



the Pavement

Annual Report 2020–21

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 researched, written and drawn or photographed by people with lived experience of homelessness, and other 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 life-saving. That's because we share a 16-page central List of Services, 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

Twitter: @ThePavementMag

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Instagram: @Pavement_Magazine

www.justgiving.com/thepavement/Donate

Established 2005
Registered Charity #1110656
Scottish Charity Register #SC043760

Welcome

The Pavement's 2020/21 financial year began just after the first lockdown began in March 2020. Our magazine for people who are homeless continues to be hugely in demand, primarily because our readers both trust the content and find it inspiring. But for new readers, newly homeless, it can be a life-saver because it shares services 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 info 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 three UK cities with some of the largest numbers of homeless people: London, Glasgow and Edinburgh. During 2020–21, lockdowns and closures massively affected service providers in the homeless community, but there was continued demand for the 8,000 magazines we printed each issue.

The Pavement is a trusted source of news and direction for its readers, and can provide life-saving information. The magazine's unique combination of news, views, advice and vital information on services, found in the List in the centre pages of the magazine, has been of profound importance to our readership in the past year. The pandemic has laid bare the spiralling crisis of housing shortages and increased homelessness. The government's 'Everyone In' scheme, introduced in March 2020 to house people sleeping rough during the pandemic, pointed towards the scale of the problem, and the need for increased support. The government drew up their plans for the scheme based on a survey stating only 4,266 people slept rough in the UK. In reality, 33,139 used the scheme between March and November 2020. While some of our readers were positive about the scheme, others were left out, or felt increasingly vulnerable as services closed and were not replaced.

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 means that our readers tell us that finding the right support is becoming ever more difficult.

A wide range of service providers request copies of each issue of *the Pavement*, and a growing proportion of each print run goes directly to grassroots organisations and outreach teams, such as StreetsKitchen and The Outside Project in London. We also send thousands of magazines to churches, food banks and charities. The feedback we receive from the organisations and charities we deliver our magazines to confirms our conviction that the magazine has a formula that works for its readers. The need for the magazine and its directory of services continues to grow. That's why we have continued to maintain a waiting list for organisations keen for copies of each issue.

We know our simple formula – a magazine with a list of what help is available – works. It's why St Vincent de Paul ordered an extra 11,700 for their Winter 2020 Vinnie packs. In a year of flux and uncertainty, *the Pavement* has been a reliable companion to its readership. The need for the magazine has only increased, and demand for it has remained consistent in a year like no other.

In a nutshell

Between March and November 2020, 33,139 people took part in the 'Everyone In' scheme providing emergency accommodation for homeless people during the Covid-19 pandemic. The government had planned for only 4,266 people to use the scheme, according to the National Audit Office.

- ◆ The Office for National Statistics says there were an estimated 688 homeless deaths in England and Wales registered in 2020, a decrease of 11.6 % from 2019 (778 estimated deaths).
- ◆ Issue 131 of *the Pavement* reported that a staggering 207,543 households had approached their local council for assistance in avoiding homelessness between April and November 2020.
- ◆ Our November/December issue (129) shared the news that 10,726 people had spent at least a single night sleeping rough in London between April 2019 and March 2020, representing a 21 % increase on the previous year.
- ◆ The same issue reported that about 25 % of rough sleepers in the UK are foreign nationals. The figure rises to 42 % in London.
- ◆ Scottish Household Survey data from 2019 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)

Our achievements

A year of bold writing

The Pavement rose to the challenges of Covid-19 to meet the needs of our readers. This ambition to deliver vital content and information to the homeless community drove special editions of the magazine, namely our *Health and Wellbeing in a Crisis* booklet. Likewise, we were driven to further serve our readership by exploring a style of journalism that asks: "What is next?" Solutions-based journalism can play a critical role in directing readers to useful resources and necessary support. *The Pavement* was proud to run a solutions-based journalism course in early 2021 thanks to funding from the European Journalism Centre (EJC).

The course was delivered by Giselle Green, a former BBC News journalist and solutions-focused news specialist. Giselle helped to train 12 writers with homeless experience in solutions-based journalism, and all 12 have written for the magazine.

Discussing the project, Giselle called the course "One of the best, most fulfilling projects I've worked on." Meanwhile, course graduate Esther Rupero-Cruz said it had been "Amazing to have this opportunity."

