

Impact
Arts

CASH
BACK
FOR COMMUNITIES

CASHBACK
TO THE
FUTURE

ANNUAL REPORT 2018/19



WELCOME

CONTENTS

INTRODUCTION	3
THE CREATIVE TEAM	4
WHAT'S NEW THIS YEAR	5
CASHBACK NIGHTS	6
MY MUSEUM	7
SUMMER SHOWCASE	8
THE YEAR IN FIGURES	9
EVALUATION	10
CASE STUDIES	12
PARTNERSHIP	15
ENGAGEMENT	16
FINANCES	17
LOOKING AHEAD	18



What is...

CASHBACK TO THE FUTURE

CashBack to the Future is Impact Arts' CashBackforCommunities-funded project, which offers disadvantaged 12-19 year olds in Scotland quality in-depth tuition in a variety of art forms.

Young people work with visual artists, filmmakers, photographers, digital artists, musicians, performers and actors as part of fun, engaging, fast-paced workshops.

The programme is broken down into:

- **The CashBack to the Future summer programme:** runs full-time, Tuesday-Friday, during July in various locations across Scotland.
- **CashBack Nights:** weekly two-hour sessions running across Scotland, working with a mixture of summer participants and new participants.

To be eligible for the programme, participants must be aged 12-19 and either:

- Living in an area of deprivation (as defined by the Scottish Index of Multiple Deprivation)
- At risk of disengaging from school
- At risk of engaging in anti-social behaviour
- Living with a disability or mental health condition
- Over 16 and not in education, employment or training.



THE CREATIVE TEAM

CashBack to the Future is about giving young people facing barriers to engagement an unforgettable creative experience. The aim is to inspire a long-term love of creativity, increase participants' confidence and self-esteem and encourage positive life choices through the arts.

Going into the second year of CashBack for Communities Phase 4 funding, it was important that we maintained the calibre of artist making up our creative team. Exceptional facilitators from Year 1 such as internationally-exhibited sculptor Carla Scott Fullerton and singer-songwriter Finn LeMarinel stayed on for Year 2, while further exceptional creatives were added to the team including:

- Bafta in Scotland-winning animator and filmmaker Ross Hogg
- Illustrator, project artist and facilitator Sarah Wakeford
- Fine artist and sculptor Ruth Switalski.

The areas of creative expertise the team brought to the project this year included instrumentation, sound mixing, recording, live performance, drama, improv, comedy, sculpture, paper craft, light art, kinetic art, pattern design, printmaking, screenprinting, drawing, photography, Adobe platforms and painting.



WHAT WAS NEW THIS YEAR?

Impact Arts learned a lot from last year's programme and this informed the development of the 2018/19 programme.

CashBack grew: the programme expanded from working in three Local Authorities to five: Edinburgh, Glasgow, Renfrewshire, North Ayrshire and East Ayrshire. Our engagement figures more than doubled as well; in 2017/18, we worked with 141 young people, while in 2018/19 we worked with 289 new participants.

CashBack Nights came into its own: CashBack Nights was conceived of as both a way of keeping in touch with young people following the summer programme, and recruiting new young people to prepare them for the summer. In 2018/19, it has grown to equal stature with the summer CashBack programmes - 146 new young people engaged in the summer, while 143 engaged in CashBack Nights.

Recruitment: we learned from the previous year the sheer scale of the recruitment process, which requires regular contact with young people's organisations, talks at school assemblies and a sustained social media campaign. To lead on this work, we recruited a dedicated CashBack to the Future recruitment co-ordinator for the build up to the summer programme.

Video: While the previous year's digital content curation was more blog and text-based, this year we focused heavily on video and more immediately engaging social content. Our curator was a professional videographer using high-end equipment.



CASHBACK NIGHTS

CashBack to the Future 2018/19 saw a significant expansion of our CashBack Nights delivery. We delivered 159 workshops in Edinburgh, Glasgow, North Ayrshire and Renfrewshire throughout the year.

The decision to expand delivery was in direct response to the need of our young people. During the summer period a high proportion of our participants were dealing with long-term challenges, the greatest number being linked to mental health and wellbeing issues. CashBack Nights allowed us the opportunity to offer these young people the longer term support they would benefit most from.

