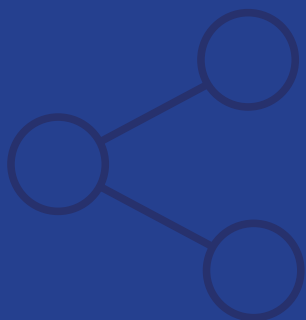




Annual Report

2020-2021





Introduction



Our VIPs are at the heart of what we do, so who better to open our Annual Report than one of our very own VIPs

Fulfilling potential

I'm a social work student on placement with People Know How from Dundee University, supporting the Family Support project within Positive Transitions. From the start of my placement, I felt included at People Know How, particularly because I had the opportunity to meet each staff member in my first week and learn more about my role within the organisation. As this was my first placement, I felt I didn't have a lot of experience, but the team welcomed me from the start and were eager to help.

As part of the Positive Transitions service, I've been supporting children in primary school while also working with their families, the community and speaking with agencies to gain new knowledge. I've also been able to take part in child planning meetings within the school to improve the wellbeing of the young people and support families if they have any queries.

During my placement I have also collaborated with other parts of People Know How, referring one of the young people I support to the Computer Delivery project within the Reconnect service. The team organised a laptop and connectivity for the young person and their family which has helped them to get online and improve their learning in school.

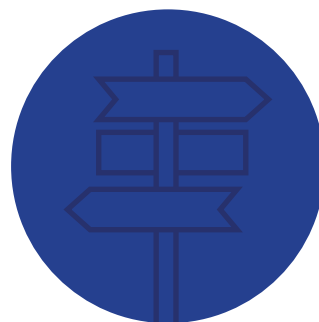
My experience at People Know How has allowed me to make positive change in these families' lives, build positive relationships and help young people to build their confidence and self-esteem. As a VIP I have felt supported by the whole team throughout my journey, and if I had any concerns my link worker was able to help guide me through my practice. People Know How really does help individuals to fulfil their potential.

Ellie Wood
Placement student

Introduction	3
Welcome.....	4
Our year in numbers	5
Our highlights.....	6
Our team	8
VIPs	10
Positive Transitions	12
Reconnect	16
Spaces	20
Communications & IT	22
Financial statement	24
Partners & funders	25



Welcome



A message from our Chief Executive & Founder

In this Annual Report we're proud to announce yet another record year for People Know How. It's been a year like no other, but we have risen to the challenges and expanded our team, board, service delivery and have even begun affecting change across all of Scotland.

Continuing our support

It's truly been our busiest year yet, with a 60% increase in service users due to the pandemic. After adapting our services to continue support online and over the phone, we also expanded our services, developed new projects, recruited new staff members, service users and VIPs, obtained new offices and craned a canal boat into the Union Canal! If there's one thing that hasn't changed, it's our passion for social innovation.

National reach

Now in our 9th year, we're delivering services locally across all of Edinburgh and East Lothian. As well as this local support, we have also been engaged in collaboration with all four sectors - third, public, academic and business - to share our learning even

further with the aim of influencing policy and affecting social change on a national level.

This year we began an action-research project with the University of Edinburgh on school transitions in Scotland, as well as launching our national campaign to end data poverty, Connectivity Now.

We can't wait to see where these projects take us, and look forward to applying these models to further social issues.

Looking ahead

What we've managed to achieve as an organisation over the last year is truly remarkable, and it's all down to our VIPs, staff, trustees, partners, donors and funders. Our team has risen to every challenge and banded together to make all this happen and we couldn't be prouder.

As we move forward we plan to build on this solid foundation with further collaborations and play a leading role in driving positive social change.

Glenn Liddall
Chief Executive

Our beneficiaries

255
beneficiaries reached through
Positive Transitions
2,000+
beneficiaries reached
through Reconnect
186
VIPs inducted

Our partnerships

60
schools in Edinburgh
and East Lothian
10
college and universities
154
community organisations
collaborated with to
distribute devices

Our activities

700
hours of digital support
650
hours of wellbeing support
2,900
hours of support for children,
young people and families
7,000+
hours of volunteering

Our supporters

9
new funding grants secured
£530k
raised to support our work
into next year
150+
event attendees





October

We invite funders to our Positive Transitions online seminar and SASW fundraise for us in a digital blackout

