Viarama
Providing virtual reality sensory therapy affordably for everyone.

Viarama was established to use the powerful technology of VR as a force for good in the community. The team works to improve the quality of life among schoolchildren, senior citizens and 18 to 24-year-olds. Viarama trains and employs the latter group to take VR into mainly schools, nursing homes, hospices, and hospitals. Everywhere they bring the headsets they see the positive effect VR has immediately on those who experience it.

Often the reaction is profoundly moving. In nursing homes for example Viarama allows people to draw or paint again, climb a mountain, fly a plane, or do whichever one of the many things they offer. Since investment Viarama has worked with over 1,000 children and senior citizens in schools, nursing homes, hospices, respite centres, and hospitals.

Viarama is working in collaboration with Queen Margaret University to scientifically assess the impact the VR sessions have on clients.

Project 42
The UK’s first wellness centre to combine personal training, group fitness, yoga and mental health services - all in one.

Projekt 42 is unlike any other commercial gym. Projekt 42 focuses on strengthening the connection between mental health and physical fitness, while educating people on the need to take care of both. Aimed at subsidising as much as possible for the community it employs a circular revenue system where up to 40 per cent of the membership fee to access its services goes towards paying for community members to access free and part-funded counselling, free monthly memberships and community programmes. Projekt 42 first opened with four volunteers and now has a powerful team of over 100 people. Everyone works together to help as many of the community members as possible to access fitness, yoga and mental health services.

“Power Up Scotland gives businesses what they really need in the form of practical advice, mentoring, relevant workshops, and access to expertise that can be hugely beneficial. This was very helpful to me and my business in many ways, from financial planning, business planning, strategic thought, to good old-fashioned sound advice.”
Billy Agnew, Founder Viarama

Case Study:
Invisible Cities

Introduction
Invisible Cities offers high-quality training for people who have experienced homelessness to help them gain confidence, self-esteem and transferable skills.

It does this by training people who have experienced homelessness to become tour guides in their own cities so they can share their experience of the city and feel empowered as a valued member of the place where they live.

The work of Invisible Cities is more important than ever. With an estimated 320,000 people homeless or at risk of homelessness, the supportive employment and wellbeing support of Invisible Cities is crucial for many of the UK’s most vulnerable people.
About Invisible Cities

Invisible Cities operated across five cities in the UK in 2019. The four staff members and 12 volunteers have provided training to 23 people to become tourist guides. To date, the organisation has trained 62 people. The range of tours offered enables tour providers to showcase their passion and experience of the cities. Tours include:

**THE REAL WOMEN OF EDINBURGH AND MANCHESTER**

**HISTORY OF THE TRAINSPOTTING GENERATION**

**OFF THE COBBLES WITH DANNY**

**YORK’S RAILWAY HISTORY**

Invisible Cities also delivers awareness-raising campaigns, training sessions to schools and major businesses and collaboration sessions between homeless people and service providers. This approach to facilitation and shared learning enables the outcomes of Invisible Cities’ work to be shared with others.

The Impact of Invisible Cities

The impact delivered by Invisible Cities is achieved both in the direct employment of tour providers and through the wider training and advocacy work delivered by the team. Invisible Cities has supported 13 people directly to generate sustainable income while three going on to suitable further employment. Big Issue Invest has estimated a social value of £187,700 generated by Invisible Cities while accounting for attribution and using National TOMs values.

In 2020 Invisible Cities plans to support guides to develop a bespoke Women of Scotland programme that will specifically aim to support marginalised women to join the Invisible Cities programme. The work will also look to cover key issues facing women across Scotland including period poverty, domestic abuse and accessing clear support services for women, by women.

On top of this, Invisible Cities will set up its Cardiff branch and continue to 2021. The objective is to be in seven cities across the UK.

### How Social value Is Created

- £200,000
- £150,000
- £100,000
- £50,000

<table>
<thead>
<tr>
<th>Impact Indicators for 2019</th>
<th>Achievements</th>
<th>Social Value</th>
<th>Attribution</th>
<th>Proxy</th>
<th>Proxy source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training hours to guides</td>
<td>82</td>
<td>£4,100</td>
<td>50%</td>
<td>£100</td>
<td>National TOMs</td>
</tr>
<tr>
<td>Total guides providing training</td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td>National TOMs</td>
</tr>
<tr>
<td>Total guides hired</td>
<td>10</td>
<td>£135,765</td>
<td>90%</td>
<td>£15,085</td>
<td>National TOMs</td>
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<tr>
<td>Guides on to onward employment</td>
<td>3</td>
<td>£22,628</td>
<td>50%</td>
<td>£15,085</td>
<td>National TOMs</td>
</tr>
<tr>
<td>Guides on to education, training or volunteering</td>
<td>3</td>
<td>£19,164</td>
<td>50%</td>
<td>£12,776</td>
<td>National TOMs</td>
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<tr>
<td>Total training and school sessions</td>
<td>16</td>
<td>£44</td>
<td>100%</td>
<td>£15</td>
<td>National TOMs</td>
</tr>
<tr>
<td>Total visitors on tours</td>
<td>4,130</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total tours in 2019</td>
<td>597</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>People directly learning about homelessness from invisible Cities</td>
<td>2,360</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Impact Indicators for 2019 Achievements

