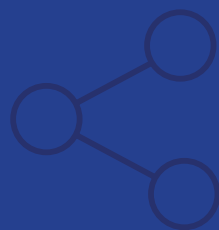




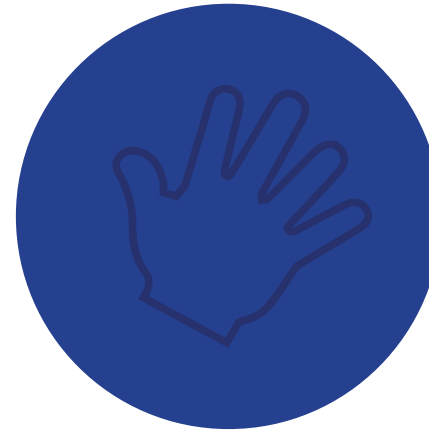
Annual Report

2021-2022



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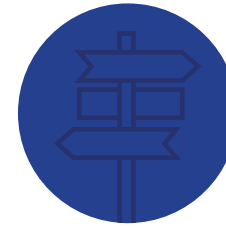


Welcome to our partners, funders, VIPs, staff, trustees and people we support!

This year we supported thousands of children, young people, adults and families across Edinburgh and East Lothian as our communities recover from the pandemic, whilst embarking on collaborations, research and campaigns to create impact on a national scale.

Read through our report for 2021-2022 to find out more!

2021-2022



Sustaining our growth

After adapting at such a fast pace to combat the effects of the pandemic, this year we placed great value on sustaining the positive outcomes of this rapid growth, and ensuring the People Know How community could continue to flourish. Our amazing team have grown and adapted to the needs of our communities, while simultaneously championing social change on a national level. It's because of this that we're especially proud this year to have won a Scottish Charity Award!

A new strategy

With our new strategy and organisational redesign we've refined our strategic aims and enhanced our social innovation model, demonstrating the link between our services and work around collaboration, action-research and campaigning and lobbying. We know we achieve greater positive social change by involving people and communities with the third, public, academic and business sectors.

Looking ahead

As we approach our tenth birthday, we continue to reflect on what we've achieved so far. With a staff team of over 20, hundreds of VIPs past and present, 4 sites, a canal boat and thousands of people we support, we have a lot to celebrate. We're thankful to our VIPs, staff, trustees, partners, donors and funders for making all this possible. We can't wait to continue to create spaces where people feel included and facilitate collaboration to change perspectives, empower people to realise their strengths, and improve lives.

Glenn Liddall, Chief Executive





We know we achieve greater positive social change by involving people and communities with the four sectors that make up Connect Four: third, public, academic and business. Our new strategic aims use our enhanced Social Innovation Model and learning from our core services, harnessing the power of Connect Four to:

Build on our experience to ensure a **positive transition from primary to secondary school** for all children across Scotland.

Leverage our learning from Reconnect to ensure **everyone has affordable data**, increasing digital inclusion

Establish **social innovation as a model for positive change** and bring the phrase “social innovation” into everyday language

Support the **development of charities and their ideas** through our Social Innovation Academy



April

We achieve the Investing in Volunteers Award

May

All Aboard boat craned into the Union Canal

Positive Transitions awarded a National Lottery grant

June

We speak at NHS Scotland event

July

We launch Dear Lothian summer arts programme for young people

August

We host an MSP Briefing on digital inclusion

September

All Aboard canal boat launched at event with 250+ guests

October

We win the Digital Citizens Scottish Charity Award and deliver our 2,000th device

November

Awarded £250,000 in funding from Catalyst for Impact

December

We acquire space in student development Straits Meadow

January

We reveal our new organisational design

February

All Aboard featured on BBC Songs of Praise

March

Reconnect and Positive Transitions receive Quality in Befriending Excellence Awards



VIPs

We call our volunteers, interns and placement students 'VIPs'. A key aim of our services is to help VIPs improve their wellbeing, increase confidence, and feel happier and more socially connected in their lives.

Our VIPs are indispensable to our services supporting the community. Everyone is welcome, no matter their age or background. Whatever role they take, we can guarantee they will make new friends, gain new experiences, and feel part of something bigger.

This year has shown a real diversity in our VIP community. We have seen a big increase in the gender diversity of VIPs, with a 21% increase in the number of male VIPs and a 19% increase in VIPs over 65.

