



Impact Report

2000 - 2021



PEEK

POSSIBILITIES FOR EACH AND EVERY KID

In March 2022, PEEK commissioned Arrivo Consulting Ltd to develop a social impact report to mark the achievement of PEEK's 21 years of operation.

The report highlights the growth and development of PEEK over the last 21 years, and most importantly to demonstrate the impact that PEEK has made on the lives of children, young people, and families.

We would like to thank the team at PEEK for their help in collating information and design of this report from PEEK's 21 years of operation, and the stakeholders who provided information and reflections. We would also like to thank the children, young people and their parents who shared their own stories and experiences of PEEK with us.

Fiona Ellis

Arrivo Consulting Ltd



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Introduction

PURPOSE OF THE IMPACT REPORT

PEEK was set up in late 2000 as a small grass-roots community organisation providing fun, creative, and educational opportunities for local children in Gallowgate and Calton in the East End of Glasgow.

21 years later, PEEK is supporting thousands of children and young people and their families across Glasgow. It has grown the scope and range of services, and the impact that it delivers.

The purpose of this report is to tell the story about the growth of PEEK over the last 21 years, but most importantly to demonstrate the impact that PEEK has made on the children, young people and families that it has worked with.

METHODOLOGY

There are considerable challenges in telling the story of growth and impact over a 21-year timescale.

- **The scale and scope of activities delivered by PEEK over 21 years is immense**

Over the period, PEEK has developed new activities and services to address the needs of children and young people from birth to 25 years old and their families and has delivered these services to an ever-increasing number of people across the city of Glasgow. PEEK has developed and delivered its services through an increasingly large network of partners in the private, public and third sector across Glasgow.

- **Development is not linear**

The scale and scope of activities delivered by PEEK has expanded over the years, but growth and development are not linear. Activities and services have been developed in response to the needs of children and young people and their families, but also reflect the availability of funding. PEEK has developed these services through successful applications to hundreds of different funders. However, short-term and project-based funding, and changing priorities of funders means that the capacity to deliver activities has fluctuated in response to changes in the sources and focus of funding over the years.

- **Data limitations**

Data collection and recording systems have changed dramatically over the 21-year period. There is limited data available on the early phases of PEEK's activity of which annual reports only existed in paper-based records.

Over time, PEEK has developed its monitoring and evaluation systems, but data collection and recording are predominantly driven by funders requirements. PEEK has secured funding from hundreds of different funders, each with different data and information requirements, and these requirements have also changed over time as funders refine their own measurement and reporting systems. This has resulted in different data being collected and reported for different projects and over different timescales. As a result, data is inconsistent and cannot be aggregated over the 21-year period.

- **Data sources**

To address the challenges, we gathered data on the growth of PEEK's activity and influence from published reports (PEEK's annual reports, directors' reports etc.) and from the many project reports that PEEK has produced over the years.

We gathered information on the impact that PEEK has had from the hundreds of project evaluation reports that PEEK has written over the years to demonstrate the impact of its work to funders, and from published reports and evaluations.

PEEK also has a rich back-log of qualitative evaluation material – case studies, interviews and videos which tell the 'stories of change' of the children, young people and families who have engaged with PEEK over the years.

Additionally, we also collected the voices of children, young people and families whose lives have been changed by their involvement with PEEK through a survey, and interviews and focus groups carried out in summer 2022.



PEEK's mission

WHY DOES PEEK EXIST?

PEEK was set up in 2000 to address the impact of poverty on the lives of children living in the most deprived communities in the East End of Glasgow.

Set up by a voluntary management committee and supported by the Church of Scotland, the project initially provided play, creative, and educational opportunities for local children aged between 5 and 12 years old in the Gallowgate and Calton areas.

Over 21 years, PEEK has expanded the scope and reach of services to meet the needs of children, young people and families affected by poverty across Glasgow.

It is now a multi award-winning organisation that is trusted by communities and recognised at the national level for its impact on the lives of the children, young people and families.

The extraordinary development in the scale and scope of activities and its geographic reach means that the organisation is almost unrecognisable from the small project which was set up in 2000. However, the core purpose and mission which has driven the development of PEEK remains fundamentally unchanged from the mission which drove the establishment of the organisation in 2000 - to address the impact of poverty on the lives of children and young people living in the most deprived communities in Glasgow.

PEEK's MISSION

We will work with children, young people and families to improve life chances.



WHAT IS THE NEED?

It is estimated that around one third of children in Glasgow live in poverty, but child poverty rates vary dramatically across the city. For example, in Dalmarnock and Parkhead, approximately 1 in 2, 46%, of children live in poverty.

Whereas poverty was at once linked to worklessness, in-work poverty has also been rising in Scotland. Data from 2015/16 shows that 70% of children living in poverty come from a household where at least one parent is in work.

It is recognised that child poverty has wide-ranging effects in terms of health, social, and economic outcomes.

- Poverty is a key factor in determining health outcomes, with children living in poverty having poorer physical and mental health.
- Children living in the poorest neighbourhoods in Glasgow can expect to live up to 8 years less than those in wealthier areas.
- Poverty impacts social development and educational attainment and children living in poverty having lower literacy and numeracy rates.

This becomes a vicious circle, where poor physical and mental health and low educational achievement increase the risk of continued poverty throughout life.

WHAT HAS PEEK DONE TO ACHIEVE ITS MISSION?

PEEK was established in 2000 as Gallowgate and Calton Children's Project. With support from the Church of Scotland, funding of £55,000 and one fulltime worker, the project provided opportunities for local children aged between 5 and 12 years old in Gallowgate and Calton. Its purpose was to support their personal and social development to enable young people to reach their full potential.

By 2021, PEEK is an organisation that secures and manages nearly £1.4 million in funding and income from commissioned services to deliver services to address the needs of children, young people and families affected by poverty.

This growth has been enabled by PEEK's success in securing funding from hundreds of different funders, and by their innovative and effective partnerships with public, private and other third sector organisations which have levered additional resources to address the needs of children and families.

As a result, PEEK has been able to expand the scope and scale of activity that it delivers, to achieve its mission to address the impact of poverty on the lives of children.

PEEK's mission

WHAT HAS PEEK DONE TO ACHIEVE ITS MISSION?

PEEK has expanded the range and scope of its activities to meet the needs of a wider age group of children and young people

- In 2000, in Gallowgate and Calton Children's project provide activities for children aged from 5 to 12 years old.
- By 2021, PEEK is providing activities and developmental opportunities for children and young people from birth to 25 years of age and their families.

PEEK has expanded its geographic reach

- PEEK now delivers activities in communities across Glasgow.

Expanded the range of support to meet needs of families affected by poverty

- By 2021, PEEK has developed new services to address the needs of families affected by poverty (support for early years development, food poverty, crisis support, supporting the wellbeing of families).

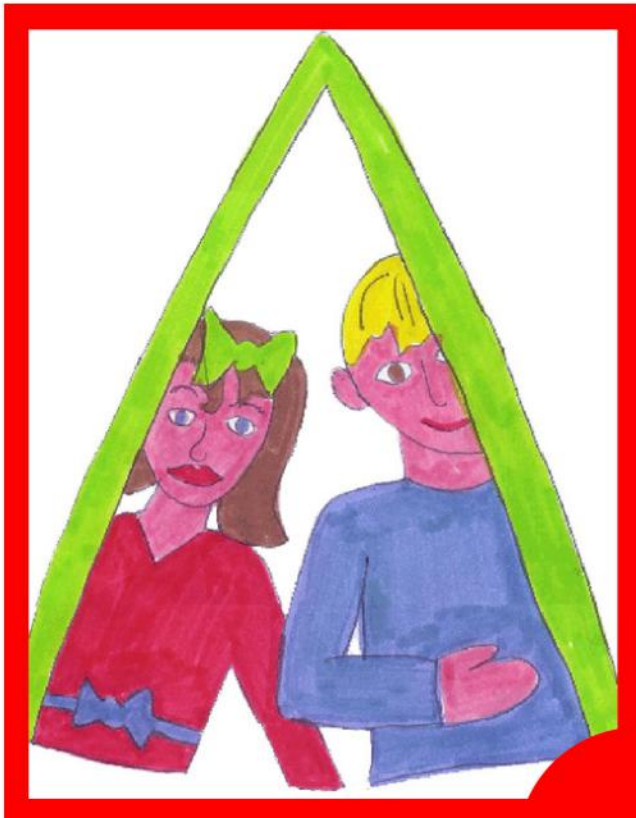
Scaling impact

In 2021, PEEK is supporting approximately 6500 children and young people through its Play, Create and Thrive Programmes delivered in the community and in schools, and is supporting parents and families through its Wellbeing Programme.

