



# 2022

## ANNUAL REPORT

# CONTENTS

Welcome/Introduction.....	03
Programme Overview.....	04
Cashback Communications.....	05
External Evaluation.....	06
Participation In Numbers.....	08
Regional Highlights.....	10
Go Fitba .....	22
Case Studies.....	24
Financial Spend By Local Authority 2021/22 .....	28
Programme Spend .....	30
Children’s Rights.....	31

# WELCOME/INTRODUCTION



It gives me great pleasure to write this introduction for the ‘CashBack for Communities’ Annual Report, which once again highlights the incredible impact of the project on the lives of those involved. As highlighted in the 2021 report we faced several challenges as society started to come out of lockdown and the COVID pandemic; however, in the last report it illustrated once again the importance of the project and the positive impact football can play in people’s lives.

This report is full of inspirational case studies about the power of football and the impact it has had on young people’s lives via their engagement through the various Scottish FA ‘CashBack for Communities’ projects.

The Volunteers Inspire project has continued to develop and engage with many young people, enabling them to gain qualifications and real-life opportunities to enhance their careers. We continue to link with many stakeholders to deliver this project and in particular our partnership with Scottish Sports Futures, which has allowed for more young people to gain relevant qualifications. The feedback we have received from both the young people and stakeholders involved in this project has been invaluable and some of the case studies in this report highlights this great work.

Working with the Scottish Football Partnership Trust has also enabled us to expand the provision of the Go-Fitba project. The Go-Fitba project has delivered, in partnership, with clubs and stakeholders, vital football activity and more importantly the provision of healthy snacks during the school’s holiday periods. The feedback from this project has been excellent with many stakeholders indicating it has been important to provide this free holiday hunger project.

This year working with Scottish Sports Futures we have also provided clubs with free Adverse Childhood Experiences training which has received a lot of positive feedback and is an area we will explore further throughout 2022/23.

Finally, the School of Football project has continued to deliver positive outcomes with excellent feedback coming from the schools, teachers and pupils involved thus reinforcing the benefit this project still provides. This year we have added in an additional element of free access to Scottish FA Coach Education courses to some of the participating Schools of Football, this additional aspect has enabled us to work with other areas of the school to enhance the young person’s experience, giving them additional skills which they can now use to benefit themselves and others. It has also been great to be able to work in partnership again with Fair Play Foundation within the schools to deliver the ‘Colour of our Scarves’ programme which focusses on tackling hate behaviours and discriminatory attitudes within sport.

We have enjoyed working with and supporting so many young people during the last year and seeing the benefits the various projects provide to those involved. Thanks to all the young people for their engagement and input and thanks also to various partners and stakeholders who enable the project to continue to thrive.

I would also like to thank all of the Scottish FA regional teams and staff for all the hard work they continue to provide to make these projects a success after such a challenging few years. We look forward to developing our ‘CashBack for Communities’ projects further and we hope you enjoy reading this report.

**Andy Gould**  
Chief Football Officer



# PROGRAMME OVERVIEW



The Scottish FA’s CashBack Phase 5 programme is focused around two strands – My Football Community and My Volunteer and Inspire.

### My Football Community

My Football Community (MFC) is delivered within schools and consists of three main elements:

- Schools of Football (SoF) – a curricular programme delivered to S1-2 pupils in schools across Scotland to:  
  
support them to develop confidence, physical and personal skills; improve attendance and attainment; and support transitions to secondary school.
- Club Engagement – schools participating in SoF are provided with 50 free places on a Scottish FA ‘Introduction to Coaching Course’, with those engaging having to complete 10 voluntary hours with a local club. (due to COVID restrictions, this element of the programme was not able to be fully delivered in Year 1)
- Go Fitba – delivered within holiday periods over 5 days.

### Volunteer and Inspire

My Volunteer & Inspire (VIP) provides a tailored pathway of development for young people aged between 16 and 24 with an interest in pursuing a career in the game.

Over the course of 12 months, it supports them to gain valuable training and work experience of their choice. Participants have access to courses and qualifications in a variety of areas including:

- Coaching
- Refereeing
- Administration
- Event Management
- Physiotherapy

Due to the Covid-19 restrictions, the VIP programme was delivered entirely online.

# CASHBACK COMMUNICATIONS

It was a strategic goal of the Scottish FA to promote the outcomes and success of the ‘CashBack for Communities’ programme through the duration of the programme.

The Scottish FA worked with a number of stakeholders to ensure that positive messages were posted every week about the success and/or impact of the CashBack for Communities projects. This year again there was a high engagement of interaction between all stakeholders which demonstrated the popularity of the project.

### POSITIVES



**252** CASHBACK  
RELATED TWEETS



**365,788** FOLLOWERS ACROSS  
OUR NATIONAL & REGIONAL  
TWITTER ACCOUNTS



**350,000+** IMPRESSIONS  
FOR CASHBACK RELATED  
SOCIAL MEDIA ACTIVITY



# EXTERNAL EVALUATION (SOCIAL VALUE LAB)

Social Value Lab conducted an external evaluation of Scottish FA 'CashBack for Communities' project, utilising the agreed Logic Modelling for outcomes, the report's findings were the programme (with two exceptions) has met or exceeded every target in the in Year two. The external evaluation once again demonstrates the positive impact the project has on a young person and in particular building confidence, trying new things and creating new positive destinations for individuals.

The report highlights that young people benefit from enhanced support networks and develop strong relationships with their fellow participants and encourages young people to reflect on their behaviour and make positive changes. The evaluation reports that young people develop positive behavioural traits through the programme, such as taking responsibility, showing respect or encouraging others. The table illustrates the outcomes that were achieved via the project and external evaluation with the full Social Value Lab report being available via [this link](#).

