

GENERATION CASH BACK



Generation CashBack Evaluation Report: Year 3

Final Report: July 2020



Contents Page

EXECUTIVE SUMMARY..... 2

1. Introduction 6

2. Impact, Engagement and Reach 9

3. Qualitative findings 12

4. Conclusions 25

5. Appendices 26

EXECUTIVE SUMMARY

- i. Generation CashBack (GC) is a consortium programme delivered by four of Scotland's largest volunteer-led youth work organisations: Boys' Brigade Scotland, Girlguiding Scotland, Scouts Scotland, and Youth Scotland. It is part of the Scottish Government's CashBack for Communities Programme, which invests monies recovered through the Proceeds of Crime Act 2002 into community programmes, facilities and activities for young people.
- ii. Partners work together to deliver the programme, which provides capacity-building support for youth groups and direct activity with and for young people. Generation CashBack has four strands: developing new self-sustaining youth groups (Start Up); supporting existing youth groups to develop (Grow); providing leadership and training capacity (Lead); and delivering events to celebrate success and share learning (Events).
- iii. Each year Generation CashBack has exceeded its targets, achieving a wide range of positive impacts on young people. It offers opportunities to build self-confidence, develop a wide range of skills, try new things and make friendships. Young people enjoy and find the activities rewarding in their own right; the programme also sets them on a pathway to a successful future.
- iv. The programme's achievements in Year 3 are summarised below:
 - 99% of young people report gaining confidence
 - 100% report trying new things
 - 96% have made new friends
 - 97% have had new experiences
 - 100% feel that Generation CashBack has contributed to their well being
 - 97% feel they have increased their skills
 - 75% believe activity they have taken part in will help them get a job
 - 94% feel that Generation CashBack has made them think about what they want to do in the future
 - 62% have achieved accreditation
 - 93% report that Generation CashBack has had a positive impact on their behaviour
- v. In its final year Generation CashBack support was delivered to 3,700 young people (compared to 3,902 in Year 1 and 3,574 in Year 2). The programme has significantly exceeded its overall target for engagement in all three years and achieved extensive reach, working in all 32 local authorities in Year 3:
 - 16% were engaged through the Start Up Strand
 - 75% were engaged through the Grow Strand
 - 9% were engaged through the Lead strand
- vi. This year's national learning event was cancelled due to COVID-19, which means there are no young people in the Events strand in Year 3. The pandemic also affected some aspects of community-based delivery, which reduced the total number of people reached in Year 3 and limited data collection in the final quarter. However, all targets bar those for the learning event were exceeded across all strands.

- vii. Significantly, Generation CashBack engages young people in Scotland's most deprived areas. The majority of delivery has reached young people facing the most extensive challenges. There has been even greater delivery in these areas in Year 3, with 81% of participants from SIMD 1 and 2; compared to 73% in Year 2. The programme has a reach across the CashBack for Communities target age groups. Year 3 has seen an increase in the number of participants in the youngest age group – 63% were age 10-13 compared to just over half in the two previous years.
- viii. Non-formal learning opportunities are embedded across Generation CashBack. Almost two thirds (62%) of the young people who completed a monitoring form in Year 3 had achieved accreditation (a small increase from 57% in Year 2). A range of SCQF awards were achieved, including Hi5, Dynamic Youth Awards, KGIV and Youth Achievement Awards, plus non-accredited awards
- ix. Each year the evaluation has identified consistent evidence of the programme's positive impacts. In Year 3, the achievements recognised in Years 1 and 2 continued. Core to success of the model is the role of the Local Development Officer (LDO), who provide a tailored, proactive support package for youth groups involved in the programme, with the aim of creating a self-sustaining delivery infrastructure.
- x. The collective impact of a partnership of four membership organisations also contributes strength to the model. Each partner involved in Generation CashBack is able to bring resource, skills, brands and approaches that offer different benefits for the groups and young people supported by the programme.
- xi. A youth work approach is embedded across Generation Cashback and groups supported by the programme offer a raft of new opportunities for young people. In Year 3 there were numerous examples of young people shaping and identifying new experiences for groups to offer. Other important benefits include:
- Young people work in new ways with peers and workers/volunteers; this brings opportunities to build positive relationships, mix with wider groups of people and connect with adult role models.
 - Partners and the groups they work with have moved into areas which they may not have traditionally approached.
 - The programme has encouraged innovation and provided opportunities to try new things, both for the organisations and their membership groups.
 - A youth work approach is particularly effective in tackling inequalities; supporting young people to be more resilient, optimistic and ready for their futures, expand their options and knowledge and to take control of their lives.
 - Generation CashBack offers flexible ways for young people and youth groups to stay engaged with the programme.
 - The breadth and diversity of Generation CashBack delivery enables engagement with a broad range of communities, reaching young people:
 - who are marginalised;
 - have complex needs;
 - are in need of safe space for social activity;
 - at risk of contact or continued engagement with criminal justice agencies; or
 - have special interests
 - Generation CashBack also instigates wider social benefits, from:

- young people supporting others in their community; and
- volunteers, including parents and carers.

- xii. Above and beyond key programme targets, consortium members reflected on the wide range of issues youth groups help young people to explore. Examples include: sectarianism, racism, anti-social behaviour, body image, substance use, consent and personal safety, self-esteem and mental health.
- xiii. Stakeholders such as consortium members, youth group staff and volunteers had wider perspectives on the programme's impact and knowledge gained in the three years of delivery. They reflected that Generation Cashback plays an invaluable role with a focus on areas of multiple deprivation, a model of starting and growing provision and building a new generation of leaders and youth workers in disadvantaged communities.
- xiv. Variation in the level of assets and infrastructure in economically disadvantaged communities were highlighted, including a paucity of facilities such as kitchens, sports pitches and community spaces for events, groups and residential. It was suggested these have faced cuts and closures because of the financial pressures faced by local authorities over the past decade
- xv. The rise in food insecurity and the importance of being food banks within local communities was also highlighted. A small number of staff from the consortium suggested that SIMD measures may not accurately capture the challenges and rapidly changing social and economic context that some communities experience.
- xvi. Generational changes and new challenges facing young people were described by volunteers and youth workers involved in the programme. The speed and flexibility of Generation Cashback support, which enables innovation and tests of change, was highly valued.
- xvii. Youth groups reported that they can struggle to convey the value and nature of the work they deliver with young people to stakeholders outwith the sector. Above and beyond the value of support provided by LDOs, they noted that being part of a national programme such as Generation Cashback can add weight in their conversations with funders; resources such as the evaluation case studies help to explain the impact of their work.
- xviii. The programme has matured, generating efficiencies, knowledge, and successes to build on. Staff also reflected on challenges that have endured across the programme, many of which relate to the complex nature of the work being delivered.
- xix. Programme staff were invited to reflect on the legacy of Generation CashBack. In these conversations, they highlighted impacts such as greater ownership, improved relationships, better partnerships, ripple effects, sustainability, collective solutions, recognition of youth's work contribution and an effective and flexible way of working.
- xx. Follow up interviews with organisations that participated as case studies in previous years explored the legacy of Generation CashBack from the perspective of those running youth groups. They described far reaching impacts of the investment and support they received from Generation CashBack.

xxi. Reflecting across Generation CashBack in Phase 4, success on several fronts is evident:

- The programme has had strong engagement with youth groups across Scotland; resulting in high numbers of participants and targets being exceeded each year.
- Youth groups have provided a raft of opportunities for young people to thrive in non-formal learning environments.
- In addition to meeting the core targets, the Generation CashBack model delivers many additional benefits.
- The breadth and diversity of Generation CashBack delivery enables engagement with a broad range of communities affected by multiple disadvantage, reaching young people with different needs, backgrounds and experiences.
- Generation CashBack is supporting the development of a new generation of young leaders in the most deprived communities; stemming from those who have taken part in the Lead strand, and those who have had other opportunities to develop as a result of Generation CashBack
- Youth groups have benefitted from opportunities to grow in capacity and enhance their offering.
- The programme has encouraged innovation and provided opportunities to try new things, both for the organisations and their membership groups.
- Participatory approaches inherent in youth work have been embedded in activity delivered through Generation CashBack
- Evaluation case studies and reports provide evidence about the power of youth work and the delivery context. They offer insight into many of the issues affecting young people in deprived communities and the efforts and expertise deployed by youth workers as they support young people to achieve their potential.
- There are core elements of legacy achieved by Generation CashBack, which leave a lasting impact on communities across Scotland.
- The successes evidenced throughout this report suggest that the programme is in a strong position to enter Phase 5 of CashBack for Communities as the increased focus on the Justice agenda is a natural fit.

1. Introduction

“ I think it’s good to have this space, it’s a safe space.



- 1.1. The Scottish Government’s CashBack for Communities Programme invests monies recovered through the Proceeds of Crime Act 2002 into community programmes, facilities and activities for young people. Over the past decade, the Programme has evolved and is now in its fourth cycle, known as Phase 4¹. This funds 17² programmes with a targeted focus on young people from disadvantaged communities³.
- 1.2. Generation CashBack (GC) is one of the Phase 4 funded programmes. It is a consortium programme delivered by four of Scotland’s largest volunteer-led youth work organisations: Boys’ Brigade Scotland, Girlguiding Scotland, Scouts Scotland, and Youth Scotland⁴.
- 1.3. The partners work together to deliver the programme, which provides (i) capacity-building support for youth groups and (ii) direct activity with and for young people. Generation CashBack has four strands: developing new self-sustaining youth groups (Start Up); supporting existing youth groups to develop (Grow); providing leadership and training capacity (Lead); and delivering events to celebrate success and share learning specific to the Programme (Events).
- 1.4. Each partner delivers the programme within its own realm of expertise and capacity. For example, Scouts Scotland focus on delivering activity within Scouts membership. Youth Scotland, as the national network for community-based youth work, has the capacity to work with and

1. This phase runs from 1 April 2017 to 31 March 2020

² See <https://cashbackforcommunities.org/partners/page/2/>

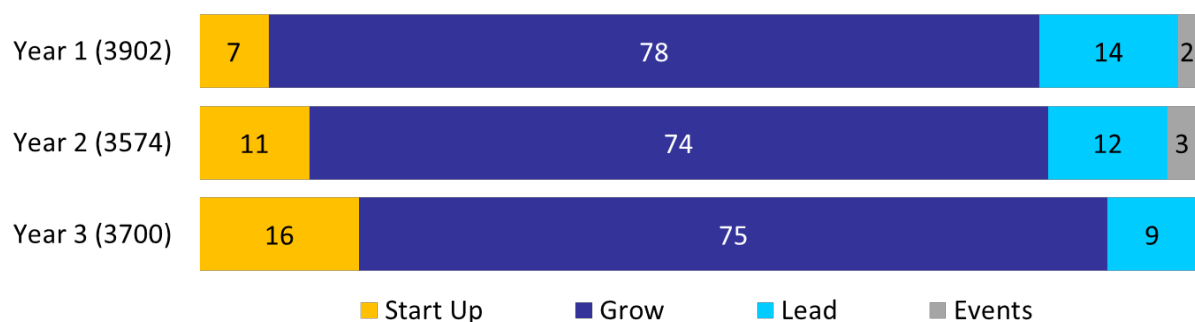
³ The programme is targeted at young people across Scotland who are disadvantaged by living in deprivation and experiencing: unemployment, school exclusion, involvement in antisocial behaviour, offending or reoffending. Information about the eligibility criteria is available at <https://cashbackforcommunities.org/about/>

⁴ Terminology differs across the partner organisations, for example, Boys' Brigade groups are called 'companies', and Girlguiding groups are called 'units'. To protect anonymity and for consistency throughout the report we have referred to all as 'groups'.