November

We host Connect Four: Digital Inclusion, identifying data poverty as the largest obstacle to digital inclusion

December

We take part in LeithGives, distributing digital devices

January

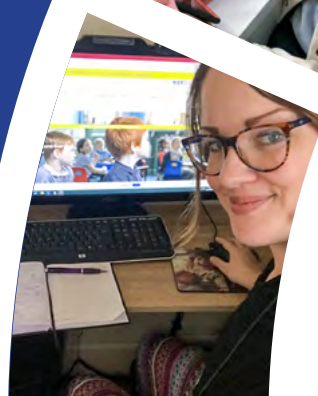
We recruit for a new Youth Worker and Befriending Coordinator to join the team

February

We finalise the purchase of our All Aboard canal boat and building begins

March

We launch our Positive Transitions action-research project and our Connectivity Now campaign to end data poverty in Scotland



April

We continue adapting our services to online and distance support and begin Computer Delivery

May

We publish a study on combating digital exclusion and call for tangible structural change

June

We recruit 8 new members of staff

July

We begin operating the national Connecting Scotland digital support helpline

August

We deliver our 500th device

September

We host the online Young Artists Club exhibition, showcasing young people's work from our Pupils Know How group

Our highlights



Our team

This year our team almost tripled in size!

Our staff

Glenn Liddall

Chief Executive & Founder

Miren Ochoa Sagues

Operations Manager

Claudia Baldacchino

Graphic Designer and Communications & IT Officer

Amy Clelland

VIP Officer

Amy Kirk

Assistant VIP Coordinator

James Strong

Development Officer

Rebecca Adams

Befriending Coordinator

Virginia Carmona Nieto

Befriending Coordinator

Katie Logie

Youth Worker

Scott Matthews

Youth Worker

Nic McGowan

Youth Worker

Nigel Gallear

Computer Delivery Coordinator

Kimberley Alshaikly

Learn Digital Coordinator

Archana Goyal

Learn Digital Coordinator

Sean Reid

Wellbeing Calls Coordinator

Adriana Vivas Zurita

Wellbeing Calls Coordinator

Réiltín Nic Chárthaigh Dúill

Referral Coordinator & Music Therapist

Nicole Parry

Office Administrator

Steven Dodds

Modern Apprentice

Pete Harrower

Facilities Support

Our trustees

Jamie Laing

Chair

Fiona Hutchison

Vice Chair

Ben Wyer

Treasurer

Amrita Ahluwalia

Trustee

Karla Castro

Trustee

Keith Dyer

Trustee

Anne Grieve

Trustee

Fiona Ogg

Trustee

We began this year with a staff team of 7 full time equivalent staff members, and are ending it with almost triple that. We have welcomed a Development Officer, two Befriending Coordinators, two Youth Workers, two Learn Digital Coordinators

and a Referral Coordinator to our staff team, maximising our impact throughout the coronavirus pandemic.

Find out more at:

www.peopleknowhow.org/meet-our-team



A message from our Chair

This year has perhaps been our most challenging yet most rewarding since the foundation of People Know How. We have seen big changes to our services and staff team, with the importance of identifying socially innovative ways of supporting the community growing even stronger in the face of the pandemic.

We have continued to collaborate across the third, business, academic and public sectors during this time, finding new ways to work collaboratively and use our combined resources to address community need. Our Connect Four: Digital Inclusion event set the tone for our continued work to combat digital inclusion, including the subsequent launch of our Connectivity Now campaign to end data poverty.

I'm once again delighted to have welcomed a number of new staff members to the team this year, ensuring that we can deliver quality and impactful

services, especially as part of our emergency response to the pandemic.

In addition to the new staff members, we've also welcomed Fiona Ogg to the Board of Trustees. Fiona is a Human Resources professional and has led HR teams in a number of organisations in both the private and public sectors. We also said goodbye to Anne Grieve, who stepped down from the board in February 2021. I'd like to welcome Fiona and thank Anne for her contribution to the board, in particular sharing her wealth of knowledge and expertise in digital marketing.

In the face of the unprecedented challenges that society has faced over the last year, I am proud of People Know How's work and response to continue supporting the community, from our adaptation of service delivery, to the creation of new projects to address new needs and increased isolation.