- In 2000, it delivered activities for children in Gallowgate and Calton communities of Glasgow
- In 2021, PEEK is delivering activities in 12 wards city-wide



PEEK's logo 2000 →



2000

- Delivered play and creative arts opportunities
- Supported children aged 5-12
- Engaged 180 children
- Operated in two communities in East End of Glasgow (Gallowgate and Calton)
- £ • Secured grant funding of £55K
- 1 full time team member (plus sessional staff)

VS

PEEK's logo 2022 →

2021

- Expanded range of activities and services: Play, Create, Thrive and Wellbeing
- Supports children and young people from birth to 25
 - Supports parents and families
- Engages 6500 children and young people, and their parents/families
- Operates across Glasgow
 - Secures approximately £1.4 million in grants and commissioned income
- 23 team members, plus sessional staff and volunteers



PEEK

POSSIBILITIES FOR EACH AND EVERY KID

PEEK's timeline

The previous chapter highlighted the extraordinary growth in the scale, scope and reach of PEEKs activities. This diagram summarises the key stages in the development of PEEK and highlights its key achievements.

£55K Funding £120K
2000 - 2004

 Gallowgate and Calton Children's Project

 Gallowgate and Calton


 Play and Create activities for children 5 - 12


 200 - 300 children

 **2004 incorporated as Company Ltd by guarantee (with charitable status) and name changed to Possibilities for East End Kids**

£140K Funding £230K
2005 - 2009

 East End of Glasgow

 Play and Create activities for children and young people 5 - 18

 700 children and young people

£470K Funding £1.1M
2015 - 2019

 Geographic expansion - North and East Glasgow

 Play, Create and Thrive activities for children and young people 0 - 25 years

 **Name changed to Possibilities for Each and Every Kid**

2017: Development of Wellbeing services


2018: Queen's Award for Voluntary Service


 • 7000 children and young people
• 700 parents and carers by 2019

 **Mobile food truck PEEKACHEW**


£ 260K Funding £ 430K

2010 - 2014

 1500 children and young people by 2014

 East End of Glasgow

 Extended services to engage young people aged 5 - 25

 700 children and young people in 2010

 PEEK was based in Abercromby Business Centre, Calton

 PEEK took part in Channel 4's 'Secret Millionaire' documentary

Development of THRIVE Programme, opportunities for young people 14-25 years

Funding £ 1.4M

2020 - 2021




Over 750,000 meals provided by PEEKACHEW



PEEK pivots to respond to the COVID19 crisis:

- Food and fuel provision
- Play /Create packs/cooking packs and on-line session
- Wellbeing surgeries/calls

 Expands services across 12 Glasgow wards and over 40 schools

 Extends services to engage people of all ages

5,550 families supported through meals, food parcels, emergency grants, fuel support

Story of growth

2000 - 2004

The beginning of the organisation:

- In 2000, the project is set up as Gallowgate and Calton Children's Project.
- It provides play and creative arts opportunities for children aged 5-12 in two communities in the East End of Glasgow: Gallowgate and Calton.

Remit extends to include young people:

- In 2004, the project is successful in raising funding from the East End Social Inclusion Partnership to employ a Youth Participation Worker. This enables PEEK to expand the scope and range of activities to meet the needs of young people aged 13 to 16.

2005 - 2009

Development of the Youth Work Programmes (expanding age group to 18 years old):

- In 2007/8, PEEK successfully applies for new funding which enables a significant expansion of youth work.
- PEEK extend the range and focus of activities for young people up to the age of 18.

Geographic expansion of play across the East End of Glasgow:

- In 2009, PEEK receives strategic investment from Inspiring Scotland under the GO Play programme.
- This enables PEEK to develop and expand play provision for children aged 5 to 13 into four new areas within the East End of Glasgow.

2010 - 2014

Geographic expansion of community-based play across the East End of Glasgow 2010:

- Roll-out of PEEK's innovative Play Ranger model to more communities. By 2015, PEEK is delivering play and create activities in 12 communities in the East End of Glasgow.

Development of the THRIVE Programme (opportunities for young people):

- PEEK continues to build opportunities for young people to build skills, and to gain recognition for the achievements. In 2010 PEEK develops its Young Volunteer Programme.
- Young Volunteer Programme provides opportunities for young people aged 14-25 to get high quality training and to volunteer with PEEK to build their skills, confidence and employability.
- This extends PEEKs age range to include young people up to the age of 25.

2015 - 2019

Geographic expansion of community-based play across North and East:

- Funding from the Big Lottery in 2015 enables PEEK to extend its Play Ranger model from 12 communities to 24 communities, increasing PEEK's geographic reach to both the East and North of Glasgow.
- By 2016, PEEK is engaging with nearly 3700 children and young people in 24 communities.

Expanding play into schools 2015:

- PEEK starts to develop relationships with local schools, delivering play in 4 local primary schools in the East End of Glasgow.
- By 2020, PEEK has introduced Play, Create and Thrive Programmes into 32 Primary Schools and 7 Secondary Schools across the city.

A greater focus on engaging with families:

- Parents, caregivers and families are invited to family trips and events, and Holiday Programmes. These developments result in massive expansion in the number of people PEEK work with.
- By 2019/20 PEEK is reaching 7,000 children and their family members.

The development of Wellbeing Programme:

- A key development in this period is the expansion of PEEKs role in supporting parents and families of children affected by poverty.
- PEEK launches its first Winter Warmer Appeal in 2017 in partnership with HubWest Scotland to provide warm coats and wellies and Christmas gifts for children.

Addressing food insecurity:

- In 2019, PEEK is successful in securing a grant from the Glasgow City Council 'Participatory Budgeting' fund for action against Child Poverty within the Calton Ward and launches a mobile food truck, PEEKACHEW, to take hot nutritious food out to the play sites to children.
- Expands services to support early years development for parents and caregivers and children 0 -5 years old.

Story of Growth

2020 - 2021

In March 2020, the Coronavirus pandemic hit, and Scotland went into lockdown:

- PEEK is forced to cease delivery of activities in schools and communities due to lockdown restrictions.

PEEK supports 5550 families through its crisis response:

- PEEK provides food and access to emergency supplies including fuel, data, wellbeing and hygiene products and household items.
- PEEK supports families to access financial help and other services
- PEEK develops online activities to engage children and their parents and provides play and create at home packs.

As lockdown restrictions ease in 2021, PEEK resumes their activities:

- As school re-open, schools commission PEEK to help to prepare and re-introduce children to school through play.
- PEEK continues to deliver food as integral part of programmes through addressing food poverty and education.
- PEEK continues to provide wellbeing services to support parents, caregivers and families.





Impact on children

PEEK delivers an exciting and engaging range of opportunities for children and their families to engage in play and creative activities through its PLAY and CREATE programmes.

PEEK's PLAY Programme uses an award-winning Play Ranger model to take play out into communities, the streets, in parks and into open spaces. PEEK also takes play into schools, providing play at breakfast clubs, at lunchtime and after-school, but also using play-based approaches to learning in the classroom to deliver sessions in line with the Curriculum for Excellence.

PEEK also delivers Active Play in schools, aimed at improving physical literacy and increasing levels of physical activity among children to improve their health and wellbeing. The impact of play on children is well documented. Play has intrinsic benefits. It is an important part of childhood and brings about immediate benefits for children, as well as longer term benefits for children's development.

PEEK's CREATE programme engages children and families in music, drama, visual arts, photography and other creative activities in weekly clubs delivered in the community. Through creative leadership projects, PEEK enables children and young people to gain accreditation for their skills and leadership through Dynamic Youth Awards, Arts Awards and Hi-5 Awards. PEEK also takes its creative programmes into schools (including Shine, Be and Breakthrough). These programmes use art as a medium to explore issues and to develop personal skills and leadership.

PEEK also provide holiday programmes providing play and arts and creative activities, including 'performing arts weeks' where children get the opportunity to produce their own shows and perform to family and friends. PEEK provides trips, residential and holidays, including Hopscotch Holidays, and fun events for families and communities to come together.

