

The background of the entire page is a collage of various covers of 'the Pavement' magazine. The covers feature diverse artwork, including abstract geometric shapes, photographs of people, and illustrations. Some covers have headlines like 'Toilet talk', 'Her story', 'Rebuild your life', '2 BIG JUMBO BOUNCEBACK', and 'Hidden Homeless'. A recurring logo on the covers says 'the FREE mag for homeless people'.

# *the* Pavement

## Annual Report 2017-18

*the Pavement* is a small charity founded in London in 2005. Every two months we produce 8,000 free magazines for homeless and insecurely housed people in London, Edinburgh and Glasgow. The content is mostly written, researched and drawn/photographed by volunteers with experience of homelessness, or journalists (or both!), who have a unique understanding of what it's like to be surviving without a home.

Each pocket-sized magazine can be life-saving as we share a 16-page central list collating all the info about opening times and what's on offer for a hungry person who wants to find a shower, get a bed for the night or needs professional support for any mental health or active addiction. Readers can find *the Pavement* at hostels, day centres, homeless surgeries, soup-runs and libraries. All our content is written with our readers in mind, offering a unique way to help people help themselves.

Established 2005  
Registered Charity #1110656  
Scottish Charity Register # SC043760  
[www.thepavement.org.uk](http://www.thepavement.org.uk)

## Welcome

Over this year the demand for the Pavement has gone up. The Pavement is an inspiring magazine, as you will see from this year's report, but it's also a band aid that we wish people didn't need. But they do, more than ever.

**Val Stevenson**  
Chair of the Pavement trustees

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## Meeting the challenges

We create and distribute our bimonthly magazine in the cities with the greatest number of homeless people – London, Glasgow and Edinburgh. During 2017-18 the number of street homeless yet again rose, as did the numbers of hidden homeless. No surprise then that we have seen an increase in demand for *the Pavement*.

*The Pavement* is special. It's trusted by its readers and offers life-saving information. Reports from leading organisations highlight the significant increase in the numbers of homeless people presenting with complex and multiple support needs, including addiction issues, mental and physical health problems. Many (nearly half) have been in prison and there are a significant proportion coming out of the armed forces or care. They all need information tailored to their needs and circumstances which we include in our central list.

Every issue we receive more requests for copies of *the Pavement*. These came from a huge variety of sources: churches coping with increasing numbers of people, including migrants, as well as soup kitchens and other small drop-ins offering essential services. A growing number of grassroots organisations, keen to include the magazine in emergency packs being distributed on the streets, also contact us.

A worrying trend has been an increasing number of requests from larger charities, including Crisis, and from statutory organisations such as the DWP. The need for our little magazine is critical, and very real. Our challenge is to find creative ways of meeting this demand, rather than just adding those groups to a waiting list.

## In a nutshell

- ◆ March 2017 *the Pavement* reported "For the seventh year in a row, the number of people sleeping rough across England has increased. It's now the highest since records began."
- ◆ During 2017 around 4,751 people were sleeping on the streets on any night. This is 15 % higher than the 2016 survey (4,134).
- ◆ Scottish Household Survey data suggests that around 5,000 adults sleep rough at least once a year in Scotland: this equates to an estimated 660 people on a typical night. Rough sleeping is primarily concentrated in Scottish cities. ([scotpho.org.uk](http://scotpho.org.uk))
- ◆ Over the past five years the number of homeless people dying on the streets, or in temporary accommodation, has more than doubled.
- ◆ During 2017-18 at least 70 rough sleepers died including a homeless man seeking shelter in Westminster tube underpass, just a few metres from the Houses of Parliament.
- ◆ For every rough sleeper in London there are 15 hidden homeless. Those hidden homeless people may sofa surf, kip on the night bus or feel forced to stay in unsafe rooms – this makes them very close to becoming homeless. Being handed a copy of *the Pavement* with its central list can make all the difference to their coping strategies.



## Our achievements

During 2017-18 highlights for *the Pavement* include a strategic effort to help homeless people share their own stories, in their own way. We're learning more about helping rough sleepers, and the insecurely housed, publish in *the Pavement* thanks to offering more journalism and podcast training.

