



wise group

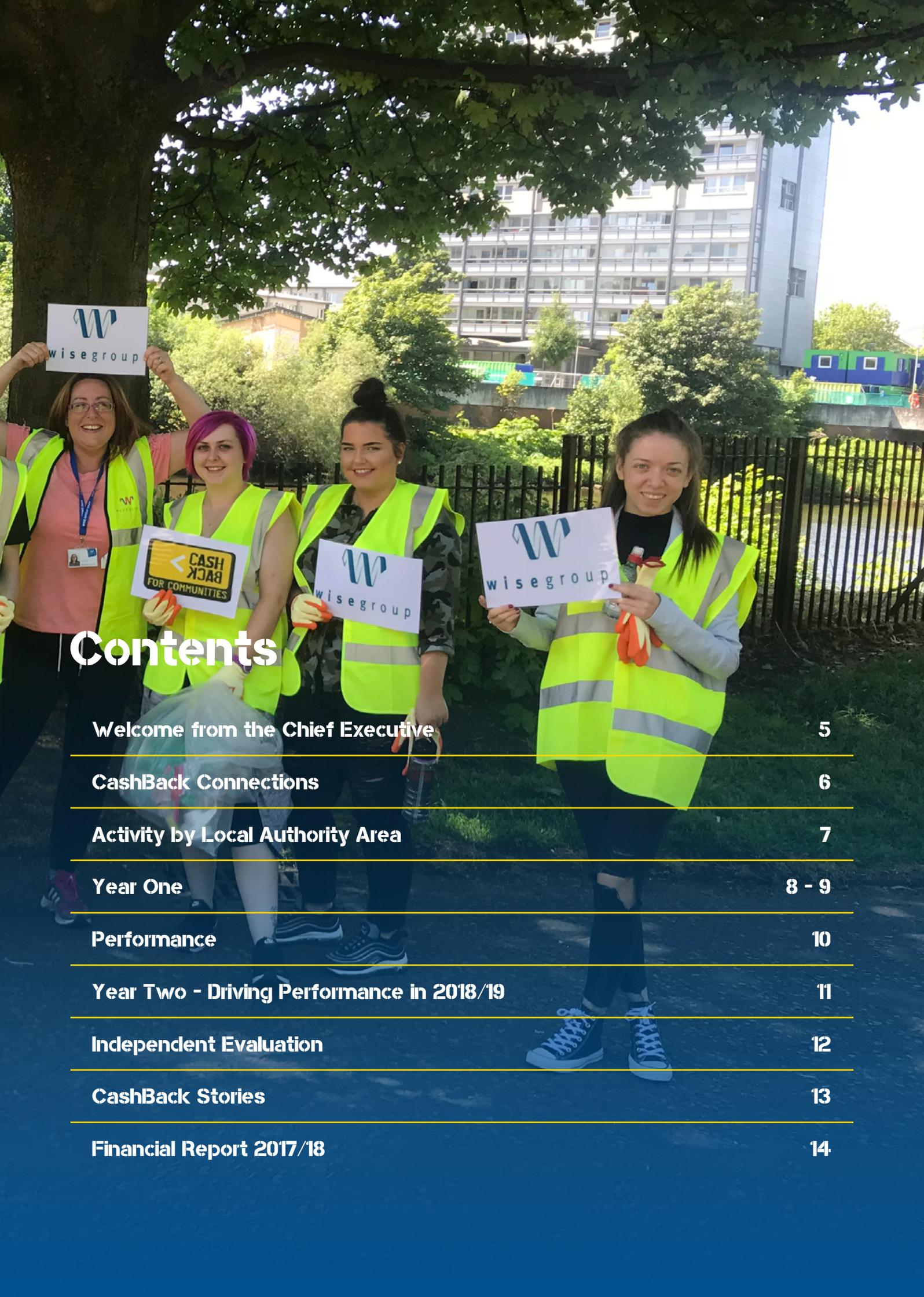
# CashBack Connections

Annual Report 2017/2018



FOR COMMUNITIES





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# Welcome from the Chief Executive

**>Welcome to our CashBack Connections annual report for 2017/18. CashBack Connections has proved itself to be transformational for so many of Scotland's young people. And that's what the Wise Group is all about - empowering vulnerable people to unlock their potential and transform their futures, whilst helping drive sustainable economic growth across Scotland and North East England.**

Since I joined the team in early 2018 I have seen the real impact of the work we do across three key areas, not least the work of our CashBack Connections programme.

