

# *the* Pavement

Annual Report 2019–20

*the Pavement* is a small charity founded in London in 2005. Every two months, we produce 8,500 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 lived experience of homelessness and volunteer journalists. Many of our contributors have a personal understanding of what it's like to survive without a home.

Each pocket-sized magazine can be lifesaving. That's because we share a 16-page central list, collating all the information about what's available 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.

*the Pavement Magazine*  
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[www.thepavement.org.uk](http://www.thepavement.org.uk)

Twitter: @ThePavementMag

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Instagram: @Pavement\_Magazine

[www.justgiving.com/thepavement/Donate](http://www.justgiving.com/thepavement/Donate)

Established 2005

Registered Charity #1110656

Scottish Charity Register #SC043760

## Welcome

*the Pavement's* financial year ended just as the first lockdown began in March 2020. Despite the 'Everyone In' plan – which saw so many rough sleepers move into temporary accommodation – our magazine for people who are homeless was hugely in demand. That's because our readers both trust the content and find it inspiring. But for new readers, newly homeless, it can be a lifesaver because it shares information, opportunities to volunteer and stories about experiencing homelessness right now. The team creates each issue with enthusiasm and skill, but that doesn't stop us from wishing people didn't need the help of our magazine. Until homelessness is resolved, we are here to share the information that someone on the street tonight will need.

**Val Stevenson**  
Chair of *the Pavement* trustees

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## Meeting the challenges

We create and distribute our bi-monthly magazine in the cities with the greatest number of homeless people, London, Glasgow and Edinburgh. During 2019–20, the growing number of street homeless meant that the 8,500 copies we make of *the Pavement* each issue were snapped up.

*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, mental and physical health problems. Many have been in prison and there is a significant proportion coming out of the armed forces and care. They all need information tailored to their needs and circumstances, which we include in our central list. Unfortunately cuts to council budgets mean that our readers tell us that finding the right support is becoming ever more difficult to find.

With the publication of each issue, we always receive requests for copies from churches, coping with increasing numbers of people, including migrants, unsure where to turn, as well as soup kitchens, food banks and other small drop-ins offering essential services. A growing number of grassroots organisations are keen to include the magazine in emergency packs they distribute on the streets.

We know our simple formula, a magazine with a list of what help is available, works. It's why Crisis at Christmas purchased 1,000 copies to hand out to their 2019 guests and St Vincent de Paul ordered 15,000 for their 2019–20 Vinnie Packs. The need for our little magazine is critical, and very real, and while in some cases we have found creative ways of meeting this demand, more often we have had to add organisations to our waiting list.

## In a nutshell

- ◆ In March 2019 *the Pavement* reported that the Ministry of Housing, Communities & Local Government counted 4,677 rough sleepers on a single November night (2018) in England. Overall this was a 2% decrease from 2017 but still represents a 165% increase since 2010. (*Gov.uk*)
- ◆ In 2018 an estimated 726 homeless people died in England and Wales. The number of estimated deaths has increased by 51% over the past five years, between 2013–18, (*Shelter, Oct 2019*)
- ◆ Scottish Household Survey data suggests that around 5,300 adults sleep rough at least once in a year in Scotland: this equates to an estimated 700 people on a typical night. Rough sleeping is primarily concentrated in Scottish cities. (*scotpho.org.uk*)
- ◆ In our July/Aug 2019 issue we shared that some young people are at a higher risk of homelessness: 27% were BAME, 22% were from the care system and 7% were LGBTQ+ (*Young & Homeless 2018, Homeless Link*)
- ◆ In November 2019, *the Pavement* reported that 22,250 young people in England would spend the festive period sleeping rough or sofa surfing. 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. (*Centrepoint*)
- ◆ In our Jan/Feb 2020 magazine we reported that 1,187 people died from drug-related deaths in 2018, a quarter of them in Glasgow. One in six people who died were homeless. (*Herald 3/12/19*)

## Our achievements

### A year of bold writing

During 2019–20, a highlight was seeing our team of volunteer citizen journalists keep on publishing their stories in *the Pavement* about being homeless and what had helped them recover from the experience. They have helped the magazine become an even more effective voice of people who are homeless or insecurely housed. There's nothing else like it.

