



## Annual Report 2021-22

48

CORE GROUP  
PARTICIPANTS



471

WIDER GROUP  
PARTICIPANTS

96%

PARTICIPANTS ARE FROM  
SIMD 1-4

92%

PARTICIPANTS ARE FROM  
SIMD 5-8



73% OF PARTICIPANTS IDENTIFY  
AS MALE, 27% IDENTIFY AS  
FEMALE



100% OF PARTICIPANTS IDENTIFY AS  
PHYSICALLY DISABLED

<https://www.bbc.com/news/health-55402157>

EDUCATIONAL  
SESSIONS  
WITH LOCAL  
PARTNERS

INCLUDING:

- Conflict Resolution (ETC)
- BSA Wellbeing Workshops
- Scottish Mental Health Workshops
- Gender Project with Pictorial Glasgow
- Youth Scotland East Qualification



**basketballscotland** have had a successful partnership with CashBack for Communities since investment was granted to Scotland's governing body for basketball in 2008.

In 2020, we were pleased to progress onto Phase 5 of CashBack for Communities. With the new phase and investment, we were tasked with exclusively supporting 64 young people from 4 schools across Scotland over the 3-year period, known as the 'Core Group.' Alongside the Core Group, we worked with a 'Wider Group' around these schools delivering basketball and wider activities.

The evolution of our Phase 5 plan saw us make a more targeted impact, working with a smaller group of young people to provide greater support overcoming challenges inside and outside the school environment. However, we learnt that this original approach could be evolved to have a greater life-changing impact on the young people.

In 2021 (year 2 of the current 3 year phase), as part of an ongoing review process, we determined changes were required to enhance our programme. We learnt that spreading our resources across Scotland was diluting the impact we could have. We spent time reflecting and learning from our previous work and took the brave decision to focus our efforts. To have a meaningful, deep and lasting impact, we are now exclusively concentrated on the East End of Glasgow across 3 schools. By being focussed in one area, we can confidently say we are making a significant difference and truly changing people's lives for the better.

The early period of 2021/22 continued to bring challenges due to the COVID-19 pandemic. Irrespective of the challenges presented, we prioritised supporting the young people in our programme. Building relationships when schools were closed was challenging, but we worked hard to ensure we are in a good position with our CashBack for Communities programme for the future.



Our commitment to make the greatest positive impact possible was driven by our new strategy to “Change Lives Positively Through Basketball.” Aligned to improving opportunity in areas of deprivation, we have adopted an innovative, targeted and bilateral approach to working with young people in the East End of Glasgow.

Basketball coaches and youth workers work extensively with a ‘Core Group’ of young people. The basketball coaches help increase activity levels and learn life skills through sport. Meanwhile, the youth workers support each young person off the court to overcome life’s challenges. In addition, we deliver basketball to a ‘Wider Group’ to further show the positives basketball can have on the community.

This focussed approach is designed to maximise impact. 48 young people from Lochend High School, St Andrews High School and St Mungo’s Academy form the ‘Core Group’. In addition the ‘Wider Group’ receive on court support. This includes extracurricular sessions during lunchbreak or after school, and fun and exciting sessions to feeder primary schools. Engaging with this ‘Wider Group’ builds understanding of our programme, and of basketball. This ensures if young people join the Core Group, they enter a safe environment they are familiar with, where they can flourish due to their love for the

sport and the positive and trusting relationships with our staff. We had a target of 380 young people in the 'Wider Group'. In reality, we impacted the lives of an additional 471 young people.

For our Core Group, we utilise basketball to engage them in activity to improve physical and mental wellbeing and to develop impactful relationships. During and away from the basketball sessions, our dedicated youth workers support each young person to overcome any specific challenges they face in their life. Some of the support we have provided has included:

- Regularly engage young people in important community settings to increase their sense of belonging to the community;
- Provide a budget for our staff to help young people overcome fundamental personal barriers to engagement, for example providing appropriate equipment for participating in project activities, or providing nutritional support;
- Delivering accredited qualifications in subjects that matter, such as conflict resolution, to support anti-social behaviour issues;
- Delivering awareness workshops with partners such as the Scottish Association for Mental Health;
- Delivering knife crime education to reduce anti-social behaviours;
- Drug misuse guidance to educate 'at risk' young people with local and new illegal substances.