We know that many VIPs come to People Know How to increase their skills, either to gain experience in a specific field such as supporting children, adults, digital, 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.

Investing in our VIPs

This year we have worked to continue to enhance the VIP experience at People Know How and have:

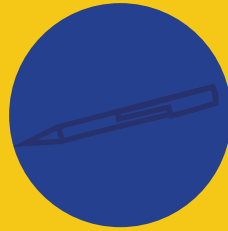
- Achieved the Investing in Volunteers accreditation, highlighting the quality of our volunteer management, proving the effectiveness of our work with volunteers and demonstrating the positive impact of our VIP experience.
- Launched our internal VIP Newsletter, updating our VIP community on our latest news stories, opportunities, training, internal vacancies and more. This has resulted in increased engagement from VIPs in other areas of People Know How.
- Grown our VIP Management team, recruiting a VIP Coordinator to support our VIP Manager
- Acquired a new space in student development Straits Meadow, allowing us to encourage students to volunteer and support the community they live in

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



261

VIPs inducted



67%

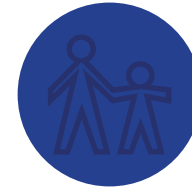
of VIPs reported increased
mental wellbeing as a
result of being a VIP

100%

of VIPs said being a VIP
helped them to gain
knowledge and experience



Positive Transitions



Positive Transitions is a service supporting children, young people and families in Edinburgh and East Lothian in the transition from primary to secondary school. The service takes a child-centred approach, with support tailored to each individual. We offer Befriending, Art Therapy, Family Support and Youth & Family Support as part of this service.

Developing our service

This year we developed the service further, using learning from the pandemic to meet the needs of those we support.

- We embraced a blend of **online and face-to-face** support to best engage with young people, families, schools and other professionals.
- We have regular **conversations with families** about them and their's child's progress. They have reported benefits of "knowing someone cares about them".
- Youth Workers now provide **one-to-one and group support**, giving young people time to process their experiences of the pandemic.

- We increased focus on the **support of P7s**. Many were faced with the feeling of "suddenly being in high school" after the pandemic.
- We continued supporting young people **until the end of S2**, as we felt benefited from having consistency.
- We continued our **action-research project**, developing models of practice that will be disseminated across the UK to improve school transitions.

We also achieved a new accreditation and saw changes to our staff team:

- Positive Transitions achieved the **Quality in Befriending Excellence Award**.
- As part of our organisational redesign, our Youth Workers became **Youth & Family Coordinators**, and we recruited a new **Positive Transitions Service Manager**.



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



251

young people supported

56

schools across Edinburgh
and East Lothian

83%

of young people
improved their wellbeing

100%

of young people felt they
had a safe space to talk

75%

of young people felt
support helped them make
or maintain friendships

75%

of young people feel they
can do more activities in
school or the community



Reconnect

Reconnect is a service offering support to adults and families in Edinburgh and East Lothian to help them to improve their 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.

Developing our service

This year we focused on developing Reconnect after a record breaking year last year. We have continued to offer a range of support including:

- Providing **devices** including laptops, desktops, tablets and phones. We are now placing emphasis on ensuring people feel they have the right device to suit their needs.
- Offering one-to-one and group support for **digital skills** using a blended model. We ensure people feel the online world is accessible, allowing them to feel connected and have increased access to opportunities.
- Providing **connectivity support**. As part of Connecting Scotland we have been able to offer connectivity solutions and help people get connected.

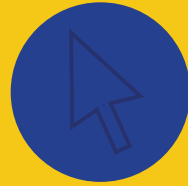
- Operating the **Connecting Scotland helpline**. We support the Scottish Government's Connecting Scotland programme, providing support over the phone for all device recipients across Scotland.
- Continuing our **Connectivity Now** campaign to end data poverty in Scotland. We've been collaborating across sectors and gaining more pledges to the campaign.

We also saw changes to our staff team and received awards:

- We introduced **Digital & Wellbeing Coordinators** and recruited a **Reconnect Service Manager**.
- Reconnect achieved the **Quality in Befriending Excellence Award**.
- People Know How receive a **Scottish Charity Award** in the Digital Citizens category!

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





2650

people supported with devices,
digital skills and connectivity

92%

of people we supported
improved their digital skills

1630

callers to the Connecting
Scotland helpline

300

partnerships and referrals
from other organisations

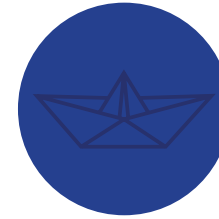
1960

hours of digital support

80%

of people we supported
increased their confidence

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 we recruited a dedicated All Aboard Coordinator and officially launched our new purpose-built canal boat.