- Training hours to guides: 82 hours, £4,100 worth of social value, 50% attribution, £100 proxy.
- Total guides providing training: 23 guides.
- Total guides hired: 10 guides, £135,765 worth of social value, 90% attribution, £15,085 proxy.
- Guides on to onward employment: 3 guides, £22,628 worth of social value, 50% attribution, £15,085 proxy.
- Guides on to education, training or volunteering: 3 guides, £19,164 worth of social value, 50% attribution, £12,776 proxy.
- Total training and school sessions: 16 sessions, £44 worth of social value, 100% attribution, £15 proxy.
- Total visitors on tours: 4,130, Total tours in 2019: 597 tours.
- People directly learning about homelessness from invisible Cities: 2,360.
Danyal Sattar, CEO of Big Issue Invest said:
"We are so pleased to be working in partnership with Aberdeen Standard Investments, University of Edinburgh, Experian, Places for People, the Scottish Government and Brodies LLP, on the Power Up programme. We have been inspired by these 19 organisations we have supported with both the investment and the business development expertise that they needed in order to make an even greater difference within their communities. This unique partnership has brought creativity, technical skills and mentoring to early-stage social ventures, which adds value beyond the funding they received."

Dave Gorman, Director of Social Responsibility and Sustainability at the University of Edinburgh stated:
"We are delighted to be a partner in the PowS programme, the combination of funding plus mentoring is a winning one for applicants. The university is committed to making a positive social impact and working with The Big Issue and our partners in the programme has been very rewarding."

Amanda Young, Global Head of Responsible Investment at Aberdeen Standard Investments, said:
"The most powerful thing about being involved in Power Up Scotland was seeing social entrepreneurialism in action. Social investment can make a tangible difference in improving some of societies’ biggest social problems."

Richard Donovan, Global Head of Social Innovation at Experian, said:
"The programme drove clear value for participants, who valued the exposure to corporate leaders and the mentorship. From our perspective it was a really worthwhile activity for Experian to be supporting."

Brenda Scott, Partner at Brodies LLP Solicitors said:
"We have very much enjoyed working on both rounds of Power Up Scotland. Our lawyers who provided support have come from a range of disciplines and each one has been very impressed by the commitment and energy shown by the participants. We have benefited too. We have gained a greater understanding of how difficult it can be for people to start up a venture and to understand the regulatory side of business. That the participants do so with such good cheer is rewarding for us."

Marcus Hulme, Director of Social Value at Places for People, said:
"We were delighted to support the Power Up programme which is supporting a wide range of innovative social enterprises to make a positive difference for people in Scotland. Power Up has a strong link with our own business aim of using commercial approaches to deliver social outcomes and we look forward to seeing how the social enterprises develop over time."

Sandy MacDonald, Global Head of Corporate Sustainability at Aberdeen Standard Investments, said:
"Power Up Scotland has made use of every area of expertise we have, from investments and finance through to marketing and distribution. As well as the enjoyment our volunteers get from taking part, the programme sparks powerful insight and innovation as all the partners bring their respective strengths and differences together to develop impactful business solutions to environmental and social challenges."

Big Issue Invest supported Invisible Cities with £30,000 as part of our Power Up Scotland programme.

Invisible Cities and The Big Issue Group support homeless people in the UK. The Big Issue magazine supports our vendors to generate an income that works for them and Invisible Cities provides employment, training and support for their tour guides.

Angus, an Invisible Cities guide in Edinburgh, has worked with both organisations and made an impact on them.

"Four years ago I was told by my Big Issue colleagues about a new initiative in Edinburgh that trains people with an experience of homelessness to become walking tour guides. Being interested in Scottish history and languages I was eager to get involved."

Angus went on to secure part-time work at a historical attraction in Edinburgh and continued to work with Invisible Cities and The Big Issue. More than this, Angus became a key supporter of The Big Issue by becoming a Romani language translator in the Edinburgh office.

"I learnt Romani from a mixture of listening to Roma people at Big Issue, blatantly interrupting them to ask what they meant, and a few books."

Hearts Roman from a mixture of listening to Roma people at Big Issue, bluntly interrupting them to ask what they meant, and a few books.