Over the 21-year period, PEEK has delivered:



Play, Create and Thrive sessions



Residential Holidays



Trips and experiences

Play and creative arts contributes to health and well-being, through:

- Increased pleasure and enjoyment
- Increased confidence and self-esteem
- Increased creativity and problem solving
- Improved skills in risk assessment
- Increased resilience

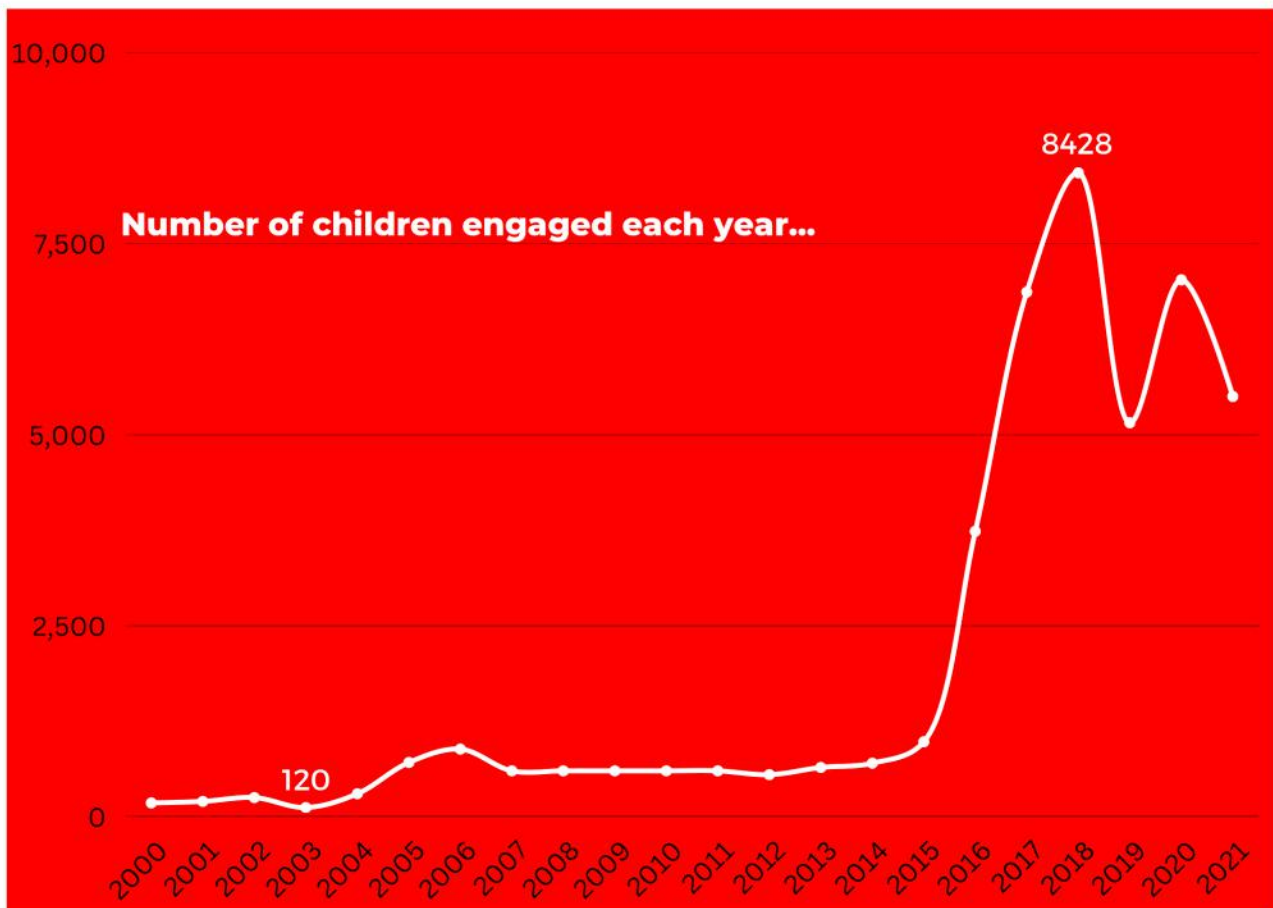
Outdoor and more active forms of play and creativity also contribute to increased physical and mental health through:

- Increased levels of physical activity
- Increased levels of social interaction
- Increased language and communications skills
- Greater appreciation of nature and the environment

Over 21 years, PEEK has increased access to safe spaces for children - creating more play and better play for children from some of the poorest communities in Glasgow.

In 2000, PEEK delivered play and creative arts for children in Gallowgate and Calton communities of Glasgow, reaching around 180 children.

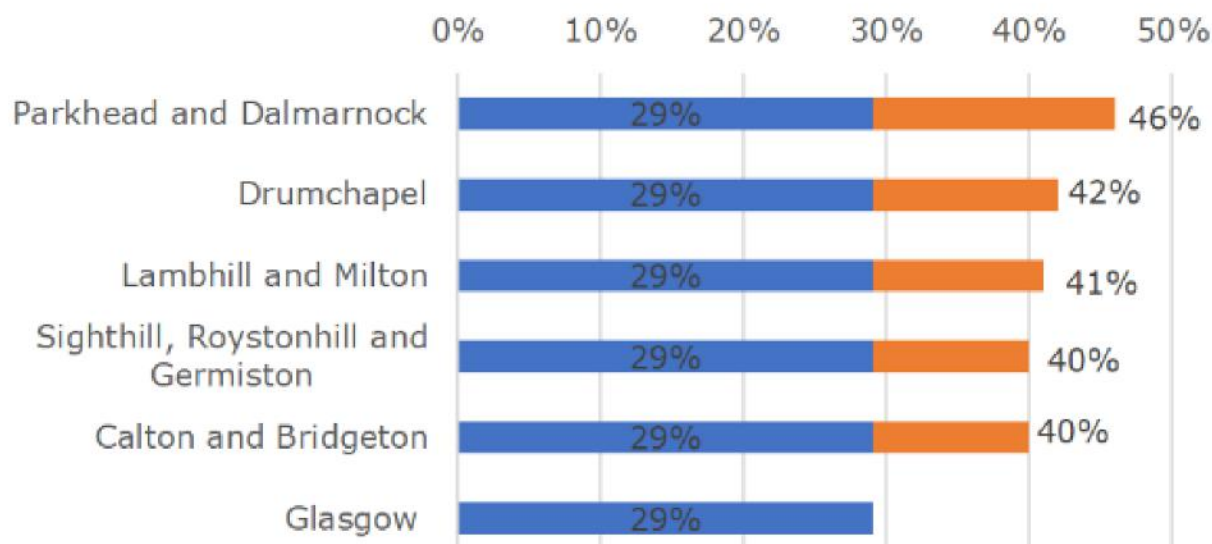
By 2021, PEEK is delivering programmes in 12 wards across Glasgow, reaching 6500 children and young people.



Play in schools

Increased reach

PEEK has now introduced its Play, Create and Thrive programmes into 32 Primary Schools and 7 Secondary School, in areas with the highest rates of child poverty.



Source: Understanding Glasgow, The Glasgow Indicators Project

In total, PEEK has engaged over 3,500 children and young people through its school partnerships.

Increasing impact on children

Through its partnerships with schools, PEEK has increased the number of children engaging in play, but also increased the impact of play on children.

The work in schools demonstrates:

- **Increased engagement in learning for children**
- **Improved health and wellbeing for children**

PEEK's approaches in schools have also been also successful in engaging parents in the school community and in their children's learning.

Background to PEEK's involvement in schools

PEEK first delivered play in school as a partner in local regeneration initiatives aimed at supporting health and wellbeing and building community cohesion. Through these early pilots, PEEK demonstrated the value and impact of play on improving wellbeing and building children's engagement in learning.

The pilots were also successful in engaging parents in the school community and in their children's learning. As result, more schools have been encouraged to use play to support children's learning.

Schools have used their Pupil Equity Fund (PEF) to commission PEEK to bring play-based approaches into schools.

The impact on children: improved wellbeing and increased engagement learning

15 schools have commissioned PEEK to deliver activities in schools incorporating play into breakfast clubs, delivering lunchtime play, delivering create programmes, and also delivering play in the curriculum.

Teachers report that children 'love' PEEK in their school.

- "The children loved PEEK and it was one of their favourite things for the week." - Teacher.
- "I wish we had PEEK in our school every day." - Child.

Teachers report that PEEKs involvement in school had an impact on children's wellbeing and their engagement and capacity for learning.