Our skills and employment programmes support people to transform their lives, gaining new skills and confidence, and securing and keeping jobs. Our sustainability projects make thousands of households warmer, safer and more secure every year. And our community justice programmes reduce offending across Scotland and support people to make a fresh start.

In this, the Year of Young People, the Wise Group's CashBack Connections programme provides young people in Glasgow, Inverclyde and East Ayrshire with skills and training to enhance their employment opportunities and give them the tools they need to shape their own future.

As our labour market continues to evolve, the Wise Group is committed to working with employers to ensure that our work academies remain relevant and continue to provide our young people with the skills, confidence and knowledge they need to reach their potential.

Funded by the Scottish Government from money seized from criminals under the proceeds of crime legislation via CashBack for Communities, which itself celebrates its 10th year in 2018, CashBack Connections has made a real difference to the lives of local young people like Amanda and Devlyn (whose stories you can read on page 13).

As we look forward to 2018/19, I'd like to take this opportunity to thank our dedicated team of work coaches, employment engagement officers, employers and of course the young people themselves for their commitment and determination to succeed.

# CashBack Connections



**CashBack Connections, managed by the Wise Group, is providing young people aged 16 - 24 in Glasgow, Inverclyde and East Ayrshire with skills and training to enhance their employment opportunities across a range of sectors.**

The Wise Group was awarded funding of £555k to deliver CashBack Connections from 2017-19, under the CashBack for Communities Journey to Employment theme.

The project works with 16-24 year olds who are living in areas of deprivation; not in education or training; at risk of being involved in antisocial behaviour, or offending/reoffending; from ethnic minorities; or with disabilities/health conditions.

CashBack Connections helps young people through sector based work academies, each three weeks long and based on current employment opportunities. Previous academies have been delivered the hospitality, customer service, care, construction and retail sectors.

Each young person is assigned a dedicated Youth Coach who supports them throughout the project and works with each young person to develop a holistic Individual Action Plan.

Support is needs led and young people benefit from a structured learning and training programme focusing on employability. A sector based approach supports them to gain skills and employment in an area they are keen to succeed in.

Young people build a relationship with their coaches through a series of 1-2-1 sessions before they choose which academy offers the best opportunities for them.

1-2-1 support can also be offered for an extended period to anyone who isn't quite ready for an academy, helping build their confidence and identify their strengths and interests.

Coaches and employment engagement officers work closely to identify opportunities for young people across various sectors, build relationships with employers and partners and support the creation of customised training offers that link work placement and employment opportunities. This provides a structured programme with clear objectives around progression into real employment opportunities, leading to better outcomes for young people.

## Marc Strachan

### CashBack Connections participant

“ CashBack Connections was a career changing experience. It provided me with a proper insight into the working world and helped me build my confidence.

I can't thank the guys from CashBack Connections enough as they were pivotal in securing me employment. I highly recommend CashBack Connections to anyone in a similar position that I was in, who wants to take steps towards securing employment.



## Jim Percival

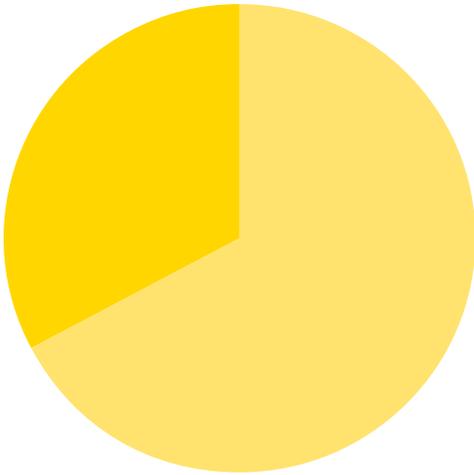
### i.HEAT Manager

“ I am so grateful that we have been able to link with CashBack Connections to recruit a Home Energy Trainee for our project.

