



Annual Report

2019-2020





Introduction



Our volunteers, interns and placement students (VIPs) are key to driving social innovation. Who better to open our 2019/20 Annual Report than one of our VIPs.

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Impacting lives

I began volunteering with People Know How in September. After graduating from university, I was eager to spend my new-found free time giving back to the community and meeting new people. I initially signed up to be an art befriender, but when I realised there was an opportunity to develop the marketing and communications skills I had gained at university, I was all too excited to jump into the Communications team.

The support I received from day one was overwhelming. Every member of the team was so welcoming and dedicated to improving the lives of others through social innovation. Even with minimal experience in communications, I was offered an abundance of resources to help develop these skills and ultimately, build my confidence in the field.

As well as improving my self-esteem, volunteering gave me a sense of direction in my career. The experience I gained helped

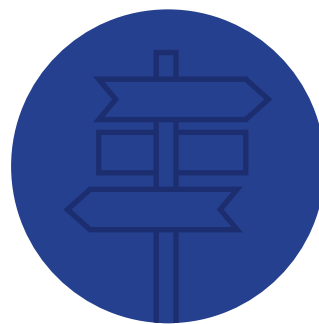
me achieve an internship in a PR firm, leading to a full-time role. I am able to write creatively and design campaigns every day, thanks to the support I received during my time with People Know How.

My experience is just one example of the impact that the charity has had on the lives of individuals across Edinburgh and East Lothian. Volunteers are given the support they need to take positive steps in their lives and careers, while developing meaningful projects to support local communities. A team of truly dedicated staff members make the whole system possible. People Know How is a fantastic charity, bringing together individuals from all walks of life to pursue community development through social innovation.

Alice Roberts
Communications Volunteer



Welcome



A message from our Chief Executive & Founder

In last year's Annual Report, we described our 'most successful year to date' and this year we're proud to announce another record year. Now seven years old, this year we have risen to new challenges, reviewed and expanded our services even further, grown our staff team and developed our board.

Connecting sectors

Before 2020 began we held our Connect Four event, born from our Strategic Plan and passion for working in partnership. It launched the Connect Four Network, focusing on cross-sector collaboration and maximising social impact through social innovation. The event was a great success, with over 80 guests in attendance from all four sectors in Scotland and positive feedback and sign ups to the network. We expect Connect Four to grow even further in the year ahead.

Unexpected challenges

This year has brought many unexpected turns, and as we watched the world change with the coronavirus pandemic, we knew we could rise to this challenge. In March began delivering community support from our own homes. Some months later we've not only

adapted existing services, but also reviewed and created new projects to meet the needs of the community during these uncertain times. From moving our support online and over the phone, to inducting over 160 new volunteers, to launching our highly popular Computer Delivery project and opening up much needed conversations about digital exclusion.

Looking ahead

It's been an unexpected year and we're proud of how we've supported the communities of Edinburgh and East Lothian. In the year ahead we aim to further our implementation of our Strategic Plan through Connect Four and grow our social impact footprint even further. This is why we've structured this year's Annual Report using our 6 strategic enablers: People, Process, Governance, Credibility, Partnership and Influence.

I'd like to thank our volunteers, interns, placement students, staff team and board for their commitment that has allowed us to meet the unusual obstacles of this year head on.

Glenn Liddall
Chief Executive

Our beneficiaries

818
beneficiaries reached in the
Positive Transitions Service
138
beneficiaries reached through
Reconnect
217
VIPs inducted

Our partnerships

28
schools in Edinburgh
and East Lothian
10
college and universities
9
community organisations

Our activities

990
hours of digital support
provided
847
hours of befriending for
children and young people
240
hours of group support
1957
hours of volunteering

Our supporters

6
new funding grants secured
£400k+
raised to support our work
into next year
19
training courses attended



April

We begin delivery of our new contract with NHS Lothian, providing mental wellbeing support to young people in Edinburgh

May

The Positive Transitions Service gets a boost with a 3 year grant from BBC Children in Need

June

We launch All Aboard at the Edinburgh Canal Festival

July

We run our All Aboard pilot, conducting Science Club workshops and befriending trips on the Union Canal

August

Amy, Emily and Nigel join our staff team as VIP Coordinator, Befriending Coordinator and Reconnect Coordinator

September

We are awarded £50,000 for All Aboard, as part of Ecclesiastical's Movement for Good Awards

October

We relaunch Reconnect as a service, improving health and wellbeing for adults in Edinburgh

November

We host Connect Four, bringing together the academic, business, public and third sectors, and launching our social innovation network

December

Our Dogs of 525 calendar is a hit among tenants of 525 Ferry Road, raising money for our services as part of the Big Give

January

Adriana and Nic join our team as Youth Workers, part of our Positive Transitions Service support in East Lothian

February

We attend the Gathering, Scotland's largest event for the third sector

March

Coronavirus hits - we adapt our services to online and distance support and begin to develop new projects like Computer Delivery

Our highlights



Our people are
at the core of
everything we do

People



VIPS

VIPs (volunteers, interns and placement students) play a pivotal role at People Know How, helping us develop and deliver our projects and services to support the community. Our VIP Coordinator, appointed in July, has been hard at work developing our approach to VIPs even further. We're committed to ensuring that our VIPs gain as much from their experience as we gain from their efforts through the tailor-made opportunities we offer. This is why we created our People Pledge, a reflexive agreement in which both People Know How and VIPs commit to one another and strive to do the best they can.