### Journalism training: London

- We started the second phase of our unique peer reporter training in a three-year From the Ground Up (FTGU) project in partnership with homeless charity Groundswell (using funding from Comic Relief) and are grateful for their continued hosting of the project.
- From September-December 2017 we ran weekly FTGU sessions with a group of around 10 volunteers with lived experience of homelessness. This writing training helped them create two special issues which were then used to advocate for change. Their first issue focused on shame (published in January-February 2018). Their second mag was very tough to write and looked at suicide (published in March/April 2018).
- Building on the research and writing done for these two mags we contributed to Groundswell's Action Days (Feb & March). Members of our FTGU project put their questions and proposed solutions to influential people working in policy and practice.
- Our FTGU journalists also created two topical podcasts which were widely shared.
- Our editor Nicola Baird started holding regular, well-attended bimonthly editorial meetings at the Groundswell offices to discuss themes and content for future issues.

### Journalists group: Glasgow

- We concluded our work in Glasgow with our Word on the Street project volunteers. This allowed more volunteers with experience of homelessness to tell/photograph their stories and those of other homeless people. Their work was published regularly throughout this period in *the Pavement*. It included an exclusive interview with Darren McGarvey, author of the book *Poverty Safari* which went

on to win the George Orwell Prize 2018 for political writing.

- Our Glasgow volunteers created one podcast about alcohol pricing which was popular when uploaded on our website.
- Our volunteers move on in good ways. We are proud that James Blakeley, a Glasgow volunteer who had previously been street homeless, and a key part of our Word on the Street project and one of our Scottish distributors, now has paid employment.

### Editing update

- Glasgow based award-winning journalist Karin Goodwin edited her last issue in Nov/Dec 2017. Our new editor, Nicola Baird took over from the Jan/Feb 2018 issue.
- We have been particularly lucky to have the help of a formerly homeless volunteer, Mat Amp, who now writes a regular column for *the Pavement* and is an inspiration for our FTGU journalists.
- Following consultation with *the Pavement* readers in Glasgow and London, it was agreed that our printed magazine needed a few design improvements to make it more accessible to readers with literacy issues such as dyslexia. Our designer Marco Biagini worked with a volunteer graphic designer, Charlotte Wakefield, who specialises in dyslexia-friendly design. We made improvements to the magazine's layout, formatting and colour palette. The results have been well received and we aim to improve the magazine each issue based on regular reader feedback.

*"I think this is really great. It's a massive improvement. For me the best bit is how clear it is to read, I think that will really help for people who struggle with literacy. I also think the graphics work really well – pictures are so important in conveying the message, again especially for people who aren't so up for the reading."*

- Tom Allen, Groundswell on *the Pavement* re-design

### Distribution

We shared more magazines in Edinburgh, Glasgow and London. This year:

- In total 8,000 magazines are printed. 55 boxes are shared around London and 16 go to Scotland (10 to Glasgow and 6 to Edinburgh).
- In April 2017, we distributed 490 copies to 14 organisations in **Edinburgh**. This increased to 565 across 15 groups by March 2018 following changes to our distribution system by our Scotland Coordinator, Marco Biagini.
- In April 2017, we distributed 760 copies to 20 organisations in **Glasgow**. This number increased to 945 across 27 groups by March 2018.
- Every two months we distributed 5,500 magazines around **London**.
- During this financial year we gave our distribution system an overhaul. We said goodbye to our former distributors in London, Fareshare assisted by the Simon Community. Our committed volunteer Mat Amp, a former rough sleeper, worked hard to figure out a new super-reliable distribution system. Our first trials using a courier company, Global Media Hub, who made their first deliveries with issue 115 (July-August 2018) seem to be working well.

### New media

Our website attracted 133.5k visitors, three per cent up on the previous year. Over half come via desktop computers, though visitors on mobile devices (phones and tablets) have increased, and the site will be more easily accessed via our new mobile site.

