

CELTIC FC FOUNDATION

CashBack Gateway to Employment Evaluation and Learning Report

2021/22



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1 CASHBACK GATEWAY TO EMPLOYMENT

Celtic FC Foundation is the charitable arm of Celtic Football Club, which works to tackle inequalities and create opportunities for society's most vulnerable and marginalised individuals and groups.

The CashBack Gateway to Employment project uses a person-centred approach to engaging with young people who are marginalised and at risk, and supporting them in making positive changes to their lives. The project works with young people aged 16 to 24 providing bespoke employability support to young people who have offended or are at risk of re-offending. There are three strands to the project:

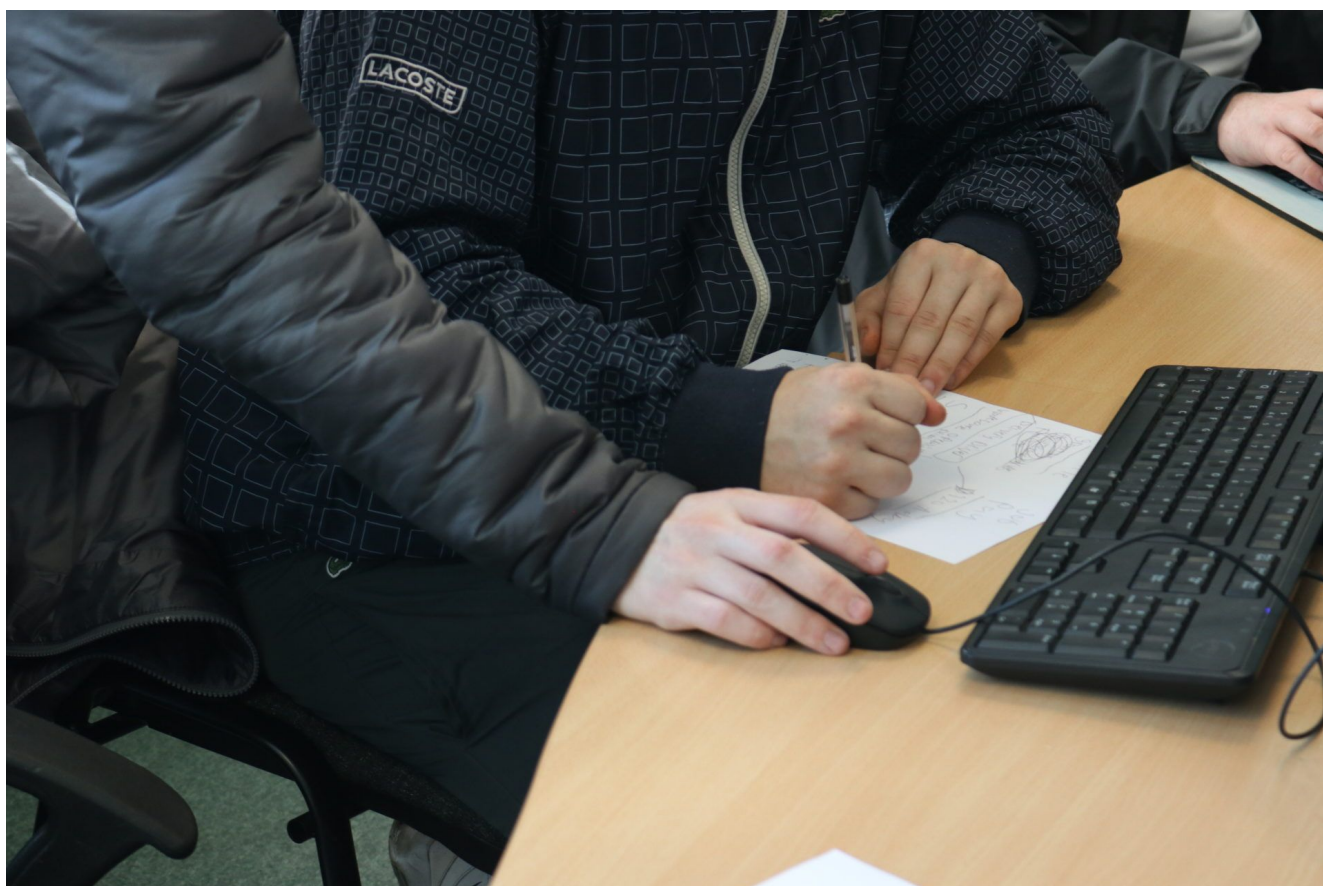
- ➔ **Strand 1** – A ten week programme delivered at Celtic Park, covering motivation, confidence, health and wellbeing, physical activity, mental health, Disclosure support, employability support and review and progression planning.
- ➔ **Strand 2** – A programme of prison outreach at HMYOI Polmont, HMP Addiewell and HMP Barlinnie, providing sessions for prisoners due for release and eligible for the project.
- ➔ **Strand 3** – Intensive mental health provision for project participants, exploring participants needs and areas of focus. The support is also available after completion of the ten week programme.

The project is delivered by a range of Celtic FC Foundation staff including:

- ➔ **Employability Advisor** – delivers sessions and workshops and provides one-to-one advice and guidance, including aftercare support
- ➔ **Community Coaches** – deliver physical activity, multi-sports and health and wellbeing sessions
- ➔ **Trauma Counsellor** – delivers group and one-to-one sessions on a range of topics, including bespoke work with individuals.

The project is delivered through close partnership working with guest speakers and external agencies. A number of guest speakers come and share their own lived experiences, and external agencies deliver themed workshops to enhance learning and maximise changes in young people progressing into positive destinations. Partners include third sector organisations, both within and outwith the CashBack family, colleges and training providers, Scottish Association for Mental Health, Police Scotland and Community Jobs Scotland.

Initially the project was awarded £600,000 over three years. In light of the pandemic, services were paused for a period over year 1 and the grant funding reduced to £455,200. There was no change in target participant numbers.



2 PARTICIPANTS

Total participants

Overall, the CashBack Gateway to Employment project aims to engage **1,296** young people over three years.

