

Annual Report 2018/2019







Welcome from the Chief Executive



Welcome to our CashBack Connections annual report for 2018/19. CashBack Connections has proved itself to be truly transformational for so many of Scotland's young people, and that's what the Wise Group is all about – true transformation, building bridges to opportunity for the most vulnerable people in our society: offering experience based mentoring support, interventions to enhance employment skills, building confidence and capability in individuals and supporting them to move into sustainable work.

Our skills and employment programmes, such as CashBack Connections, provide person centred support and guidance for people recently out of work, out of work for a long time, or those who may have never worked. Supporting people facing barriers to employment such as: having a criminal conviction, being a single parent, being a care leaver, having a disability or being from an area of socioeconomic deprivation. In addition, we ensure the transition into the workplace is successful through our dedicated in work support.

In this, our second year of CashBack Connections, we have supported many young people across East Ayrshire, Glasgow and Inverclyde with skills development and focussed training to enhance their employment opportunities. This approach sourced relevant work experience linking it with a network of socially aware employers, to give our customers the tools they need to positively shape their own future.

As the labour market continues to evolve, we remain dedicated to working with a diverse range of employers to align their various community benefit commitments with our engaging sector based work academies (SBWAs).

This ensures we remain relevant and continue to provide our young people with the skills, confidence and knowledge needed in the workplace, to reach their potential.

Funded by the Scottish Government from money seized from criminals under the proceeds of crime legislation via CashBack for Communities, CashBack Connections has made a material and significant difference to the lives of local young people just like Marc, Catherine and Jodie Mae (whose stories you can read on pages 14 and 15).

As we reflect on the great work done throughout 2018/19, and look ahead to completing our CashBack Connections delivery in early 2019/20, I'd like to thank our dedicated and talented team of coaches, employment engagement officers and our valuable employer partners. Additionally, I want to recognise and sincerely thank each of the 355 young people who we worked with this year for their commitment to CashBack Connections and their determination to succeed.







The Wise Group's CashBack Connections programme provides young people aged 16-24 in East Ayrshire, Glasgow and Inverclyde with the skills and training to enhance their employment opportunities across a range of sectors, boost their confidence and become responsible people.

We were awarded funding of up to £555k to deliver CashBack Connections throughout 2017-20, under the CashBack for Communities Journey to Employment Theme.

The project works specifically 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 offers sector-based work academies (SBWAs) which are up to three weeks long and based on current employment opportunities. Key academy sectors include administration, construction, hospitality, customer service, care, retail and security.

Engagement with young people and programme delivery is led by our work coaches across each of the three local authority areas.

Each young person is assigned a dedicated coach who supports them throughout the project, and works with the young person to develop a person-centred individual action plan (IAP).

Support is needs led and young people benefit from a structured learning and training programme which has an employability focus. The SBWA delivery model supports young people to gain skills, and subsequently employment, in a role which they are keen to succeed in. 1-2-1 support can also be offered for an extended period to anyone who doesn't yet feel ready for a SBWA, working with their coach to build up their self-confidence and identify their strengths and interests.

Coaches are supported by our employment services team, who work closely with a diverse range of employers across a number of sectors, informing the customised training offers that link to work placement and employment opportunities. This structured approach gives clear objectives around progressions into real employment opportunities, leading to more successful outcomes for young people.



Year Two



We launched the CashBack Connections programme in 2017, and despite the initial delay in going live, by the end of Year One we had recorded a 429% increase in referrals, increasing from 17 in Quarter 3 to 73 in Quarter 4. The upward trajectory in the number of referrals continued throughout 2018/19, attracting 82, 89, 78 and 106 young people across Quarters 1 - 4 respectively.

In continuation from Year One, we leveraged relationships with a variety of referral agencies to bring over 350 young people on to our programme. Engaging with both national and regional organisations, as well as localised support services across all three areas, we worked together to support this cohort of young people all of whom faced serious barriers and challenges around their hopes of gaining employment.

We thank the Job Centre Plus teams from Glasgow, Greenock, Kilmarnock and Cumnock for their continued support of our CashBack Connections programme.