Most visitors go straight to the Services section of [www.thepavement.org.uk](http://www.thepavement.org.uk) where homeless people and their support workers can find details of the complete range of available resources.

The most often searched-for info are soup runs. Social media helps extend our reach. We had around 3.5k Twitter followers at the end of the year and close to 1,000 Facebook followers.

## Why our readers so often say “I love *the Pavement*”

We involve homeless people in all aspects of our work and aim to ensure their voices are heard:

- We run writing training projects, offer volunteering opportunities for people with lived experience of homelessness.
- From Jan 2018 onwards in London we organised monthly writer meet ups to discuss the topics to cover in the next issue.
- We make use of Facebook to encourage our readers to interact with the mag at every stage of planning (eg, our problem page) and ask for feedback about each issue. It's important that our stories are easy to read so we design the mag in a way to make it easy to read, especially for those people with dyslexia.
- We also campaign to raise awareness and reduce the stigma associated with being homeless and work in partnership with others to call for homeless people to have their human rights realised.

## “We love sharing *the Pavement*.”

- Janet, works with young homeless people in London.

“A year ago I picked up a copy of *the Pavement* at a wee unofficial foodbank run by Destiny Church in Leith. It is a lovely change to be asked to write something in particular, rather than wondering, ‘What shall I write today?’ I am honoured that you have asked me to contribute.”

- Christine, volunteer writer

“I actually found out that my banter column had been published in *the Pavement* from a friend who reads the magazine when it is delivered to the Simon Community in Glasgow. He reposted a story I'd written on my Facebook and we had a good laugh. I'm experiencing lots of firsts with writing.”

- Jamie, volunteer writer

“I remember the last time I was homeless. I went to a Day Centre. They gave me a copy of *the Pavement* and that sorted me out. I knew where I could go to get food, where I could find day centres and get the help I needed. With a copy of *the Pavement* in your hand you can survive.”

- Reader in London

“I wanted to send some cartoons, use whatever and whenever, it is all good with me. It is therapy for me :) even if nothing gets used there and then.”

- Denise, FTGU 2017-18

“*The Pavement* holds a very special place in my heart. It's because of your magazine that I met my boyfriend back in 2014.”

- Priyanka, volunteer journalist

“Thanks for *the Pavement* – brilliant and so useful and helpful for people affected by homelessness.”

- Margaret Holborn, head of education centre Guardian News and Media

“The difference *the Pavement* makes to a few people is unbelievable. It changes their life.”

- Mat, formerly homeless, now deputy editor

“I read the new issue on the website and was so impressed with the stories, but to read it in print is a real treat. I love the mix of interesting stories (Homeless Heritage is fascinating!), advice, news briefs, arts and listing. It's so engaging and readable: breaking the story into easy bites, making everything clear, with easy and direct language, little summaries, points to reflect on. I also love the visual way *the Pavement* presents the stories with boxes of colours, great art and cartoons.”

- Veronique, FTGU journalism trainer

“I'm happy to create poems articles and illustrations for *the Pavement*. *the Pavement* was my bible when I was homeless... knowledge is power!”

- McGinlay, FTGU 2017-18

## Statement of Financial Activities for the year ended 5th April 2018

	Funds note *	Year ended 5th April 2018			Year ended 5th April 2017		
		General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
<i>Incoming Resources from generated funds</i>							
Voluntary income	2	8,026	7,020	15,046	20,224	8,880	29,104
Activities for generating funds	3	3,855	-	3,855	4,595	-	4,595
Sundry Income		-	-	-	102	-	102
<b>Total Incoming resources</b>		<b>11,881</b>	<b>7,020</b>	<b>18,901</b>	<b>24,921</b>	<b>8,880</b>	<b>33,801</b>
<i>Resources expended</i>							
Governance and management costs	4	(12,076)	(3,475)	(15,551)	(13,870)	(2,560)	(16,430)
Charitable activities	5	(14,759)	(930)	(14,733)	(10,520)	(3,123)	(13,643)
<b>Total resources Expended</b>		<b>(26,835)</b>	<b>(4,405)</b>	<b>(31,240)</b>	<b>(24,390)</b>	<b>(5,683)</b>	<b>(30,073)</b>
Net (deficit) / surplus for the year		(14,954)	2,615	(12,339)	531	3,197	3,728
Total funds/(deficit) brought forward		19,579	5,628	25,207	19,048	2,431	21,479
Transfer of funds - Restricted to General		2,430	(2,430)	-	-	-	-
<b>Total funds carried forward</b>		<b>7,055</b>	<b>5,813</b>	<b>12,868</b>	<b>19,579</b>	<b>5,628</b>	<b>25,207</b>