Delivery was significantly impacted in year 1, due to the pandemic. Staff were furloughed from April to September 2020. During this time there was no delivery in Celtic FC Foundation's learning centre or prisons. Online, outdoor and school based delivery took place in late 2020 into 2021, and from May 2021 delivery restarted at Celtic Park. Activity in prisons recommenced from September 2021.

Year 1 participants	45
Year 2 participants	832
Total	877

There are three strands to the CashBack Gateway to Employment project. Participation across each strand for year 2 is highlighted below.

In year 2...
A total of 134 people engaged in the 10 week programme
A total of 371 young people engaged in taster and information days at HMP Barlinnie, HMYOI Polmont and a secure care setting.
A total of 327 young people took part in group counselling sessions and 176 took part in one-to-one counselling sessions.

Despite seven months of no delivery and smaller group sizes, the project is on track to meet participation targets.

Age

The age profile of participants is available for the 179 young people who have engaged in the 10 week programme. Just over half of participants were aged 16 to 18, and just under half were 19 to 24.

	16 to 18	19 to 24
Year 1	38	7
Year 2	56	78
Total	94	85
%	53%	47%

Deprivation

Most participants were from the 20% most deprived areas of Scotland.

	20% most deprived areas	20-30% most deprived areas	30-40% most deprived area
Year 1	36	9	-
Year 2	122	5	7
Total	158	14	7
%	88%	8%	4%

Sex identity

Most participants identified as male. This fits with the wider pattern of women being less likely to be involved across Scotland's justice system than men. In 2019/20, 17% of people convicted of a crime were women and 5% of prisoners on an average day were women¹.

	Male	Female
Year 1	40	5
Year 2	109	25
Total	149	30
%	83%	17%

Celtic FC Foundation is working to attract more women and girls to the programme. This includes work in women only prison environments planned for autumn 2022, and delivery of multisport sessions to make clear the programme is about more than football.

Wider characteristics

Over years 1 and 2:

- There were 107 recorded disabilities for participants. Participants could record more than one disability.
- 4% of participants identified as minority ethnic.
- All participants identified as single.
- None of the participants said that they were pregnant or had recently been pregnant.
- None of the participants recorded a religious belief.
- None of the participants recorded their sexual orientation.
- None of the participants identified as a different gender from that assigned at birth.

The programme has been very successful at reaching people in areas of deprivation, who are unemployed, who are at risk of offending and have wider additional support needs or mental health issues. All were at risk of offending or at risk of criminal exploitation.

¹ <https://www.gov.scot/binaries/content/documents/govscot/publications/research-and-analysis/2022/01/women-justice-system/documents/women-justice-system/women-justice-system/govscot%3Adocument/women-justice-system.pdf>

Referrals

The Gateway to Employment project has a wide bank of referral sources, including:

- through care support officers within the justice system
- community safety services
- local authority social work, education and care leavers teams
- secure care organisations
- employability organisations including Skills Development Scotland, Job Centre Plus and Jobs and Business Glasgow
- third sector organisations including Wise Group, Action for Children, Barnardo's, Quarriers, Venture Trust, Princes Trust, Tomorrow's People, Scottish
- Association for Mental Health and local housing associations
- NHS occupational therapists, GPs and community psychiatric nursing team.

The network of referral agencies is constantly developed.

3 IMPACT ON YOUNG PEOPLE

Introduction

This chapter sets out the impact of the CashBack Gateway to Employment project. It is based on evidence from:

- surveys of young people – with a total of 60 responses over years 1 and 2
- surveys of stakeholders – with a total of 7 responses over years 1 and 2
- Celtic FC Foundation monitoring - outcome figures are reported for the young people
- engaged in the full 10 week programme (45 in year 1, 134 in year 2)
- case studies – involving discussion with young people, stakeholders – including
- referral organisations, other support organisations and parents, and Celtic FC
- Foundation staff.

Confidence and resilience

The numbers

Through the CashBack Gateway to Employment project young people increased their confidence, felt able to do new things, felt more resilient and reported positive supportive networks. This helped young people to feel that their behaviour changed positively as a result. Wider stakeholders also reported increases in confidence and resilience, and positive changes in behaviour.

	Year 1	Year 2
Young people demonstrate increased confidence	96%	100%
Young people feel able to do new things	100%	69

	Year 1	Year 2
Young people feel more resilient	100%	97%
Young people report positive supportive networks	100%	100%
Young people report positive changes in their behaviour	96%	97%
Stakeholders report perceived increases of confidence and resilience	-	100%
Stakeholders report perceived positive changes in behaviour in young people	-	100%

* Just one stakeholder was received in Year 1

Views and experiences

Young people said that working with others through the programme helped them to leave the house, build their confidence and feel part of a team.



Being part of a group helped my confidence.”

Helped me get out the house more and have fun.”

I have learned to build up my confidence and I have learned how to work in teams.”

- Young people

Most felt that the programme helped them to cope better when things go wrong and overcome problems. Some felt that they had learned to respect and understand that people are different, and become more tolerant.



Positivity/not let things bother me as much.”

It's helped me see in other people's eyes, what they're seeing. Everyone has something different going on. So I'm less judgemental about people, and I won't say something that might hurt someone.”

I learned that not everyone you meet is going to mock you. I have been bullied for most of my life I have been careful on who I class as my friend.”

- Young people

Wider stakeholders – partners, referral agencies and supporting organisations - also noted that young people were showing more respect to one another, and accepting each other's differences.

All of the stakeholders felt that participants had increased their confidence – most to a great extent. This included increased confidence to travel, to speak in front of others, to chat to peers and to try new things.



The young person has improved her skills with people in general, which in turn has improved her confidence.”

My client now travels on his own, attends the gym and has made friends which seemed unimaginable before Celtic.”

I found that the program allowed young people to gain the essential confidence skills needed during Covid 19, helping them overcome a difficult period of their senior school years.”

- Stakeholders

Stakeholders saw a difference in young people, going from keeping their head down with no eye contact, to opening up, asking questions and actively participating.



I see the same kids and I can't believe it's the same people.”

His group listening skills have improved and ability to read social cues.”