- "Our lunchtimes are more peaceful, fun and playful. We have less issues after lunch which impacts on teaching time as kids are able to settle more quickly into class after the breaks since PEEK have been involved in the playground." - Depute Head Teacher, Avenue End Primary School.
- "We have been very fortunate to have been part of the create project, the impact is clearly evident. The project has developed confidence, unlocked the creative potential of our children and overall had a significant impact on health and wellbeing." - Depute Head Teacher, St. Rose of Lima Primary School.

Parents also said that because their children were happy when PEEK came into their school, they learned better.

- "The kids love it when PEEK is in school. They do new activities and learn so many new things. They're always talking about it at home." - Parent.
- "They learn so much when PEEK is in school, but they learn in different ways. They have different relationships with the PEEK workers, they have fun. It really de-stresses them too." - Parent.

Impact on children: improved health and wellbeing and improving attainment

PEEK has delivered Active Play in 13 primary schools in Glasgow, increasing levels of physical activity among children, leading to improved health and wellbeing, and supporting learning and attainment.

Play in schools

WHAT IS THE IMPACT OF ACTIVE PLAY?

Active Play was developed to address low levels of physical activity among children which contributed to poor physical and mental health outcomes in later life.

Active Play has been proven to increase levels of physical activity but is also linked to improved emotional, social and cognitive development, and therefore to improved educational attainment.

The programme has been adopted by Glasgow City Council and has been rolled out across primary schools in the city as part of Glasgow's Improvement Challenge. It aims to improve physical activity levels among children in the poorest communities, but also to address the attainment gap. Recent evaluation of the programme in Glasgow demonstrates impact:

- **94%** of children have improved the physical literacy and improved fundamental movement skills
- **98%** of children have increased levels of physical activity

The evaluation also highlights the wider impact of Active Play on children's learning and development which demonstrate links with increased educational attainment:

- Improved cooperation and negotiation about games and equipment
- Increased positive behaviours at break times, more play taking place and less challenging/argumentative behaviour
- An improvement in the behaviour of the pupils in class
- Reduction in confrontational behaviour and better relationships across the class
- Improved resilience and showing more respect for others
- Improved relationships with teaching staff
- Children are happier, quieter, and more adventurous





Addressing food poverty

PEEK has developed approaches with schools to address food poverty during the school holidays.

Developing approaches to food poverty

In 2017, PEEK and Dalmarnock Primary School (in partnership with other agencies) developed a Summer Holiday Programme to address parents' and caregivers' concerns about the loss of school meals over the holidays and their capacity to provide food for their children.

The partners developed a pilot programme for the summer holiday period:

- PEEK provided play and creative activities for children
- Parents and caregivers were invited to participate in cooking classes, learning to make healthy and nutritious food for their children
- Breakfast and lunches were provided for all participants during the programme
- The summer programme was a **major success** in terms of ensuring children had access to food during the holidays but was also very successful for the school in terms of engaging children and families in the school community
- PEEK continues as a key partner in delivering play and food to children and families through the Holiday Food Programme now in several schools
- In 2018, PEEK provides **14,000 meals** to children and their families

The programme has been repeated and replicated elsewhere and is now supported by the Children's Holiday Food Programme Fund launched by Glasgow City Council in 2018, providing £2m to support food provision during school holidays.





Holiday programmes

ST STEPHEN'S AND ST KEVIN'S PRIMARY SCHOOL

PEEK delivers holidays programmes in St Stephen's and St Kevin's Primary Schools as part of an innovative partnership with Morgan Stanley. The holiday programmes provide play and creative activities for children and their families, as well as providing access to food over the school holidays.

The Holiday Programme at St Stephens's and St Kevin's includes activities for parents and caregivers – from play activities with their children such as yoga, zumba and cooking classes. The Holiday Programme has been a popular addition to PEEKs existing involvement in the school, and creates impact for the children, their families and for the school community.

Impact on children

Happiness

First and foremost, parents said that their children loved coming to PEEK, that their children had fun and that coming to PEEK made them happy.

- "He loves PEEK – he always asking is it PEEK today? He doesn't want to come home at the end." - Parent.
- "The staff are amazing with them – my kids love it." - Parent.
- "My kids love coming to PEEK – it makes them happy and when they are happy, I'm happy." - Parent.

Confidence

Children said they felt more confident, especially about making friends. Parents also identified improved confidence in their children.

- "My son has so much more confidence in himself since starting PEEK." - Parent.
- "My kids are more out-going and love to try new things." - Parent.

More friends and better relationship building skills

Children say that one of the most important things they get out of coming to PEEK is that they have more friends. Parents reported that their children had learned better relationships building skills.

- "They play group games and make friends that way. They learn to socialise." - Parent.

Increased connection/reduced isolation

Many caregivers said that coming to PEEK kept their children 'connected' to other children and to the school community. Several parents of children with additional support needs said that that **coming to the PEEK over the holiday was the only way that their child had any connection with other children over the holidays. 'Otherwise, he's totally isolated.'**

Impact on parents and caregivers

Parents come to the Holiday Programme because their children 'love PEEK' but they also enjoy the adult activities and the chance to learn new things.

- "I learned healthy cooking - how to cook in a way that the children will love." - Parent.

Caregivers were grateful of the opportunity to keep their kids occupied during the holidays, but also identified the following impact on their own lives.

Reduced stress/ improved sense of wellbeing

Parents commented that the holiday programmes reduced the pressure that they felt over keeping children busy over the holidays and reduced the financial stress and emotional stress they felt about not being able to give their children trips and experiences.

- "You're not worrying all the time about what you're going to give them for lunch." - Parent.
- "You [PEEK] are a god-send for all the families that can't afford to take their children on outings." - Parent.
- "A lifesaver for activities to keep my kids busy during the holidays." - Parent.

Parents also reported that coming to PEEK and getting involved in the activities allowed them to have fun with their children, and to forget some of the pressures in their lives.

- "When I am out at PEEK I forget my worries and the kids are happier during [the] PEEK." - Parent.
- "PEEK helps us reduce stress." - Parent.

Parents also reported that their children's happiness impacted on their own happiness and sense of wellbeing.

Improved family relationships

Parents said that coming to PEEK together gave them 'fun times' with their children which improved their family relationships.

- "PEEK lets me have fun with my children." - Parent.
- "PEEK is a family time for me and my kids. PEEK gives me the opportunity to build a stronger bond with my kids, it gives me the opportunity to express myself freely." - Parent.

Parents also said that that they played more with their children at home.

- "I've learned things to do with them at home." -Parent.

Holiday programmes

Impact on parents and caregivers

Increased social connections/reduced isolation

For many parents and caregivers, their children's involvement in PEEK had been a gateway to getting to know other adults in the community.

- "I've got friends since my kids have been coming to PEEK." - Parent.
- "I am from another country and felt alone here but after I met PEEK, I feel better." - Parent.

Increased social support

As a result of increased social connections, parents had also developed mutually supportive relationships.

- "Having a child with special needs is very isolating. I've met other parents at PEEK who are going through the same things - it's such a help. We support each other." - Parent.

Community cohesion

Parents and caregivers also said that by coming to the holiday programmes, they had got to know people from other cultures that they wouldn't otherwise have known.

- "It gets us involved with other parents; it gets us learning things. We get to know different people and learn about different cultures. It's pulled the community together." - Parent.

Impact on the school community

The headteacher at St Stephen's and St Kevin's Primary School sums up the impact of PEEKs involvement on children and their families and on the school community:

**"Words could not adequately describe the impact our partnership with PEEK has on our whole school community. Our families, our staff and our children see the PEEK team as friends, life-savers, and supporters. They share our values and embed them in all the activities they provide. They have helped me as a Head Teacher build and develop the school community. Parents trust PEEK and because of this, they engage in all of the activities on offer. All families feel respected as the team are welcoming and respectful, celebrating diversity and promoting unity. I hope our partnership continues to grow and thrive in the years to come."
- Head Teacher St Stephen's and St Kevin's Primary School.**



Impact on young people

Over the 21 years, PEEK has progressively increased the range of opportunities, and the age-range of young people that it engages and supports. PEEK now provides opportunities for young people aged 12 to 25 years.