\* See Page 6 for Funds Note

## Balance Sheet as at 5th April 2018

	5th April 2018	5th April 2017
<i>Current Assets</i>		
Bank Balances	13,776	25,207
<i>Creditors - amounts due within one year</i>		
Accrued Expenses	908	-
<b>Net current assets</b>	<b>12,868</b>	<b>25,207</b>
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	19,579	19,048
Current year (deficit) / surplus	(14,954)	(2,704)
Transfer from Restricted Funds	2,430	-
<b>Balance carried forward</b>	<b>7,055</b>	<b>16,344</b>
<i>Restricted funds</i>		
Balance brought forward	5,628	2,431
Current year surplus / (deficit)	2,615	6,432
Transfer to General Funds	(2,430)	-
<b>Balance carried forward</b>	<b>5,813</b>	<b>8,863</b>
<b>Net current assets</b>	<b>12,868</b>	<b>25,207</b>

All currency figures in GBP (£).

# Notes to the Financial Statements

## 1. Accounting policies

### Basis of preparation

The financial statements have been prepared using the Accruals basis and in accordance with applicable accounting standards. They follow the recommendations of the Charity Commission for non-company charities with an annual income of less than £250,000.

### General and Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donors. Expenses, which meet these criteria are charged to the funds.

Unrestricted or general funds are donations and other incoming resources received or generated for charitable purposes.

### Voluntary income

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities.

### Resources expended

Resources expended are expended in the period in which they are incurred and include attributable VAT, which cannot be recovered.

### Charitable activities costs

Costs applied to undertake work to meet objectives of *the Pavement*, particularly, expenditure on goods and services including those of volunteers, programme and project expenditure and related costs.

### Governance and management costs

Governance costs are the costs and expenses associated with the governance arrangements of the charity. These costs and expenses are associated with the constitutional and statutory requirements and include cost and expenses associated with the strategic management of the charity's activities.

### Reclassification of previous year's amounts

Certain comparative amounts for the prior period have been reclassified to conform to current period presentations. Such reclassifications had no effect on net income or the charity company's funds.

## 2. Voluntary income – restricted funds

	2018	2017
Groundswell Project	£7,020	£8,880

## 3. Activities for generating funds

	2018	2017
Advertising income	£3,855	£2,000
Pleasance theatre event	-	£2,595
<b>Total</b>	<b>£3,855</b>	<b>£4,595</b>

## 4. Resources explained – Governance costs

	2018	2017
<i>From Restricted Funds</i>		
Editorial and related costs	£3,475	£2,560
<b>Total Restricted Funds</b>	<b>£3,475</b>	<b>£2,560</b>
<i>From General Funds</i>		
Editorial and related costs	£11,936	£13,630
Trustees and meeting expenses	£140	£240
<b>Total General Funds</b>	<b>£12,076</b>	<b>£13,870</b>

## 5. Resources explained – Charitable activities

	Year ended 5th April 2018			Year ended 5th April 2017		
	General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Printing newsletters & associated delivery charges	9,663	-	9,663	6,100	2,005	8,105
Insurance	926	-	926	722	-	722
Postage, courier and PO Box charges	514	-	514	751	-	751
IT services & computer supplies	155	-	155	144	-	144
Volunteer costs and recruitment	117	930	1,047	-	270	270
Workshops and training	-	-	-	-	848	848
General fundraising & fundraising research	3,384	-	3,384	2,803	-	2,803
<b>Total</b>	<b>14,759</b>	<b>930</b>	<b>15,689</b>	<b>10,520</b>	<b>3,123</b>	<b>13,643</b>