## OUTCOMES

**OUTCOME 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour**

**OUTCOME 2: Young people develop their physical and personal skills**

**OUTCOME 3: Young people’s health and well-being improves**

**OUTCOME 4: Young people participate in activity which improves their learning, employability and employment options (positive destinations)**

**OUTCOME 5: Young people contribute positively to their communities**

**OUTCOME 5: Young people are diverted from criminal behaviour or involvement with the criminal justice system**

## WHAT THEY SAID

*“I think it allows young people to improve upon not just football skills but skills they can take forward later in life, such as improving communication, working as part of a team, being more creativity and problem solving.”*

School Stakeholder

*“It is a brilliant programme, it helps my mental health lots and it makes me feel more included. I am with loads of other new folk. It has also helped my health - my stamina and energy.”*

Young Person

*“School of football has given my son the confidence to become a young coach at east fife cfc working with the community club to coach the next generation of footballers as well as giving him an idea of what he wants to do when he is older.”*

A Parent

OUTCOME	INDICATORS	TARGET	ACTUAL
1	YP demonstrate increased confidence (My Community)	75%	98%
1	YP will report they are able to do new things (all projects)	75%	100%
1	YP feel more resilient (My Community)	75%	100%
1	Other stakeholders surveyed report perceived increases of confidence and resilience among young people	70%	92%
1	YP report positive supportive networks (all projects)	75%	99%
1	YP report positive changes in their behaviour (My Community)	75%	100%
1	Stakeholders surveyed report perceived positive changes in the behaviour of YP	70%	68%
2	of YP will gain accreditation for learning and skills development (ViP)	-	-
2	YP will demonstrate increased skills (all projects )	75%	100%
2	Other stakeholders report skills increasing	75%	94%
3	YP will report increases in wellbeing feelings against SHANARRI indicators (All Projects)	75%	100%
3	other stakeholders’ report perceived increases in SHANARRI indicators among YP	70%	89%
4	YP will achieve a positive destination (VIP)	70%	100%
4	YP will improve attendance (SoF)*	75%	96%
4	YP attainment improves (SoF)*SHANARRI indicators among YP	70%	96%
5	YP taking on a volunteering or leadership role in community organisations (VIP)	-	-
5	Hours of volunteering contributed by participants (VIP)	-	-
5	Community focussed awards gained by participants	-	-
5	YP feel their contribution, links with communities and social interaction are improving (VIP)	70%	97%
5	Stakeholders perceive improvement in YP contribution, links and social interaction	70%	54%
5	Participants’ perception of neighbourhood improves (all projects)	60%	83%
5	Participants have a heightened sense of belonging to a community (all projects)	60%	87%
5	Participants have increased motivation to positively influence their community (VIP)	70%	86%
6	YP feel less inclined to participate in anti-social and/or criminal behaviour*	70%	99%
6	YP reporting reduced antisocial and/or criminal behaviour*	70%	98%
6	Stakeholders reporting that participation in antisocial and/or criminal behaviour has reduced	70%	70%

\*Excluding those who said this was not an issue before



# PARTICIPATION IN NUMBERS



The Scottish FA, in partnership with CashBack for Communities and other stakeholders, has helped support a number of people over this last year. This is the impact of just some of those projects highlighted in numbers:





# REGIONAL HIGHLIGHTS



*"It was fantastic to work in partnership with Fraserburgh Active Schools team to deliver our 1.1 Introduction to Coaching Course. They were a very engaging and gave good feedback on group tasks. I am so glad to hear the pupils are volunteering in local schools and within the community."*

Calum MacDonald  
Player Coach Development Manager

*"The 1.1 Introduction to Coaching course made such a positive impact within the network, for which I am extremely grateful, thanks again for the support. We hope to continue the great work achieved within schools and the community into the new academic year."*

Stacey Stephen  
Active Schools Fraserburgh Network

12

young people completed 1.1 Introduction to Coaching course

10

Hours of volunteering (per individual)

One of the academy pupils, after gaining the qualifications, knowledge and experience, was successful in securing the post as a direct result from the partnership. Another pupil also successfully gained employment with a local football coaching company as an assistant coach.

## NORTH REGION FRASERBURGH COACH EDUCATION

In partnership with Active Schools, 12 young people from Fraserburgh Academy attended the 1.1 Intro to Coaching course in April 2021. After the course ended and other training was completed, the pupils were then able to volunteer in schools within the community to help them achieve 10 hours of volunteering whilst gaining valuable further experience.

The pupils delivered football sessions during lunch time in 2 local primary schools which was received really well by pupils participating. Sessions were free and accessible to all pupils from the selected classes. The pupils who were leading the sessions also gained valuable first hand experience in delivering sport and physical activity, whilst using their new found knowledge and skills learned from their qualification. These pupils were also involved in several one off events to help support the P7 transition into the Academy. Sessions were delivered during curriculum time where P7's participated in various activities with other P7's from other schools.

In addition to the above partnership an opportunity arose within the council to gain employment during the school holidays as a holiday leader. One of the academy pupils, after gaining the qualifications, knowledge and experience, was successful in securing the post as a direct result from the partnership. Another pupil also successfully gained employment with a local football coaching company as an assistant coach.





# WEST REGION CASHBACK COACH EDUCATION

This year the Scottish FA West Region worked in partnership approach with Glasgow Life Football Development department and Glasgow City Council PEPASS team to deliver CashBack Coach Education to over 50 young people. As a starting point the Football Development Officers delivered Coach Education taster sessions within secondary schools in the city. From there each Active School Coordinator across the city got opportunity to nominate young people from their Sport Leader programme to attend a 1.1 Introduction to Coaching course at Toryglen Football Centre.

The course provided the opportunity for the young people to gain a qualification and for them to take their first steps on the Coach Education pathway. Following successful delivery of the course the young people were then aiming to put into practice their learnings by volunteering within their local active school's programme in the primary schools. Furthermore, the course and the partnership approach, as discussed above, was noted by an Active School Coordinator as helping development young people personal skills and in particular their confidence.