We also put more work into showcasing and celebrating the work of our CashBack Nights participants. In March 2019, we trialled an innovative way of bringing together the participants from each area digitally. We broadcasted three Facebook Live showcases from Ayrshire, Paisley and Edinburgh in the same week, showcasing visual art and performance the groups had been working on with our creative team.



159
WORKSHOPS
DELIVERED

143
NEW
PARTICIPANTS

MY MUSEUM

National Museums Scotland remained a key partner and funder of CashBack to the Future this year. Not only did the National Museum of Scotland in Chambers Street host CashBack workshops in Edinburgh, but it inspired the overarching creative theme for the year - My Museum.

My Museum was about getting young people interested in the history, heritage and stories that museums reveal to us. This was particularly important given the barriers the young people we work with often face in engaging with heritage. This partnership was developed as part of NMS's Scotland 365 programme, funded through the National Lottery Heritage Fund's Kick the Dust fund.

All participants in the CashBack summer programme across Scotland were offered the chance to visit the National Museum of Scotland on a field trip, and were also given free access to the acclaimed exhibition on Scottish pop music, *Rip it Up*.

The groups then took what they had found in the Museum as inspiration for their artwork, performances and musical pieces. They took notes and sketches of artefacts they recognised as being part their local heritage, and this was the starting point for their end-of-project artwork; they created work that they would want preserved for posterity in their very own museum.

The project helped the young people feel greater ownership of the museum and its contents - most were surprised that it was free to visit, and they were enthused about having the opportunity to visit again once the project was complete. The Museum also remained a venue for CashBack Nights workshops through 2018/19, helping to maintain that connection.

Impact Arts & CASHBACK TO THE FUTURE

PRESENT

MY MUSEUM

**A SHOWCASE OF ART, MUSIC, PERFORMANCE & FILM
BY YOUNG PEOPLE FROM ACROSS SCOTLAND!**

Friday 27th July 2018
Paisley Abbey, Abbey Close, Paisley PA1 1JG
Performance 3.30pm - 5pm, Exhibition until 6.30pm

CASHBACK FOR COMMUNITIES

National Museums Scotland

heritage lottery fund
LOTTERY FUNDED

Voluntary Action Fund
More than just money

year of young people
blàthnaidh na h-èigridh
2018

THE SUMMER SHOWCASE

On Thursday 27th July 2019, over 100 young people from across Scotland's central belt descended upon Paisley Abbey for My Museum - the final showcase of the CashBack to the Future summer project!

