

Social Impact

The Circle is an award-winning Community Interest Company with a More Than Profit® ethos. A More Than Profit® business aims to use its profits to fund positive social change. The Circle is based in Dundee and has hubs in Dundee and Glasgow. This is our Social Impact Report for 2021/2022

READ MORE...



What we do



The Circle Community operates fair rent, flexible and supportive workspaces in Dundee and Glasgow for socially-minded organisations.



The Circle Consultancy offers easy-to-access business advice, bespoke training, and professional networking opportunities.



The Circle Academy provides Scottish Credit and Qualifications Framework (SCQF) accredited business training for social entrepreneurs and businesses with a More Than Profit® ethos.

26 TENANTS

we continue to build a community of like-minded organisations based at our hubs in Dundee and Glasgow



we partnered with Community Enterprise In Scotland (CEIS) on their Just Enterprise programme

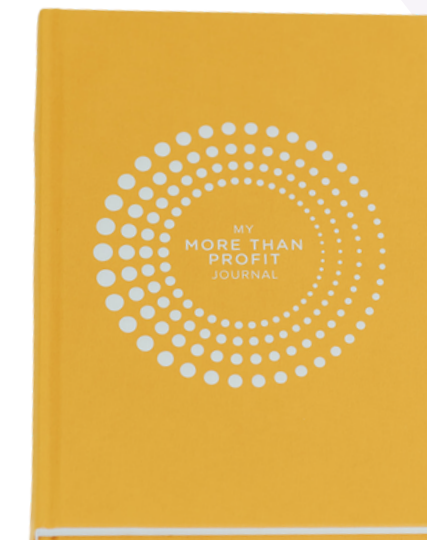
OUR GROWTH IN 2021/2022



we moved our Dundee operations into two new sites in just two months, and we thank MSIP and Dundee City Council for their support and for becoming our new landlords



we registered More Than Profit® as a trademark



our More Than Profit® journal was launched in January 2022. We have donated over 500 copies as well as selling them online

How we make a difference in our community



Providing
workspaces for
socially minded
organisations

Supporting
Social
Enterprises to
Grow and
Thrive

Training social
entrepreneurs,
charities, and
community
organisations

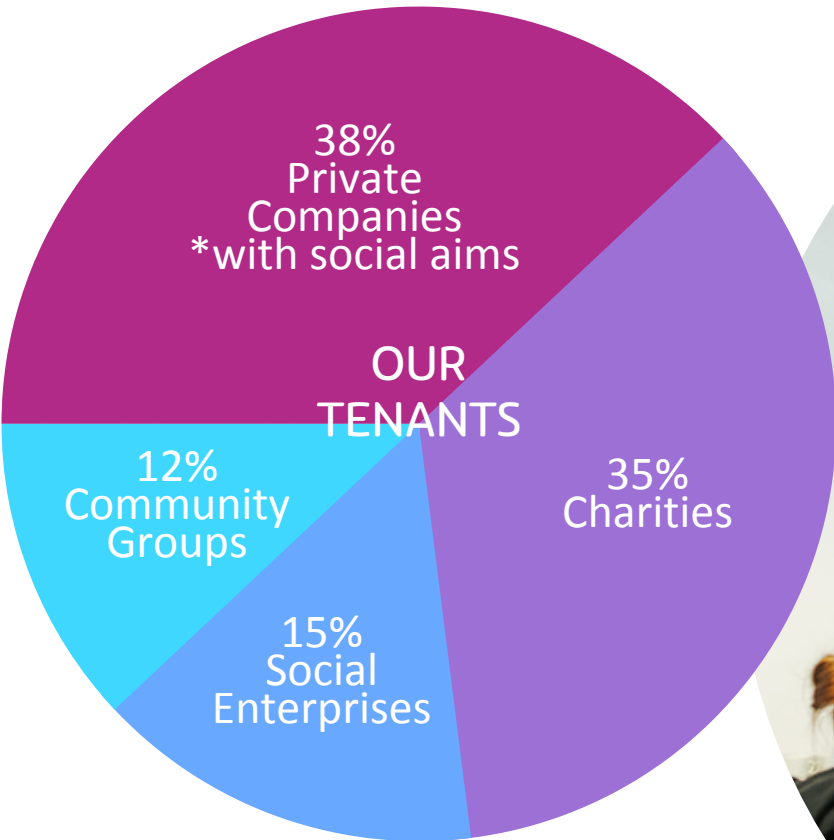
Developing
skills &
confidence for
the workplace

PROVIDING WORKSPACES FOR SOCIALLY MINDED ORGANISATIONS



Our community has continued to work tirelessly to support the people of Dundee and Glasgow. 2022 has proven to be our most challenging year to date as we emerged from the destructive wake of Covid-19 and lockdown measures and then into an economic crisis. Our community of diverse tenant organisations has always supported the most vulnerable people in society, but now more at risk than ever.