To draw more new writers into the magazine we held regular writers' meet-ups with our 'From the Ground Up' project writing graduates at the offices of our friends and partners, homelessness health charity Groundswell, in Brixton. We have been greatly assisted in recruiting new writers with homelessness experience and keeping our graduates offering stories to *the Pavement* by the commitment of Mat Amp, our volunteer Deputy Editor. Mat is a graduate of one of our peer reporters/writing training courses who writes a sharp and funny column in every issue. He also does an amazing job coordinating the distribution of magazines around London. We are proud that Mat now works even more closely with Groundswell on the Supported Permitted Work scheme.

We also ran our own lightning writing workshops for young people in London at the New Horizon day centre and the Pilion Trust to help create unique content for our July/August 2019 issue on homelessness for under 25s. The young men and women shared how to handle being homeless at a time when they felt invisible because their top priority was finding a safe place to sleep.

We were thrilled to have some fantastic original art on our covers including artists just starting out and the renowned street artist Stik (March/April 2020).

Our Sep/Oct 2019 issue *Death on the Streets* looked at no fixed abode deaths, palliative care for rough sleepers and even followed our volunteer writer Jean Hindry around a death café. For the first time we then ran a focus group to ask readers what they made of this taboo topic. Feedback was for us to tackle more tough topics – which is why we then had a deep look at hostels in the Nov/Dec 2019 issue.

We know homelessness is tough, but our writers also found ways to look at the dark side and share it as humour – something readers love. A big thanks to From the Ground Up graduate and super-funny Scot, Ruby, as well as Londoner Chris Sampson for superb banter columns during 2019.

With Nicola Baird as editor, *the Pavement* got an Honourable Mention from 'Hatch UK's Unsung Heroes' award. The judges felt that *the Pavement's* work is already well-known within the homelessness and rough sleepers' sector, unlike the work of the winners of the competition. However, "They felt that your work is of unique importance, demonstrates a profound commitment to the empowerment and dignity of homeless people in the UK, and deserves particular commendation as a result." <https://hatch-uk.org/homelessness/unsungheroes>

Our commitment to solutions journalism also led to an invite to an Engaged Journalism Accelerator Workshop with news outfits across Europe.

### Distribution

In 2019–20, we distributed 8,500 magazines around London every two months. While in Scotland we have a continuing demand for 2,000 copies of each issue and for our Nov/Dec 2019 issue we upped the print run to 2,300 to account for increased need during winter months.

### Social media

Social media helps extend our reach. *the Pavement* uses it to share information and pose questions. We had 3,815 followers on Twitter at the end of the year (up from 3,600); and 534 followers on Instagram (up from 283). Our 1,506 Facebook friends (up from 1,300) keep checking in: one pic of Crisis Skylight in February 2020 had 589 views and our cover pic of the Nov/Dec issue of *the Pavement* focusing on hostels had 425 views – the average is around 200. These sites are run by volunteer Jake Cudsi, deputy editor Mat Amp and editor Nicola Baird.

### Website

Following our website overhaul in summer 2018 by Flat Earth Industries (our volunteer developers who are a huge support) we began to see a huge increase in traffic, so we were pleased to welcome a new volunteer webmaster Kieran Hughes in September 2019.

During 2019–20 the website attracted over 43,000 visits (up 22% from the previous year) with an almost 100% increase in prolonged use of the site, suggesting our website redesign has been beneficial to keeping traffic engaged.

- Just over half of visitors come via desktop computers, with 40% visitors using mobile phones and the remainder using tablets. This marks a 46% increase in mobile use of the site following its redesign.
- Over 25% of visitors go straight to the Services section where homeless people and their support workers can find details of the complete range of available resources. The most often searched-for service is food/soup runs.
- Social media extends our reach by directing traffic to articles and information on the website.
- Some third party websites run by other charities directly link users to our Services section as a reliable community information resource on where to get food and support.

### Funders

We are also grateful to the following organisations and individuals for their generosity in funding us: The Albert Hunt Trust, Alexandra Trust, Awards for All and Quaker Homeless Action; Karen Hardy, Helen Hibberd, Carol Richards and all those who donated through the Charity Aid Foundation (CAF), Just Giving and Stripe.

In addition, Crisis, St Vincent de Paul and Quaker Homeless Action have supported us through block purchases of additional magazines.