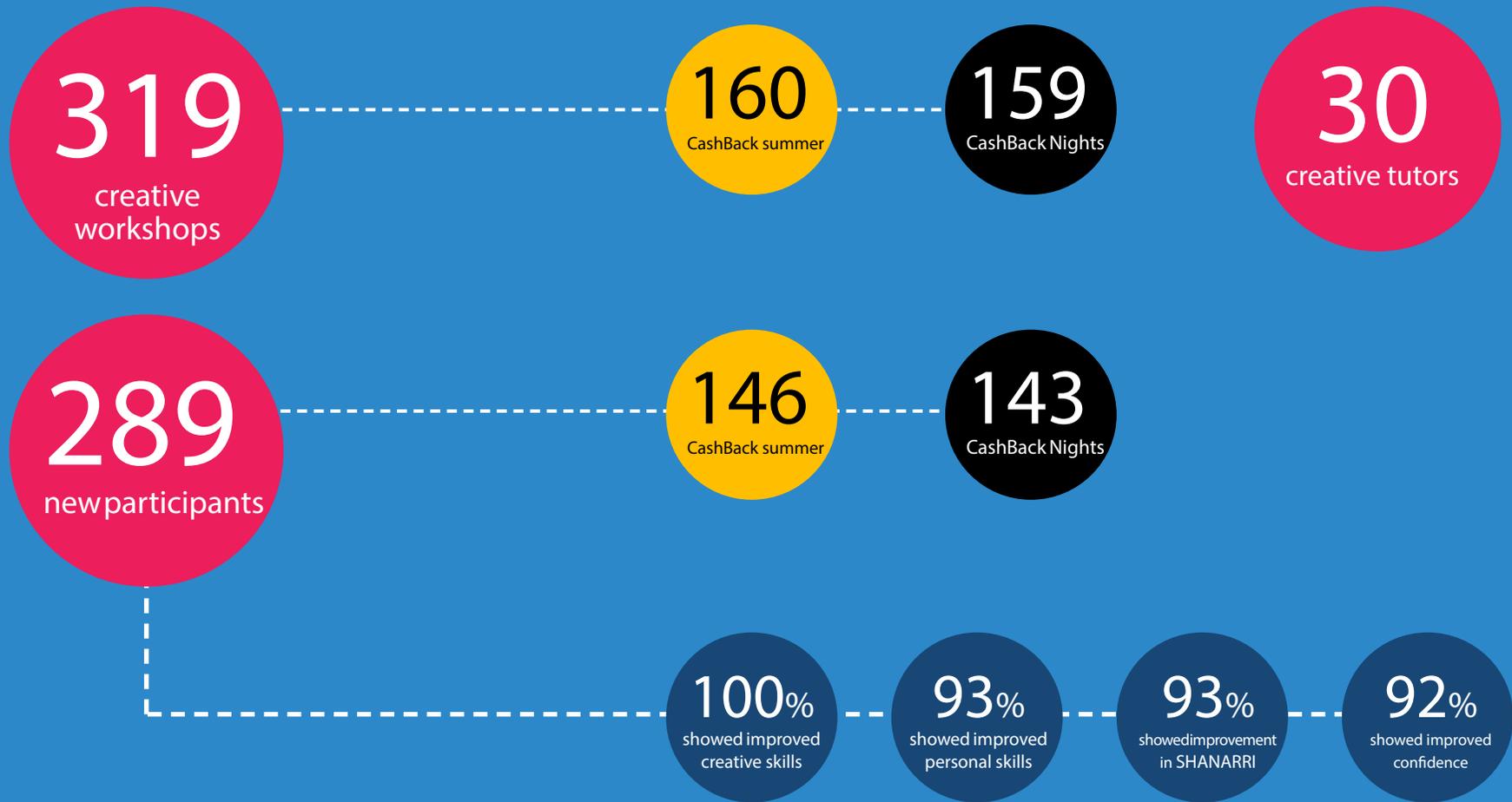
An audience of friends, family and the wider community packed into the stunning medieval setting to witness the fruits of the four-week CashBack programme - an electrifying mix of live music, spoken word, film work, animation and visual art.

The two-hour performance gave each area their chance to shine - Glasgow mixed digital art and performance workshops for a short film and play entitled *Who We Were* - its apocalyptic themes scored by the music section of the group. The Renfrewshire group brought fun live performance, video, puppetry and live music, while North and East Ayrshire went all-out with drum solos, interpretive dance and spoken word pieces.

CashBack Edinburgh finished the show in stirring style, with a medley of high-octane covers of nineties dance music classics, and drawing everyone to the front of the stage with glo-sticks for an impromptu rave. It summed up what CashBack to the Future was about - brilliant, imaginative artwork from the hearts and minds of young people, and, most importantly, with confidence and togetherness shining through.