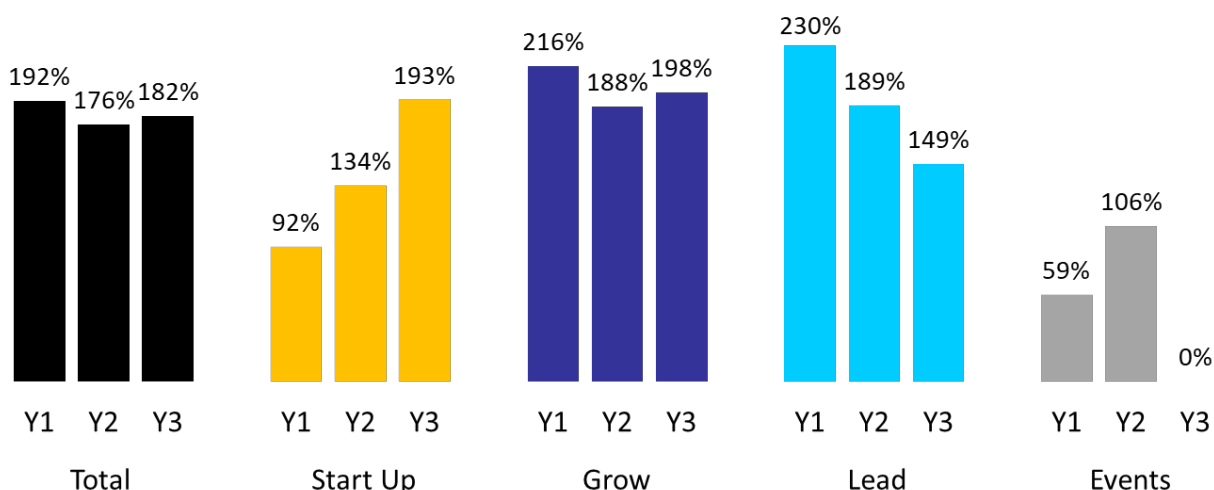
support a diverse range of local youth groups across Scotland.

- 1.5. The programme aims to achieve the following impacts for young people:
 - Build their capacity and confidence
 - Develop their physical and personal skills
 - Positive changes in behaviours and aspirations
 - Improved wellbeing
 - Increased participation in activity which improves learning, employability and employment options
 - Diversion from criminal behaviour or involvement with the criminal justice system
 - Positive contributions to their communities
- 1.6. COVID 19 affected Generation CashBack in the last month of the three-year programme. To ensure the safety of young people and adults involved in delivery, the annual REACH event was cancelled and some aspects of community-based delivery were paused. This reduced the total number of people reached in Year 3 and limited data collection in the final quarter.
- 1.7. In Year 3 Generation CashBack delivered support to 3,700 young people (compared to 3,902 in Year 1 and 3,574 in Year 2). Specifically in Year 3:
 - 16% were engaged through the Start Up Strand
 - 75% were engaged through the Grow Strand
 - 9% were engaged through the Lead strand
- 1.8. The cancellation of this year’s national learning event means there are no young people in the Events strand in Year 3. As shown in Figure 1, in each year of delivery three quarters of participants belonged to the Grow strand. However, the overall distribution of participants has changed over time, with Start Up increasing from 7% to 16% of participants and Lead falling slightly from 14% to 9%.

Figure 1: % of total participants in each strand per year



- 1.9. This change over time is likely a reflection on the focus on delivering programme targets and a more event spread of capacity across the strands. As shown in Figure 2 in Year 1 Start Up was slightly below target while Grow and Lead significantly overachieved. By Year 3, targets have been exceeded across all strands. Generation Cashback has significantly exceeded its overall target for engagement in all three years of Phase 4.

Figure 2: % of annual target achieved at a total programme level and by strand**Year 3 evaluation activity**

1.10. The Lines Between undertook an independent evaluation of Generation CashBack, providing quarterly and annual reports on the outcomes and impact achieved, and case studies to demonstrate the nature and impact of Generation Cashback activity. Eight case studies were developed in Year 3. These are referenced throughout this report and included in Appendix 2.

1.11. The findings outlined in this report are based on:

- Analysis of quantitative and qualitative data by each partner on a quarterly basis. In year three, partners collected quantitative data from a range of stakeholders and a sample of 1,535 young people. This equates to feedback from 41% of young people engaged in Year 3. While this level of data return is in line with previous years⁵, it is lower than anticipated as the abrupt halt to face-to-face delivery made it impossible for partners get young people to complete any outstanding self-evaluation forms and March is typically the time when much of the evaluation data is returned by groups.
- Interviews by The Lines Between with volunteers, delivery staff, community representatives and young people during case study visits. This gathered data from young people and stakeholders, such as volunteers and delivery staff. Unless otherwise stated, all quotes in this report are from young people involved in Generation CashBack.
- Facilitated discussions with Local Development Officers (LDOs) and Managers at the two cross-consortium evaluation workshops held in Year 3. A final evaluation workshop was cancelled due to COVID-19.

1.12. This report presents the findings of the analysis in Year 3.

- **Chapter 2** provides a quantitative overview of the programme's impact and reach.
- **Chapter 3** presents the evaluation findings.
- **Chapter 4** sets out conclusions.
- **Appendix 1** provides a breakdown of results by outcome.
- Finally, **Appendix 2** presents the case studies developed in Year 3.

⁵ Year 1 (40%) and Year 2 (45%)

2. Impact, Engagement and Reach



It was good, we did activities and it was really fun. I got to develop my skills and think of new ways to learn.

2.1 This chapter presents the quantitative evidence on Generation CashBack's impact and reach.



Performance

- 2.2 Achievements in engaging young people in the programme activity are shown in the infographic on the following page.
- 2.3 The Scottish Government set a range of target outcomes and corresponding indicators for programmes funded by CashBack for Communities. Findings of impact on outcomes has been derived from the analysis of the evaluation forms completed by young people. A total of 1535 evaluation forms were returned in Year 3, which represents 41% of the total number of participants involved (3,700).
- 2.4 Challenges in collecting data from young people and youth groups are discussed at 3.22. The infographic on the following page highlights key achievements; a breakdown by outcome is provided in Appendix 1.



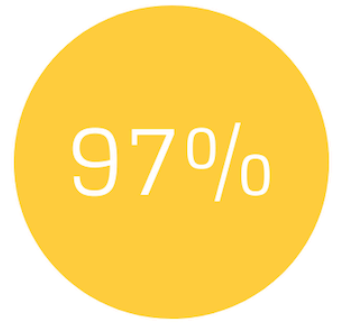
of young people report gaining confidence



report trying new things



have made new friends

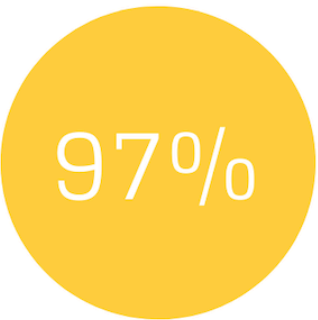


have had new experiences

Being a Young Leader has helped me because I want to be a child carer when I'm older, I've gained experience, and this gets me out a lot more. It's helped me get to know people and speak to them and build my confidence.



the number of hours young people have contributed to volunteering



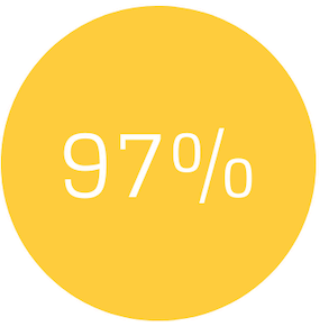
of young people who are going on to leadership or volunteering roles in their communities



feel that Generation CashBack has contributed to their wellbeing



the economic value of voluntary activity generated by young people throughout Year 2*



young people increased their skills



feel that activity they have taken part in will help them get a job



report that Generation CashBack has made them think about what they want to do in the future



young people achieved accreditation**

I learned about communication because everyone gets to talk to each other, and I didn't know them at the beginning. I got to develop my skills and think of new ways to learn. I wasn't really that confident and it helped me with that, I'm never really talking in a big group of people but I did talk this time!



young people report Generation Cashback activity has had a positive impact on their behaviour

the total number of young people General CashBack has engaged with



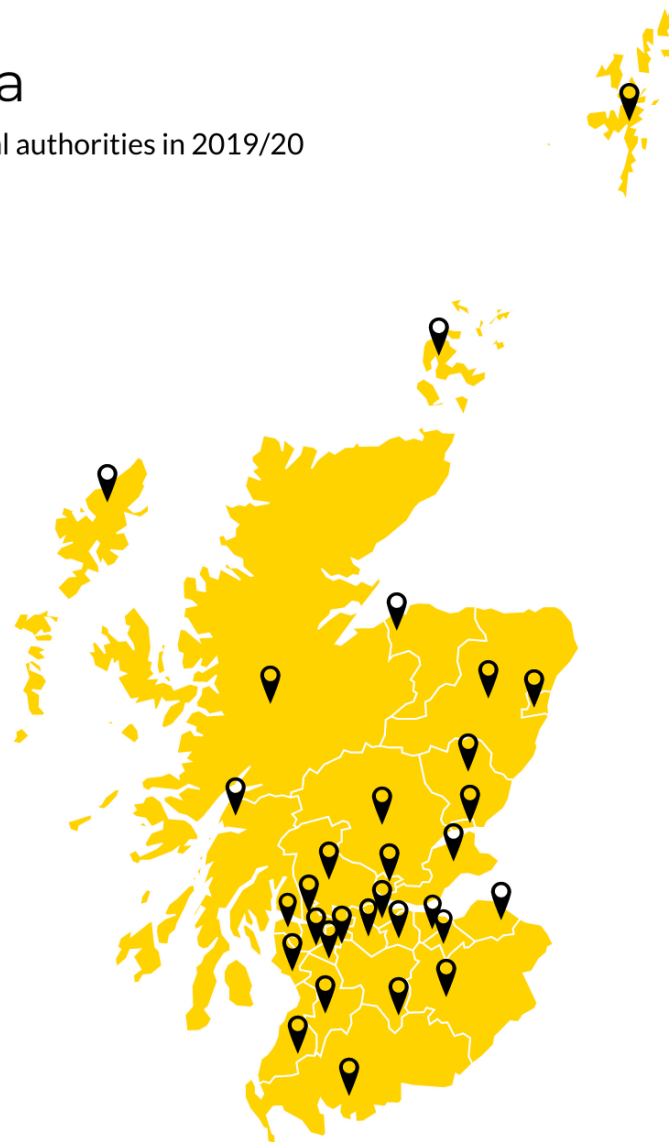
Impact figures based on completed evaluation forms from 41% (1,535) of participants - further detail on targets available in the main report.
 *Calculated by multiplying the average hourly rate of a seasonal worker (£10.56) with the number of hours volunteering, including coaching, mentoring and supporting roles.
 **For example, Dynamic Youth Awards, Youth Achievement Awards, H15.