- Stakeholders

Stakeholders felt that young people were able to try new things, particularly in group settings, due to improvements in confidence. Stakeholders highlighted how the behaviour of the young people they worked with had improved, including pushing themselves out of their comfort zone, changing sleeping patterns in order to engage with the programme, coping better with anger and emotions, and moving into a learning frame of mind.

Finally, some stakeholders highlighted that the benefits can't always be quantified or measured.



It is about the small achievements, getting out of bed, standing up and talking in front of people...”

- Stakeholder

Physical and personal skills

The numbers

Over the first two years of the programme, 103 young people achieved accredited learning and skills development. All young people reported feeling that their skills were developing, and stakeholders agreed.

	Year 1	Year 2
Young people gained accreditation for learning and skills development	7	92
Young people report their skills are increasing	100%	100%
Stakeholders report young people's skills are increasing	-	100%

* Just one stakeholder was received in Year 1

Views and experiences

Young people reported that they had learned new skills and developed their existing skills. This included:

- Team work
- Communication
- Working online
- Interview skills
- Sporting skills – football, tennis
- Job search skills
- Time management
- Managing emotions
- Developing a routine
- First aid and CPR skills (cardiopulmonary resuscitation).

A few young people felt that they had become better at problem solving, planning and making decisions.



It's helped me solve stuff more and plan stuff more, like my journey there and it I have to do stuff before and after, I can plan my whole day."

- Young person

Some young people talked about how the skills they had learned had helped to develop them as a whole person.



They have helped me become better and learn new skills to take the next big step in my life.”

Made me a better person.”

They take you from being lost to being found.”

- Young people

All stakeholders felt that young people had improved their physical or personal skills to a great extent since working with the Celtic FC Foundation CashBack programme. Learned life skills like finance and budgeting, leadership skills, nutrition, fitness, gambling awareness, coaching and football skills.



My client before Celtic has had very limited experience with exercise, now he is leaving the house to exercise and it has become a key part of his week .”

- Stakeholder

All of the stakeholders felt that young people’s aspirations were increasing.



My client now has a sense of purpose, he believes in himself now as he's managed to complete the Celtic programme. He is open to the idea of volunteering and group based activities in the future.”

- Stakeholder

Family members mentioned that these new skills were improving the family environment at home. For example, young people were more mature, didn’t have outbursts, managed their emotions, were more patient and bonded more with family members.



He has more patience, so I can ask him to keep an eye on the younger ones.”

- Parent

Case Study

Background

Mick* found out about the CashBack Gateway to Employment opportunity through his support worker at a third sector organisation. He had left school and hoped it would help him to get a job.

Impact – skills and learning

Through Gateway to Employment, Mick had the opportunity to talk to people he wouldn't normally engage with. Before he would have been anxious about this and wouldn't have communicated much, but now he feels able to talk to new and different people. Overall, Mick feels a lot more confident.



I was talking to people who are completely different from me...before I would have sat in a corner on my phone, but now I feel I could try and chat tae some of them."

Mick has leaned a lot about understanding other people, and has become more tolerant, patient and less judgemental.



It's helped me see in other people's eyes, what they're seeing. Everyone has something different going on. So I'm less judgemental about people, and I won't say something that might hurt someone."

Impact - employability

Through Gateway to Employment Mick learned important skills for employment. He learned how to plan, travel, solve problems and cope with challenges. He feels like he can solve problems better now because he plans his days out. He also knows that he can ask for help if he has a problem, and who to talk to.



It's helped me solve stuff more and plan stuff more, like my journey there and if I have to do stuff before and after, I can plan my whole day."

Mick used to work as a cleaner, which he did not enjoy at all. While on the Gateway to Employment project one of the Celtic FC Foundation staff mentioned an opportunity to apply to work as a coach. He liked the sound of it, as it fitted with his interests of working in sports and with young people. He applied for the job and was very happy to be successful in achieving a one year contract. Through his role, he will also be completing some coaching qualifications.

The Gateway to Employment staff continued to support Mick when he started his coaching role. He was pleased to see them, and knows that if he needs any support he can get in touch. Longer term, Mick would like to work in the sport sector as a coach or personal trainer. He is feeling very positive about his future and the opportunities available to him. Mick feels that without the Gateway to Employment project, he'd still be in his old role at the supermarket and trying to look for a job.



Without GTE, Mick* would probably be unemployed now and still working out what he wanted to do."

- Family member

Impact - health and wellbeing

The Gateway to Employment programme has encouraged Mick to think more about his health and wellbeing. He started doing a lot more exercise and became more conscious of what he eats and drinks. He has started thinking about healthy food, reduced his consumption of junk food and started making his own meals. He feels he has become fitter and has built more muscle.



It helped my fitness. I started going to the gym because of GTE. And it's all healthy stuff there, so it helped me to get a better diet."



I used to always eat junk food. I never touched a healthy meal. Now I've started making my own meals and asking my mum to get fruit and stuff for my lunch."

Mick used to vape cannabis and nicotine. He now doesn't vape cannabis and has cut down on his vaping of nicotine.



I feel pretty good. It's helped me with my fitness and breathing. It just makes you feel better."

Before the Gateway to Employment programme Mick would play on the PlayStation and go out with friends in his spare time. Mick's family was concerned that he had fallen into a bad friendship group, was vulnerable to exploitation and was at high risk of getting into trouble with the police.

Now he still sees his friends and plays PlayStation, but he also makes time for exercise and training at the gym. He also feels he has a better routine now and a good physical activity schedule.



I wanted to go to the gym before and be active...but I was never really motivated to do it. But going there [GTE] made me feel like I could just do it."

Mick's family believe he is more focused, mature and able to control his emotions. At home, he has bonded more with family members and siblings, with more patience and tolerance.

*Name changed to protect identity.

Wellbeing

The numbers

All of the young people and stakeholders felt that their wellbeing had improved as a result of taking part in the programme.

	Year 1	Year 2
Young people report increases in SHANARRI indicators	100%	100%
Stakeholders report perceived increases in SHANARRI indicators	-	100%

* Just one stakeholder was received in Year 1

Views and experiences

All young people felt that the project helped them to feel safe, active, responsible and included. Almost all said the project helped them feel cared for, successful and respected. Some young people said that they felt healthier and fitter.

