



# CASHBACK 2024/25

## Annual Report



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# BACKGROUND TO PROGRAMME

**TITLE OF PROJECT**  
CASHBACK 'SCHOOLS OF RUGBY  
AND CASHBACK COMMUNITY  
RUGBY PROGRAMME'



**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



**THEME**  
SPORT FOR CHANGE



**AGE RANGE**  
10 – 25 YEARS

# INTRODUCTION

It's been another year of meaningful progress across our CashBack communities. This report for 2024–25 reflects the dedication of our staff, clubs, and partners in delivering rugby programmes that go beyond the game—strengthening young people's confidence, wellbeing, and life skills in thirteen communities across Scotland.

Our teams engaged over 1,900 new young people, surpassing participation targets. The successful rollout of a new survey has provided richer data, demonstrating stronger outcomes across learning, health, behaviour, and positive destinations—fulfilling our priority to improve impact assessment.

The programme adapts to each community while maintaining a strong core. This year, 355 pupils took part in inter-school fixtures, fostering teamwork and belonging, often serving as a first sporting experience for many.

Initiatives expanded beyond rugby sessions to include breakfast clubs, Friday night youth clubs, girls-only drop-ins, and gym fitness sessions for unemployed youths. These were delivered in partnership with third sector organisations, schools, colleges, and community officers, reflecting our commitment to deepen community collaboration.

All Development Officers and coaches completed annual UNCRC training, supported by partners such as Change Mental Health and the Moira Anderson Foundation, enhancing our ability to support young people's mental health—addressing a key staff development priority.

We saw significant growth in leadership with 47 new Rugby Ambassadors trained, and 71 young people actively supporting junior sessions in schools and clubs. The CashBack Gym at Gardyne College and inclusive sessions in Dundee continue to attract more girls and boys, strengthening community connections.

Successful programmes across regions have provided pathways into long-term wellbeing and rugby participation, including exciting new fixtures, school collaborations, and transition events welcoming hundreds of pupils.

Importantly, we also increased opportunities for young people to engage with Scotland's top rugby teams, including Scotland men's and women's internationals and Glasgow Warriors and Edinburgh Rugby matches, inspiring future involvement.

We are proud to have met all our Year 1 priorities—strengthening partnerships, enhancing impact measurement, delivering targeted training, and expanding programme reach with a more diverse group of young people.

Thanks to everyone who has made this possible—our Scottish Rugby CashBack team, clubs, schools, community partners including SCORE Scotland, Change Mental Health, the Moira Anderson Foundation, and Inspiring Scotland for their ongoing support.

Looking ahead, we remain committed to building on this momentum—providing more opportunities for young people not only to play rugby but to lead, contribute, and thrive through it.

**Steve Turnbull**  
Head of Rugby Development Operations



Hear more about the impact Rugby has had on the experiences of some of our young people, in this video.

# SUMMARY OF PROJECT

Scottish Rugby is proud to continue supporting young people across Scotland through the CashBack for Communities programme. As we complete Year 2 of Phase 6—a three-year phase—we remain committed to delivering both CashBack Schools of Rugby and CashBack Community Rugby programmes in 13 secondary schools across some of the country’s most disadvantaged communities.

Building on the learning from earlier phases, we continue to use rugby as a tool for connection, growth, and long-term impact. With the support of local partners, we engage young people through targeted referrals and structured group activity—creating environments where they can belong, succeed, and thrive. Rugby is more than a sport; it’s a powerful vehicle for building confidence, resilience, and positive relationships that last.

At the heart of our work is a belief that participation in structured, meaningful activity can transform lives. Through the CashBack programme, young people aren’t just playing rugby—they’re developing the skills, values, and mindset to contribute to their schools, clubs, and wider communities.

As we look ahead to the final year of this phase, we remain focused on equity, inclusion, and deepening our impact. Our goal is to continue creating opportunities for young people in state schools—offering them a chance to grow, lead, and belong, both on and off the pitch.

## Programme Structure: Schools and Community

### Rugby Starter Programme (Ages 10–14)

Pupils in Primary 6 through to S2/S3 are introduced to rugby during curriculum time, with a focus on fun, teamwork, and progression into extra-curricular sessions. School teams are formed to compete in local fixtures, often led by teachers and senior pupils trained to support younger learners. Boys and girls take part equally, forming a strong foundation for the ‘Junior Phase’ of their rugby journey.

### Junior Phase: School of Rugby (S1–S3)

Young people opt in or are referred to a structured curricular programme that combines rugby development with wider personal and academic support. Pupils gain an understanding of rugby’s laws and values while also improving physical literacy, attendance, confidence, and school engagement. This phase is all about creating a positive routine and supporting learners as they move through early secondary school.

### Senior Phase Attainment Through Rugby (Ages 15–17)

This stage builds on earlier development with a focus on strength & conditioning, technical skills, and personal development. Through the Developing Player Pathway, learners can earn SQA and vocational qualifications—including Education Through CashBack (ETC) modules and Scottish Rugby courses—while preparing for positive destinations in education, work, or further rugby involvement.

### CashBack Community Rugby (Ages 15–24)

Our work doesn’t stop at the school gates. The CashBack Community Rugby (CCR) programme continues to grow—offering sustained engagement for young people aged 15–24 through a diverse range of opportunities in their own communities. CCR supports young people during key transitions, giving them meaningful experiences in rugby and beyond.

## PRIMARY SCHOOLS Early Engagement: P6–P7



Curriculum delivery



Festivals



Rugby tasters

## SCHOOLS OF RUGBY S1–S4 Development



Regular sessions



Performance block  
(S&C, PE support)



Positive destinations prep



DPP and qualifications

## CASHBACK COMMUNITY RUGBY Age 15–24



Club-based sessions



Mental health, life skills,  
volunteering



Leadership and  
Ambassador roles



Over the past year, CCR has expanded to include Friday night drop-ins, girls-only rugby groups, breakfast clubs, and holiday camps. These sessions are designed to be safe, welcoming, and responsive to local need—helping tackle challenges like inactivity, isolation, and anti-social behaviour, while building friendships and life skills.

We also continue to strengthen the education and wellbeing offer within CCR. This year saw the start of our work with Change Mental Health, bringing resilience education into our sessions. We've launched delivery of the Hi5 Award from Youth Scotland to help participants gain recognition for their contributions and learning. In addition, we've begun piloting Safe Hands training from the Moira Anderson Foundation, building understanding around safeguarding and wellbeing among young people and volunteers.

Whether through playing, coaching, volunteering, or gaining qualifications, CashBack Community Rugby creates opportunities for young people to find purpose, take pride in their progress, and make a positive difference in their local area.



# FINANCIAL REPORT

## SPEND PER LOCAL AUTHORITY:

LOCAL AUTHORITY	CASHBACK SPEND (£)	YOUNG PEOPLE
Aberdeen	40,000.00	461
Dundee	78,000.00	358
East Lothian	42,000.00	328
Edinburgh City	122,000.00	212
Fife	40,000.00	25
Glasgow City	42,000.00	56
Highland	40,000.00	121
Inverclyde	42,000.00	50
North Ayrshire	42,000.00	264
South Lanarkshire	42,000.00	28
<b>Total</b>	<b>530,000.00</b>	<b>1,903</b>

## SPEND PER SCHOOL:

SCHOOL	YEAR 2 TOTAL (£)	YOUNG PEOPLE
Alness Academy	41,562.00	121
Auchmuty High School	41,562.00	25
Braeview Academy	41,562.00	159
Castlebrae Community High School	41,562.00	34
Craigie High School	39,500.00	199
Inverclyde Academy	39,500.00	50
Irvine Royal Academy	39,500.00	264
Larkhall Academy	39,500.00	28
Leith Academy	39,500.00	95
Northfield Academy	41,563.00	461
Ross High School	41,563.00	328
St Paul's High School	41,563.00	56
Wester Hailes Education Centre	41,563.00	83



