



PHASE 5 YEAR 1 REPORT



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Summary 03



Celtic FC Foundation are delighted to have successfully completed Phase 5, Year 1 of our CashBack Gateway to Employment Project. We have successfully engaged with 45 young people from Glasgow and supported them in making positive changes to their lives. We continue to use a person centered approach, and have delivered a range of topical based workshops and sessions that have been designed and developed in consultation with our participants. Due to the restrictions surrounding COVID, we were unable to deliver face to face sessions for periods of time. We strived to combat this by moving to interactive online learning. Additionally, we created person centered learning and resource packs which we delivered to participants across the city. The packs allowed participants to engage in our online sessions. Sessions included goal setting, employability, topical based workshops and physical activity.

Over the past six years our Cashback Gateway to Employment Project has demonstrated success in supporting marginalised young people and those most at risk in our communities to make positive changes in their lives. By attending the project at Celtic Park and by utilising the power of the Club's brand as a unique engagement tool, young people who may not have previously sustained training programmes have engaged via word of mouth and through external referral partners. The project has become increasingly popular through word of mouth, which has provided a strong foundation for us moving forward into our next phase. As the charitable arm of Celtic FC, a club open to all and formed for charitable purposes, we are proud to continue working to tackle inequalities and make a difference.



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Recruitment, Project Aims and Staff Delivery

Recruitment

We have now successfully recruited our full CashBack team, including our CashBack Manager, Trauma Counsellor, and two part-time coaching staff who will work alongside our Employability Advisor. The team are working alongside participants to design and develop all sessions.

Project Aims

We offer choice, chance and opportunities that support young people to move forward positively with their lives and reach their fullest potential. Listed below are some examples of the bespoke topics we cover:

- Self-esteem, confidence and motivation
- Physical activity
- Personal Development
- Action Planning & Goal Setting
- Promoting good health and well-being
- Life Skills
- Volunteering
- Employability Skills
- Entry routes to progress into positive destinations such as Volunteering, Education, Training and/or Employment

Staff Delivery

Participants benefit from working alongside various CFCF staff with a wide range of knowledge, skillset and specialisms to enhance their learning experience here, including:

- Celtic FC Foundation Employability advisor delivers sessions/workshops and provides one to one advice and guidance including aftercare support
- Celtic FC Foundation Community Coaches deliver physical activity, multi-sports and health and wellbeing sessions/workshops
- Guest speakers – We have a number of guest speakers who will come along and share their own lived experiences, offering hope and inspiration to our participants
- External Agencies present opportunities to the participants to maximise their chances of progressing into positive destinations
- Liaising with local provision, deliver educational topical based workshops to increase learning and experience
- CFCF Trauma Counsellor delivers a range of sessions selected by the participants from our 'Pic & Mix' options listed later in the report
- CFCF Trauma Counsellor also provided bespoke 1:1 sessions for participants



Referral Agencies 05



Across the years our referral sources have increased by consistently networking and ensuring that our project information is circulated and communicated clearly to providers and case managers across a number of local authority areas in Scotland. Please see below examples of Celtic FC Foundation's referral agencies:

- Through Care Support Officers (Polmont Young Offenders and Scottish Prison Services)
- The Wise Group – New Routes and SHINE Woman's Mentoring Project
- Community Safety Services
- Skills Development Scotland
- Job Centre Plus DWP
- Action for Children
- Project Scotland
- Jobs & Business Glasgow
- Venture Trust
- Princes Trust
- Barnardo's
- Quarriers
- Tomorrow's People
- NHS Occupational Therapists, GP's and Community Psychiatric Nursing Team
- Local Housing Associations
- Glasgow City Council, North Lanarkshire Council, South Lanarkshire Council and Renfrewshire Council Social Work Services
- Glasgow City Council, North Lanarkshire Council, South Lanarkshire Council and Renfrewshire Council Educational Services/Care Leavers Education Services
- Scottish Association for Mental Health

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External Agencies



We understand how important it is to work in collaboration with other partners. Working with and liaising with external agencies allows us to maximise our participant's choices, chances and opportunities to build a better future for themselves. By working with other partner agencies it also gives our young people increased skillsets, knowledge on a wide range of subject matters and a variety of options and opportunities that will allow them to thrive and reach their true potential.