During 2020–21, *the Pavement's* team of incredibly talented writers grew and continued to hone their skills. We are happy to have so many of the 12 writers involved in the EJC-funded solutions-based journalism training continue to produce content for the magazine. The skills these writers learned during their training have become a vital feature of the magazine this year. Journalism with a focus on finding and signposting solutions is particularly important for a magazine like ours.

Despite the Covid-19 pandemic, the magazine kept up regular writers' meet-ups, moving these meetings online to Zoom. These calls helped shape future issues of the magazine, and our solutions-based journalism graduates are heavily involved in each meeting. Deputy editor Mat Amp continues to assist new writers, including the aforementioned solutions-based journalism graduates, in their involvement with the magazine. He also makes every effort to involve writers who have graduated from previous projects, such as 2019–20's volunteer citizen reporters. The

magazine is proud to continue publishing these writers' works. Mat is a graduate of our peer reporters training course, and has his own column in the magazine. He also helps coordinate London distribution.

The Covid-19 pandemic wreaked chaos with numerous services working with the homeless community. *The Pavement* magazine took on a profound importance to many readers who wanted to know which services remained functioning. Our List team, led by Kieran Hughes and Marco Biagini, kept the list of services ticking over, ensuring information was up to date before each publication.

Serving our readership is paramount, and this was never better exemplified by our *Health and Wellbeing in a Crisis* booklet, produced in collaboration with Groundswell, and made possible thanks to funding from the Covid-19 In This Together Emergency Award by Crisis.

Following on from our feedback focus groups last year, writers for *the Pavement* are now regularly asked about the content of the magazine, and how best to approach sensitive or complicated topics. One theme that explored subjects that are difficult, but necessary, was our September/October 2020 issue 'Coping'. The issue was particularly timely, as it provided a space for our writers to air their concerns and struggles during the pandemic.

Alongside serious discussion, vital stories and hard-hitting journalism, *the Pavement* always tries to find space in its pages for humour. Cartoonists Ken Pyne and Mike Stokoe are treasured regulars, and we have a roster of writers with a unique, yet equally brilliant, sense of wit. These include deputy editor Mat Amp, Rosie Roksof and Chris Sampson.

Distribution

In 2020–21, we distributed 6,500 magazines around London every two months.

The Covid-19 lockdowns had a significant impact on distribution in Scotland, with many key organisations moving to remote service. Numbers have gradually increased back to around 1,600 copies, and are expected to continue growing as more organisations re-open.

Social media

Social media continues to be an important tool in promoting the magazine and sharing our work. We have 3,763 followers on Twitter, while our Facebook and Instagram have experienced gradual growth this past year. Our 746 Instagram followers are an improvement on last year's 534 followers. Meanwhile, on Facebook, we have 1,650 followers, up from 1,506 this time last year. One Facebook post reached 3,206 people, a near tenfold increase on our usual reach of 350 people per post. All sites have been managed by editors Jake Cudsi and Nicola Baird, and deputy editor Mat Amp.

Website

During 2020–21 the website attracted over 25,000 visits, a 24.6 % increase from last year, with around 43,000 unique Page Views - a similar total to last year.

There was also a 27.3 % rise in New Users to the website, increasing to 20,169, suggesting our scope has increased.

However, the Average Session Duration decreased by 30 %, from 2mins 30sec to around 1min 44sec. In addition, the number of Pages per Session dropped 22.5 % from 5.6 to 4.34. This suggests that despite the increased traffic, people are spending less time on the website. A portion of this change can be attributed to (now solved) issues that we had with our web host in late 2020, which resulted in usability issues and periods of sustained downtime for the website.

The Services section continues to be the most viewed part of the website, where users access the online version of our List of Services. It accounted for around 43 % of the Page Views on our website in 2020–21.

Funders

We are grateful to the following organisations and individuals for their generosity in funding us:

Crisis, European Journalism Centre, The Odin Charitable Trust; Karen Hardy, Helen Hibberd and those who gave through the Benevity, Just Giving and Stripe platforms.

In addition, St Vincent de Paul have supported us through block purchases of additional magazines.

Our readers love *the Pavement*

Homeless people are involved in all aspects of our work, as we strive to ensure their voices are heard:

- After training 12 writers with homeless experience in solutions-based journalism, thanks to funding from the European Journalism Centre, we have retained eight of them as regular contributors to the magazine. They constitute a core part of our writing team.
- These solutions-based graduates, along with our other writing staff, help shape the magazine by debating and choosing which themes the magazine uses. Our 2020–21 themes were:
 - Moving On (March/April 2020)
 - Health & Wellbeing in a Crisis (May/June 2020)
 - Hope (July/August 2020)
 - Coping (September/October 2020)
 - Unbelievable (November/December 2020)
 - Change (January/February 2021)
 - Solutions (March/April 2021).
- These decisions are generally made on one of our writer meet-ups. Pre-pandemic these generally took place at the Groundswell offices in Brixton. Covid-19 risks saw all meetings move to Zoom.
- 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.

