

About You	
1.	Your Name
	Michaela Collins MBE
2.	Your Employer / Organisation
	PEEK
3.	Your Position
	Chief Executive Officer
4.	Your E-Mail at Work
	michaela@peekproject.co.uk
5.	Your Address at Work
	82 Orr Street Bridgeton G40 2QF
6.	Your Telephone Number at Work
	01415543068
7.	Your Role in the Project
	Michaela has overall responsibility of the organisation.
An Introduction to the Project	
8.	Which partner organisations are involved in delivering the project (local authorities, organisations, community groups, etc.)?
	PEEK has created partnerships with primary schools, nurseries, and local authorities. For instance, a partnership with Birth Baby and Beyond was created to support families and children from birth.
9.	Does the project have specific aims and/or objectives? <i>If so, please add to the box below.</i>
	PEEK aims to ensure children and young people are free from poverty. In doing so, they strive to improve quality of life and life chances. The organisation aims to improve relationships and connections within the community by bringing people of different backgrounds together and bringing families together as a unit. PEEK also encourages kids to play outside.
10.	Does the project have a title? <i>If so, please add to the box below.</i>
	PEEK
11.	When did it start?
	October 2000.
12.	Has it finished? Is it on-going? Does it have an end date? <i>Please add dates to the box below.</i>
	On-going.
13.	Which groups of people, if any, are targeted by the service provided?

	Young people, children, and families are targeted. It is accessible for those who need it.	
14.	How many people have been served by the project?	
	The data collected by PEEK has dramatically improved over the last 21 years. However, there is no official number of people that have been served by the project.	
15.	Where is it delivered?	
	Glasgow.	
16.	Who had the initial idea?	
	Reverend Irene Bristol	
17.	How did the idea for the project come about?	
	Parents within the community went to their local church for help due to a lack of out-of-school activities available for children in the area which was leading to an increase in disorder and crime.	
18.	Did you draw on any published reports / papers / research evidence or practice you had seen elsewhere to inform your plans? <i>If so, please add details to the box below.</i>	
	No.	
19.	Who was involved in developing the initial idea of the project?	
	Parents, a voluntary management committee, and the local church.	
20.	Were those with lived experience of poverty involved in developing the initial idea of the project?	
	Yes, parents were frustrated with gang violence in the area and the lack of out-of-school activities available to children.	
21.	What funding was used, if any, to support the development of the initial idea of the project?	
	The Church of Scotland employed the first community arts worker.	
22.	What in-kind resources were needed when developing the initial idea of the project?	
	Facilities	PEEK was run from a community flat in the early stages.
	Equipment	In the beginning, the equipment available was limited to street play equipment, singing groups, and improvised activities with the children in the area.
	Local Knowledge	The church and the community provided local knowledge.
	Food and Drink	N/A
23.	What, if any, barriers did you have to overcome when developing the initial idea of the project?	

	Funding has been the main barrier from the beginning of the project. Another barrier is the location of the project as PEEK has had to move multiple times due to the project's growth.	
24.	What, if anything, was helpful when developing the initial idea of the project?	
	It is helpful to have the right people involved when developing the project.	
25.	Did you conduct a feasibility study? <i>(if yes, please describe what you did and what you concluded)</i>	
	No.	
26.	What was the timeline between the initial idea and the start of the project?	
	N/A	
27.	Who made the decision to introduce the project?	
	The Church of Scotland, and Reverend Irene Bristol.	
Pilot Project		
28.	Did you run a pilot project?	
	No.	
The On-going Development of the Project		
29.	Has PEEK changed through time?	
	Yes, the project has changed over time. The organisation initially provided opportunities for children aged 5–12 in the Gallowgate and Calton area. Now it provides opportunities for children and young people aged between 0–25. Significant changes within the organisation took place over the course of the project and following the COVID-19 pandemic. The changes were made to keep up with the increasing demand for the services provided to children and families in the area. The location changed multiple times due to the main office being used as a test centre which hindered day-to-day operations. Following the pandemic, the focus switched to tackling the cost-of-living crisis using core programmes and new campaigns such as the Winter Warmer Appeal which provided food, clothing, activities and days out, and fuel to families in need.	
30.	In what ways has it changed?	
	Scale	Over time, the PEEK project has made partnerships with schools, nurseries, and hospitals. The project has also increased the impact the organisation can have within the Glasgow area.
	Location	The location has changed multiple times. PEEK started in a community flat, then moved to a back-office church space, a business centre, a leisure centre, a community centre that shut down, and now the organisation is planning to move to a permanent home by developing a heritage building.
	Population	In the year 2022–2023, there was a 38% increase in children and young people participating in PEEK programmes or making use of the PEEK-A-CHEW food

