

# ANNUAL REPORT

2020/21



 CASH  
BACK

  
basketballscotland

46

CORE GROUP  
PARTICIPANTS



242

WIDER GROUP  
PARTICIPANTS

91%

PARTICIPANTS ARE FROM  
SIMD 1-4

80%

PARTICIPANTS ARE FROM  
SIMD 1-2



60% OF PARTICIPANTS IDENTIFY  
AS MALE, 40% IDENTIFY AS  
FEMALE



7% OF PARTICIPANTS IDENTIFY  
AS HAVING A DISABILITY

### EDUCATIONAL SESSIONS WITH LOCAL PARTNERS

INCLUDING:

- KNIFE CRIME WITH  
YOUTHLINK SCOTLAND
- ALCOHOL AWARENESS WITH  
LOCAL POLICE
- GANG VIOLENCE
- BULLYING
- DRUG MISUSE



## Partnership History & **basketball**scotland



**basketball**scotland have had a successful partnership with CashBack for Communities since investment was granted to Scotland's governing body for basketball in 2008.

In 2017 Phase 4, **basketball**scotland was tasked with supporting disadvantaged young people through the CashBack School of Basketball programme. By the end of this investment phase, we activated 19 partnerships with over 800 young people in our programme.

In 2020, we were pleased to progress onto Phase 5 of CashBack for Communities. With the new phase and investment, **basketball**scotland was tasked with exclusively supporting 64 young people across 4 schools in Scotland over the 3-year period. Alongside this core group, we will work regularly with 180 young people across the 3-years around these schools delivering basketball and wider activities. The evolution of Phase 5 will see **basketball**scotland make a more targeted impact, working with a smaller group of young people to support them more in overcoming challenges inside and outside the school environment.

**basketball**scotland are the national governing body for the sport of basketball in Scotland. Like many over the last year **basketball**scotland have had to adapt to ensure the organisation is in a stable position. We have utilised the job retention scheme for our CashBack for Communities staffing team and the wider organisation team. A big part of this was also to look after our staff's wellbeing during unprecedented times. Thankfully **basketball**scotland have been able to secure its future and we are in a good position to ensure our CashBack for Communities programme continues to be a success moving forward.

## The Programme



The CashBack Schools of Basketball (CSoB) targets four Schools with in Local Authorities with the highest levels of deprivation and crime. We work in the following schools:

- Lochend Community High School (Glasgow)

- St Andrews High School (Glasgow)
- Craigie High School (Dundee)
- Beath High School (Fife)

We proposed working with 64 young people (16 into each school) across the 3-years based on risk factors including SIMD, care experience and localised knowledge from the local authority, school and pastoral care. This group of young people are known as the 'core group'. Each CSoB is led by a full-time Basketball Social Impact Officer who works with school staff to ensure their contribution adds value to in-school support for the young person.

The CSoB has five key themes that run throughout the programme:

1. Attendance basketball sessions: Aimed at increasing physical skills and health, positively impacting on attendance and attainment within school.
2. Individualised Development Planning support: One-to-one support to develop plans and support young people to overcome any barriers.
3. Mental Wellbeing: In partnership with SAMH (Scottish Association for Mental Health), we will increase young peoples understanding of and attention to their own and others mental wellbeing.
4. Skills Development: CSoB will support each young person to gain additional skills and SCQF qualifications to enhance opportunities for young people to reach positive destinations. This year we have educated young people in nutrition which has seen some young people obtain an SCQF Level 3 award in the area.
5. Community Development: The programme will work with the young people to develop and deliver projects which have a positive impact on their community. In practice we have forged strong partnerships with community police and we have delivered several education sessions around knife crime and other local challenges.

We aim to provide further support to the communities we work with. Thus, we will support a further 180 young people across the 4 schools known as the 'wider group'. These sessions usually take the form of regular basketball taster sessions or support within the physical education school department.