We are also grateful for the adverts purchased by Shelter, The Big Issue, Missing People and Central London Works.

## Our readers love *the Pavement*

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

- As a legacy from the From the Ground Up writing training projects 2017–2019 we ran with Groundswell, offering volunteering opportunities for people with lived experience of homelessness, we now have a skilled team of citizen journalists who enjoy contributing and planning what themes our readers will enjoy. Our 2019–20 themes were:
  - Wellbeing (Mar/Apr 2019)
  - Recovery (May/June 2019)
  - Invisible Youth (July/August 2019)
  - Death on the Streets (Sep/Oct 2019)
  - Hostels (Nov/Dec 2019)
  - Street Food (Jan/Feb 2020)
  - Moving On (Mar/Apr 2020)
- We organise regular writer meet-ups with our friends at Groundswell, the homeless health charity in Brixton, to discuss the topics to cover in the next issues
- Our stories are easy to read. We design the magazine in a way that supports reluctant readers and considers 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.

“I’ve just been reading the latest edition of *the Pavement* and found the subject of Death on the Streets #122 Sep/Oct 2019 really powerful. The Big Issue has had a large number of our vendors sadly pass away this year, so your rough sleepers’ guide to dying was extremely useful to read.”

– Chris Falchi-Stead, Director of Sales & Operations, *The Big Issue*

“We wanted to say a big thank you for including our poem in your latest edition #123 Hostels. We will be making a donation and promoting your magazine on our social media and website. The magazine looks great and we are so proud to be a part of it.”

– Peter Gregory & David Gough, contributors with homelessness experience

“*the Pavement* was my Bible when I was homeless.”

– McGinlay, volunteer writer

“It’s the only thing that is printed for people who have experience of homelessness and the impact of that can’t be understated. *the Pavement* feels more like ‘ours’ and that makes us all feel like we deserve something of our own. It’s taken me a long time to find myself again after things fell apart so dramatically, and *the Pavement* has been an incredibly important part of that recovery.”

- Mat Amp, Deputy Editor & volunteer writer

“I’m proud to write for *the Pavement.*”

- Ian Kalman, volunteer writer

“Whenever I show anyone in Newcastle *the Pavement* they always want it and say why can’t we have a magazine like this? All the spare issues always get taken.”

– Jenny McAteer, Groundswell in Newcastle

## Statement of Financial Activities for the year ended 5th April 2020

	Funds note *	Year ended 5th April 2020			Year ended 5th April 2019		
		General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
		£	£	£	£	£	£
<i>Incoming Resources from generated funds</i>							
Voluntary income	2	18,944	-	18,944	17,559	6,420	23,979
Activities for generating funds	3	3,328	-	3,328	1,500	-	1,500
<b>Total Incoming resources</b>		<b>22,272</b>	<b>-</b>	<b>22,272</b>	<b>19,059</b>	<b>6,420</b>	<b>25,479</b>
<i>Resources expended</i>							
Governance and management costs	4	(15,244)	-	(15,244)	(9,592)	(4,940)	(14,532)
Charitable activities	5	(11,294)	-	(11,294)	(7,696)	(3,200)	(10,896)
<b>Total resources Expended</b>		<b>(26,538)</b>	<b>-</b>	<b>(26,538)</b>	<b>(17,288)</b>	<b>(8,140)</b>	<b>(25,428)</b>
Net (deficit) / surplus for the year		(4,266)	-	(4,266)	1,771	(1,720)	51
Total funds/(deficit) brought forward		12,919	-	12,919	7,055	5,813	12,868
Transfer of funds - Restricted to General		-	-	-	4,093	(4,093)	-
<b>Total funds carried forward</b>		<b>8,653</b>	<b>-</b>	<b>8,653</b>	<b>12,919</b>	<b>-</b>	<b>12,919</b>

\* Notes on Pages 6–7 form part of these accounts

## Balance Sheet as at 5th April 2019

	5th April 2020	5th April 2019
<i>Current Assets</i>		
Bank Balances	8,653	12,919
<i>Creditors - amounts due within one year</i>		
Accrued Expenses	-	-
<b>Net current assets</b>	<b>8,653</b>	<b>12,919</b>
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	12,919	7,055
Current year (deficit) / surplus	(4,266)	1,771
Transfer from Restricted Funds	-	4,093
<b>Balance carried forward</b>	<b>8,653</b>	<b>12,919</b>
<i>Restricted funds</i>		
Balance brought forward	-	5,813
Current year surplus / (deficit)	-	(1,720)
Transfer to General Funds	-	(4,093)
<b>Balance carried forward</b>	<b>-</b>	<b>-</b>
<b>Net current assets</b>	<b>8,653</b>	<b>12,919</b>

All currency figures in GBP (£).