The project has helped me feel:	Year 1	Year 2
Safe	100%	100%
Active	100%	100%
Responsible	100%	100%
Included	100%	100%
Cared for	96%	100%
Successful	100%	97%
Respectful	100%	97%

Young people also talked about the difference that the project had made to their mental health. In particular, the project helped young people to find themselves and enhance their mental health in a supportive environment.



Absolutely recommendable specially for people that found it selves a little bit lost or does not know what to do next in theirs lives... it gives you a routine, a commitment, new friends, fun, physical activity which also improves your mental health and all of these benefits.”

- Young person

Young people appreciated the dedicated counselling support, and felt that this made a difference to how they felt about themselves, and their mental health. Young people felt able to talk about their emotions, work through anxiety, develop strategies to avoid overthinking.



It settled my mind. And I felt that having a mental health problem is nothing to be ashamed of.”

I felt quite good that I could actually open up to somebody...kinna let it all out.”

- Young people

Young people also highlighted that they were doing much more exercise, became physically fitter and were more conscious of what they eat and drink. A few young people mentioned doing a fitness test at the start of the programme and at the end, and feeling pleased to have improved their fitness quite a bit.



“It helped my fitness. I started going to the gym because of GTE. And it’s all healthy stuff there, so it helped me to get a better diet.”

- Young person

A few had begun to develop active travel routines, walking or using a bike more.



Now I ride my bike there 5 days a week. When I started, we got a taxi. Then they said we've to get public transport, so I started getting a train and bus...then I started riding my bike there."

- Young person

Young people also highlighted changes in:

- cutting down vaping of nicotine
- stopping vaping of cannabis
- making their own meals
- stopping eating junk food
- using apps to help them with eating and activities
- developing healthier routines
- developing strategies for managing problems or issues
- healthy body weight.

Stakeholders also emphasised the importance of the project in supporting wellbeing through enhancing mental health and engaging with society.



This program has helped us get him back into society and interacting with people of his own age, something he really struggled to do after lockdown."

- Stakeholder

All stakeholders felt that the programme had helped young people to a great extent with feeling nurtured, respected, safe, included and having a sense of achievement. Most stakeholders said that the programme built a sense of responsibility and increased physical activity and health. Stakeholders talked of young people now having gym membership, being more interested in health and healthy eating, being more active, and having improved mental health.

Case Study

Background

Kai is 20 and was referred to the Gateway to Employment programme by his support worker. Kai needs daily support with decision making and life planning.

Before taking part in Gateway to Employment Kai was spending most of his time at home. His full time college course had stopped due to the pandemic. Although he was able to do some remote learning at home, for almost two years Kai had spent most of his time with adults in his support team.

Kai's support team felt that Gateway to Employment would be a good opportunity for him to be more involved with people of his own age. Kai was very keen to get involved in the Gateway to Employment programme. He felt it would be a good opportunity to establish a new routine, make friends and help him get a job. Kai is also a football and Celtic fan, which was another big draw for him.

Impact – confidence

Kai felt his confidence had improved a little since attending Gateway to Employment. He said that he really enjoyed getting up in the morning, getting ready for the project and driving there with his support worker. He felt his attitude towards his support team was better since attending Gateway to Employment. Lockdown was very difficult for Kai, so he felt much better having something to focus on and having the opportunity to spend time with new people.



I liked taking the course and meeting new people, having experience and just having fun.”

Impact – skills and learning

Kai enjoyed the presentations from staff and visitors on different subjects including gambling addiction, drugs, alcohol misuse and sexual health. He took part in a hospitality day, which he enjoyed. And he learned about internet safety and fraud from the police.

Kai said he learned about gambling addiction during the programme. Previously he was quite keen on buying scratch cards, but now he recognises that this is not a good habit.

During his time on the GTE programme he had the opportunity to develop computer skills and learn a little about working in the hospitality sector. He learned more about searching for jobs online and how to dress for an interview. He felt these were all useful skills for the future.

Kai's support team said that he had learned about budgeting, finance and social etiquette during the programme, all of which they felt were valuable life skills. The support team felt that it was useful for Kai to have positive interactions with the police and other people delivering the sessions. They felt that he took on board the messages more so than when they tried to speak to him about certain things. And, now that he has taken on board some of these lessons, the support team will continue to reinforce the things that he learned.

Impact – health and wellbeing

Kai's support team felt that participating in the programme gave him a new focus and enabled him to establish a better daily routine. He loved interacting with people and looked forward to going to the programme two days a week.

Kai and his support workers felt that his health and wellbeing improved as a result of participating in the programme. Due to the repeated lockdowns in the pandemic he had become very isolated and lost touch with his friends. He felt better, had a focus and purpose while he was attending Gateway to Employment. He very much enjoyed spending time with the other young people and listening to their stories.



Gateway to Employment was really good, he got back into a routine and had to be at a certain place at a certain time.”

- Support staff

Kai enjoyed the physical activities he participated in at GTE. He said that before he started the programme he had to be pushed to get of bed and would spend time playing on his Xbox. Since his time at GTE he has continued to play football for Stirling and Milton All Stars. He trains with the team once a week and plays in several tournaments throughout the year.

Next steps for Kai

Kai is keeping in touch with the team at Gateway to Employment. He would like to go to college to do another life skills course. Longer term, he would really like to work in a care home.

*Name changed to protect identity.

Employability and learning

The numbers

Over the first two years of CashBack Gateway to Employment, **121** young people achieved a positive destination.

	Year 1	Year 2
Young people achieve a positive destination	32	89
Young people improve attendance	78%	100%
Young people improve attainment	81%	91%
Young people feel more confident starting employment, training or education	89%	100%

Positive destinations included remaining at school, returning to school, going into further education, going on to training, employment and volunteering.

Young people progress to...	Year 1	Year 2
Further education (including remaining at or returning to school)	20	24
Training	8	35
Employment	4	26
Volunteering	-	4
Total	32	89

In addition to achieving positive destinations in terms of training, learning or working, young people moved forward positively with their life through engaging with support services to support them with mental health, addiction, housing issues, family environment or criminal behaviour.