"The Pavement is a publication that fills many needs of those experiencing homelessness. As a practical information source it is invaluable, but it also feeds the cultural & psychological soul of the reader, with its writing & case studies. The thing, however, that makes it unique is it gives voice to the voiceless, empowering those who've been made to feel inferior & disposable in a society that's done nothing to assist, by allowing them the space and time to write their own stories as journalists."

– Paul Atherton (FRSA), Campaigning Filmmaker, Artist, Playwright, Author & Journalist.

"I absolutely love the mag, and am honoured to play a small part in it."

– Mike Stokoe, Cartoonist and the Pavement contributor

"What a privilege to work on the Pavement until March 2021. I met so many amazing characters who campaign hard to tackle homelessness at the same time as dealing with the huge challenges anyone experiencing homelessness or being insecurely housed has to handle right now, this minute. I was so impressed by the skilful pieces our writers produced for the magazine, which were so perfect and helpful for our readers. Here's wishing very good luck to everyone involved in the Pavement: it was an immense privilege to also work with the trustees; deputy editor Mat Amp and his colleagues at Groundswell; super-talented designer Marco Biagini and new editor Jake Cudsi who all give the magazine such huge support."

– Nicola Baird, Editor 2018–21

"Accumulate are proud to work closely with the Pavement magazine, such an important resource and essential voice for the homeless community."

– Marice Cumber, Founder and Director of Accumulate, the Art School for the Homeless

Statement of Financial Activities for the year ended 5th April 2021

	Funds note *	Year ended 5th April 2021			Year ended 5th April 2020		
		General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
		£	£	£	£	£	£
<i>Incoming Resources from generated funds</i>							
Voluntary income	2	11,655	28,386	40,041	18,944	-	18,944
Activities for generating funds	3	2,994	-	2,994	3,328	-	3,328
Total Incoming resources		14,649	28,386	43,035	22,272	-	22,272
<i>Resources expended</i>							
Governance and management costs	4	(1,664)	-	(1,664)	(626)	-	(626)
Charitable activities	5	(18,550)	(17,271)	(35,821)	(25,912)	-	(25,912)
Total resources Expended		(20,214)	(17,271)	(37,485)	(26,538)	-	(26,538)
Net (deficit) / surplus for the year		(5,565)	11,115	5,550	(4,266)	-	(4,266)
Total funds/(deficit) brought forward		8,653	-	8,653	12,919	-	12,919
Transfer of funds - Restricted to General		8,685	(8,685)	-	-	-	-
Total funds carried forward		11,773	2,430	14,203	8,653	-	8,653

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

Balance Sheet as at 5th April 2021

	5th April 2021	5th April 2020
<i>Current Assets</i>		
Bank Balances	14,203	8,653
<i>Creditors - amounts due within one year</i>		
Accrued Expenses	-	-
Net current assets	14,203	8,653
<i>Represented by:</i>		
<i>General funds</i>		
Balance brought forward	8,653	12,919
Current year (deficit) / surplus	(5,565)	(4,266)
Transfer from Restricted Funds	8,685	-
Balance carried forward	11,773	8,653
<i>Restricted funds</i>		
Balance brought forward	-	-
Current year surplus / (deficit)	11,115	-
Transfer to General Funds	(8,685)	-
Balance carried forward	2,430	-
Net current assets	14,203	8,653

All currency figures in GBP (£).

Notes to the Financial Statements for the FY ending 5th April 2021

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

	2021	2020
Crisis Booklet	6,630	-
European Journal Centre	21,756	-
Total	28,386	-

3. Activities for generating funds

	2021	2020
Advertising income	-	765
Magazine sales	2,994	2,563
Total	2,994	3,328

5. Resources explained – Charitable activities

	Year ended 5th April 2021			Year ended 5th April 2020		
	General Funds	Restricted Funds	Total Funds	General Funds	Restricted Funds	Total Funds
Printing newsletters & associated delivery charges	7,605	5,441	13,046	10,726	-	10,726
Editorial and related costs	10,157	11,436	21,593	14,618	-	14,618
Volunteer costs and recruitment	87	-	87	352	-	352
General fundraising	216	-	216	216	-	216
Training packs/Zoom	-	337	337	-	-	-
General office expenses	485	57	542	-	-	-
Total	18,550	17,271	35,821	25,912	-	25,912

All currency figures in GBP (£).