Through our collaborative approach and with our person led design and development model, we work alongside participants to design our timetables and subject matters across strands one and two. CFCF have been able to further develop our content by developing a number of topical based workshops, goal setting and employability sessions. It is fundamental that we source the most appropriate partners for our young people to support them to access the best opportunities suited to their individual needs. Below are some examples of partners we have worked with:

- Princes Trust – Personal Development Awards (Cashback Family)
- SFA – Coach Education (Cashback Family)
- Glasgow North East Food Bank – Potential looking at volunteering for Food Bank/Work Experience
- SAMH- Let's Talk
- Free Wheel North- Cycling Sessions
- Quarriers-Topical based workshops
- Citizens Advice Bureau
- SCVO – Community Jobs Scotland
- Police Scotland – Equality & Diversity, Social Media Awareness and Hate Crime
- Colleges, Training Providers and employers keen to engage with the group to present potential opportunities for participants



Case Studies **07**

Case Study 1

Name: Callum Ross

Age: 18

Residing Location: Glasgow East

Referrer: Smithycroft High School, Glasgow

Participant Goals:

- Daily Routine
- Creating structure to week
- Confidence building
- Enhancing motivation
- Building up fitness
- Pursue employment in Construction

Structure of project:

- 6 weeks online learning via Microsoft TEAMS video platform (during COVID - 19 restrictions)
- Delivery of person centered learning packs
- 4 weeks face to face physical activity (after easing of COVID - 19 restrictions)



Callum's Story

Callum was referred to Celtic FC Foundation by the Developing young workforce coach from Smithycroft High School. Callum had become disengaged from his education which resulted in gaining minimal qualifications and no motivation to work towards future exams. Callum had limited routine and structure to his week, opting to play his computer until the early hours and sleeping the remainder of the day.

On meeting with Callum, we discovered that he had a passion for sports, most notably, rugby and that he was seeking to build upon his fitness level. Callum believed that he would benefit from participating in the physical activities that Celtic FC Foundation would offer and help him meet this goal.

Initially, on starting the Cashback Gateway to Employment 10 week project, Callum presented as being very quiet, avoided eye contact and required ongoing encouragement to engage fully on the Microsoft TEAMS video platform. Callum preferred to have his camera turned off, having limited input during sessions. With continued support from staff, he began to take the lead from his peers and began to communicate openly sharing his goals, ambitions and personal opinions on a variety of topics highlighting his new found confidence and self-esteem.

08 Case Studies



Callum began to use each opportunity presented to him within each session to explore goal setting, employability support, introducing topics such as budgeting, mindfulness and team building along with physical activities with our coaches. This aided Callum to develop transferable life skills, building his own self efficacy. Callum often reflected to staff that he experienced a high level of enjoyment when interacting with his peers – laughing and learning!

With 4 weeks remaining of Callum's project and with COVID – 19 restrictions easing, Cashback GTE had the opportunity to offer all participants physical activity sessions at Barrowfield Training Ground. This enabled Callum to meet his peers face to face and enjoy working together in football drills, circuits and team games. Callum thrived during this time creating valued friendships and fostering comradery.

Callum, with his motivation enhanced, expressed an interest in looking for opportunities in the construction industry. With the support of our Employability Advisor, Callum was able to access funding through one of the Cashback Family's Member - Prince's Trust Development Award – in order to secure a CSCS test and card, which ensured that he now had the basic requirement for employment in the construction industry.

Additionally, Callum was supported to apply for the Youth Build Program, run by Action for Children. This made it possible for Callum to undertake learning in the construction sector with the opportunity of employment at the conclusion of the course.