On behalf of the Board of Trustees, I'd like to thank our staff team and community of volunteers, interns and placement students (VIPs) for making all of this possible. I'd also like to thank our funders and partners, both new and existing, for their continued support throughout the year.

Jamie Laing

Chair of the Board



We call our
volunteers,
interns and
placement
students VIPs

VIPs



VIPs

At People Know How we call our volunteers, interns and placement students VIPs. Our VIPs are at the heart of everything that we do, and can range from young people befrienders, adult befrienders, group supporters, computer delivery volunteers, helpline volunteers and more.

This year our VIP Officer was joined by an Assistant VIP Coordinator, growing our VIP Management team. 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, and growing this team is a milestone as we continually improve how to best support our VIP community.

Over the past year we welcomed 186 new VIPs, delivering a total of over 70 VIP induction sessions. Our range of VIP roles expanded further with the launch of our Computer Delivery and Helpline projects creating new roles delivering support

around digital and social isolation.

Alongside these new roles we saw 79% of new VIPs go into one-to-one befriending roles. Half of these supported young people in the transition to secondary school as part of our Positive Transitions service, while the other half helped adults to improve social and digital inclusion within Reconnect.

We also hosted a number of internships through programmes across Europe, as well as student placements from across Scotland to support our Arts Therapies and Family Support projects.

Our VIP community

When the pandemic began, our volunteer application numbers soared, with many individuals keen to support their community through this hard time. But with our services moving online we were faced with the challenge of maintaining a sense of community that had previously

come from interacting in person within our office spaces.

To do this, we hosted a variety of VIP events. One such event was our Christmas event, People Know How's Got Talent. Before the event we delivered each attendee a People Know How mug and a sachet of hot chocolate and marshmallows. On a winter's afternoon, we got together on Zoom with our hot chocolates, Christmas jumpers and Santa hats and witnessed a showcase of amazing talent. From artists, composers and musicians, to gymnasts and make up artists - a truly talented bunch!

Awards

This year our VIP Management team worked towards the achievement of two awards!

The first of these was the Investing in Volunteers award, the UK quality standard for good practice in volunteer management. Working with Volunteer Scotland, we assessed and developed the quality of our volunteer management and how we involve volunteers in our work, all of which led to our achievement of the award.

We also achieved the Inclusive Workspace Award. Awarded by the Scottish Union of Supported Employment, this award is given to employers who create workspaces where people with disabilities can succeed and progress.

"People Know How provide an opportunity for volunteers to use their own skills and talents, to help others in a variety of ways; a charity that moulds round the needs of others, rather than providing a one size fits all service."

- Matthew Pirie, Volunteer

"My experience at People Know How was absolutely brilliant, everyone we met was so passionate about helping their community and uplifting people of all ages into becoming the best version of themselves through support and care."

- Placement student

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

Tony's story

Tony volunteered with People Know How as an adult befriender after working in a gardening job at the Royal Botanical Garden for over 15 years. Though he initially worried he was 'too old' to make a career change, he started volunteering to gain experience around supporting people before embarking on a master's degree in psychology.

After supporting not one but two service users, Tony became more aware of the mental health issues they faced and enrolled in online classes to learn about the complexities of mental health conditions. This spark of inspiration in Tony secured his place in a master's degree in psychology where he has continued to study mental health.





Positive Transitions

Supporting
children, young
people and
families

Positive Transitions supports children, young people and their families through primary and secondary school across Edinburgh and East Lothian. The service is designed to support them to feel valued and understood, improve their self-esteem and peer relationships, and enable them to fulfil their potential.

The service now spans across a wide range of projects that offer support both on a one-to-one basis and through group projects. We also work with students on placement as part of our projects supporting parents, carers and families, as well as children and young people.

Over the last year and throughout COVID-19 we supported 255 young people and their families, 160 in Edinburgh and 95 in East Lothian. This has been the first year that People Know How has been established citywide in Edinburgh as well as in all the East Lothian catchment areas. Across these communities we have worked with over

60 primary and secondary schools.

Of the children and young people referred to us, 27% needed help engaging with school; 64% needed support increasing confidence and self-esteem; 51.8% needed help with friendships, 62.7% displayed emotional difficulties and 26.4% displayed behavioural 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

Befriending

Our accredited Befriending project provides young people with a befriender. Befriending takes place during or after school, providing young people with a safe environment and positive role model. Sessions involve activities based on the interests of the young person and



befriender such as arts, crafts, science, cooking, games or simply talking.