Our thanks also go to the wide range of referral agencies with whom we have worked closely with this year:

- Skills Development Scotland (East Ayrshire, Glasgow and Inverclyde)
- Glasgow City HSCP
- > Cranhill Development Trust
- > Drumchapel High School
- Jobs & Business Glasgow
- Barnados
- > Street League (East Ayrshire, Glasgow and Inverciyde)
- Glasgow City Council Social Work
- > Action for Children

- > Ruchazie Parish Church
- > Fare Scotland
- Wise Group's Community Justice Department
- **Glasgow City Council** (16+ Activity Agreement)
- > Cadder Housing Association
- Greater Pollock Maintenance Scheme
- > Inverclyde Community Link Workers
- > Movement to Work
- Wise Group's Skills and Development Department

























Since April 2018, CashBack Connections has run 41 SBWAs covering the administration, call centre, construction, customer service, care, hospitality and security services sectors with 355 young people registering on the programme. Young people are referred to CashBack Connections through one of the above organisations, and the first step on their CashBack journey, is to meet with one of our work coaches for a detailed introduction to the programme, an explanation of our SBWA delivery model, and the different options open to them.

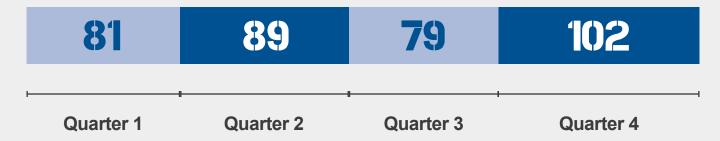
Young people registering for the programme showed a real commitment to engaging with their coaches and gradually built their confidence whilst participating on accredited courses, undertaking work placements, updating CV's, applying for jobs and preparing for interviews.

In Year Two, we were able to grow the programme significantly, engaging with 355 young people from across EastAyrshire, Glasgow and Inverclyde. Glasgow continues to show the highest number of referrals, largely attributed to the strong working relationships with services in the area. CashBack Connections continues to engage well in particular with young men, with almost 40% of all participants completing their SQA Health and Safety in a Construction Environment qualification. Furthermore, exploring new community links - such as with Morton Community Trust - we were able to trial a four week academy in Inverclyde with 10 young men.

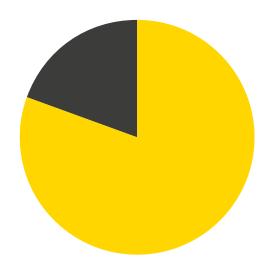
Following completion of a gap analysis on the offerings of our SBWAs, in February 2019 we launched our first ever Administration SBWA, which was quickly followed by hosting our first ever Security SBWA that same month. As a renowned training facilitator, we have enjoyed the flexibility of being able to add in extra learning provisions for our CashBack Connections participants.

355 young people registered on the programme

Number of young people engaged with per quarter:



Year Two - Participation Breakdown



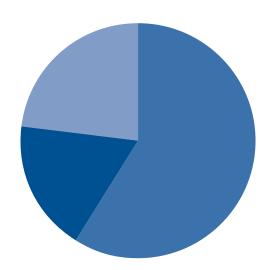


Participation of young people by area:

Participant profile by gender:

- **286 young males**
- 69 young females

- 187 from Glasgow
- 99 from East Ayshire
- 69 from Inverclyde



Spend by Local Authority:

Glasgow	East Ayrshire	Inverclyde
£161,619.00	£47,657.00	£64,117.00
59%	18%	23%



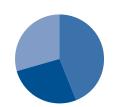
71% of participants come from Scotland's 20% most deprived communities, as defined by the Scottish Index for Multiple Deprivation (SIMD).

Sector Based Work Academies



Since April 2018, the Wise Group have hosted 41 SBWAs across East Ayrshire, Glasgow and Inverclyde.

All of our SBWAs consist of a sector specific introduction, content around the expectations of the employer we have engaged with, a team building exercise, and employability training inclusive of employment preparation and interview skills.



- 18 from Glasgow
- 11 from East Ayshire
- 12 from Inverclyde

We also include a personal development Mindset course, particularly suitable for young people who can find their confidence enhanced by getting a better understanding of how the mind works and how growth Mindset increases their capacity. The course helps the participants transform the way they think, and act by developing a growth Mindset for success.