## YEAR 1 & 2 FINANCE BREAKDOWN:

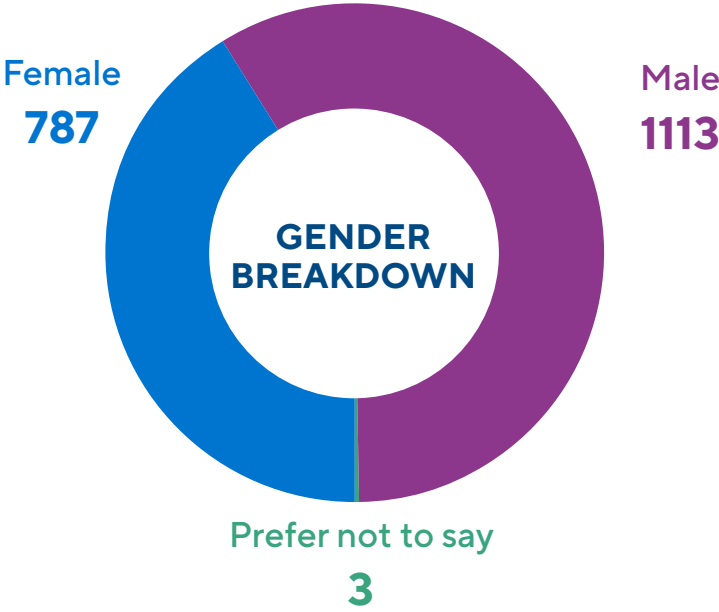
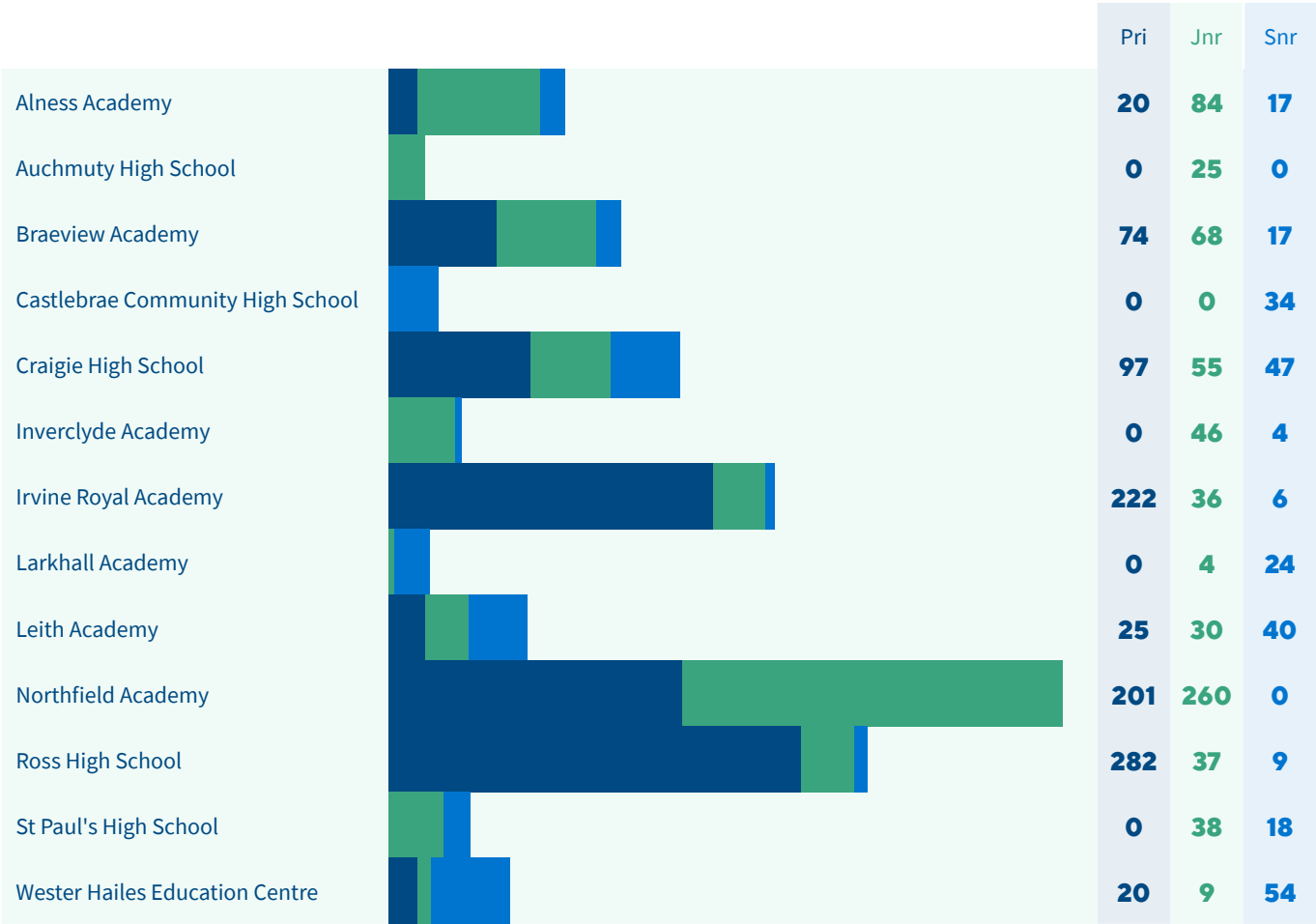
	YEAR 2 - 2024/25 (£)		TOTAL YEAR 1 & 2 2023 - 2025 (£)
	Budget	Actual	Actual
3 x School and Youth Project Officers	120,000.00	120,000.00	240,000.00
Staffing Project delivery costs sub-total	120,000.00	120,000.00	240,000.00
13 x School of Rugby Centres @£23k per SoR & CCR	299,000.00	299,000.00	598,000.00
13 x Travel costs @£4k	52,000.00	52,000.00	104,000.00
13 x CashBack Kit @ £3k	39,000.00	39,000.00	78,000.00
Non Staffing Project delivery costs sub-total	390,000.00	390,000.00	780,000.00
Management, Marketing and Operations	20,000.00	20,000.00	40,000.00
Management and Marketing sub-total	20,000.00	20,000.00	40,000.00
<b>TOTAL EXPENDITURE</b>	<b>530,000.00</b>	<b>530,000.00</b>	<b>1,060,000.00</b>



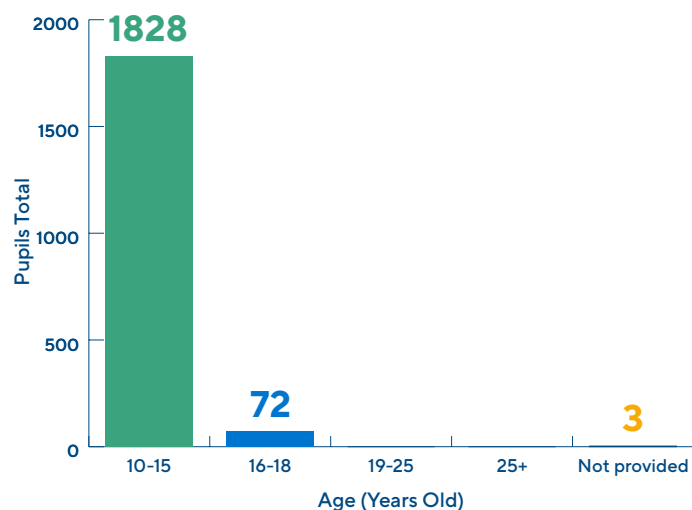


# PROJECT PARTICIPANTS

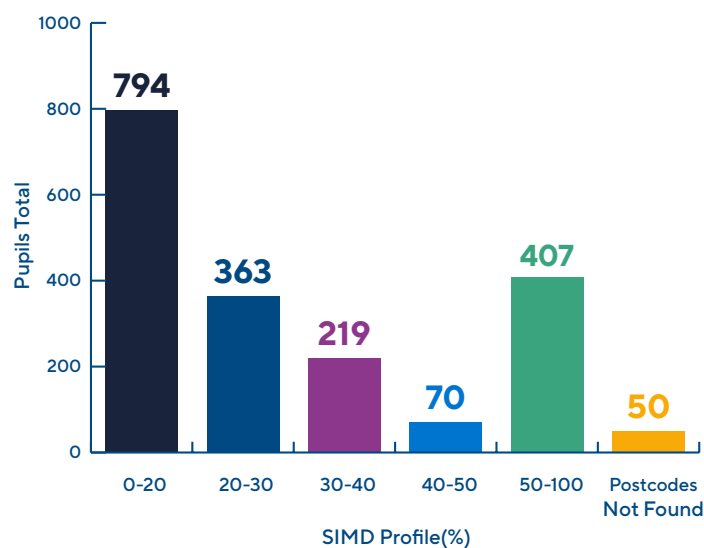
Throughout Year 2 of the programme, each school reported back to us on a quarterly basis recording the number of pupils involved within each of the three school phases.