Val Stevenson  
Chair of Trustees

## Independent Examiner's Report to The Trustees of *the Pavement*

### Respective responsibilities of trustees and examiner

The Trustees are responsible for the preparation of the accounts and keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees consider that an audit is not required for the period under review under section 144(2) of the Charities Act 2011 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act
- to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission and in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a true and fair view and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In the course of my examination, no matter has come to my attention:

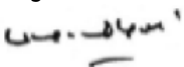
1. Which gives me reasonable cause to believe that in, any material respect, the requirements:

- To keep accounting records in accordance with section 130 of the Act;
- To prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act;

have not been met or adhered to; or

2. To which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed



Wing Y Wong FCCA

Date: 04.09.2018



Printed copies of *the Pavement* from January - February 2018 © Jamie Jackson



One of many published photographs contributed by our team of volunteers © Lisa Boyd



## The Basics

### Trustees

The trustees who served the charity during the period were: Val Stevenson (Chair), Clare Argent (secretary), William Butler, Stephen Chan, Christina Lawford.

Email: [trustees@thepavement.org.uk](mailto:trustees@thepavement.org.uk)

### Structure, governance & management

*The Pavement* is a registered charity (No.1110656; Scottish Charity Register No. SC043760) established on 21 June 2005 under a governing document that outlines the objects and powers of the charity. All trustees give their time voluntarily and receive no benefits from the charity.

### Recruitment & appointment of trustees

The board has the power to appoint trustees and recruitment is carried out through personal recommendation and advertising as appropriate. Induction and training of trustees includes the provision of up-to-date financial and other information about the organisation and Charity Commission and OSCR publications giving guidance on the role of Trustees.

### Staffing and volunteers

From January 2018 *the Pavement* was edited by **Nicola Baird**, who worked on a freelance part-time basis during this period. Nicola took over from Glasgow-based Karin Goodwin who edited all our magazines during 2017. Nicola is an experienced magazine editor and author of 10 books. She has been shocked to see what a struggle life is if you are homeless – and find out how much more likely it is for you to die early, and to die from suicide.

**Marco Biagini** is a freelance designer and experienced project co-ordinator based in Glasgow. He has been designing the magazine layout since 2016, and now works as Scotland Coordinator, managing Scottish service lists, volunteers and distribution network. He has been representing *the Pavement* at the International Arts & Homelessness Network since 2017.

Our Deputy Editor **Mat Amp** worked on a voluntary basis. He also provided powerful and inspiring support to our homeless trainees as he has lived experience of rough sleeping. He now has a regular column in *the Pavement*. We are delighted to work with Groundswell to find a way to support Mat back into work via Supported Permitted Work.



The trainee journalists on our From The Ground Up writing project (designed with Groundswell) helped produce podcasts and run workshops in February and March 2018 with a mix of homeless people, general public and practitioners discussing ways of helping homeless people overcome feelings of shame and also how to keep mentally strong when someone close is suicidal. The aim was to influential people working in policy and practice. © *the Pavement*

### Volunteers

Our volunteers carry out a range of activities, including editorial, fundraising and administrative functions. Without them, the charity would be unable to continue, and we are sincerely grateful for everything they do. We estimate that they contribute the equivalent of six full time paid staff members.

A special thank you to: Dominic Allan, Mat Amp, James Blakeley, John Cheesman, Denise Collins, Jake Cudsi, John Doran, Jane Evans, Yousaf Farah, Karin Goodwin, Jamie Jackson, Jeremy Hayden, Kevin Headley, Katharine Hibbert, Ian Kalman, Martin Langford, Jim Little, Caroline McCue, McGinlay, Alex McKay, Stephan Morrison, Mahesh Pherwani, Julz Watt, Vicki Pirie, Rosie Roksof, John Sherlock, Charlotte Wakefield and Bridie Witton.