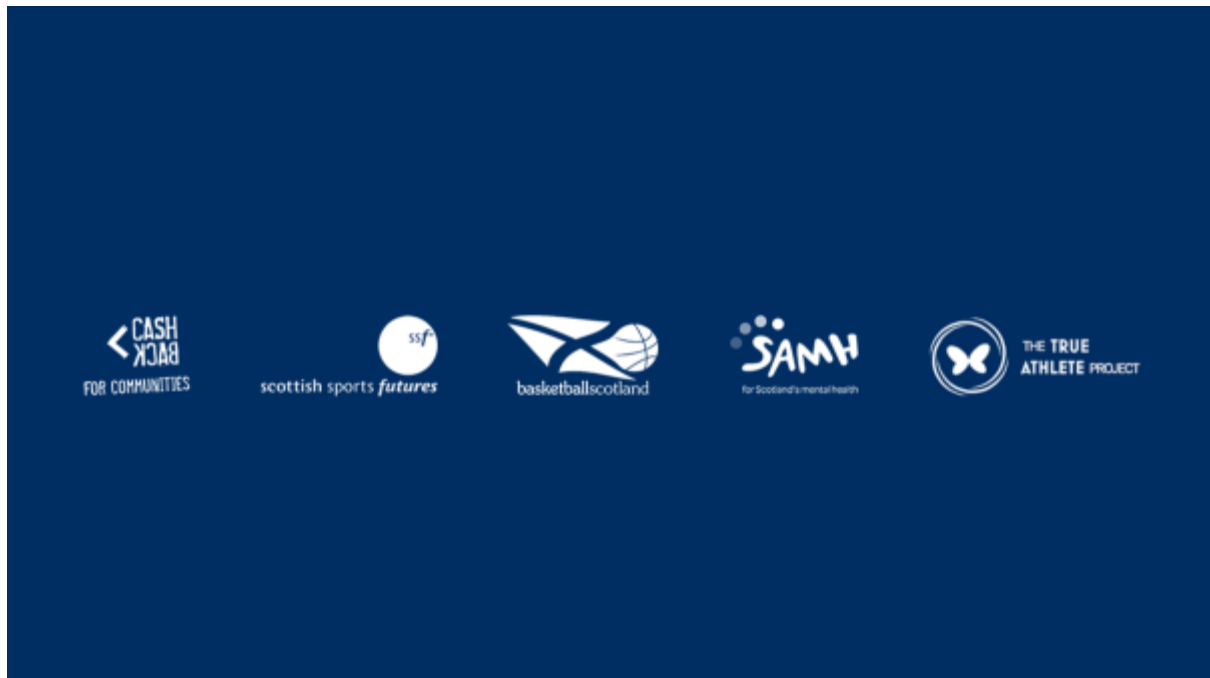
COVID-19 has a significant impact on our programme delivery. For the majority of the time due to physical distancing, we were unable to use basketball as a main support for the programme. However, with some creative thinking this turned into an opportunity. We could support young people in other ways, such as street work, online physical activity sessions and delivering food parcels to our young people through partnerships with FARE in Glasgow. Furthermore, this allowed our Basketball Social Impact Officers to further grasp the challenges their young people face away from school and allowed them to develop their relationship with young people as they were seen as a regular and recognisable support.

Initially, our programme at Beath was operating at Wester Hailes Community Centre in Edinburgh. But restrictions imposed by the local authority prevented us from having a meaningful impact.

Consequently we moved the programme to Beath High School in Fife. However, a later start date and further lockdown measures has limited programme delivery so far.

As we adapted our programme through the pandemic, we came across different opportunities to support our community. With agreement from CashBack for Communities we delivered a nationwide mental wellbeing project with our partners SAMH, SSF (Scottish Sports Futures) and TAP (True Athlete Project). Full details of how we adapted to the pandemic are detailed throughout the report.

## Our Partnerships



### Our Partnerships

We would like to thank our partners in this programme who have supported us during a challenging time. These partners have added value to our programme despite a world-wide pandemic, and due to their work, we were able to support those who needed our support the most.