Views and experiences

Almost all young people felt that their attendance at school, college or training had improved, and most felt that they were doing better at school or college since taking part in the programme.



Helped me decide ma future.”

Gave me more skills that I need in employment.”

Helping build CV and applying for jobs.”

- Young people

Young people talked about the programme being a starting point for thinking about their future..



Being at Celtic was the start of where I am now...They said nothing will stop you if you have the right attitude and mind set. That helped, because sometimes I get into a bad headspace. They help you to believe.”

Before Celtic, I'd never ever think about trying to look for a job never mind applying for one or applying for a college course...I realise that I'm not at school anymore...and it's down to me to do the right thing and get out there and work.”

- Young people



Without GTE, he would probably be unemployed now and still working out what he wanted to do.”

- Parent

Case Study

Background

Briony got involved in the CashBack Gateway to Employment programme because she liked football and wanted to get some qualifications, prepare for getting a job and meet people. Briony really enjoyed the course.



It was so amazing! I wish I could do it again.”



She loves football. That was a hook”

- Partner organisation

Through the programme Briony learned more about appropriate behaviour, risk taking behaviour and keeping safe. She learned how to interact with others and how to avoid people if she feels unsafe around them. She also learned how to stay calm and control her behaviour.



I learned about keeping myself safe.”

Briony also improved her health and wellbeing. She took part in football and other sports, has become more active and feels fitter. Briony learned about mental health, how to spot signs of poor mental health and different types of mental health issues.



I am more active and it has helped with my fitness.”

Briony developed her skills for work, including developing a positive working attitude. She was supported to plan for the future by writing down and talking about her goals. Briony feels that she has developed personally since she took part in the programme, with a better attitude and better understanding of how to build relationships. People working with Briony felt that she had become more independent and self-assured, improving her social skills and interactions with others.



I think about others more.”

Case Study

Briony has started working one day a week as a gardener, and is at college doing an access course.



She is making more positive choices. Gateway to Employment is the start of that journey.”

- Partner organisation

Briony keeps in touch with the programme staff and sometimes goes in to Celtic Park to visit.



She feels part of something.”

- Partner organisation

Stakeholders also indicated that the young people they worked with now had a better outlook on life and were looking to the future, because of the project. An important part of this was young people getting a taste of opportunities available to them, and building an interest in learning and achieving.



He has a new lease of life and a new appreciation of himself due to the skills he has learned on the programme.”

All in, I feel the GTE program provides young people with essential information and opportunity to improve and grow as young adults.”

- Stakeholders

Example

One partner gave the example of a prisoner who had been referred to Celtic FC Foundation. On completion of the ten week programme he went on to set up his own small business. He is now about to employ two more prisoners shortly due for release from prison, and is providing mentoring support to a young offender in the community.

Community contributions

The numbers

Overall, young people participating in CashBack Gateway to Employment found that their perception of their neighbourhood improved, they felt more of a sense of belonging to a community, were more motivated to influence their community and felt their contribution to and links with their community were improving.

Volunteering within community organisations was impacted by the pandemic, with opportunities limited or not available due to the restrictions in place. In year 2, four young people went on to volunteer in a community organisation, contributing 58 hours of volunteering in total.

	Year 1	Year 2
Young people's perception of their neighbourhood improves	93%	97%
Young people have a heightened sense of belonging to a community	100%	97%
Young people have increased motivation to positively influence their community	93%	97%
Young people feel their contribution and links with communities are improving	93%	94%
Young people take on a volunteering or leadership role in community organisations	-	4
Hours of volunteering	-	58
Young people gain community focused awards	-	-
Stakeholders perceive contribution and links are improving	-	100%

Views and experiences

Most young people felt more involved in their community, like they belonged and felt proud of their community.



Feel a part of something.”

It gave me a place where to go, make me felt I was doing something useful with my time, something for me. Also it gave me new skills for life and boosted my confidence and wellbeing in general.”

- Young people

Stakeholders highlighted that young people had become more interested in volunteering, helping others in the community and contributing to the local area.



My client has shown an interest in volunteering which is due to be explored in the coming weeks.”

- Stakeholder

Stakeholders felt that young people were more connected to their community, including the Celtic FC Foundation family, through feeling they have somewhere they belong and people they can rely on.

Case Study

Toby joined the programme during the pandemic. He had been at college but his course stopped due to the restrictions. He felt his plans stalled and didn't have much hope of getting a job. The CashBack Gateway to Employment project appealed to Toby because of the employability element and the physical activity side of the course.

Toby started the course by setting goals on what he wanted to achieve through the course – to get a job, gain confidence and improve his health and fitness. Toby was very happy to establish a routine and be able to leave the house to attend the programme.

Toby also had a personal goal of losing weight, which he had started during lockdown and prior to starting the course. Toby felt his weight held him back and made him lack confidence, and there were times he didn't want to leave the house. He was supported and encouraged to continue with his weight loss through the programme, learning about nutrition, a balanced diet and activity. Through Gateway to Employment Toby got the opportunity to try more sports and get back into football. Playing football on the course gave him the confidence he needed to join a football team again.

Toby has lost more than 13 stones and felt that being on the programme really helped with his physical health and wellbeing. This has helped him to feel more confident and outgoing.

The Gateway to Employment course made Toby feel that there were things he could do. He worked as a trainee community coach and progressed into an administrative role. Toby has learned lots of new things and feels he continues to increase his skills on the job every day. Toby feels positive about the future and is exploring other learning opportunities with his colleagues.

Diversion

The numbers

Evaluation evidence shows that almost all young people taking part in the CashBack Gateway to Employment project felt less vulnerable to being exploited or manipulated by others. Almost all participants felt less likely to take part in risk taking behaviour or antisocial and criminal behaviour.