Following successful delivery of the course the young people were then aiming to put into practice their learnings by volunteering within their local active school's programme in the primary schools.



COACH EDUCATION | Great day at Toryglen putting @PEPASSGlasgow Sport Leaders through their first steps on the coach education pathway @FootballGlasgow #ScottishFACoachEd

West Region @ScotFAWest



*"The 1.1 Introduction to Coaching course that we recently held at Toryglen was a fantastic way to accredit the sport leaders we have been working and volunteering in football programmes across the city this year. Many of them have real aspirations to be a football coach and so the course enabled them to gain and develop key skills required to lead football specific sessions within primary schools' programmes and within local community grassroots club".*

Liam Pattie  
Glasgow Life Football  
Development Officer

*"Several young people from Secondary schools across Glasgow, recently participated in Scottish F.A. Introduction to Football coaching course. These young people are interested in coaching and being involved in Football, and the training they received has given them lots of good knowledge in the organisation and delivery of new skills/drill practices and games.*

*In addition, it will really help to develop their confidence and leadership skills, which we feel in Active Schools, will be of real benefit to them as young coaches/leaders and the primary school pupils they will lead to."*

Kenny McAdam  
Active Schools Coordinator,  
Glasgow City Council

*"I really enjoyed the course as it gave me different ideas on how I may deliver a football coaching session to a group. I now feel more prepared and confident to lead sessions."*

Heather Donald  
Course Participate

*"The course offered various scenarios that I can use when coaching football on top of the knowledge I have already gained this year on my sport leaders' course. As a result I am going to take on more volunteering opportunities in Football because I know feel ready to lead sessions."*

Tobi Ganzallo  
Course Participate

*"I found the Intro to Coaching course very informative and will use a lot of the content delivered by the tutors in my own coaching sessions. I am looking forward to going onto further courses as I feel it will help me develop as a coach."*

Josh Gillies  
Course Participate







## SOUTH WEST REGION VIP PROGRAMME

During the challenge of coming out of a pandemic, we engaged with Ayrshire College to recruit young people to be part of the Cashback Volunteer Inspire Programme. This gave us the opportunity to facilitate learning opportunities through our robust Coach Education offerings and strong partnerships within other sectors of the sporting community.

20+ young people were mentored through the Scottish FA Introduction to Coaching (1.1) and a Coaching Children's Certificate (1.2) In order to achieve these qualifications candidates had to register as a coach online and complete the pre-requisite workshops 'Children's Wellbeing in Scottish Football E-Learning' and 'Mental Health in Scottish Football E-Learning'.

Within the early days having the flexibility to deliver via an online format enabled young people within our CashBack programmes to come together virtually and still benefit from the support that we could provide as well as supporting each other. Our 'Introduction to Coaching' course equipped them with the tools and information they need to facilitate a coaching session, giving them confidence as they begin to think about their coaching journey. Young people enhanced their communication skills by utilising breakout rooms, discussion topics and feedback sessions. Various communication channels were available as the course was set up to allow both verbal and written communication in a mixture of small and larger groups.

As we progressed out of government restrictions, the SW team were able to facilitate on pitch learning experiences for the group which further enhanced learning and employability skills. It should also be noted that around 50% of the young people who completed the qualifications live in a high SIMD area (SIMD 1-4) and many young people indicated that upon completing the courses that they believe the qualifications would strengthen their C.V.

In addition to the provision of Scottish FA Coach Education courses, we also facilitated a Goal Setting workshop delivered by Scottish Sports Futures which gave the young people further learning opportunities to enhance their skill set and employability opportunities.

There is some fantastic examples of young people contributing positively in the community and 6 of the young students have registered between 100 – 300 hours of volunteering. Volunteering has also taken place at the local Rose Reilly centres (girls only groups) local football clubs like Bonnyton Thistle, Dean Thistle, Valspar F.C & Caledonia football club and also Active Schools within the region which will contribute towards the young people being accredited with the Saltire Award.

*"Being part of the Scottish FA VIP programme has really helped my coaching skills. On the Coaching courses I got lots of ideas on how I can be a better coach, aspects like my planning and organisational skills to help my sessions flow better and the different practices that are out there to help develop young children I work with."*

Andrew Heaney  
VIP Participant

*"Over my time in the VIP Programme I have volunteered at the Rose Reilly Centre, Caledonia Youth Club, Dean Thistle and KCST, having these opportunities has been excellent and I would definitely recommend the Scottish FA VIP programme to others."*

