

THE PRINCE'S TRUST CASHBACK FOR COMMUNITIES ANNUAL REPORT 2022-23



The Prince's Trust has been proud to work with CashBack for Communities since 2014.

This report details how the Scottish Government CashBack for Communities investment programme has supported young people across Scotland in our final funding year, 2022–2023.

THE PRINCE'S TRUST

The Prince's Trust believes that every young person should have the chance to succeed, no matter what their background or the challenges they are facing. We help those from disadvantaged communities and those facing the greatest adversity by supporting them to build the confidence and skills to live, learn and earn.

Many young people, particularly those who are disadvantaged, feel as though they are set to fail in life. The Prince's Trust and NatWest Youth Index report published in 2023, reveals the happiness and confidence of 16–25-year-olds has flatlined at an all-time low since polling began in 2008¹, with young people most unhappy about their money and mental health.

Young people's happiness and confidence with money is now lower than when polling began in 2008¹ during the Global Financial Crisis, and 38 per cent in Scotland agree that thinking about money depresses or stresses them.

The Prince's Trust supports young people on a pathway to securing work, as we believe employment enables individuals to live more stable, fulfilling lives. We work in communities across Scotland, helping young people aged 11-30 to succeed, no matter what their background. In collaboration with partners and volunteers, we help young people to not just survive but thrive with the confidence and practical skills they need.

The Prince's Trust has been a proud CashBack for Communities partner since 2014. Our final annual report will detail how the investment programme has supported **1,266** young people across **30** local authorities in 2022/23, through the provision of CashBack Development Awards, Achieve Project Awards and Community Awards.

CASHBACK DEVELOPMENT AWARDS

CashBack Development Awards help disadvantaged young people aged 13-24 to progress, or make a fresh start, in education, employment, and further training by either removing financial barriers or supporting the costs of alternative learning opportunities within schools.

Individual Awards can be used for anything that helps a young person secure their next step or a positive destination.

School based awards support small groups of young people who might be struggling within mainstream education to secure qualifications, increase their attainment and develop their confidence and wellbeing.

¹ [Initial fieldwork for Youth Index 2009 conducted from 16th - 31st October 2008.](#)

Development Awards can help to cover the cost of course fees, tools, or equipment to help you achieve your goals. We can offer up to £250 per young person, and up to £500 if that young person is a care leaver.

These awards can fund:

- ➔ Course materials, such as books, equipment, etc.
- ➔ Funding for courses
- ➔ ID, such as passports or driving licenses
- ➔ Clothing for work or interviews

550 young people received an Individual Development Award this year.



CashBack Development Awards in action:

Having participated in The Prince's Trust's personal development Explore course, Alex renewed a long-held aspiration to pursue a job in construction.

Unfortunately, prior to engaging with the Trust, Alex had failed the required CSCS test to enter the trade. With his confidence at a low ebb and a career in construction looking to be a distant prospect, a Prince's Trust Youth Development Lead worked with Alex to improve his confidence and mental wellbeing.

Alex flourished during the Explore course and threw himself at every opportunity including a cooking course where he excelled. The Prince's Trust suggested that Alex progress on to a Get into Cooking employability course. Initially hesitant, Alex decided to seize the opportunity.

Alex completed the course in September 2022 and was subsequently offered a place at college for the January intake on the fast-track professional cookery course. To be able to access this course, Alex required a laptop and a Chef Knives set but could not afford to purchase them as he was long-term unemployed.

This barrier made Alex feel stressed about his future and ready to give up the opportunity. However, his Prince's Trust keyworker applied for a Development Award to purchase the laptop and knives. Alex is now doing well at college and will move onto the level 6 course in August.

Having seen first-hand the impact being involved in Prince's Trust employability courses and a Development Award on his life chances, Alex has decided to give back and volunteer and Young Ambassador with the Trust to support more young people to fulfil their own aspirations.

CASHBACK ACHIEVE PROJECT AWARDS

The Prince's Trust Achieve programme supports young people aged 11-19 who are at risk of underachieving in education. Delivered informally in education and youth work settings, Achieve provides young people with the space and attention they need to learn skills, develop confidence, raise aspirations, and improve their attitude to learning.