	Year 1	Year 2
Young people's report reduced antisocial and/or criminal behaviour	74%	87%
Young people feel less inclined to participate in antisocial and/or criminal behaviour	78%	88%
Young people are less likely to participate in risk taking behaviour	74%	94%
Young people report they are less vulnerable to being exploited or manipulated by others	96%	100%
Young people take part in behavioural change sessions and activities	45	132
Young people have a risk assessment and risk reduction plan	45	132
Stakeholders indicate young people are less inclined to engage in antisocial behaviour	-	100%

* Just one stakeholder was received in Year 1

Views and experiences

Young people felt that the project helped them to understand risk taking behaviour and make better decisions. Some said that they now spent time with more positive role models, and reduced contact with friends that they previously got into trouble with.



I learned about keeping myself safe.”

- Young person

Young people felt that the projects helped them to build relationships with Police Scotland.



I would go out and drink a lot with my mates, and then the polis would get called. It would normally end with everyone bolting. Now I'm more chilled with the polis, I can talk to them. I don't really mind then, they're just doing their job."

- Young person

One young person felt that the programme helped him to develop the skills he needed to prepare for taking the stand at court, provide a good account of himself and receive a positive outcome from the trial.

Stakeholders felt that young people were less inclined to engage in anti social or risk taking behaviour, to a great extent, as a result of taking part in the CashBack programme. Stakeholders talked of the football match between participants and Police Scotland staff, feeling it was a good example of breaking down barriers between young people and the police, building relationships and ending stigmas.

Stakeholders also felt the programme helped young people to better understand risks, and the opportunity to engage in something positive in their community, allowing them to reduce risk taking behaviours.



I think my client has a better understanding of the social risks and issues which arise in their community and due to undertaking this programme now has the skills to avoid getting caught up in this."

I feel the course provides great alternatives for people involved in antisocial behaviour."

- Stakeholders

Stakeholders felt that young people learn how to manage their behaviour better and understand risk taking behaviour.

Building relationships with Police Scotland

Police Scotland run five sessions with the young people, ten hours over the ten week programme. The sessions involve hate crime awareness, appropriate conduct, internet safety and being a responsible citizen.

Young people get the opportunity to visit a police station and offices to break down stereotypes. They also encourage young people to give back to their communities by facilitating litter picks in local areas. At the end of the programme, people play a game of football against Police Scotland.

Working with prisons

A partner in the justice system talked about working closely with Celtic FC Foundation through referring prisoners who are due for liberation, to get involved in the outreach support sessions in the prison and then get involved in the training programme at Celtic Park once they are released. The young people in prison get to meet the team while they are still in prison – from September 2021, when the prison opened to outside visitors after the pandemic restrictions.

Celtic FC Foundation hold drop in sessions to showcase what they can offer prisoners on release, through the ten week course. This helps young people in prison to feel able to trust them and buy in to the offer. The partner observes the young people become relaxed and comfortable around the Foundation staff and become more confident speaking with them. This is valuable as many of the young people in prison don't trust people from authority or that they don't know.

The partner highlighted the impact of early chats between young people in prison and Foundation staff. Some became confident to go to the gym in prison. Some came back to the prison Hub to get involved in other activities, reflecting the positive experiences they have had. Some also now recognise that staff in authority in prison can be trusted and are there to help them.

The partner now receives requests from prisoners to get involved in the outreach sessions in the prison, and there is lot of interest in the course once people are released.



The 10-week course is tremendous, it provides routine and structure for the guys once they are released. Having the Foundation coming in has been a godsend for us. They quickly establish good relationships with prisoners that helps to get them involved.”

This is totally unique for us. It helps the guys get into work once they are back in the community.”

- Stakeholders

Case Study

Background

Liam got involved in the CashBack Gateway to Employment programme when he was facing serious charges through the justice system. He was working with a social worker who suggested he joined the Gateway to Employment programme. Liam hadn't attended school much since S2, and had left school and did not feel there were many other options open to him at the time.

Confidence and social skills

At first Liam was quite anxious about starting on the Gateway to Employment programme with people he didn't know.



I was 14 and was on high court bail – it wisnae good...my anxiety levels were through the roof constantly.”

However, Liam enjoyed the Gateway to Employment course and managed to attend most sessions, with only a few absences. He developed his confidence, gradually feeling able to speak up and give his opinion on the topics being discussed during group work sessions.



There was never a wrong answer, it was always your opinion on something.”

Liam now feels more able to speak up in front of people and give his opinion. He has made a good group of friends, feels comfortable talking to them and also feels better equipped to deal with any day to day issues that come up in his life.

Health and wellbeing

Liam had been active when he was at school and was good at athletics but his activity levels had fallen away when he left school. Attending Gateway to Employment he became more active again and enjoyed the sports sessions. During his time at Gateway to Employment he also did a course on bike maintenance and he was given a bike and has cycled regularly since then.

Liam said that the programme also improved his mental wellbeing. He had suffered from anxiety which was one of the reasons he stopped attending school. Liam spent time with the CashBack Gateway to Employment councillor on a one to one basis, which he felt was extremely beneficial. He realised that he didn't need to “overthink” everything and his anxiety has improved a lot.



I felt quite good that I could actually open up to somebody...kinna let it all out.”

Learning and employability

Liam felt that going somewhere that was a different environment to school worked really well for him. It helped him to realise that he was capable of learning which he hadn't felt at school. The way the sessions were delivered was fun and relaxed and he felt able to learn.

Before being on the Gateway to Employment programme Liam hadn't thought about applying for college or jobs. He wasn't sure what he would do with his future. At Gateway to Employment Liam got the opportunity to explore his options, do different courses and work with a bike maintenance company. He enjoyed it and realised he wanted to do something practical and hands on for his work.

This helped him to get an interview and a place at college. Liam felt that he wouldn't have been able to go to college if he hadn't attended Gateway to Employment. He felt that attending the programme opened his mind to possible opportunities and helped him to realise that he could have a future. He now wants to work as a painter and decorator, and is seeking apprenticeship opportunities. He also has a back up plan to do a bricklaying course at college.



Before Celtic, I'd never ever think about trying to look for a job never mind applying for one or applying a college course...I realise that I'm not a school anymore... and it's down to me to do the right thing and get out there and work.”

Risk taking and decision making

Liam said his behaviour has changed a lot since participating in Gateway to Employment. He learned a lot about the law and the potential consequences of getting into trouble with the police.