The training and mentoring that CashBack Connections provided allowed Marc to quickly fit in perfectly to be an integral part of our team. I fully intend to work with CashBack Connections in the future.

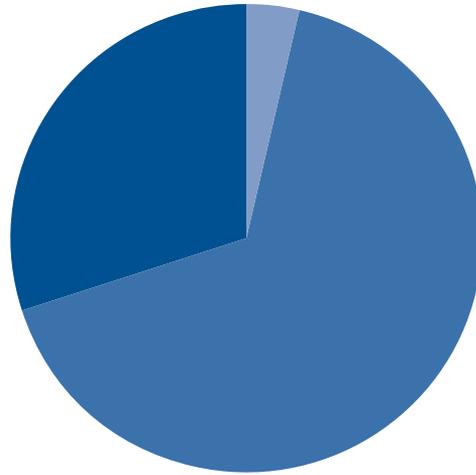


# Activity by Local Authority Area



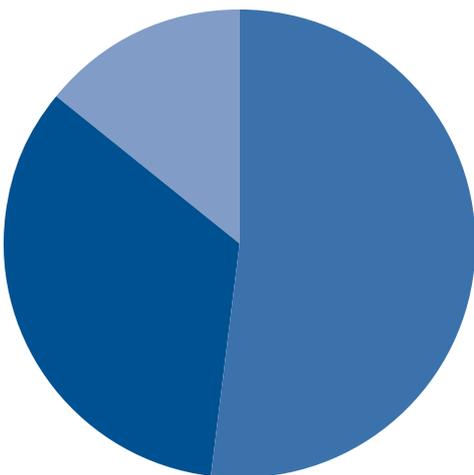
Participant profile by gender:

- 70 young males
- 34 young females



Participation of young people by area:

- 69 from Glasgow
- 31 from East Ayrshire
- 4 from Inverclyde



Spend by Local Authority:

Glasgow	East Ayrshire	Inverclyde
£85,215.00	£55,717.00	£22,943.00
<b>52%</b>	<b>34%</b>	<b>14%</b>



77% of young people were from the highest two SIMD classifications for each Local Authority area.

# Year One



**In year one, CashBack Connections ran academies in the construction, hospitality, customer service, care, retail and security services sectors with 104 young people registering on the programme.**

Young people registering for the programme showed a real commitment to engaging with their coaches and were gradually building their confidence whilst participating on accredited courses, undertaking work placements, updating CVs, applying for jobs and preparing for interviews.

The first year has been positive in terms of the number of young people joining the programme and we have seen increased engagement in Inverclyde and East Ayrshire. Glasgow continues to show the highest number of referrals due to the number of existing referring agencies.

Positive changes in the behaviours of the young people are clearly visible during the training and employability sessions. Facilitators recognise that the majority of the young people feel comfortable discussing personal issues, ambitions and aspirations with the other participants.



**88% of young people have reported an increase in their wellbeing.**

**CashBack Connections participants have reported increases in feelings against SHANARRI indicators (Safety, Health, Achievement, Nurture, Activity, Respect, Responsibility, Inclusion).**

Reasons for this include meeting new people, either on the courses or during the work placements, being more active and being less socially isolated. Other reasons include greater feelings of achievement through gaining certificated training and gaining respect from peers and family members following their achievements.

## **Stephen Rodgers** **McTaggart Construction**



Working in partnership with the Wise Group's CashBack Connections team has allowed us to succeed in providing sustainable employment for those who would normally struggle to hold down full time jobs. The work and time invested by the CashBack team means that when a young person starts a placement or employment opportunity they know what to expect, they have had support to get to the site and help to budget. Simple basic skills that others take for granted about preparing for the world of work, changing routines and attitudes and how to make themselves valuable members of a team from day one.