The programme is flexible and can run as short intensive programme over six weeks or part-time over two years. Furthermore, we offer formal qualifications which seek to ensure learners have every opportunity to gain formal recognition of their skills and achievements. We also equip young people with an SQA-accredited Certificate in Personal Development and Employability Skills (PDE) which recognises the breadth of personal skills, qualities and attitudes required by employers across a range of sectors. Schools also gain Scottish Credit and Qualifications Framework (SCQF 3-5) indications and insight points.

The curriculum includes five activity areas: Personal & Social Development, Life Skills, Active Citizenship, Enterprise Project, and Preparation for Work.

Achieve Project Awards (APA) support Achieve participants to gain practical skills and accreditation while delivering an Enterprise or Community Project. APAs provide education partners with grant funding to establish an in-school enterprise (or community) project, operating as closely as possible to a commercial business or social enterprise within the school context and developing the vocational skills of participants.

495 young people took part in Achieve Project Awards this year.



CashBack Achieve Project Awards in

action: Leith Academy's S3 Achieve group sought funding via the Achieve Project Award to develop and run their own café-style enterprise project, now titled 'Sips & Snacks'. The group had ambitions of preparing and selling a range of hot and cold drinks, alongside prepared snacks to be sold to staff, pupils and the wider school community.

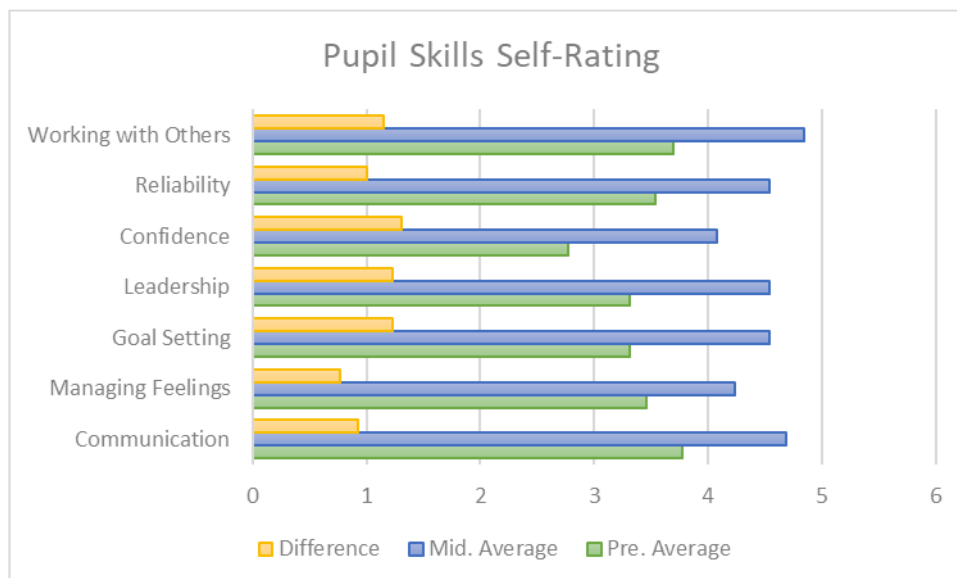
The group's application was successful, and the funding enabled them to take their idea



and turn it in to a functioning enterprise. CashBack funding has allowed the following:

- ➔ Purchase of professional grade coffee machine and associated accessories.
- ➔ All learners have undertaken barista training via Coffee Conscience, a fair-trade social enterprise.
- ➔ Brand development, including logo design and creation of marketing resources and uniform. Clothing
- ➔ Brand development, including logo design and creation of marketing resources and uniform.
- ➔ Develop their understanding of food hygiene and its application in a hospitality setting.
- ➔ Develop their numeracy through budgeting and management of stock.
- ➔ Opportunity to develop core skills, alongside customer service.
- ➔ Opportunity to develop their ideas in devising and testing recipes.
- ➔ The equipment and conditions to acquire approval to offer the SQA Barista Skills group award.

Before starting the project, learners rated themselves against key skills using The Prince's Trust's 'My Journey Scale'. The learners then completed this again at a mid-way point, after their first week of the enterprise being operational, and there is a noted improvement for most learners in all areas.



The learners involved, many of whom were disengaged in their learning or lacking confidence, have demonstrated both an aptitude and commitment to the project. Reflecting on their experiences, pupils said:

“I enjoy making the coffee working with my friends. I have benefited by managing my feelings and not reacting in a bad way. I’ve got better at not getting bored and not being able to concentrate for more than 10 minutes.”