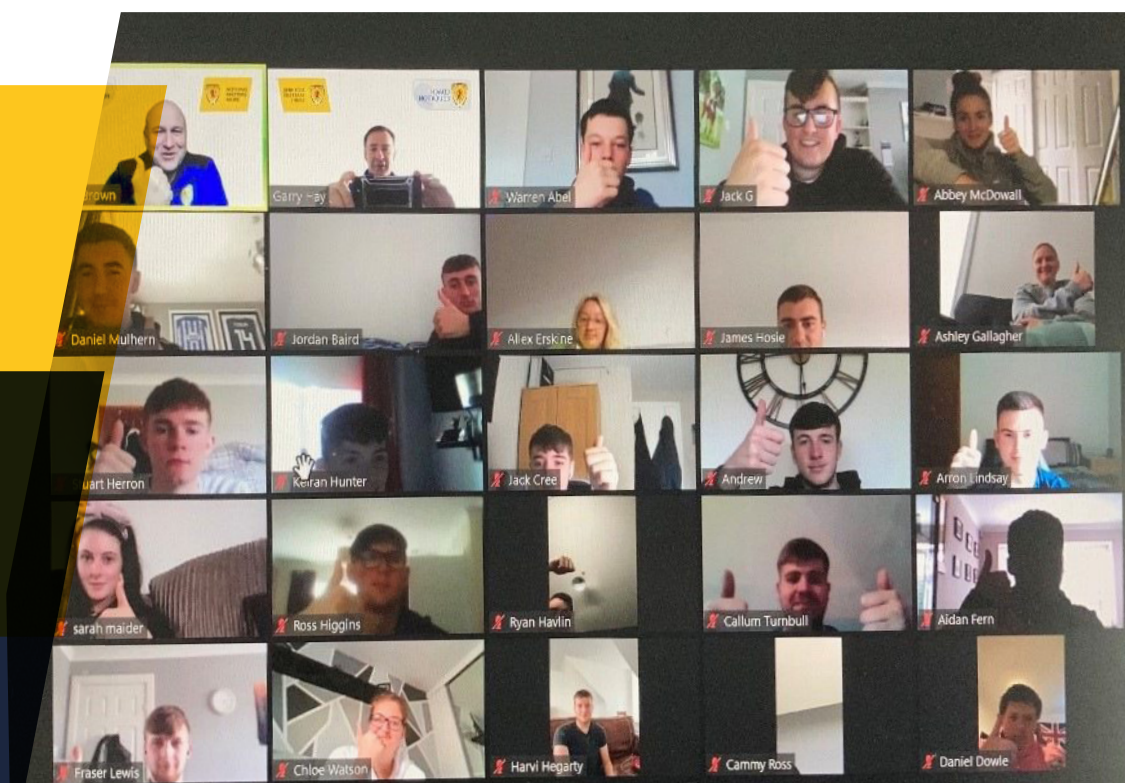
Ashley Gallagher  
VIP Participant

**20+**

20+ young people gained the 1.1 Introduction to Coaching and 1.2 Coaching Children certificates

**06**

of those young people registered between 100 and 300 volunteering hours





# EAST REGION

## DUNDEE WEST – HOW SCHOOL OF FOOTBALL SUPPORTS TRANSITION TO SCHOOL & CLUB

### How School of Football supports transition to School & Club

Dundee West is a prominent club within their community with School of Football being a fundamental part of their vision. Currently the club deliver the School of Football programme in both primary and secondary schools in their cluster area. This offering has helped support the transition of pupils, especially females from Primary School into Secondary School as well as increasing confidence, fitness and the strengthening the school to club link.



During the last year 10 participants from the girls only School of Football programme at St Pauls Academy have joined the girl's section at the club. In total since the programme's inception 18 pupils have joined the club which equates to 19% of the female membership. The increase in the number of pupils joining the club is partly due to the pupil's increased confidence and self-belief from attending School of Football with many highlighting this as a key factor.

Another major factor for this increase is 78% of pupils have recorded an increase in their fitness. Tailored fitness sessions have been delivered to meet the needs of each participant. Coupled with detailed workshops on Nutrition this has led to a dramatic change in fitness and overall well-being. Throughout the school year Fitness & Well-Being has been a constant theme. Food diaries were issued and completed to highlight the importance of having a balanced diet and how this has an impact on well-being.

Within the local cluster area, the club deliver in 3 primary schools and have engaged with over 100 pupils in the last year. This interaction has supported the transition from primary to secondary education. Exposing young people to School of Football at this early stage has increased their love of the programme resulting in 35 young people joining the programme at secondary school. It has also been noted that the programme has helped improve attainment of young people and will play a major role in maintaining this for several pupils in years to come.

Hannah Dryden (S2 St Paul's) joined the programme in 1st year. Hannah is a competent player and at times struggled to cope with the mixed abilities in the group. Over time she has developed into a great role model and leader for the group within the school and has supported the development of other pupils in the group. These qualities have led to Hannah being offered a role as a volunteer coach at the club where she helps deliver fun football sessions in the community



*"School of Football has played an important part of my school life since I joined in 1st year. I love sport but struggle in class and the opportunities provided by the Scottish FA and Dundee West has supported me in developing various social skills such as my communication and leadership when working in groups.*

*My passion is to be involved in sport and by working with Laura and Tam at Dundee West I am now on the coaching ladder as a volunteer coach with delivering fun football activities to younger child in the community.*

*The project has increased my confidence and ability to feel better with decision making and the opportunity to get involved with coaching thanks to the support of partners with the SOF".*

Hannah Donachie  
Current S2 SOF player at St Pauls &  
Dundee West CT volunteer coach

10

In the last year, 10 participants from the girls only SoF programme at St Paul's academy joined the girls' section of the club

78%

of participants recorded an increase in their fitness

35

young people have joined the SoF programme at secondary school

18

participants in total have joined the club since the programme's inception, equating to 19% of the female membership

18

pupils across 3 primary schools have been engaged with by the club through the programme's delivery





## CENTRAL REGION KEITH BROWN MSP & CABINET SECRETARY FOR JUSTICE VISITS LORNSHILL ACADEMY SOF

On 29th October 2021, Keith Brown MSP & Cabinet Secretary for Justice visited Lornhill Academy to hear first-hand the benefits and positive experiences pupils receive while being part of their School of Football programme. Speaking to key members of staff and pupils throughout the afternoon, they were able to share how pupils have improved their social and academic skills during their first and second year of high school.

Many skills are developed while working in this unique football environment such as teamwork, leadership and creativity. All of which are transferable out with a pupil's school life that they can take with them into adulthood.

Funded by the Scottish Government's CashBack for Communities initiative, the School of Football programme started in 2012 within Lornhill Academy, with the school launching the very first Girls Only School of Football across the country. 2 years later a Boys Only School of Football was formed in conjunction with the girls and this model is still currently being delivered within the school to this day.

In addition to previous models the delivery of the SoF programme is now also supported by the Wasp Community Club who are the charitable arm of Alloa Athletic FC. This partnership model of club and school has had many great benefits adding additional coaching resource to the school whilst seeing the increase of school pupils getting involved in the clubs community programmes beyond school hours.