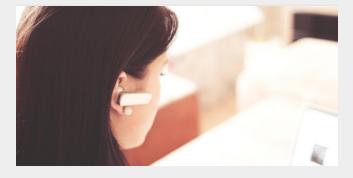
Construction

- Health and Safety in a Construction Environment Level 4
- CSCS Level 4
- Manual Handling Level 2
- Managing Conflict in the Workplace Level 2



Care

- Customer Service Basic Principles and Practices Level 5
- Manual Handling Level 2
- Managing Conflict in the Workplace Level 2
- Emergency First Aid at Work Level
 2 OR Food Hygiene Level



Customer Services

- Customer Service Basic Principles and Practices Level 5
- Health and Safety in the Workplace Level 2
- Managing Conflict in the Workplace Level 2



Administration *New For 2019*

- Customer Service Basic Principles and Practices Level 5
- First Aid at Work Level 5
- · Digital literacy and skills
- Digital inclusion activities

Impact

355

young people registered on the programme

Young people build their capacity and confidence

95%

of young people report an increase in confidence

336

young people now feel able to do new things

Young people develop their physical and personal skills

278

young people gained 560 qualifications and accreditations, 181 of which of SCQF standard

89%

of young people reported improved skills such as: communication, team work, commitment, goal setting

Young people behaviours and aspirations change positively

329

young people reported increased aspirations now aiming for further education or moving into the workplace

89%

Other stakeholders* reported a perceived positive change in the behaviour

*work coaches, training facilitators, peers

The wellbeing of young people improves

SHANARRI: Safe Healthy Achieving Nurtured Active Respected Responsible Included

317

young people reported that the training made them feel more positive

in terms of at least one of the above SHANARRI indicators

Young people participate in activity which improves their learning, employability and employment options (i.e. positive destinations)

317

young people took part in training

4.9

young people secured employment

142

young people progressed to a positive destination



Princes Trust Development Award up to £500

Used to fund: interview clothing, SIA Badges, covering commuting costs for young people starting out in work, and the purchase of work clothing



young people successfully secured Award

Young people participate in positive activity

317

young people participated in positive activity**

^{** 100%} of whom had never done that type of activity before

Rocket Science Evaluation

Rocket Science were appointed in March 2018 to undertake an independent evaluation of CashBack Connections delivery during 2017/18. Following this appointment, Rocket Science conducted interviews with CashBack Connections coaches and participants, to summarise the impact of the programme.

Additionally, Rocket Science used their interviews to provide constructive recommendations which we used to improve delivery and further increase the success of the CashBack Connections programme.

Programme Impact

Changes to routine

Both participants and coaches explained the impact of CashBack Connection on helping young people to make positive changes to their routine.

- Before starting my job I would sleep in most days, now I need to wake up earlier. This is a big change. Before I started working I was sitting around, now I'm active and out and about.
 - CashBack Connections participant
- It's about mental stimulation, they need to get up and have a purpose.
 - CashBack Connections Coach

Motivation and Independence

Participants described increased motivation and independence through their involvement with CashBack Connections. They felt that being given the opportunity to learn new things through employment increased motivation. Within a work setting, one participant explained that they felt independent because:

- I know what I'm doing. If someone tells me what to do at work I can get right on with it.
 - CashBack Connections participant

Wellbeing

CashBack Connections coaches felt that 88% of young people increased their wellbeing, through developing a positive routine and making friends whilst on their SBWA.

Breaking cycles of unemployment

Coaches felt that the programme did assist in breaking cycles of unemployment, but not in every case.

- You are trying to end second or third generation unemployment through showing young people that there is a different way. We try and nurture a view that work, education and training is about adding meaning to your life. We try and give them the belief that they can be the first one in their family to break that cycle.
 - CashBack Connections Coach

Confidence

Young people described increased confidence as a result of their SBWA, including feeling more able to speak to others and being more equipped to apply for jobs. Participants described that much of this increased confidence came from their training.

- They [young people] are getting qualifications and becoming more employable. It can increase their confidence, they might have come from school without any qualifications and this boosts their morale.
 - CashBack Connections Coach

Recommendations

Raising the Profile of the Programme

To maximise engagement, particularly amongst young people not involved with any other service, we recruited a Digital Communications Officer as part of our wider Communications Team. The CashBack Connections team hosted regular meetings with the Digital Communications Officer and Communications Manager to support the design and delivery of CashBack Connections related content across all of our social media platforms.

The Communications Team led on the implementation of a revised digital communication strategy, using a range of digital content including animations, shortform video and promotion of all scheduled SBWAs.