Over the past year we've supported around 217 VIPs in a range of roles including practice-based university placements, research briefing writers, communications volunteers, befrienders and interns from all over Europe.

We aim to recruit VIPs from all backgrounds, cultivating a diverse

community in which we can learn from each other's experiences. This year our VIPs came to us from all over the world and from various age groups. A new statistic for the year was that our biggest age group was VIPs under 16, due to the popularity of our school work experience programme.

Increasing skills

Many VIPs come to People Know How to increase their skills, either to gain experience in a specific field such as working with children, digital or communications, or to discover a previously unexplored path in their lives or careers, or to add an extra kick to their CVs by learning something new. When we asked our VIPs if they felt People Know How had helped them achieve their goals, they gave an average rating of 4.2 out of 5, with 91.6% having moved on to either studies, work or further volunteering.



Motivation to contribute to society

Our focus on social innovation provides opportunities for VIPs to make a difference in the community and a positive contribution to society through their time in the third sector. This year 73.8% of our VIPs stayed with us for longer than a month, indicating a level of commitment and enthusiasm for our work. A further 91% of them said they would recommend volunteering with People Know How to a friend or colleague.

"I loved the three months I spent at People Know How. The staff are all amazing and the service creates real change. It's clear to see the meaningful work the charity does, and it was amazing to be part of it"
- Placement Student

Improving wellbeing

Improving wellbeing is not limited to our service users. A key aim of our VIP programme is to help individuals improve their wellbeing, increase confidence and feel happier and more socially connected in their lives. We received an average rating of 4.64 out of 5 for the VIP experience at People Know How, with the 25.64% who joined the charity to gain confidence rating us 4.1 out of 5 in helping them to achieve this.

"Great experience. Working in a very friendly and positive area. I am very happy that I had a chance to be a part of this team"
- Placement Student

Find out more at:
www.peopleknowhow.org/join-our-team

Jonathan's story

Jonathan has been volunteering with People Know How since May and has supported numerous projects during this time.

After finishing his degree, he had some spare time on his hands and a passion for helping people in his local area. Beginning as a befriender within our Positive Transitions Service, he went on to get involved in Science Club, devising experiments to let children learn about the world through science.

"I have improved my confidence, especially by trying things I haven't done before...It's been really good trying new things and pushing the envelope a bit in terms of what I thought I'd be comfortable with"
- Jonathan, Volunteer



Work experience

From August to December we worked with 8 schools in Edinburgh to provide work experience to 36 young people in S3 (aged 14-15).

“I got experience of being in a workplace and developed my teamwork skills”
- Work experience placement student

Due to our growing popularity as a destination for work experience placements, we developed a week-long programme for young people to become VIPs and work with us to develop our services.

The feedback we received from those who came to us for a work experience placement showed that they rated us 4.8 out of 5 on their overall experience, helping them to make decisions about future career paths.

“I really enjoyed my time here and I am glad I chose this placement”
- Work experience placement student



Our team

Glenn Liddall, Founder
Chief Executive & Founder

Miren Ochoa Sagues
Operations Manager

Siobhan Sullivan
Development Manager

Claudia Baldacchino
Graphic Designer & Communications Officer

Amy Clelland
VIP Coordinator

Nigel Gallear
Reconnect Coordinator

Emily Andrews
Befriending Coordinator

Nic McGowan
Youth Worker

Adriana Vivas Zurita
Youth Worker

Nicole Parry
Office Administrator

Steven Dodds
Modern Apprentice



Pete Harrower
Supported Work Placement

David Truslove
Supported Work Placement

Neil Henderson
Supported Work Placement

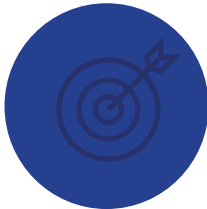
Alasdair Allen
Supported Work Placement

We began this year with a core staff team of 6 staff members and 2 Supported Work Placements. Since then we have taken on new members integral to our Strategic Plan and development of our services including our VIP Coordinator, Befriending Coordinator, Reconnect Coordinator, Youth Workers and two Modern Apprentices. One of these apprentices has gone on to become our Office Administrator. We have also increased our number of Supported Work Placements.

We offer Supported Work Placements in partnership with Edinburgh Palette as part of our managing of the building 525 Ferry Road, in which our offices are

situated. This programme enables people who start by volunteering to progress into paid supported work and then into mainstream employment. The number of placements we support has grown steadily over the year, adding another three new members to our team. We also bid farewell to one member, Andrew, who went on to find a job at Menzies Aviation in his desired field.