Our team work hard to build the trust required to allow them to support the young people and deliver meaningful impact on their lives.

### **Three Important Lessons**

Through trial and error we have learnt there are some important considerations when designing a programme to have the biggest impact possible.

#### **1. Intentional Staffing**

Playing to an individual's strengths became an important focus for our staffing. Those with basketball expertise work with the young people on the court, to deliver fun and engaging activity and build relationships with the young people through activity. To complement this, we employed qualified youth workers to work closely with every individual on matters specific to each young person.

We intentionally focused our recruitment on Glasgow. Our experience has taught us that local people relate to local people, allowing us build deeper relationships and make a greater positive impact.

An example of this has been our youth worker Jacqueline Anderson. Jacqueline was brought up in the area, harnessed her youth work skills in Easterhouse and has built a fantastic rapport with the young people she works with. This allows her to support young people to overcome their bespoke challenges.

#### **2. Fruitful Partnerships**



This work is different to anything we have undertaken previously, and we readily admit we could not achieve what we do without some amazing partners. Already we have developed strong partnerships with: SAMH (Scottish Association for Mental Health); SSF (Scottish Sports Futures); TAP (True Athlete Project); charities and partners working in similar initiatives within the schools; and, importantly, with the three schools where our team are based.

SAMH have been working with our young people to support individuals on key issues which are relevant to them, such as anxiety and mental health awareness. The strong partnerships within the schools include pastoral care and other local charities, for example FARE (Family Action in Rogerfield and Easterhouse) and the community police. We worked closely with FARE during the pandemic to visit our young people at home and deliver meals to those who needed.

### 3. Alternative Venues

The young people we work with are referred to us because they have been deemed 'at risk.' This includes being at risk of low attainment and attendance at school. We have learnt that operating in school can be a barrier to our staff building a trusting and meaningful relationship, the key foundation to making a positive impact on the young people. As a result, we have started operating our programme in alternative community spaces. One such local space is the Phoenix Centre in Easterhouse, a pillar in the local community. Our activities in spaces like these have a direct relation to our successful outcomes – our young people have an increased sense of belonging and a desire to positively influence their community.

### Why this Approach?

Spreading resources across Scotland was diluting the impact we could have. We spent time reflecting and learning from our previous work and took the brave decision to focus our efforts. To have a meaningful, deep and lasting impact, we concentrated on the East End of Glasgow. Only now by being focused in one area, can we confidently say we are making a significant difference and truly changing people's lives for the better.

**basketball**Scotland's new 'Changing the Game' strategy commits to "Change Lives Positively Through Basketball." There is an intentional focus on areas of deprivation and using sport to bring about positive change in communities.

### Case Studies

Read how our programme is positively influencing lives of young people in our programme in the East End of Glasgow:

- [Case Study 1](#): John who comes from a 'broken home'
- [Case Study 2](#): Aaron who has grown up around criminal activity
- [Case Study 3](#): Bilal who has significant responsibilities for his siblings



## OUR PARTNERSHIPS

We would like to thank our partners in this programme who have supported us as we continue to achieve with our new approach. These partners have added value to our programme and are able to support our young people who need our support the most.

**Scottish Association for Mental Health (SAMH)** In partnership with SAMH, we aim to increase each young person's understanding of and attention to their own and others mental wellbeing through a programme of bespoke training to young people and the Basketball Social Impact Officers. We aim to provide opportunities for young people to use mental wellbeing strategies in other places away from the school, which will positively impact on risk-taking behaviour.

By the end of our programme we aim to recruit and train wellbeing ambassadors within each school who will be able to support mental health and wellbeing conversations, creating capacity and expertise within the school. We believe we are noticing a positive difference in the awareness of mental wellbeing within the young people we work with.

### Scottish Sports Futures

Scottish Sports Futures (SSF) have played a key role in the training provided to our Basketball Social Impact Officers and have delivered workshops to our young people on subjects that matter to them. In addition, our Basketball Social Impact Officers have undertaken training through SSF allowing our programme to deliver Education Through CashBack (ETC) modules. This agile approach means we can deliver courses when our young people need them.