THIS YEAR IN NUMBERS



EVALUATION

CASHBACK OUTCOME	YOUNG PEOPLE		OTHER STAKEHOLDERS			
1. YOUNG PEOPLE BUILD THEIR CAPACITY AND CONFIDENCE						
IMPROVED CONFIDENCE & SELF-ESTEEM	85%	90%	95%	80%	100%	89%
EXPRESSED & SHARED CREATIVE IDEAS	80%	80%	-	-	-	-
STAKEHOLDERS REPORT YOUNG PEOPLE GO ON TO TRY NEW THINGS	-	-	90%	80%	100%	80%
2. YOUNG PEOPLE DEVELOP THEIR PHYSICAL AND PERSONAL SKILLS						
LEARNED NEW SKILLS	85%	90%	100%	80%	100%	100%
INCREASE IN ONE OR MORE PERSONAL SKILLS	82%	80%	82%	-	-	82%
INCREASED CREATIVE AND ARTISTIC SKILLS	83%	90%	100%	-	-	100%
YOUNG PEOPLE GAIN AN ACCREDITED AWARD	-	-	94%	75%	-	94%
3. YOUNG PEOPLE'S BEHAVIOURS AND ASPIRATIONS CHANGE POSITIVELY						
POSITIVE CHANGES IN BEHAVIOUR	72%	70%	82%	80%	90%	74%
AWARENESS OF OTHERS AND THEIR FEELINGS	83%	70%	82%	-	-	82%
USE APPROPRIATE COMMUNICATION WITH EACH OTHER, PEERS AND STAFF	75%	90%	-	-	-	-
INCREASED ASPIRATIONS	76%	80%	87%	80%	87%	87%
4. YOUNG PEOPLE'S WELLBEING IMPROVES (SHANARRI)						
INCREASE IN ONE OR MORE SHANARRI INDICATORS	93%	80%	94%	80%	100%	88%
5. SCHOOL ATTAINMENT & ATTENDANCE INCREASES						
LEARNED NEW SKILLS	80%	50%	YES	YES	YES	YES
INCREASE IN ONE OR MORE PERSONAL SKILLS	79%	35%	YES	YES	YES	YES
6. YOUNG PEOPLE PARTICIPATE IN ACTIVITY WHICH IMPROVES THEIR LEARNING, EMPLOYABILITY & EMPLOYMENT OPTIONS (POSITIVE DESTINATIONS)						
DEVELOPED SOFT EMPLOYABILITY SKILLS	80%	50%	YES	YES	YES	YES
STAKEHOLDERS REPORT PROGRESS INTO POSITIVE DESTINATIONS	79%	35%	YES	YES	YES	YES
7. YOUNG PEOPLE PARTICIPATE IN POSITIVE ACTIVITY						
BEING INVOLVED IN LESS ANTI-SOCIAL BEHAVIOUR	82%	40%	16%	40%	-	16%
TAKEN PART IN POSITIVE ACTIVITIES	-	-	100%	100%	-	100%
TAKEN PART IN NEW ACTIVITIES	-	-	100%	80%	-	100%
GENERATE IDEAS ABOUT NEW POSITIVE ACTIVITIES	-	-	96%	90%	87%	96%
BEING ENTHUSIASTIC ABOUT ENGAGING IN NEW ACTIVITIES	-	-	96%	80%	-	96%

WHAT PARTICIPANTS SAID

"I've learned to be more confident, like other people." "I can express myself and no-one is judging me." "We can be silly and be ourselves."
"It has helped with my speech impediment and helped me get over my stage fright." "All the leaders are really encouraging and so friendly. I feel at home here."
"It carries on throughout your life, it doesn't just stay here. Confidence builds throughout life so you're comfortable in more situations."
"Performance brings us out of our comfort zone." "I used to keep my art locked up, but now I show people my sketches and what I've written."
"It's taught me to be proud of my own work – everything is good in its own way." "It was good getting a taster of things, you can do a mixture. It's up to you."
"I'm better at working with others. I didn't talk to others last year but now I have more confidence." "People used to wind me up but now I can deal with that better."
"We're all working on a song, so we have to make decisions together and make sure to make a decision as a team." "It's definitely widened the options I have."
"I'm getting back into a routine. I need to be here at 10, it stops you being late." "It's confirmed what I want to do. I want to continue in the arts."
"I'm doing something I enjoy, and I can express myself, so I want to be more open with others." "I actually feel like I could get a good job in drama."
"I've learned not to assume things about people from the way they look or initially act." "I'm more open and less judgemental."

WHAT TUTORS SAID

"On the first day it was hard to get young people to chat, to come out of their shell. By the last day it was hard to get them to be quiet."
"By the end, everyone had managed to produce something that was an expression of their own idea." "By the end they were very independent with their own ideas."
"For many, the programme opened up interest in the wider arts. It gave them more curiosity." "They will be more likely to try new things on their own."
"Some of them have never animated before. They've come away with those new skills." "They became more aware of how they can boost each other."
"At the start, most were quite anxious but now everyone is revealing more of themselves during sessions." "It's good for them to see that being an artist is a career option."
"It helps them to see learning as an opportunity, not just something you have to do."

WHAT PARENTS & STAKEHOLDERS SAID

"He's confident and content in himself. He takes pride in what he's doing." "In a short time her confidence in meeting new people and trying new things has blossomed."
"She has got so much from these last few weeks. She has gained confidence, new friends and new skills." "It's been amazing for him. He's been so happy and included."
"It's been great to see my daughter happy and enjoying being with a lovely group of kids and adults."