Find out more at:
www.peopleknowhow.org/meet-our-team





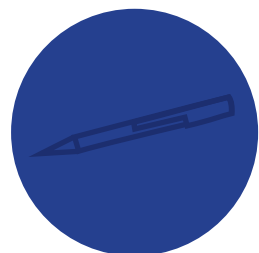
Process

We are always refining our processes.

Our Social Innovation Model

When we released our Strategic Plan this year, we also finalised our Social Innovation Model. The model is at the heart of everything that we do as an organisation and is simple and cyclical. We ask, research, do, share, and repeat.

Find out more at:
www.peopleknowhow.org/about-us



Positive Transitions Service

The Positive Transitions Service aims to support children and young people to be healthy, confident and resilient, and fulfil their potential. This year we supported 264 children and young people through one to one and group support, and 554 families with parental engagement work.

Of the children and young people referred to us, 75.21% displayed low confidence; 65.8% had difficulties with relationships; and 79.5% displayed emotional difficulties. As our outcomes meet each of these, we're confident our service is aligned to local need.

Find out more at:
www.peopleknowhow.org/positive-transitions-service



Expansion to East Lothian

In November we were awarded a contract by NHS Lothian to deliver support to children and young people across East Lothian, an area with significant need for our services. Our team are now co-locating with Recharge Youth Centre in Tranent and we're now networking to form delivery partnerships. We're developing referral routes and pathways with the stakeholders as well as being a founding member of the

Third Sector Referral Group, and the East Lothian Children & Young Peoples Mental Health Strategy Group.

We're now an established presence in 28 schools in Edinburgh and East Lothian (a 40% increase from 2018) and have strong relationships with school staff. We've also been developing a 'cluster approach', encouraging primary schools who feed the same secondary schools to work more closely together to improve the transition.

Befriending

Befriending supports children and young people to feel understood and valued, and improves their self-esteem, relationships, and engagement with learning; all toward enabling them to recognise their strengths and abilities and fulfil their potential. Based on the evidence we have gathered, we can conclude that 52.8% of befriendeds increased their resilience; 88.1% improved wellbeing; and 84.85% improved engagement with learning.

Find out more at:
www.peopleknowhow.org/befriending



Tariq's story

Tariq is in Primary 7 and was referred because of concerns around bullying, difficulties making friends, low self-esteem and poor resilience. He had witnessed domestic violence in the past and also felt culturally excluded, as the only Muslim child in his school. We matched him with befriender Daniel, a young student.

Initially Tariq was reserved during sessions but Daniel gradually found him becoming chattier and more animated. Each week, Tariq would excitedly run down the corridor to meet Daniel. He also began to take more pride in schoolwork, and his teacher said she was amazed at the change in him. Daniel is continuing to support Tariq as he prepares to move to S1 in August.

Arts Therapies

Arts Therapies currently includes art therapy and music therapy. We work in partnership with universities and organisations across Scotland to provide sessions.

Art therapy aims to help young people displaying signs of trauma, or who have been, or are at risk of being physically, sexually or mentally abused.

This year we also delivered music therapy for the first time and have supported 4 young people and families through a successful music therapy pilot. We're now also investing in training staff in play and drama therapy.

In the last year we observed that 79.5% of children and young people we supported have a stronger sense of self belief; 70.5% are more resilient; and 71.1% have more positive relationships.

"Art therapy gives Lisa a safe space to express how she's feeling. I feel the weight on her shoulders seems to have lifted somewhat and she seems a bit happier. It's also helped her process her feelings about her grandfather's death 2 years ago".
– Parent

Find out more at:
www.peopleknowhow.org/arts-therapies

Family Support

This project considers the needs of young people and how best to support them and help them engage with family, school and their community. It equips families with the knowledge and skills necessary to assist their young person in their educational journey, and encourages family members to learn together.

We host, support and supervise social work students on placement from universities across Scotland to deliver the project, offering them real

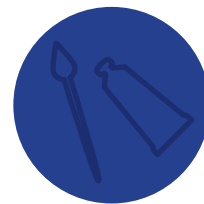
life experience to prepare them for professional practice. This year we saw 97.3% of the young people we supported improve their wellbeing; 84.78% increase resilience; and 86.6% improve their engagement with learning.

Find out more at:
www.peopleknowhow.org/family-support

Whit Dae Ye Hink

Our parental engagement project 'Whit Dae Ye Hink' has so far involved 4 primary schools in North East Edinburgh, engaging with 554 families, including 662 children and young people. Our team carried out a consultation exercise with pupils of all ages, and with their parents/carers. We found that:

- All families talked about improved communication from schools
- Only 1 in 5 parents accessed emails from school, despite this being the schools' preferred communication style
- 30% of families requested digital support, and 15% requested help finding work
- Parents also said they need support with budgeting and supporting their child's online learning



Having reflected on this, we are now offering parents support through our Reconnect service.