We also appreciate our talented cartoonist Ken Pyne; photographers Angela Catlin, Matt Cooper, Catherine McCue, Ilisa Stack and Alex Withers. A big shout to Simon Community for their help with distribution and Julian Baker of Flat Earth Industries who helps us with our website.

Also big thanks to the many volunteers who began 2017-18 supporting our work at The Lodging House Mission (Glasgow), Fare Share (London and Edinburgh) and at Groundswell (London) with a special thank you to Martin Burrows.



## Motivations

### *The Pavement* exists...

For the relief of poverty, hardship, and distress among homeless persons in our distribution areas, by provision of information and guidance on accessing day/night shelters, voluntary bodies providing food to homeless people, health issues and general advice.

### Our mission is...

To improve the lives of people affected by homelessness in the UK

### We aim...

1. To increase uptake and reach of *the Pavement*
2. To enable homeless people to make informed choices and access services and their rights
3. To enable homeless people to contribute to *the Pavement*
4. To raise awareness in the wider population of homelessness
5. To enable service providers to improve the information they give to clients

### Our objectives:

1. To offer an entertaining and engaging website and free magazine that include news, features and opinion, information on services, articles on health and wellbeing, events and networking opportunities
2. To undertake awareness raising and campaigning activities
3. To produce topic-driven resources
4. To train and support people with direct experience of homelessness as volunteers

### Public benefit:

*The Pavement* provides benefit to homeless and vulnerably housed individuals by:

- Signposting sources of support, advice and shelter, with an up-to-date and detailed directory of homeless services across the UK (known as the List and inserted into every issue of *the Pavement*)
- Offering tailored information from professionals within the homelessness sector;
- Presenting news on homeless events to strengthen community and allow our readers to make informed decisions
- Standing as a forum for homeless views and comment to help overcome isolation and encourage involvement.

The charity provides benefit to the wider community, through promoting the ability of homeless or vulnerably housed individuals to participate in their communities; and to individuals and the wider community through publicising homelessness issues.

### What exactly is *the Pavement*?

*The Pavement* is a UK-wide homeless charity with big ideas. Since 2005, we have published a free pocket-sized magazine for a homeless readership, produced alongside [www.thepavement.org.uk](http://www.thepavement.org.uk) On the website we regularly update a unique listings service of everything those who are homeless might need to know: from soup kitchens, day centres and night shelters to mental health support, addiction services and arts projects, it's all there in one place. On top of that, our volunteer journalists – many who have experience of homelessness – cover the news from the streets or news affecting the streets. We often deal with topics ignored by the mainstream press. We produce a unique blend of reportage, advice, cartoons and inspiring real-life stories, all written with our homeless readership firmly in mind.

### Our aim is also to ensure the potentially life-changing information offered by *the Pavement* is going straight into the hands of the homeless people who need it most:

We believe that drives to produce homogenous services for homeless people are misguided, and that a range of service types and sizes are the only way to cater successfully for our diverse readership. While we know that sleeping rough is physically and mentally harmful, we do not preach to those who find themselves there: we believe that we need to work closely with homeless people themselves to identify solutions that work for them.



Scotland Coordinator Marco Biagini promoting *the Pavement* at the 2018 International Arts & Homelessness Festival in Manchester © Jamie Jackson

# *the*Pavement

## Annual Report 2017-18

### Jeremy, on our popular Facebook page (Jan 2018):

"*The Pavement* is as good as the people who support and nurture it; but, most of all, it's the people that offer up and give of their time that ultimately makes the difference; people who offer up their personal stories, professionals their advice, contacts and expertise. The list is endless. I was privileged to work on a topical story for the mag back in 2017; not too long out hospital, still a little bit "mad" and homeless to boot! It was a really positive, enabling experience that massively improved my mental health. I would strongly recommend it to anyone who's been in one of the previous boats I just mentioned. There is no pressure and you'd be working with like-minded people, in a safe and supportive environment; go on, I dare you, give it a GO!!"

*the*Pavement

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