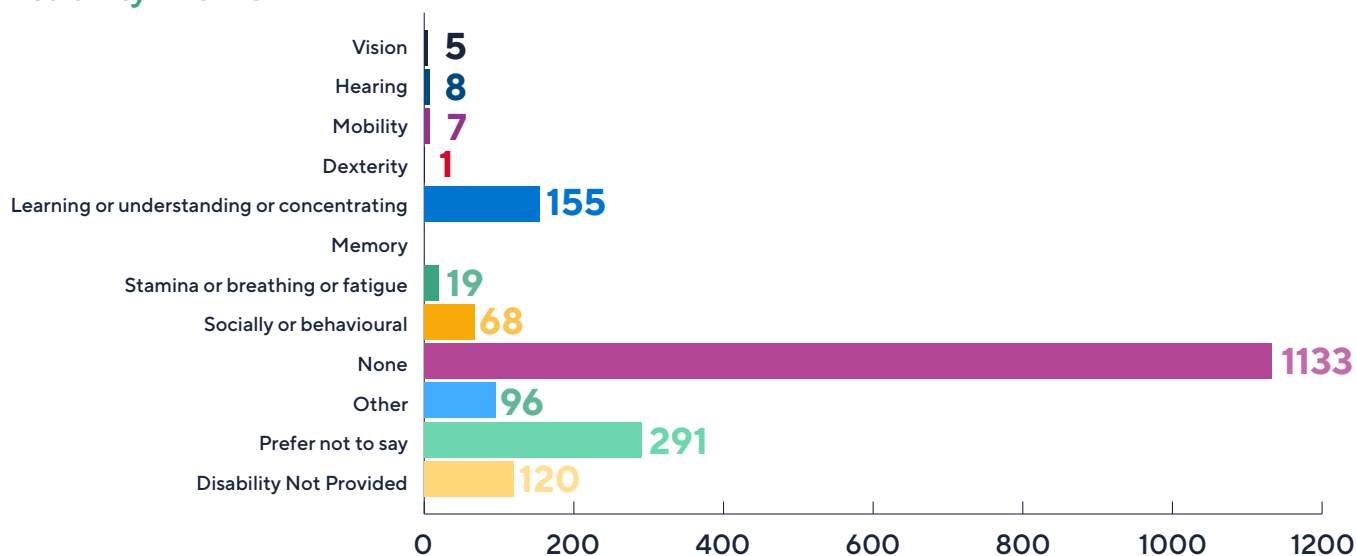
## Age Profile



## SIMD Profile

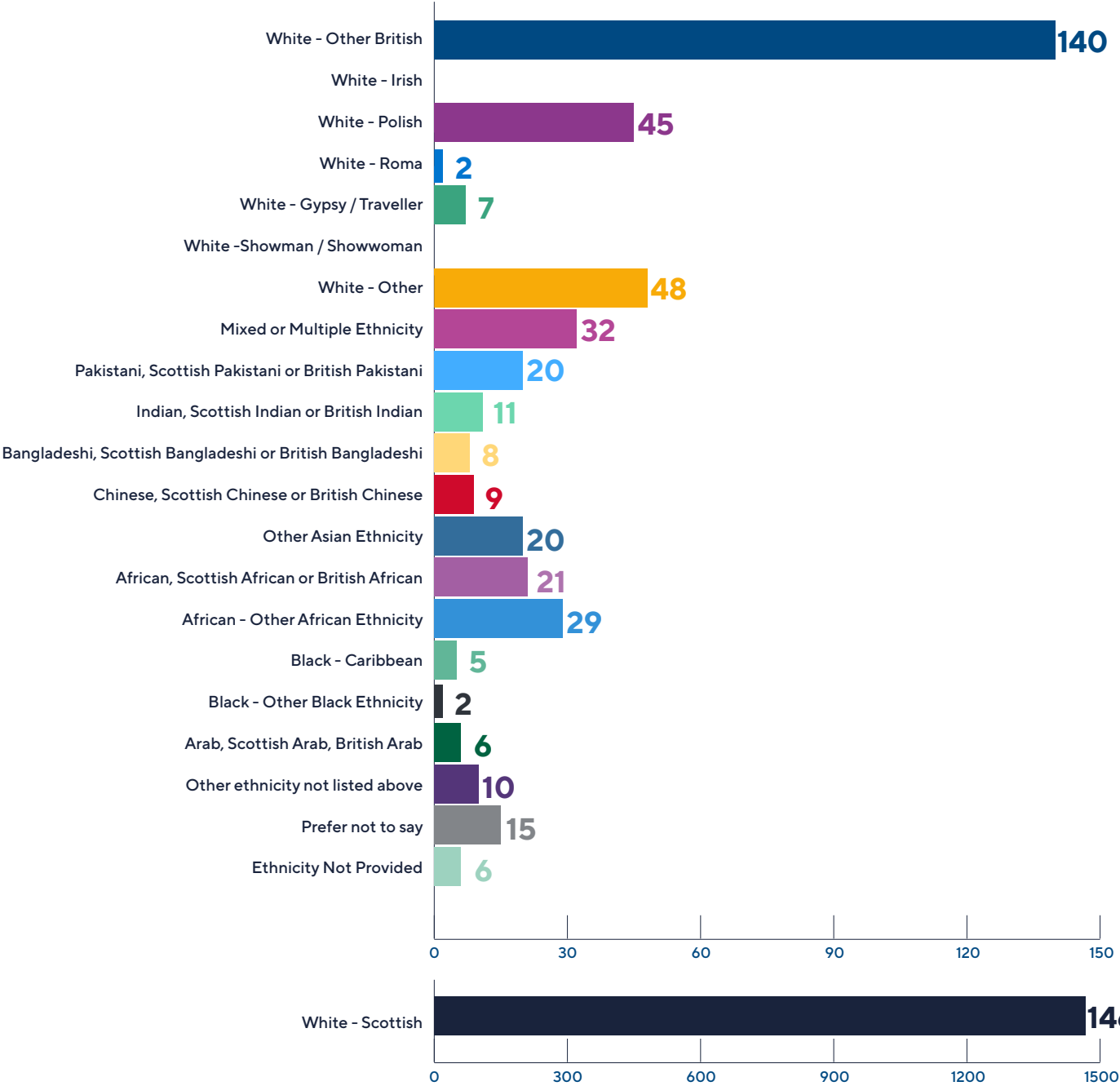


## Disability Profile



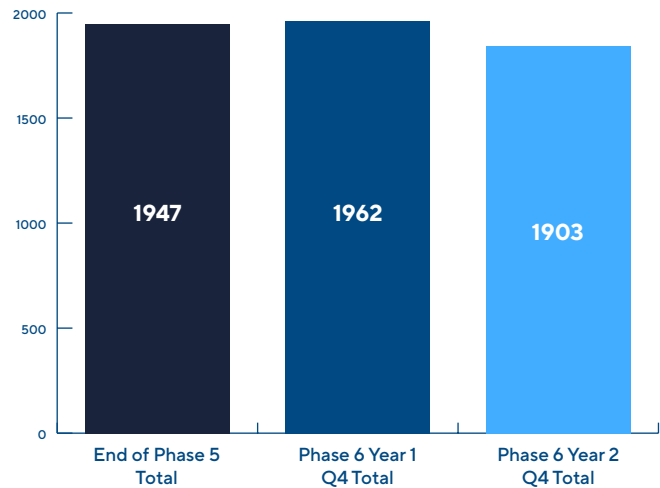


# Ethnicity Profile



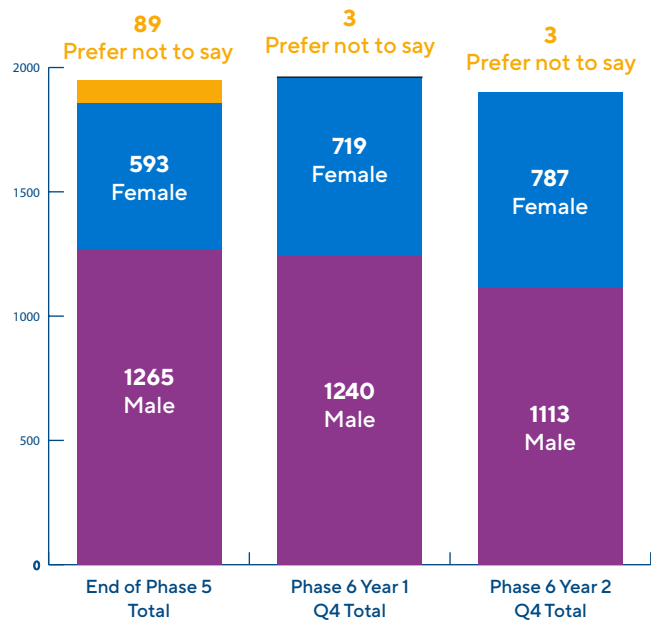
In continuing to provide inclusive opportunities to young people in the most deprived areas of Scotland, Year 2 of Phase 6 has closely maintained our total student participation from Year 1 of Phase 6 of the the CashBack programme. This year concluded with a total of 1,903 pupils recorded across the 13 CashBack Schools from Primary to Secondary Phase. (Figure 1)

Figure 1: Total Student Participants



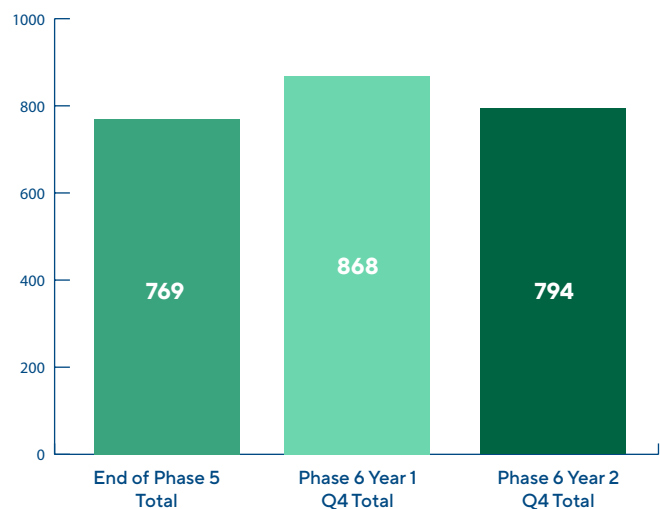
Relatedly, Phase 6 recorded a growth in female participation compared to Phase 5 of the programme. With 787 female participants recorded in Year 2 of Phase 6. (Figure 2)

Figure 2: Gender Split



We can also see a positive increase from Phase 5 in the number of participants recorded as being from the 20% most deprived areas in Scotland, with 794 young people captured in Year 2 of Phase 6 alone, which equates to 42% of total participants this year. (Figure 3)

Figure 3: SIMD 0-20%





## Contribution to Key Scottish Government Policy Areas

Scottish Rugby's CashBack programme remains strongly committed to supporting several key Scottish Government priorities. Through our work in schools, clubs, and community settings across Scotland, we continue to make a positive difference aligned with these important societal goals. Below are examples that illustrate our impact across these areas:

### Scotland's Climate Change Plan

In partnership with schools embedded in their local communities, our programme actively promotes sustainable practices among young people. One partner school, recognised for its commitment to environmental education, has integrated sustainability themes such as reducing single-use plastics, encouraging recycling, and exploring renewable energy through guest speakers and projects.

We are working with Scottish Gas to reduce carbon emission and energy costs to Rugby Clubs across the country. This is delivered through deep retrofit assessments, funding grants for sustainable works, and community roadshows to educate the local communities on how they can reduce emissions and cut costs. This important work is improving the comfort and warmth of our community building, making them healthier places to live, work and play.

### Application of the Fair Work Framework

Our Development Officers and volunteers are central to delivering high-quality, inclusive rugby experiences. Feedback from schools and community clubs consistently highlights the positive environment fostered by our teams—where respect, fairness, and ongoing development are paramount. Staff and volunteers receive regular training and recognition, helping them feel valued and motivated. Young people benefit too, as many take on leadership roles coaching their peers, which builds skills, confidence, and a sense of responsibility. This focus on fair opportunity, security, and fulfilment exemplifies our commitment to the Fair Work Framework and ensures our programme is a supportive space for all involved.

### United Nations Convention on the Rights of the Child (UNCRC)

Our programme aligns closely with the principles of the UNCRC by prioritising the rights, dignity, and wellbeing of all children. Several of our partner schools hold Rights Respecting School awards, demonstrating a school-wide culture of respect and inclusion. Through coaching, mentoring, and educational sessions, we support this culture by creating safe, positive environments where young people feel listened to and supported. Emphasising respect, choice, and participation in our activities helps reinforce children's rights in practical, everyday ways—contributing to their overall development and happiness. **For more information [click here](#)**

## Best Start, Bright Futures: Tackling Child Poverty

We are acutely aware of the challenges faced by young people in communities experiencing high levels of deprivation. Our programme works closely with schools in these areas to provide free or low-cost access to rugby and associated wellbeing activities. This access builds physical health, confidence, and social connection—key factors in helping to break cycles of poverty. Additionally, the schools we work with often complement our efforts with wider support mechanisms such as breakfast clubs, food provision schemes, and family assistance services. Together, these efforts offer a holistic safety net and opportunity ladder, helping children and families move towards brighter futures.



### Support for New Scots

While we are still developing specific initiatives aimed at New Scots, inclusivity remains a core value of our programme. In many schools and communities with diverse populations, we actively encourage participation from all backgrounds, helping new Scots feel welcomed and integrated. We are currently exploring partnerships and programme models designed to engage these young people more directly—building skills, friendships, and community ties through rugby. We believe this approach will strengthen social cohesion and provide meaningful pathways to involvement and personal development for New Scots across Scotland.