Find out more at:
www.peopleknowhow.org/whit-dae-ye-hink

Pupils Know How

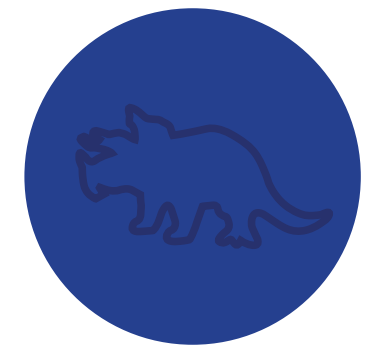
We've introduced a series of group activities designed and developed by the children and young people we support, which is aptly named 'Pupils Know How'. As these group activities are tailored to each group of children and young people, each is specific to them.

Find out more at:
www.peopleknowhow.org/pupils-know-how

Science Club

A series of science workshops for children and young people that was designed based on what our young people wanted to learn about. In our initial run of the project we worked in partnership with 4 primary schools across Edinburgh to run groups during and after school hours.

This year 76% of Science Club participants displayed improved engagement with learning; 94% displayed improved wellbeing; and 88% showed signs of being more connected to their community.



An unintended outcome was that 77% of the young people we worked with reported raised aspirations about their future. We are now planning our second running of the project in partnership.

Find out more:
www.peopleknowhow.org/science-club

All Aboard

We're very excited about our new partnership with Polwarth Parish Church, All Aboard! Together, we will run a boat from the Polwarth Pontoon on the Union Canal, promoting learning and positive engagement with the community within this unique environment.

After a successful pilot delivering our Positive Transitions Service projects on the canal, the project has been awarded various grants allowing us to purchase our own canal boat! In planning the purchase, we've been engaging with the canal community to find the most suitable boat with which we can provide the best support.

"We did science on the trip! It was so fun to learn about why things float! Can't wait to tell mum!"
– Leith Primary pupil

Find out more at:
www.peopleknowhow.org/all-aboard

Coronavirus

Within three days of People Know How staff moving to home-working, schools were closed across Scotland. It was time for the Positive Transitions Service to move their support online.

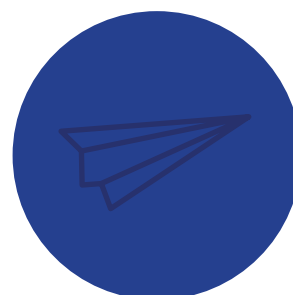
The team developed two main forms of support, reflecting the service's two categories of one-to-one and group support. The former became Online Befriending, providing a safe and supportive online environment for young people and befrienders to share stories, play games and learn. For groups, support was focused into Pupils Know How. The team developed different online groups including Young Artists Club, Mythical Mystery Squad and Transitions Club that use online activities to guide children and young people through this time, particularly those facing the transition to high school. For many of the groups arts and craft materials are delivered to young people's homes before the first session.

Where needed, digital equipment has been provided through our Computer Delivery project funded by the National Lottery, The Good Things Foundation and various others.

Looking ahead

As we prepare to purchase our own canal boat and forge ahead with All Aboard, we're also looking towards the future in the midst of coronavirus, identifying the best ways to continue adapting and developing our services to support children, young people and families through these uncertain times.

As lockdown eases, we'll be exploring the use of a "blended model" of delivery alongside growing our successful use of online and distance support.



Reconnect

This year we relaunched Reconnect, upgrading it from a standalone project to its own service. Now it houses a range of projects supporting adults in Edinburgh to improve health and wellbeing.

Reconnect is now also part of Power Up, an initiative supporting projects with strong potential to drive digital inclusion in the UK. Through this we have received funding, established partnerships and accessed resources enabling us to provide even more rounded support. We were keen to lead on collaboration between Edinburgh grantees and hosted the first meeting of this group as the 'Edinburgh Collective'. We're now leading on the creation of a database where the grantees could share information.

Find out more at:
www.peopleknowhow.org/reconnect

Basic Digital Skills

Thanks to Power Up, we developed our digital befriending service into both one-to-one befriending and group sessions. We're delighted with the quality of the 21 digital befriending matches we created, and the impact we're seeing in case studies.

We observed that 53.8% of befrienders identified an increase in confidence in using digital devices in their befriendees and 46.2% reported an improvement in wellbeing. This reinforces our belief that a relationship-based model of support is the key to sustainable impact, both in terms of digital skills and wellbeing.

"It makes me feel fulfilled and self-confident...I feel it as a responsibility, so I am motivated with this."
- Digital Befriender

Our group sessions in the community have also proven to be an important self-referral route, resulting in our support of 42 individuals. We've found that 51.8% of individuals came to us to improve internet skills like online shopping, socializing online or to learn about apps.

Adding new partnerships and extending the reach of our service has been a welcome development, and we are very excited to see how our partnership with Hibernian FC will evolve.