Participation

2.5 Generation CashBack has extensive reach, working in all 32 local authorities in Year 3. The delivery locations are shown below.

Participation by LA Area

Generation CashBack funded activity in all 32 local authorities in 2019/20



Aberdeen
Aberdeen City Centre

Aberdeenshire
Kinnaird, Crimond, Turriff, Fraserburgh, Macduff, Peterhead, Mintlaw, Cornhill

Angus
Arbroath

Argyll & Bute
Isle of Bute, Lochgoilhead

Clackmannanshire
Alloa, Alva

Dumfries & Galloway
Dumfries, Whithorn

Dundee
Dundee City Centre, Lochee

East Ayrshire
Kilmarnock, Newmilns

East Dunbartonshire
Strathkelvin, Kirkintilloch

East Lothian
Prestonpans

East Renfrewshire
Barrhead

Edinburgh
Crew Toll, Granton, Newhaven, Drylaw, North Leith, Muirhouse, Westerhailes, Craigryston, Pilton, Royston, Wardieburn, Restalrig, Craigmillar, Niddrie, Liberton, Meadowbank, Inverleith, Magdalene

Eilean Siar
Stornoway, Tarbert

Falkirk
Bo'ness, Langlees, Overton, Bainsford, Tamfourhill

Fife
Buckhaven, Kirkcaldy, Cowdenbeath, Dunfermline, Glenrothes, Dysart, Methil, Kelty

Glasgow
Govanhill, Parkhead, Springburn, Bridgeton, Tollcross, Easterhouse, Pollok, Ferguslie Park, Govan, Carntyne, Castlemilk, Bellgrove, Dennistoun, Possilpark, Darnley, Greater Pollok, Cardonald

Highlands
Wick, Inverness, Thurso, Merkinch, Dalneigh

Inverclyde
Greenock, Port Glasgow, Gourock

Midlothian
Easthouses

Moray
Elgin, Lossiemouth

North Ayrshire
Stevenson, Ardrossan, Saltcoats, Kilmarnock, Irvine, Largs

North Lanarkshire
Viewpark, Aidrie, Coatbridge, Shotts, Bargeddie, Dyndyvan, Fallside, Sunnyside, Cumbernauld, Motherwell, Bellshill, Kilsyth, Bellshill

Orkney
Stromness, Kirkwall, Northwalls

Perth and Kinross
Blairgowrie, Perth, Bridge of Balgie

Renfrewshire
Renfrew, Ferguslie Park, Paisley, Johnstone

Scottish Borders
Roxburghshire, Duns, Galashiels, Langlee, Kelso, Hawick

Shetland
Isleburgh, Sandveien

South Ayrshire
Maybole, Girvan, Carrick

South Lanarkshire
Larkhall, Hamilton, Cambuslang, Blantyre, Lanark

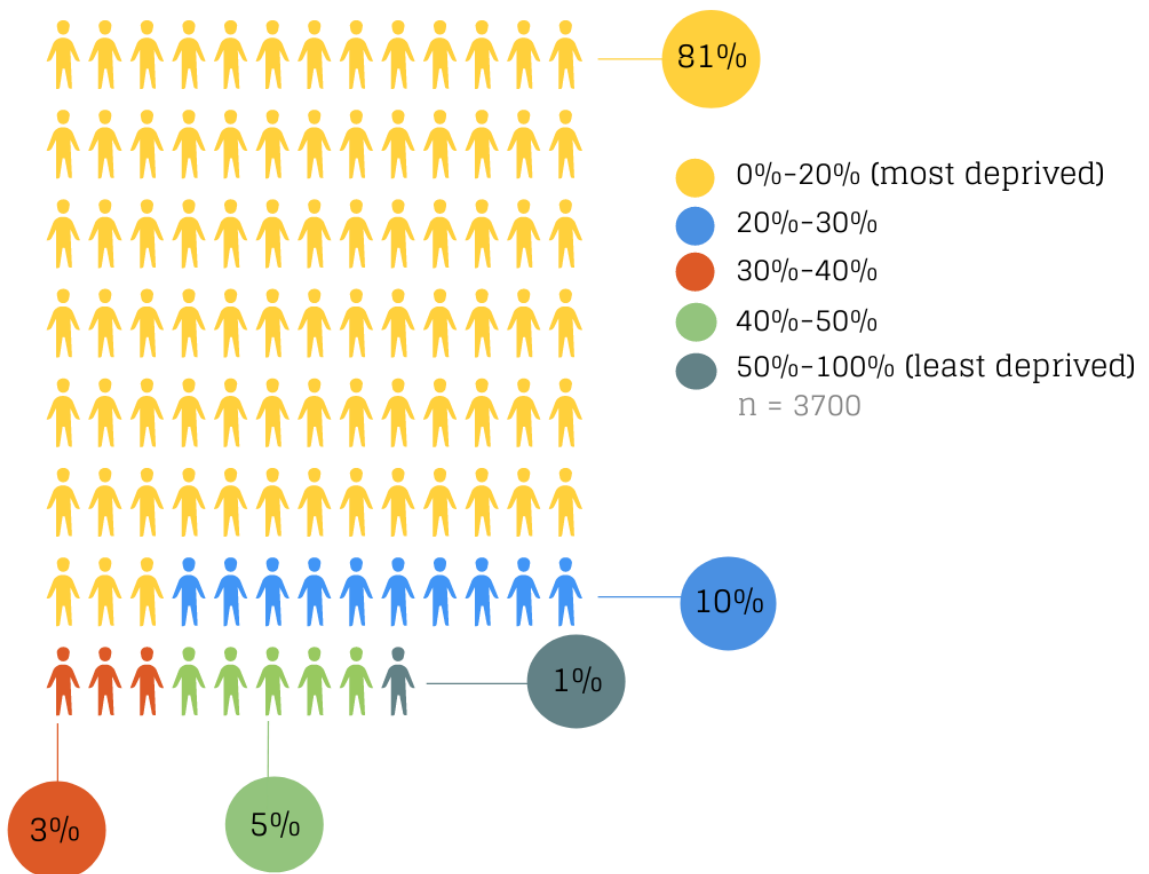
Stirling
Raploch, Stirling City Centre

West Dunbartonshire
Clydebank, Dumbarton, Balloch

West Lothian
Blackburn, Fauldhouse, Bathgate, Livingston, Armadale

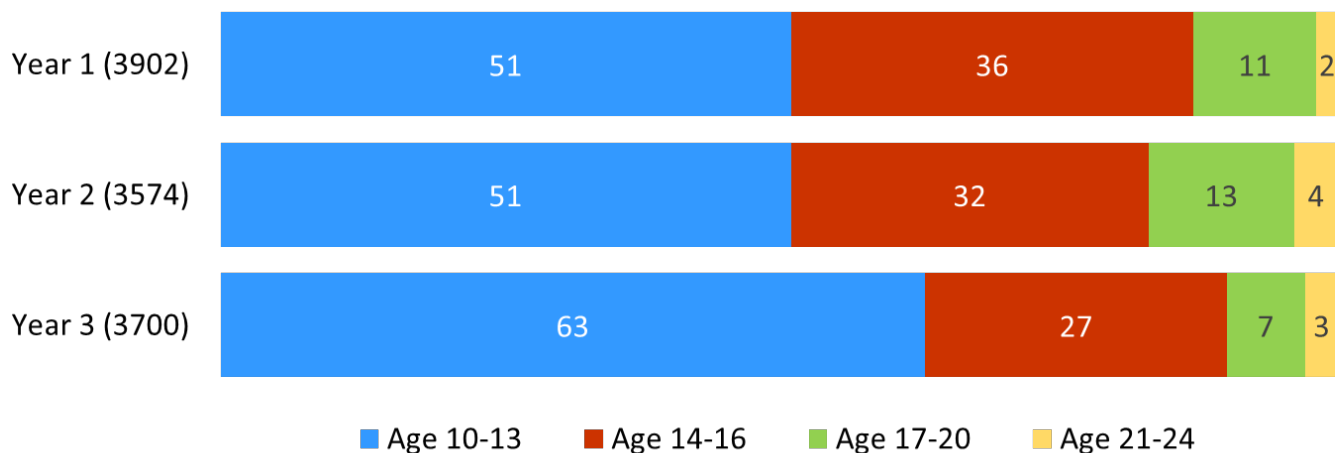
- 2.6 Significantly, Generation CashBack engages young people in Scotland’s most deprived areas. The majority of delivery has reached young people facing the most extensive deprivation as shown by the data presented below. There has been even greater delivery in these areas in Year 3, with 81% of participants from SIMD 1 and 2; compared to 73% in Year 2.
- 2.7 The vast majority of Generation CashBack participants are from the top 20% most deprived Datazones within any given Local Authority area. For some Local Authority areas (eg Moray, Aberdeenshire, Shetland), the top 20% of postcodes include those in SIMD 3 and 4. SIMD eligibility is checked using an excel tool Youth Scotland created specifically for this project.
- 2.8 Some groups have fulfilled the eligibility criteria by being able to produce evidence of a young person being ‘unemployed, not in education or training’ (eg employability project) or ‘at risk of being involved in anti-social behaviour, offending or re-offending’ (eg community council reports). We also have data from some young people in Polmont YOI which is in SIMD 8.

SIMD Profile of Participants



2.9 The programme has a reach across the CashBack for Communities target age groups. Year 3 has seen an increased in the number of participants in the youngest age group – 63% were age 10-13 compared to just over half in the two previous years.

