

CASHBACK 2021/22

**Annual Report** 



## **BACKGROUND TO PROGRAMME**

#### **TITLE OF PROJECT**

CASHBACK 'SCHOOLS OF RUGBY AND CASHBACK COMMUNITY RUGBY PROGRAMME' AGE RANGE

THEME SPORT FOR CHANGE NUMBER OF YOUNG PEOPLE PROJECT EXPECTS TO WORK WITH 4,500

## **TARGET GROUP - YOUNG PEOPLE DISADVANTAGED BY:**

- LIVING IN AREAS OF DEPRIVATION; AND
- BEING EXCLUDED, OR AT RISK OF EXCLUSION FROM SCHOOL; AND
- BEING AT RISK OF BEING INVOLVED IN ANTISOCIAL BEHAVIOUR, OFFENDING/RE-OFFENDING



Ibrahim Baig, St Pauls High School - Glasgow North Community Recognition Award Winner



## **SUMMARY OF PROJECT**

Scottish Rugby have identified 17 secondary schools situated in, or taking children from, the most deprived areas of Scotland and will implement our CashBack 'Schools of Rugby & CashBack Community Rugby' programme. In collaboration with local partners, the programme targets young people through referrals & identified groups using rugby as the hook for engagement. The programme aims to provide opportunities to build capacity and confidence whilst developing physical fitness, cognitive skills, physical competencies, and personal qualities. We will create participation in positive activities and help youngsters contribute positively to their communities.

The programme involves three school phases & a community phase:

#### 1. Rugby starter programme (Children aged 10 – 14)

Children from primary 6 through to 3rd year being introduced to rugby in curricular sessions and transitioning into extracurricular rugby and to experience playing for their school in inter-school competitions. This rugby programme will be led by teachers and coaches based in the secondary school and would be supplemented by senior pupils trained to work with the junior players. The rugby starter programme will have male and female players involved, creating teams at the following levels with players transitioning into the 'Junior Phase' of the 'School of Rugby' curriculum program.

#### 2. Junior phase attainment through rugby programme (Children aged S1 – S3)

Young people opt in or are referred into a curricular programme that educates pupils.

#### 3. Senior phase attainment through rugby programme (Children aged 15 – 17)

Young people will opt in or be referred into a curricular programme which focuses on raising attainment.

#### Cashback community rugby programme (Young people aged 15-24)

This will be an 'out of school' project run within the local community and open to young people up to the age of 24 years old. Each 'School of Rugby' will hold four 'CashBack Community Rugby' (CCR) events per year. These events will give young people an opportunity to engage in physical activity through rugby, whilst socialising in a positive environment and becoming upskilled on key educational themes such as tackling anti-social behaviour within the community.



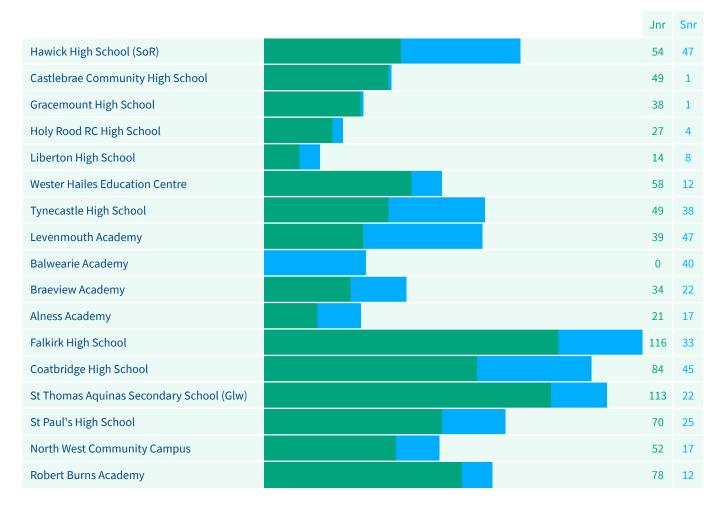
Falkirk Rugby Ambassadors delivering rugby sessions to local primary schools