We also involved our CashBack Connections participants in the design of content, asking for their feedback and taking on board their suggestions to increase the public awareness of CashBack Connections and in turn, an increase in referrals.

Shaping the programme around employer needs

In order to increase the number of meaningful job outcomes for participants, programme staff continue to work closely with employers to ensure that their needs are met. It is also important that we stay on top of developments in the local labour market and provide training tailored to fulfilling the requirements of live vacancies. Continuing our work directly with employers ensures that the content of our SBWA's meets the needs of their business, as well as ensuring uncompromising delivery of the key focus of our programme: the needs of the young people.





Practical training

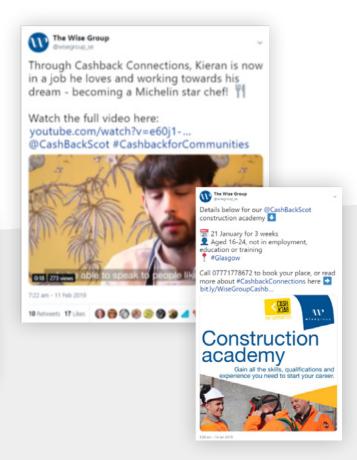
We increased the provision of training opportunities to ensure that all young people were given the option to complete practical forms of training, therefore ensuring a smooth transition process between CashBack Connections and employment.

Smooth transitions

In an attempt to reduce the risk of dropout, our Employer Engagement Officer worked on developing and strengthening relationships with employers to avoid any lengthy gaps in the process of moving from the training element into the work placement.

Signposting young people to support

Our coaches are encouraged to develop both internal (within the Wise Group) and external relationships to enable them to signpost young people to appropriate services such as counselling, housing support or legal advice, to ensure a holistic support provision for all young people engaged with CashBack Connections.



CashBack Stories

Marc

After four years at college, studying to become a Sound Engineer, Marc found himself in the unfortunate situation of having little relevant work experience for his chosen field. Reconsidering his career path, he met with his local Job Centre Plus, where he learned of CashBack Connections.

Marc joined our programme to attend a Customer Service Academy in Inverclyde, completing two weeks of training and a work placement with B&M in Port Glasgow. Whilst on the academy, Marc completed qualifications in Customer Service, Managing Conflict in the Workplace, Emergency First Aid and Mindset.

Marc had established a great relationship with his CashBack Connections Coach, whose continued support led to an opportunity within the Wise Group. Marc was introduced to Jim Percival, HEAT Services Project Manager, who was at that time recruiting for a Home Energy Advice Team Trainee in Greenock.

Through his training on the academy, coupled with the experience gained at B&M, Marc quickly integrated into the HEAT Services team, where he remains in position almost a year later.

Catherine

At the time of referral, Catherine didn't have a stable home address. After months of waiting on her own tenancy, she secured her first home in May. Having adjusted to living independently, and adapting to the responsibilities that comes with this, Catherine's focus shifted to getting herself a job.

Her mind was made up - she wanted to work in Childcare, and now that she was ready to achieve that goal, she re-engaged with her CashBack Connections Coach.

Catherine had already completed SCQF Level 4 and Level 5 in Early Education in Childcare, and with our support, completed a number of job applications. Just a short time later, after two very successful interviews, Catherine secured a job with Peace Childcare, a local provider of out of school childcare. A perfect match for Catherine given her ambition, voluntary experience and transferable skills.

To ease the financial burden and transition into employment, Catherine's coach applied for a Prince's Trust development award to support her during this time

Jonathan

When Jonathan first came onto the CashBack Connections programme, he was a very shy young man who felt uncomfortable in a group environment. Through the support of his Coach, Jonathan engaged with a three week construction SBWA, completing a Manual Handling qualification, his SCQF4 in Health & Safety in a Construction Environment and CITB Health, Safety and Environment test, gaining his CSCS card.

Jonathan was encouraged to apply for a job with Mallatite, a Traffic Management and Street Lighting Product manufacturer based in Renfrewshire, and was successful in being invited to interview. What should have been an exciting time for him was overshadowed by self-doubt and nervousness around how he would cope in an interview due to his Dyslexia. Working with our Employer Engagement Officer Joanne, Jonathan underwent interview skill coaching sessions, growing in confidence and self-belief with each session. The work he put into gaining his qualifications and working on his personal skills paid off: following his interview he was quickly offered a position with Mallatite.