### SAMH

In partnership with SAMH (Scottish Association for Mental Health), we aim to increase each young person's understanding of and attention to their own and others mental wellbeing through a programme of bespoke training to young people and the Basketball Social Impact Officers. We aim to provide opportunities for young people to use mental wellbeing strategies in other places away from the school, which will positively impact on risk-taking behaviour.

By the end of our programme we have aimed to recruit and train wellbeing ambassadors within each school who will be able to support mental health and wellbeing conversations, creating capacity and expertise within the school. We are only at the start of this journey, but we believe we are noticing a positive difference in the awareness of mental wellbeing within the young people we work with.

In addition, this year SAMH have played a key role in the education of our wellbeing ambassadors as we aimed to improve mental wellbeing awareness of young people and leaders within our basketball clubs across the country.

### **True Athlete Project**

The True Athlete Project (TAP), like SAMH have supported our programme through staff training and in our wellbeing programme. The training to the Basketball Social Impact Officers have seen the staff in the school become more attuned to the needs of the young people in the programme. TAP also helped them explore how to bring their whole self and own unique personality to the role.

In the wellbeing programme TAP have helped young people and leaders embedded within clubs who in having supportive conversations are helping to nurture positive and healthy sporting environments. We know that sport *can* be a wonderful tool for personal and community development, individual mental and physical health, and broader social progress. But too often the experience of sport is negative, and so those wonderful potential outcomes are not achieved. The support TAP has provided the programme can go a long way to improving that.

### **SSF**

Scottish Sports Futures (SSF) have played a key role in the training provided to our Basketball Social Impact Officers and our wellbeing ambassadors. Despite a challenging time during the pandemic, they have been proactive to meet our needs and provide a great training programme.

### **Other Key Partners**

YouthLink Scotland provided our Basketball Social Impact Officers with free training on knife crime through the No Knives Better Lives programme. This training was put to use as we educated young people on their awareness of knife crime. A video of our Basketball Social Impact Officer engaging young people in this session can be found [here](#).

FARE is a charity located in our school at Lochend Community Sport Hub. Partnering with our Basketball Social Impact Officer they were able to undertake impactful work during a challenging time whilst the schools were closed due to the pandemic. Thanks to FARE we were able to support young people on our programme with food deliveries and a series of home visits. Likewise, the Community Police Officer located at the school has provided us with educational support to our young people on local issues.

## Wellbeing Ambassadors



### Wellbeing Project

In 2020 **basketballscotland** introduced another level of help to our clubs around the country. We created a Wellbeing Ambassador initiative which, in partnership with some fantastic organisations, are delivering an extensive training plan on various Mental Health and Wellbeing topics. Over this period our Ambassadors will be learning as two different groups: Wellbeing Leads and Wellbeing Champions. A small video which further details the programme can be found [here](#).

The Wellbeing Leads are adults within the club who have a passion to help their members in dealing with any mental health challenges. In partnership with the Scottish Association for Mental Health (SAMH) and The True Athlete Project, we have been able to have positive conversations around mental health and wellbeing, and have a better understanding of how our clubs can embed positive mental health within their community.

Our Wellbeing Champions are younger members of our clubs (all under the age of 18), who again, have a passion for learning and helping others. With sessions being led by SAMH and Scottish Sports Futures, our young champions are being trained in how to have conversations with teammates and peers that can assist them in becoming more aware of the benefits of good mental health.

We have been overwhelmed by the support of our community and the uptake has surpassed what we imagined. There are 25 Clubs across the country involved, including 3 University Clubs and 5 wheelchair basketball clubs. With 32 Leads (13 Male, 19 Women) and 28 Champions (11 Boys, 17 Girls), it makes us very proud to have such an invested community.