## True Athlete Project

The True Athlete Project (TAP) have supported our programme through staff training. The training to the Basketball Social Impact Officers have seen the staff in the school become more attuned to the needs of the young people in the programme. TAP also helped our officers explore how to bring their whole self and own unique personality to the role.



Our Theory of Change model, in the next slide, articulates how we meet the needs of our young people (in the core group) and how we are contributing to the outcomes detailed in both [Glasgow's Thriving Places](#) (locality planning) and the [Scottish Government's Justice Vision](#).

Read the model below following the columns left to right. The bottom row of grey should be read independently.







This section describes the impact of the Year 2 programme on participating pupils in the 'Core Group.' The 'Core Group' is our targeted and focused support of 48 young people in three schools in the East End of Glasgow through a bilateral youth work and basketball approach. The youth worker works one-to-one with young people to understand and overcome their unique challenges, whilst basketball provides them with a positive environment and experience. This report is intended to provide an analysis of self-evaluation data gathered from young people at three participating schools.

### Outcome 1:

**Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour**

All young people (**100%**) said that, as a result of taking part in the programme, their confidence had increased – well exceeding the 70% target. We have been able to demonstrate improvements to confidence by working with young people to overcome their unique challenges and supporting them in basketball and off-court environments which are supportive and stimulating through our bilateral youth work and basketball approach.

***"It has really helped my confidence – I didn't really like being around other people, but this has got me used to it." "They [Social Impact Officers] are always willing to help, make us laugh, raise our confidence."***

Almost all young people (**95%**) indicated that they now feel more able to do new things and the programme has had a significant impact on the resilience of the young people taking part (**100%**).

***"I've pure enjoyed this year, it's been good doing new things."***

All young people (**100%**) indicated that their support networks had been enhanced in some way through taking part in the programme.

***“If you can call a teacher by their first name, you can get to know them better. With other teachers, it’s like, ‘you don’t know anything about me, I don’t know anything about you’. But they [Social Impact Officers] actually want to get to know you.”***

All young people (**100%**) said that their behaviour had been positively influenced by participating in the programme. This finding was based on all young people responding positively to at least one of a range of statements relating to changes in behaviour – covering behaviour in and out of school and behaviour in the community.

***“My behaviour has been way better. I used to get a ‘satisfactory’ on my behaviour card, but now I’m getting ‘excellent’.”***

## **Outcome 2:**

### **Young people develop their physical and personal skills**

**All** respondents have been able to add new skills or develop existing skills as a result of taking part in the programme. Our range of accredited education courses and regular physical activity has been central to this success. This has been supported by **40** (ahead of 80% target) of our young people undertaking accredited SCQF qualifications. Our Social Impact Officers have undertaken training with our partners SSF, allowing us to deliver a range of SCQF qualifications to young people. **All** of our young people also underwent unaccredited training, mainly through various workshops with partners, for example with the local police or participating in street art workshops.

Young people reported improved skills across a range of areas connected to work, communication, physical and personal skills. A further specific question was put to pupils, focussing on their basketball skills. **100%** improved their basketball skills. **93%** of other stakeholders (other people involved with the young person e.g. parents, teachers, youth workers, etc.) report skills are increasing. We have been able to accelerate basketball playing opportunities for young people due to less restrictions this year.

***“Before I joined, I knew the basic skills of basketball, but I didn’t know anything about how to play the game.”***

## **Outcome 3:**

### **Young people’s health and well-being improves**

**All young people** reported improvements against at least one of the SHANARRI wellbeing indicators (Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included). This was backed up with **all stakeholders** reporting increases in SHANARRI indicators among young people.

Our partnership with SAMH has been central to this success. Due to reduced pandemic restrictions, SAMH have played a 'hands-on' role as they have ensured young people have greater awareness of their own wellbeing and a greater understanding of the 5-ways to better wellbeing and how to embed this into their everyday lives.