Figure 3: Participant profile by age (%)

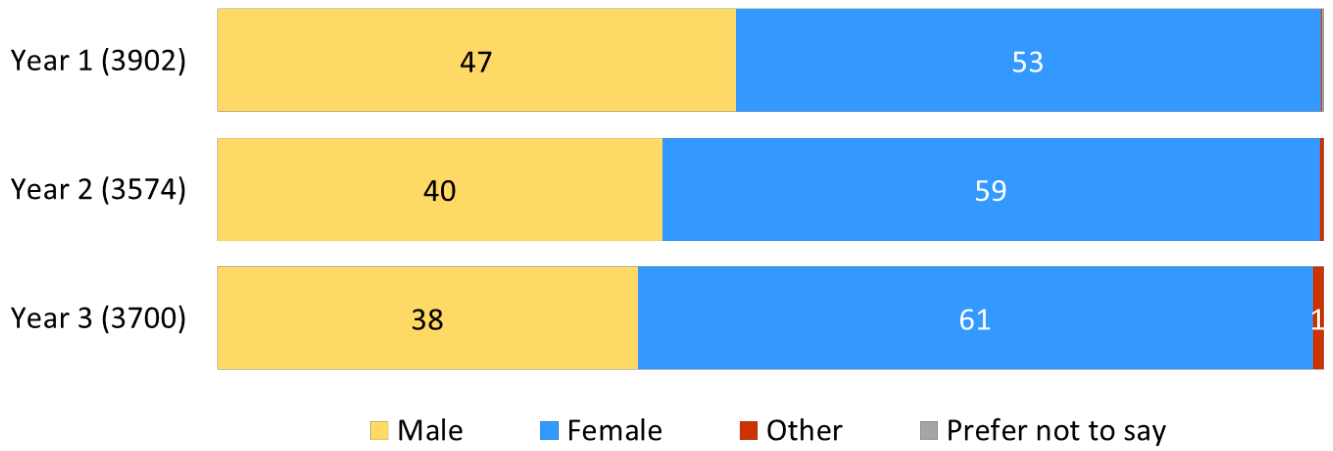


2.10 Non-formal learning opportunities are embedded across Generation CashBack. Almost two thirds (62%) of the young people who completed a monitoring form in Year 3 had achieved accreditation (a small increase from 57% in Year 2). A range of SCQF awards were achieved, including Hi5, Dynamic Youth Awards, KGIV and Youth Achievement Awards, plus non-accredited awards. Examples are shown in the infographic below:



2.11 Participation by gender is shown in the chart below. The greater number of females is explained by the activity delivered by Girlguiding, a single sex delivery partner.

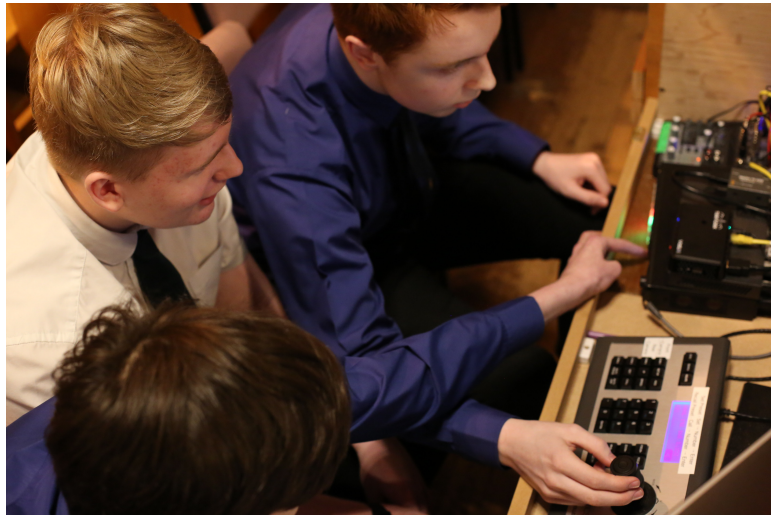
Figure 4: Participant profile by gender by year (%)



3. Qualitative findings



I just feel proud. I feel proud, because people come up to me and say, you really helped me or I need help... it makes me feel good



- 3.1** Each year the evaluation has identified consistent evidence of the programme's positive impacts. In Year 3, the achievements recognised in Years 1 and 2 continued. Previous reports discuss these impacts in detail; the key themes are summarised below. The rest of this chapter presents new examples from the Year 3 evidence and learning identified in the final year of delivery.

An effective model has continued the impact and reach identified in previous reports

- 3.2** As demonstrated in Chapter 2, Generation CashBack has exceeded its targets each year. It has a wide range of positive impacts on young people. These include opportunities to build self-confidence, develop a wide range of skills, try new things and make friendships. Young people enjoy and find the activities rewarding in their own right; the programme also sets them on a pathway to a successful future.
- 3.3** In addition to meeting the core targets, the unique design of the Generation CashBack model delivers many additional benefits.
- 3.4** Core to the model is the role of the **Local Development Officer (LDO)**, who provide a tailored, proactive support package for youth groups involved in the programme, with the aim of creating a self-sustaining delivery infrastructure. They can offer finance and training to support establishment costs, as well as expertise and advice. As a result, a greater number of young people are able to participate in projects supported by Generation CashBack, than would have without that support.
- 3.5** As noted in the Year 2 report the LDOs hail from each partner and provide strategic insight, contacts, advice, access to resources and support specific to each partner organisation. Each

partner has a national remit and structure, so the model enables new or developing youth groups to benefit from the collective experience, resources and networks shared by the consortium.

- 3.6 Start-up and Grow** provide targeted support to establish new self-sustaining groups and enhance the capacity of existing groups. This extends the reach and depth of the youth work provision for young people in Scotland's most deprived communities; or those who face the greatest barriers. (See the legacy case studies on pages 21-24).
- 3.7** The **Lead** strand of the model provide opportunities for young people to participant in training, achieve accreditation and implement new skills in a range of settings. These young leaders play a large role in developing and delivering the **Event** strand of Generation CashBack; a national gathering of young people from groups supported by the programme. The event is carefully designed to celebrate attainment and achievement, facilitate networking across the membership organisations and deliver innovative training for youth workers, volunteers and young people.
- 3.8** The collective impact of a partnership of **four membership organisations** also contributes strength to the model. Each partner involved in Generation CashBack is able to bring resource, skills, brands and approaches that offer different benefits for the groups and young people supported by the programme.
- 3.9** Membership benefits for groups who engage with the programme include access to networks, information and resources, a full menu of training sessions and other activities. These reinforce a sense of belonging; which can be particularly important for workers and volunteers attempting to start or develop a small scale group. This is sustainable way of continuing to offer support and opportunities to the groups; building the infrastructure and capacity of Scotland's youth work sector.
- 3.10** Other important benefits include:
- Young people work in new ways with peers and workers/volunteers; this brings opportunities to build positive relationships, mix with wider groups of people and connect with adult role models.
 - Partners and the groups they work with have moved into areas which they may not have traditionally approached.
 - The programme has encouraged innovation and provided opportunities to try new things, both for the organisations and their membership groups.
 - A youth work approach is particularly effective in tackling inequalities; supporting young people to be more resilient, optimistic and ready for their futures, expand their options and knowledge and to take control of their lives.
 - Generation CashBack offers flexible ways for young people and youth groups to stay engaged with the programme.
 - The breadth and diversity of Generation CashBack delivery enables engagement with a broad range of communities, reaching young people:
 - who are marginalised;
 - have complex needs;
 - are in need of safe space for social activity;
 - at risk of contact or continued engagement with criminal justice agencies; or

- have special interests
- Generation CashBack also instigates wider social benefits, from:
 - young people supporting others in their community; and
 - volunteers, including parents and carers.

New experiences, friendships, self-confidence and skills

- 3.11** A youth work approach is embedded across Generation Cashback and groups supported by the programme offer a raft of new opportunities for young people. These experiences varied depending on the group; some introduced new activities in the local setting; others were able to provide a completely new experience for young people, example through visits and trips.
- 3.12** In Year 3 there were numerous examples of young people shaping and identifying new experiences for groups to offer. Young people were asked what they needed, what provision was missing, and what they would enjoy. This ongoing conversation enabled youth groups to tailor opportunities to the specific interests of the young people they support. In doing so, groups maintained their relevance, enhanced the fun, kept young people engaged and provided enough variety to meet the needs of young people with different levels of confidence and ability.



I would maybe hold back a bit in PE but here I can go for it.



Young women from Govanhill wanted to do sports in their youth group sessions. While they had opportunities to take part in sports in school, they found it hard to participate fully there. The youth group provided a girls-only space, where they could speak their own language while they played, were not judged, and felt at ease. Read the full case study at Appendix 2. [Youth Scotland]



The 'Live Streaming' case study in Appendix 2 is a good example of young people flourishing when they have an opportunity to try something completely new. In that example, over a period of months, they went through a process of scoping the technology that was needed, identifying an approach and developing skills, practicing until they were ready to launch. The opportunity entailed an additional time commitment and a sense of responsibility; they relished the experience. [Boys' Brigade]



Stakeholders reflected on the value of a new experiences in terms of learning, aiding group cohesion and providing opportunities for new friendships. Evelyn, a Girlguiding Leader who features in the case study at Appendix 2, described the connections built as a result of a trip. [Girlguiding Scotland]

“

You can't make friends in an hour, which is why when you go away for an overnight, there's all the planning and conversations and what they are going to do when they are there, so they are really excited about it. Then, when they go they will have enough fun and it's a different level.



Growing confidence was a theme across conversations with young people in every case study visit this year. Each young person reflected on the personal impact of increased confidence; it led to more participation in their youth group and affected other aspects of their lives at school, in their community or in college. Read more about this in Erins case study at Appendix 2. [Girlguiding Scotland]

“

In high school I didn't like doing presentations and stuff, but it's a big part of university life. I've had to step up and be a leader of the Rainbows and had to push myself to get more confident in that respect. Now when I'm doing presentations or speaking to a group at university I feel absolutely fine doing it. I think if I hadn't become a leader I'd be struggling more.



Young people, volunteers and staff described the wide range of skills that young people develop through involvement in Generation CashBack activity; particularly planning, delivering, reviewing, teamwork, communication and leadership. Access to role models and opportunities to try things out in a supportive, informal environment were highlighted as important building blocks. Read reflections from three Young Leaders at Appendix 2. [Scouts Scotland]

“

It definitely helps with team-working skills and working with people you've never met or don't really know well.

- 3.13** Above and beyond key programme targets, consortium members reflected on the wide range of issues youth groups help young people to explore. Examples include: sectarianism, racism, anti-social behaviour, body image, substance use, consent and personal safety, self-esteem and mental health.

Additional learning in Year 3

- 3.14** Conversations with young people typically focused on the personal, direct impact of Generation CashBack activity on participants. Stakeholders such as consortium members, youth group staff and volunteers had wider perspectives on the programme's impact and knowledge gained in the three years of delivery.

The changing context for community-based work with young people

- 3.15** In these conversations the changing context for youth work delivery was frequently mentioned. One volunteer referred to a 'desert' of provision in areas of poverty; noting that there was patchy youth provision in some areas where young people may need it most. In this context, they reflected that Generation Cashback plays an invaluable role with a focus on areas of multiple deprivation, a model of starting and growing provision and building a new generation of leaders and youth workers in disadvantaged communities. This reflects Generation CashBack's 'Grow Your Own' model; a strengths-based community development approach which is integral to the way that partners operate and are sustained.



You don't normally think about it, but how much violence is on the streets. You are there so you don't really realise it but when you get home, or when you talk about it in a group you realise it's actually serious. It's not something funny. Loads of fights, and young people doing fireworks, yesterday we were up in the park just hanging out and then these little boys came to the park and started throwing fireworks at us ... There is loads of camera's around the area, but nothing happens.

- 3.16 Variation in the level of assets and infrastructure in economically disadvantaged communities were highlighted, including a paucity of facilities such as kitchens, sports pitches and community spaces for events, groups and residential. It was suggested these have faced cuts and closures because of the financial pressures faced by local authorities over the past decade.
- 3.17 The rise in food insecurity and the importance of being food banks within local communities was also highlighted. A small number of staff from the consortium suggested that SIMD measures may not accurately capture the challenges and rapidly changing social and economic context that some communities experience.



