



# Aberdeenshire



**£102,339**

funding delivered  
in 2024-25



**371**

young people supported  
in 2024-25

The following CashBack partners aim to support young people in Aberdeenshire in this funding period (2023-26):

- Access to Industry
- Avenue Confidential
- Ocean Youth Trust Scotland
- Scottish Football Association
- Barcodas
- Station House Media Unit
- Youth Scotland

Read on for project details and case studies. Visit the [Aberdeenshire](#) impact page on our website for a breakdown of project activities and spending by year.



Scottish Government  
Riaghaltas na h-Alba  
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FOR COMMUNITIES

## Partners supporting young people in Aberdeenshire



### Access to Industry

**CashBack Passport** provides skills-based employability training and one to one holistic support to young people aged 16-25 residing in HMP YOI Polmont and in communities across Scotland. Enables young people to gain skills regardless of length of sentence or nature of offence.



### Avenue Confidential

**CashBack - Connecting Through Creativity** uses creative activities and art to enable children and young people aged 10-25 to explore and maintain positive frameworks for relationships in their personal lives. Using creativity, they are supported to build relationships and emotional literacy.



### Ocean Youth Trust Scotland

**On Board with CashBack** is a programme aimed at changing the attitudes and behaviours of young people aged 12-25 most at risk of being involved in the justice system. Each young person participates in group work, outdoor education, and youth work aboard a 70ft yacht.



### Scottish Football Association

**CashBack Achieving Goals** uses the 'Power of Football' to provide routes to learn, build confidence and skills, volunteer, and gain qualifications. Includes tailored 'Football Champions' (P5-P7) and 'Football Leaders' (S3-S5) strands in areas of social deprivation to gain skills and leadership.



### Station House Media Unit

**CashBack NorthEast** engages disadvantaged young people to support them to overcome barriers and prevent involvement in the justice system or reduce reoffending. Using media as a tool for engagement, provides opportunities to develop skills and work experience.



### Youth Scotland

**Generation CashBack** is run with Scouts Scotland, Girlguiding Scotland, and the Boys' Brigade. The programme supports disadvantaged young people to benefit from community-based youth work through group work ('Grow') and leadership and peer mentoring ('Lead').

## Case study: R's story

### *Avenue Confidential*

Avenue Confidential deliver CashBack - Connecting Through Creativity in Aberdeenshire. The project uses creative activities and art to enable young people aged 10-25 to explore trust, relationship building, emotional literacy, and positive ways to work through difficult feelings.

R was referred to the CashBack Connecting Through Creativity project to help build confidence, motivation, and emotional wellbeing through creative expression.

Initially shy and introverted, R struggled with low mood and lacked motivation. Their teacher hoped the project would help them “think a bit differently” and realise they could do more creatively. Although R didn’t see themselves as artistic at first saying “I’ve not got a thing for art” the group sessions gave them space to be themselves, try new things, and connect with others.



Image: Avenue Confidential

Over time, R's confidence grew and began to filter into their classroom environment. They discovered a passion for music and songwriting, sharing:

**“I’m going to start writing lyrics to my song. I’m a good singer and this has inspired me.”**

The project helped R develop resilience and a willingness to tackle the unknown. They felt safe and supported in the group. R now recommends the group to others, simply because “it’s just fun!” Their story shows how creativity, compassion, and a safe space can unlock confidence and inspire new possibilities.



Aberdeenshire

## Case study: Nico's story

### *Station House Media Unit (shmu)*

shmu's CashBack NorthEast project uses media as a tool to engage disadvantaged young people aged 10-25.

Nico (16) was nominated to the project by the career adviser in his school. It was considered a last chance to help him towards a positive path, as he had substance use issues and it was suspected he was getting involved in drug supply.

Nico came for a visit to shmu and was **engaged and talkative**. He agreed to a structured plan, and expressed a desire to get a job and earn a wage. The team is supporting Nico to build a CV and apply for jobs.

"I have seen a real turn around in his behaviour, and he has integrated back into our family unit; he's eating dinner with us every night instead of in his room; he's disassociated himself from a negative peer group entirely; and there's been no substance misuse."

*Nico's Mum*

Nico is very motivated - he says it is down to working with "such talented people in a welcoming environment."