Our Befriending Coordinators work closely with schools, families and other organisations throughout all phases of the project. With schools closing during the pandemic, the importance of engaging with families increased more than ever, leading to a more holistic service provision.

Based on the evidence we have gathered, we can conclude that 67.3% of befriended improved their wellbeing; 70.7% increased resilience; and 80.35% felt less isolated as a result of befriending.

We were delighted to have achieved the re-accreditation of the Quality in Befriending Award, renewing the recognition of our excellence in befriending that we were first awarded three years ago.

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

Arts Therapies

Arts Therapies provides opportunities for young people to explore and express their emotions through the arts. We provide a supportive environment in which to use different materials, exercises and artistic methods for young people to communicate their emotions and explore the support they need. Currently arts therapies can include art therapy and music therapy.

We work in partnership with universities and organisations across Scotland, including Queen Margaret University, to provide individual or group sessions, improving confidence and resilience.

Arts Therapies set out to run art and music therapy this year, however due to COVID-19, art therapy placements were postponed. Music therapy, however, was able to be adapted online to provide over 159 hours of support.

As a result of Arts Therapies, 70.1% of young people reported a stronger sense of self belief, 77.7% experienced an increase in resilience, and 68% had more positive relationships.

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



Cooking befriending

One of our benders this year started showing his befriended how to cook during sessions!

"He's really enjoyed growing and caring for his garlic. It has been a great way for him to feel proud of his achievements and boost his confidence. It's also something that has given him responsibility and practicality during lockdown, where he's not been able to do much. With time he has opened up more, became more confident when speaking to me and developed some new interests!"

Family Support

Positive Transitions is a holistic service with families and young people at its core. Family Support offers support help young people engage with family, schools and the community. We do this through hosting social work students on placement from universities around Scotland. They consider the needs of the young people, and how best to support them and help them engage with family, school and their community.

We work directly with teachers, families and other agencies to identify and offer the most suitable and appropriate support. Students are supported and supervised, with opportunities to be creative and flexible in practice whilst tackling challenges the child or young person may be facing.

This year has been difficult for the families we support, and our focus has been on providing that therapeutic relationship approach for both young people and their families.

Through our support we found that 75.5% of young people improved their wellbeing, 90.5% improved resilience and 56% engaged more with school and learning.

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

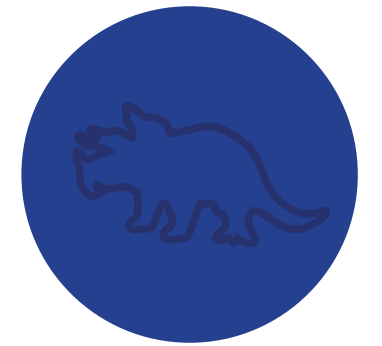
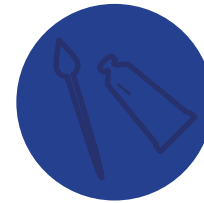
Pupils Know How

Pupils Know How is a series of groups for children and young people across Edinburgh and East Lothian. The groups are adapted to individual groups or schools and their pupils and are designed from the experiences and input of young people themselves, based on aims identified during our work with them. Themes can range from art, transitions, science or solving riddles and mysteries!

During the pandemic we worked to move all sessions online, creating new and exciting online activities and themes. From Young Artists Club to the Magical Mystery Squad to Splendiferous Sessions - the range of innovative clubs on offer was more exciting than ever!

The results of Pupils Know How have demonstrated that the young people have benefited from this support, feeling more engaged with their home learning and school. 89.5% improved their wellbeing, with 92.2% improving in confidence and 86.8% feeling less stressed as a result of attending our clubs. 89.5% of young people increased their resilience and 78.6% engaged with learning, showing the impact of the communication developed as part of the groups.

As part of Pupils Know How we also collaborated with Science Ceilidh and Venture Scotland to deliver Curiosity Club. The 3-year programme is funded by Children in Need and the Wellcome Trust and offers opportunities to build relationships, improve relationship with learning and discover new things. In particular, it explores the role of STEM (science, technology, engineering and



maths) as a tool for youth workers to motivate and empower young people to reach their potential and develop positive relationships.