Charities, social enterprises, and socially conscious private businesses are all poised to do what it takes to keep supporting people in the face of crisis.



7

New Tenants

2

Repurposed mobile offices, refurbished, energy efficient at MSIP

35%

Heating now converted to energy efficient in Glasgow

30%

Lighting converted to LED in Glasgow

44,000

Square footage across three hubs

2

Sell out 'The Circle Networking' events

HOW OUR TENANTS HAVE MADE AN IMPACT IN THEIR COMMUNITY



Uppertunity works with individuals with learning disabilities, autism and mental health barriers.

- 69% of staff have barriers to employment, including mental health barriers, carer, care background, no qualifications and learning disabilities
- prevented 5500kg of food from going to landfill

gemap is an independent financial service to help people make the most of their money. They give free, unbiased money advice to everyone across Scotland.

- gemap is working with local health practices to offer financial and welfare advice to patients of GP practices in rural and deprived areas after a £300,000 backing from The Scottish Government



The UK's largest children's charity. They help children whenever and wherever they need them, supporting them into adulthood.

- In 2020-21, Barnardo's reached 382,872 children, young people, parents and carers through their 791 services and partnerships across the UK
- In July 2022, Barnardo's used The Circle @ Glasgow's reception for a "pick and go" back-to-school event offering families free school uniforms

The Scottish Pantry Network has been established to support and guide organisations considering setting up a local Pantry.

- 5173 members
- works 100% with the local community
- Has supported pantry set up in 9 locations across the central belt



HOW OUR TENANTS HAVE MADE AN IMPACT IN THEIR COMMUNITY



Togs are a children's clothing and equipment bank providing aid to struggling families in Dundee and surrounding areas.

- 621 referrals
- 1030 Children supported
- 10,300 pairs of socks and pants gifted

Award-winning slow fashion, eco-friendlier, sensory friendly, size-inclusive brand handmade Scotland.

- no waste policy, not a single scrap goes into landfill
- Offcuts are turned into ostomy bags, masks and wipes
- donations are made to Uppertunity who use them to make art with
- so far 10,282 trees have been planted through every sale and every employee having a carbon footprint offset with ecologi



Financially Included supports women survivors of economic abuse & raises awareness in the advice sector.

- assisted clients in the #TurnTheTide project from March – September 2022
- £165,153.51 in benefits and grants
- highlighted the need for effective, trauma-informed money advice for survivors of gender-based violence.

A charity in Dundee working to alleviate hunger and food insecurity for Dundee's Bairns.

- 3000 children received clothing vouchers as part of cosy bairns
- over 42,000 meals were provided to children this year alone



STORIES FROM OUR COMMUNITY



Barnardo's @ The Circle

Barnardo's supports children and young people and their families in communities-based services.

The Circle @ Glasgow supports Barnardo's by providing extra space for donations and food bank storage. This helps them to reach more families in the local community.

"The space available to our service at The Circle enables us to provide both one-to-one support and group support for the vulnerable children, young people and families we support. Increasing social opportunities for children/ peer support for carers and one-to-one parenting support.

The Circle were able to facilitate us displaying a quantity of school wear and school supplies donated to our service in the foyer of the building: this enabled vulnerable families in the local community to come in and obtain any items required, which was a massive benefit to those families in the local community."