		truck. There was a 293% increase in parents and carers engaging with PEEK. This demonstrates a significant increase in the number of children and parents making use of the programmes available.
	The Offer	The number of programmes provided by PEEK that are available to children, young people, and families has increased. Programmes such as the PEEK-A-CHEW food truck provide food to those in need.
31.	What were the reason for these changes?	
		The reason for location changes varied. Most of the changes resulted from the growth of the project, but COVID-19 also played a part in relocation in 2020–2022.
Accessing the Service and Engaging with Service Users		
32.	Is there a referral process? If yes, how does the referral process work (self-referral, referred by other agencies, identified from an existing database)	
		Self-referral is most common. Social work departments can also refer young people and children to PEEK.
33.	How are potential clients made aware of the project?	
		Social media. Parents are made aware through Facebook, and children find out through Instagram.
34.	How do you keep in touch with service users? Do your service users have a preferred method of contact?	
		Face-to-face as staff are out there in the community and see people directly. Text message marketing is also used. WhatsApp is also used as it is the easiest way to reach out to families and double check consent forms for kids. All staff have a professional WhatsApp account that families can contact them through. Face-to-face is the preferred method of contact, however all forms of communication are used as not everyone in the area has a smartphone.
Working With People with Lived Experience of Poverty		
35.	Are those with lived experience of poverty involved in <u>delivering</u> the project? <i>If so, please describe below.</i>	
		Yes. Most staff members have lived experience of poverty.
36.	Are people with lived experience of poverty involved in <u>managing</u> the project, <u>supervision</u> within the project, or project <u>governance</u> ? <i>If so, please describe below.</i>	
		The CEO Michaela Collins MBE has lived experience of poverty and previously participated in the programmes provided by PEEK.
37.	Are people with lived experience of poverty involved in <u>any other aspect</u> of the project? <i>If so, please describe below.</i>	
		Yes, from the CEO to the board, staff members, and volunteers.
Leadership, Governance and Partnership Working		
38.	Who has overall responsibility for PEEK?	

	Michaela Collins MBE
39.	Is this the only responsibility of the person managing the project? <i>If not please describe the manager's wider roles and responsibilities.</i>
	N/A
40.	Is there a Project Steering or Advisory Group or Organising Committee? <i>If yes, who is involved in this and how does it work.</i>
	There is a board with nine members who are responsible for managing the project.
41.	If there is no Steering Group, what governance arrangements are in place to review strategy and performance?
	Board with members and CEO.
Staffing	
42.	Are there any paid staff? <i>Please describe their role and their contribution.</i>
	There are 27 full-time paid staff members. Staff members go out and deliver play sessions.
43.	Are volunteers involved in delivering the project? <i>Please describe their role and their contribution.</i>
	There are 33 young volunteers who volunteered for 1,243 hours combined to support the project in 2022–2023. The number of young volunteers has since increased to 52. Their role is to assist in delivering activities, and are assigned based on their preference of outdoor or indoor activities.
Links to Wider Policies, Strategies and Statutory Requirements	
44.	Is the project part of a wider anti-poverty strategy? <i>If so, please give details.</i>
	N/A
45.	Is the project part of any other strategy? <i>If so, please give details.</i>
	N/A
46.	Is the project delivering a service that is a statutory commitment. <i>If so, please give details.</i>
	N/A
Funding	
47.	Who funds the project? <i>Please give details.</i>
	There are 30 individual funders. This ranges from one-off donations to multi-year donations. Funding is also provided by charities, such as Children in Need, the Robertson Trust, and The National Lottery. 91% of funding comes from grants and trusts.
48.	How is the project funded?
	Various donations and grants. 10% of the project's yearly income is funded through events.
49.	What is the budget for the project / how much does it cost to deliver?

	1.4 million pounds a year. During the pandemic and the year previous it was 750k a year. Varies between £1.31 million and £4 million a year.	
50.	Is future funding based on pre-agreed outcomes or outputs being delivered? <i>If so, please give details</i>	
	Varies as the funding is from multiple different organisations in the form of donations and grants.	
Resources		
51.	What in-kind resources do you need to deliver your project?	
	Facilities	Food truck, offices, cafés, outdoor spaces, community areas, and headquarters.
	Equipment	Food truck and arts and craft equipment.
	Local Knowledge	Most staff members and young volunteers have lived or live in the areas PEEK covers.
	Food and Drink	£150,000 was spent on food alone. The food is nutritious, healthy, and good quality.
52.	For each of the in-kind resources listed above, who provides it?	
	Facilities	Funding, partnerships with schools, nurseries, and local authorities.
	Equipment	Funding.
	Local Knowledge	Staff members and volunteers.
	Food and Drink	Funding.
53.	Did you have to buy or develop new IT systems, software (databases, apps) or technology to deliver your project? <i>Please describe below.</i>	
	Yes, £50,000 was spent developing a CRM system that tracks a child's progress from their first session to their last one.	
54.	Was additional staff training required to deliver your project? <i>If so, please describe.</i>	
	Yes, training on the CRM system. There is also continuous training and development based on levels within the organisation.	
Formal Monitoring and Evaluation		
55.	What information, if any, do you collect about your project?	
	Number of users	5,800 children and young people.
	Profile of users	Children and young people. 42% from ethnic minority backgrounds and 27% with additional support needs.
	Experience of users	CRM tracking and surveys.
	Anything else	No.
56.	How often is data collected? Who collects the data?	
	Data is collected continuously and internally.	