Curiosity Club sessions this year explored themes including colours, space, sound, food and computer science. The most notable result was that 71.9% of young people in the club improved their emotional wellbeing, through feeling empowered to feel safe using science and in turn increasing their confidence.

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

Coronavirus

People Know How moved to home-working in March 2020, with schools closing soon after, making 2020-2021 a very different year for Positive Transitions.

As an organisation People Know How underwent a digital transformation, adapting both our support and the way we work online.

Because of this we are proud to report that this year we have provided almost 3,000 hours of support to young people and their families in Edinburgh and East Lothian, through an adaptation of Positive Transitions to online and distanced support in both locality areas

When it comes to online delivery of our services for young people and families we know that face-to-face work is the preferable approach. However, thanks to technology and the use of Microsoft Teams and Google Meet, we have been able to support many families that would otherwise not have been able to access our support. Positive Transitions' sister service Reconnect has also allowed us to provide devices and digital support to families, while our participation in the Connecting Scotland scheme has allowed us to provide a form of connectivity as well.

Moving forward, we foresee a blended model of support, combining the best of face-to-face delivery with the best of what we are able to do online.



Reconnect

Supporting adults and families to improve wellbeing by increasing digital and social inclusion

Reconnect offers support to adults and families in Edinburgh and East Lothian to help them to improve wellbeing by increasing digital and social inclusion.

We believe that digital inclusion and social inclusion are inextricably linked, and together can contribute to enhanced wellbeing. Our projects provide a supportive environment to reduce social isolation through building digital skills and maintaining connections. Through this we can also help people to stay connected, improve financial health, increase employability, access resources and more.

Over the last year Reconnect has adapted to continue supporting adults and families in Edinburgh, and has also expanded to now serve East Lothian.

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

Learn Digital

Learn Digital focuses on improving digital skills, providing those we support with the skills to use computers and digital devices and allowing them to feel more digitally included. The project is designed for anyone who needs help with digital, including families, young adults, those seeking employment or the elderly.

The project uses a one-to-one befriending approach to provide this support, matching each person with a befriender based on their specific personal requirements.

We help people to overcome a range of obstacles including navigating the web, staying safe online, finding opportunities for employment and education online, home schooling and managing finances.

This year we supported 250 people to improve their digital skills. 80% of these service users increased their confidence

and 75% felt they had access to more opportunities due to our tailored approach to digital skills support.

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

Wellbeing Calls

Wellbeing Calls offers over-the-phone befriending to individuals who may be feeling isolated. Befrienders offer a friendly ear and a positive environment. From chatting about hobbies or interests, to share advice and resources, they are there to listen, talk, and understand. This can help individuals to feel more connected to their community and feel an increased ability to connect with friends and family.

Like Learn Digital, the project uses a one-to-one befriending approach, allowing us to tailor make support to match each individual's personal requirements.

Over the last year we provided almost 700 calls of support to 61 people experiencing increased isolation due to the pandemic. Of those calls 44% were to talk about health issues, 40% about missing relationships and 33% about lockdown, with other themes ranging

from housing problems, help to make claims or access council resources, access to food or bereavement and loss.

Find out more at:
www.peopleknowhow.org/wellbeing-calls

Computer Delivery

Computer Delivery began as our COVID emergency response project. We collect donated devices, refurbish them and deliver them to recipients' doorsteps. Once delivered, Digital Champions provide support throughout set-up.

Different businesses, organisations and agencies have donated devices to us for refurbishment and distribution including HSBC and CityFibre. We have also received devices from Connecting Scotland, the Scottish government programme to reach people who are digitally excluded during the pandemic.

Since March 2020, we delivered over 1,700 devices and are now working in partnership with the Edinburgh Remakery to provide businesses with a free service through which they can dispose of their old IT equipment in an environmentally-friendly way.



Sharon's story

Sharon's mum, 76, suffers from chronic obstructive pulmonary disease (COPD) and shielded during the pandemic. While shielding, she had been relying on her iPad to keep in touch with her family, especially her grandchildren, but had one day dropped and broken it. Finding herself isolated, her daughter Sharon tried to get it repaired but found that most repair shops were closed.

Computer Delivery lent Sharon's mum an iPad until the repair shops could reopen after lockdown. Sharon was over the moon about being able to resume her calls with her grandchildren.