# OUTCOMES

Scottish Rugby are invested in delivering on the five, Phase 6 CashBack for Communities outcomes:

1

**YOUNG PEOPLE ARE DIVERTED FROM ANTISOCIAL, CRIMINAL BEHAVIOUR AND INVOLVEMENT WITH THE JUSTICE SYSTEM**

2

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

3

**YOUNG PEOPLE'S HEALTH AND WELL-BEING IMPROVES**

4

**YOUNG PEOPLE CONTRIBUTE POSITIVELY TO THEIR COMMUNITIES**

5

**YOUNG PEOPLE BUILD THEIR PERSONAL SKILLS, RESILIENCE, AND BENEFIT FROM STRENGTHENED SUPPORT NETWORKS AND REDUCE RISK TAKING BEHAVIOUR**



# PROGRAMME IMPACT

The CashBack Schools of Rugby – Sport for Change and CashBack Community Rugby programmes aim to engage up to 5,000 young people aged 10–24 across Scotland, with activity delivered through 13 identified secondary schools and wider community-based projects. While schools have a particular focus on Outcomes 2 to 5, our community activity is primarily targeted at achieving Outcome 1 – developing life skills.

This report covers Year 2 (2024–2025) of the current three-year Phase 6 funding cycle. A key improvement this year has been the introduction of a sampling model designed to strengthen our evaluation process and increase the reliability of our impact reporting. This model enables us to confidently report outcome data that represents all 1,903 young people newly engaged in the programme during the year.

This is particularly significant given that we are required to evidence positive outcomes for at least 1,400 young people annually. Thanks to our improved approach, we have not only exceeded that threshold but are now able to provide robust and representative data that reflects the full scale of the programme's reach and impact.

Learning from this, Scottish Rugby has strengthened its evaluation approach. Our new sampling model ensures a more comprehensive and representative dataset, allowing us to better understand and evidence the real impact our work is having on young people. Over the final year of Phase 6, we will continue to refine these methods to ensure high-quality insight into each of the programme's outcome areas.

What follows is a breakdown of outcomes, each supported by quantitative and qualitative data, case studies, and lived experiences from the young people, schools, and communities involved.



Staff and Pupils Share the Impact of CashBack at Craigie High School

# 1

## YOUNG PEOPLE ARE DIVERTED FROM ANTISOCIAL, CRIMINAL BEHAVIOUR AND INVOLVEMENT WITH THE JUSTICE SYSTEM



### Case Study

#### Larkhall Academy

##### Pupil A: Building Emotional Regulation & Behavioural Change

After multiple school transitions, Pupil A struggled with behavioural outbursts and attention-seeking in class. Through the structure of the School of Rugby, he learned to manage his emotions, improve his focus, and reduce behavioural referrals, showing how targeted support can divert young people from risk.

[To see the full Case Study click here](#)

“Participation in CashBack rugby has helped young people gain a sense of purpose and belonging, keeping them away from negative influences.”

Wester Hailes Education Centre

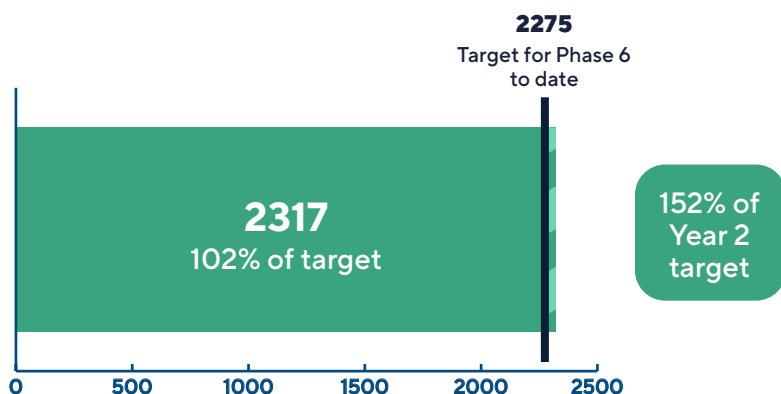
“Young people who were previously involved in antisocial behaviour now have a positive routine and report feeling less tempted to engage in negative activities.”

Craigie High School

“Engagement with the programme has reduced risk-taking behaviour in several participants.”

Ross High School

**2317 young people since the beginning of Phase 6 have reported that their own involvement in antisocial or criminal behaviour has reduced, and that they’ve made positive behavioural changes through participation in the programme.**





# 1

## YOUNG PEOPLE ARE DIVERTED FROM ANTISOCIAL, CRIMINAL BEHAVIOUR AND INVOLVEMENT WITH THE JUSTICE SYSTEM

"There are few pupils in Pupil P's area that train and take part in organised sport and very few who engage at the level he is now operating at."

**Blair Henderson, Head of PE, Wester Hailes High School**

"Before rugby, I didn't really see myself as confident. But the school and Wandies sessions and my coaches helped me find something I'm good at, and now I feel like I can lead and help others too."

**Pupil P, Wester Hailes High School**

"The rugby programme is a good thing for me because it's something that helps me calm down because it's a sport I really like and I am good at."

**Pupil F, St Paul's High School**



### Case Study

#### Wester Hailes High School

##### Pupil P: Pathway to Leadership and Academic Success

Raised by a single mother in a high-need area, Pupil P found purpose through Cashback Rugby, progressing from a free summer camp to club captain. He represented Edinburgh U16s and excelled academically, demonstrating how sport can provide identity, structure, and pathways to success.

[To see the full Case Study click here](#)

"Some young people have completely turned their lives around since engaging in the programme, reducing offending behaviour."

**Northfield Academy**

"The programme provides structure and discipline which helps reduce time spent on the streets and away from trouble."

**Murrayfield Wanderers Rugby Club**

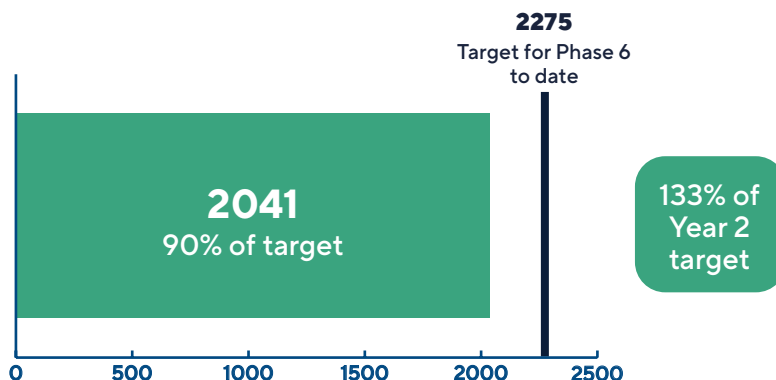
"CashBack has given young people positive alternatives to antisocial behaviour and criminal activity."

**Inverclyde Academy**

# 1

## YOUNG PEOPLE ARE DIVERTED FROM ANTISOCIAL, CRIMINAL BEHAVIOUR AND INVOLVEMENT WITH THE JUSTICE SYSTEM

**2041 young people since the beginning of Phase 6 have reported that they now feel less inclined to engage in antisocial or criminal behaviour as a result of the programme.**



“He is now more focused, with a much better attitude at home. He takes his fitness seriously, eats well and has surrounded himself with a positive group of friends who support and encourage each other.”

Parent of S1a, Northfield Academy



### Case Study

#### Alness Academy

#### Pupil F: From Quiet Beginner to Rugby Scholar

Starting as a quiet S1 pupil, Pupil F grew in skill and confidence through the School of Rugby. He progressed from club rugby to Caledonia and Glasgow Warriors U16s, earning a Supported Junior Player contract. He now attends Glenalmond College on a rugby scholarship, leading the 1st XV lineout.

[To see the full Case Study click here](#)

# 2

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



### Case Study

#### Irvine Royal Academy

#### Pupil M: Growing Confidence and Educational Aspirations

Initially low in confidence, Pupil M joined the School of Rugby and developed leadership, fitness, and determination. She now plays club rugby, pursues curricular qualifications, and has a growing vision for her future career.

[To see the full Case Study click here](#)

"School attendance and engagement improve noticeably for participants involved in rugby and educational modules."

**Alness Academy**

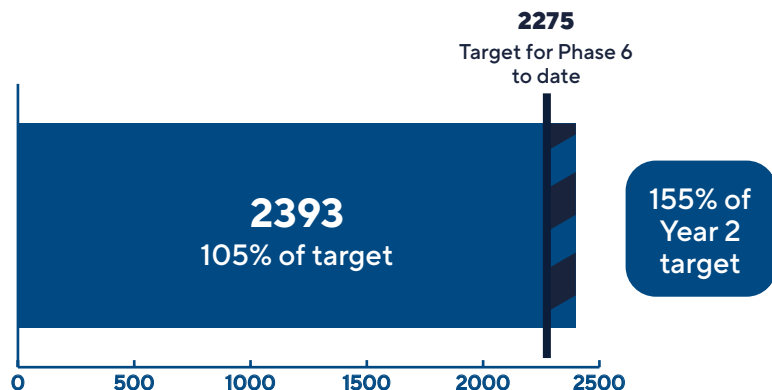
"CashBack has provided opportunities to gain SCQF qualifications which helped students secure college places."

**Wester Hailes High School**

"We have seen growth in leadership skills which is supporting young people into volunteering and paid roles."

**Craigie High School**

**2393 young people since the beginning of Phase 6 have reported having an improved relationship with their school as a result of their involvement in the programme.**



"The programme's educational modules complement sporting activities, boosting young people's confidence in academic settings."

**Auchmuty High School**

"Participants have improved time management and discipline, skills valuable for work and study."

**Braeview Academy**

"The School of Rugby programme has provided me so many opportunities to gain additional qualifications that has helped me grow in confidence."

**Pupil E, St Paul's High School**



# 2

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



### Case Study

#### Braeview Academy

#### Pupil B: Developing Coaching Skills and Employability

Starting as a quiet player, Pupil B evolved into a confident coach and mentor through the rugby programme, building networks and gaining qualifications that set the foundation for a career in sports coaching.

[To see the full Case Study click here](#)

"Pupil E is one of the most dedicated young people I've met who inspired girls to get into rugby."

L. Luedke, PE Teacher

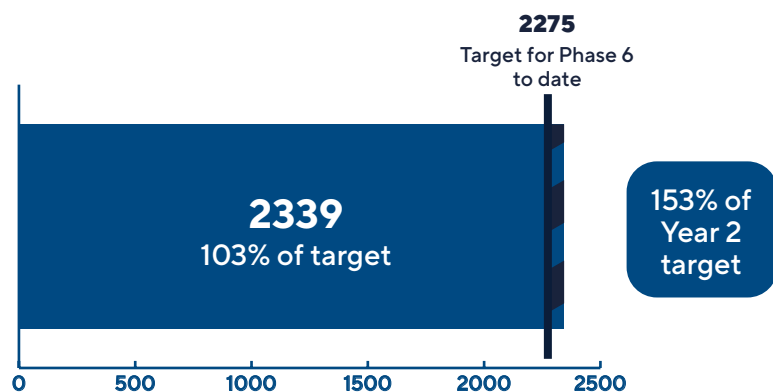
"Rugby has taught me that I am more resilient and determined than I thought. It showed me the importance of perseverance, teamwork, and staying focused even in challenging situations."