I'm looking forward to continuing the good work and partnership we have.





**104** young people registered on the programme

**66** young people gained 1 or more qualifications

**30** young people gained employment

**91** young people reported positive changes in their behaviour

**61** young people progressed to training / education opportunities

**88** young people reported increased aspirations

**87** young people reported an increase in their skills



In addition, five young people who engaged with CashBack Connections during Year One have gone on to gain employment in Year Two.

# Performance

	Metric	Actual	Target	Variance
<b>Outcome: Young people build their capacity and confidence</b>				
Young people increased their confidence/capacity	No.	104	101	3
Young people report they are able to do new things	No.	104	101	3
Other stakeholders report increasing confidence in Young people	%	91%	88%	3%
<b>Outcome: Young people develop their physical and personal skills</b>				
Young people increased personal skills, achieving accredited learning	No.	66	87	-21
Young people report an increase in their skills	No.	87	87	0
Other stakeholders report skills increasing in Young people	%	91%	60%	31%
Recognised SCQF qualifications/ accreditations per SCQF database -	No.	141	N/A	N/A
<b>Outcome: Young people behaviours and aspirations change positively</b>				
Young people report increased aspirations	No.	88	88	0
Other stakeholders report increased aspirations in Young people	%	62%	90%	-28%
Young people positively change behaviours	No.	91	91	0
Other stakeholders' report positive changes in Young people behaviour	%	91%	80%	11%
<b>Outcome: Young people wellbeing improves</b>				
Young people improve well-being	No.	91	91	0
Other stakeholders make positive comments about well-being against one of the relevant SHANARRI indicators	%	60%	80%	-20%
<b>Outcome: Young people participate in activity which improves their learning, employability and employment options</b>				
Young people achieve positive destinations	No.	N/A	N/A	N/A
Young people will progress to training/education	No.	61	61	0
Young people volunteer following completion of programme	No.	2	2	0
Young people will gain employment	No.	30	64	-34
<b>Outcome: Young people participate in positive activity</b>				
Young people will participate in positive activity	No.	91	91	0
Young people are new to activity	No.	91	91	0

# Year Two

## Driving Performance in 2018/19



**Following a redesign of the original delivery model of the CashBack Connections programme, significant progress continues to be made in terms of the outcomes achieved with young people across all three local authorities.**

The fourth quarter of Year One has seen a significant increase in the number of young people joining the programme. The first quarter of Year Two has seen that trend continue.

Developing partnerships with other organisations providing services for young people alongside the Wise Group's employer engagement service will continue to provide meaningful work placement and job opportunities for participants.

In Year Two we will continue to build on established partnerships and sourcing new referral routes.

We will link in with local and national campaigns, such as the Year of Young People, in order to engage more young people with the opportunities offered by CashBack Connections.

A key target will be the 'hidden unemployed' and the 'hardest to reach' young people, particularly those living in areas of high deprivation and facing multiple barriers to education/employment.

We will also plan activity in line with provision from other providers along the Employability Pipeline to ensure progression to a positive destination for all CashBack Connections participants.

### Kevin Burns

CashBack Connections participant

“ I've been on other employability programmes, but none have been able to offer me a job at the end of my placement. The opportunity with the Wise Group and McTaggart's has been different: they've offered me a lot of support and knowing there's a real job at the end has pushed me to work hard. ”