You need somewhere to hang out, you can't always be on the streets not doing anything.

- 3.18 Specific funding constraints for the youth work sector were also described. For example, fundraising or small grants might cover the costs of specific trips or resources; but would not resource elements that enhance core capacity such as youth workers posts, piloting new approaches or development work. Application processes for small grants can be lengthy and time consuming. The speed and flexibility of Generation Cashback support, which enables innovation and tests of change, was highly valued. Evelyn's case study 'A Leader among Leaders' demonstrates use of the funding to develop a different model of training.

The value of participation in a national programme

- 3.19 Youth groups reported that they can struggle to convey the value and nature of the work they deliver with young people to stakeholders outwith the sector. Above and beyond the value of support provided by LDOs, they noted that being part of a national programme such as Generation Cashback can add weight in their conversations with funders; resources such as the evaluation case studies help to explain the impact of their work.
- 3.20 Some youth group leaders also described their own struggles with confidence in the early stages of developing something new. They mentioned the time involved and the disappointments they may have experienced on their journey. Support from Generation Cashback was perceived as an endorsement of their efforts; encouraging and recognising that they are doing something worthwhile. This helped morale and supported them to sustain their work.

Issues affecting young people who live in areas of multiple deprivation



We are able to subsidise the visits - for example take them to Blair Drummond Safari park. Some of them are in a position where their families can't afford for them to go, and covering the costs gives them a chance to do things that lots of other young people do.



Some staff who work across a range of communities identified particular issues affecting young people who experience the most deprivation. These include parental fears about community safety, contributing to declining levels of unsupervised and outdoors play. They suggested this results in some disparity in terms of independence, social skills, general knowledge and confidence that young people exhibit. In this context, Generation Cashback and other types of youth work provision give young people a chance to flourish outside the home in a supported environment. See Appendix 2 for a case study about one project that has done just that; Community Renewal's Girls Group Sports in Govanhill. [Youth Scotland]

3.21 Generational changes and new challenges facing young people were described by volunteers and youth workers involved in the programme. Comments on this theme included:

- Young people experiencing online bullying.
- Exposure to influencers who may contribute to a sense of low self-esteem.
- A culture of gaming among young people; that this can be a fall-back activity for young people who have nothing else to do; limiting their social and physical development at a crucial life stage.
- A reliance on technology; young people not wanting to be separated from their phones.
- An increasingly indoor, protected lifestyle which has an adverse effect on fitness, social skills, confidence, independence and awareness of how to keep safe.

Challenges

3.22 The programme has matured, generating efficiencies, knowledge, and successes to build on. Staff also reflected on challenges that have endured across the programme, many of which relate to the complex nature of the work being delivered. These include:

- **Timescales** - Generation CashBack supports small groups across Scotland. Many involve volunteers who have a range of other responsibilities. It can take time to build relationships and identify exactly what type of support will have the most impact.
- **Capacity** - volunteers and staff may have limited capacity to take up some of the opportunities on offer to groups supported by Generation CashBack; such as training or

attendance at events. There is also diversity in the range of existing local assets to draw upon on, depending on the area.

- **History** - youth groups, particularly those belonging to uniformed organisations, may be well established. It can be challenging to generate buy in among those who are used to operating in a specific way; who serve a broad community and may not see the relevance of a programme with a specific focus on young people affected by deprivation, such as Generation Cashback.
- **Measurement and data collection** - there are difficulties inherent in data gathering at youth work settings; each year the evaluation has generated data from a large sample but not all young people have participated in evaluation activities, despite LDO support to adopt creative evaluation approaches where appropriate. Attribution is also challenging; young people engage in activities that have multiple funders and are also developing through their wider participation in education. This is a common challenge for those who deliver youth work activities and/or collect data about its impact.
- **Eligibility** - previous reports have highlighted the challenge of delivering in communities with limited numbers of eligible young people. These small pockets are typically found in remote rural areas; or in some cases, wealthy areas with low numbers of young people who meet programme eligibility. Great efforts were made in Year 3 to extend the reach of Generation CashBack, whilst still targeting eligible young people, and the programme successfully achieved a presence across every local authority in Scotland.
- **The COVID 19** pandemic meant that the annual REACH event had to be cancelled.

Legacy

3.23 Programme staff were invited to reflect on the legacy of Generation CashBack. In these conversations, they highlighted:

- **Ownership** - young people who have had a role in shaping and leading the youth groups they belong to have an enduring sense of connection and ownership with those groups; more so that they may have with other institutions they have had less personal influence over, such as their school.
- **Relationships** - partner organisations have deepened their relationships with staff and volunteers in local youth groups. This has a reciprocal positive impact; delivery partners have a greater understanding of the context within local areas and are able to provide tailored support; and local groups are more aware of the resource and support they can access from their national membership organisation. This enhances the development of local groups through greater awareness of and participation in training, leadership events, research, and other resources.
- **Partnerships** have also developed; through working with community organisations and local authorities. Examples identified in the evaluation include engagement with social work, education, fire services, police and community safety partners.

- **Ripple effects** - enhanced youth provision within local communities has a ripple effect; increased in engagement from young people creates the momentum to generate other activity.



Community impact - young people engaged in youth provision are supporting their communities in a range of different ways through volunteering. See Appendix 2 for a case study about how Generation CashBack support enabled young people to develop skills as well as contribute to their local community. [Boys' Brigade]

- **Sustainability** - reinforcing the youth provision at the local level builds capacity so it can endure; Generation Cashback is also supporting the development of a new generation of youth work leaders, provides capacity for the future. Some talked about the role of youth work in urban regeneration; shaping the design and delivery of new developments so that they meet contemporary needs. The partner organisations' membership structure which enables shared learning across youth groups – either through networks or via the LDOs – contributes to this sustainability.
- **Collective solutions** - networking and communication across areas has enabled organisations to identify problems that span localities and share or build on successful approaches. For example, some groups struggled to engage with schools. They supported one another to find ways to work with local schools; to increase referrals and build greater awareness of youth provision among young people and parents in the area.
- **Recognition** that uniformed youth activity is a form of youth work. In this discussion, a small number of staff suggested that involvement in Generation CashBack had contributed to internal and external awareness among volunteers, staff and stakeholders of uniformed organisations' role in the wider youth work sector.
- **Speed, responsiveness and efficiency** - LDOs described working intensively and responsively with youth groups and communities to introduce support and changes. The aim was to sustain momentum and keep enthusiastic group leaders and young people engaged. In this way, they were able to achieve results quickly; staff suggested for some community-based projects this way of working differed greatly from their experiences with local authorities.

3.24 Follow up interviews with case studies from previous years explored the legacy of Generation CashBack from the perspective of those running youth groups. They described far reaching impacts from the investment and support they received from Generation CashBack. These youth groups have grown; they have a bigger profile within the community; engage with different partners and tackle a broader range of issues including anti-social behaviour and poor mental health. The findings from these interviews are presented in new case studies in the following pages.



Turf: reflecting and growing

Turf featured in two case studies for Generation CashBack in 2019. One presented the experiences of two young people, who started attending group sessions. The other looked at Turf's wider community impact, based on interviews with staff, volunteers and a local community councillor. These can be found in the [Year 2 report](#).

The youth organisation is based in the Pollok area of Greater Glasgow. Generation CashBack project provided training and resources and the youth group grew from delivering informal sessions two nights per week, to reaching around a hundred young people. They now employ two sessional staff and engage with many volunteers.

In this case study, Josh, one of Turf's founders, reflects on the organisation's evolution. The youth group has recently become a registered charity, ensuring young people are at the forefront of decision making. Community involvement and impact has been woven through all of Turf's activity. From supporting diversionary youth work, to consulting with the locals to identify what they would like Turf to offer, they are now an indispensable service in the local community.

Through engaging with the Grow strand of Generation CashBack, Turf established an enduring relationship with Youth Scotland. This has been instrumental in Turf's development; access to a wider network and building new connections helped to raise the youth group's profile.

“ Youth Scotland support has been invaluable. Whether that's to talk about awards, support for our policies, or to access free training opportunities for our volunteers, and the opportunity to have a case study of our work.

"They're always a great support and they are very good on social media, promoting what we're doing, retweeting and tagging us so that we're involved and kept in the loop of the CashBack programme."

"CashBack for Communities on twitter likes our posts too, sometimes retweeting and sharing the posts, which obviously gets our name out there."

"The case study about Turf as part of the Generation CashBack evaluation was invaluable for us too, because we now attach it to stuff, it says exactly what we're doing, working with young people but actually, our impact goes a bit deeper."

A key development since receiving initial Generation CashBack support is that Turf has become a registered charity. Young people are leading change, working on their own personal development while considering the needs of their area.

“As a grassroots youthwork organisation, it’s important for us that we have young people at the centre of everything that we do.”

“We now have a board of directors, as part of that board we have a group of young people who sit on the youth board, they have all been our Young Leaders and they are now making the decisions of how we shape the organisation. They’re going to do some fundraising and peer research to find out what young people want and how we drive the organisation forward. They’ll then do some teamwork and discussion on what their community means to them, what things they think are important in the community, what they think that are challenges for young people who live in this area are.”

Like all projects supported through Generation CashBack, Turf has impacts beyond the young people it supports. Members of the community bring skills and experience to the organisation, and have opportunities for personal and professional development, too.

“To support our growing numbers, we now have seven volunteers and a few sessional workers. Our staff and volunteers are invested in the community and our young people as well as gaining invaluable experience and skills themselves. We have one who has decided to pursue a career in primary teaching after initially starting with us having not worked with young people before.”

The Local Development Officer supported Turf to involve young people in service design in the project’s early stages. This approach is now embedded. Turf engages with young people and their families to offer in-depth support, which meet their needs.

“We did a community consultation, with young people, parents and carers, local community members and community councillors to get their views as to what they think is missing for young people. It highlighted that there’s nothing to support young people’s self-confidence, and nothing for young people to talk about mental health openly.”

“Building on that, we tried out some ad-hoc one-to-one support. With our support, one of our young people moved from one school to another, she was on a zero-hour timetable, and she’s now at a brand-new school since January, and she’s on a full-time timetable. Her mum didn’t feel comfortable going into the school to approach the subject. There’s a lot of parents and carers who didn’t have the best school experience themselves, so it can be a struggle going back into a school building.”

“The hope for this targeted intervention is that it ties into our weekly youth groups, and we want to focus on supporting young people one-to-one, in groups and with their families.”

“Young people might need that few hours a week to vent, talk or ask for opinions, or help and guidance. There’s also the scope within that to do a bit more targeted group work to talk about mental health and feelings or self-esteem. We’d like to offer support to families too, that could be meeting with a parent of a young person or another family member to offer holistic support.”



About Youth and Generation CashBack, a lasting legacy

About Youth featured in two case studies for Generation CashBack in 2018. One focused on Melissa, who shared her stories about making friends and getting involved in the community. The other case study provided the youth workers perspective Generation CashBack's impact on their group. These case studies are available for review in the [Year 1 report](#).