*"An increase in the self-confidence of the School of Football pupils over the course of their time in the programme is something that has been really pleasing to see, be it confidence gained as a result of improved ability, an increase in physical and mental fitness or on account of the sense of belonging to a 'team' that the School of Football instils.*

*Another great success has been the clubs involvement in the delivery of the programme which has helped build relationships with pupils and in return we have seen a lot more pupils attend activity after school hours within our club setting, particularly our Scottish FA Midnight League programme on a Friday evening. I am delighted to see so many with the confidence to come along, to meet new people and show off their skills!"*

Calum MacDonald  
Player Coach Development Manager

**This partnership model of club and school has had many great benefits adding additional coaching resource to the school whilst seeing the increase of school pupils getting involved in the clubs community programmes beyond school hours.**

*"Our school of football programme here at Lornhill Academy continues to develop each year. The partnership with Alloa FC and the Scottish FA has ensured we have adapted the programme in recent years to maximise the impact on our young people. There is a clear sense of identity and pride with all of our groups within the programme and on an individual level we have seen huge strides in confidence, communication skills, resilience and personal organisation and standards.*

*We work closely with our pupils to help them develop as people and find the programme provides an excellent platform for this through everyone's shared enthusiasm for football. We look forward to continuing to grow the programme with our partners and ultimately improve outcomes for the young people involved."*

Bruce Taylor, Head of PE at Lornhill Academy







## SOUTH EAST REGION CRAIGROYSTON COMMUNITY H.S WINS UEFA/ITALIAN FA SCHOOLS CHALLENGE

The second lockdown during Covid 19 was another extremely difficult time for pupils to stay engaged with school life and we had to find creative ways again to engage with pupils. Similarly, to the first lockdown most School of Football pupils reported a lack of confidence and struggled to engage with teachers and coaches, however having an exciting Schools Euro Challenge on their return to school gave them a fun and engaging project to concentrate on and build confidence in themselves again.

Created by the Italian FA and in conjunction with UEFA, the programme provided an opportunity for young people within schools to take part in an online social community using both football and English language as tools for engagement, whilst promoting both physical activity through technical challenges and creative writing and performance projects.

Craigroyston Community H.S went on to win the competition for the whole of Scotland whilst receiving high recognition from UEFA. This was a fantastic effort from everyone within the SoF programme at the school and gave the students huge confidence and belonging coming back to school after lockdown. Being back around their peer group of friends and enjoying a fun project brought very positive behaviours and high attendance in the SOF students. Having been isolated away from so many friends for a long period some students found it difficult to return to the school environment and the Italian Schools Euro Challenge was a fantastic bridge to support this. The total number of young people from CCHS that took part was: S1 Boys 15 / S1 Girls 7 / S2 Boys 16 / S2 Girls 16.

"School of Football is great. It gives me a chance to socialize with peers and challenge myself to learn new football skills. The Euro challenges were hard, but I enjoyed the freedom to pick a technical challenge to try and then practice. I was delighted when Scott told me I had scored the highest on the back-to-back evolution challenge and that my video would be shared on the website to schools all over Europe."

Connor Brown (Pupil)

"I think the school of football programme has helped me to progress as a footballer. I have learned new skills and I am a lot more confident with the ball and when playing games. I enjoyed the EURO 2020 challenges as I like being competitive with myself and others and they were good fun and easy to do in school or at home, all you need is a ball. School of Football pushes me to be the best I can be".

Isla MacSwan (Pupil)

"She particularly enjoyed the EURO challenges. Not only were the challenges good fun but they gave Isla a lot of confidence as she seemed to be one of the few girls who could do all of the challenges. So much so she found herself helping others. Isla liked that the challenges were competitive as she has a competitive nature, particularly against herself. So achieving a score and then doing the challenge again and again to try and improve that score was something she really enjoyed and worked hard at – this in turn built her confidence and skill level with the ball".

Melissa MacSwan (Isla's Mum)

**15** S1 Boys took part

**7** S1 Girls took part

**16** S2 Boys took part

**16** S2 Girls took part

This was a fantastic effort from everyone within the SoF programme at the school and gave the students huge confidence and belonging coming back to school after lockdown.





# GO FITBA

The GoFitba project is a collaborative programme led by the Scottish Football Partnership and supported by the Scottish FA and the Scottish Government. The project was designed to tackle the issue of holiday hunger by targeting children living in areas of multiple deprivation and providing them with a healthy meal, education on healthy eating and daily football sessions. The following report relates to activity which took place during the Summer and October holiday periods.

The project was delivered by a mixture of community clubs and local partners as follows:

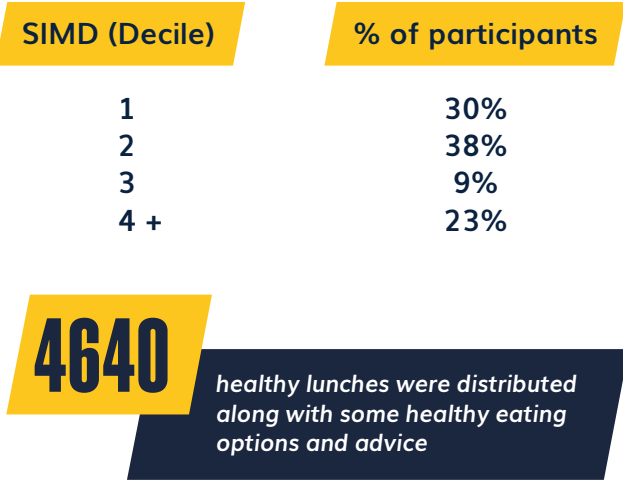
Spartans Community Football Academy, West Lothian Foundation, Thistle Weir Community Trust, Morton in the Community, South Lanarkshire Leisure & Culture, Vics in the Community, Ayr Utd, Scottish FA North Region, Dundee West FC, East Fife FC, Wasp Community FC, Stenhousemuir FC, Falkirk Foundation, Sauchie FC and Motherwell Community Trust.