Case study

NAOMI'S STORY

Naomi was 12 when she began working on Cashback to the Future in Summer 2018. Although she enjoyed drawing at home, she wasn't involved in any other creative activities. A family friend told her about the CashBack programme, and she signed up to attend workshops in North Ayrshire for four weeks in July. She was eligible due to living in an area of deprivation.

At first, Naomi was hesitant and lacked confidence in her creative skills - but as the summer went on, her practical skills grew and she gained the confidence to share ideas and talk about the work she was creating. She gained tuition from professional artists in a number of new art forms: drawing, painting, sculpture, casting, animation and filmmaking.

Filmmaking turned out to be a speciality of Naomi's. She spent the closing weeks of the programme producing work for the final showcase, collaborating with others to storyboard, plan and make a short film combining animation and filmed footage.

Together they made props and digitally animated sections of the film. Ambitious in its scale and planning, the film was a huge achievement. She communicated brilliantly with staff and was a key character within the group dynamic, supporting other participants to achieve high quality results.



Naomi's favourite part of the summer programme was visiting the Scottish Maritime Museum in North Ayrshire. "The best bit was seeing all the historical things and mini sculptures of boats. It was inspiring and cool!" Naomi's hadn't previously visited the museum but said she would like to return.

Naomi enjoyed the summer programme so much that she decided to return for Cashback Nights, weekly after-school workshops in Irvine. These workshops were based around drawing and sculpture, looking at hands and expressive gesture. Naomi's development from the summer was evident, as she was confident, patient and supportive of other participants. She brought a friend with her who had not attended in

I'M DEFINITELY MORE CREATIVE NOW. I'VE LEARNED TO BE BETTER AT DRAWING ESPECIALLY. I'M WORKING AT A HIGHER LEVEL. I WAS NERVOUS ABOUT MEETING NEW PEOPLE BUT I'VE MADE LOADS OF FRIENDS.

the summer and introduced him to Impact Arts and the rest of the group. Naomi continued to develop her drawing skills in particular and developed confidence in her own capacity to create successful work. Her drawing in particular became bold and confident - a marked difference to the Naomi that said she "couldn't draw" at the beginning of summer.

Naomi also told Impact Arts staff that, upon returning to school after the summer holidays, her art teacher in school had commented on the significant improvement in her work, particularly with regards to drawing - an indication of how CashBack summer workshops have can help participants move in the right direction with regards to attainment.

Case study

JANE'S STORY

Jane is 15 years old and lives in Glasgow with her mum. Jane has ambitions to be an actress and chose Performance workshops when she attended CashBack to the Future workshops at Kelvin College in summer 2018. She was eligible for the programme due to being from an area of high deprivation and at risk of disengaging from school.

Jane was initially withdrawn and anxious. She struggled to fully take part in any activity due to feeling low in confidence and fearful of making a fool of herself. In the first week, Jane would sit by herself in the corridor during breaks and on more than a few occasions would call for her Mum to pick her up early.

Jane felt like she didn't fit in with anyone. She struggled to make friends. She said that at home and school, she barely spoke to anyone and spent all of her time on her own. This had made her confidence and self-esteem non-existent. Jane said she felt socially awkward and didn't know how to start or hold a conversation. Jane lacked confidence and was not sure she wanted to be on the course. Through encouragement by the tutor team, she decided to continue.

Over the next two weeks, the performance tutors spoke to Jane about the power and strengths of



being a quieter person: being a better listener, better observer and more empathetic. Together they decided to incorporate this into a short film they were creating. It was at this point Jane started to blossom. She became more independent, she was more comfortable in her own skin, she was offering ideas willingly and began to have belief in her own abilities. Jane began to join the other young people over breaks and spent less time isolated by herself. She was engaging and holding conversations with her peers. Her body language changed and she made eye contact when she was giving suggestions or talking in the group.

She worked well with others in the performance group of the CashBack workshops, devising,

I DIDN'T THINK I WAS GOING TO BE ABLE TO DO THAT. I'M REALLY PROUD OF MYSELF.

planning and rehearsing a postapocalyptic drama performance and short film. This piece, involving original dialogue, acting and dance pieces, was selected to be shown at Paisley Abbey for the final CashBack to the Future showcase at Paisley Abbey - a large scale event bringing together Young people from across Scotland.