Opportunities

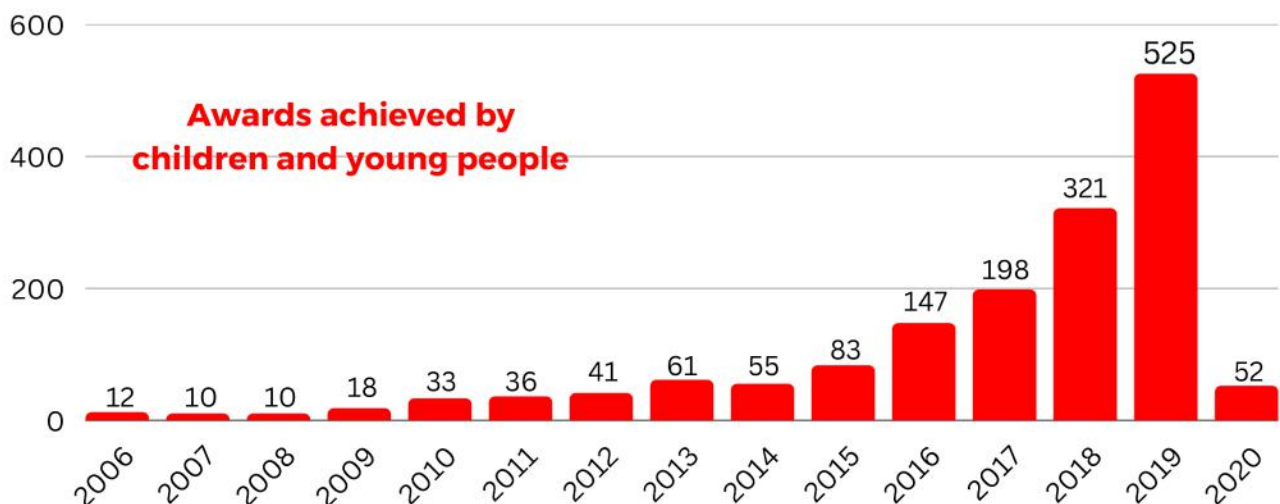
PEEK uses play, sport and the arts to engage with young people and to build their personal and social skills.

- PEEK also supports young people to become more active in their communities and to get their voices heard in decision-making in projects such as Young Volunteering, Young Activist Projects, and the Youth Community Council.
- PEEK has also developed programmes to support young people to develop skills and confidence and leadership in projects such as Emerging Leaders Programme, Peer Education and Mentoring. These programmes have been delivered in schools and in the community.

Recognising Achievement

PEEK has developed opportunities for young people get their achievements recognised through Duke of Edinburgh Awards, Youth Achievement Awards, Dynamic Youth Awards, MV Awards and Arts Awards,

- "It's good having this qualification because it can help me get into college to do sports and fitness." - Young person aged 16 who gained a Dance Leader Qualification.
- "My daughter gained confidence working with PEEK she even got awarded with a bronze Arts Award. This has led to her doing an HND in Art and she is hoping to get into the GSOA (Glasgow School of Art)." - Parent.





Impact on young people

VOLUNTEERING

Through the THRIVE Programme, PEEK developed an award-winning Young Volunteer Project which trains and supports young people from age 14 to 25 to become volunteers within PEEK Play, Create and Wellbeing.

The programme provides opportunities for many young people who have 'grown up' with PEEK to continue their involvement and personal development through volunteering.

Since 2010, PEEK has trained and supported **540** young people to become volunteers, winning the **Queens Award for Voluntary Service in 2018**. These young people have contributed **37,000 volunteer hours** to support other children in street play, creative clubs, holiday clubs etc.

- "Volunteering with PEEK has changed my life." - Young volunteer.
- "Volunteering is really rewarding and you get recognition for what you put in." - Young volunteer.

Structured progression opportunities

PEEK provides progression opportunities beyond volunteering through work experience, internships, apprenticeships and student placements which support young people towards employment.

- Young people gain skills and experience which supports their progression into further and higher education.
- The structured pathway has also allowed PEEK to 'grow its own' workforce. Young people who have been participants as children have been able to progress through volunteering, into internships and finally into employment with PEEK.
- Over 70% of the current staff progressed through PEEK's services.

In 2022, three young people who were participants in the youth programme, and who progressed through volunteering and into internships at PEEK have been successful in applying full-time jobs in PEEK.

- "My job at PEEK makes me happy. Every day is different." - PEEK team member.
- "It makes you feel great when you know that you've done something that has made a difference for a child." - PEEK team member.

GOVAN HIGH SCHOOL

Since 2017, PEEK has worked with 7 secondary schools in Glasgow, providing opportunities for young people, some of whom do not engage with the mainstream curriculum to develop confidence and leadership skills through PEEK's Emerging Leaders and Breakthrough projects, and through access to volunteering and work experience.

To highlight, PEEK has been working with Govan High School since 2018, developing young people's confidence and leadership skills through Emerging Leaders, Breakthrough and bespoke pilot projects.

Outcomes for young people

- "Every young person that PEEK has previously worked with in Govan High School has gained additional qualifications and/or experience which supports their development for learning, life and work." - Pastoral Care Teacher, Govan High School.

In 2021, PEEK delivered an innovative partnership project with the school and Police Scotland aimed at reducing risk taking behaviours and increasing engagement in learning. The success of the project is demonstrated by:

- **82%** decrease in police intervention
- **77%** decrease in school referrals
- **75%** decrease in school demerits
- **59%** increase in clubs attended
- Participants achieved a total of **36 awards**

Other outcomes included

Improved attendance

- "My attendance has got better because I wanted to come to the programme." - Young Person.

Improved relationships

Young people also reported that their involvement in the programme had improved their relationships with peers, and also changed their attitudes and relationships with the police.

- "I'm better at getting in with people. At the start we all used to fight, but we get on better." - Young Person.

Wider impact of PEEK's involvement in the school

The headteacher also commented on PEEK's ability to engage with some of the hardest to reach young people and their families, and to build links with these families.

- "There is no doubt our school community has been strengthened and enhanced due to our partnership with PEEK." - Head Teacher, Govan High School.

Impact on young people

HOW DOES PEEK DELIVER IMPACT FOR YOUNG PEOPLE?

PEEK gives young people opportunities to:

- Expand their horizons, try new things and develop new skills
- Identify and value their own skills and talents
- Build confidence and self-esteem
- Develop aspirations and motivation

PEEK gives young people opportunities to expand their horizons and to discover new skills and talents

Young people reported that PEEK created a supportive environment where they felt safe to try new things and provided varied opportunities to do so.

- "It's an environment where staff believe in you, they care about you, they motivate you... and its non-judgemental. At school, people would laugh and humiliate you if you tried new things." - Young person.
- "I've had so many opportunities and experiences through PEEK. PEEK gave me the opportunity to travel. I've been on trips to places I've never been before and to do things I've never done before - like rock climbing." - Young person.
- "It's been a lifechanging experience. You get to take part in lots of different things, and it makes you a better person all round." - Young person. (This young person progressed onto Musical Theatre Course at FE College).

Identify and value their own skills

Young people reported that they felt that they were doing something worthwhile and felt 'valued' for their input by PEEK.

- "PEEK see your value - they see you as someone who can do things." - Young person.
- "It makes you feel valued when the kids ask if you'll be at the next session." - Young volunteer.

One young person had been nominated by PEEK for a two national awards. Although she didn't win the awards, she said being nominated by PEEK was the biggest boost to her confidence. The recognition of her skills and input was more important to her than the award itself.

- "Being put forward for awards - that was the best achievement. Not always winning them but knowing that other people see me like that [as worthy of that award] makes such a difference." - Young person.

She compared her experience as a volunteer at PEEK to her experience of school where she got no recognition.

- "“You get no recognition at school if you’re not academic. I learned more at PEEK than I ever learned at school.” - Young person.

Building confidence and self-esteem

Young people reported that ‘feeling valued’ by PEEK and getting recognition for their skills had built their confidence and self-esteem.

They said that PEEK staff were expert in finding ways to engage young people in new activities and supporting them to try new roles or activities.

- "The workers build relationships with you - they find ways to include you. It really builds your confidence." - Young person.

Aspirations and motivation

Young people said that improved confidence and self-esteem enabled them to push themselves out of their comfort zone and take up more opportunities. This created a virtuous circle, which drove increased aspirations and motivation to achieve.

- "You end up doing things you never imagined you could do." - Young person
- "PEEK staff believe in you - it motivates you." - Young person.
- "Believing in yourself is just the beginning! Without PEEK I don't know where I would be." - Young person. (This young person, volunteer at PEEK, progressed onto HND in Community Development).