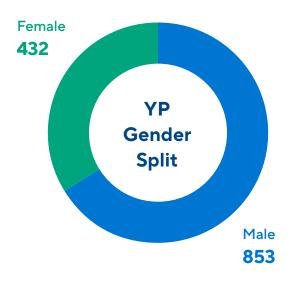


SCHOOL	LOCAL AUTHORITY	CASHBACK SPEND	SPEND PER SCHOOL (YEAR 2 TOTAL)	YOUNG PEOPLE
Hawick High School (SoR)	Scottish Borders	£26,750	£26,750	101
Castlebrae Community High School	Edinburgh City	£56,250	£27,750	51
Gracemount High School			£9,500	39
Holy Rood RC High School			£9,500	31
Liberton High School			£9,500	24
Wester Hailes Education Centre	Edinburgh City	£37,050	£27,500	70
Tynecastle High School			£9,500	87
Levenmouth Academy	Fife	£34,050	£24,550	86
Balwearie Academy			£9,500	40
Braeview Academy	Dundee	£35,750	£23,750	56
Craigie High School			£12,000	
Alness Academy	Highland	£23,750	£23,750	38
Falkirk High School	Falkirk	£23,750	£23,750	149
Coatbridge High School	Lanarkshire	£26,750	£26,750	129
St Thomas Aquinas Secondary School (Glw)	Glasgow City	£53,500	£26,750	135
St Paul's High School			£26,750	95
North West Community Campus	Dumfries & Galloway	£26,750	£26,750	69
Robert Burns Academy	East Ayrshire	£26,750	£26,750	90



Throughout the year each Schools has reported back to us on a quarterly basis, reporting on the number of pupils involved within each phase of the programme.

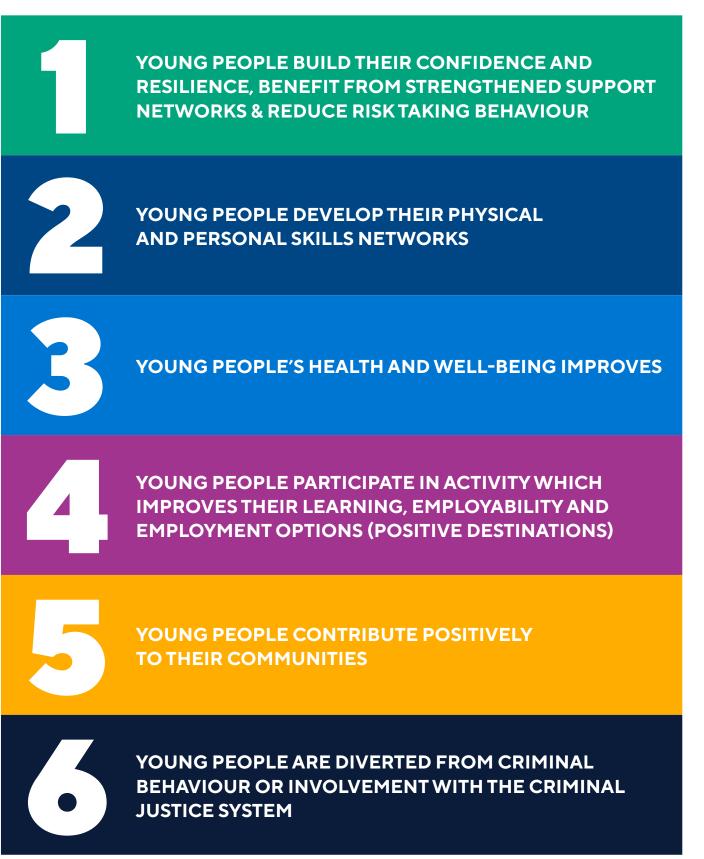






## OUTCOMES

Scottish Rugby selected six Cashback for Communities outcomes from the logic model:





## **PROGRAMME IMPACT**

The CashBack Schools of Rugby – Sports for Change & CashBack Community Rugby programme aims to work with 1,850 young people aged 10-24. Although coming out of Covid restrictions, Year 2 has been impacted by the COVID-19 pandemic, the programme has been delivered within the 17 identified schools with a specific focus on delivering Outcomes 1 to 5 as well as community projects focussing on Outcome 6.

This section describes the impact of the Year 2 programme on participating pupils. The data in this section is taken from self-evaluation questionnaires completed by junior and senior pupils.



