



**Trustee Recruitment Pack**  
**People Know How**

Our trustee recruitment pack provides all the info you need to apply to join People Know How's Board of Trustees.

**We are currently looking for a Board Treasurer with experience in finance as well as 2 trustees with experience in or around:**

**Finance  
Fundraising  
Marketing  
Voluntary sector**

However welcome applications from all, and are open to anyone who has something to offer, regardless of their life experience and journey.

## Welcome from the Chair

It gives me great pleasure to welcome you to People Know How during a period of exciting growth. I have been a trustee on the board at People Know How for 3 years and am now delighted to be the new Chair of the Board of Trustees.

During my time with the charity we have seen amazing growth and development of our services and team. With this growth comes an even greater responsibility for the Board of Trustees to govern and steer the charity in the right direction. In order to do this that board needs to be diverse and effective, with the right skills and experience to support this growth and protect the charity.

As a social innovation charity that believes in people's potential, People Know How is well placed to support people in finding solutions to the challenges that life brings up for us all. Together with our current board members and team of VIPs (volunteers, interns and placement students), staff and Leadership Team, I look forward to welcoming new trustees and forming an even more dynamic board to support People Know How as it continues to evolve.



**Keith Dyer**  
Chair of the Board



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## About People Know How

People Know How is a Scottish social innovation charity based in Edinburgh and the Lothians. We work with people and communities to develop innovative strategies and services to address social issues both locally and nationally.

Our aim is to support and empower both individuals and organisations to mobilise their assets and realise their true potential. People often don't realise that they know how, and that's where we come in – unlocking ideas for a better future, today. We call this social innovation.

We do this locally by developing and delivering new and innovative projects in collaboration with people and partners. We do this nationally by initiating action-research projects in partnership with academia and stakeholders from all sectors including other charities, community groups, businesses, and the public sector, derived from our local project work. From these activities, we run nationwide campaigns that influence government policy, enhancing community development and acting as a catalyst for systems change, policy development and improved practice across Scotland.

**Our mission** is to unlock potential, helping people turn their ideas into positive action.

**Our vision** is for people to have new opportunities, strengths, and assets to fulfil their potential.

**Our values** are to be Collaborative, Dynamic, Action Orientated, Innovative and People-Led.

## Our process

All of our work is formed through our Social Innovation Model. The model is simple and cyclical – we ask, research, do, share, and repeat. The model works to:

- Promote the positive change our projects achieve for individuals
- Build rewarding partnerships to grow our projects
- Share how our work creates positive change with other organisations and groups
- Teach others to use our model to transform their ideas into action.

### Ask

We begin every project by asking people to share their ideas, needs, strengths and assets. We believe that people know how to identify their needs and the solutions that will help them fulfil their potential and solve social issues.

### Research

We review literature, best practice, and collaborate with leading figures to inform people's ideas and ensure an evidence base before proceeding with a project. We never duplicate existing services and truly offer unique solutions.

### Do

We run projects and deliver activities, putting ideas into practice, testing, and refining as we progress. Built into our projects is a robust framework of monitoring and evaluation tools that constantly gathering data to assess our progress and performance.

### Share



We share the approaches and impact of our work to recognise and celebrate positive outcomes. We also share our failures, looking to improve and grow. We then ask people for feedback on what we have shared, thus creating a cycle that drives continuous improvement.

## Action-research

In collaboration with leading academic institutions, private enterprise, third and public sector partners and government, we initiate action research projects that aim to test new innovative solutions to entrenched social problems. This research ranges from multiyear longitudinal studies to nationwide mass participation all the way to small locality-based surveys.

## Campaigns & Lobbying

We use our research base to share our impact with all our partners, including running campaigns and lobbying. We believe that working in partnership and sharing resources is key to driving social change.

## Our key services:

### Positive Transitions

Launched in 2014, Positive Transitions is a service supporting 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; and make a positive transition from primary to secondary school. The service is made up of four key projects that provide both one-to-one and group support.

[www.peopleknowhow.org/positive-transitions](http://www.peopleknowhow.org/positive-transitions)

### Reconnect

Reconnect is a service offering support to adults and families in Edinburgh and East Lothian to help them to improve wellbeing by increasing digital and social inclusion. The service is comprised of a range of projects that address wellbeing. 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.

[www.peopleknowhow.org/reconnect](http://www.peopleknowhow.org/reconnect)

### Connectivity Now

As a result of our learning from Reconnect and our digital transformation during the coronavirus pandemic, we launched Connectivity Now, a national campaign to combat data poverty across Scotland. Through our three actions comprising our Connectivity Now manifesto, we're asking organisations, community groups and individuals from the third, public, business and academic sectors to come together and pledge their support to our campaign. By uniting our voices, aim to lobby the government to make policy change and end data poverty.

[www.peopleknowhow.org/connectivity-now](http://www.peopleknowhow.org/connectivity-now)

## All Aboard



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People Know How runs a canal boat on the Union Canal in collaboration with Polwarth Church. The boat acts as a space in the community to gather, collaborate, share learning, exchange ideas and improve wellbeing. It does this by providing opportunities to get together, learn and socialise outdoors and to gain unique volunteering or work experience.

[peopleknowhow.org/all-aboard](http://peopleknowhow.org/all-aboard)

## VIPs

We call our volunteers, interns, and placement students VIPs, and we recognise that improving wellbeing is not limited to the people using our services. A key aim of our programmes is to help VIPs improve their wellbeing, increase confidence, and feel happier and more socially connected in their lives.