Launching the boat

This past September we welcomed over 250 guests to an event to launch our boat. The event spanned across three days, including thank you events for funders, partners, young people and families, boat tours, bagpipers, information stalls, and a visit from the Lord Provost and STV film crew.

Collaborations and volunteering

Since launch, we've been inviting collaborations from organisations to make use of the boat to support the community through art, music, culture, heritage and more, as well as recruiting for volunteer crew and helmsman.

As a result, we have welcomed organisations from across the four sectors to All Aboard. From groups working with young

people, the elderly, people experiencing homelessness or refugees and asylum seekers, to arts and church-based organisations, to companies looking to give back to the community through litter picks or maintenance days - all are welcome to make use of All Aboard as a safe space in which to explore the canal, find new experiences and socialise while surrounded by nature.

Making these trips possible are our committed team of **All Aboard volunteers** who have proved indispensable to our running of the boat and ability to continue to offer this space to the community.

We have also developed **strong links with the canal community** and other organisations that support it.

The project has also gained **media attention** and has this year been featured in STV News, BBC Radio Scotland and BBC Songs of Praise.



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



158

trips and events on All
Aboard completed so far

250

guests welcomed to our
launch event

10

maintenance days and
litter picks

42

organisations collaborated
with to use our boat

26

volunteers inducted

4.94

average trip rating out of 5

Spaces

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

We now have 3 sites across Edinburgh and East Lothian including:

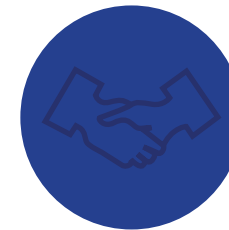
- **525 Ferry Road:** We've been supporting Edinburgh Palette to manage the building for four years now, supporting a vibrant community of charities, businesses, creatives and social enterprises.
- **Straits Meadow:** This year we moved into a community space within student development Straits Meadow, run by our partners Homes for Students. We've been engaging with local organisations and speaking with students in the building, encouraging them to volunteer and support the community they live in.
- **Fisherrow Centre:** Our base in East Lothian, we occupy room F11 in Fisherrow Centre in Musselburgh.

And it doesn't stop there! Together with our partners Edinburgh Palette we are now in talks with Centrica around obtaining another space on the Granton Waterfront:

- **Connect Four Space:** Situated at One Waterfront Avenue, the Connect Four Space will embody the values of our Connect Four platform, driving social innovation through collaboration across the four sectors - third, public, academic and business. By bringing these sectors together to work alongside one another, we will create an environment that is conducive to new collaborations, ideas and projects that can solve social issues across Scotland.

As a result of our organisational redesign we have also recruited a dedicated Office Manager to manage our office administration as well as our Spaces team including two members of staff dedicated to facilities support.

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



4

sites including our upcoming
Connect Four Space

40

tenants supported across our sites

21%

increase in occupancy



Communications & Digital

This year we continued our digital transformation, with our dedicated Communications & Digital team supporting the organisation to develop blended models of service delivery to best suit the needs of those we support, while also bolstering our internal communications and allowing us to work hybridly across our sites.

With our organisation redesign our Communications & Digital Manager is now supported by a Digital Support Technician, providing the organisation with even more capacity to reinforce our IT systems and ensure efficiency across our services.

Leading the way in digital

Our digital transformation has led to us being recognised as digital leaders throughout the sector. As a result we have been asked to speak at events including the NHS Scotland Event, ALLIANCE Scotland's Annual Gathering and panel 'Widening Access to Policy Making', with further events and panels in the pipeline.

We have also collaborated with Good Things Foundation, in the creation of a how-to guide 'Place-based collaboration for digital inclusion'.

Showcasing our achievements

Communications and digital have always played an important part in recruiting VIPs, staff and trustees, obtaining partnerships and funding, and showcasing our achievements. This year our we published 25 news pieces and ran a number of social media campaigns including staff recruitment, VIP recruitment, the All Aboard launch campaign, Dear Lothian, Befriending Week, Volunteers' Week, Community Lottery and the Scottish Charity Awards voting campaign amongst others.