Edinburgh Harlequins girls at BT Murrayfield as flag bearers for the Scotland v Tonga Autumn International match



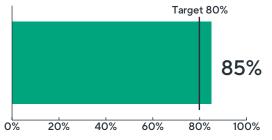
## YOUNG PEOPLE BUILD THEIR CONFIDENCE AND RESILIENCE, BENEFIT FROM STRENGTHENED SUPPORT NETWORKS & REDUCE RISK TAKING BEHAVIOUR

- 85% of YP reported an increase in confidence
- 98% of YP reported they were able to do more things
- 95% of YP reported that they felt more resilient
- 96% of YP reported positive changes in their behaviour

Most young people (85%) said that, because of taking part in the School of Rugby programme, their confidence had increased – exceeding the 80% target. To assess the ways in which young people had become more confident they were also asked to agree or disagree with a range of statements.

As Fig 2.3 demonstrates, improvements to confidence were experienced by young people in a variety of ways – on and off the pitch.

#### Fig 2.3: Young people report their confidence increasing





Almost all young

people indicated

that they now feel

more able to do

new things

(see Fig 2.5)

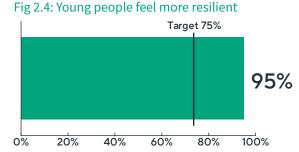
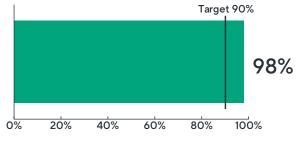


Fig 2.5: Young people feel able to do new things



"My son had never played rugby before and is vice-captain and never misses training. It's fun, keeps him fit and has given him a wider group of friends"

#### **PARENT/CARER**

"It's been super. Her confidence has improved, she believes she can play a sport well (not having believed that before), she is mixing with different people. She absolutely loves it"

#### PARENT/CARER

"The programme provides opportunities and experiences that the young people in this community would not access without. The youngsters have completely bought into the Code of Conduct, and this is an excellent tool which I can use for managing behaviour across the school"

#### **STAKEHOLDER**

"The programme gave me confidence in asking for help. I think you can learn how to ask for things and it's not a negative thing either. Like you don't seem needy. You don't just seem like an ego player wanting to improve or you're the annoying little kid that wants this, that in the next thing"

#### **YOUNG PERSON**

"The likes of my teammates and all that around me, they were a big encouragement as well when you were feeling low, and you didn't want to do it. They were there for that and encouraging you to continue, not just give up. This was a positive thing to have at that time"





## YOUNG PEOPLE DEVELOP THEIR PHYSICAL AND PERSONAL SKILLS NETWORKS

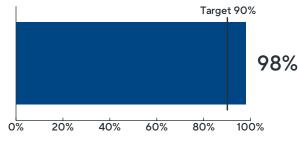
All the pupils within the School of Rugby confirmed that they have been able to add new skills or develop existing skills because of taking part in the programme.

#### • 98% of YP reported their skills are increasing

#### • 96% of Stakeholders have reported an increase in YP's skills

Nearly all the young people who have participated in the School of Rugby programme reported an increase in their personal skills (see Fig 2.6).

#### Fig 2.6: Young people report their skills are increasing



"Pupils have also developed new skills and resilience which can be transferred to other sports and areas of their lives"

#### **STAKEHOLDER**

"Great initiative and long may it continue - offering great opportunities for girls of all shapes, size, ability to participate in team sport and have fun"

#### **PARENT/CARER**

"School of Rugby has given me confidence and connections with people that I could only have wished for a few years ago. I'm so glad I plucked up the courage to try something different on that day and I've never looked back. Everyone needs this in their life and I'm very fortunate to have had the chance"



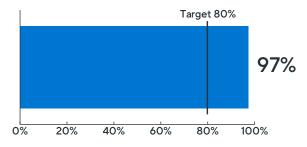


All young people reported feeling more positively against at least one of the SHANARRI wellbeing indicators (Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included).

- 97% of YP in Year 2 reported an increase of feelings against SHANARRI indicators
- 92% of Stakeholders have reported a perceived increase in SHANARRI indicators amongst YP

Fig 2.7 97% of young people reported increase of feelings against the SHANARRI indicators and this is also supported up by the Stakeholders reporting percentage.