Find out more at:
www.peopleknowhow.org/basic-digital-skills



Valerie's story

We met Valerie at a digital session at The Ripple. Valerie has some learning difficulties which limit her capacity for paid employment. We helped her learn the basics of using her laptop and getting online. After becoming a regular attendee, we thought Valerie would be suited to digital befriending. Befriending helped her save money on bills, get to grips with a new smartphone and discover how to access her favourite things on her phone. Within just a few weeks she was making monthly savings of £30 - more than £350 per year.

Valerie lives alone and spoke of feeling socially isolated. We helped her to set up an Alexa. She could ask it to play her favourite music and ask it questions. When asked whether she was enjoying using her Alexa, Valerie said 'I've got someone to talk to now'.



Healthy Body

Health Body offers walking befriending to adults in North East Edinburgh. This project aims to support people who are lonely to improve their physical and mental health through light activity for all abilities and some social interaction, all using our befriending model.

"I am very happy with the befriending and really enjoy getting out to my local shops and cafe"
– Walking Befriendee

This year we saw that 58.8% of befrienders reported an improvement in mental and physical health and 35% reported heightened access to activities or resources.

"During the course of our befriending I feel I have observed a greater confidence in my befriender during conversations, likely due to our increasing rapport with time".
– Walking Befriender

Find out more at:
www.peopleknowhow.org/health-body

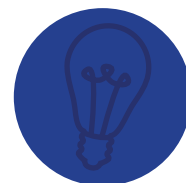
Healthy Mind

Healthy Mind was developed from the success of art befriending for children and young people. We wanted to apply this to befriending for adults. Due to coronavirus, the service has moved to over-the-phone befriending, offering a friendly ear to those who may be feeling isolated. Looking ahead, we will review the project based on the success of this new route.

Find out more at:
www.peopleknowhow.org/healthy-mind

Growing Your Ideas

Growing Your Ideas provides support for small business, charities and social enterprises. With our Graphic Designer & Communications Officer moving to full-time hours in October, she began to provide support to equip entrepreneurs with the skills to run a business,



develop a brand and build an online presence.

We have so far supported six businesses. Two have completed the programme and successfully launched their new businesses. These include Better Call Kelly, cleaning services; Maria Alonso, furniture restorer; Candy Floss Service, party planner; Scottish Merchants, antiques and vintage items; Polwarth Parish Church; and a cookie business.

Find out more at:
www.peopleknowhow.org/growing-your-ideas

Coronavirus

Coronavirus has prompted us to explore how Reconnect can support individuals remotely, despite having previously been a predominantly face-to-face service. The service has already changed in just a month of lockdown, as we adapt and find ways of supporting our existing and new service users into distance befriending. We are beginning work on a Computer Delivery project, delivering devices to

those who need help staying connected during this pandemic, which will lead to our support of even more vulnerable adults to improve both digital and social exclusion. Healthy Body is also changing as it moves down the route of telephone befriending. As the pandemic continues, we're beginning to see these changes as permanent, as we discover how many more people's lives we can positively impact with this service.

Looking ahead

In recent months we have seen our new Computer Delivery project soar into high demand. With coronavirus highlighting widespread digital exclusion, we foresee this project growing extensively and continuing on far into the year ahead. Though separate to Reconnect, the project has already begun to lead to an increase in referrals for our Basic Digital Skills, Healthy Body and Healthy Mind projects as we work to improve health and wellbeing during an international pandemic that is affecting everyone.



Kelly's story

We knew Kelly from her role cleaning our office building. She had told us of her ambitions to start her own cleaning business and we were excited to support her to make this dream a reality.

We helped Kelly to improve her digital skills and worked together to create a brand, name, Twitter and easy to edit website for her business, Better Call Kelly. From here we equipped her with the skills to maintain her website and social media, and continue to promote her service. When Kelly's new business cards and embroidered shirts arrived, she excitedly showed them off to everyone in the office.





Governance

We practice good internal governance.

Meet our Board of Trustees

Jamie Laing
Chair

Fiona Hutchison
Vice Chair

Ben Wyer
Treasurer

Amrita Ahluwalia
Trustee

Anne Grieve
Trustee

Karla Castro
Trustee

Keith Dyer
Trustee



A message from our Chair

This year has been a pivotal period in People Know How's journey, as we launched our new strategy alongside the Connect Four Network; experienced the biggest growth so far in our services and staff team; and responded and adapted our services in light of coronavirus.

A core element of our strategy is to bring together the business, public, academic and third sectors to work collaboratively and use our combined resources to enable social innovation. We launched this strategy at our Connect Four event in November, which brought together over 80 influential individuals across the sectors to launch the Connect Four Network. It was an honour to chair this event and welcome a number of speakers who all spoke passionately from their perspective about how social innovation can be leveraged to make a real difference in society.

I'm delighted to have welcomed a number of new staff members to the team this year as we have almost doubled our headcount, aligning our structure to enable the delivery of our strategic goals.

In addition to the new staff members, we've welcomed two new board members, Karla Castro and Keith Dyer, to the team this year. Karla is Marketing Director at Edrington, was appointed in October 2019 and has extensive experience in marketing and communications. Keith is Quality Assurance and Compliance Manager at Edinburgh City Council, was appointed in November 2019 and brings a wealth of experience in social work and child protection to the board.