Pupil B, Braeview Academy

"Pupil M is much more confident and can see the skills that she has been developing in rugby are now improving her schooling and providing her with opportunities for the future."

Mr Couper, Rugby Lead, Irvine Royal Academy

2,339 young people since the beginning of Phase 6 have reported that their attendance at school has improved through participation in the programme.

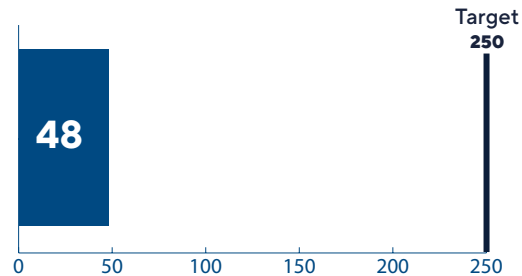


# 2

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

### Progression Outcomes after completion of the programme;

48 the number of NEW participants (target 250) gaining/taking up: Volunteering.



### Raising Attainment Award

Enrolled on to Developing Players Programme SCQF Level 4 & 5

61

Education Through CashBack SCQF Level 4 & 5

25

0 10 20 30 40 50 60 70 80



**322 YP**

Gain SCQF Qualifications 4/5/7



**46 YP**

Gain Non-SCQF Accreditations



**48 YP**

Record volunteering activities

"Teaching rugby in the primary schools this year has given him confidence and great life skills dealing with a class of 6, 7 and 8 year olds!"

Parent of Pupil D, St Paul's High School

"Several young people have progressed to coaching roles within their clubs, developing employability skills."

St Paul's High School

"The qualifications gained through the Developing Players Programme have opened pathways to further education for our pupils."

Leith Academy



### Case Study

#### Leith Academy

#### Pupil O: From Player to Coach with Clear Career Ambitions

Through consistent involvement in the CashBack School of Rugby, Pupil O gained confidence, leadership experience, and nationally recognised qualifications. Now coaching younger players and pursuing a sports coaching course at college, he is on a clear pathway toward a positive destination in the sport he loves.

[To see the full Case Study click here](#)



### Case Study

#### Northfield Academy

#### S2a: Re-engaging with Education through Confidence and Belonging

Feeling isolated and anxious at high school, S2a gained confidence and social connection through rugby and the Crew programme, re-engaging with education and personal development.

[To see the full Case Study click here](#)

"The rugby sessions have been key in boosting confidence and reducing anxiety among participants."

Larkhall Academy

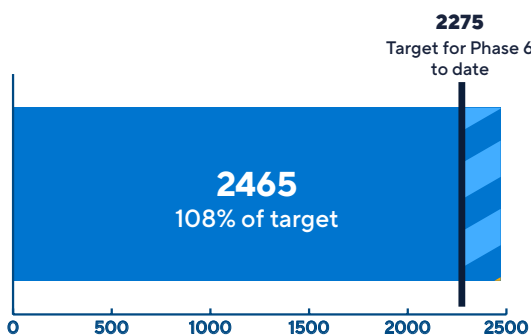
"Participants have shown increased physical fitness and a more positive attitude towards health."

Inverclyde Academy

"Rugby has become a safe space where young people feel valued and supported."

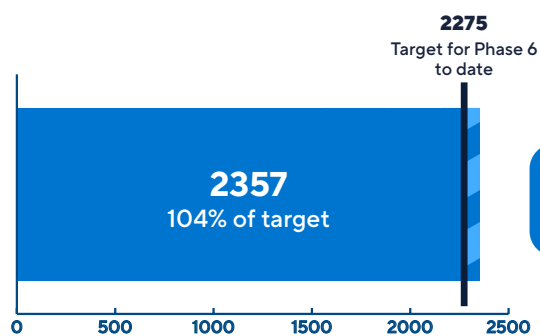
Dundee & Angus College

**2,465 young people since the beginning of Phase 6 have reported an increase in feelings associated with SHANARRI indicators: Safety, Health, Achievement, Nurture, Activity, Respect, Responsibility, and Inclusion.**



156% of Year 2 target

**2,357 young people since the beginning of Phase 6 have reported that their mental health has improved and they now have a more positive outlook on life.**



150% of Year 2 target

"Many young people state that rugby sessions improve their overall mood and help manage stress."

Northfield Academy

"The focus on wellbeing through sport has helped participants make healthier lifestyle choices."

Ross High School

"It calms me down and helps me make new friends and it's good teamwork."

S1a, Northfield Academy





### Case Study

#### St Paul's High School

#### Pupil F: Overcoming Emotional Challenges and Behavioural Improvement

Overcoming bullying and emotional struggles, Pupil F found emotional regulation and improved behaviour through rugby, becoming more focused and positively engaged at school.

[To see the full Case Study click here](#)

"The rugby sessions have been key in boosting confidence and reducing anxiety among participants."

Larkhall Academy

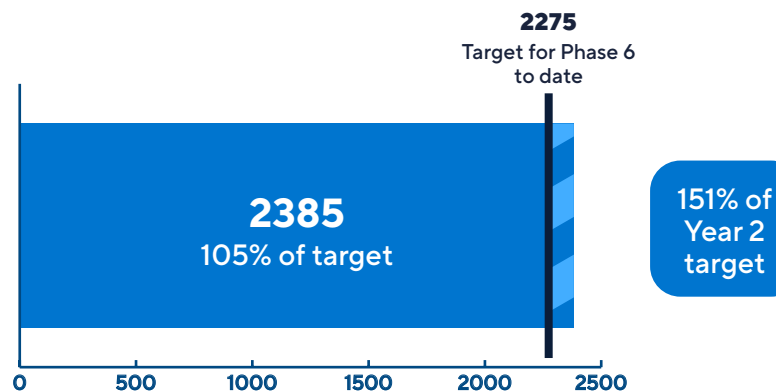
"Participants have shown increased physical fitness and a more positive attitude towards health."

Inverclyde Academy

"Rugby has become a safe space where young people feel valued and supported."

Dundee & Angus College

**2,385 young people** since the beginning of Phase 6 have reported that their confidence has increased as a result of taking part in the programme.



"Many young people state that rugby sessions improve their overall mood and help manage stress."

Northfield Academy

"The focus on wellbeing through sport has helped participants make healthier lifestyle choices."

Ross High School

"It calms me down and helps me make new friends and it's good teamwork."

S1a, Northfield Academy

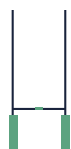
# 3

## YOUNG PEOPLE'S HEALTH AND WELL-BEING IMPROVES



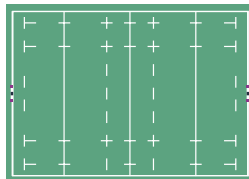
**1903 YP**

Reporting evidence  
of participation in  
physical and sporting  
activities



**439**

Fixture v another  
School



**646**

Primary Pupils  
attended Festivals



**204**

Secondary Phase  
pupils attended  
Strength &  
Conditioning



**146**

Joined Local  
Rugby Club

"He was disengaged and felt alone. With rugby and his Crew teacher identifying his skills and giving him a platform to make friends, we started to see a huge difference in him."

Parent of S2a, Northfield Academy

"Pupil F can manage his emotions much more effectively and when things don't go his way, he can now cope with those feelings of disappointment but does not give up."

L. Luedke, PE Teacher, St Paul's High School

"Pupil F's mum and dad are both keen for him to stay out of trouble... since joining rugby he has been much more focused in school and able to regulate his behaviour and emotions in a more mature way."

S. Heron, Pastoral Care, St Paul's High School

# 4

## YOUNG PEOPLE CONTRIBUTE POSITIVELY TO THEIR COMMUNITIES



### Case Study

#### St Paul's High School & Cartha RFC

#### Pupils D & E: Leading Community Coaching and Volunteering

Long-term participants who progressed through qualifications, refereeing, and coaching roles, these young people now lead primary school rugby clubs and inspire their peers through volunteering.

[To see the full Case Study click here](#)

"Our young ambassadors have led community litter picks and coaching sessions for younger children."

Northfield Academy

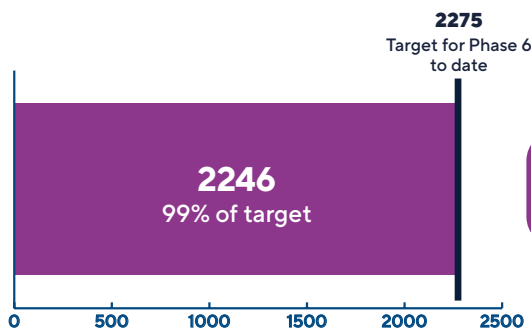
"Participation has fostered a strong sense of community pride among young people."

Ross High School

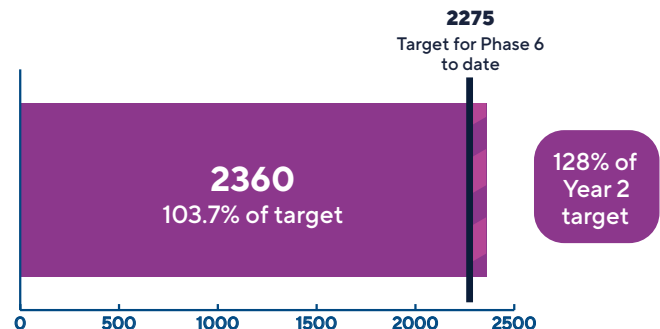
"Volunteering opportunities through CashBack have helped young people develop responsibility and leadership."

St Paul's RC High School

**2,246** young people since the beginning of Phase 6 have reported that their perception of their neighbourhood has improved through their involvement in the programme.



**2,360** young people since the beginning of Phase 6 have reported a heightened sense of belonging to a community.



"The programme encourages social responsibility and active citizenship."

Wester Hailes Education Centre

"Young people take pride in representing their schools and communities at tournaments."