“I have enjoyed working with people I wouldn’t normally work with, and my confidence has improved by talking to people I wouldn’t normally talk to. I have also really enjoyed learning how to make proper coffee and using the professional machine.”



The introduction of the Barista training programme and implementation of the Achieve Sips and Snacks group have both been very welcome and impactful at our school. Not only has it been clear to see the improvements in the participating pupils' practical skills, confidence, and communication, it has also served as a great advert for the school as part of our work with local businesses.

*The Sips and Snacks pupils have provided a much-needed service for staff at the school and have also catered for our most recent Business Brunch, which was very successful and focussed on developing employability links with local businesses linked to sustainability. In the process of doing all of the above, the pupils have been supported to gain vital experience and expertise in terms of their own employability skills too.” **Ben Stewart, Depute Head Teacher, Leith Academy***

CASHBACK COMMUNITY PROJECT AWARDS

A Community Project Award is a partnership initiative with local community groups which engages at-risk young people 16-24, who need diversionary activities and additional support to identify and access their next developmental steps.

The project provides grant funding to an organisation which allows participants to undertake vocational skills training, and/or purchase resources that are then utilised to establish a project or opportunity.

Through Community Awards, delivery partners such as Greenock Morton Community Trust, YMCA Tayside, Rosemount Lifelong Learning and Dundee United Community Trust can access funding and resources that complement their expertise in working with harder-to-reach young people. Working in partnership, we join up journeys across services to support young people into further learning or employment.

CashBack Community Project Awards in action:

221 young people took part in a Community Project Award this year

We all learn in different ways, which means we all experience school differently. While the lucky ones thrive and achieve, others quietly struggle, and some give up altogether.

Although some schools are carving an alternative curriculum to keep pupils engaged, the confines and pressures of the school environment can still prove exceptionally challenging.

Unlike most qualifications, the SQA-accredited Kindred Clothing Award (Garment Production) is delivered by businesses seeking to share their expertise.

The Kindred Clothing programme is a platform for young learners wanting to dip their toes into the fashion and textiles industry and start to map out their entry routes into further education and employment in the sector.

Participants had the opportunity to gain an SQA qualification outside of the traditional school setting, build up a network of peers and have access to the continued support from both Front Lounge and The Prince's Trust to help realise and achieve their true potential.

Forming the Clothes Making Learning Partnership (CMLP), participants are guided through the key stages of the garment production process, from setting up and using a sewing machine to mood boards, pattern making and garment construction. Learners also gain practical fashion photography skills and techniques to present themselves, their stories and their clothes.

Topaz Walker, 19, a former pupil at Strathallan School in Perthshire, who is dyslexic, left school with 'no real plan'. However, she had a strong interest in art and fashion, having studied A-level art where she chose to focus on drag queen fashion. Fast forward a few months when Topaz spotted an advert for a part-time six-week apprenticeship at Dundee fashion house Isolated Heroes.





Topaz said, "I applied and was absolutely delighted when I got the position. I went in every Monday, working on the production side of the business. Better still, they then called me back to help with the admin side, dealing with the orders, packaging and so on. It was around then that Samantha Paton, the owner, mentioned Kindred Clothing. It really appealed to me as I wanted to get a qualification as well as industry experience. After an interview, I made it through and started the course.

Kindred Clothing isn't anything like school. The smaller group allowed me to thrive, just be myself and speak up. I'm now waiting to hear if I've got into university to study Textiles and Fashion and, if not, I have an Unconditional offer to go to college in Glasgow. I've also lined up another apprenticeship in Dundee with Ruby Coyne of Dreamland, which will give me another industry experience. Longer-term,

I'd love to make more inclusive clothes for underrepresented people, perhaps those with a disability, or to reflect the gender mix in society. I can't wait to see what happens next!"

STAKEHOLDER FEEDBACK

Stakeholder surveys were conducted with a sample of school referral partners. The discussion focussed on the Achieve Project Award and the resulting impact on participants.

All participants were young people who were at risk of disengaging in school, low attainment and a negative destination. For each young person, they faced a barrier to progressing which the Award helped to overcome. The stakeholders described how an Award supported young people to improve their core skills; as a result, young people could confidently overcome obstacles and positively participate in their school community.



This cohort are more invested in the school and have improved their confidence, communication, teamwork, customer service and resilience. They have all received barista training in both hot and cold drinks, with some using this to gain work experience or employment."

Stakeholder Feedback

MEASURING OUR IMPACT

We have made positive progress against our intended outcomes.