After intensive interview preparation with Celtic FC Foundation, Callum attended a formal interview and secured his place and began his training on the 4th of May 2021. With hard work, determination, 100% attendance and perseverance coupled with the support, encouragement and skill opportunities, Callum has found his positive destination which will pave the way for a positive future.

Case Studies 09



Case Study 2 - Eastbank Academy

November seen the start of Celtic FC Foundation CashBack Gateway to Employment school delivery in Eastbank Academy. Initially the project was delivered face to face at Eastbank Academy however due to COVID-19 restrictions Celtic FC Foundation started delivery then due to COVID-19 delivery was moved to online. Over the 10 weeks participants engaged in a vast range of sessions including employability, mental health and wellbeing, physical activity and individual challenges. We aim to deliver person centred support respecting that each individual is on their own journey. Throughout our face to face and online deliver Celtic FC Foundation have assist participants to take positive steps in their life to reach their true potential.

Following on from the online deliver with a change in government guidelines Celtic FC Foundation had the opportunity to complete the final weeks of the programme back at Eastbank Academy which gave an opportunity for young people to take part celebration event providing food and refreshments followed by a final game of football.

Feedback in general from participants was very positive and they found it diverse and engaging. Following on from the 10 week CashBack Gateway to Employment project young people sourced opportunities within further education and training.

"The team at Celtic FC Foundation have been incredible in delivering invaluable employability skills to our senior pupils at Eastbank Academy. They have done this face to face and online during the COVID-19 pandemic. This has helped our pupils prepare for moving on to a positive destination such as further education, employment or training. It was great to have this interaction from a local organisation who introduced them to other partners. I feel the pupils engaged well throughout and they particularly enjoyed the Mental Health session. The physical activity sessions after the employability class really motivated the group. Thanks again to Shannon and the coaches for the engagement with our pupils under unusual and challenging circumstances."

Lee-Anne Jinadu- Developing the Young Workforce Co-ordinator Eastbank Academy.



10 Cashback Family

Cashback family working together

We engaged in a number of portfolio and training days, this offered all Cashback partners the opportunity to share good practice, discuss the challenges we are experiencing due to COVID as well as showcase some of the fantastic work carried out.

We also able engaged in an extremely useful and informative virtual MSP visit at HMP Polmont alongside many other Cashback partners.

Celebration Events

We hosted celebration events attached to our school projects, this was an opportunity to highlight and celebrate the success of each participant. Each participant was able to engage in a fun activity, enjoy some food with their peers and receive their certificates.

Our celebration events are an opportunity to congratulate each young person, who on commencing the project started out on their own personal journey, this also allows them to reflect on their progression and achievements whilst look at future options and opportunities available that will allow them to continue to move forward positively in their lives

The success of our CashBack funded celebration events have been demonstrated time and time again and they give our young people the opportunity to be proud of themselves, which is often a feeling some may never have experienced previously. It allows them to share their achievements with family, friends, project staff, funders and external agencies who all play a part in encouraging them to raise their ambitions and make positive changes to their lives so they can reach their true potential.

For some young people starting the project their aim may be to change their offending behaviour to prevent being imprisoned whilst for others it may be to progress into employment and start on a new positive pathway. Our celebration events showcase the individual success of each participant who engages with us as each journey is unique to that individual.

Communications

On January 2021 we implemented person centered resource packs that allowed participants of our schools projects to engage in online virtual learning. February 16, seen the launch of our online sessions and by April 3, we were able to get participants back engaging in non-contact activities at our Barrowfield Training Ground. Participants were also able to secure a Development Awards via our Cashback partner Princes Trust.