About Youth has grown from a small-scale youth led project, to providing essential youth and community services within Calders in Wester Hailes, Edinburgh. Generation CashBack support enabled About Youth to establish themselves in their community and to define their relationship-based approach, which now reaches up to eighty young people per week.

Youth worker Alan Ross reflects back on how support from Generation CashBack and connection to a wider network shaped their practice.

“We’ve increased our youth provision in the area which would’ve been impossible without that initial seed support from Generation CashBack, we’ve gone from doing one youth group a week to three!

Through Generation CashBack, About Youth were able to formalise their relationship-based approach. Alan reflects on the importance of relationships in encouraging young people to be aspirational.

“Consistency of support, consistency of approach, that’s what young people need. I think the fact that we’ve been able to build long-term relationships with young people is what’s most important for us in what that enabled us to do, the initial Generation CashBack support gave us kickstart that gave us to keep on a road that we really wanted to stick true to.

“Melissa is part of our senior youth group now and has done 200 hours of volunteering and achieved a whole bunch of awards. Our philosophy of growing our own youth workers out of the community, Melissa’s exactly the type of young person that we’re talking about, and it’s been fantastic to see her continue along that trajectory. She’s an invaluable volunteer and member of staff in terms of supporting our work.”

About Youth has influenced how other community services approach their work with young people.

"There's really powerful and creative policing techniques that we were able to encourage the local police to take in terms of building a relationship-based approach, that's something we always try to encourage in any of the colleagues that the young people work with, police or social work or schools."

Generation CashBack's Local Development Officer was a key resource and enabled them to expand into other communities.

“ As soon as we met Paul (LDO) through Youth Scotland, there was a shared value base. I think he could see how sincere and passionate we are about the work that we do, and it was significant in cementing and establishing our value base and our organisational culture and to support pieces of work that are still actively ongoing.

"In that first year we got an additional award through Generation CashBack, for a piece of work that we were doing in nearby Saughton community where there's been huge youth-related crime and anti-social behaviour in the community. Paul was really proactive at the time, and supported us because we felt a duty as a youth organisation to try make a positive difference in situations like that."

“ It wouldn't have been possible without the support of Generation CashBack, and had a real demonstrable impact in terms of reducing youth-related offending, and also different outcomes amongst young people who were on a pretty slippery road.

Generation CashBack led About Youth to engage in Youth Scotland's wider offerings, which have provided opportunities for growth and connection.

“ Through our involvement with Youth Scotland, we were offered an array of quite interesting and exciting opportunities to take part in larger events. There's the sense that we're on somebody's radar, that they care about us, and that they offer these opportunities is in itself quite significant in terms of feeling part of a larger network.

"We've been able to start integrating dynamic youth awards, and the Youth Scotland award system into some of the work that they've done. We've been able to expand what we've been able to offer young people through that."

4. Conclusions



I mean, you come out with a good sense of accomplishment

4.1 Reflecting across Generation CashBack in Phase 4, success on several fronts is evident:

- The programme has had strong engagement with youth groups across Scotland; resulting in high numbers of participants and targets being exceeded each year. This interest has increased as the project has gained traction throughout Phase 4; at the end of Phase 4 demand for Grow support and Lead opportunities outstripped capacity.
- Youth groups have provided a raft of opportunities for young people to thrive in non-formal learning environments. Frequently identified impacts include soft outcomes such as confidence, new skills and positive relationships; plus, hard outcomes from the accreditations young people achieve while taking part in activities, for example training completed as part of the Lead element of Generation CashBack.
- In addition to meeting the core targets, the Generation CashBack model delivers many additional benefits.
- The breadth and diversity of Generation CashBack delivery enables engagement with a broad range of communities affected by multiple disadvantage, reaching young people with different needs, backgrounds and experiences.
- Generation CashBack is supporting the development of a new generation of young leaders in the most deprived communities; stemming from those who have taken part in the Lead strand, and those who have had other opportunities to develop as a result of Generation CashBack
- Youth groups have benefitted from opportunities to grow in capacity and enhance their offering.
- The programme has encouraged innovation and provided opportunities to try new things, both for the organisations and their membership groups.
- Participatory approaches inherent in youth work have been embedded in activity delivered through Generation CashBack
- Evaluation case studies and reports provide evidence about the power of youth work and the delivery context. They offer insight into many of the issues affecting young people in deprived communities and the efforts and expertise deployed by youth workers as they support young people to achieve their potential.
- There are core elements of legacy achieved by Generation CashBack, which leave a lasting impact on communities across Scotland.
- The successes evidenced throughout this report suggest that the programme is in a strong position to enter Phase 5 of CashBack for Communities as the increased focus on the Justice agenda is a natural fit.

5. Appendices

Appendix 1: Results tables for Year 3

Table 1: Target vs. achieved numbers per outcome

Outcome	Target	Achievement
Outcome 1		
Increased confidence	1224	1524
Able to do new things	1570	1533
Go on to do new things	1180	1533
Stakeholders report increasing confidence in YP	70%	97%
Outcome 2		
Increased skill, achieving accredited learning	120	1495
Increased skill	1100	1495
Expected to obtain awards and other accreditation	120	700
Complete training opportunities	600	548
Take on leadership roles	65	1392
Stakeholders report skills increasing (Start Up & Grow)	50%	85%
Stakeholders report skills increasing (Lead & Events)	75%	67%
Outcome 3		
Increased aspirations	1040	1440
Positively change behaviours	1040	1421
Stakeholders report increased aspirations (Start Up & Grow)	50%	74%
Stakeholders report increased aspirations (Lead & Events)	60%	100%
Outcome 4		
Improved wellbeing	1153	1532
% stakeholders against SHANARRI (Grow)	60%	87%
% stakeholders against SHANARRI (Lead & Events)	70%	85%
Outcome 6		
Take part in training	250	1495
Take part in learning	250	1495
Achieve positive destinations	67	1495
Volunteer following completion of the programme	67	349
Outcome 7		
Participate in positive activity	1700	1535
Are new to the activity	1065	1133
Outcome 8: YP are diverted from criminal behaviour or involvement with the criminal justice system		
YP report reduction in their own antisocial/criminal behaviour	12	20

Outcome	Target	Achievement
YP improve fitness levels	2	20
YP improve self-worth	2	20
YP improve self-esteem	4	20
YP improve behaviour	2	20
Outcome 9		
Hours of volunteering	3667	17724
Hours undertaking coaching, mentoring etc	1833	17724
Going on to volunteer in community organisation	67	1495
Number of community focused awards	120	959
Feel contributions and links with community improved	200	1506

Table 2: % of participants achieving outcomes, year on year comparison

Measure			
	Year 1	Year 2	Year 3
Total number of young people engaged with	3902	3574	3700
Economic value of activity generated	95137	114154	187165
Number of hours contributed to volunteering	5598	10476	17724
	% of participants achieving outcome		
Gaining confidence	96	93	99
Trying new things	97	94	100
Made new friends	96	87	96
Have had new experiences	99	88	97
Going on to leadership or volunteering roles in communities	n/a	79	97
Feel Cashback has contributed to their wellbeing	n/a	95	100
Increased their skills	n/a	88	97
Feel the activity will help them get a job	77	68	75
Has made them think about what they want to do in the future	91	83	94
Achieved accreditation	33	57	62
Report a positive impact on behaviour	93	82	93

Appendix 2: Case Studies

The following pages contain seven case studies:

- Boys' Brigade: Live Streaming
- Girlguiding: Erin
- Scouts Scotland: Young Leaders
- Community Renewal: Girls Group Sports
- Community Renewal: Nola and Kobi
- Boys' Brigade: 1st Barrhead Boys' Brigade Unit
- Girlguiding: A Leader among Leaders



Generation CashBack provides opportunities for young people to test ideas, explore new technology and understand the needs of others in their community.

An innovative digital project is underway at the 1st Barrhead Boys' Brigade unit.

Some unwell, elderly, transport poor or far-flung members of the community were unable to physically attend important events or church services, so the Unit explored how technology could help address this problem. They developed a digital streaming service to record and transmit live experiences.

The project has a unique intergenerational aspect; young people develop empathy and awareness of others' experiences and volunteer to deliver a service that meets community needs. Recognising this as a pathway to developing skills and confidence, the Local Development Officer contributed Generation CashBack resources to support the initiative.

We spoke to Max, Anthony and Nicholas* who have worked hard to pilot and develop the project. Now it has been successfully launched, the boys volunteer on Sunday mornings to deliver the live stream service. In this case study, they reflect on what this does for their community, and their growth in skills, confidence and experience.

'The first time we went live, it was actually the Nativity, so it was completely different to all our practice runs. But we'd done a ton of practice runs before that, so we felt quite confident.'



* Pseudonyms chosen by the boys.

'I've always been into the techy side of stuff so I felt like I might go into some form of computing, you know, something like that, in the technology side of the job. So, this will show that I've worked with certain camera technology, I've worked well as a team, so it's really just getting me more options for when I'm older to go into jobs.'

An valued opportunity to make a difference

'You come out with a good sense of accomplishment, like if you've not messed up once and the audio's been perfect, the camera angle's been good, you know you've timed everything like perfectly...it was maybe better than you hoped it would be!'

'A lot of the sick would watch or people who have young kids who can't make it to church, or grandparents who are having to look after their grandchildren. People like that, who would just want to still be here, but they can't.'

'It generally just makes me feel good that people who aren't able to come for some reason, they are still able to, like, see the faces, through our live stream. It makes them feel like they're here, which makes them happy.'

'Without this I'd be lying in my bed sleeping. That's what I'd be doing. Or on my computer. It really does just get me out more and I walk to the church every Sunday morning and it just gets me out the house more for a couple of hours.... It has made me more social as well.'

'We have a live chat that we can interact with different people who can talk to us and ask questions and if there's any problems we can fix it for them.'

'Quite a lot of people ... will walk in saying "Hi, how are you? How's the camera work going?" They will always ask you questions about how it's going and they're all dead friendly.'

'I've noticed that a lot of people were quite grateful that we've brought this into the church and saying, since they saw this live stream, they've been able to catch up on what happened.'

An openness to new ways of working

'We were having a group discussion on the subject of online church and the whole concept idea. I thought it would be quite interesting and that's where I got into it.'

'This is now the 21st century, this is the decade of technology and accessibility, this will help more churches who don't have a lot of people, but people still want to go to church.'

Teamwork, trials and triumphs

'It does look hard when you first try it. But once you have the knowledge and the understanding of how this specific technology works, like afterwards you slowly will pick up the pace and suddenly you will eventually get used to it. It's mainly practice.'

'We had about four to five training sessions of how to work the equipment, all about it, how it worked in general and the basis behind the live streaming.'

'It did take a few months because our first problem that we had was the audio wasn't picking up... and we could actually hear the people talking in the church.'

'We have learned camera skills and how to change the camera angles and then setting them up for the next shot, planning where it's going to be and what's going to happen. So, I think we've learned a lot of good skills in timing and stuff.'