4. Resources explained – Governance costs

	2021	2020
<i>From General Funds</i>		
Insurance	226	226
General postage / PO Box fee	1,378	285
General office expenses	60	115
Total General Funds	1,664	626



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:

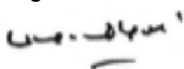
1. Which gives me reasonable cause to believe that in any material respect, the requirements:

- 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: 07 / 12 / 2021

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



As the winter period approached in 2020, *the Pavement* once again supplied St Vincent de Paul with copies of the magazines for their 'Vinnie packs'. These packs are dispensed to homeless people across England and include items such as socks and gloves, as well as vital resources, including *the Pavement*. In 2020 St Vincent de Paul ordered a staggering 11,700 copies of the magazine for their Vinnie packs. The packs are distributed in early December, in time for the winter shelter season.
© *Pavement*

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

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 to March 2021 *the Pavement* was edited by [Nicola Baird](#). In March 2021 [Jake Cudsi](#), who had previously volunteered at the magazine since 2017, was made editor. Both work 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.

[Kieran Hughes](#) continues to manage our website and List of Services on a voluntary basis.

Volunteer contributors

Huge thanks to the many volunteers who supported our work. They carry out a range of activities, including editorial, fundraising and administrative functions such as distribution. 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.



In March 2020, the UK went into a lockdown, profoundly affecting everyone's lives, none more so than homeless people's. Many were quickly housed in emergency accommodation through the 'Everyone In' scheme, many more had to contend with service closures and night shelters/day centres dropping off the map. Our May/June 2020 issue, titled *Health and Wellbeing in a Crisis*, sought to allay some of the fears and confusion that were by now dominating people's everyday lives. © Pavement

A special thank you to our volunteer contributors during 2020–21, with apologies to anyone we've accidentally left out:

Writers/researchers/photographers: Mat Amp, Ashley, Paul Atherton, Nicola Baird, Neanderthal Bard, Polly Bindman, Chris Bird, Rachel Brennan, Tristan Brookes, Jo Brown, Martin Burrows, Declan Cairns, Sophie Dianne, Bethan Edwards, Becky Evans, Lee Foxall, Duncan Gray, Giselle Green, Andy Guise, Jack Hanington, Selina Hanley, Matt Hobbs, James Hopkirk, Sarah Hough, Kieran Hughes, Justina Jameson, Ian Kalman, Judith Kennon, Michael Keshani, David Lawrence, Dan Lewer, Simone Lincoln, Abbie Ludlam, Donatas Matonis, Lola May, Nell May, Pete May, Elizabeth McManus, McGinlay, Jacqueline Messih, Alastair Murray, Luckner Pierre, James Quigley, Charlie Radbourne, Chris Reed, Garnet Roach, George Robertson, John Rokos, Rosie Roksof, Maddy Ross, Chris Sampson, Sarka, Daniela Sbresny, Frances Schofield, Oscar Smith, Sheryle Thomas, David Tovey, Sarah Turley and Rodney Young.

We also thank renowned cartoonists Ken Pyne and Mike Stokoe for their wickedly funny contributions. We were also honoured to share the artwork of the following artists in our pages over the course of the last year: Benjamin Balazs, Chris Bird, Mitchel Ceney, Kris, Donatas Matonis, Rosie Roksof, Maddy Ross, Stik, Ionna Kyriaki Toufexi and David Tovey.

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. 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 2020-21 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 2020–21

*“The Pavement continues to be an extremely useful resource for people experiencing homelessness - particularly for those who cannot access the internet or service information online. Street Storage receives weekly referrals from people who have found us in *the Pavement* - and the same can be said for many other services. It has been great in 2021 to see *Pavement* staff get out and about and spread the word at events and on outreach. We have really enjoyed being featured in the magazine and learning about other featured individuals and organisations throughout the year.”*

- Rachel Woolf, Founder and Director of Street Storage

*the*Pavement

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www.justgiving.com/thepavement/Donate

Design: Marco Biagini

Words: Jake Cudsi, Marco Biagini & William Butler

Date: December 2021 © *the Pavement*