out more at
www.peopleknowhow.org/donate-videos





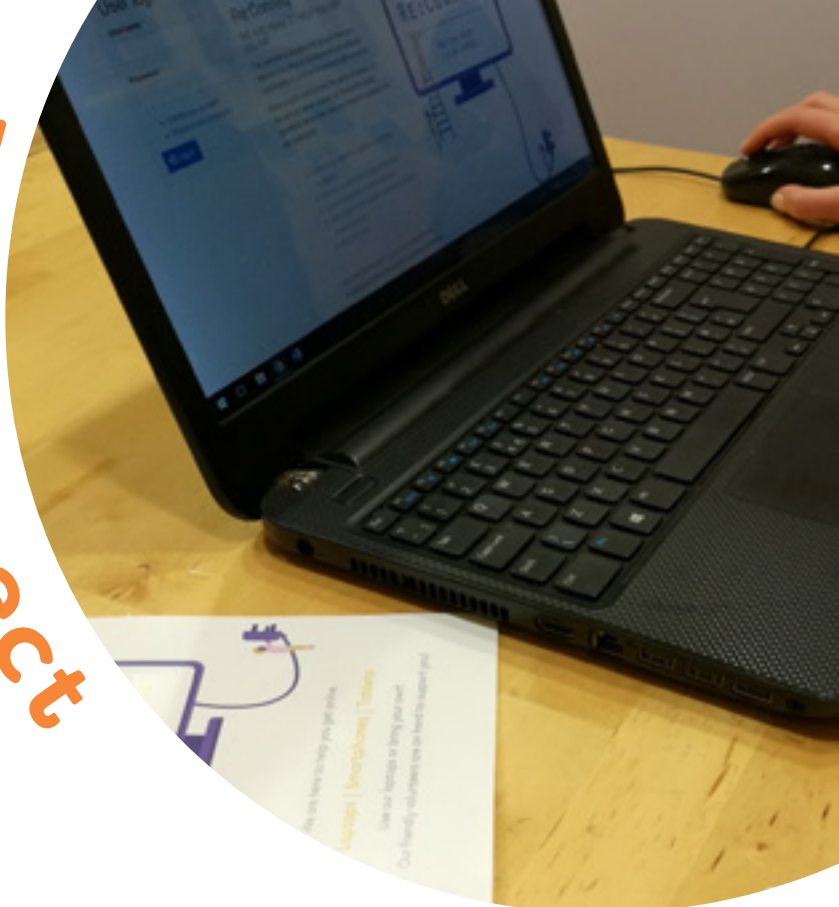
Key outputs

120 digital drop-ins held

Over 500 hours of digital support

VIP led innovation

Re:Connect



Re:Connect is aimed at people in Edinburgh experiencing (or at risk of) loneliness and isolation, who are facing digital exclusion. Despite Edinburgh being cited as a location with a low risk of digital exclusion on the Get Digital Heatmap, evidence shows that for vulnerable groups, digital exclusion remains a problem. The Citizens Advice Bureau reported that 1 in 5 people who seek their support lack basic digital skills.

Our service offers targeted support for groups identified as most at risk of digital exclusion. By partnering with organisations already working with these groups, we reach out to individuals who might not otherwise see a need or benefit for seeking support with their digital skills. In our experience, it's the people who don't realise what they're missing who might not be reached by other digital support services, and who benefit most from our project.

Outcomes

Our established connections and networks with a range of charities, community groups, public sector and statutory services are integral to us being able to deliver the project. In 2018/19, with limited resources, we delivered 120 sessions and supported 300 individuals, running weekly drop-ins in 12 locations. We worked with clients and

host agencies to work towards making the drop-ins sustainable by the agency and/or peer supporters. The reported outcomes in 2018/19 were:

1. Digital exclusion is reduced

Indicators:

- Improved digital skills
- Increased willingness to try and learn more

Result: 80% reported significant progress with this outcome.

2. Social isolation is reduced

Indicators:

- Increased social contact
- More new social connections
- Less time spent at home alone

Result: 65% reported significant progress with this outcome

3. Mental wellbeing is improved

Indicators:

- Increased confidence
- Improved self-esteem
- Increased resilience

Result: 70% reported significant progress with this outcome

Working in partnership with organisations such as Streetwork is integral to us being able to deliver the project. Jamie Trout, Digital Inclusion Programme Manager of Streetwork, comments on our partnership below.

Working in partnership

"Streetwork and People Know How have enjoyed working together in partnership for over 2 years. We have a very similar outlook and approach to digital inclusion - that everyone should be able to benefit from the internet and the digital world. Our collaboration began in March 2017 with a joint venture to deliver a digital drop-in session to people experiencing homelessness at the Streetwork Holyrood Hub. It's very pleasing to say that our partnership still continues today and the weekly drop-in sessions have increased from one session per week to three sessions per week (Monday 10am, Wednesday 1pm, Friday 1pm). The drop-ins have evolved during the life of our partnership and now offer free WiFi to service users and 10

desktop computers with friendly support from Streetwork staff and People Know How Volunteers. The benefits of the drop-ins cannot be understated; connecting with family, applying for jobs, searching for accommodation, accessing benefits, access to information and maps and cheaper goods and services. The partnership is having a very real and positive impact upon the people who use the service. Streetwork have also launched a new national digital inclusion programme called Get Digital Scotland and our partnership continues to benefit both organisations by sharing volunteers, tools, training resources and research. It's been wonderful to have People Know How alongside us on this journey and we hope that we will work together for many more years to come."