### Go Fitba Impacts

The project had 928 young people participating with 692 boys and 236 girls involved. In addition to this 4640 healthy lunches were distributed along with some healthy eating options and advice.

As mentioned above, the project was targeted at children living in areas of multiple deprivation, the participants were therefore asked to provide their postcode which was then rated using the SIMD decile index.



*“5 children attending from one of the nearby streets have now formed an unofficial team and we will be sending a coach to support them.”*  
Vics in the Community

*“Many of the children who attend these sessions come from challenging backgrounds, Go Fitba allowed the children to take part in fun activity in a safe environment. On the last day of the summer all children received a trophy, for a number of children this was the first time they had ever received a positive gesture, the sense of pride and achievement was clear to show. As the summer went on the number of children who grew in confidence was clear to see, through their body language, smiles on their faces and the way they interacted with not only their peers, but the coaches and organisers of the sessions.”*  
South Lanarkshire Leisure

*“Kian and Connor Ferguson were refereed to us by the local snack van, the boys are often left to their own devices during the day and were sometimes being fed by the owner of the snack van as well. They were also known by committee members of the senior squad as the boys often came up to the stadium to hang around. We were able to get them involved and play football with a wider group of young people. New friendships were made from this and they both loved the fact they could get on the pitch and play as they are big Sauchie Juniors fans.”*  
Sauchie FC

*“As a result of our Go Fitba camps, we were able to encourage a number of our participations to join our grassroots club where they can stay active and enjoy playing football. These kids were recommended to us via our Charitable trust who lived in the local area.”*  
Thistle Weir

*“Ewan’s made so many new friends and created memories as he’s attended every day of the Go-Fitba Camp at Ochilview Park. Confidence was a big thing for Ewan and as soon as he was comfortable with his surroundings, he then managed to open up a lot more and come out his shell.”*  
Warriors In The Community

*“For participants it can be quite tough growing up in the area they live in as there is lots of bullying behaviour from some of the older people. The camp brought the community together and was a place where participants felt safe. Receiving a healthy lunch and keeping active through the many fun football games also visibly improved everyone’s physical and mental health too.”*  
Falkirk Foundation



# INDIVIDUAL CASE STUDIES

The following individual case studies highlight just some of the success stories across our programmes, including VIP and School of Football. These stories are representative of the positive impact that CashBack initiatives has had on the young people involved around the country.

## KENNY MACIVER (VIP)

Kenny Maciver is a 19-year-old student originally from Cupar in Fife, now living and studying in Glasgow. Throughout his young life he has always had a passion and enthusiasm for Football and has played for several community clubs in the Fife area, most recently AM Soccer. Prior to attending college, he attended Bellbaxter High School and when he progressed into the senior phase of school, he discovered an interest in football coaching through his involvement in the Sports Leaders programme.

He then decided to take this further when leaving school and enrolled in an HND Coaching and Development course at Glasgow Kelvin College. As part of FE partnership with the Scottish FA West Region and the college he then enrolled in our VIP project and has since also been employed with Glasgow Life as a community football coach.



*“Kenny has been an excellent addition to the Glasgow Kelvin College Football Development programme. He has been with the college for the past five months studying on our HND football coaching and development course and over this short period of time he has made such a big impression on our partners at the Scottish FA and Glasgow Life, they have offered him employment delivering coaching session throughout Glasgow.*

*Kenny is a very friendly, open-minded, and dependable individual that continually seeks to improve himself at every opportunity. It’s not surprising that Kenny has now gained employment with the field of coaching. He has great potential as a coach and I’m sure if he continues applying his hard-working attitude, he will go on to do great things.”*

Steven McGhie, Glasgow Life Football Development Officer

*“On initially meeting Kenny he seemed a person who was willing to learn and develop himself further through putting himself into situations that would allow him to grow his coaching capacity. This was demonstrated initially through his desire to volunteer at one of our Player Development Camps where he gained an understating of how camps are organised and managed throughout the course of a week. This also enabled him to deliver sessions to groups that would be the target age group if he was to gain employment with ourselves, Glasgow Life. Kenny assessed the group and came back over the course of the week to deliver sessions and was then provided feedback.*

*To his credit he then acted upon the feedback when delivering future sessions and the improvements he has made have been clear for all to see. The improvements previously mentioned were shown in his delivery when he was successful in gaining an interview with the football development department to which he has since been successful in gaining a contracted position of employment.*

Anthony McGrory, Lecturer at Glasgow Kelvin College

## LEWIS MCGOWAN (SCHOOL OF FOOTBALL)

Lewis McGowan who is a current S2 School of Football pupil at John Paul Academy has recently joined the Thistle Weir Youth Academy that competes in the club academy scotland programme. Lewis has been part of the SOF programme since s1.

Straight away we saw Lewis had plenty of potential in terms of footballing ability but his personal/mental skills were needing some improvement, for example being able to work with others, following instructions from coaches and being able to express feelings in a calm and composed manner. After spending time with Lewis and working on his interpersonal skills we saw improvements in his overall attitude and performance.

We then recommended to our recruitment team to watch Lewis play with his local grassroots club, the scout identified Lewis as a player of potential after ticking several boxes that links to our player development age and stage plan. Lewis was then invited in for 6 week trial. After a successful trial period we asked Lewis to sign and joined our current u14 group in August 2021.

Longer term we have high hopes for Lewis to progress through our pathway and at u16 level we would invite him to be part of our day release programme in conjunction with North Lanarkshire college where he will receive qualifications in fitness& health and nutrition, football coaching and refereeing. Once he has completed that we would then hope to offer Lewis to be a modern apprentice at the football club.