We also saw the departures of founding Trustee and Chair Lesley London and Secretary Rebecca Genovese from the board in June 2019. I'd like to thank both for their contributions to People Know How, especially Lesley in providing leadership and direction in the early days of our journey and helping shape our child protection policy. We subsequently took the opportunity to re-shape the Secretary role into a new Vice Chair role, which Fiona Hutchison has taken on and has since been instrumental in leading our governance committee, as we work towards achieving the Good Governance Award.

Finally, the end of the year saw the emergence of the coronavirus pandemic and the beginning of lockdown. The unprecedented crisis has had an impact on all aspects of society, and the Third Sector has certainly not been immune. Despite the huge challenge the crisis has presented many charities, I am immensely proud of how People Know How have responded, from rapidly adapting our services to be delivered online to co-ordinating the distribution of technology to the community to combat isolation. I'd like to thank Glenn, our dedicated staff team and our amazing volunteers, interns and placement students (VIPs) for making all of this happen.

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

Jamie Laing
Chair of the Board of Trustees



Credibility

We will be recognised as a leader in social innovation.

Awards

Over the last year we have worked towards a number of awards for our work in the community. From large awards and grants enabling us to take big steps in our projects, to accreditations on the quality of our services, here are a few of our highlights.

Movement for Good

In September 2019 our Positive Transitions Service was awarded the Movement for Good Award by Ecclesiastical Insurance, a £50,000 grant towards the purchase of a canal boat within our All Aboard project.

We were one of fifteen projects to have been selected from hundreds of applications, and one of only ten to be awarded a grant, after a public voting process through web and social media campaigns.

Quality in Befriending for Reconnect

After receiving a Quality in Befriending award for our Positive Transitions Service Befriending project, we decided to work towards obtaining the same accreditation for Basic Digital Skills, a digital befriending project within our Reconnect service. We are now in the process of compiling evidence to submit this application.

Investing in Volunteers

With our new dedicated VIP Coordinator joining the team in July, we have also been working towards the Investing in Volunteers award; the UK quality standard for good practice in volunteer management.

Working with Volunteer Scotland, we're assessing and developing the quality of our volunteer management and



how we involve volunteers in our work. After contributing evidence towards a self-assessment, we'll work through a development plan that will help us ensure we are giving our volunteers the best possible experience as outlined in our People Pledge. In line with our Strategic Plan, this award will provide us with a recognised, and well-established, volunteer accreditation mark.

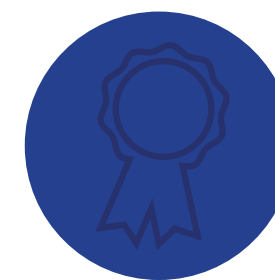
Good Governance Award

We are also currently working towards achieving the Good Governance Award, which will evidence our high standard of governance within our organisation. There are 8 key areas of organisational governance (Charitable Status; Trustees; Planning, Delivering & Monitoring; Recruitment; Managing

Staff & Volunteers; Managing Finances; Managing Resources; Marketing & Communications), each with their own indicators which we must provide evidence towards. The achievement of this award will positively impact our recruitment of VIPs and service users, and grow our network of funders and partners.

GDPR accreditation

As part of Giving Tuesday we were gifted GDPR courses by Constellate Apps, allowing us to gain GDPR accreditation for our staff team.





Partnership

We believe the best results come from working in partnership.

Connect Four

Our Strategic Plan

Connect Four was born from our Strategic Plan, which marked a step change for us and focussed our aims on maximising social impact through developing, delivering and enabling social innovation.

Read our Strategic Plan:
www.peopleknowhow.org/strategic-plan

The event

On 18 November we opened our doors to over 80 guests from the academic, public, third and business sectors. Our keynote speaker Louise Pulford, executive director of the Social Innovation Exchange, kicked off proceedings by speaking about social innovation and how we can make change happen. We were also joined by speakers representing each sector: Anna Fowlie, Chief Executive of SCVO; Dr Hock Tan, Lecturer in International Business at Edinburgh Napier University; Martin

Ewart, CEO of Taranata Group; and Judith Proctor, Chief Officer of Edinburgh Health & Social Care Partnership.

The talks were followed by table discussions, curated to match the experience of our guests. Themes ranged from isolation, children, young people, community support and expectations of a social innovation network.

Looking ahead

Since November we've collated resources into a section of our website dedicated to Connect Four and social innovation, and expanded our network. We now run a quarterly newsletter, sharing socially innovative resources from each sector. Stay tuned for our upcoming plans to launch an exciting new element to the initiative in the coming year.

Find out more at:
www.peopleknowhow.org/connect-four

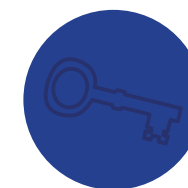


Community Asset Transfer

In November we archived Shaping Your Future, a community consultation that aimed to capture as many different voices as possible on the route to unlock positive change in Craightinny, Lochend, Restalrig and Loganlea.