Jamie Trout
Digital Inclusion Programme
Manager, Streetwork

"I heard about Re:Connect through my local library. I needed help to make my tablet a backup source of navigation software to use on my boat. Andrew and Callum helped me download charts and a navigation app to make the system work. They were knowledgeable and showed me how the procedure worked. I went back again so they could show me other tablet functions. They were polite and patient especially when showing me stuff that must have seemed elementary to them."

Alan, Re:Connect client



Next year

We keep our services under constant review, and the learning from our experience this year is that there is room to improve the service. Our VIP team have offered very valuable feedback which highlights that:

- A digital drop-in really only allows for fleeting contact and it can be difficult to sustain continuity of service when people come and go, and perhaps only stay for a very short time.
- What makes the most difference to those who use the service are the relationships which have been built up over time.
- Shifting focus from a drop-in to relationship building is likely to make a significant difference to the impact of our service.

Our conclusion was that whilst we should continue to offer digital drop-ins to our key partners, there would be significant benefits if we reframe the project as a Digital Befriending Service with the aim of attaining a Quality in Befriending Award for this new service.

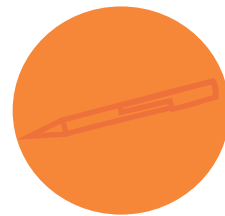
We have opened discussions with Befriending Networks who are supportive of the concept and happy to work with us. This is very much seen as a pioneering project and the team are really motivated behind it. Work has already started on preparing the resources needed for accreditation. The plan is to bring the regular customers from the old service with us and have them help us to pilot the new service.

www.peopleknowhow.org/re-connect





Research Briefings



Key outputs

6 high quality research briefings published

10 research briefings relaunched

New database viewed 2,743 times

At People Know How we use **Research Briefings** to supplement our other projects, linking academic literature to our findings from consultations and action in the community. We're passionate about sharing our learning, ensuring a solid evidence base for new projects. We strive to keep up with the latest research on a range of topics, and to share what we find.

Relaunching

This year we relaunched Research Briefings with the leadership of our coordinator, Rosie Margolis. Rosie joined us in March 2018, volunteering to write a briefing to support our goal of sharing our learning. She took ownership of the Research Briefings project and it has grown and developed as a result.

Since then we've recruited 30 VIP researchers who have produced over 6 new high quality research briefings, twice as many as in 2017/18. We aimed to align these papers with People Know How's projects whilst also encompassing the interests or perspectives of writers. Many writers were students, including occupational therapy students on placement with the Positive Transitions Service, but the project also

gained interest from a range of people at various stages of their careers.

Rosie met with each writer, leading to focussed and innovative research. Where possible, they had the opportunity to see People Know How's work first-hand. As a result, the briefings succeed in supporting our projects, and provide future direction.

For example, Luxshmi Soundranayagam's briefing on parental engagement in primary schools complements booklets produced as part of the parental engagement project. Similarly, Lucy Ramasawmy focused on developments in Re:Connect, leading her to research and write about benefits of digital befriending.

Maximising impact

To maximise the impact of this research, each briefing was shared on social media, driving traffic to the database on our website. The posts received good interaction, showing the work's impact and opening up opportunities for this research to be used to form collaborative links with other organisations.

www.peopleknowhow.org/research-briefings

Communications



In the past year our Graphic Designer & Communications Officer, Claudia Baldacchino, who began in this role in May 2018, has been working to promote our projects and services digitally and in print, contributing to gaining funding, maintaining and finding new partnerships, running our services, sharing our learning and reaching as many new and existing service users as possible.

Branding & print

Over the year we've developed People Know How's branding, printing banners and publications, and applied the style to the website and social media channels. We've also developed identifiable branding for the Positive Transitions Service, revised its webpages, created presentation templates and printed bespoke leaflets for the service. This has contributed to gaining funding, partnerships with new schools, and new VIPs. We also developed a unique identity for our parental engagement project 'Whit dae ye hink'. From information gathered using leaflets produced in Phase 1 of the project in Leith Primary School, we produced an illustrated booklet sharing our findings. We'll now be producing the same style of booklet for three more schools who

saw the original booklet and wanted us to implement the project in their schools.

Social media & website

All of the above has been accompanied by digital imagery for our social media channels (Facebook, Twitter, Instagram, LinkedIn and YouTube) and the website. Since May 2018, engagement on our social media posts has doubled. We've kept our channels regularly updated, documenting and promoting our projects in a consistent style and tone of voice. We also restructured, reviewed and redesigned the website to align with our branding, installed new plug-ins to improve user experience and functionality, and introduced a News section which is updated regularly and promoted through social media.