The tables below set out the outcomes that have been realised by young people as a result of CashBack Awards in 2022/23.

Outcome 1: Young people build their capacity and confidence	Total no. of Young People	Overall % of young people
YP report increased confidence	1013	80%
YP report they are able to do new things	1127	89%
YP feel more resilient	1057	84%
YP report positive supportive networks	494	39%
YP report positive changes in their behaviour	836	66%
Other stakeholders report perceived positive changes in behaviour of young participants	1253	99%
YP report positive changes in their ability to cope when things don't go to plan	696	55%
YP report positive changes in their ability to adapt when situations change	937	74%
YP report positive changes in their ability to deal with a setback	937	74%
Outcome 2: Young people develop their physical and personal skills	Total no. of young people	Overall % of young people
YP report an increase in their skills	962	76%
YP have achieved accredited learning	456	36%
Other stakeholders report skills increasing in YP	1266	100%
YP working towards SCQF qualification or accredited learning	646	51%
Outcome 3: Young people's health and wellbeing improves	Total no. of young people	Overall % of young people
YP report improved wellbeing	810	64%
Other stakeholders report perceived increases against SHANARRI indicators	1266	100%

Outcome 4: Young people participate in activity which improves their learning, employability, and employment options (positive destinations)	Total no of young people	Overall % of young people
YP will achieve a positive destination	1253	99%
Employment	380	30%
Further education (including remaining/returning to school)	317	25%
Training	291	23%
Self-employment	152	12%
Volunteering	38	3%
Other	76	6%
**Outcome 5: Young people contribute positively to their communities	Total no of young people	Overall % of young people
YP take on a volunteering role	51	4%
Number of community focused awards gained by participants	221	
Other stakeholders perceive improvement in YP contribution, links and social interaction	1177	93%
Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system	Total no of young people	Overall % of young people
YP report own participation in anti-social and/or criminal behaviour has reduced	709	56%
Of those previously involved with the police, YP feel less inclined to participate in anti-social and/or criminal behaviour	684	54%

*Evidence against Outcome 4 indicators to track improvement in school attendance and attainment is not yet available. Some young people are still working towards their qualification our qualifications team is working to determine this outcome in due course.

**Evidence against some Outcome 5 indicators to track improvement in young people's perception and sense of belonging to their community is not yet available du. Qualitative feedback will be included in our final evaluation report.

YOUNG PEOPLE PROFILE

SIMD Analysis

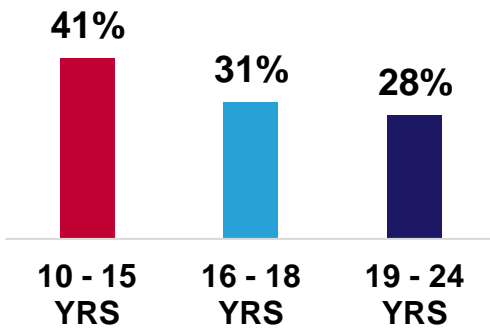
SIMD range	Number of Awards	Overall % in SIMD area
→ 0 - 20%	→ 477	→ 38%
→ 20 - 30%	→ 141	→ 11%
→ 30- 40%	→ 152	→ 12%
→ 40- 50%	→ 94	→ 7%
→ 50% - 100%	→ 397	→ 31%
→ No result	→ 5	→ 0%

Distribution of Development Awards by Local Authority

Local Authority	No. of Awards	Sum of Awards	Local Authority	No. of Awards	Sum of Awards
Glasgow City	226	£70,386	East Ayrshire	27	£5,720
Fife	161	£54,174	East Dunbartonshire	26	£3,385
City of Edinburgh	158	£29,919	West Dunbartonshire	22	£7,319
Falkirk	114	£43,543	Inverclyde	17	£1,650
Dundee City	93	£34,076	Renfrewshire	14	£3,751
Perth and Kinross	64	£15,083	East Lothian	11	£3,450
South Lanarkshire	54	£16,491	Aberdeen City	11	£3,669
Dumfries and Galloway	46	£9,518	Aberdeenshire	7	£2,250
North Lanarkshire	41	£21,252	Midlothian	5	£746
Stirling	36	£4,456	Scottish Borders	5	£1,607
Angus	33	£11,656	Highland	3	£1,295
North Ayrshire	29	£7,691	South Ayrshire	2	£730
West Lothian	29	£13,255	Argyll and Bute	2	£554
East Renfrewshire	29	£3,175	Moray	1	£442
			TOTAL	1,266	£371,255

YOUNG PEOPLE PROFILE Contd.