Meet our team



Glenn Liddall
Chief Executive

Miren Ochoa Sagues
Head of Service & Research

Claudia Baldacchino
Communications & Digital
Manager

Tanya Anderson
Development & External
Relationship Manager

Alex Derbyshire
Office Manager

Amy Clelland
VIP Manager

Kimberley Alshaikly
Digital & Wellbeing Coordinator

Archana Goyal
Digital & Wellbeing Coordinator

Kirsty Walker
Helpline Coordinator

Ross Morgan
Digital & Wellbeing Worker

Rebecca Adams
Youth & Family Coordinator

Becky Innes
Youth & Family Coordinator

Scott Matthews
Youth & Family Coordinator

Bonny Third
Youth & Family Coordinator

Anna Philbrick
All Aboard Coordinator

Leah Harris
VIP Coordinator

Chris Johnson
Digital Support Technician

Kelly Hall
Facilities Support

Pete Harrower
Facilities Support

Nicole Parry
Administrator

Murrin Wilding
Campaigns Intern

Steven Dodds
Modern Apprentice

Jamie Laing
Chair

Alice Russel
Vice Chair

Karla Castro
Trustee

Keith Dyer
Trustee

Fiona Hutchison
Trustee

Kirsty Low
Trustee

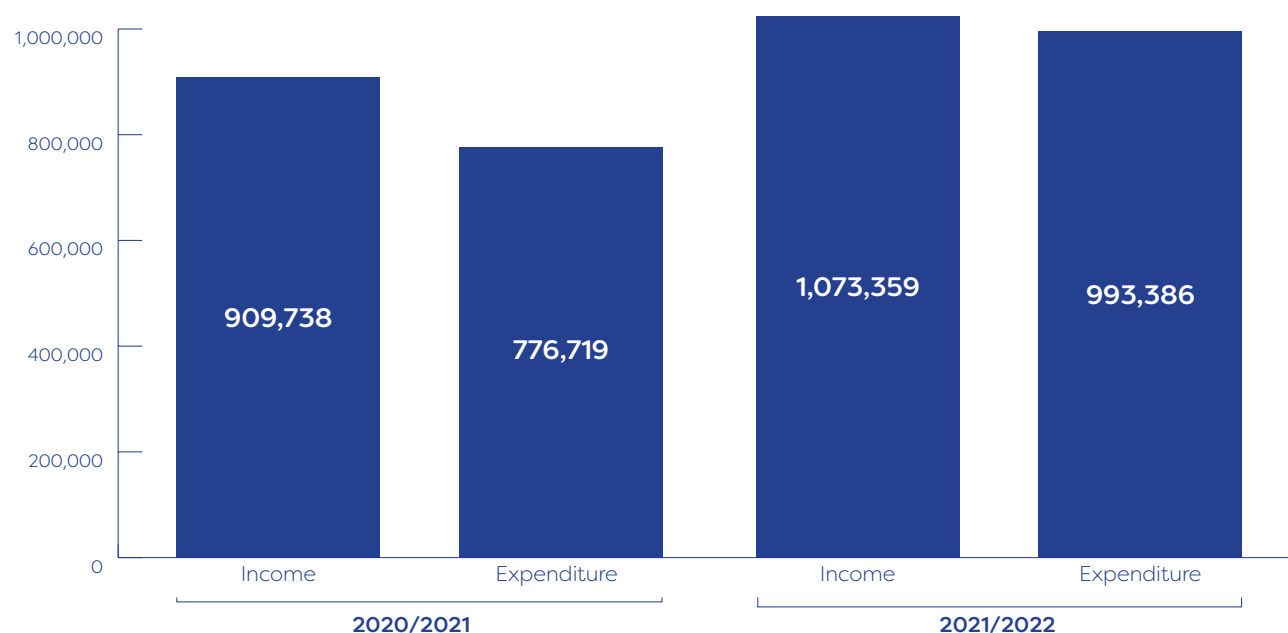
Fiona Ogg
Trustee

Kayleigh Williams
Trustee

*Staff and trustees as
of 31 March 2022

Financial statement

Charity Number: SC043871 SCIO: People Know How
Statement of financial activities for the year ended 31 March 2022



The full Accounts and Financial Statement for 2021/22 can be found on the People Know How website at: www.peopleknowhow.org/annual-reports

Partners & funders



THE UNIVERSITY
of EDINBURGH



EDINBURGH
AND LOTHIAN
TRUST FUND





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 People Know How



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