Helpline

People Know How operates the Connecting Scotland's national helpline. This helpline was created in partnership with SCVO and the Scottish Government to answer calls and queries from anyone who has received a Connecting Scotland device. This can range from technical support for any issues or learning around using the device, to learning about the internet and finding out how to stay safe online.

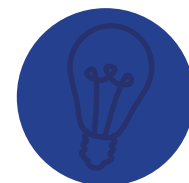
Operational from 10am to 4pm Monday to Friday, the helpline receives calls from recipients of Connecting Scotland devices or digital champions supporting other service users with digital across Scotland.

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

Coronavirus

Reconnect saw big changes over the past year, with both new and existing projects developed further to address the heightened need for digital and social inclusion.

As an organisation we also underwent a digital transformation, adapting our internal systems and communications to move our support and the way we work online.



We know that for many face-to-face work is the preferable approach. However, thanks to technology and the use of Microsoft Teams, we have been able to support many individuals that would otherwise not have been able to access our support. Moving forward, we foresee a blended model of support, combining the best of face-to-face delivery with the best of what we are able to do online.

Connectivity Now

Having supported thousands of people over the pandemic, we wanted to share our learning and hear from other organisations with similar experiences around digital. To do this we held our event Connect Four: Digital Inclusion in November, inviting key voices from across the third, public, business and academic sectors to take part in discussions around digital inclusion. The event identified data poverty as the biggest obstacle to digital inclusion.

From these findings we launched our national campaign to end data poverty, Connectivity Now. The campaign manifesto outlines three main actions that we believe can end data poverty.

Together let's end data poverty and achieve accessible and affordable connectivity in homes across Scotland.

Find out more and pledge at:
www.peopleknowhow.org/connectivity-now



Out of our referrals, 21% of people did not have any connectivity at home, with a further 3% using data from their phone for all digital tasks.

Additionally, 43% of devices were delivered to young people under 17, with the majority using their device for home-schooling. Another 50% went to people of working-age, helping them to develop skills to increase employability or access education.

Find out more at:
www.peopleknowhow.org/computer-delivery

Ian's story

Retiree Ian was always a keen writer but had never owned a personal computer, instead spending many hours at his local library using their computers. With this access to the digital world he was able to research local history and literary figures, sourcing inspiration for his very own ghost story, The Return of Louis Buchan.

Coronavirus meant the closure of local libraries, but People Know How provided Ian with a Connecting Scotland laptop and connectivity, allowing him to continue his writing. He is now working on a personal account of his life during lockdown and is learning about keeping in touch with friends and family over video call.





Spaces

Supporting and
empowering
communities

People Know How manages spaces across Edinburgh and East Lothian. We aim to provide spaces in the community to gather, collaborate, share learning, exchange ideas and improve wellbeing, and manage them through collaborations with other organisations.

525 Ferry Road

This year marked our third year at 525 Ferry Road, supporting Edinburgh Palette to manage the building, supporting a vibrant community of charities, businesses, creatives and social enterprises.

With the building only open for essential activity for most of the year, it's been amazing to see our tenants (and their canine companions) now start to return. We can't wait to see the 525 community grow even further.

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

Straits Meadow

Last year we were granted occupancy in a new student-led residential development on London Road, Straits Meadow. The building is now in construction, and we have been meeting with our partners Homes for Students and making many visits to start planning our new office space in Meadowbank.

Being situated within a student development will allow us to encourage students to volunteer and support the community they live in. We will also be in proximity to the local schools in which we run our Positive Transitions service, as well as the communities of Craighentilly, Lochend, Restalrig and Loganlea where we support many individuals through our Reconnect service.

This new space will also allow us to strengthen our ties with universities throughout Edinburgh, in addition to the placements we provide for social work,

art therapy, and occupational therapy students as well as internships in all our projects.

By working close to a student hub of activity, we will develop a reciprocal relationship of support between us, the community and the students who reside in the building, engaging them in the local area and supporting them through their time at university.

We can't wait to move into our new office space at the end of this year!

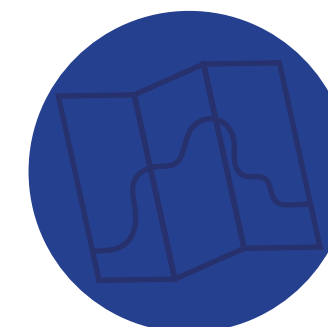
All Aboard

All Aboard is our partnership with Polwarth Parish Church to run a canal boat from the Polwarth Pontoon to nurture community cohesion and wellbeing.