One of the many results of Shaping Your Future is the Village Hub. This project seeks to restore the vacant building that sits in disrepair beside the Craightinny Community Centre and develop it into

a hub for the community. People Know How and a group of locals have formed a committee and are in the process of applying for charity status and a Community Asset Transfer, allowing for the building to be brought back into the community and set up as the hub. Our Graphic Designer & Communications Officer is creating a brand for the Village Hub, ito begin making this dream a reality.



525 Ferry Road

This year marked our second year at 525 Ferry Road, supporting Edinburgh Palette in the management of the building. As the HUB, we have managed the leasing of new office space, cultivating a vibrant community of charities, businesses, creatives and social enterprises. Through community events, our fortnightly Newsletter 525 and dedicated communications, this community has

flourished. One of our highlights of the year was our Dogs of 525 Christmas calendar featuring the dogs of tenants in the building to raise money to support children and young people. This was met with a wonderful response from tenants, filling the building with adorable Christmas cheer.

Find out more at:
www.peopleknowhow.org/hub-525

61/63 London Road

We've been granted occupancy in a new student-led residential development on London Road. Basing ourselves here, we will ensure that development in the North East remains loyal to its community, and we will be well placed to grow and run our services supporting that community.

This new location will give us a base at the centre of the community in which we work. We'll be closer to many schools in which we run our Positive Transitions Service and communities in which provide

support through Reconnect. With our own space in the North East, we'll also be able to provide more support on-site.

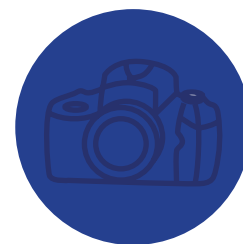
Being situated in a student building will also strengthen our strong links to the academic sector. By working close to a student hub of activity, we'll develop a reciprocal relationship of support with the students who reside in the building, engaging them in the area and supporting them through university or college.

Our work unlocks the ideas of the people we aim to support, so what better place to base ourselves than in the very community we aim to support.



Influence

We will enable others to replicate our success by sharing best practice.



Research Briefings

Research Briefings plays an integral part in our Social Innovation Method and in turn, our Strategic Plan. It links academic literature to our findings from consultation (Ask) and action (Do) in the community.

This year we published 15 new research briefings and as of March we have 18 volunteers writing briefings. Our VIP Coordinator has been supporting two additional volunteers, Linnea and Alex, who act as a dedicated research briefing editor and coordinator. This has added a new dimension to the project, allowing for a more dynamic writing and editing process.

In the year ahead our VIP Coordinator and Graphic Designer & Communications Officer will be collaborating closely to bring some big changes to the project, ensuring it meets its objectives and linking it in even more closely with our Strategic Plan.

Communications

Over the past year the role of communications at People Know How has grown exponentially. With our Graphic Designer & Communications Officer moving to full time hours in October and managing a team of 12 communications VIPs, the possibilities have never been bigger. In collaboration with the Communications Committee, our Communications Strategy has been now been finalised and implemented across the organisation.

Branding and print

With the relaunch of Reconnect and the launch of Connect Four we added two new brand identities to our suite. Our work at 525 Ferry Road also created an opportunity to solidify another brand, this time for our office building.

The power of our printed communications was put to the test in the Gathering in February where we spoke about our work to potential partners and funders from our



own stall complete with our leaflet suite, banners and branded accessories. We received 30 new sign ups to Connect Four, over 100 new followers on Twitter and connected with numerous organisations.

Social media and website

Our following and engagement on social media has increased significantly this year. In February we hit the 300-follower milestone on Instagram, a 100 follower-per-year increase since 2017. We also hit 4,000 followers on Twitter and 1,000 on Facebook, and our LinkedIn following increased by 25%.

Significant campaigns this year included the All Aboard launch, Reconnect launch, 'What is Social Innovation?', the Movement for Good and our 525 Ferry Road Open House. Our most popular posts have been about the adaptation of our services for lockdown and digital exclusion.

The website has also expanded, presenting a consistent, understandable way of getting to grips with our services. We have also begun to use the website more dynamically for partnership, recruitment, and promoting our news.

Internal communications and IT

This year we increased our use of Office 365, drastically improving internal processes for both staff and VIPs. We now use Microsoft Teams for meetings and online befriending and group sessions; Planner for project management; OneDrive for personal cloud storage; SharePoint for group cloud storage and collaboration; OneNote for cloud notetaking; and Stream to store recorded Teams sessions. We're also looking into PowerApps to create our own apps. In light of this move to increased use of digital tools we've created a suite of support resources including training and custom guidance. These

systems have improved how we work collaboratively as a team as well as how we organise ourselves as an organisation.

Strategic Plan and Connect Four

Communications was heavily involved in the creation of the Strategic Plan and Connect Four including planning the event structure, coordinating set up, designing materials, writing content, running social media campaigns, developing webpages, and assembling the final Strategic Plan. We hope to follow this model for future events in the year ahead. Our newsletter is also now up and running with further plans ahead.