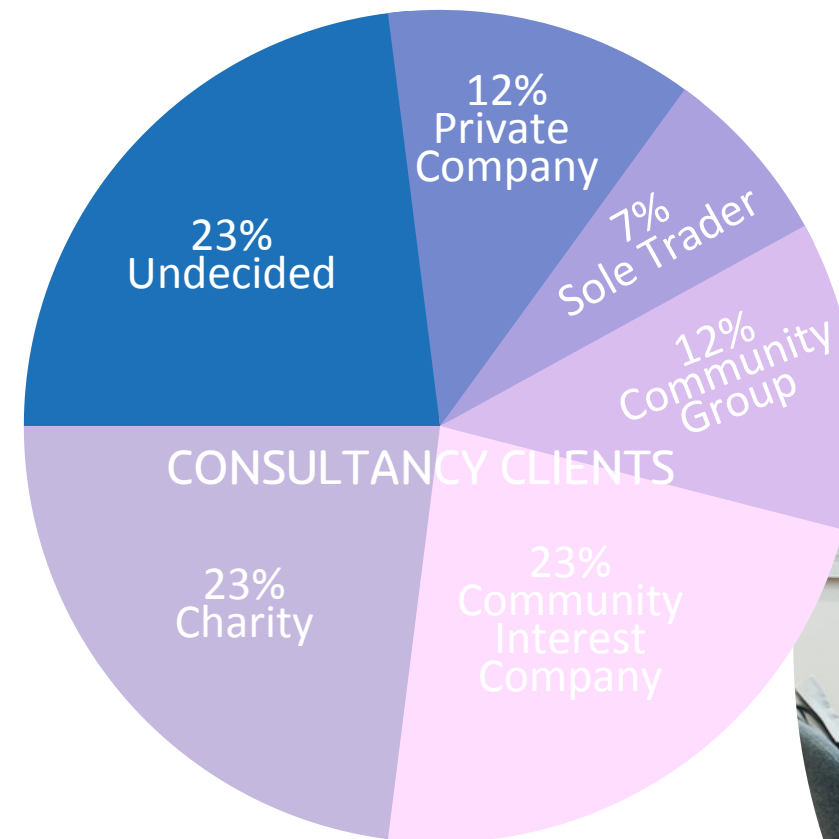
Julie Ford, Team Manager, Barnardo's Youth Involvement and Family Support Project.



SUPPORTING SOCIAL ENTERPRISES TO GROW AND THRIVE



The Circle Consultancy relaunched in May 2022 and has supported 17 clients so far. This has been made up of internal tenants, external clients and Just Enterprise clients, amounting to over 100 hours of free consultancy. This has included follow-up documents and additional support. Helping organisations with funding searches, marketing plans, market research and determining their legal structures.



"The support from the consultancy team has given me confidence and direction with my business idea. Through direction with my business plan, I continue to work towards my qualification in social entrepreneurship. The enthusiasm the team display towards my idea and goals continue to give me confidence in my venture and my capabilities"

Emma Charlton, Liberty Hotels, a first of its kind fully accessible hotel that is run by and for people with disabilities



STORIES FROM OUR COMMUNITY



Hanna & Vitalii

The Circle team invited us to speak at their networking event in Dundee. We spoke about our project looking to offer workshops to Ukrainian refugees living in Dundee on communication and emotional intelligence to better integrate within the community. From there, we were approached by UnLtd and Dundee Volunteer & Voluntary Action (DVVA) to apply for funding.

The Circle Consultancy has been helping us fill out the funding applications. We are partnering with The Circle to run The Hidden Talents project to offer Ukrainian refugees skills and help them secure employment to become financially independent.”

Hanna and Vitalii, Ukrainians RAZAM

[READ MORE ABOUT OUR
IMPACT ON OUR BLOG](#)



SUPPORTING SOCIAL ENTERPRISES TO GROW AND THRIVE

In-person "The Circle Networking" events returned and set up in Glasgow for the first time. Selling out both events in Dundee and Glasgow



The size of The Circle's consultancy team doubled with the addition of two trainee consultants

The Circle consulted with the wider community about the future of Dudhope Castle, The Circle's Headquarters. Because of its historical relevance, they had over 200 interactions from around the world

just enterprise

The Circle partnered with CEIS and secured the Just Enterprise Contract for Tayside to offer free social enterprise/charity consultancy and has supported 5 organisations so far