This year, as organisations shut their doors over the pandemic and boat-building stalled, we continued to engage with the canal community online through our campaign Stories Along the Union Canal. We invited individuals to contribute to our interactive map of stories and history, and shared these on social media.

We're now delighted to report that in February 2021 we finalised our purchase of our own custom-built canal boat. Once in the water, our canal boat will serve as a safe space to gather, socialise and improve wellbeing. We can't wait to launch our new boat in this coming autumn.

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





Communications & IT

Leading a digital transformation

This year we underwent a digital transformation, adapting our services and internal communications to continue online. Our Communications & IT Officer led this transformation, managing our online presence to showcase our work and allow us to recruit VIPs, service users and new staff; and developing new IT systems to allow to work efficiently while safeguarding our users online.

Social media and website

Our website and social media channels have been a pivotal point of contact for many service users, referrers and VIPs over the pandemic. We published frequent COVID updates on the site, updating whenever new restrictions were revised or implemented.

We ran a number of social media campaigns this year including numerous staff recruitment, online befriender recruitment and our Stories Along the Union Canal campaign for All Aboard.

Our following and engagement on social media has increased significantly this year. Our Instagram and LinkedIn followings have doubled, and we've gained 400 new followers on Facebook. Twitter continues to be our most popular channel, with over 4,200 followers.

Internal communications and IT

Our digital transformation adapted our internal systems and communications to move our support and the way we work online.

An important step of this was the creation new policies, procedures and safeguarding settings in order to make sure all our users are safe and secure when using our systems and devices. We have also been providing direct IT support and self-help guides to allow users to make the transition to using these systems as easy as possible.

We are now fully adapted to working and collaborating through Microsoft Teams and Microsoft SharePoint, completing evaluation using Microsoft Forms, managing projects through Microsoft Planner, automating tasks via PowerAutomate, and much more. In this way we have managed to maintain our existing services, while also continuing to grow our organisational systems and improving effective communication between teams.

As a result of this work, we were asked to speak about our experience and learning in adapting our services online in numerous events such as the Befriending Networks' Annual Conference, Children in Scotland's Learning Week and The Broadcast podcast.

Moving forward we are now embarking on the implementation of a CRM system that will integrate with the systems we have developed over the past year.

Connect Four

This year we held Connect Four: Digital Inclusion, inviting key voices in digital from across the four sectors to come together and share their experiences around digital.

We held this event online in contrast to last year's Connect Four launch event, and were delighted to see so many attendees log on for our presentations and break out room discussions. We recorded the results of these discussions and compiled them into our Connectivity Now report.

From this report we derived the Connectivity Now manifesto, and

launched the campaign across our channels. We're now seeking pledges of support from organisations and community groups across Scotland and will feature these pledges in upcoming campaigns.

Our Communications & IT Officer and VIP Officer have also been working together to coordinate the Connect Four Journal. Previously known as Research Briefings, this project produces articles that link academic literature to our own findings from consultations and action in the community. Each article is written by a volunteer writer and edited by a volunteer editor, creating a unique volunteering opportunity tailored to journal writing and editing experience.