Growing Your Ideas

Our Graphic Designer & Communications Officer coordinates Growing Your Ideas, delivering a programme supporting small business, charities and social enterprises to run a business, develop a brand and build an online presence. This project presents us with a unique opportunity to innovatively tie communications and design into our work in the community, and exploring new territory as a third sector organisation.

Looking ahead

With communications playing an increasingly important role in the charity, we can't wait to see what next year brings.





Our response to coronavirus



April to August

"Let's not go back to normal. Things weren't so good back then. We can join together with communities and the academic, business, public and third sectors to share knowledge, join resources and improve the wellbeing of communities. We have an opportunity now to reset the status quo."

– Glenn, Chief Executive & Founder

On 17 March we left our offices at 525 Ferry Road armed with laptops, dongles and monitors to begin delivering their community support in Edinburgh and East Lothian while working from home. Over the last five months we've adapted, reviewed and created new projects to rise to this challenge and continue our support of the community. We've also recruited 8 new staff members to our team including a new Development Officer and Operations Officer, and inducted over 100 new volunteers.

The Positive Transitions Service has been fully adapted to online befriending, and group work through Pupils Know How. We are delivering these projects to both new and existing service users, supporting them as they return to school amongst fear and uncertainty. Our befrienders and clubs like Young Artists Club, Transitions Club and the Mythical Mystery Squad provide a fun way to meet those challenges, increase confidence and explore a safe space to express their thoughts. In June we two welcomed an additional Befriending Coordinator and Youth Worker to the team, funded by awards gained as a result of our adaptation of our services during the pandemic.

With many vulnerable adults self-isolating, the need for projects addressing social isolation has grown tenfold. Our Reconnect service began offering Distance Befriending, a title

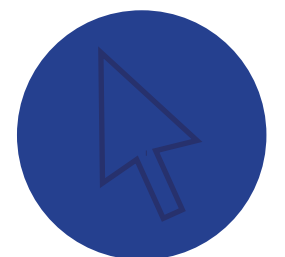
encompassing phone befriending and digital befriending. We have since created a new project, changing Health Body into Wellbeing Calls, completely dedicated to telephone befriending. We've also renamed Basic Digital Skills to become Learn Digital and are providing digital support over the phone and online. All of these projects offer a friendly ear to someone who may feel isolated, allowing space for sharing resources or simply having some social interaction. In making these changes we have also been awarded funding to recruit two new Learn Digital Coordinators and a Wellbeing Calls Coordinator.

Perhaps the biggest change during this time is the creation of our Computer Delivery project. With such a drastic move to using technology, it became increasingly clear that many individuals simply don't have access to digital devices in their homes. In collaboration with Venture Scotland,

we've been refurbishing donated devices and delivering them to members of the community, with phone support available after delivery. This project allows individuals to access support, home-school children and stay in touch with friends and family. We are now on track to deliver over 1,000 devices and are using our experiences to support a campaign for digital equity. This also paved the way to our participation in Connecting Scotland, operating a national helpline providing phone support to device recipients across the country.

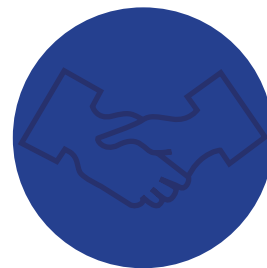
We want to thank everyone at People Know How for their support during this time. It's only because of our dedicated team of VIPs and staff members that this has all been possible.

Find out more at:
www.peopleknowhow.org/coronavirus-update





Financial statement



We'd like to thank our partners, funders and donors for supporting and collaborating with us, making our work possible.



Partners & funders

Charity Number: SC043871 SCIO: People Know How
Statement of financial activities for the year ended 31 March 2020

	2019/20			2018/19
	Unrestricted funds	Restricted funds	Total funds	Total funds
Income and endowments from:				
Donations & legacies	80,677	0	80,677	62,851
Charitable activities	0	170,202	170,202	98,307
Other trading activities	55,089	0	55,089	0
Total	135,766	170,202	305,968	161,158
Expenditure on:				
Charitable activities	(58,352)	(184,698)	(243,050)	(116,838)
Total	(58,352)	(184,698)	(243,050)	(116,838)
Net income/(loss)	77,414	(14,496)	62,918	44,320
Movement in funds	(5,362)	5,362	0	0
Net movement in funds	72,052	(9,134)	62,918	0
Total funds brought forward	8,097	36,223	44,320	0
Total funds carried forward	80,149	27,089	107,238	44,320

The full Accounts and Financial Statement for 2019/20 can be found on the People Know How website at: www.peopleknowhow.org/annual-reports





Unlocking Your Ideas

0131 569 0525
contactus@peopleknowhow.org

525 Ferry Road
Edinburgh EH5 2FF

www.peopleknowhow.org

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 /PeopleKnowHow1

 People Know How



Designed by
Claudia Baldacchino