57.	Do you have baseline data on what things were like before the start of the project or before users started the project? <i>Please describe the type of baseline data that you have.</i>
	N/A
58.	Do you produce an annual report? <i>Please provide details of what this includes.</i>
	Yes. The annual report includes details of the programmes provided, a 21-year impact report, details and evidence of the impact that PEEK has had on the community, information on staff and board members, fundraising plans, feedback from families and partners, and finances.
59.	In what ways, if at all, do you use the data that you collect to adapt the service that you provide?
	To track the progress of children and young people from their first day to their last. The data is used to tailor programmes and to improve future programmes for young people and children.
60.	Have you employed an external organisation to formally evaluate your project? <i>If yes, please provide details.</i>
	Yes. Arrivo provided a 21-year impact report for the PEEK programme in 2022 which required both quantitative and qualitative data collected by the organisation over the past 21 years.
61.	If yes, in what ways, if at all, have you used the External Project evaluation to adapt the service that you provide.
	The evaluation provided evidence of the positive impact PEEK has had on communities in Glasgow.
62.	Do you intend to employ an external organisation to evaluate the service that you provide in the future? <i>If yes, please provide details.</i>
	N/A
Impact	
63.	What difference has the project made?
	As found in the 21-year report, PEEK has provided children and young people with support and long-term involvement with opportunities. PEEK has also supported young people in building their confidence and self-belief which has positively impacted their potential and ability to achieve their goals.
64.	How do you know this? What evidence demonstrates impact (metrics, interviews, feedback)?
	Surveys and data collection.
65.	To what extent have the aims of the project been achieved?
	PEEK has targeted areas of Glasgow that are most affected by poverty and has done so successfully with its programmes and services. The COVID-19 pandemic and cost-of-living crisis have exacerbated poverty-related issues. PEEK has shifted its focus accordingly with campaigns such as Winter Warmer which focused directly on combating the issues faced by families during this time. The aims of the project have been achieved as PEEK continues to combat poverty and inequality for families, children and young people in the Glasgow area. As shown throughout the pandemic and cost-of-living crisis, poverty is

	an issue that will continue to change based on a multitude of factors which sometimes makes achieving aims set out by PEEK difficult.	
66.	How, if at all, has the demand for the service provided by PEEK changed since it started?	
	Yes, demand for PEEK significantly increased during the course of the pandemic and cost-of-living crisis.	
67.	If yes, has the project had the capacity to meet these changing conditions and demand? <i>Please describe and explain below.</i>	
	PEEK has increased their provision in accordance to the demand.	
68.	Has the project had any unexpected or unintended outcomes? <i>If so, whether positive or negative, please describe.</i>	
	Yes, the PEEK-A-CHEW food truck was unintended and was created from the needs within the community.	
69.	In your opinion, is the project having an impact on tackling poverty? If so, please describe in what ways.	
	Yes, PEEK is having a significant impact on tackling poverty. The versatility of the organisation, targeted approach, constant expansion, improvements, and ability to fight poverty on multiple fronts shows their significant impact on the lives of families in Glasgow that need it most.	
Learning from Experience		
70.	What is working well?	
	The programmes are working well as they give children work experience and a way to be productive with their time out of school. The PEEK-A-CHEW food truck helps ease the pressures that families living in poverty face while providing healthy and nutritious meals for those that need it.	
71.	What, if anything, is working less well?	
	No significant barriers identified at the moment.	
72.	What are the key learning points that you'd like to share with other practitioners? For example, is there anything that you would do differently?	
	Making sure the right people are involved in the project. When a project reaches charitable status, you need people who are knowledgeable in different aspects such as governance, legal finance, health and safety, and education.	
73.	What plans do you have to develop or expand the project in the future?	
	PEEK will continue to operate in Glasgow as they hope to improve the service provided rather than expanding further.	
74.	How easily do you think your project could be replicated in another setting?	
	It could be replicated if the people involved are listening to the needs of the community they are serving.	
Social Media		
75.	Please enter social media contact details and weblinks to supporting documents or resources below:	
	Web Pages	https://www.peekproject.org.uk/

		21-year impact report: https://heyzine.com/flip-book/bff91e1445.html#page/2
	Facebook	thepeekproject
	Instagram	Peek_project
	Twitter	PEEK_project_
	Tik-Tok	@peekproject
GDPR Consent (Add yes or no in the box)		
I give my permission to be named in the tackling poverty locally directory and associated public outputs.		Yes.
I give permission for our organisation to be named in the tackling poverty locally directory and associated public outputs.		Yes.
I give permission for me to be contacted by directory users.		Yes.
I am willing to be contacted if more details are required		Yes.
Request to review (Add yes or no in the box)		
Did the interviewee request to review a draft before it is sent to referees for review		Yes.