Liam also felt that his time at Gateway to Employment helped him to grow in confidence and be better prepared for his court appearance. He felt that GTE helped him to overcome his nerves and anxiety when he had to attend court and he was able to provide a good account of himself.



By the time I went to court, I ended up able to go up and take the stand, and thanks to that I got a result, and am still here the now to actually tell the story.”

Liam has now changed his behaviour and is spending time with his girlfriend and family, instead of hanging around with his old friends getting into trouble. He keeps in touch with his new friends from Gateway to Employment. Liam also now attends a local youth group and is doing a Duke of Edinburgh award.

4 LEARNING DURING 2020 TO 2022

Learning about delivery

Young people indicated that they hugely enjoyed the CashBack Gateway to Employment programme. Young people said that the sessions were fun while being well structured and informative. Many talked about having a laugh with the staff and their peers. Young people loved the social aspect of the sessions, enjoying that they were not alone.



I liked taking the course and meeting new people, having experience and just having fun.”

They were all superb and good at keeping people engaged.”

- Young people

Young people felt that everyone was treated fairly, and that staff were very supportive, welcoming and encouraging.



It seemed like they wanted the best for everyone there.”

The people at Celtic always had my back.”

- Young people

Other stakeholders, including parents, referral agencies and delivery partners felt that the staff team was caring, encouraging, engaged well with the young people and made the programme a success.



I think they're encouraging, the way they speak to him. Rather than telling him what to do, they're encouraging and uplifting."

- Parent

Young people, parents and wider stakeholders felt that the supportive environment was critical to the success of the programme. Young people said that they felt part of something, included and a sense of belonging.



It's a caring, loving, compassionate environment. The staff are very approachable. And you can see that in the young people."

...they were great with the kids. They showed an interest, they were really positive, gave them some good chats, good advice, an arm round the shoulder when they needed it."

- Stakeholders

Young people liked that the approach was person centred and flexible, tailored to their own needs. They liked that they could get support when needed. Stakeholders also said that the programme was flexible and adapted to individual needs, and that there was an ethos of reflecting, learning, adapting and improving the programme.



The staff are very willing to adapt."

They understand the different needs of young people."

- Stakeholders



Young people develop and design the timetables. It is truly person centred, people led."

- Staff

Young people and partners felt that the course was about right in terms of the level of commitment. It provided young people with stability and routine, helping them to get into the mindset of leaving the house and establishing a routine, particularly after the disruption of lockdown and restrictions.

Learning about wellbeing support

Young people indicated that the wellbeing and mental health component of the project was important to them. Young people appreciated the support available, and that it was available when needed.

Young people liked that there was a separate space, when needed to be away from noise or activities. Young people also liked the approach taken by the counsellor, and appreciated that they were not forced to speak about themselves or their issues, but talk about things that help them feel less anxious – family, pets, plans and other more general things. Young people also valued that they could contact the counsellor directly, including on the phone, and keep in touch if they needed to.



You don't want to talk about what's going on inside your head. It gets a bit dark. So we talked about other things, things that I can focus my life on."

She really, really made me feel I could talk about things, no judgement, I could talk about anything. She always had you in mind. They got to understand you, they let you speak."

- Young people

Staff felt that the offer of a trauma counsellor was an important way of attracting young people to participate in the project. Celtic FC Foundation is very aware that young people's mental health has suffered during the pandemic, and the counselling is a core part of the offer to young people through the programme. The counsellor has developed a 'pick and mix' range of topics for young people to select from. The most popular three options are focused on for group work, and one-to-one support is provided to pick up other issues.



It is not just one thing. It is employability, health, mental health. We are taking care of the whole person."

- Staff

Staff welcomed that they were able to expand the counselling offer using underspend from year 1, allowing them to offer additional counselling time.



We are creating good conditions for a person to feel really safe.”

- Staff

Learning about aftercare

The CashBack Gateway to Employment programme has been developed over time, and now includes a clear offer to participants in relation to aftercare. These opportunities extend beyond the ten week course.

Firstly, each participant receives follow up support and tracking, through monthly contact. The level of support each participant requires is logged, and intensive support is provided dependent on needs. Generally, participants are moving on from this one-to-one support between two and five months after finishing the ten week programme.

In year 2, Gateway to Employment piloted weekly drop-in sessions for participants who had completed the ten week programme, for six weeks. These drop-ins enabled provision of employability guidance, mental health support or an informal catch up. These sessions worked well, and Celtic FC Foundation worked with participants to design new weekly sessions to visit local attractions and increase social and community connections.



They say you can always come back and have a chat. They're always sort of there for you. They give people chances and they've never leave people out to dry. They're very understanding.”

- Young person

Case Study

David is 18 and heard about the CashBack Gateway to Employment programme through his key worker at National Autistic Society.

David had completed a different programme with Action for Children, and was being supported by a NAS key worker. He had applied for a paid internship and was waiting to hear if he got it. In the interim, he thought it would be useful to do the Celtic programme. It was important to David to keep busy, which helped prevent overthinking and protect his mental health.

Mid-way through the Gateway to Employment programme David found out that he was accepted onto the paid internship. He chose to stay on and finish the Gateway to Employment programme before joining the internship.

At the time of this case study David remained on the internship and hoped to move on to an apprenticeship in the future. One of the main things David did at the programme was get support from the counsellor. David spoke with her a lot, and used the sensory room, when he needed to be away from noise and activity. He appreciated the counsellor's approach. She didn't force him to speak about himself or his 'issues'. She allowed him to talk about things that made him feel less anxious, such as his family, his pet, his future plans – more general things, and more positive things.



She helped me a lot when I wasn't feeling too good in myself...she helped me relax and she just listened."



She really, really made me feel I could talk about things, no judgement, I could talk about anything. She always had you in mind. They got to understand you, they let you speak. And I can go back to them if I'm ever in a bad place."



I left feeling a lot better after speaking to (the counsellor). It settled my mind. And I felt that having a mental health problem is nothing to be ashamed of."

David felt that having support through the counsellor helped him to feel more positive and helped him to understand himself and others better. The programme also provided a good transition into full time employment, encouraging independence in a supportive environment and learning about team work and time management.



He now feels part of another community, a part of something."