## About Trustee roles

Our Board of Trustees ensures the charity delivers on its strategy, vision, mission and values ensuring the purpose of the charity is adhered to. They also ensure good stewardship of the charity's assets, including physical assets, our finances, and intangible ones, such as our reputation. The board ensure good practice and professionalism in all we do especially ensuring the safety and wellbeing of volunteers, interns, placement students, staff and the people who use our services.

To be a trustee of People Know How is an exciting and rewarding role with a driven and entrepreneurial organisation. The role of a trustee is to ensure that People Know How fulfils its duty to its community and delivers on our vision, mission and values.

We know the most effective boards are ones that benefit from individuals from a diverse range of backgrounds, experiences and skillsets. We particularly welcome applications from those who are underrepresented on our board, including individuals from Black, Asian and minority ethnic communities and under 30s. We're committed to supporting anyone joining the board and are mindful of the burden of representation for applicants from groups not currently represented on the Board.

Board meetings are held 6 times a year at flexible times to ensure maximum trustee availability. One meeting each year is allotted to strategic planning and lasts for half a day. The other 5 meetings last approximately 2 hours. Trustees may be asked to be a member of a Board Sub-committee, which meet on an ad hoc basis.

The position of trustee is voluntary, but reasonable out-of-pocket travel expenses may be claimed.

## Duties & responsibilities

People Know How trustees have a duty to reflect our [Social Innovation Model](#) and:

### Ask

- Actively engage in discussion and debate, listening carefully, challenging sensitively, and avoiding conflict
- Respect confidentiality and act considerately and respectfully of all People Know How's staff and VIPs (volunteers, interns and placement students)



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- Take an interest in People Know How's operating environment

## Research

- Be familiar with People Know How's Constitution
- Understand what constitutes a Notifiable Event and the duty of our Board to notify OSCR
- Have up-to-date knowledge of People Know How, its vision, mission, values and [strategy](#)
- Have up-to-date knowledge of People Know How's policies

## Do

- Manage conflicts of interest effectively and declare any and all relevant interest on appointment, following each AGM and as any changes occur
- Act at all times in the best interests of People Know How, ahead of any other professional or personal interest
- Consider what is best for People Know How and its beneficiaries and avoid bringing People Know How into disrepute
- Prepare fully for and attend board meetings
- Keep contact details up to date
- Engage through online communications methods used by People Know How, including Teams channels for Board and Committees
- Take opportunities to promote and celebrate the achievements of People Know How e.g. through engagement with our social media channels
- Claim any reasonable out-of-pocket expenses for performing Trustee duties

## Share

- Act collectively and accept a collective decision at meetings
- At regular intervals, review skills of Board of Trustees, taking steps to address skills gaps and share knowledge
- Take an active role in the board's responsibilities to ensure People Know How acts in accordance with its Constitution and any relevant legislation and regulations; protects and manages the assets of People Know How; People Know How uses its resources exclusively in pursuance of its charitable purpose.
- Collectively appoint, support and monitor the performance and salary of the Chief Executive

## Person specification

Trustees must demonstrate:

- Eligibility to be appointed as a charity trustee based on the conditions laid out in Section 69 of the Charity and Trustee Investment (Scotland) Act 2005
- A commitment to and enthusiasm for the mission of People Know How
- The ability to ensure People Know How applies its resources exclusively in pursuance of its objectives so that money is not spent on activities not included in its own objectives
- A willingness to devote the necessary time and effort
- Integrity



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- Strategic vision
- Good, independent judgement
- An ability to think creatively
- A willingness to speak their mind
- An understanding and acceptance of the legal duties, responsibilities and liabilities of Trusteeship
- An ability to work effectively as a member of a team and to make decisions for the good of People Know How
- An understanding of the roles of the Chair, Chief Executive, Vice Chair and Treasurer

The Board of Trustees collectively needs skills and experience in:

- Financial management, income generation and enterprise
- Public policy and public affairs
- National and local voluntary sector
- National and local government and statutory bodies
- Digital strategy
- Human resource management
- Volunteering management
- Funding/fundraising
- Collaborative partnerships
- Social investment and impact

**We are currently looking for a Board Treasurer with experience in finance. We are also looking for another two trustees with experience preferably in or around finance, fundraising, marketing and the voluntary sector. However, we will consider all committed applicants regardless of experience.**

### By joining our Board of Trustees, you'll have:

- An induction and support from the outgoing Chair and current Vice Chair, Chief Executive and trustees
- The chance to be part of a passionate team, network with senior professionals and gain a deeper insight into the charity's work
- Opportunities to influence strategic decisions and key projects
- Invaluable experience to take forward to future roles

### Practical considerations

- People Know How is based in Edinburgh and the Lothians, though we provide support across Scotland. Most meetings are held in our main Edinburgh office on London Road, with the option of joining virtually.



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## How to apply

We will consider all committed applicants. To apply to this role, please submit the following to [recruitment@peopleknowhow.org](mailto:recruitment@peopleknowhow.org):

- CV (please do not include a photo)
- Cover letter (statement on your suitability for this role)
- Applicant Information form
- Equality & Diversity Monitoring Form (optional)

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0131 569 0525 | [contactus@peopleknowhow.org](mailto:contactus@peopleknowhow.org) | [www.peopleknowhow.org](http://www.peopleknowhow.org)  
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