*“We are delighted that Lewis has joined our academy, since joining the programme we have seen him develop not just his physical skills but his mental and social skills. We look forward to working with Lewis both in the SOF and academy programme and seeing him progress”*

Craig Mair  
School of Football/Academy Coach, Thistle Weir Youth Academy

*“As a school it is always great to see our pupils explore positive opportunities. We are even more so delighted the fact that Lewis has been given the opportunity to progress his footballing journey with our local partners at Partick Thistle Football Club and that being part of the School of Football programme has helped with his overall development.”*

Steven Harvey  
Head of Physical Education at John Paul Academy

*“I’m buzzing that I’ve been given the chance to sign and play for Thistle Weir, I feel being part of the School of Football has helped me achieve this.”*

Lewis McGowan

*“As parents of Lewis we’re delighted for him to be given an opportunity at Thistle Weir Football Academy. It’s a proud moment for us all and were thankful to the coaches and staff at John Paul Academy who have helped Lewis with his development.”*

Lewis' Parents



# RACHEL SCOTT (VIP)

Rachel is a member of our VIP group in Ayrshire. Over the last 18 months Rachel has shown great commitment and enthusiasm in her role as volunteer coach at the local soccer centre. From here she was offered a volunteer coaching position with Ayr United Football Academy. Rachel has continued to progress and has now completed her Level 1 Coaching Qualifications.

In recognition of Rachel's good work at both the Soccer Centre and Ayr United she was recruited to deliver a new flagship programme - Playmakers - for Ayr United. Rachel has since attended specific training to deliver this programme and is now employed with Ayr United as a sessional coach. Rachel is now leading sessions and has a great manner in her delivery which the participants respond well to.



*“Rachel Scott has been a fantastic addition to Ayr United Football Academy. Rachel applied for the job through the government Kickstart programme and when interviewed she spoke about her experiences she had through the VIP programme.*

*Rachel's main role is being a community football coach, she took to the job straight away, her personality rubs off on others, works hard and is not shy in making sure everyone taking part including fellow coaches are involved. Rachel currently is involved in School of Football at Ayr Academy and will be one of the main deliverers on the new Disney Playmakers programme.”*

Ayr United Football Academy

*“Rachel was a very valued volunteer at our Soccer Centre and is now a key member of staff at one of our Partner Clubs. Rachel has taken the opportunities offered to her and worked hard to build up her knowledge and expertise, she has been a valued member of the VIP programme.”*

Shirley Martin,  
Girls & Women Club Development Officer, Scottish FA

*“I feel like the VIP programme gave me the confidence and knowledge to improve my coaching and open doors to other opportunities like becoming involved with Ayr United. I love coaching and am grateful for these opportunities.”*

Anthony McGrory, Lecturer at Glasgow Kelvin College

# SOPHIE WATSON (VIP)

Sophie is a Southwest VIP participant who recently won the Southwest ‘Young Volunteer Award’. Sophie has been volunteering at the Rose Reily Football Academy which encourages young girls to come along and take part in football activities.

*“Sophie coaching has really progressed over the last year. When she started the Sports coaching course with us she really had a limited knowledge/ appreciation for Football. But since her involvement in the SW VIP programme she has really developed her coaching skills as well as her inter-personal skills.*

*She has been a fantastic volunteer coach at the Rose Reily academy where she has become an inspiring role model for the young girls in attendance.”*

Johnny Sinclair, Lecturer,  
Ayrshire College



*“I’ve really enjoyed my journey into football coaching and being able to help young girls has been very satisfying to me. I’ve never really been into football before but now I love it so much that I joined a local women’s team so I can play the game too.*

*It was also very humbling to win my recent award for volunteering. I’d like to thank everyone who has helped me along the way.”*