Dundee Madsons Wellbeing Lead, Scott Brunton, had this to say about the initiative. *“The reason I got involved in this programme is to help and assist any young person, coaches or parents with a safe space to have a discussion about their mental health or if they just want to have a chat.*

*I felt that the programme would be of huge benefit to Madsons and comes at a very difficult time due to the current pandemic where young men and women have really had very trying times recently.*

*I have found the learning very thought provoking and interesting in areas where I am thinking of others and how they might be feeling. To look out for the signs of someone who maybe having a difficult time and to be able to have a discussion with them and be happy to discuss any situation that they want to”.*

[Watch and listen to one our Wellbeing Champions here as he discusses how it has up skilled him.](#)

[sportscotland's Sport First magazine also profiled our work.](#)



This section describes the impact of the Year 1 programme on participating pupils. The data in this section is taken from self-evaluation questionnaires completed by pupils. This report is intended to provide an analysis of self-evaluation survey data gathered from young people at three participating schools. The online survey was completed by 29 pupils across years S2 and S3, from the three participating schools: St Andrew’s High School, Lochend Community High School and Craigie High School. Note that the Beath programme started late due to the pandemic, therefore, the research was not undertaken.

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

All young people (**100%**) said that, as a result of taking part in the School of Basketball programme, their confidence had increased – well exceeding the 70% target. To assess the ways in which young people had become more confident they were also asked to agree or disagree with statements. We have been able to demonstrate improvements to confidence by young people due to playing sport and participants reported that they believe in themselves more.

Almost all young people (**93%**), indicated that they now feel more able to do new things and the programme has had a significant impact on the resilience of the young people taking part (**70%**). All survey respondents agreed with at least one of the given statements relating to improved resilience.

All young people (**100%**) indicated that their support networks had been enhanced in some way through taking part in the programme. Most young people said that, as well as gaining support networks, taking part in School of Basketball had helped to improve relationships with those close to them.

Almost all young people (97%), said that their behaviour had been positively influenced by participating in the programme. This finding was based on nearly all young people responding positively to at least one of a range of statements relating to changes in behaviour – covering behaviour in and out of school and behaviour in the community.

### **Outcome 2: Young people develop their physical and personal skills**

**All** respondents have been able to add new skills or develop existing skills as a result of taking part in the programme. Young people reported improved skills across a range of areas connected to work, communication, and physical and personal skills. A further, specific question was put to pupils, focusing on their basketball skills. 83% improved their basketball skills despite the COVID-19 pandemic meaning the majority of team and in-person sport has stopped. The opportunities for young people to improve their basketball skills, therefore, have been limited.

### **Outcome 3: Young people's health and well-being improves**

All young people reported improvements against at least one of the SHANARRI wellbeing indicators (Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included). Young people were also asked an additional question about the impact of the programme on their mental health. **97%** of young people reported feeling more optimistic about their future due to the programme, **97%** said they felt less stresses, **97%** said their mental health improved, **90%** said they worry less and **90%** said they feel less anxious.

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

Nearly all young people (**97%** of respondents) indicated that they had improved their school attendance as a result of taking part in the programme, and **96%** agreed that they had improved their attainment. These results well exceed both targets of 70%.

To measure this outcome, young people were also asked to agree or disagree with a range of statements about the programme's influence on their progress or intention to progress towards positive destinations. **100%** stated they intend to go on to further education or employment and **93%** stated they plan to stay at or return to school.

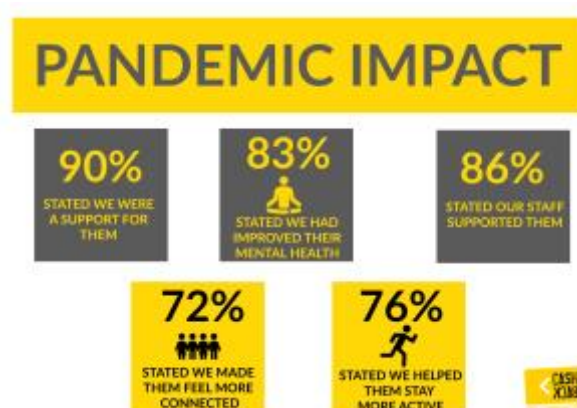
**63%** of young people agreed that they had taken part in volunteering as a result of the programme despite the opportunities to take part in volunteering being limited by the COVID-19 restrictions.