Impact on young people

CRITICAL SUCCESS FACTORS

Relationships

Relationships with the PEEK team are at the heart of the stories of change. Young people talked about PEEK being their safe space, where they felt accepted but also got support to deal to deal with the challenges in their lives.

- "The PEEK workers really listen, they are non-judgemental." - Young person.

Young people reported that PEEK team members became the 'trusted adults' in their lives. One young person said that she used to go to clubs 'just to talk to the staff - I didn't really want to do the activities.'

- "If I'd had a bad day at school, coming to PEEK afterwards helped to get you through that - the staff were so supportive." - Young person.

She felt able to tell PEEK team members about things going on in her life and they would give her support and help her to navigate the challenges in her life. She commented on the authenticity of the support she had received from PEEK.

- "People from PEEK really want to help you, they really care about you." - Young person.
- "They help you through practical problems and family stuff. They give you outside perspectives." - Young person.

Opportunities for long term involvement/progression opportunities

PEEK has provided young people with opportunities for long term involvement and provides a pathway of progressive opportunities which supports young people to take on responsibilities and develop their leaderships skills. This builds their confidence and their self-belief, which in turn results in higher aspirations the drive to achieve these aspirations.

PEEK has supported young people to achieve their aspirations - supporting young people to access further and higher education - but also providing opportunities for young people to develop their employability skills - through volunteering, work experience, internships and student placements. This pathway has resulted in growing a workforce which has experienced the impact of PEEK and is motivated to 'give back' to the community.



Impact on families

CRISIS SUPPORT

PEEK has developed a range of services to support parents to address the impact of poverty on the lives of their children as part of their new strategy.

PEEK now delivers crisis support and early intervention and prevention programmes for children, young people and families.

PEEK provides support to families at time of crisis. Support can include:

- Access to food (food boxes, shopping vouchers, etc.) and other essentials
- Financial support for fuel, clothing and school uniforms, and electrical appliances, furniture, etc.
- Access to warm coats and wellies and Christmas gifts
- Advice, information and signposting to access other financial support and other services
- Referrals to other third sector and statutory services
- Support and advocacy for parents in meetings with other agencies such as - Housing, Citizens Advice Bureau, etc.
- Wellbeing support - telephone check-ins, surgeries in schools, etc.

The number of parents and families supported by PEEK was increasing pre-pandemic, but the scale of need during the pandemic drove a massive increase in the numbers of families supported.

- **In 2018, PEEK supported 600 parents through crisis support**
- **During the pandemic in 2020, PEEK supported 5550 families**

"PEEK have played a very important role in supporting vulnerable families within the community. They provide such an amazing service and offer so many activities and support packages for families to encourage community integration and improved outcomes for children. They have been fundamental in supporting the project I work in and adding to assisting the families and children's overall wellbeing. Any family I have referred to PEEK have received a first-class service and massively benefitted from engagement at any level. The value that this service offers for vulnerable children within the community is essential." - Marie Clark, Children's Service Worker, Caledonian Team, Glasgow City Health & Social Care Partnership, Social Work Services.



Impact on families

CRISIS SUPPORT DURING THE PANDEMIC

PEEK recognised that the pandemic and subsequent lockdowns would disproportionately affect those already struggling. The need for crisis support during this period was unprecedented. Despite losing access to its own premises and having to move six times to temporary premises, **PEEK put the wellbeing of children and families at the centre of its work.**

While normal Play, Create and Thrive activities ceased due to lockdown restrictions, PEEK immediately developed a crisis response – ensuring that the most vulnerable children and families had access to food and other necessities, for example, nappies, baby food, clothing, fuel vouchers and mobile vouchers.

- "I can't thank you enough for everything you've done for us during lockdown. The food was honestly a huge help." - Parent who received weekly deliveries.
- "PEEK helped a lot. I have 3 young children and my fridge freezer stopped working. PEEK provided me a new fridge freezer and help with gas electricity vouchers." - Parent.

Through **door-step visits** and **phone calls** PEEK kept in contact with families. **Strong relationships** and **trust** of the communities meant that PEEK was able to identify families in greatest need and provide services to meet their needs directly, or to assist them to access other services.

- "They brought food boxes and meals during the pandemic – but they didn't just drop them off. They stopped by for a wee chit-chat the door. I really appreciated that – it made you feel cared for." - Parent.
- "They know your circumstances – they gave me vouchers during the pandemic without me having to ask." - Parent.

PEEK also provided a lifeline for many parents and caregivers.

- "... just being there if and when we needed them. Just knowing the team were there made a huge difference to me and my state of mind on the worry of having no food. You guys helped me at my worst point with all this lockdown and not working. Your help means a lot." – Parent.
- "It took away the worry of going to bed hungry." - Parent.

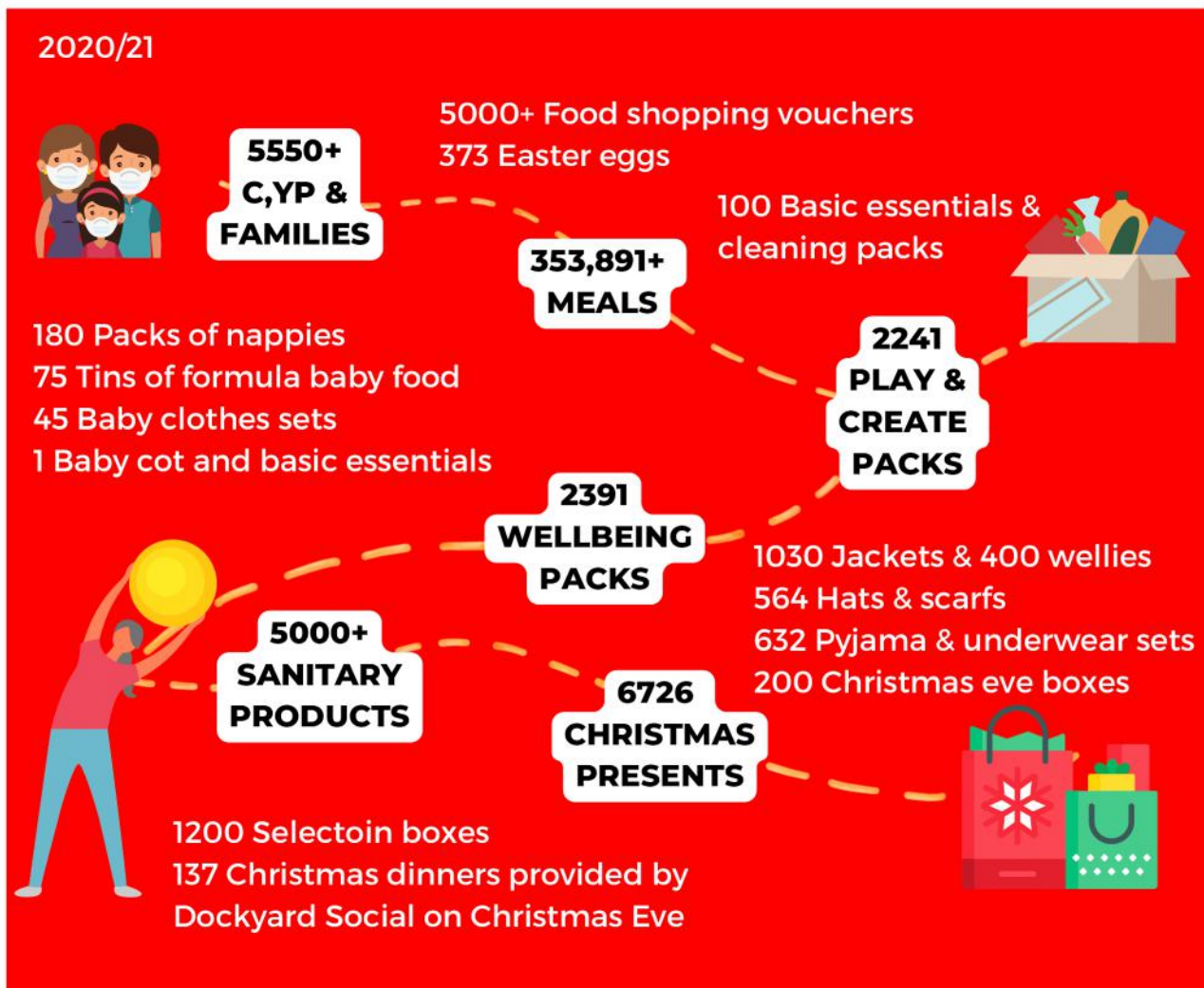
PEEK also acted as a link between schools and multiple other agencies, identifying the most vulnerable families and connecting them to support.