Fig 2.7 : Young people report increases in feelings against SHANARRI indicators



"E has been through a lot in the past three years, as well as Covid, lockdowns. This programme has helped E in more ways than anything else we tried. She enjoys rugby, being part of a team, using her own initiative which she struggled with before. I cannot thank the people involved with SOR enough. Thank you"

#### **PARENT/CARER**

"The programme is catering for young people of all shapes, sizes, and those with social and emotional issues as well. The programme creates positive relationships with staff and other pupils. Pupils feel welcome, supported, and react positively to the standards expected"

#### **STAKEHOLDER**

"It has made me feel healthier on and off the pitch as well as feeling a lot more confident"

#### **YOUNG PERSON**

"I think just wanting to do physical activity, I think after we went into the gym or after we did our circuit training, we felt good. I think if like a couple days went past and you didn't do your own training or circuits that you'd see your motivation dip, you wouldn't be as happy as you were. So, I think it had like a real change in our mood"

#### **YOUNG PERSON**

"Since the start of the programme I have watched these young people become more accountable for their actions, more committed to what they apply themselves to, as well as improving their health and wellbeing through sport specific training"

#### **STAKEHOLDER**



# 4

0%

20%

40%

60%

## YOUNG PEOPLE PARTICIPATE IN ACTIVITY WHICH IMPROVES THEIR LEARNING, EMPLOYABILITY AND EMPLOYMENT OPTIONS (POSITIVE DESTINATIONS)

- 95% of YP have achieved a positive destination
- 88% of YP have reported that their attendance has improved
- 75% of YP have reported that their attainment has improved
- 37% of YP reported that they had attended a local rugby club

As evidenced in Fig 2.8, there has been a large increase in young people accessing 'Raising Attainment' Awards in Year 2. These awards have helped improve attainment and attendance at school while supporting young people engage further in education, either at school or in further education. While some have utilised their new skills to gain employment.



100%

80%

"The Developing Player Programme has helped to raise attainment and attendance"

#### **STAKEHOLDER**

"The School of Rugby involvement has led to increased participation in rugby activities generally but has also offered a platform for our daughter to develop rugby coaching skills, volunteer in local primary schools and be involved I the local council Sports Leadership programme. These have all helped her to become more confident and independent"

#### **PARENT/CARER**

"School of rugby has given me good team working and social skills that could help me get a job in a few years"

#### **YOUNG PERSON**

"It's helped me a lot with deciding on my career path. I wouldn't have had a clue what to do otherwise"





### YOUNG PEOPLE CONTRIBUTE POSITIVELY TO THEIR COMMUNITIES

- 82% of YP reported that they have a heightened sense of belonging to a community
- 78% of YP reported that their perception of their neighbourhood has positively changed
- 93% of YP reported that their contribution, links with communities and social interaction are improving.
- 81% of YP reported that they have an increased motivation to positively influence their community.

More than three-quarters of young people (78%) said that taking part in the programme had positively changed their perception of their own neighbourhood (Fig 2.12) – exceeding the target of 60%. Young people's sense of belonging to a community was also positively impacted by the programme, with most young people indicating they feel closer to their school community (Fig 2.10).



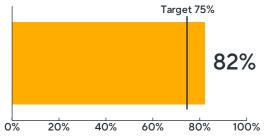


Fig 2.11 : Young people feel their contribution, links with communities and social interaction are improving

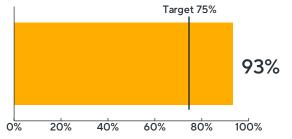
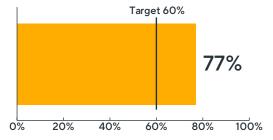


Fig 2.12 : Participants' perception of their neighbourhood improves



"The programme primarily gives the pupils a sense of belonging and makes them proud. With this pride there is a great sense of responsibility to maintain standards whether in class, in the team and ultimately the community"

#### **STAKEHOLDER**

"It gave me a lot of structure and gave me goals to stop doing what I had been doing at the time. If I hadn't had this, I hate to think what I would have been doing now. But I love being in Hawick now. The people are so friendly. You can walk down the street, and everyone says 'Hi'''

#### **YOUNG PERSON**

"Coaching at Comely Park Primary School has helped with my confidence. I am quite a shy person but doing this forced me to come out of my shell and I am no longer afraid to speak in front of people. At first, I was very shy and nervous, leaving the other two ambassadors to take over. But as the sessions progressed, I became more confident and started to help more... I enjoyed seeing the pupils progress each week. I have really improved my communication and leaderships skills. I am very grateful to have had this opportunity to go back to my old primary school to coach"

#### **CASHBACK RUGBY AMBASSADOR**

"It makes you feel more a part of the school, because you've always got something to do, your part of a team, you make friends, and at the end of the school day it's not just, oh bye and off home, you've got something to be part of"





- 93% YP reporting reduced antisocial and/or criminal behaviour
- 93 % YP feel less inclined to participate in anti-social and/or criminal behaviour
- 87% YP report that they are less likely to participate in risk-taking behaviour

Most young people (93%) said that, because of their engagement in the programme they felt less likely to participate in anti-social and/or criminal behaviour – well exceeding the 40% target (Fig 2.13).