'It's good teamwork as well because we also control the sound now, so someone's always on that and we have to communicate between each other and say, "Is the sound ok?"'

'I had just started Duke of Edinburgh, so this was something that I could get into and learn a new skill with.'



From Brownie to Rainbow leader, Erin is a guiding light for young people in Cardonald.



Erin, 18, took part in an innovative Girlguiding Young Leader training weekend. It was delivered by the Penilee and Hillington unit leader, who used Generation CashBack funding to create a new training model. In this case study Erin reflects on the learning experience, how the training prepared her and the importance of building a new generation of young leaders in deprived communities in Scotland.

The importance of having Rainbows, Brownies, Guiding and Ranger units in areas of multiple deprivation were highlighted. Erin described access to inspiring role models, engagement with emergency services, growth in confidence, social inclusion and opportunities for creative play.

Role models and engagement with emergency services

When I was in Guides we had talks from police officers and the fire brigade. Now I hope to join the police myself and I hope, if I get that job, that I can do the same for Brownies and Guides.

"It's good that young people have opportunities to meet staff from emergency services. They get to find out about what they do, feel safe, and it helps to them to feel more at ease when approaching the emergency services."

Confidence

"Girls coming to Rainbows seem to grow in confidence. It helps them get to know other young people who maybe don't live on their street, or don't go to their primary school. It means they can make other friends at a young age which I think is really good for them."

Social inclusion

"Another way it makes a difference is that we can subsidise visits – for example take them to Blair Drummond Safari park. Some of girls are in a position where their families can't afford for them to go on trips like these, and covering the costs gives them a chance to do things that lots of other young people get to do."

Creative play

"It is an opportunity for them just to play and be the young five-to-seven year olds that they really are. Just playing, without thinking about Nintendos or TV. It's an escape and a different way to have fun."

"For example, next week I'm planning a Frozen Night for them, with a Disney theme. It's exciting for them, they look forward to it, we can give them that wee bit extra incentive to come along – I'm helping them to have more fun!"

The appeal of a training weekend...

"I was nearly turning 18 and that's when you can do a proper adult leader qualification. This sounded like a really fast and efficient way to do it - one weekend, rather than having to attend loads of different sessions. So I had the weekend off and did it all in the one go. I thought this was a great way to do it especially for people like me with busy schedules. I go to university and I work part time so it's difficult to get regular nights where I can agree to do stuff."

New skills, time for reflection and shared learning

"We covered loads. There was a first aid course about being the first to respond. We also learned about the brand new programme and new badges – we spent a few hours solely looking at that and it helped me to really understand it because to be honest before the

training I'd been quite confused! Then I was able to go back and speak to my young leader and some of the older leaders - it helped them to get an understanding of what I'd learned, which was good."

Greater confidence in many aspects of life

"First aid has helped me in other parts of my life, not just as a Rainbow leader. Its useful for my job, good for my cv and gives me confidence that I'd know how to handle something in an emergency. Overall being a leader has definitely given me more confidence. I remember when I first started being a Rainbow leader I was like...really scared! Even though they were really young girls. In high school I didn't like doing presentations and stuff, but it's a big part of university life. I've had to step up and be a leader of the Rainbows and had to push myself to get more confident in that respect. Now when I'm doing presentations or speaking to a group at university I feel absolutely fine doing it. I think if I hadn't became a leader I'd be struggling more."

An empowering experience

"It went really well. One highlight was spending time with Shannon, another young leader."

It was also a good opportunity to get to know other leaders on a more informal basis - many of whom I had when I was younger! As a young Brownie I always looked up to them and this experience allowed me to share my ideas and get advice from those who have been in the guiding world for a while. It was so lovely to chat to them as peers and become friends.



The Lead strand of Generation CashBack supports youth groups offering young people opportunities to develop leadership skills. Young leaders make an important contribution to their communities and benefit from personal impacts such as greater employability and self-confidence. Scouts Scotland's Young Leaders Scheme is part of the Explorer Scouts Programme, which encourages and enables Scouts aged between 14 and 17 to support one of the younger sections, for example, Beaver Scouts. Young Leaders from all over Scotland were supported by Generation CashBack to attend a training and outdoors activities weekend at Scouts Adventures Lochgoilhead.



The training weekend centred around taking young people out of their comfort zones, in a rural and beautiful setting, to learn how to be compassionate and responsible leaders. In this case study three Young Leaders; Zoe, Timmy and Richard* reflect on their experiences as Young Leaders, the skills and confidence they have gained as a result of their increased responsibility and their hopes for the weekend ahead.

Scouts' Young Leaders develop confidence and other transferable skills. These include understanding different leadership styles, how to communicate effectively and consider accessibility when planning activities, so that young people with different abilities, needs and interests can take part. They gain experience of planning and delivery, to embed this learning in practice.

Zoe: Being a Young Leader has helped me because I want to be a child carer when I'm older, I've gained experience, and this gets me out a lot more. It's helped me get to know people and speak to them and build my confidence.

Timmy: It definitely helps with team-working skills, and working with people you've never met or don't really know well, it definitely has helped me with that so far. So I'd imagine that doing this weekend, especially cause I'll have to work with others, will help me even more.

Weekend trips offer young people the space and time to develop and learn new things.

Zoe: We're learning activities that we can take back to the younger Scouts. We're going to go hill climbing and then we're doing high ropes. I'm not really keen on heights but it'll help me get over the fear.

Timmy: I want to learn new tips on how to handle the young children in groups and how to deal with certain issues that may arise, and making sure Scouts are inclusive for everyone. It's a worthwhile experience, it's great fun, you can't really do Young Leader-ing if you don't know what you're doing.

Richard: It used to be that I wouldn't really like going in front of people, but I've grown more confident as a person. I won't be nervous but then like five minutes before I'll get a rush, and then when I'm doing it, it all calms down, and I'm just completely fine. I always try and keep that – if it's something I don't like, I just think it'll be alright, and it normally is.

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Timmy: It's relaxing for me, getting away from the rest of life. It's nice to be out in the middle of nowhere and to find myself.



* Pseudonyms have been used to protect anonymity



Govanhill Girls Group Sports

Community Renewal, a Youth Scotland Group, aims to bring about positive long-term change and social cohesion in communities across Scotland through a multitude of programmes. They have a strong presence in Govanhill, which is traditionally a gateway into Glasgow for incoming communities and has the largest ethnic minority population in Scotland.

Generation CashBack supports Community Renewal's programme of youth work which engages young people from across Govanhill but has a particular presence within young people from the local Roma community. Guidance from a Generation CashBack Local Development Officer supported the young people to form 'Govanhill Roma Youth Team' and to develop and conduct a community consultation. The team spoke to forty-six other young people from across Govanhill, about what needed to change, what opportunities and activities they would like to see, and what stops them from participating in activities.

The young people, especially the young women, wanted access to safe spaces, to have somewhere to do activities – particularly sports and fitness - to relax, have fun and hang out with friends. The young people established Girls Group Sports with support from their youth worker Nola, and their Local Development Officer, Kobi.

Vanessa, Natalia and Sara, some of the girls from the group, shared their experiences for this case study. They described the importance of having a girls' only space for feeling safe, empowered and free of judgement. They also described the opportunities they've had as a result of their involvement with Youth Scotland, by becoming Young Leaders, and attending Youth Scotland's events.

"In school I'm different, around people that are Roma, it's different. You are more yourself and more confident, you can do something without thinking about being judged. They don't know what it's like being Roma."





When one door opens...

Conducting the consultation and then developing the Girls Group has opened doors to other opportunities. Vanessa recently became a sessional youth worker supporting upcoming Young Leaders like Natalia and Sara through Youth Scotland's iLead Young Leader's Programme.

Natalia: "The young leaders training was good, we did activities and it was really fun, I learned stuff about communication because everyone gets to talk to each other, and I didn't know most of them at the beginning. I got to develop my skills and think of new ways to learn. I wasn't really that confident and it kind of helped me with that, I'm never really talking in a big group of people but I did talk and we did games and activities."

Vanessa: "I'm a sessional worker now, it's been crazy! I helped out Nola with the Girls Group and then stayed on, I'm quite busy now, especially because I'm going to school and studying and doing this work. I have to have really good time management."

Vanessa: "I'll help to give them advice if they are stuck on a question I can give them coaching sessions. I just feel proud, because people come up to me and say, you really helped me or I need help... it makes me feel good."

They have also attended Youth Scotland's Big Ideas event; an action and activity packed event co-designed and delivered with and for young people.

Sara: "It was so fun! We were all separated and it was with random people you didn't know. I found my way to everything the second day, we had a party as well and we got to meet other new people and I got their Facebook."



A safe space, free of judgement

Natalia: "We are more comfortable not with the boys. They don't pass to us, they think we are not good because we are girls."

Vanessa: "It's more about the sexism... We did all play basketball once and the girls won and the boys said 'oh we just let yous'."

Natalia: "PE teachers are strict; here you can put music on and dance and joke around but in PE you can't. I would maybe hold back a bit in PE but here I can go for it."

Vanessa: "I think it's good to have this space, it's a safe space. You get to enjoy yourself, not stand out on the streets, because it gets really cold. There are girls getting into trouble here with boys... because it's dark now. So, less girls in the streets means less chance of those things happening. There are a lot of sexual assaults happening in Govanhill, we are safer here."

When playing sports, the girls speak to each other in their own language

Vanessa: "It's a habit. Because there is no judgement. Maybe if we had other people come in we wouldn't. We don't mind other girls coming, I would love more people to come and I want them to learn more about the Roma community and know that we aren't useless, we actually can achieve more. I want other people to see that."

Sara: "In school you walk by and people say stuff... 'She's Roma, she's this...' we are who we are but we can still achieve something."

“Generation CashBack support has enabled the young people to actually make real some of the things they wanted to happen. I think for the girls involved in Girls Group Sports, they’ve definitely increased in confidence and self-esteem, I think it’s quite validating that their idea of wanting something girls only has been taken seriously”



Community Renewal, a Youth Scotland group, aims to bring about positive long-term change and social cohesion in communities across Scotland through a multitude of programmes. They have a strong presence in Govanhill, which is traditionally a gateway into Glasgow for incoming communities and has the largest ethnic minority population in Scotland.

Generation CashBack supports Community Renewal's programme of youth work which engages young people from across Govanhill and has a particular presence within young people from the local Roma community. Community Renewal in Govanhill gets the bulk of its funding from the People's Health Trust.

Here, we talk to Generation CashBack Local Development Officer, Kobi and Community Renewal's Govanhill Neighbourhood Youth Worker, Nola. They reflect on the journey of Community Renewal's youth work project in Govanhill; how Generation CashBack has supported a community consultation, resulting in the establishment of a girls-only sports group, and how having safe spaces is particularly important to young people from Roma communities.

Enabling young people to take the lead in the development of their area

Nola: "I'm a social action practitioner, so I believe in helping young people identify their issues, needs and concerns and then trying to enable them to take action on it. That's where the idea for a consultation came from. The young people were saying it's our group but we want to see

what the other young people in Govanhill want, how do we do that, and then they came up with the idea of forming a team. We got Youth Scotland involved then, to actually work with that team around what they wanted to do and develop the consultation".