## Notes to the Financial Statements for the FE ending 5th April 2020

### 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 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's funds.

### 2. Voluntary income – restricted funds

	2020	2019
Groundswell Project	-	6,420

### 3. Activities for generating funds

	2020	2019
Advertising income	765	750
Magazine sales	2,563	750
<b>Total</b>	<b>3,328</b>	<b>1,500</b>

### 4. Resources explained – Governance costs

	2020	2019
<i>From Restricted Funds</i>		
Editorial and related costs	-	3,370
Management fees	-	1,570
<b>Total Restricted Funds</b>	<b>-</b>	<b>4,940</b>
<i>From General Funds</i>		
Editorial and related costs	14,618	8,878
Insurance	226	518
General postage / PO Box fee	285	82
General office expenses	115	24
Trustees and meeting expenses	-	90
<b>Total General Funds</b>	<b>15,244</b>	<b>9,592</b>

### 5. Resources explained – Charitable activities

	Year ended 5th April 2020			Year ended 5th April 2019		
	General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
Printing newsletters & associated delivery charges	10,726	-	10,726	7,957	2,000	9,957
Volunteer costs and recruitment	352	-	352	(477)	1,200	723
General fundraising	216	-	216	216	-	216
<b>Total</b>	<b>11,294</b>		<b>11,294</b>	<b>7,696</b>	<b>3,200</b>	<b>10,896</b>

All currency figures in GBP (£).



Val Stevenson  
Chair of Trustees  
1 December 2020

## 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 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:

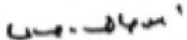
1. Which gives me reasonable cause to believe that in any material respect, the requirements:

- 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.

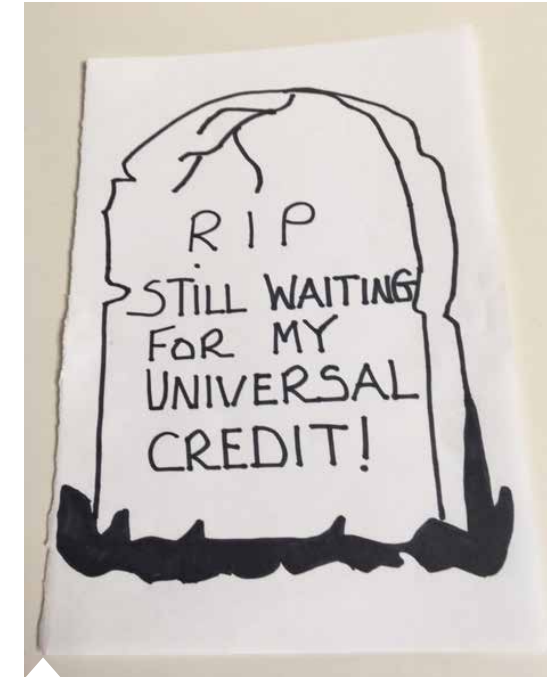
Signed



Wing Y. Wong FCCA

Date: 01 / 12 / 2020

Report on the accounts for the year ended 5 April 2020 as set out on pages 5–6.



*We helped change Universal Credit for the better (yes, we know it's still pretty bad): When our Glasgow writers, including former editor Karin Goodwin, shared their panic about the mass roll out of Universal Credit in March/April 2019, the Department of Work & Pensions contacted us to try and convince our readers that things would be OK. In response the Glasgow News Group penned seven demands in the May/June 2019 magazine asking the DWP to give better training to staff and remove the benefit caps on rent that were leading to rent arrears and making people homeless. We shared this directly with the Minister for Family Support, Housing & Child Maintenance, Will Quince MP*

## The Basics

### Trustees

The trustees who served the charity during the period were as follows: Val Stevenson (Chair), Clare Argent (Secretary), William Butler (Financial Management & Fundraising), 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 objectives 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 works on a freelance part-time basis.

