



# It's all about People

Personas

all in  
for  
Glasgow



**Joe, 67**



**Mariam, 37**



**Heather, 27**



**George, 35**



**Adam, 30**



**Ciaran, 22**

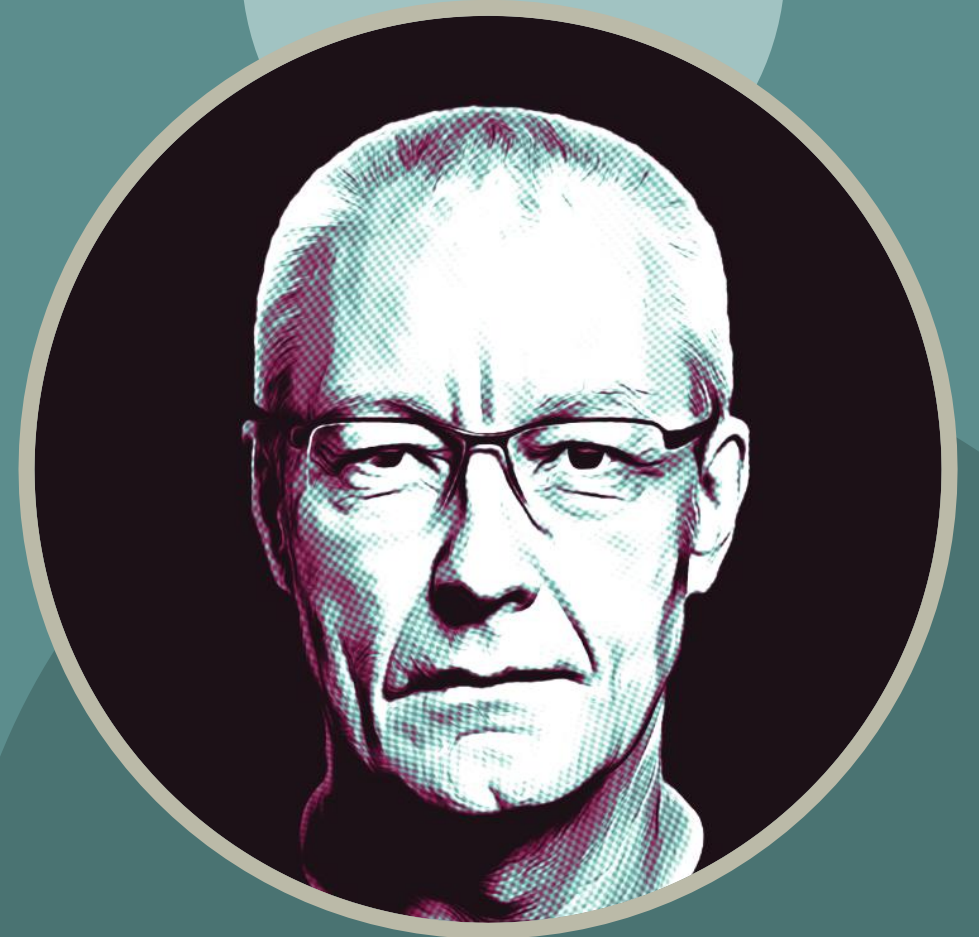


**Stuart, 42**



# Joe

- Joe is 67
- He has been around many accommodation services. None have worked....
- However, his current location in supported accommodation is working. He calls it home, and he wants to stay permanently.





# Mariam

- Mariam is 37, before her hotel accommodation she was trafficked
- Mariam is isolated and is trying to find a place of safety
- She's looking for a sense of belonging and to be in touch with her family.

# Adam

- Adam is 30
- He's just been granted leave to remain
- He struggles with the language barrier, which limits his connections and friend group



# George

- George is 35
- He's been rough sleeping recently
- He's estranged from his partner with no other family in the area
- His benefits have stopped and he's currently street begging and borrowing money



# Ciaran

- Ciaran is 22 and a student in Glasgow
- He's sofa surfing as he's not be able to afford student accommodation.
- He's embarrassed about his situation and hasn't told his parents back home in Ireland.







# Heather

- Heather is 27
- Heather is in Temporary Accommodation
- She was abandoned by her mother and lost her social networks as she dropped out of education.



# Stuart

- Stuart is 42
- Stuart is currently in B&B accommodation
- He's isolated as a survivor of domestic abuse