On the day, Jane was nervous but excited. In the event, she performed beautifully and came off stage with a huge smile on her face. She said she was proud of what she had managed to achieve - stating that it was something she would never have been able to do at the start of the programme.

Case study

KIERAN'S STORY

Keiran, 17, first heard about Impact Arts from a friend of an older brother. Living in Midlothian, he found summer holidays hard as there was nothing for his age group to be involved with that interested in and he became isolated and bored.

When his mother got a new partner, home life became more fractured with some social work involvement, meaning that he sometimes did everything he could to avoid being in the house. He was living in an area of deprivation, suffering from anxiety and at risk of engaging in anti-social behaviour. When he first came to Impact Arts back in 2016, he immediately found the artists and other young people friendly and felt comfortable at once.

He enjoyed the variety of the creative workshops getting involved in everything from performance to visual art and in 2019 excelling at music, picking up the bass guitar and staying behind after workshops with other young people.

During these years, Kieran gradually began identifying as a different gender to the one he was assigned at birth, and felt Cashback was a safe place where this was always treated sensitively and validated. He started gradually changing his appearance to reflect this and his pronoun from 'they' to 'he'. He spoke about how at home and in



the community he was still referred to by his former name to avoid bullying and harassment, but at Cashback he felt confident in being himself. While initially difficult, this change for Kieran resulted in him feeling much happier and more comfortable in himself and growing in confidence and self-esteem. Kieran is accessing LGBTQI support and is taking steps to talk to his family and social circle about how he wants to be referred.

After discovering music to be a passion during the 2018/19 CashBack programme, Kieran began looking for other music courses and applying for work experience and volunteering placements with music-oriented organisations. After the end of the summer programme, he also continued to attend CashBack Nights workshops after school on a Friday

CASHBACK IS AMAZING. I HAVE TOLD SO MANY PEOPLE TO COME AND I'M SO HAPPY I WAS TOLD ABOUT IT. YOU CAN JUST BE YOU AND NO-ONE JUDGES YOU. I'VE MET SOME OF MY BEST FRIENDS HERE. I CAN'T WAIT FOR IT EACH SUMMER AND EACH SUMMER IT'S TOO QUICK.

at the National Museum of Scotland. Here, he expanded his creative horizons, getting involved in visual arts projects and staying connected with the friends he has made on the summer programmes.

He took a leading role in the CashBack Nights digital showcase, broadcast live from the Museum. Kieran put forward interesting ideas about how the digital showcase should work, took responsibility for guiding viewers talking on a tour past his favourite items and places. The Project Co-ordinator commented: "Kieran always includes and supports other members of the group to build their confidence and participate. He clearly feels like he belongs here and is in a safe environment where his creative skills and self-development can thrive."

PARTNERSHIP

The success of the CashBack to the Future programme this year - as in every year - is built upon strong, supportive partnerships.

Such partnerships included the links we developed with fellow CashBack Phase 4 partners, who showed great support in spreading the word to young people they work with. In particular, Action for Children, the Celtic FC Foundation, the Prince's Trust and the Venture Trust were valuable referrers to the summer programme in 2018.

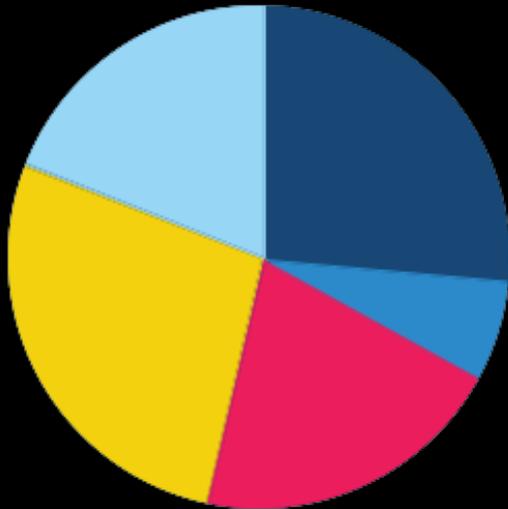
Our partnership with National Museums Scotland offered not just an impressive city centre venue for the Edinburgh team's imaginations to run wild, but also set the tone for the creative content of the wider project by inspiring the My Museum theme.