***"In the morning, you're just buzzing to come in here and play basketball, or just talk about how the day's going to be spent. It makes you feel really happy when you what's going to happen, what you're going to be doing."***

#### **Outcome 4:**

##### **Young people participate in activity which improves their learning, employability and employment options (positive destinations)**

Nearly all young people (**88%** of respondents) indicated that they had improved their school attendance as a result of taking part in the programme, and **93%** agreed that they had improved their attainment. These results well exceed both targets of 70%.

**63%** of young people agreed that they had taken part in volunteering as a result of the programme. Our youth workers have intentionally guided young people into volunteering opportunities, helped by the new local connections we have helped them build.

#### **Outcome 5:**

##### **Young people contribute positively to their communities**

We were able to use community spaces that are seen as 'pillars in their communities' for our activities. We have partnered with the Phoenix Community Centre and Carntyne Church of Scotland. We aimed to use these spaces to strengthen our relationships with young people in environments away from the school, and we can confidently say it's had wider ranging impacts.

**All** of of young people (**90%**) have a heightened sense of belonging to a community – well exceeding the target of 60%. This is helped due to the connection with their 'community pillars.'

***"It feels like the school wants us to express ourselves and be more active rather than sitting in class all day"***

**64%** of other stakeholders (other people involved with the young person e.g. parents, teachers, youth workers, etc.) perceive that young people's contribution, links and social interaction are improving. This is slightly below our target of 70% but we are confident this will be improved with a year left of our programme.

Almost all (**79%**) young people reported that their motivation to positively influence what happens in their community had improved through our programme and its community partnerships.

By the end of the next reporting year, we need to evidence that 80% (38) of young people have participated in volunteering opportunities. With 1 year remaining **100%** of young people have participated in volunteering, totalling **201 hours** of volunteer time this year. Our target of volunteer time by the end of next year is 384 hours (8 hours per young person). We believe we are on track to achieving that with another year of volunteering still to be tracked.

#### **Outcome 6:**

##### **Young people are diverted from criminal behaviour or involvement with the criminal justice system**

Our activities with street art centre, Platform, has provided a controlled space for graffiti and our connections with community police officers and our various community partnerships has grown a sense of affinity to the East End of Glasgow, and has contributed to success in this outcome.

Almost all young people said that because of the programme they had reduced their participation in anti-social or criminal behaviour **(91%)** and that they felt less inclined to participate in those behaviours **(91%)**.

***"I've not been in trouble with the police in ages."***



Our 'WiderGroup' receive on court support. Alongside fun and exciting extra-curricular sessions at lunchbreak or after school in the high schools, our delivery includes engaging with local primary schools. Introducing our staff to young people before they enter high school helps ensure a trusting environment if they join the Core Group. Increased enthusiasm for basketball further assists with the impact the programme can have on each individual

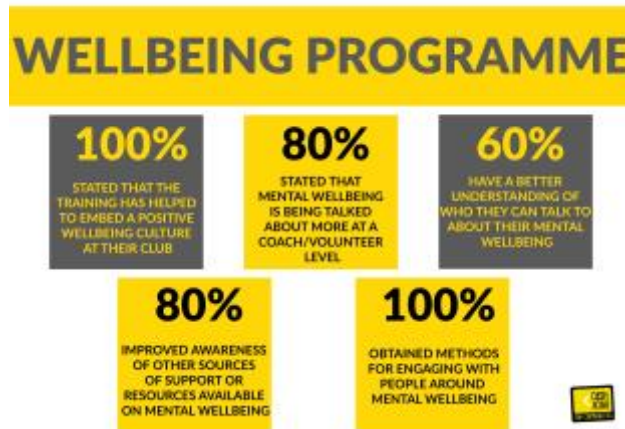
This approach works hand-in-hand with our strategical ambition to grow the love of basketball in the East End of Glasgow and support individuals who want to take the sport further into supportive club environments.



We had an ambitious target of regularly working with 380 young people across the year. Incredibly, we consistently engaged with 471 young people, who all participated in the evaluation process.

- 88% of the young people reported their confidence increasing, well above the target of 70%.
- 89% (target 90%) reported their basketball skills have increased.
- 93% Other stakeholders (other people involved with the young person e.g. parents, teachers, youth workers, etc.) report skills are increasing - well ahead of our target of 80%.
- 96% of young people report increases in feelings against SHANARRI indicators (well ahead of our 70% target).