Kobi: "They were looking at the consultation process the young people wanted to lead, myself and a colleague went out to a group and met the young people in one of their community spaces. We had a good laugh despite the barriers they faced in terms of language and other things. I learnt of the project they were doing, and was able to give them some advice based on work I'd done around supporting young people to launch campaigns to improve situations. I was invited back and I did some project planning with the young people. They were really passionate about their local community."

"We came up with a plan, we talked about reaching larger numbers of young people in a very easy way, we came up with things like voting booths at school assemblies. I didn't tell them that I wanted to do it, I gave them tips and advice, but I wanted them to take the lead."

Girls Group Sports, a girls-only sports activities group, grew from the responses to the consultation. Nola and Kobi discuss why having a safe space is especially important for young people from the Roma community in Govanhill.

Kobi: "Young people who hang around in the streets are high-risk, but young people who are isolated through language, culture, and are

judged under potentially different cultural lens, can be judged more harshly. And sometimes treated more harshly. The girls group gives them a chance to just be young people."

"That safe space is really evident in that group. A lot of young people that would've been quite insular suddenly got able to project their personality. But I've noticed that quite a lot through the work that Nola does."

Nola: "Young people haven't really got anywhere to go, therefore they're more at risk of getting into conflict with people. There's a bit of conflict with the police; the young people say the police pull them up and search them and they'll say they've got no good reason and they're not respectful. That's one of the issues that came out in the consultation. Another thing the young people want to do is to set up a social club, and the police have said that they're willing to meet the young people and talk about it. So that might be something else that could happen if we get the social club. "



Photos of Govanhill: Section of a poster designed and photographed by the young people as part of the community consultation

Nurturing aspirations

Alongside Girls Group Sports, Community Renewal operates a range of other youth work activity, such as a mixed gender sports group and on the street work. They are hoping to establish a social club to provide a permanent space for young people in Govanhill.

Nola: "Some of the lads that we engage with are really musical so they set up a band, they could use the space in a potential social club to rehearse and play, then young people can chill out and anyone can cook. There's a place just over the road we're hoping for, it's got a kitchen and two rooms, so that would be absolutely ideal."

"People from careers could come into it too and it would serve as a drop-in, because there's a bit of worry about where our young people are going after school, what sort of jobs they're going to or what sort of opportunities they're taking up. We worry that young Roma people will

go into low-paid jobs; car-wash, potato factory, some of those sorts of jobs, because they need the money rather than staying on at school and studying."

"They are really talented. There's one lad who could have been at the conservatoire doing music, because he's such a good guitarist, but the pressure's on for him to actually make money, which is understandable. We want to create a place where young people can talk about their aspirations."

Nola initially came into contact with Youth Scotland through support from Generation CashBack, but has since been introduced to other opportunities for the young people in the community, such as Youth Scotland's iLead Young Leaders training.

Nola: "Kobi is going to work with us again to help train up another group of young people and take the older group members that are becoming more senior to another level. One of our young

leaders has gone on to become a sessional youth worker and is receiving youth worker training from Youth Scotland."

"Youth Scotland's got all the training, and we've got the placement side of it, so we can provide the actual work, so if young people are interested there's actually a lot of opportunities, so it is exciting. When they do a training day in Glasgow I'd really like to get some of the other young people on it."

"We're also going to look a bit more at the Youth Scotland's Youth Achievement Awards, and how we can properly accredit young people."

Kobi: "My role is really not just identifying or responding to the need of youth groups, it's actually saying, if you want to invest in these young people, let's create a pathway, wouldn't it be great if in a year's time they were fully trained up accredited and confident. We can give them opportunities to do this, and it's about making these ideas a reality."


community
renewal
Transforming Communities



Generation CashBack provides opportunities for new ways of working with young people at the 1st Barrhead Boys' Brigade unit.

'The young people see ways to extend the service and push its boundaries, probably beyond what we see in some respects. I feel as if they probably feel as enthusiastic as I do about it. I mean, they come to me and say "Are we doing this? Are we doing that? Can we...? I've got this idea."



Some unwell, elderly, transport poor or far-flung members of the community were unable to physically attend important events or church services, so the Unit explored how technology could help address this problem. They developed a digital streaming service to record and transmit live experiences. Recognising this as a pathway to developing skills and confidence, the Local Development Officer contributed Generation CashBack resources to support this initiative. In a previous case study, we spoke to some of the young people involved, highlighting the impact that this had on them and the wider community. Here, we explore the perspective of the Boys' Brigade Captain who brought the opportunity to the unit.

Imaginative ways to keep young people engaged

'Boys, when they get to 14, 15, 16, there's a lot of things that capture their attention. And Boys' Brigade quite often can become either an afterthought or something that they lose interest in. I think the online church has really captured their imagination with something new, something a bit technical, that's really in their eyes something exciting with their generation.'

Developing empathy and leadership skills

'What they've probably learned is a wee bit about the formal thinking requirements, thinking on their feet and not necessarily hearing an instruction like "now push the button". They are understanding that what people are looking for maybe as worshippers in an older generation is maybe different from what they're looking for.... And also, just to learn maybe some of the fears and apprehensions that people have about the camera being in their face or being picked up on the mic or maybe just the sensitivity around about different people's needs.'

'It gives the young people more opportunities to maybe reach out further into the church environment, the community that they live in, and actually see other experiences and other ways of life that maybe they're sheltered from. Because we'll see our own family, our own life, and perceive that maybe as the way society is for everyone.'

'I think the fact they've been allowed to lead it has really encouraged their participation not just in online church but actually within The Boys' Brigade and their work with the younger people in the earlier groups, where they've been able to demonstrate their role model behaviours.'

Building relationships and communicating in new ways

'It's helped us to get to know the boys better, more than anything... One of the things that it's embraced for me is actually I now am communicating in text or WhatsApp's... So, I think it's a bit of a change in my mindset... That's their world and we need to live in their world.'

'One of the things that we've really driven with the project that isn't essentially a Boys' Brigade project in isolation. It had to be a collaborative, church and Boys' Brigade initiative together. And we have a number of adult volunteers within the church who are embracing this as well.'

“ The kids do get a good welcome on a Sunday, they will get a box of chocolates handed to them just randomly. Because somebody just likes to just say thank you. And I think these things again add to why they would come back, because they feel they're appreciated and valued and they're making the difference. ”



A Leader Among Leaders

“When girls become leaders they feel more empowered. They’re not just spectators. This might be the first time these girls have ever made a decision that has affected others. It’s a huge deal for them, particularly if you are from a disadvantaged area where there is not as much free space to learn independence through outdoor play. We forget that.”

Evelyn Smith has led Girlguiding units in the Penilee and Hillington area of Greater Glasgow for eighteen years. Her role includes the delivery of the Leadership Qualification to develop a new generation of guiding leaders.

In this case study Evelyn reflects on the value of funding from Generation CashBack as a chance to test innovative ways of engaging younger leaders. She also highlights issues faced by young women in areas of multiple deprivation, and the importance of guiding for vulnerable young women and those who need safe spaces in their communities.



Funding from Generation CashBack gave Evelyn an opportunity to respond to needs of the next generation of guiding leaders. She opened up the chance to take on a leadership role to those who might not have typically done so. Traditional training courses are delivered one evening a week over an extended period, which can be challenging for young women who balance a range of social, work, or education commitments at night. Recognising this barrier, Evelyn consolidated the course activity into a weekend. She booked a large venue and organised catering. This flexible offering was extended to young women from neighbouring units too.

“We thought if we take them for a weekend, they can get all of their training done, all at once. They can stay over, get to know each other, become a peer group of sorts. I explained “it would be good for your CV and you could work at your own pace”. We used to ask the girls to provide lots of evidence and reports for the training, and that was another daunting prospect. That doesn’t work if you are somebody who works in Tesco and hasn’t written an essay since school, or if you don’t want to do these things because you don’t feel confident. Over this weekend we did simple things that made it more achievable, we broke it down.”

“I spoke to some of the girls locally and they said “we don’t want to go to the training because it’s all old mums”. That was their perception and I thought, not only do we have to get people on board but we have to make it welcoming for all categories. Because not everybody that wants to do it is a Guide’s mum. What about people who don’t have children? What about boy’s mums’? We have to make it easier regardless of circumstances. That’s why I decided we would do something to target younger women, to find a way to get them all to be part of the Leadership Qualification.”

“It got the girls from coming to the unit to being part of the unit; from standing on the outside to being absolutely involved. They got a chance to meet the other units. You can’t make friends in an hour, but an overnight stay is different. There’s time for planning and conversations. They left really excited about it and what they were going to do in their units. They wouldn’t have had that if they had come to training with me on an evening in a church hall.”



Through her years of experience leading Girlguiding units, Evelyn has noticed that the issues faced by young women and girls are changing. She feels they are increasingly vulnerable and reliant on technology for social interaction and stimulation, due to a lack of safe spaces in the local area.

“Some girls have trouble sleeping because they don’t want to go to sleep because everyone else is still online. They become lethargic, and when we take them away to an outdoor weekend and its tech free... they can’t believe it, they think “how are we going to survive without our phone?” But by the Saturday they’ve forgotten and they’re running around.”

“You see a lot more bullying, especially online. There’s so much negativity in the media too about how girls are meant to look and how they’re meant to act. They think they have to meet certain body ideals and if they don’t, they won’t be happy. This should not be the message we send the next generation!

Girls are not supported and over the summer they don’t have anything to do. This can cause behavioral issues purely because of boredom. Sadly, we’ve lost a lot of community centers and clubs that were here before and many don’t always feel safe going out by themselves.

That’s why having a guiding unit in the area is so important. It gives girls a safe space to socialise and there’s something fun to do.”

Evelyn is a role model for the Guides in her unit, showing them that it’s possible to make change and have power, even in difficult situations.

“The girls felt anxious walking to Guides passing a group of youths in our area. A male and a female Community Police officer visited the Guides, reassured the girls that they would patrol the area. The youths stopped hanging around and the Guides realised that Police could make a positive difference. Some of the Guides said they would consider joining the Police.”

“I recently won an award for establishing a food bank. It’s shocking that these should even have to exist but I felt really strongly that we needed to do more to support people in our community. I was invited to go to the Scottish Parliament to receive the award, but I asked “can we not do it locally?” So they did! A local councillor presented the award here in Glasgow. I wanted the girls to see that one person can make a difference, that if you’re passionate about something and you can think of a way of doing it then you can change things.”

Evelyn feels that guiding and leadership training directly benefits young women in many ways. It also supports guiding to continue, an important consideration in areas of multiple deprivation.

“We’re always encouraging more people to join guiding and help us grow so that we can give even more girls the chance to take part in all that being part of a Rainbow, Brownie, Guide or Ranger units has to offer.

CashBack has been a vital resource that has allowed us to keep this work going and reach more girls that we might not have been able to otherwise.”