Braeview Academy

"Through volunteering and mentoring, participants are learning the value of giving back."

Craigie High School



# 4

## YOUNG PEOPLE CONTRIBUTE POSITIVELY TO THEIR COMMUNITIES



### Case Study

#### Braeview Academy

#### Pupil B: Developing Coaching Skills and Employability

Starting as a quiet player, Pupil B evolved into a confident coach and mentor through the rugby programme, building networks and gaining qualifications that set the foundation for a career in sports coaching.

[To see the full Case Study click here](#)

“Several girls now see themselves as part of something important in the school, with one stating, ‘I’m more resilient. My bounce-back ability has improved. Rugby keeps me going.’”

Pupil, Braeview Academy

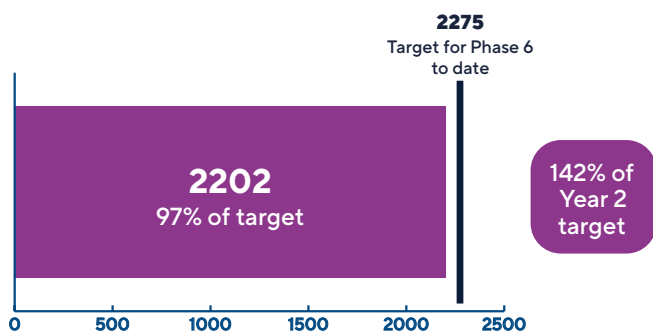
“Pupil D has grown into a confident and resilient man... now a role model for many young people and has the skills to run fun, engaging sessions.”

L. Luedke, PE Teacher, St Paul’s High School

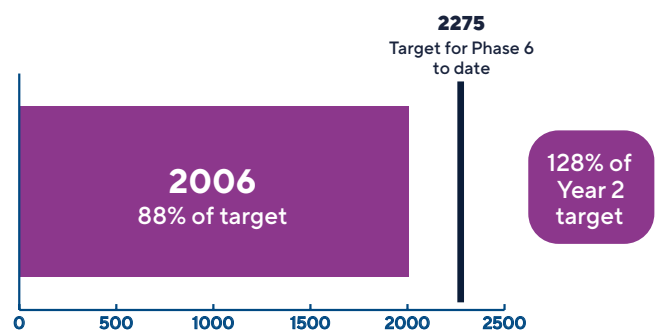
“He is incredibly proud of being part of the Aberdeenshire Rugby Club and actively seeks me out to chat about how his training is progressing and discuss the club games he takes part in.”

Crew Teacher, Northfield Academy

**2,202 young people** since the beginning of Phase 6 have reported improvements in their contribution to, links with, and social interaction within their communities.



**2,006 young people** since the beginning of Phase 6 have reported an increased motivation to positively influence what happens in their community.



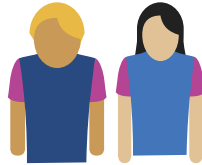
# 4

## YOUNG PEOPLE CONTRIBUTE POSITIVELY TO THEIR COMMUNITIES



**48 YP**

Go on to volunteer, coach, mentor, support or take a leadership role in community organisations



Pupil Delivery to Junior Phase:  
**71 pupils recorded**



Rugby Ambassador:  
**47 pupils recorded**

### Volunteering hours



Year 1  
**1246hrs**



Year 2  
**2314hrs**

**Total: 3560hrs**

### Community Focused Awards Gained



Year 1  
**165**



Year 2  
**93**

**Total: 258**

"Parents have become more involved in school and club events, often helping with transport and volunteering at matches."

CashBack Report, Braeview Academy

"The community initiatives linked to CashBack have created lasting positive connections."

Inverclyde Academy



### Case Study

#### Northfield Academy

#### S1a: From Disengagement to Community Role Model

Initially disengaged and using negative behaviours, S1a found belonging through rugby, earning awards and becoming a positive role model in school and club settings.

[To see the full Case Study click here](#)

# 5

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



### Case Study

#### St Paul's High School & Cartha RFC

#### Pupils D & E: Leading Community Coaching and Volunteering

Long-term participants who progressed through qualifications, refereeing, and coaching roles, these young people now lead primary school rugby clubs and inspire their peers through volunteering.

[To see the full Case Study click here](#)

"Our young ambassadors have led community litter picks and coaching sessions for younger children."

Northfield Academy

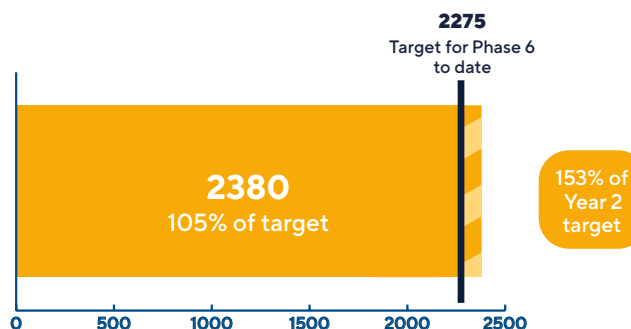
"Participation has fostered a strong sense of community pride among young people."

Ross High School

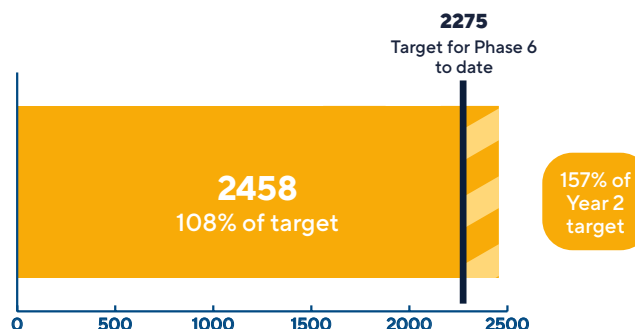
"Volunteering opportunities through CashBack have helped young people develop responsibility and leadership."

St Paul's RC High School

**2,380 young people** since the beginning of Phase 6 have reported feeling more resilient as a result of their engagement in the programme.



**2,458 young people** since the beginning of Phase 6 have reported having positive, supportive networks – including improved relationships with family, friends, and peer mentors.



"The programme encourages social responsibility and active citizenship."

Wester Hailes Education Centre

"Young people take pride in representing their schools and communities at tournaments."

Braeview Academy

"Through volunteering and mentoring, participants are learning the value of giving back."

Craigie High School





## Case Study

### Northfield Academy

#### S2b: Growing Confidence and Peer Respect Through Resilience

Entering school withdrawn and lacking confidence, S2b's rugby journey built resilience, leadership, and peer respect, marking significant personal growth.

[To see the full Case Study click here](#)

"I know I would be involved with poor behaviour in the community if I did not have rugby both in and out of school."

S2a, Northfield Academy

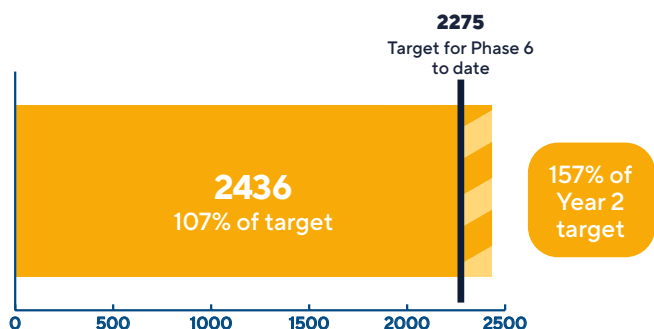
"He has confidence and a sense of belonging... He enjoys the camaraderie and banter being part of the team brings, but with a healthy respect for the boundaries."

Rugby Coach, Northfield Academy (on S2b)

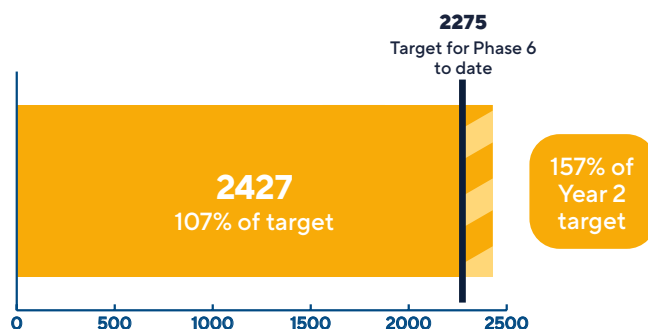
"Pupil B has become more confident in sharing their opinions, having their voice heard in class, producing better quality work, and becoming an even more enjoyable pupil to teach."

School Staff, Braeview Academy

**2,436 young people since the beginning of Phase 6 have reported increased access to appropriate services.**



**2,427 young people since the beginning of Phase 6 have reported positive changes in their behaviour.**



"Quiet pupils have become vocal leaders; others now fully engage in P.E. and school life."

CashBack Coach, Braeview Academy



## Case Study

### Craigie High School

#### Pupil W: Confidence, Belonging and Positive Pathways Through Rugby

From first picking up a rugby ball in PE to becoming a starting prop for Dundee Rugby U15s, Pupil W has developed confidence, structure and strong support networks. He now volunteers at festivals, mentors younger pupils, and is building employability skills through leadership training and work experience.

[To see the full Case Study click here](#)

# CASHBACK COMMUNITY RUGBY (CCR) PROGRAMME

The CashBack Community Rugby (CCR) programme is delivered locally in partnership with Scottish Rugby and CashBack for Communities, with a strong focus on meeting the unique needs of each community we serve. Over the past year, CCR has taken a flexible, bespoke approach—running holiday camps, open strength and conditioning sessions, and 8-week blocks of ‘Tartan Touch’ rugby, a non-contact format designed to be inclusive and accessible.