### **Outcome 5: Young people contribute positively to their communities**

The majority of young people (**90%**) said that taking part in the programme had improved their connection to their own neighbourhood – well exceeding the target of 70%. Young people’s sense of belonging to a community was also positively impacted by the programme with 90% of participants have a heightened sense of belonging to a community. Almost all (**86%**) young people reported that their motivation to positively influence what happens in their community had improved through School of Basketball.

## Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system

Almost all young people said that because of the programme they had reduced their participation in anti-social or criminal behaviour (**97%**) and that they felt less inclined to participate in those behaviours (**97%**).



*'When partnering up with FARE we created food vouchers and food hampers. I was able to personally hand deliver these for the young people. This also meant I was then able to gain that interaction with the young people that was so vitally needed, to ensure I didn't lose contact or lose the relationship we had worked hard to form. It also gave me a better understanding of the areas and homes these young people come from and made both myself and FARE very much aware of some of the extreme poverty these young people are living in within the community.'* - Jacqueline Anderson, Basketball Social Impact Officer.

Given the impact of the COVID-19 pandemic and the resulting alterations to the delivery of the programme in this school year, young people were also asked specific questions about how these changes had affected them. This section explores the responses to these questions.

Most young people (**90%**) indicated that being part of School of Basketball has provided a consistent source of support to them during the pandemic.

Just over four fifths of respondents (**83%**) said that being part of School of Basketball had been beneficial to their mental health during the pandemic. Most respondents felt supported by delivery staff, including teachers, coaches, and their respective basketball social impact officers. A significant number drew support from their fellow participants. **86%** said their Basketball Social Impact Officer had supported them during the pandemic.

Asked to expand on the ways in which the programme had helped, young people gave a variety of reasons. Examples given included: providing a positive focus, having others to communicate with and providing an outlet to manage their emotions:

“It has taught me to try and remain calm and to focus on myself”

“I feel more in control of my decisions”

“I had someone to talk to”

“I’ve had lots of help with these [sessions] and used these to stay focused”

“I talk to my team mates more”

These findings are reinforced by responses to another question showing that most young people **(72%)**, credit the programme with helping to keep them connected with other people during the pandemic. **76%** of the responses suggest that maintaining School of Basketball through the pandemic also had a significant impact on the physical health of participants.

Asked which aspects of School of Basketball had helped to maintain their physical health, many young people commented that the programme had motivated them to continue and maintain their fitness, despite not being able to play basketball in-person:

“I have tried to play basketball during the pandemic”

“I now like to try and keep fit”

“I always keep fit anyway but have started playing more basketball”

“I bought a treadmill during the pandemic and continued my fitness”

Responses also suggest that the School of Basketball sessions delivered during lockdown helped to keep young people active. When asked what they would have been doing without these sessions, most comments alluded to sedentary activities – playing computer games, using social media, or generally being bored at home.

Young people were asked to comment on what they thought had worked well about the delivery of School of Basketball during the pandemic. Most commented that they had enjoyed receiving a basketball, taking part in online cooking sessions and seeing their teammates and respective Basketball Social Impact Officers.

Asked what they missed most about face-to-face basketball, most young people commented that they were looking forward to being able to resume in-person socialising and communication with their teammates and their social impact officers. It is evident that young people are eager to get back to playing basketball again and to engage in contact sport and in-person activity.