Resource packs included:

- 1 football per participant at home
- 8 cones each
- 1 pedometer each
- Plastic cup
- Plastic table tennis size ball
- Note pad
- Pen
- A yoga mat
- Water bottle

Targets and Outcomes

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2020-21

Outcome 1: YP build their capacity and confidence		Actual	Target	
YP report increased confidence	No.	45	61	45
YP report they are able to do new things	No.	45		45
YP feel more resilient	No.	43		43
Other stakeholders report increasing confidence in YP	%	100%		100%
YP report positive supportive networks	No.	45		45
YP report positive changes in their behaviour	No.	43		43
Other stakeholders report perceived positive changes in behaviour of young participants	%	100%		100%

Outcome 2: YP develop their physical and personal skills		Actual	Target	
YP increased personal skills, achieving accredited learning	No.	7		7
YP report an increase in their skills	No.	45		45
Other stakeholders report skills increasing in YP	%	100%		100%

Outcome 3: YP health and well-being improves		Actual	Target	
YP improve wellbeing against SHANARRI indicators	No.	45		45
Other stakeholders report perceived increases in SHANARRI indicators	%	100%		100%

Outcome 4: YP participate in activity which improves their learning, employability and employment options (positive destinations)		Actual	Target	Variance
YP will achieve a positive destination	No.	32		32
YP will improve school attendance	No.	20		20
YP will improve school attainment	No.	20		20
Positive destination breakdown, YP progress to:				
Employment	No.	4		4
Further education (including remaining/returning to school)	No.	20		20
Training	No.	8		8

Outcome 5: YP contribute positively to their communities		Actual	Target	
YP take on a volunteering role	No.	0		0
Number of hours of volunteering by YP	No.	0		0
Number of community focussed awards gained by participants	No.	0		0
YP feel their contribution, links with communities and social interaction are improving	No.	40		40
Other stakeholders perceive improvement in YP contribution, links and social interaction	%	100%		100%
Participants perception of their neighbourhood improves	No.	40		40
Participants have heightened sense of belonging to a community	No.	40		40
Participants have increased motivation to positively influence what happens in their community	No.	40		40

Outcome 6: YP are diverted from criminal behaviour or involvement with the criminal justice system		Actual	Target	
Reported anti-social behaviour and/or criminal behaviour may reduce in area concerned	No.	40		40
YP report own participation in anti-social and/or criminal behaviour has reduced	No.	40		40
YP feel less inclined to participate in anti-social and/or criminal behaviour	No.	40		40
YP less likely to participate in risk-taking behaviour	No.	40		40
YP less vulnerable to being exploited/manipulated by others	No.	40		40
YP participate in behavioural change sessions/activities	No.	45		45
YP have a risk assessment and corresponding risk reduction plan	No.	45		45



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Gender	
Male	40
Female	5
Prefer not to say	0

Age	
Under 16	
16 to 18	38
18	
19 to 24	7
24	
Over 24	

SIMD Breakdown	Young People
0 to 20%	36
0 to 30%	9
0 to 40%	
0 to 50%	
50 to 100%	

Local Authority		
Glasgow	£42,204	45
North Lanarkshire		
Renfrewshire		
South Lanarkshire		
West Dunbartonshire		
East Dunbartonshire		
Total		45



13 Targets and Outcomes

Success to Date

During what has been an exceptionally challenging time for everyone due to COVID-19 our Cashback Gateway to Employment has managed to engage in person centered learning and made a positive difference to 45 individuals. The struggle of trying to deliver in a football stadium had an impact, however, with virtual delivery, creative thinking and a determination to catch up we are proud of what we've managed to achieve over Year 1.

This has included participants engaging in online sessions, including, goal setting, personal development, employability, health & well-being and a range of team and individual physical activities/challenges.

Many participants moved into positive destinations, including, moving into employment, engaging in volunteering roles, sustaining education with many also progressing into new opportunities that will allow them to continue making positive steps in their lives.

We are also delighted to have implemented our Strand 3 delivery and having our Trauma Counsellor in place has already allowed us to start making a real difference to our participants perceptions around mental health and their willingness to get involved in group sessions, such as, Mindfulness, OCD and Cognitive Behavioral Therapy.