PEEK supported **20 nurseries, primary and secondary schools across Glasgow throughout 2020/21 with its COVID19 response.**

- "PEEK provided the school with information and enabled us to provide coordinated and comprehensive support for our families." - Teacher, St Stephens and St Kevin's Primary.
- "PEEK have a proven track record of delivering to families in need. This was brought sharply into focus during COVID-19 and I would have feared greatly for the wellbeing of many of our families had it not been for the support of PEEK. PEEK staff are adept at connecting with people and in turn connecting families to the correct source for support." - Depute Head Teacher, Dalmarnock Primary School.

PEEK went on to provide activities to keep children and families engaged and connected. They delivered Play and Create packs to children's homes and provided online activity sessions for children and young people. They also delivered family cooking classes, for which they delivered food boxes containing all the ingredients and utensils so that families could participate.

- "I think we've been coping ok with food and money. It's just stuff to do with the kids that's difficult. These packs have been everything." - Parent.



Impact on families

CASE STUDY - PEEK'S SUPPORT

Jane is the mother of an 11-year-old girl Diane. (pseudonyms)

Diane has been involved in PEEK for around 2 years. She is a regular attender at CREATE sessions and has also attended Holiday Programmes and trips. Jane made her first connection with PEEK when she went along to attend a show that her daughter was in. She and her daughter also attended National Play Day together and said it was "a day of amazing fun and food."

When lockdown hit, her daughter missed the clubs and activities, but participated in the on-line activities that PEEK delivered, which kept her connected to the PEEK staff and to other children that she knew from PEEK. Jane was very grateful for the arts and crafts supplies that PEEK delivered to the house. **'I couldn't afford to buy that stuff.'**

On top of the stress generated by the pandemic and lockdown, Jane was dealing with a potentially life-changing challenge. Although she had lived in the UK for over 20 years, the Home Office refused her visa renewal application.

The visa refusal affected her right to benefits, which left her without money for food, and in fear of eviction due to rent arrears. She describes the period as **'living through hell'**. Her health deteriorated due to the stress. She was also concerned about the impact on her child. "You try not to show your child how worried you are, but she knows."

PEEK provided practical support in relation to her visa renewal application, providing letters of support to the Home Office and evidence to support her application.

Her situation is still unresolved, but PEEK has been central to supporting her and her daughter through the crisis.

Practical support from PEEK was a 'life-line' during that period. PEEK provided her with food - hot meals and food boxes, as well as shopping vouchers.

"It helped a lot. Things were really tough. Getting food gave me one less thing to worry about - it really reduced the worry."

PEEK also provided her with a winter coat and boots for her daughter. They also supported her at Christmas time, with gifts for her daughter, food vouchers and cinema tickets to take her daughter for a treat.

"As a parent, you don't want your child to miss out, to be the odd one out at school when everyone is talking about Christmas. PEEK made sure that she didn't miss out - that really reduced the pressure on me."

PEEK also provided advice and information and helped her to access other services and support.

"I can tell them anything - if they can help, they will, or signpost me to somewhere that can help. They go out of their way to help you."

Jane is very appreciative of the practical support which PEEK offered but also highlighted the importance of the emotional support that PEEK gives her.

"Once in a while I'll get a text from them [PEEK staff] just saying 'Hi. How are you doing'? I really appreciate that - you feel that they are looking out for you."

"I don't know what we would have done without PEEK."

Jane and her daughter continue to get support from PEEK. Diane has enjoyed the summer programme of clubs and trips during the summer of 2022.

"Going to PEEK gives Diane things to do. She's outdoors and doing activities. It's good for her health and her mental health. She's meeting people and doing things. PEEK has developed her confidence, her self-esteem, she's made new friends, she's developed independence."

"She's done so many things with PEEK. She's been on trips, things she would never have been able to do - things I couldn't afford to do."

"I have lots of hospital visits - she doesn't want to come. It's boring for her but it's also stressful... if she's at PEEK, she's doing activities, she's having fun and that reduces stress for her. I can go to hospital knowing she's safe - that's the most important thing - knowing that she's safe. You can trust these people with your child. You don't worry because you know she's in safe hands at PEEK."

PEEK has also enabled Jane and Diane to get a holiday this year. Jane is very grateful for the holiday and grateful that her daughter isn't missing out on special occasions.

"It's so special. It will be Diane's birthday while we are away, so it feels like a special trip."

"But also, when she goes back to school and everyone is talking about what they've done over the summer, she's got a holiday to talk about."

Early intervention and prevention

PEEKACHEW

In 2019, PEEK increased its capacity to provide food directly through a mobile food truck called PEEKACHEW. PEEK take this van out into the community daily to ensure that children get a nutritious, hot meal. PEEK was successful in securing a grant from the Glasgow City Council 'Participatory Budgeting' fund for action against Child Poverty within the Calton Ward to launch this mobile kitchen.

PEEK recognises the pervasiveness of food poverty and its impact on the lives of children. PEEK addresses food poverty through direct provision of food and by engaging parents and children in cooking classes which are fun but aim to teach families how to make nutritious food on a budget.

PEEKABOO PLAY CAFE

PEEKaboo Play Café provides early years development services to children from birth to 5 years through food and wellbeing focused sessions.

In 2016, PEEK piloted its first PEEKaboo Play Café in partnership with the NHS, engaging parents and pre-school age children in creative play. Over the next four years PEEKABOO Café expanded to provide prenatal support and early years development for children 0-5 years and family support to their parents/caregivers.

PEEKaboo Play Café now provides different clubs for different age-groups and stages - prenatal to 5 years and for children with additional support needs. It has been expanded into new venues and is delivered 5 days a week in multiple venues across Glasgow, including the Wash House Gardens where children are able to grow fresh fruit and vegetables.

By 2020, PEEKaboo Play Cafe engages **117 families and 230 children between the ages of 0-5.**

Evidence shows that the PEEKaboo Play Café has helped parents and caregivers to develop supportive relationships reducing social isolation and develop confidence in their parenting. Children have an opportunity to interact with other children, have fun and develop language and social skills.

- "She's playing with other kids and sharing; she never does that." - Parent.

PEEKaboo Play Café has also supported transitions to school. Parents commented that their children were more confident and sociable and, in many cases, had made friends with other children which would ease their transition to school.

- "PEEK really has been a lifeline for me and J and K. J's confidence has come on leaps and bounds and I think that he will go into school a lot easier in August as he will know a few kids from PEEK." - Parent.

One PEEKaboo Play Cafe was delivered at St Rose of Lima Primary School. It has improved parental engagement in the school and supported transitions for new entrants.

- "My school has been in partnership with PEEK for 4 years now and all stakeholders could not speak highly enough of the service that they provide. The sessions have been incredible. We have never had such a wonderful opportunity in our school, especially required now that the pre-enrolment system has changed. This allowed our new entrants and parents an introduction to our school and helped to support and strengthen the transition process." - Head Teacher, St Rose of Lima Primary School.



Impact on policy and practice

PEEK has not only been a leader in the delivery of play but has also influenced the development of policy and practice in the third sector.

- PEEK has contributed to the understanding of the value and impact of play at the local level (in GCC schools) but also at the national level through its contribution to the development of the Go Play Evaluation Framework and to the development of the National Play Strategy 2013.
- PEEK has influenced practice through its contribution to the development of the Play Ranger toolkit and via its Play Champ and Community Training.
- PEEK has also been an innovator in the development of new models of play through the Active Play Programme which is now delivered across all schools in Glasgow and was first developed from a pilot project which was developed by PEEK.

"We have worked in partnership with PEEK for many years - working together to improve the life chances of children and young people... By joining forces, we are witnessing the real impact that PEEK is having on our communities and young people. PEEK offer a wide and varied range of opportunities free to our young people including volunteering, play, creative arts... The research about play having a positive impact on raising attainment is very encouraging and active play will be firmly embedded in Glasgow's Improvement Challenge over the next few years. The Glasgow Active Play programme is about early intervention - changing the mind-sets of parents and children early leads to greater physical activity later in life, going outdoors more and leading a healthier life - all through play. Anyone can play!" Maureen McKenna, Former Executive Director of Education, Glasgow City Council

WIDER IMPACT

PEEK is not only an innovator in the play sector but has also been an effective partner in wider initiatives to address child poverty. Through innovative and impactful partnership projects PEEK has contributed evidence and learning which have levered changes in policy and practice in Glasgow and more widely across Scotland.