## Staff, Plans & Finance



## Staff

During Phase 5 of this year, the **basketballscotland** staff responsible for the delivery, monitoring and reporting of the CashBack School of Basketball programme were:

- Adam Szymoszkowskyj
- Amy Kirkhouse
- Amy MacLeod

The core Basketball Social Impact Officers were:

- David Evans
- Jack McLean/Glen Honeyman
- Jacqueline Anderson
- Kieran Lynch

## Plans for the Next 12 Months

### Reflections from COVID-19

The impact of COVID-19 has meant our programme has had to pivot over the last 12 months. The landscape across the country isn't what it was prior to the pandemic. As a result, in order to ensure our programme is fit for purpose and meeting the needs of the young people, we have reviewed the programme and have agreed changes to ensure we continue to have a quality programme that positively influences young people. We have agreed to change tack and focus more comprehensively on one area recognising the greater impact that could have on young people. From 2021-2022 we will focus our programme on the east end of Glasgow.

### Basketball Influence

Due to restrictions of physical activity both indoor and outside over the last 12 months our Basketball Social Impact Officers haven't been able to utilise basketball to positively influence young people. We will use the school summer holiday period to ensure we can put in place processes to ensure we can use basketball in the school and the local community area.

### Staff Continual Professional Development

COVID-19 has accelerated challenges families face and some families are faced with new challenges. These are issues which may be new to the young people we work with and the Basketball Social Impact Officers working alongside them. We will ensure our staff are trained to ensure they can continue to positively influence young people by supporting them with their challenges.

## Finance & Activity

### Project Activity

Salaries & Expenses - £107,078

Training - £12,666

SAMH Support & Delivery - £11,600

Kit & Equipment - £3,200

UpShot - £1,320

Management & Marketing - £15,000

External Evaluation - £7,500

*Total = £158,364*

### **Spend and Activity by Local Authority Area**

#### Glasgow

- Spend = £79,182
- Core Group Participants = 20
- Wider Group Participants = 209

#### Dundee

- Spend = £39,591
- Core Group Participants = 14
- Wider Group Participants = 33

#### Fife

- Spend = £39,591
- Core Group Participants 12

### External Evaluators



**basketball**scotland partnered with Social Value Lab (SVL) as their external evaluator for the Phase 5 programme. We would like to thank SVL for their work during a challenging time. SVL is the national hub for social impact research, strategy, and evaluation. Their mission is to produce the evidence and ideas that support stronger, more effective projects, programmes and communities in Scotland. SVL was the evaluation partner for three programmes delivered under CashBack for Communities Phase 4 and is evaluation partner for five Phase 5 programmes.

During the early part of 2021, the evaluators created a survey for our participants to complete. Due to the restrictions in the schools, workshops and face-to-face interviews could not be undertaken. Full results of the findings from Social Value Lab can be found in the CashBack Outcomes Summary in the next page.

**CashBack Outcomes Summary**

Outcome	Indicators	Actual	Target
Outcome 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour	Young people report their confidence increasing	100%	70%
	Young people feel able to do new things	93%	80%
	Young people feel more resilient	100%	70%
	Young people report positive, supportive networks	100%	70%
	Young people report positive changes in their behaviour	97%	70%
Outcome 2: Young people develop their physical and personal skills	Young people report their skills are increasing	100%	80%
	Young people improve their basketball skills	83%	90%
Outcome 3: Young people's health and well-being improves	Young people report increases in feelings against SHANARRI indicators	100%	70%
Outcome 4: Young people participate in activity which improves their learning, employability and employment options	Young people report improved attendance	97%	70%
	Young people report improved attainment	96%	70%
	Young people participate in volunteering	69%	80%
Outcome 5: Young people contribute positively to their communities	Young people feel their contribution, links with communities and social interaction are improving	90%	70%
	Participants have a heightened sense of belonging to a community	90%	60%
	Participants have increased motivation to positively influence what happens in their community	86%	60%
Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system	Young people report that their own participation in antisocial and/or criminal behaviour has reduced	97%	50%
	Young people feel less inclined to participate in anti-social and/or criminal behaviour	97%	60%

*1 - CashBack Outcomes Summary*