**Marco Biagini** does the layout design and coordinates the Scottish List and distribution to Glasgow and Edinburgh. He's a freelance designer and project co-ordinator based in Glasgow.

Our Deputy Editor **Mat Amp** works on a voluntary basis. He has provided powerful and inspiring support to our homeless trainees as he has lived experience of rough sleeping and many of the associated issues our readers face. He writes a hugely popular column in *the Pavement* and also organises the distribution in London.

In September 2019 we welcomed **Kieran Hughes** to the team as our volunteer webmaster. He has made vital contributions to both keeping our website up to date, and maintaining our vast Services List so it is accurate and ready for publication.

### Volunteer contributors

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 our volunteer



*We'd distributed our March/April issue before Everyone In saw the government bring 14,160 rough sleepers inside safe from Covid-19. That's why in April we created a special booklet, Health & Wellbeing in a Crisis, (funded by Crisis) which was shared with many bored and scared people, in their hostels and temporary accommodation in Birmingham, Edinburgh, Glasgow, London, Newcastle and Manchester. Unfortunately the end of lockdown did not see the end of homelessness. © Pavement*

contributors during 2019–20, with apologies to anyone we've accidentally left out:

**Writers/researchers/photographers:** Abel, Arome Agamah, Mat Amp, Nicola Baird, Marco Biagini, Lawrence Blake, Brandon, Tristan Brookes, David Brown, Polly Bindman, Declan Cairns, Anne Cooper, Jake Cudsi, Julian Daley, Alastair Dixon, Janine Doughty, Rob Edgar, Yusif Farah, Ruth Freeman, Jemell Geraghty, Karin Goodwin and the Glasgow News Group, Peter Gregory, Jack Hanington, Magdalena Harris, Jean Hindry, Matthew Hobbs, David Holmes-Brown, James Hopkirk, Sarah Hough, Kieran Hughes, David Hurrell, HY, Ibrahim, Ian Kalman, Judith Kennon, Jared Kofsky, Andrew Knee, David Lawrence, Viola Levy, Mahlechi, Marie, Lola May, Pete May, McGinlay, Elizabeth Mcmanus, Jacqueline Messih, Alastair Murray, Neanderthal Bard, James Quigley, Claire Rivers, Rosie Roksof, Ruby, Chris Sampson, Caroline Shulman, Oscar Smith, Helena Sparks, Judah Stephenson and Rodney Young.

We are so grateful to the wicked wit of cartoonist Ken Pyne. This year we also published many fab cartoons by Jean Hindry, Jiaqi Li, Bowen, Ioanna Toufexi. Thank you for the striking cover illustrations/photos created especially for *the Pavement* from: Heather Stewart, Ariadne Birnberg, Frank Twahirwa/Accumulate, Jazmyn Maher, Poppy and Stik (yes, Stik!).

Also huge thanks to the many volunteers who supported our work at The Lodging House Mission (Glasgow) and also at Groundswell (London), with a special thank you to Martin Burrows. We'd also like to thank Julian Baker and Hattie Price at Flat Earth Industries for their help with the website.



## 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.

The charity's trustees assess its activities with regard to the Charity Commission's guidance on public benefit, and will use this guidance as a tool in considering any new activities it may undertake.

### *the Pavement* in a nutshell

*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.

During 2018–19 *the Pavement* magazine found ways to increase the amount of content written by people with experience of being homeless, in part thanks to the third year of running a unique peer reporter training scheme with the homeless health charity, Groundswell (funded by Comic Relief).

**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.**

**During 2018-19 we continued to operate a waiting list of organisations that wish to receive the magazine and regularly contacted organisations to check if copies were still required, being picked up and see if the quantities need increasing or reducing.**

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.

# *the* Pavement

Annual Report 2019–20

“I knew *the Pavement* when it first started, and I still recommend it. The quality of journalism has got better and there’s more info. It’s a really useful publication you are producing especially for people on the street. Everyone thinks people know where to get things, but they don’t. At Liverpool station staff would say, ‘Where can we send rough sleepers?’ and I’d say they need *the Pavement* so they know where to get food and support.”

— Paul Ryan from Café Art

## *the* Pavement

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**Design:** Marco Biagni

**Words:** Nicola Baird, Marco Biagni, William Butler

**Date:** December 2020 © *the Pavement*