### Jordan Stewart

CashBack Connections participant

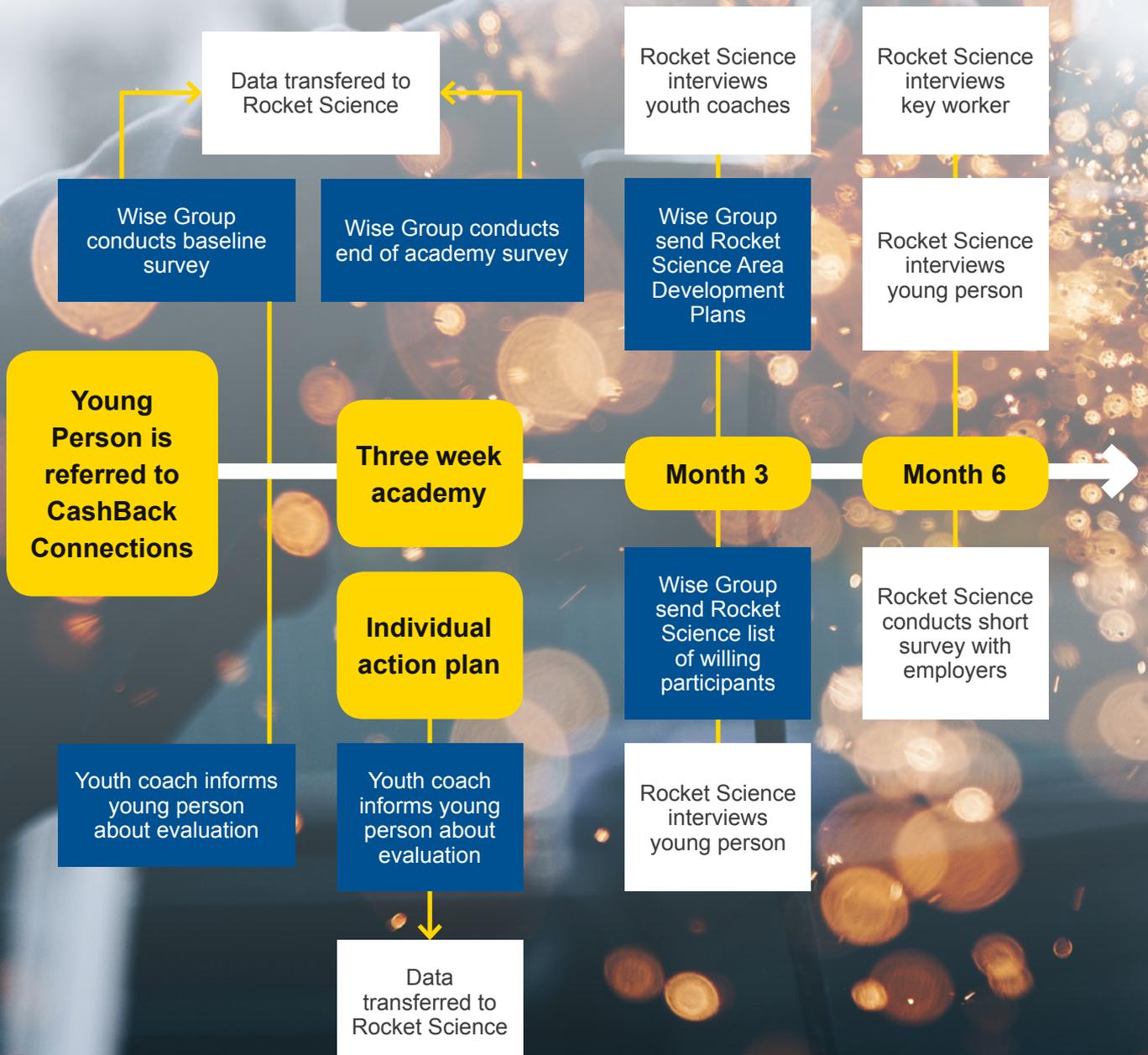
“ The Wise Group supported me in gaining my CSCS card and sourced a placement for me with McTaggart Construction. I feel I am a valued member of the team now, this wouldn't have happened without The Wise Group's help. ”

# Independent Evaluation

Rocket Science was appointed in March 2018 to undertake an independent evaluation of CashBack Connections. Since their appointment, they have carried out an evaluation workshop with the entire Wise Group CashBack team and have begun to engage with participants on the programme.