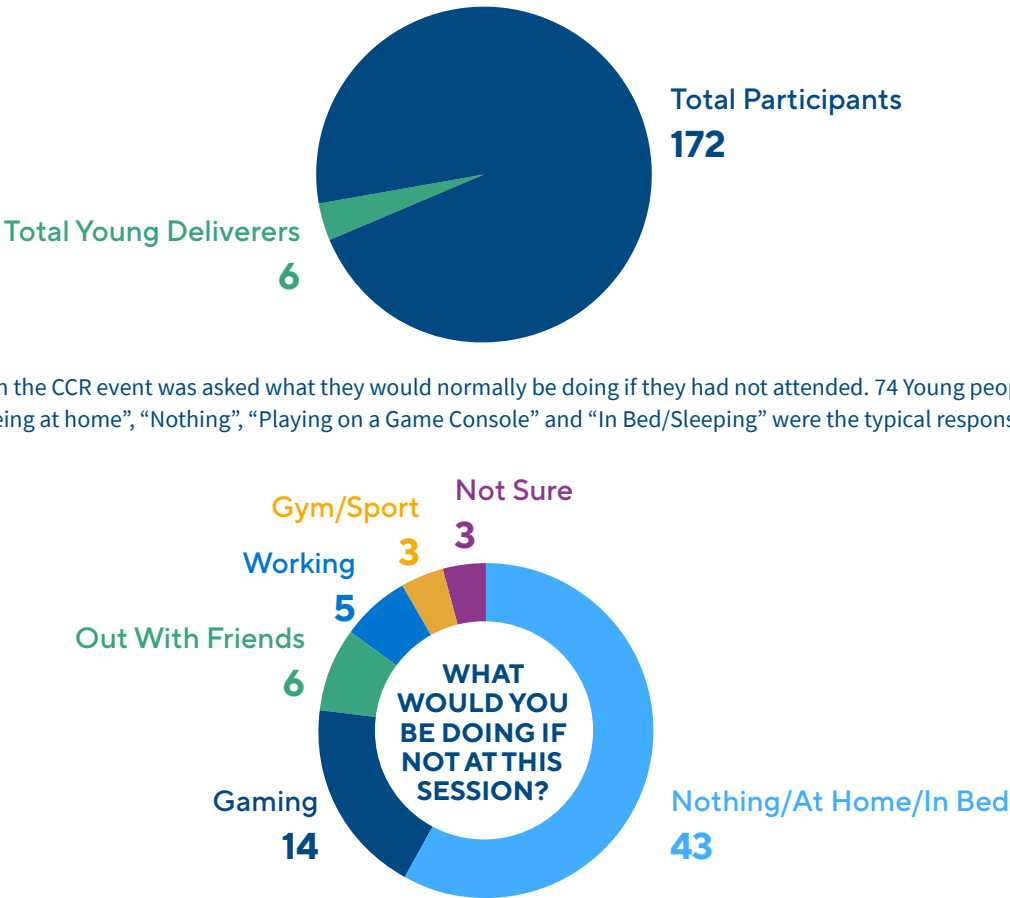
CCR activities are open to young people aged 12 to 25, with a primary focus on those aged 16 to 25 who are Pre-NEET or NEET (Not in Education, Employment, or Training). These young people are referred through schools, police, and community networks. Sessions create safe, welcoming spaces that encourage positive physical activity through local rugby clubs, while also raising awareness about the impact of anti-social behaviour on individuals and communities.

In addition to rugby delivery, we’ve expanded our offer to include weekend breakfast clubs, Friday night youth sessions, girls-only drop-ins, and gym-based fitness programmes for unemployed young people. These varied formats help break down barriers and connect with young people in ways that are meaningful and relevant to their lives.

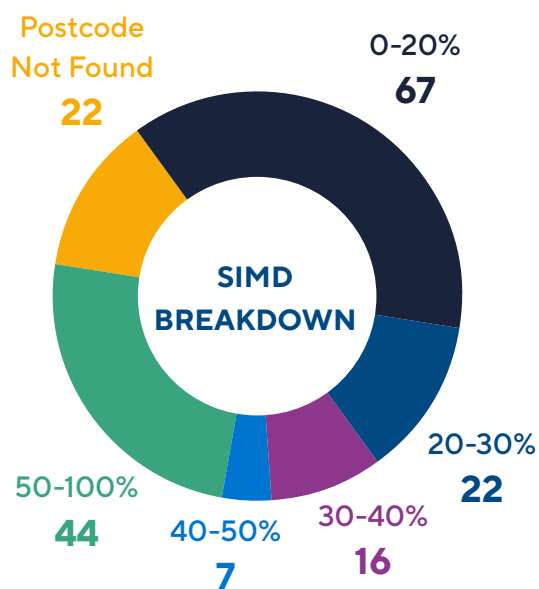
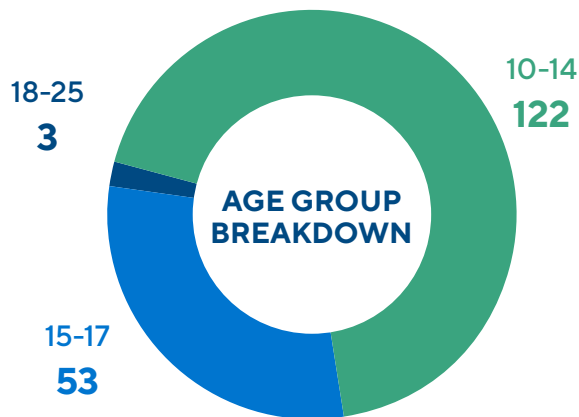
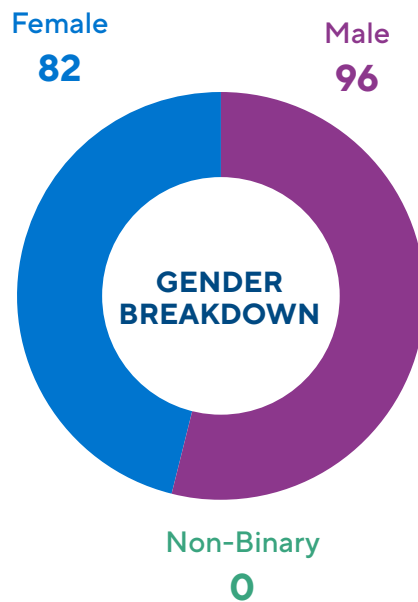
A key strength of the CCRs is the opportunity they provide for our Rugby Ambassadors to give back to their communities through volunteering. Many of these young leaders are actively involved in the planning and delivery of CCR activities—gaining confidence, leadership skills, and experience that supports their transition beyond school. Acting as positive role models to younger peers, many Rugby Ambassadors continue to return and volunteer after leaving school, driven by the strong sense of belonging and purpose they’ve developed through the programme.

CCR works closely with third sector organisations, local schools, colleges, and community officers to maximise reach and impact. These partnerships enhance not only physical health and wellbeing but also social connection, life skills, and community cohesion.

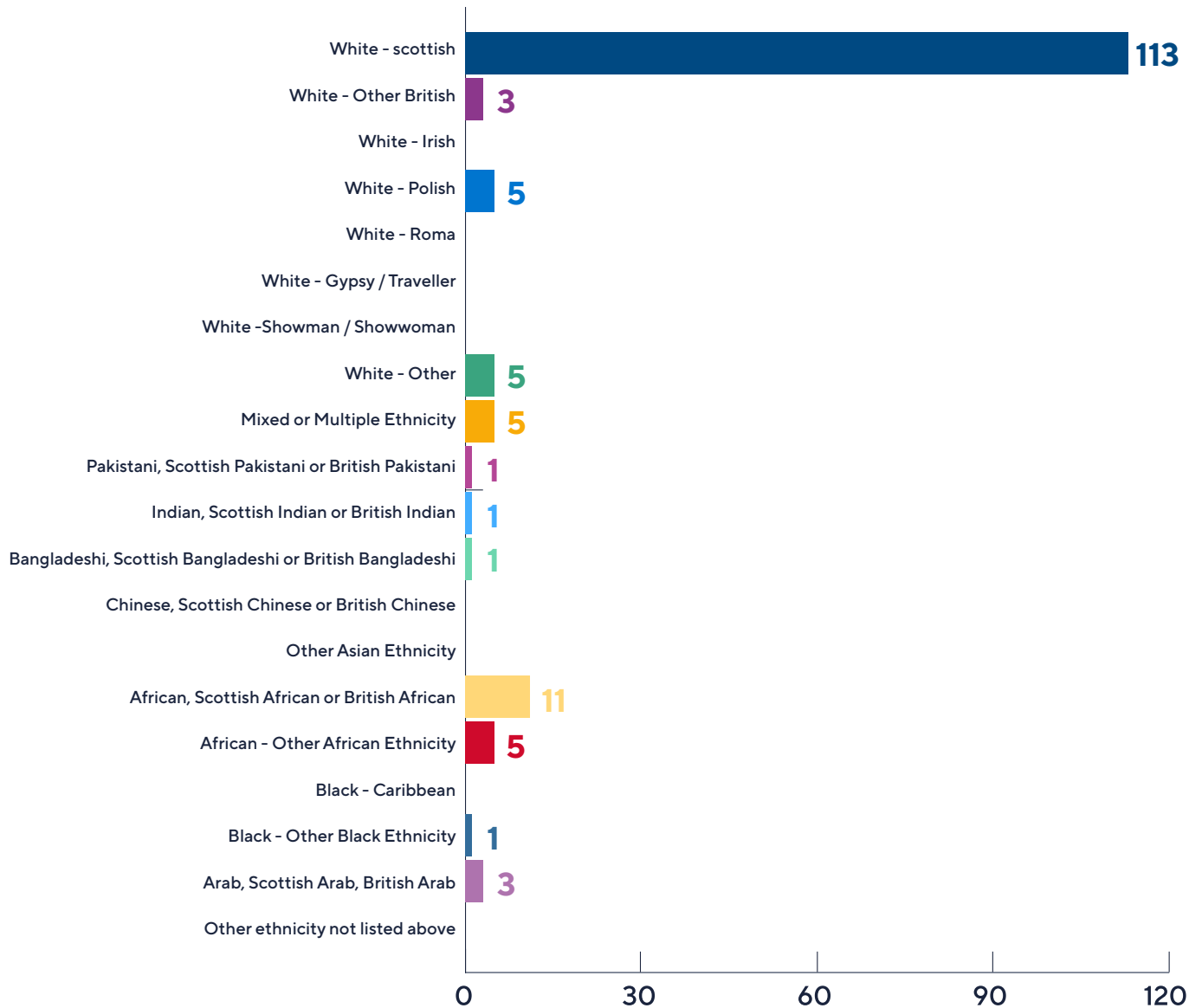
By combining sport, education, leadership, and local engagement, CashBack Community Rugby offers young people positive pathways—helping them to build confidence, resilience, and a strong sense of identity within their communities.