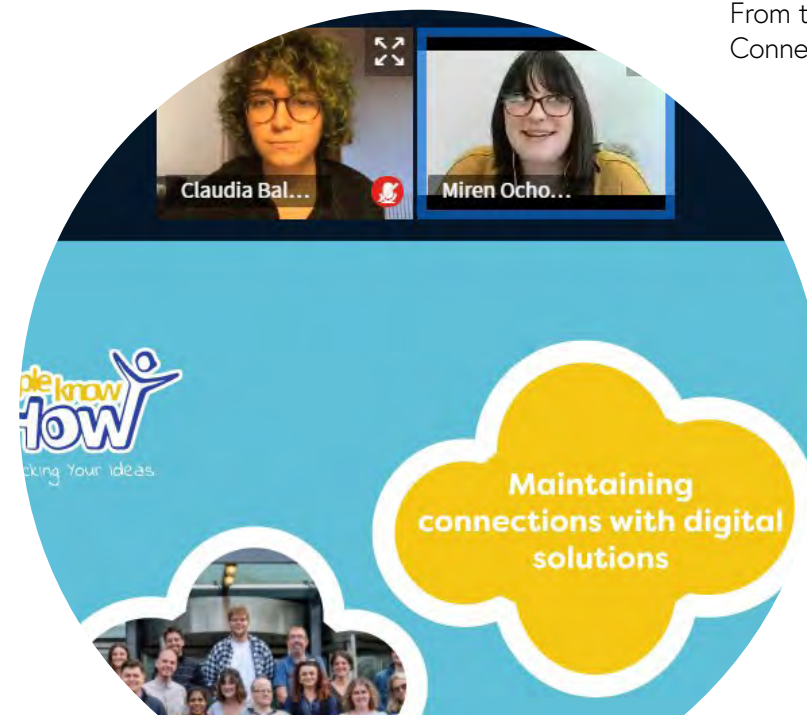
Growing Your Ideas

Our Communications & IT 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.

This year Growing Your Ideas supported new businesses including Scottish Merchants, Sulafa Food, EcoArt, Candy Floss Service and Apex Scotland.

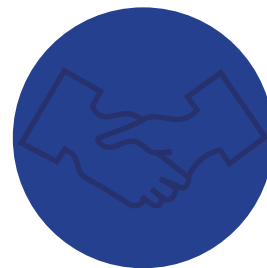
Looking ahead

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





Financial statement

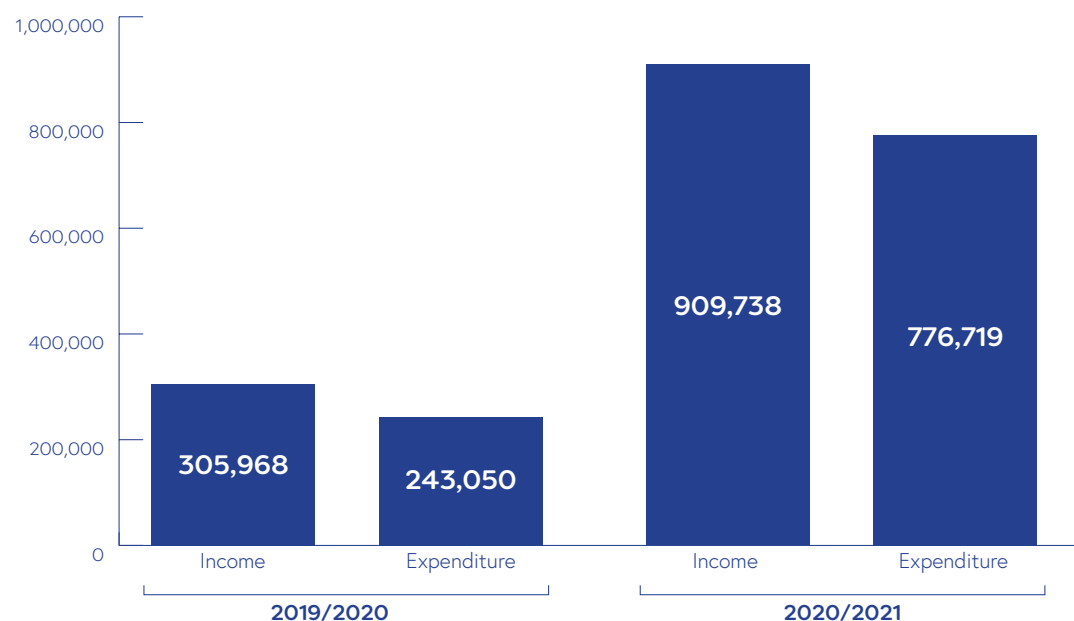


We'd like to thank our partners and funders for supporting and collaborating with us, making our work possible.



Partners & funders

Charity Number: SC043871 SCIO: People Know How
Statement of financial activities for the year ended 31 March 2021



The full Accounts and Financial Statement for 2020/21 can be found on the People Know How website at: www.peopleknowhow.org/annual-reports





0131 569 0525
contactus@peopleknowhow.org

525 Ferry Road
Edinburgh EH5 2FF

www.peopleknowhow.org

 @peopleknowhow

 @PKHinnovation

 @peopleknowhow

 /PeopleKnowHow1

 People Know How



Designed by
Claudia Baldacchino