We are also grateful to Glasgow Kelvin College, the Tannahill Centre and the YMCA for hosting CashBack workshops in Glasgow, Paisley and Kilmarnock, while the National Lottery Heritage Fund's contribution through the Kick the Dust and Young Roots funds enabled our artists to use the arts to engage participants with their history. This was in addition to National Museums Scotland's Scotland 365 project, funded through the Kick the Dust fund.



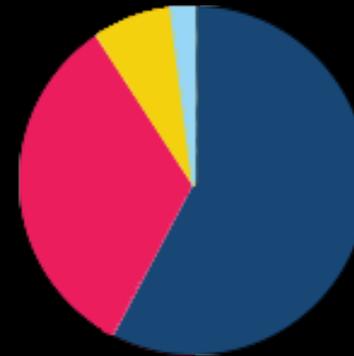
ENGAGEMENT

NEW YOUNG PEOPLE: 289



EDINBURGH: 78 (27%)
EAST AYRSHIRE: 16 (6%)
NORTH AYRSHIRE: 68 (23%)
GLASGOW: 72 (25%)
RENFREWSHIRE: 55 (19%)

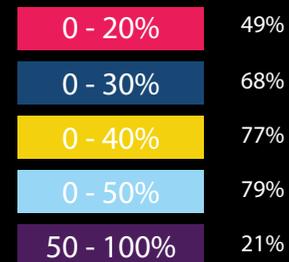
GENDER BREAKDOWN



FEMALE: 168
MALE: 112
TRANS: 7
PREFER NOT TO SAY: 2

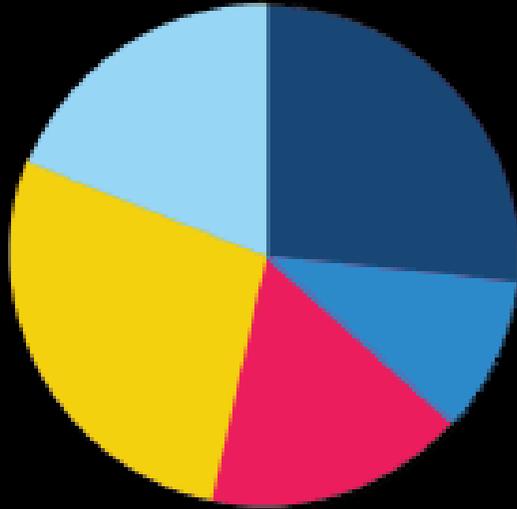
SIMD BREAKDOWN

Where our 289 new participants sat in the Scottish Index of Multiple Deprivation (0% being most deprived and 100% the least deprived postcodes).



FINANCES

TOTAL SPEND: £149,248



EDINBURGH: £40,119 (27%)
EAST AYRSHIRE: £7,960 (5%)
NORTH AYRSHIRE: £24,494 (16%)
GLASGOW: £50,370 (34%)
RENFREWSHIRE: £26,305 (18%)

BUDGET BREAKDOWN

PROJECT ACTIVITY EXPENDITURE	SPEND
PROJECT SUPPORT STAFF COSTS	£52,935
DIRECT STAFF ACTIVITY COSTS	£72,384
DIRECT PROJECT ACTIVITY COSTS	£14,305
YOUNG PEOPLE ACTIVITY COSTS	£9,625
	£149,248

LOOKING AHEAD

As we move into CashBack to the Future's third year, we will continue to engage more and more disadvantaged young people in quality creative arts workshops.

We have recognised the need for the wider Impact Arts team to get fully involved in what is our flagship summer programme. All of the Programme Managers and Co-ordinators in the Impact Arts delivery team will be given a geographical focus in each local authority we work so that the recruitment, programme delivery and aftercare is of the highest possible standard for our young people.

We also want to make sure our young people get proper recognition for the work they put into the programme. We will build on the success of Arts Award accreditation to a new Dynamic Youth Award, so every single young person will gain accreditation that is recognised in Scotland.

We have strengthened our Child Protection policies so that the programme can continue to be a safe place for the client group we work with and any issues that arise can be dealt with swiftly and securely.

The quality of artists and facilitators we recruit will also remain a priority, ensuring that exciting innovative work continues to be produced, giving our participants an unforgettable creative experience, and making work of which they can be proud.