#### Fig 2.13 YP reporting reduced antisocial and/or criminal behaviour

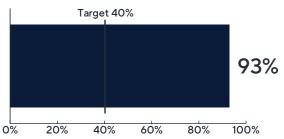
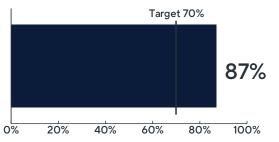


Fig 2.14: YP report that they are less likely to participate in risk-taking behaviour



"Before school of rugby I wanted to leave school and just get drunk every weekend and not have a goal or purpose to anything I'm doing. Now I really want to get my coaching qualifications and try gain more qualifications at school and go on to getting a job in sport."

#### **YOUNG PERSON**

"I Really enjoyed delivering at the Falkirk Rugby Club CCR events. I hadn't done much coaching before but the ETC workshop on 'working with young people in sport' and Scottish Rugby's 'coaching essentials' course prepared me for working with the young people who engaged in the Friday night sessions. It was great being mentored by Duncan (Cash Back Development Officer), knowing I had him to support me gave me a lot of confidence"

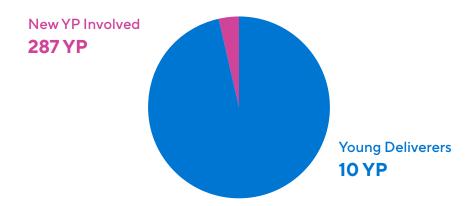
> KIERAN, 21YRS FALKIRK RFC COMMUNITY RUGBY AMBASSADOR



## **CASHBACK COMMUNITY RUGBY EVENTS:**

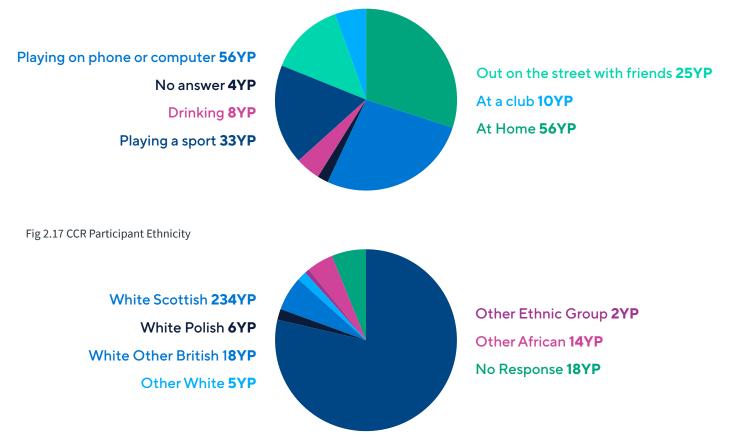
# The CCR is a local club run event in partnership with Scottish Rugby and CashBack for Communities. The programme is delivered across two 8-week blocks in a 'Tartan Touch' delivery model with police led 'Anti-Social Behaviour' workshops.

The event will be open to 12yrs olds – 24yr olds but will aim to target 16 – 24yrs olds Pre – NEETS / NEETS (**N**ot in **E**ducation, **E**mployment or **T**raining) through school, police and community referral systems. The event aims to provide an opportunity for these 'referral' individuals to engage in a positive, physical activity through a local rugby club, whilst raising awareness and education around the impact anti-social behaviour can have within the local community.



Each YP involved in the CCR event was asked what they would normally be doing if they had not attended. "Being at home" "On the Street" "Drinking" and "Going out" were typical responses.

Fig 2.16 What would you be doing if not at the CCR Event





#### Cashback Community Rugby Event - Wester Hailes

"It was a privilege to be invited to support in the Cashback Community Rugby Group activities on Tuesday. The welcome and respect that I received from all that took part is a testament to the work that you and your team do on a regular basis. You must be so proud to have such an amazing group of young people who are not only eager to be there but who are also well minded and well-mannered individuals. The CCR do an amazing job and I look forward to taking part in some more activities in the future."