AGE



DISABILITY



28% IDENTIFIED AS HAVING A DISABILITY

ETHNICITY



10.5% FROM BLACK OR MINORITY ETHNIC BACKGROUND

DEPRIVATION



38% FROM THE 20% MOST DEPRIVED AREAS IN SCOTLAND

CARE EXPERIENCED



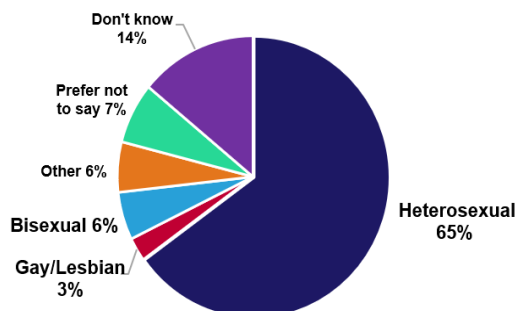
7% OF PARTICIPANTS ARE CARE EXPERIENCED

MENTAL HEALTH

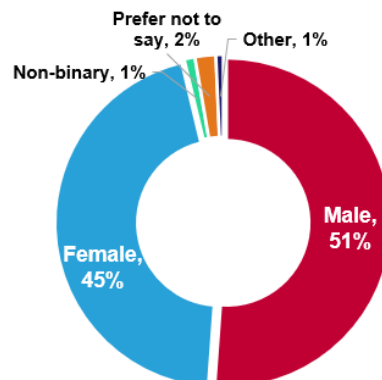


28% IDENTIFIED AS HAVING A MENTAL HEALTH NEED

SEXUALITY



GENDER



EVALUATION

We continue to have an excellent partnership with Blake Stevenson, our external evaluators. They work with young people and our referral partners to gather qualitative and quantitative data to help us ascertain to what extent activity is having a positive impact on young people. They also review the evidence that we have been collecting and identify areas for further consideration and reflection.

They have supported our work this year by:

- ➔ Managing a programme of quarterly surveys sent to each young person in receipt of a Development Award, to gather information about the use and impact of the Award.
- ➔ Completing in-depth interviews with young people, resulting in case studies we share with Inspiring Scotland.
- ➔ Spoken to staff that have referred young people for Development Awards to capture their perspective of the impact.

During the current financial year, Blake Stevenson expanded their work to focus on schools taking part in Achieve Project Awards, running focus groups with young people and related stakeholders such as school staff, referral partners and parents/carers. They have also supported the evidence gathering for Community Awards which will be included in the final evaluation report.

To complement the work undertaken by the evaluation team, The Prince's Trust distributed surveys to the referral partners and school staff responsible for co-ordinating projects to secure young people's feedback on activity. This dovetails with representation from young people, to give a more comprehensive picture of the impact the work is having on young people and their communities.

OUR FINANCIAL PERFORMANCE

The Scottish Government's vital contribution in 2022/23 allowed us to make **1,266 total awards** to young people at a total value of **£371,773** with an average award of **£258**.

Final Grant Expenditure 2022/23

Development Awards	£186,525
School Achieve Project Awards	£112,615
Community Project Awards	£72,633
Total Project Activity	£371,773
Management and Marketing	£43,435
External Evaluation	£18,450
Total supporting costs	£61,885
Overall total expenditure	£433,658

LOOKING FORWARD

We are fortunate to have been a CashBack partner for nearly a decade and look back with pride on our delivery which has supported over 5,600 young people across every local authority to improve their self-belief, break down barriers to employment and fulfil their aspirations.

While cognisant of difficult funding decisions being made at this time, we are disappointed to have been unsuccessful in our Phase 6 submission. We firmly believe our provision is a flexible and very often decisive intervention which helps young people to find their feet in a fast-changing society.

We very much look forward to the opportunity to apply for CashBack funding once again, should there be subsequent funding rounds. In the meantime, we will work to secure alternative funding which can sustain this important provision.

For any questions or for more information, please contact **Ryan Taylor, Partnerships Manager**

Email: ryan.taylor@princes-trust.org.uk

The Prince's Trust is a registered charity, incorporated by Royal Charter, in England and Wales (1079675) and Scotland (SCO41198).