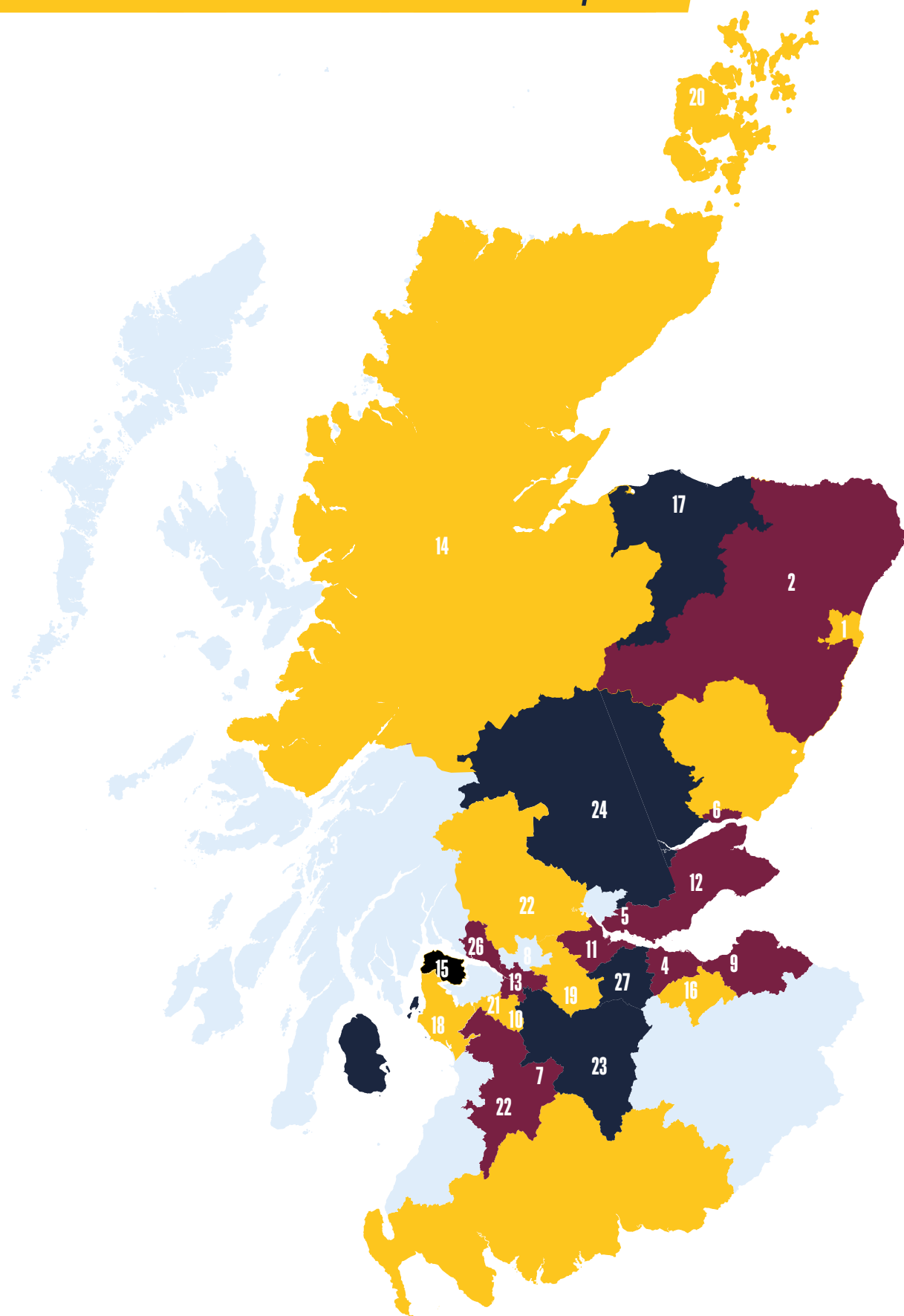
Sophie Watson

*“Sophie is a very special young lady. From our 1st meeting I could see she was a bubbly and energetic person and would be a great role model to other young people in her community. Her commitment to the VIP programme was exemplary and I can only stand back and admire her willingness to volunteer within the community. She really is playing her part in making a very positive impact in her local community.”*

Garry Hay  
Player and Coach Development Manager, Scottish FA



FINANCIAL SPEND BY LOCAL AUTHORITY 2021/22



LOCAL AUTHORITY	INVESTMENT	NUMBER OF YOUNG PEOPLE
01 / ABERDEEN	£52,801.00	229
02 / ABERDEENSHIRE	£6,092.00	32
03 / ARGYLL & BUTE	£1,766.00	9
04 / CITY OF EDINBURGH	£56,615.00	253
05 / CLACKMANNANSHIRE	£46,046.00	126
06 / DUNDEE CITY COUNCIL	£54,152.00	145
07 / EAST AYRSHIRE	£7,189.00	43
08 / EAST DUNBARTONSHIRE	£9,702.00	47
09 / EAST LoTHIAN	£6,869.00	52
10 / EAST RENFREWSHIRE	£3,778.00	43
11 / FALKIRK	£56,776.00	198
12 / FIFE	£56,162.00	178
13 / GLASGOW CITY	£57,784.00	255
14 / HIGHLAND COUNCIL	£7,123.00	12
15 / INVERCLYDE	£55,640.00	94
16 / MIDLoTHIAN	£9,445.00	59
17 / MoRAY	£2,650.00	14
18 / NoRTH AYRSHIRE	£5,050.00	68
19 / NoRTH LANARKSHIRE	£27,605.00	103
20 / ORKNEY	£1,800.00	7
21 / RENFREWSHIRE	£9,112.00	38
22 / SoUTH AYRSHIRE	£54,543.00	102
23 / SoUTH LANARKSHIRE	£52,677.00	201
24 / STIRLING	£15,587.00	64
25 / SHETLAND	£1,500.00	5
26 / WeST DUNBARTONSHIRE	£7,854.00	49
27 / WeST LoTHIAN	£47,849.00	97

TOTAL AMOUNT OF INVESTMENT

£714,167

2523 TOTAL AMOUNT OF YOUNG PEOPLE



# PROGRAMME SPEND

**A** ACTUAL    **T** TARGET    **V** VARIANCE

## EQUIPMENT

**A** £30,000  
**T** £30,000  
**V** £0



## MY FOOTBALL COMMUNITY

**A** £312,500  
**T** £312,500  
**V** £0



## SCHOOL COACHING WORKSHOPS

**A** £52,500  
**T** £52,500  
**V** £0



## SFA STAFF SUPPORT

**A** £499,999  
**T** £500,000  
**V** -£1



## COACHING WORKSHOPS

**A** £34,999  
**T** £35,000  
**V** -£1



## GENERAL APPAREL

**A** £86,837  
**T** £95,000  
**V** £8,163



## MY VOLUNTEER INSPIRE

**A** £95,662  
**T** £87,500  
**V** -£8,162



## CLUB & COACHING WORKSHOPS

**A** £39,993  
**T** £40,000  
**V** +£7



## TOTAL PROJECT ACTIVITY

**A** £1,152,490  
**T** £1,152,500  
**V** +£10



## MANAGEMENT & MARKETING (up to 10% of CashBack funding)

**A** £108,333  
**T** £113,333  
**V** +£5,000



## EXTERNAL EVALUATION (Per agreed guidelines)

**A** £25,000  
**T** £20,000  
**V** -£5,000



## TOTAL EXPENDITURE

**A** £1,285,823  
**T** £1,285,833  
**V** +£10



# CHILDREN'S RIGHTS



The Scottish FA is committed to ensuring all our projects have the child at the centre in terms of delivery and/or overall impact. The Partnership with the Scottish Government via 'CashBack for Communities' enables the Scottish FA to deliver projects that activity benefit young people's lives and we have worked with internal and external stakeholders to ensure children's views/rights are listened to and respected.

We conducted Children's Rights and Wellbeing Impact Assessment on the project to ensure all aspects of the area delivered accordingly.

For full details on the impact assessment please [VISIT HERE](#)