A breakdown of participant outcomes is listed below:

Outcome	Actual	Percentage
Participation	45	100%
Retained	43	96%
New Skills	45	100%
Increased confidence and self-esteem	43	96%
Total number achieving positive destinations	32	71%

In addition to the above outcomes it is worth noting that 11 young people completing our project moved into other positive destinations e.g. soft indicators, that are not captured in Scottish Government's indicators. These young people due to the volatile nature of their circumstances e.g. mental health, addiction, housing issues, family environment or criminal behaviour need more time and intensive support at the early stages of their journey and completing a project such as ours can be an achievement in itself and the opportunity to be signposted to various support services will support them to continue to move forward positively with their lives.

Targets and Outcomes

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Financial Summary

Project Activity		Actual	Target	Variance
Part Time Coach (20 hours)	£	3,040	3,084	764
Travel (Staff & Participants)	£	1,666	3,332	1,666
Workshops/Training	£	0	1,998	1,998
Catering/Breakfast & Lunch	£	0	1,449	1,449
Recruitment	£	230	1,000	770
Design/Print/Promotional Materials	£	0	750	750
External Venue Hire	£	0	2,250	2,250
Celebration Events	£	0	1,350	1,350
Kit/Equipment	£	1,248	2,080	832
Total Project Activity	£	37,674	57,088	19,414
Other Project Costs	£			
Management and Marketing (up to 10% of CashBack funding)	£			0
External Evaluation (per agreed guidelines)	£	4,530	4,530	0
Total Other Project Costs	£	4,530	4,530	0
Total Expenditure	£	42,204	42,204	19,414
Matched Funding	£	1,111	1,111	0



15 Ongoing Learning

We continue to work with our external evaluator creating tools that are person friendly, fresh and fit for purpose. This will allow us to gather data from the participants and stakeholders, measure the success of our project delivery, make any relevant changes suggested via the feedback we receive and ensure as we move forward we continue to work alongside the participants around the design and development of all future projects. Promoting inclusion and person centered learning.

Key areas identified for ongoing focus are:

Design and develop workshops for strand 3, measure success

We worked with the participants and evaluator to improve our processes.
In particular:

- We have created a 'Pic & Mix' options of topics that participants will select preferred options across all projects delivered across strands 1 and 2
- We have created evaluation forms that the participants will complete after each workshop
- We have robust systems in place and can verify participants progress

We have also developed tools which young people use to record their goals and the journey toward their goals. 'SMART goal setting' is useful tool to motivate the participants, but also provides a record of the young person's journey and their intermediate outcomes.

Aftercare and tracking

Previous reports recommended that we should develop a clearer offer to participants (and the agencies who refer and support participants) in relation to after-care and tracking. With the staff team increasing in numbers and roles it has enabled us the capacity to carry out 'tracking' of all of our participants across all 3 strands. These positive changes mean that we can invest more time in one-to-one work with young people which results in lasting relationships, and we now provide aftercare to support young people long after the end of the programme via our Employability Advisor and Trauma counsellor.

The value of the relationship- based approach can be demonstrated by the on-going contact that we have with participants after the end of our project. For example, one young person left the project without his preferred positive destination which was to secure full time employment, we continued to support him whilst he was in training to look for work for several months after the official 'end' of the project. We supported him with applications, mock interviews which resulted in him securing a full time job.



Future Plans 16

We are extremely excited to be moving into Year 2 of Phase 5 Gateway to Employment and network with the CashBack family.

Phase 5, Year 2 will see us launch our face-to-face delivery back at Celtic Park in the learning centre, these 10 week projects will allow us to continue engaging with young people and focus on supporting them to raise their aspirations to make a better future for themselves. Promising more positive outcomes and increased opportunities for those in need across Glasgow and surrounding areas.

Celtic FC Foundation will also re-launch our 10 week project in HMP Addiewell following the project being terminated due to a COVID outbreak.