- Referral organisation

Learning about working in partnership

During the pandemic, Celtic FC Foundation has worked hard to maintain connections and relationships with prisons, who refer young people due for liberation into the Gateway to Employment programme. Relationships were affected during the pandemic, due to not being able to access prisons, and it can be hard to link with prisoners of the right age and stage, just as they are due for liberation.

Staff have begun to diversify their range of referral partners further to include secure care settings, youth work organisations and addiction focused organisations and others – to build a bank of referral organisations with strong connections and relationships. Open days for stakeholders have helped to build the referral network for the programme, as well as wider social media activity.

Celtic FC Foundation has also worked with other CashBack partners, including Access to Industry and National Autistic Society, to refer participants. Joint work with CashBack partner, the Princes Trust has helped programme participants to access support through Development Awards.

The Gateway to employment programme is delivered in partnership with a wide range of organisations. Having a network of partners provides a bank of expertise. It means that staff can work with the young people, explore their interests, and see what they provide. It also helps to create opportunities for young people to move on to something else, as they get to know other partners through the programme, and it builds confidence for young people to connect and move on to other things.



It really helps develop the opportunities for young people.”

- Staff

Partners indicated that they enjoyed working in partnership, and found the environment to be friendly, welcoming and caring. Young people enjoyed the range of partners, providing interest and enthusiasm.



Different people came in to talk to us, and it kept the interest going.”

I wanted to get a job. And I’m not gonna lie, I wanted to play the polis in a football match.”

- Young people

Young people also receive certificates for partner input sessions, which helps to top up their self-worth and start them on their learning journey.

Appendix 1

Progress against targets

	TARGET YEARS 1 AND 2	YEAR 1	YEAR 2	MEASUREMENT
Overall number or participants	864	45	832	Celtic FC Foundation records
Outcome 1: Confidence and resilience				
Young people demonstrate increased confidence	85%	96%	100%	Survey (Yr1:27/Yr2:33)
Young people feel able to do new things	85%	100%	100%	Survey (Yr1:27/Yr2:33)
Young people feel more resilient	85%	100%	97%	Survey (Yr1:27/Yr2:33)
Young people report positive support networks	85%	100%	100%	Survey (Yr1:27/Yr2:33)
Young people report positive changes in their behaviour	85%	96%	97%	Survey (Yr1:27/Yr2:33)
Stakeholders report perceived increases in confidence and resilience	85%	-	100%	Survey (Yr1:1/Yr2:6)
Stakeholders report perceived positive changes in behaviour in young participants	85%	-	100%	Survey (Yr1:1/Yr2:6)

	TARGET YEARS 1 AND 2	YEAR 1	YEAR 2	MEASUREMENT
Outcome 2: Physical and personal skills				
Young people gain accreditation for learning and skills development	85%	7 people = 15%	96 people = 727% of 134	Celtic FC Foundation records
Young people report their skills are increasing	85%	100%	100%	Survey (Yr1:27/Yr2:33)
Stakeholders report skills increasing	85%	-	100%	Survey (Yr1:1/Yr2:6)
Outcome 3: Health and wellbeing				
Young people report increases in wellbeing against SHANARRI indicators	85%	100%	100%	Survey (Yr1:27/Yr2:33)
Stakeholders report perceived increases in SHANARRI	85%	-	100%	Survey (Yr1:1/Yr2:6)
Outcome 4: Learning, employability and options				
Young people achieve a positive destination	85%	32 people = 71%	89 people = 66% of 134	Celtic FC Foundation records
Young people improve attendance	85%	78%	100%	Survey (Yr1:27/Yr2:33)
Young people improve attainment	85%	81%	91%	Survey (Yr1:27/Yr2:33)

	TARGET YEARS 1 AND 2	YEAR 1	YEAR 2	MEASUREMENT
Outcome 5: Community contribution				
Young people volunteering or leadership in community organisations	3%	-	4 3% of 134	Celtic FC Foundation records
Hours of volunteering contributed by participants	366	-	58	Celtic FC Foundation records
Young people gain community focused awards	15%	-	-	Celtic FC Foundation records
Young people's perception of their neighbourhood improves	15%	93%	97%	Focus groups (Yr1:10/Yr2:27)
Young people's have a heightened sense of belonging to a community	85%	100%	97%	Survey (Yr1:27/Yr2:33)
Young people's have increased motivation to influence their community	85%	93%	97%	Survey (Yr1:27/Yr2:33)
Young people feel their contribution and links with communities are improving	85%	93%	94%	Survey (Yr1:27/Yr2:33)
Stakeholders perceive contribution and links are improving	85%	-	100%	Survey (Yr1:3/Yr2:6)

	TARGET YEARS 1 AND 2	YEAR 1	YEAR 2	MEASUREMENT
Long term outcome: Diversion from involvement in the justice system				
Young people report reduced anti-social and/or criminal behaviour	85%	74%	87%	Survey (Y1:1, Y2:33)
Young people report feeling less inclined to participate in anti-social and/or criminal behaviour	85%	78%	88%	Survey (Y1:1, Y2:33)
Young people are less likely to participate in risk taking behaviour	85%	74%	94%	Survey (Y1:1, Y2:33)
Young people report they are less vulnerable to being exploited or manipulated by others	85%	96%	100%	Survey (Y1:1, Y2:33)
Young people take part in behavioural change sessions and activities	85%	45	132	Celtic FC Foundation records
Young people have a risk assessment and risk reduction plan	85%	45	132	Celtic FC Foundation records

Appendix 2

Method

This evaluation involved:

Desktop review – A review of relevant background information, quarterly reports and annual reports to inform the production of this report.

Survey of young people – An online survey was issued to participants, and 33 responses were received in year 2 and 27 responses in year 1.

Survey and interviews with stakeholders – An online survey was issued to stakeholders, and six responses were received in year 2 and one response in year 1. We also held interviews with four stakeholders working jointly with Celtic FC Foundation, including organisations within the justice system and third sector organisations.

Anonymised case studies – We held in-depth discussions with six young people to explore the impact of the project on their lives. We also spoke with seven family members or partner organisations about the difference they had seen in the young people.