#### SGT S A NEILL (RAF) NCO COMMUNITY ENGAGEMENT TEAM

## Cashback Community Rugby Event - Hawick Rugby Club

"Anti-social behaviour, there's massive amounts in Hawick, however with this being on, I've seen lots of your faces before kicking about the time, used to get calls for, up Kelworth Avenue phone box, windows being knocked on, stones thrown at, egged, all over Hawick.

However, the past few Wednesday's nights those type of calls have dropped and I am wondering if it's because of lot of the kids that do it are here. However, I think you have learnt yourselves there's more to going out and causing any sort of grief for folk who are living a quiet life, I know not all of you are involved in it but some of you are"

> HAWICK COMMUNITY POLICE OFFICER



School of Rugby session at Braeview Academy



## WHAT'S EVERYONE SAYING?

#### Developing Player Programme – Castlebrae High School

"The Developing Player Programme has allowed 1/3 of our S3 cohort to access a new and exciting course. Pupils have engaged in a range of opportunities such as Strength & Conditioning sessions, learning about nutrition, and have begun to understand the game and tactics within rugby. Our pupils have become strong team players, developed sportsmanship and communication. Our pupils have been given the opportunity to develop skills for learning, life, and work beyond school which they can implement into their daily lives. The programme has opened pathways for pupils to participate in extra-curricular rugby and compete with peers from around Edinburgh and further afield. Overall, pupils have developed perseverance, resilience, and cooperation throughout this programme"

> ZOE GRANT P.E TEACHER CASTLEBRAE HIGH SCHOOL, EDINBURGH

#### CashBack Community Rugby Event – Falkirk High School

"I felt the Friday Night Youth Sessions went well and there was great enthusiasm shown by all who attended. It was a good opportunity to gain some experience in delivering rugby at an event like this and it gave me an insight into what my role as an ambassador would involve"

#### DANIKA (17YRS) CASHBACK RUGBY AMBASSADOR FROM FALKIRK HIGH SCHOOL

"The Friday Night Youth Sessions were a definite success. It was a fragmented school year for many of the youths who attended, and they didn't have many opportunities so socialise with their peers during this time. I feel as if providing them all with fun activity and a healthy hot meal at the end positively impacted their health and wellbeing both physically and mentally, something which was much needed after the past 18 months"

> DUNCAN MCKINSTRAY FALKIRK RFC FALKIRK HS CASHBACK DEVELOPMENT OFFICER



#### School of Rugby Programme

"Since the start of the programme I have watched these young people become more accountable for their actions, more committed to what they apply themselves to, as well as improving their health and wellbeing through sport specific training"

#### MR MACIVER P.E TEACHER ALNESS ACADEMY

"These are decent kids who just needed the right chance and opportunity, and the programme led by Hammy, has provided the outlet and allowed them to become more self-aware and confident. It's a new sport and activity to all of them but the School of Rugby, has provided an identity and they have the support of an individual who is willing to go that extra mile. It's bringing real change and in such a short space of time"

#### MR CLARKSON DEPUTY HEAD TEACHER AT BRAEVIEW ACADEMY

## CashBack Community Rugby Event – Wester Hailes High School

"The Southwest of Edinburgh has a real diversity of areas with some of the city's most expensive houses sitting alongside areas of deprivation. There is youth-related anti-social behaviour in our area and we in the police always seek to tackle that by partnership working. That was why, when contacted by Community Cashback, and asked to get involved in one of their rugby sessions taking place in the grounds of Wester Hailes High School, we were keen to be involved. It's obvious to the police that young people involved in sports are less likely to get into trouble. When we popped along to our session on a freezing cold February night, we were pleased to see a range of ages and sexes all playing rugby together. We provided them a short Alcohol Awareness input, they really engaged with us on that. There is no doubt that this kind of activity and those like it will contribute to these youngsters reaching positive destinations"

#### COMMUNITY POLICE SOUTHWEST EDINBURGH



South West Edinburgh Community Police delivering an Alcohol Awareness talk at Wester Hailes High School as part of the CashBack Community Event



## **CASHBACK AND SOCIAL MEDIA**



1 Edinburgh Harlequins Development Team Retweeted Castlebrae PE @castlebraepe · Apr 29 Castlebrae Level 4 DPP pupils enjoyed a fantastic opportunity at the Oriam! They participated in strength and conditioning sessions, skill sessions, a

nutrition session and finished off with a touch tournament 🥥 🏋 Thanks to EHO



1 FHSPhysicalEducation Retweeted

....

....