The first report will be delivered during summer 2018 and will provide analysis of initial data collected as well as findings from interviews carried out with programme participants. The Year 2 report is due at the end of June 2019, with the final evaluation report due at the end of June 2020.

## Evaluation activities for each quarter:



# CashBack Stories



## Amanda Breckenridge

**Amanda was unemployed for four months before registering with CashBack Connections.**

During her time on the CashBack Connections programme, Amanda completed a three week customer service work academy where she secured accredited qualifications in Customer Service – Principles and Practices and Highfield Level 2 Award in Conflict Management.

She also completed a one week work placement with The Range and thoroughly enjoyed her time there. Amanda was delighted to be invited to attend an interview and subsequently secured employment.

To ease the financial burden of transitioning to employment, the CashBack team submitted a successful application to The Prince's Trust Development Awards for financial assistance.



## Devlyn Balfour

**Devlyn was referred to the CashBack Connections programme by Skills Development Scotland. Having disengaged from school and isolating himself he was very socially insecure and full of self-doubt and anxiety.**

He joined our construction work academy where our coaches supported him to overcome extreme anxiety and nervousness. Devlyn often phoned or emailed his coach on the day of a session. He was talked through each day and this reassured him.

He went on to secure a work placement with Robertson Construction which marked a significant turning point for him. He flourished and thoroughly enjoyed his time on the placement. He also gained his CITB CSCS Card. The feedback from Robertson Construction was extremely positive.

As Devlyn's confidence grew he engaged with our employer engagement service. We helped him secure an interview as a CNC operator. We supported him in preparing for his interview, going over employability skills, communication skills, presentation, dress code, bus times, travel costs, positive mind-set, positive language, research on the company, mock interview questions and questions for the employer. We recorded everything in a note book for Devlyn to take away and study which he duly did. This eased any anxiety he had.

He was offered the job and started in June 2018. He returned to the office bursting with pride and noted a huge change in his confidence and self-esteem.

Devlyn has been a pleasure to work with and we will continue to support him in work. He is a very polite and courteous young man who needed support to believe in himself, understand his self-worth and to be a citizen in every sense of the word. He should be very proud of himself.

# Financial Report 2017/2018

<b>Project Activity</b> (no less than 85% of CashBack funding)	<b>Actual £</b>	<b>Target £</b>	<b>Variance £</b>
Staff Salary	93,591	103,453	9,863
Staff NI	8,244	8,850	606
Staff Pension	5,518	6,950	1,432
Staff Travel	3,107	4,811	1,705
Staff Mobile Phones	835	1,108	273
Staff Recruitment/Disclosures/Training	728	632	-96
Customer Training	15,602	28,972	13,371
Customer Travel	3,886	9,796	5,910
Customer Disclosures	0	0	0
Outreach Premises	200	1,400	1,200
Postage/Printing & Stationery	1,014	1,434	420
IT costs	874	7,777	6,903
Rent	6,161	6,161	0
Customer Discretionary fund	420	30	-390
<b>Total project activity</b>	<b>140,180</b>	<b>181,376</b>	<b>41,196</b>

<b>Other Project Costs</b>	<b>Actual £</b>	<b>Target £</b>	<b>Variance £</b>
Management and Marketing (up to 10% of CashBack funding)	23,696	24,667	971
External Evaluation (up to 5% of CashBack funding)		8,000	8,000
<b>Total project activity</b>	<b>23,696</b>	<b>32,667</b>	<b>8,971</b>
<b>Total expenditure</b>	<b>163,876</b>	<b>214,043</b>	<b>50,167</b>





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# The Wise Group is a leading social enterprise that transforms lives across Scotland and North East England.



The Wise Group works across three key areas: employability and skills, sustainability, and community justice. We build strong relationships with other organisations while always putting people at the heart of what we do.

 [www.thewisegroup.co.uk](http://www.thewisegroup.co.uk)

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