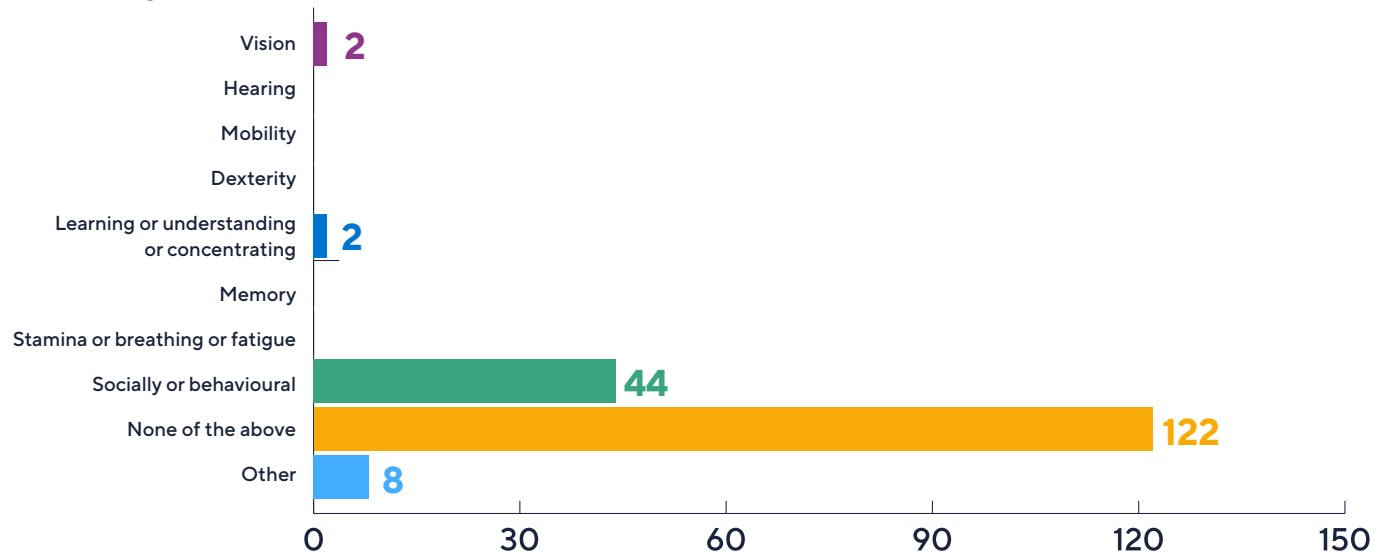
Each YP involved in the CCR event was asked what they would normally be doing if they had not attended. 74 Young people responded and “Being at home”, “Nothing”, “Playing on a Game Console” and “In Bed/Sleeping” were the typical responses.



## Ethnicity Profile



## Disability Profile





# CASHBACK RUGBY: GROWING PARTICIPATION, CONFIDENCE, AND COMMUNITY

Over the past year, the CashBack Rugby programme has made a significant impact across diverse communities in Scotland. Through strong partnerships with schools, clubs, and local organisations, we have created opportunities that not only increase rugby participation but also build confidence, promote healthy lifestyles, and foster a sense of community pride. Below are some key examples showcasing how this work is helping young people thrive both on and off the pitch.



## 1. East Region Summer Rugby Programme

### CashBack Outcome: 3 – Improved health and wellbeing

A collaborative summer programme delivered by Murrayfield Wanderers, Leith Rugby, Ross High RFC, and Edinburgh Harlequins provided S1–S6 boys with twice-weekly sessions over four weeks. Activities ranged from gym workouts and beach games to BBQs and inspiring visits from professional rugby players. This immersive programme successfully promoted physical activity, boosted mental wellbeing, and strengthened team bonds throughout the summer break.

“Attending these sessions gave me something to look forward to and helped me stay active and positive all summer.”

## 2. Irvine Royal Academy – Playing at Scotstoun with Glasgow Warriors

### CashBack Outcome: 5 – Building personal skills, resilience & support networks

Pupils from Irvine Royal Academy had the unique opportunity to play rugby at Scotstoun Stadium, home of Glasgow Warriors, and meet professional players. This immersive experience inspired confidence and ambition, helping young people see the possibilities within sport and feel a true sense of belonging.

“Seeing the pros and playing where they play – it made me feel like I belong in rugby.”

### 3. Inverclyde Academy Transition Event

**CashBack Outcome: 2 – Improved learning, employability, and positive destinations**

Inverclyde Academy hosted a five-day transition event supporting P5 and P7 pupils moving between primary and secondary school. Engaging 57 young people each day, the event used rugby activities to ease anxieties, build friendships, and develop teamwork skills. This initiative promoted smoother educational transitions, better social integration, and improved school readiness.

“The event helped me feel more confident about starting secondary school and made it easier to make new friends.”

### 4. Edinburgh Harlequins’ Emerging Schools Festival Success

**CashBack Outcome: 1 – Diversion from antisocial behaviour and the justice system**

Edinburgh Harlequins’ Emerging Schools Festival welcomed 29 young people new to rugby from Castlebrae, introducing them to structured sport and positive social environments. The festival provided an alternative to unstructured or risky activities, helping to steer young people away from antisocial behaviour while fostering a passion for rugby.

“This festival gave me a new passion and kept me busy with good stuff instead of getting into trouble.”

### 5. Murrayfield Wanderers’ Breakfast Strength & Conditioning Sessions

**CashBack Outcome: 3 – Improved health and wellbeing**

Regular morning strength and conditioning sessions paired with nutrition education at Wester Hailes helped young people develop healthy habits and consistent engagement with sport. These sessions not only improved fitness but also promoted mental focus and wellbeing throughout the day.

“Starting my day with exercise and healthy food makes me feel better at school and more ready to learn.”

### 6. Ross High Raiders Summer Camp

**CashBack Outcome: 4 – Positive contribution to communities**

Ross High hosted free rugby sessions for primary school pupils, reaching P1 to P7 students across the local area. These camps strengthened community bonds, introduced rugby to a new generation, and encouraged youngsters to take an active role in their local sporting environment.

“Volunteering at the camp and seeing the kids enjoy rugby while making new friends was really rewarding.”

### 7. Alness Academy and Ross Sutherland RFC Collaboration

**CashBack Outcome: 2 – Improved learning, employability, and positive destinations**

Through organizing U16 competitive fixtures, delivering curriculum-linked sessions for P4–P7, and expanding girls’ rugby groups for S1–S3, this partnership increased participation and opportunities. These rugby programmes helped pupils develop discipline, teamwork, and confidence—skills that transfer to school and future career pathways.

“Our pupils gained confidence and discipline from rugby which helped them not just in sport but in their learning and future plans.”

### 8. Craigie High School – Youth Leadership & Community Contribution

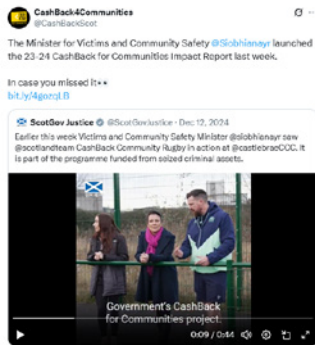
**CashBack Outcome: 4 – Positive contribution to communities**

At Craigie High School, pupils led lunchtime and girls-only rugby clubs, volunteering as Activators and creating welcoming spaces for peers. These leadership opportunities fostered responsibility, strengthened support networks, and promoted inclusion within the school and wider community.

“Leading these sessions gave me pride and a sense of responsibility in helping others enjoy rugby and feel included.”

# CASHBACK AND SOCIAL MEDIA

## Outcome 1



## Outcome 2



## Outcome 3





## Outcome 4



**Braeview Academy  
& Craigie HS Rugby**  
(@CBRugbyDundee) / X



**Leith Hawks**  
(@LeithHawks) / X



The afternoon saw Mr Couper visit @MurrayfieldStad on its 100th Birthday to pick up his Volunteer of the Season in School Award for Glasgow South. Recognition for all his hard work growing the game of rugby @IrvineRoyalAcad through @CashBackScot funding.



**Irvine Royal PE Dept**  
(@IrvineRoyalPE) / X



Yesterday our U13 boys, U14 boys and U14 girls competed in the @SPEnergyNetwork championships with @GlasgowWarriors great performances by all players and ready to build on after the Easter holidays 🙌🏻 @CashBackScot



**StPauls PE**  
(@StPaulsPhysEd) / X

## Outcome 5



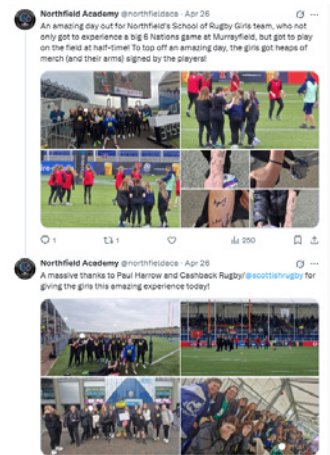
**Alex Bowman** (@AlexBowman0212) · Nov 18, 2024  
Well done Leith Hawks and Murrayfield Wanderers. Half time entertainment at Murrayfield yesterday. What an amazing experience @LeithHawks @wandiesrugby @CashBackScot @CashBackBank @thetacacademy @LeithHawks @rugbygov04



**Murrayfield Wanderers FC**  
(@wandiesrugby) / X



**Leith Hawks**  
(@LeithHawks) / X



**Northfield Academy**  
(@northfieldaca) / X



# SUMMARY AND PRIORITIES FOR YEAR 3

Building on the strong foundation established over the past two years, and inspired by the successes of our programmes, we are excited about the opportunities ahead. As our initiatives continue to mature, our focus in Year 3 will be on further enhancing the educational and personal development outcomes for the young people we serve.

We remain committed to deepening our support for the communities we work with by aligning closely with key Government policies. In particular, we will prioritise contributions to Scotland's Climate Change Plan, the Fair Work Framework, the United Nations Convention on the Rights of the Child (UNCRC), Best Start, Bright Futures: Tackling Child Poverty, and Support for New Scots.

Additionally, we will strengthen collaboration with fellow CashBack partners to better support young people across all programmes, sharing resources and expertise to maximise positive impact.

By strengthening these connections, we aim to ensure that our programmes not only deliver positive sporting experiences but also contribute meaningfully to broader social, educational, and environmental goals.





**SCOTTISH RUGBY**

SCOTTISH GAS MURRAYFIELD EDINBURGH EH12 5PJ | 0131 346 5000 | [scottishrugby.org](http://scottishrugby.org)