## Wellbeing Project

In 2020, CashBack for Communities kindly supported **basketballscotland** during the pandemic to utilise our project funds to support our basketball clubs across the country. Following external evaluation from our partners Social Value Lab, we can now share with you the impacts of this programme. First, let us tell you about the programme.

During the programme, Ambassadors have been learning in two different groups: Wellbeing Leads and Wellbeing Champions. A small video which further details the programme can be found [here](#).

The Wellbeing Leads are adults within the club who have a passion to create a culture of wellbeing in their clubs. In partnership with the Scottish Association for Mental Health (SAMH) and The True Athlete Project, we have been able to have positive conversations around mental health awareness.

Our Wellbeing Champions are younger members of our clubs (all under the age of 18) who have a passion for mental health awareness. With sessions being led by SAMH and Scottish Sports Futures, our young champions are being trained in how to have conversations with teammates and peers that can assist them in becoming more aware of the benefits of good mental health.

The programme uptake has surpassed what we imagined. There are 25 clubs across the country involved, including 3 university clubs and 5 wheelchair basketball clubs. With 32 Leads (13 Male, 19 Women) and 28 Champions (11 Boys, 17 Girls).

[Watch and listen to one of our Wellbeing Champions here as he discusses how it has upskilled him.](#)

[sportscotland's Sport First magazine also profiled our work.](#)



## Staff

During Phase 5 of this year, the **basketball**scotland staff responsible for the delivery, monitoring and reporting of the CashBack School of Basketball programme were:

- Adam Szymoszowskyj (Programme Lead)
- Amy MacLeod (Administrator)

The core Basketball Social Impact Officers were:

- Jacqueline Anderson (Youth Worker)
- Luther Mavunga (Youth Worker)
- David Evans (Coach)
- Kieran Lynch (Coach)

## Plans for the Next 12 Months

## Testing for Phase 6

The brave decision to revise our delivery has allowed us to make a greater impact on the lives of young people and our programme is more effective as a result. We believe in testing what works in order to find the best solutions for young people. We will plan and test in preparation should we be successful for Phase 6, to ensure we have the best project possible for 2023 and beyond. We are committed to the East End of Glasgow and do not foresee many changes in our approach. We may make tweaks such as spending more time in alternative community spaces.

## Alternative Community Spaces

Some of the young people we work with do not want to be in the school. It is an environment where they do not want to be, due to their negative perceptions of school. This has led to our Basketball Social Impact Officers finding some challenge to build truly effective relationships with young people that would allow us to make the greatest impact in their lives. As a result, we tested increasing interaction away from the school with our core group in 2021/22. We spent time together in local community spaces such as the Phoenix Development Centre and Carntyne Church which are pillars in their community. This has been a positive experience and has allowed our officers to develop effective relationships. It has had a wider impact too. *Early indications suggest this approach is increasing the sense of belonging young people have to their community.*

We will continue to test being in alternative community spaces and spending more time away from the school environment in 2022/23.

## Basketball Influence

We have made inroads into supporting young people access supportive basketball environments for them to play the sport outside of the CashBack programme. We want to enhance this further and want to see more people playing basketball from the East End of Glasgow. We will design and implement a plan in 2022/23 to make this happen.

## Finance & Participants

### Project Spend

Salaries & Expenses - £117,300

Training - £4,591

SAMH Support & Delivery - £8,800

UpShot - £1,320

Additional Services Budget - £3,605

Management & Marketing - £15,000

External Evaluation - £7,500

*Total = £158,116*

### **Spend and Activity by Local Authority Area**

Glasgow

- Spend = £158,116
- Core Group Participants = 48
- Wider Group Participants = 471



**basketball**scotland partnered with Social Value Lab (SVL) as their external evaluator for the Phase 5 programme. SVL is the national hub for social impact research, strategy, and evaluation. Their mission is to produce the evidence and ideas that support stronger, more effective projects, programmes and communities in Scotland. SVL was the evaluation partner for 3 programmes delivered under CashBack for Communities Phase 4 and is evaluation partner for 5 during the current phase.

Full results of the findings from Social Value Lab can be found by following [this link](#).