TRAINING SOCIAL ENTREPRENEURS, CHARITIES, AND COMMUNITY ORGANISATIONS

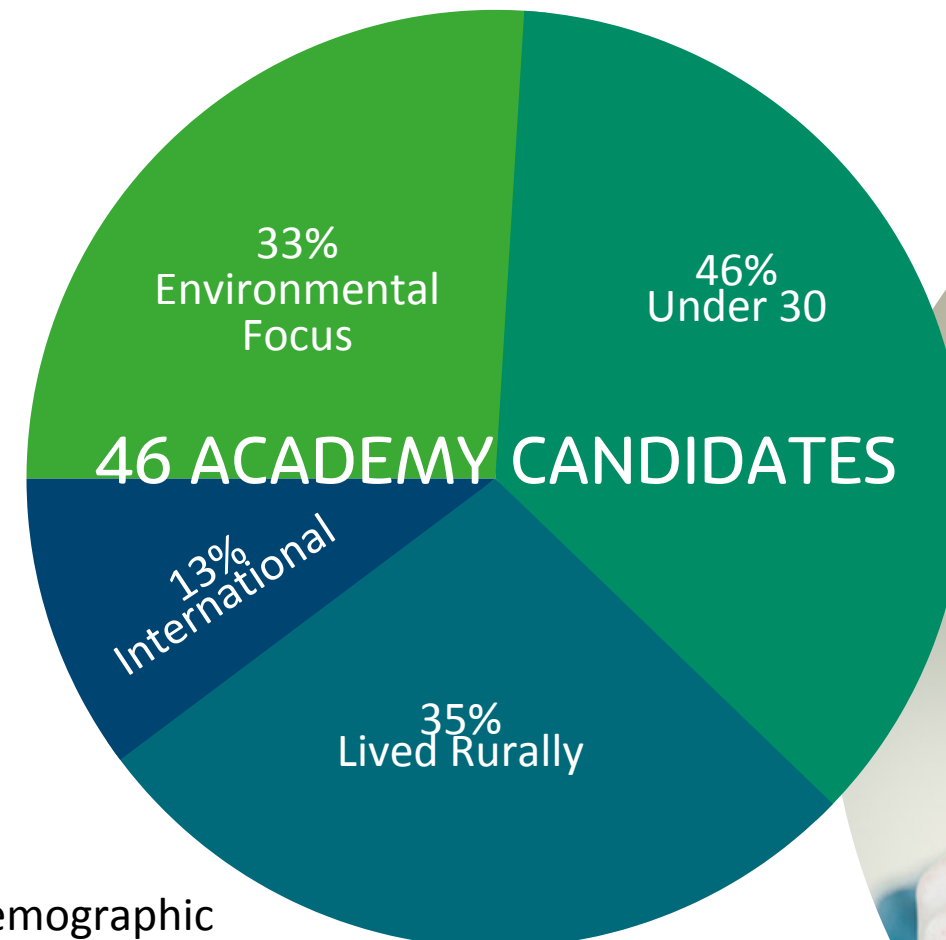


The Circle Academy has gone through various stages of development, especially this past year. Thanks to a further £80,000 of funding from the Scottish Government, we have reached more candidates than ever and now have alumni in Africa, Asia, and Europe. We have continued to work on developing the programme in many areas, including updated content, accessibility features and candidate support.

*candidates hit more than one demographic

"The Academy helped us take a new approach, and we're now looking at becoming an SCIO. We have updated our website, and we're also looking for corporate sponsors. The Academy has broadened my horizons and increased my network and opportunities."

Danielle McKinnon, Eat, Sleep, Ride, CIC, cohort 6



TRAINING SOCIAL ENTREPRENEURS, CHARITIES, AND COMMUNITY ORGANISATIONS

46

candidates from all over the world took part in The Circle Academy

37

hours of free consultancy during the programme

10

organisations received 1:1 support from a communications specialist

10

hours free consultancy given after the programme

£1120

distributed to Academy Pitch Winners

12

candidates are on track to obtain SCQF The Circle Academy Award in Social Entrepreneurship

“

I had a fantastic time with The Circle, and the sessions helped us gain our own funding, and we took a new direction which is working out really well! We were able to secure £8,000 to offer workshops and boost social impact

BrightHer is a student-led social enterprise empowering vulnerable women

”

Heather Thomson
BrightHer
cohort 6



STORIES FROM OUR COMMUNITY



READ MORE ABOUT OUR
IMPACT ON OUR BLOG

Stefan Cameron – Scotmas Group

Stefan Cameron joined The Circle Academy in 2022 and completed cohort 5. Scotmas Group is a family-owned business in the Scottish Borders, founded in 1998, that specialises in delivering Chlorine Dioxide (ClO₂) dosing systems in water treatments using the latest technology and expertise.

