



Potential In Me

Shortlisted for Family Learning to Support Health and Wellbeing

Potential in Me was established in 2015 with the aim of creating bright futures for children, young people and families, working with communities in Pollok in Glasgow.

They take a holistic, trauma-informed, coaching approach to enable individuals to: understand and recognise their own potential, identify how to overcome the barriers they face, develop skills and confidence, and take control of their own lives and communities in a positive way rather than having things 'done to them' by others.

Work includes one-to-one coaching, group workshops and coaching for families, young people and employees, and training and coaching for communities.

Family learning provision

Potential in Me used family input from the beginning to design the service. This included pilot workshops, focus groups, informal conversations, community discussion events for adult family members, family dynamic observations, and formal work with local partner organisations.

This has led to a provision that is tailored to community requirements. Sessions are organised in person rather than online, with some sessions centered on games and activities rather than training, providing relaxed and safe spaces where neurodivergence is respected.

Potential In Me runs 6 different community groups, including the family club, which provides a pathway from home support to community integration and connection. This ensures that those who may feel isolated or not ready to join community groups have a path to integrate. Weekly wellbeing drop-in services are available for anyone in the area who would like support.

Every 6 months, members of the community can also come along to events and meet local support organisations available within their community.



Potential In Me

Shortlisted for Family Learning to Support Health and Wellbeing

Impact and next steps

Potential In Me find they've become a 'go to' organisation in the community for family and community wellbeing support, receiving referrals from many local partner organisations in the area including housing associations, the NHS Health Improvement Team, Glasgow Health and Social Care Partnership and various community groups.

Judges from Campaign for Learning were impressed by the amount of activities offered, finding the approach for all to be innovative and engaging.

Potential In Me are aware and focused on how many people living in Pollok suffer from multiple deprivations including social, emotional, economic and intergenerational poverty. Many of the people they work with have been experiencing addiction, domestic violence, bereavement, or are at risk of family breakdown.

They have seen the positive difference that trauma-informed individual and group support can have on family lives. Over 80% of those who have been supported individually are now integrated into community groups, several have become group leaders and support staff, and report being able to set boundaries for themselves to keep themselves safe.

In the long term, Potential In Me aims to empower individuals, families and communities to support each other, increase their social capital and play genuine and active roles in the development of their community. The next steps are to increase the volunteer network, set up a befriending service and create a wellbeing and resilience hub.