The coming year

Our communications continues to grow, with more of our work to promote every day. In the coming year we will be releasing our Communications Strategy which will collate all of our work so far and plans for the future in alignment with our new Strategic Plan.





Our team



Our staff

Glenn Liddall, Chief Executive
 Miren Ochoa, Operations Manager
 Siobhan Sullivan, Development Manager
 Claudia Baldacchino, Graphic Designer & Communications Officer
 Dora Mouschounti, Project Coordinator
 Rosie Margolis, Project Coordinator
 Andrew Deeming, Supported Employee
 Pete Harrower, Supported Employee

Our Board of Trustees

Jamie Laing, Chair
 Ben Wyer, Treasurer
 Rebecca Genovese, Trustee
 Amrita Ahluwalia, Trustee
 Anne Grieve, Trustee
 Fiona Hutchison, Trustee
 Lesley London, Trustee
 Nigel Ross, Trustee (resigned February 2019)

Our VIPs

We rely on our fantastic team of volunteers, interns and placement students to support our work and projects. We couldn't do it without them and are committed to ensuring that they gain as much from the experience as we gain from their contribution. This is enshrined in our People Pledge. We recently asked VIPs to review our performance and found that:

- 80% of our VIPs stay with us for 1 year
- 70% join us to increase their employability
- 71% said that they gained new skills
- 67% said they grew in confidence
- 80% think that working with us helped them to achieve their goals
- 90% moved on to a positive destination (paid employment or further studies)

In the year ahead, we are committed to doing even more to add value to the VIP experience with an enhanced People Pledge.



Financial activities



Charity Number: SC043871 SCIO: People Know How

Accounts: 1st April 2018 to 31st March 2019

Income	£
Balance brought forward from 2017/18	10,952.55
City of Edinburgh Council	29,330.40
The National Lottery Community Fund Scotland	47,446.00
Grants and donations	62,851.00
Social Work placement fees	9,340.00
Project Scotland	565.40
Miscellaneous	672.20
Total	161,157.55
Expenditure	£
Salary costs including NI and pension	85,070.69
Insurances	1,338.98
IT, phone, etc.	6,127.28
Practice educator fee	6,900.00
Rent	1,520.00
Printing	2,426.45
Refreshments	572.00
Volunteer and staff expenses	5,427.21
Science services and art supplies	5,180.82
Sundry expenses	2,274.14
Total	116,837.57
Balance brought forward to 2019/20	44,319.98

Audited accounts and trustee's report agreed as a true record on 18 June 2019 by the following trustees:

Jamie Laing, Chairperson

Ben Wyer, Treasurer



Chairperson's report



It gives me great pleasure to write my second Chair's report for People Know How. In this document, I hope you can see how wide a social impact we have and the pace at which we are growing. I'd like to thank Glenn, the staff team and our amazing volunteers, interns and placement students (VIPs) for making all of this possible.

A key challenge for any board of a growing charity is ensuring that the core aims we were constituted with continue to be honoured in our work. Therefore as People Know How celebrated its fifth birthday with Trains of thought earlier this year, the board focussed our efforts on what the next five will look like. Throughout this process we consulted closely with our staff team and external stakeholders to ensure we're all aligned moving forward. This resulted in our new strategy, signifying a step-change in how we'll expand our work in the future, with a focus on sharing our approach with other organisations and becoming leaders in Social Innovation. Watch this space as later in 2019 we'll be officially launching our strategy at a Collaboration Event.

In line with our new strategy, we have established three board committees focussed on Governance, Communications and Finance

& Fundraising. Each committee is chaired by a trustee and is responsible for overseeing core elements of the strategy and reporting progress regularly to the board.

The board also saw some personnel changes this year. In February, we welcomed Anne Grieve. Anne brings a wealth of experience from her day job in digital marketing and will lead the Communications Committee this year to grow our digital reach and further develop our Communications Strategy, helping to establish People Know How as leaders in Social Innovation.

We also saw the departure of founding Trustee Nigel Ross. Nigel will continue to be involved in an advisory capacity, ensuring we continue to benefit from his specialist knowledge. I'd like to thank him for his commitment and contributions over the last five years.

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

Jamie Laing
Chairperson

Partners & funders



Other funders include Lady Eda Jardine Charitable Trust, Margaret Jeannie Hindley Charitable Trust, Lady Marian Gibson Trust, James Wise Charitable Trust, John Wilson Robert Christie Bequest Fund, Miss J K Stirrup Charity Trust, Netherdale Trust, Pleasance Trust, The Champ Trust, WCH Trust for Children and WM Mann Foundation.



THE UNIVERSITY of EDINBURGH





Unlocking Your Ideas

0131 569 0525
contactus@peopleknowhow.org

525 Ferry Road
Edinburgh EH5 2FF

www.peopleknowhow.org

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Designed by
Claudia Baldacchino