Stefan wanted to widen his knowledge of all the business aspects to improve his professional skills and implement better ways to promote the company's mission and support the wider community. Since completing The Academy, Stefan has implemented the teachings of our programme into the company's business model and has seen a positive change in their social impact:

“My time during The Circle Academy was a real eye-opener. Despite working for my family-owned traditional ‘for-profit’ business, it showed me how small changes to daily activities completed in the workplace could have a much wider social impact on our community and employee morale, to name a few – this is especially relevant in a time of hardship for so many during the current cost of living crisis.”



DEVELOPING SKILLS & CONFIDENCE FOR THE WORKPLACE

FROM VOLUNTEER TO EMPLOYEE

Eileen McGrail, Front of House, The Circle @ Glasgow

Eileen was a stay-at-home mum for 14 years, caring for her 4 children, as well as the children of her friends and family. When her youngest child started school this year, Eileen felt it would be the right time to return to work.

Eileen was looking to gain some voluntary experience to regain her confidence in the workplace, renew her admin and reception skills, and fill the gap in her CV. Eileen began volunteering as a receptionist at The Circle @ Glasgow, in Easterhouse, in August 2022

After several weeks of volunteering, Eileen was offered an opportunity to apply for a six-month, funded front-of-house role at The Circle. Eileen applied, interviewed, and got the job.

“Everyone has the same attitude: to be helpful and do something for the community.”



DEVELOPING SKILLS & CONFIDENCE FOR THE WORKPLACE



Our volunteer programme resumed in July 2022 post-pandemic



28 volunteers across sites



The volunteer programme has been developed to support personal growth



Two volunteers have gone on to secure employment. One with The Circle and another elsewhere



Five young people's contracts were extended with The Circle



Eight students and pupils have completed work experience and internships



Community litter pick organised in Glasgow had over 50 volunteers



All employees are paid the National Living Wage as a minimum



Partnered with Barnardo's to offer volunteer opportunities to their clients



Employment opportunities were given to seven young people on Universal Credits

DEVELOPING SKILLS & CONFIDENCE FOR THE WORKPLACE

OUR VOLUNTEERS

55%

Under 25

67%

Identify as female

33%

Identify as male

22%

Asian

23%

Consider themselves disabled

11%

LGBTQIA+

“

I've learnt how to use the phone and speak to visitors. It has helped me gain confidence, and my motivation has improved.

”

Kenny Shek, Long-term volunteer
The Circle @ Dundee

Kenny came to The Circle through our Barnardo's partnership and has previously volunteered at many organisations; He says The Circle is the only place he has felt he belongs, and his confidence is soaring. He hopes that his volunteer experience will lead to employment in the future



OUR GOVERNANCE THIS YEAR

OUR BOARD

The Circle is a Community Interest Company; our profits are reinvested to expand our services to community organisations rather than being paid out to shareholders. In addition to our Chief Executive, our Board comprises non-executive directors. All of them are appointed through a formal recruitment process which assesses their skills and experience against the needs of the Circle. You can read more about our Board members and their backgrounds, skills, and experience on our about page. Non-executive directors are unpaid and give freely of their time to support the development of The Circle.

This year, we appointed Angela Rieu-Clarke, Chief People Officer at Waracle, as an additional non-executive Director. Mary Sneddon retired as a non-executive director on completion of her three-year term, and we are grateful to Mary for all her guidance and support during her time on the board.

The Board holds scheduled quarterly meetings to hear about the Circle's operational and financial performance and new initiatives and holds additional meetings as required for urgent business. The Board has adopted formal terms of reference setting out its role and responsibilities and those of the Chair, other directors, and the management team.



I'm keen to help move The Circle forward. Embedding values and thinking creatively about how to manage the challenges of a hybrid workforce. Especially in an increasingly digital and data-driven world.



Angela Rieu-Clarke
Non-Executive Director
The Circle

STAFF THIS YEAR

38%

Under 25

56%

Identify as female

44%

Identify as male

12%

Black

81%

Full-time

6

New Starts

STAFF AND WELLBEING

For The Circle to keep providing the vital services we do for our community; we must look after our team. And the past year has been no different. The Circle is committed to continuing our existing well-being provisions in the face of challenging far-reaching local and national economic circumstances.

We recognise our staff team as our most valuable asset and the importance of their health and wellbeing.