Duncan McKinstray @d\_mckinstray · Mar 8 Second stop of the day in Camelon, as the @FHSPhysicalEd School of Rugby Promo Visits continue at @carmuirsprimary 🥥

Great to have @CashBackScot Rugby Ambassador's Keyana and Danika along to share their expertise with the kids





Nithsdale Police 🔮 @NithsdalePolice · Feb 11 On 10/2/22 pupils from @NWCCDumfries school of Rugby initiative took

part in a litter pick around the local community. The initiative is supported by Police campus officers & @SaintsDumfries. The young people were asked to think about respecting their local area.



Edinburgh Harlequins Development Team @EHQuins · Jan 28 EDINBLIRGH SCOTLAND U18 | Well done to Girls U18 Captain, Alex Stewart, who has been selected for the Scotland U18 training squad. Alex has progressed through the @CashBackScot School of Rugby @LibertonHighHT and @LibertonPrimary.

Amazing work





i.

9

1 The Futures Green 🔵 Retweeted Dave Drummond @DavidCDrummond · Mar 16 Fantastic to see the impact the @CashBackScot programme is having on local communities.

Well done to Graham and the team @CommunityHRFC for working together and providing opportunities for all.

-5

, **^**,



17 2

StPauls\_PE @StPaulsPhysEd · Mar 30 ... We are very proud to announce our very own Baig as the winner of Scottish Rugby Glasgow North Young Person of the Season 🌟 His commitment to volunteering and providing opportunities is second to none 👏



#AsOne

## CONCLUSION

Year 2 of Phase 5 of the CashBack programme saw a return to rugby delivery in person following on from the Pandemic of 2020/21. From August of 2021 the Project Officer team and our Development Officer network were slowly able to return to Schools to deliver the practical elements of our programme, including the CashBack Community Rugby. The return to in person delivery was staggered as each local authority gave permission for access back into schools in their areas. Meanwhile the team continued to deliver the off-field elements that could be delivered online such as our raised attainment awards for senior phase pupils, The Aspiring Performers Programme and Rugby Ambassadors Award.

A key element of success for this year was the opportunity to get into Schools and work with the local clubs and community on the delivery of the CashBack Community Rugby programme. A prime example of this is the programme delivered by Hawick High School and Hawick Rugby Club. In conjunction with various partners, in week three of the four-week programme they included Police Scotland looking at how they work to prevent violent protests and safety information for young drivers. Carly McAllan, Nutritionist, talked to the group about healthy eating and nutrition and a Scottish Borders Council session on Developing the Young Workforce. Other weeks focused on mental health and suicide prevention supported by Quarriers. The programme at Hawick even featured on the news on ITV Borders and generated some great social content.

This year our Cashback programme generated a Glasgow North Award winner in the form of Ibrahim Baig at St Pauls High School. Ibrahim Baig has come a long way since he first created a PowerPoint presentation to ask his parents if he could start playing rugby through to becoming the school Sports Leader and Rugby Ambassador where he has spent the last year delivering extra-curricular rugby to other young people at the school and turning up for every after-school training session, fixtures and festival.

In our Caledonia region we have been able to support a further school in Dundee, on top of Braeview we have been able to work with Dundee council on delivery of a programme at Craigie High School. This was possible by using the funding carried forward in our Caledonia Region from year 1. We will also be able to support the programme at Craigie into year 3.

As in previous years I would like to thank our CashBack team here at Scottish Rugby, Stewart Ross, Gavin Emerson and Arran Hain, that have adapted so well to be able to continue to deliver the programme. We would also like to show our appreciation to Development Officers, the Schools and Clubs that worked so hard to deliver the programme post Covid lockdown. Our thanks also go to Arran Dewar and the team at Inspiring Scotland for the support, understanding and flexibility they have shown us during such a difficult time. As we come to the end of year 2, we say goodbye and thank you to Ailidh Hood, who has been the lead manager for our CashBack programme in year 1 and 2 and welcome back Kieran Cooney as Ailidh's replacement. We also welcome on board Nicole Eadie who replaces Callum Harris as our Project Officer in the west and thank Arran Hain for stepping in while Nicole onboards.

#### Ken Muir Head of Business Development and Support



Scotland and Edinburgh player Jamie Ritchie visiting Braeview Academy assisting at a School of Rugby session.



**SCOTTISH RUGBY** BT MURRAYFIELD EDINBURGH EH12 5PJ | 0131 346 5000 | scottishrugby.org