THE DEVELOPMENT OF THE HOLIDAY FOOD FUND

PEEK was a key partner in piloting a summer programme for children and parents in Dalmarnock Primary School. The pilot was funded under a national programme Food, Families, Futures (FFF) which was supported by Children in Scotland. The aim of the programme was to address food insecurity and its links with wellbeing and education. The two key objectives were:

- Improve the health and wellbeing of children and their families living in and around the partnership areas, including increasing nourishment, reducing hunger and improving nutrition
- Improve the engagement and confidence of parents in their children's learning, resulting in improved early development, social inclusion, aspiration and attainment of children

The success of the project also influenced the development of PEEK's strategy. While PEEK has always provided snacks for children at clubs and street play, addressing food poverty became central to PEEK's approach.

At the policy level, the success of 'Food, Families, Futures' contributed to Glasgow City Council's decision to develop a new funding stream to provide food for children during school holidays. The 'Children's Holiday Food Programme Fund', launched in 2018 provided £2 million to support food provision during school holidays.

THE CALTON CHILD POVERTY NETWORK

PEEK was a key partner in the Calton Child Poverty Network and played a pivotal role in ensuring that local parents with lived-experience of poverty had their voices heard.

Through partnership working with Glasgow City Council, the group influenced the development of a new project which aimed to increase parental knowledge and take up of benefits by embedding support in schools.

The Financial Inclusion Support Officer project (FISO) started as a pilot and has since been rolled out across all 30 Secondary Schools in Glasgow. To date, the project has generated more than £1 million in financial gains to families in Glasgow.

"The support for children is central to all the work that PEEK do. We will continue to develop services to help achieve our shared ambition to reduce child poverty in Glasgow." – Gena Howe, Child Poverty Manager.

Impact on policy and practice

HOW DOES PEEK DELIVER ITS IMPACT

It is clear that it is not just 'what' PEEK delivers that has made a difference for children, young people and families, but also 'how' they deliver it. Children, young people, families, teachers and other partners were unanimous in their praise for the staff. The comment we heard most was "the staff are amazing."

Parents, teachers, and other partners commented on the skills and experience of the staff:

- Parents asked PEEK staff for advice on behaviour management and said that they modelled their behaviours at home on PEEK staff
- Young people spoke of PEEK staff as role models and mentors who had helped them to learn develop personal and social skills and supported them to navigate their transitions to adult life

Overwhelmingly, they commented on the passion and commitment that PEEK staff brought, and values that underpinned their approach.

- "I've never come across staff with such commitment. It is clearly evident that each and every one of them that I've worked with believe and value what they do, and they are all desperate to make a difference." - Head Teacher.

The 'HOW'

PEEK has been successful in engaging children and families through the delivery of activities which are fun, safe and inclusive.

Friendly and fun

The warm and friendly atmosphere and focus on having fun at sessions makes people feel welcome and breaks down barriers to participation.

- "The sessions have been brilliant, and the staff couldn't be nicer. I am not very good with meeting new people and the staff have always been so welcoming to me and my children." - Parent.

Safe

Parents said that PEEK provided a safe place for their children. They felt very comfortable in the knowledge that their children were safe at PEEK.

- "I trust the staff at PEEK 100% - I know my kids are safe." - Parent.
- "My son is accepted here. PEEK gives us a sense of belonging" - Parent of child with additional support needs.

Inclusive

Parents also reported that PEEK made efforts to include all children and make them feel accepted.

- "My son never gets out to play in the holidays. Because he's got autism and doesn't speak a lot, other children don't like him. It really breaks my heart. But this club - he loves it. He won't stop talking about PEEK. That's all he says from morning till night - PEEK, PEEK, PEEK. Thanks for including him and going out of your way all the time to make sure he's just like the rest of the kids." - Parent.

However, at the crux of the stories of impact has been the ability of PEEK staff to develop relationships with children, young people and families, and the dignity, respect and kindness which they bring to those relationships. PEEK has become a trusted intermediary in communities and has the unique ability to engage some of the most vulnerable families to address the impact of poverty on their lives.

Relationships

Parents and caregivers talked about the ability of the staff to form meaningful relationships with their children, and that their children felt comfortable, safe and accepted.

- "Staff are very focused on the children, building positive trust relationships." - Caregiver.

But parents also talked about their own relationships with PEEK staff.

- "You can tell them anything - like if there are problems at home. They are non-judgemental." - Parent.
- "PEEK really know you - they know your family circumstances." - Parent

They described authentic relationships, in which they felt accepted, valued and cared for. This created a sense of belonging.

- "People from PEEK really want to help you - they really care about you." - Parent.

Dignity and Respect

Parents reported that PEEK staff 'understood their circumstances' and responded with dignity and respect.

- "If we need any help, they always try their best to help us. Amazing." - Parent.
- "If we need help, they don't do things in front of everyone." - Parent.

Kindness

Children and parents also talked about the kindness shown to them by PEEK staff and how it made them feel cared for.

"PEEK has changed things about me - the kindness. It has given me the space to give back. When someone is kind to you, you can be kind to others - it's a kind of positive energy." - Parent.

The next 5 years...

LEARNING FROM THE LAST 21 YEARS

The extent of need in communities

PEEK exists to transform the lives of the most vulnerable children and young people and families impacted by poverty.

Over 21 years, it has targeted its services in those communities most affected by poverty and engaged with children and families who are most in need. Despite the concerted efforts to address child poverty, Glasgow continues to exhibit the highest rates of child poverty in Scotland.

- In 2020/21, Glasgow city has had the highest level of child poverty in Scotland at 29.4%
- This compared to 22.5% in Dundee, 18.3% in Aberdeen and 17.2% in Edinburgh

The pandemic exacerbated existing inequalities for those people and communities who are socio-economically disadvantaged and in 2022, rising energy costs and inflation are triggering a cost-of-living crisis which will impact hardest on those families who are already struggling.

The need in the poorest communities is more pressing than ever.

Long term problems need long term solutions

PEEK has provided children and young people with opportunities for long term involvement and provided a pathway of progressive opportunities which has supported young people to build their skills, confidence and their self-belief which has underpinned successful transitions toward adulthood.

To really transform their life chances, children and young people need sustained interventions throughout their childhood through adolescence and into adulthood.

The need for long-term investment

We have seen that while PEEK has achieved remarkable growth over 21 years which has enabled it to meet the needs of more children, young people and families, the development and growth of services is dependent on the availability of funding.

While PEEK has been very successful at securing funding to expand its reach, the nature of funding for the third sector frequently short-term and project based. To transform the lives of the most vulnerable children and young people and families impacted by poverty, **PEEK needs to provide sustained interventions throughout the lives of children and young people. This needs long-term investment in the services rather than short-term project funding.**



The next 5 years...

THE STRATEGY FOR 2021-2026

In response to the need, and the learning from the last 21 years, PEEK developed a new strategy in 2021 which will drive impact over the next 5 years.

However, in a situation where there is increasing need and rising demand for services, the funding landscape becomes increasingly challenging.

The strategy for the next five years recognises these challenges, but seeks to deliver a bigger and bolder approach, not only reaching more vulnerable children and young people and their families, but also focusing on a preventative approach to addressing child poverty.

PEEK's core purpose is unchanged, but the vision and strategy are bolder:

Vision

Children and young people are free from a life of poverty and inequality.

Mission

We will work with children, young people and families to improve life chances.

PEEK will deliver its mission through four core programmes:

PEEK PLAY:

- Providing high quality play experiences and opportunities for children and young people aged 0-18 years and their families

PEEK CREATE:

- Providing high quality creative arts experiences and opportunities for children, young people aged 0-18 years and their families

PEEK THRIVE:

Providing leadership and volunteering opportunities for personal and social development for young people aged 11-25 years

PEEK WELLBEING:

Providing crisis support and early intervention and prevention programmes for children, young people and families

Measuring impact

PEEK exists to make a difference - to improve the life chances and wellbeing of children, young people and families it works with and supports.

PEEK will measure the difference it makes to the lives of the children, young people and families against three strategic outcomes:

- **Improve relationships and connections**
- **Improve wellbeing**
- **Improve life chances**

Focusing on four key strategic areas:

- **Delivering high quality programmes**
- **Demonstrating our impact**
- **Investing in our people**
- **Investing in our future**





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 Possibilities for Each and Every Kid

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