“

The benefit to my work/life balance has been amazing. Being given that time back, alongside the general reduction in hours vs my old role has been spectacular. Feeling rested every week does have a massive impact on productivity

”



Martin Cleary
Hub Manager, The Circle @ Dundee

HOW WE SUPPORTED OUR STAFF THIS YEAR



Wellbeing

Through monthly one-to-one supervision sessions, staff highlight issues or areas where they may struggle regarding their mental health. From this, The Circle Senior Leadership team refer individuals through a tenant who is a registered Chartered Psychologist.

3 members of staff accessed this service.

Continual Professional Development

CPD is encouraged for all our staff, with a budget aligned for staff training for anyone on the team who identifies an opportunity to learn and gain more skills.

68% of staff underdone CPD, from marketing, to health and safety.



4 Day Week

The Circle is one of the first social enterprises in Scotland to have pioneered the 4-day week across the company. This is important in helping staff prioritise work-life balance and well-being. Several team members undertake mentoring or board positions for local third-sector organisations on their “rest day”.

Kirsty, our CEO, spoke at 8 events about the 4-day week, including the 4-day week campaign.

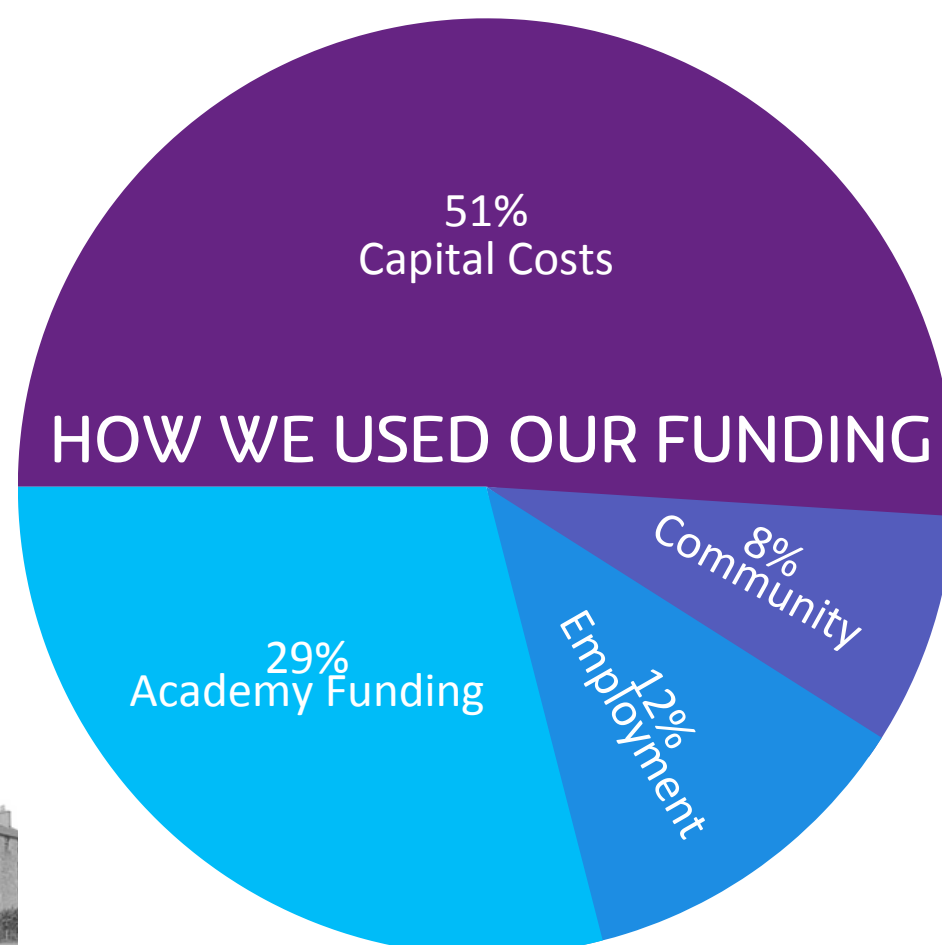
Living Wage

All staff are paid Living Wage, including topping up those on Kickstart and Step-Up schemes.

9 employees benefitted from their wages being topped up to the Real Living Wage this year.



FUNDING THIS YEAR



AWARDS THIS YEAR



Acknowledgements

Social Impact Report
2021/2022

The Circle would like to thank our sponsors, funders, partners, our tenants, our team and the local community for all their support and encouragement over the past year.



@TheCircle_CIC
www.thecirclecic.org.uk

Circle Scotland CIC
Company No. SC515218