With the success of recruiting a Trauma Counsellor we will be able to incorporate topical based workshops and sessions across all project delivery. There has been a range of resources developed that the participants will have the opportunity to select their preferred subject matters via a 'Pic & Mix' option from the topics listed below

Topics for Group work Education

- Introduction to Mental Health and Self-Care (mandatory module)
- Introduction to Counselling and Therapy
- Relaxation
- Mindfulness
- Vicarious trauma, Burn out and self-care
- Mastery over Anxiety
- Beating Depression and Behavioural activation
- Obsessive Compulsive Disorder
- Phobias
- Developing Assertiveness
- Negative Automatic Thoughts
- Change, Accept or Let go
- Compassionate resilience – a pathway to self-compassion
- Introduction to Schema Modes
- Stinking Thinking – guide to cognitive errors
- Eating and body image disorders
- PTSD and grounding techniques and safe space imagery
- Panic Stations!! – A guide to flight, fight, freeze and appease
- Impact of alcohol and drugs on mental health
- Sleep better – guide to good sleep hygiene
- Navigating and managing social media stress
- Grief and loss – coping with bereavement
- Stigma and Discrimination

We will also be able to offer 1:1 support sessions with our Trauma Counsellor bespoke to the needs of the individual.



17 Future Plans



We are hoping to dedicate an area of the learning centre for therapeutic work, this will also include making a range of resources available to Cashback participants to engage in drop-in sessions or get involved in any other therapeutic sessions they feel would enhance their overall experience with us. The participants that engage in the 1:1 support option will also receive self-care packs at the end of the agreed block/course that will allow them to continue with the positive work they have engaged in during the course of the weeks they work with our Trauma Counsellor.

We believe by having a full team of very skilled professionals with a wide range of specialisms we can offer more opportunities to our participants, we will continue to strive to work alongside our participants to ensure we create safe, secure, fun and welcoming learning environments that are inclusive, accessible and fit for purpose.

We will design and develop all future project content alongside the participants to ensure we remain person centered and offer ownership and autonomy to the people who engage with our us. With this approach we feel we will encourage more young people to reach their true potential in life.

We strive to ensure our young people get the best learning experience and delivery that incorporates life skills, personal development, employability and physical activity. As well as our participants developing we recognise the importance for ourselves in learning and improving our delivery to best ensure we reach our key objectives, alongside the outcomes for those we support.

We demonstrate this by developing new partnerships with external organisations, getting feedback from all those involved in our projects and other stakeholders analysing our strengths and more importantly our areas for improvement through statistical analysis, both ourselves and through our external auditors.

Celtic Park will continue to be our main learning base with Barrowfield Training Ground and surrounding venues being utilised for physical activity and multi-sport sessions.

With the new team in place and new role attached to strand 3 we feel the next year will be an exciting opportunity to work in partnership with other CashBack family providers to educate and support our participants and utilise all the amazing training and opportunities that can be provided.

18 Future Plans

Having successfully completed a number of projects, with our person centered approach it is clear we understand our client group and what support is required, discussing individual action plans and goals for each individual to work towards and we have learned what delivery works through experience. We are keen to build on this and continue excellent working relationships with external agencies who have been very supportive of our projects. It is essential we continue to work in collaboration with our other partners to ensure we are offering the best opportunities to the participants

Celtic FC Foundation will also take on 6 Trainee Community Coaches through CJS with ongoing support from SCVO. The successful candidates will work 25 hours per week across a 40 week contract, during this time they will get the opportunity to experience working across a range of departments in various roles. Offering this will give them the opportunity to explore many options in the workplace and possibly identify their preferred choice as they move forward with career ideas or choices. This opportunity also provides a perfect pathway for participants who have completed our project having the opportunity to move into jobs.

We are extremely proud to be part of the CashBack family, having the ability to give marginalised young people and groups in our community choice, chance and opportunities, inspiring them to thrive and reach their true potential with the support and encouragement from individuals and agencies that meet their bespoke needs.