Jodie Mae

Jodie Mae was referred to CashBack Connections in January - to participate on a Care SBWA. Jodie had previously attended College and completed an NC in Introduction to Care. Jodie was struggling to find work in the Care Sector; each time she applied for a job, the feedback she received from employers was that she had no experience. By participating in the Care SBWA, Jodie Mae could finally get the opportunity to gain experience on the job. Jodie participated well on the course and really enjoyed the classroom element.

Whilst waiting for her PVG Update to return, Jodie Mae asked if there was any more training that she could access to enhance her employment prospects. Jodie Mae was invited to participate on an Admin SBWA in February. Such was her enjoyment of this course, Jodie Mae realised that this was actually the type of job she would love to do.

During the Admin SBWA, Oakminster Care contacted our CashBack Connections team to promote a Modern Apprenticeship for Admin within their Chester Care Home in Kinning Park, Glasgow. Jodie Mae's Coach asked her if she would be interested in applying and attending an interview; Jodie jumped at the opportunity and was successful at interview.

Jodie is really enjoying her new apprenticeship and is glad that she decided to try something different.

After studying at college for four years, I found it really difficult to get work.

Through coming on the **CashBack Connections** programme, I got the confidence to increase my employability skills. My day to day role is visiting customers, helping them with any sort of energy issues the have - advocating on their behalf when it comes to dealing with energy suppliers. I really enjoy it - there is a great amount of job satisfaction, providing this service for free, the idea being just to help people, nothing else.

Inverciyde youngsters kick off CashBack at Cappielow Park



Cappielow played host to a group of youngsters on our CashBack Connections programme in early 2019.

Working closely with Morton Community Trust, 10 young people from across Inverclyde enjoyed three days at the Morton Football ground as part of a fourweek SBWAto get them ready for employment in the construction industry.

It was a jam packed visit, starting with two days of customer service training leading to an accredited industry recognised qualification.

A health and wellbeing session, where participants focused on nutrition, the importance of physical activity and changing one thing to lead a healthier lifestyle, followed. The visit wrapped up with a tour of the stadium and a game of walking football to put their new team skills to the test.

Mark Rae

CashBack Connections Coach

Our time at Cappielow was great fun. By working with Morton in the Community, our young people have had the chance to build their confidence, think about how to live a healthy lifestyle and make some great friends.

CashBack Connections from the Wise Group supports local young people to transform their lives through work and we're proud to work in partnership with Morton in the Community to make some great memories for the young people who came along yesterday.

Nick Throw

Employability Project Manager, Morton Community Trust

It's been great hosting our guests, and helping them on the way to finding and keeping a job, as well as looking at how small lifestyle changes can have a big impact for them.

We're delighted to partner with the Wise Group, and look forward to welcoming the next group.







Financial Report 2018/2019

Project Activity (no less than 85% of CashBack funding)	Actual £	Target £	Variance £
Staff Salary	124,935	143,549	18,614
Staff NI	10,413	12,785	2,372
Staff Pension	8,975	7,139	-1,836
Staff Travel	5,885	4,711	-1,174
Staff Mobile Phones	1,301	1,309	8
Staff Recruitment/Disclosures/Training	525	5	-520
Customer Training	62,346	70,816	8,470
Customer Travel	5,313	12,200	6,887
Customer Disclosures	787	59	-728
Outreach Premises	4,104	214	-3,890
Postage/Printing & Stationery	4,245	4,068	-77
IT costs	691	7,160	6,469
Rent	5,730	5,730	0
Customer Discretionary fund	4,141	404	-3,737
Total project activity	239,391	270,149	30,758

Other Project Costs	Actual £	Target £	Variance £
Management and Marketing (up to 10% of CashBack funding)	25,638	25,637	-1
External Evaluation (up to 5% of CashBack funding)	6,632	15,000	8,368
Total project activity	32,270	40,637	8,367
Total expenditure	271,661	310,786	39,125

Performance

Indicators

Outcome:	Young peo	ple build their	capacity and	d confidence
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Engagement

YP report confidence increasing Confidence of young people

YP complete Mindset training

YP feel able to do new things

Capacity of young people - increasing the young Other stakeholders* report perceived increase of persons' ability to achieve more in what they do. confidence and ability to do new things among YP

YP go on to do new things after their initial engagement

Outcome: Young people develop their physical and personal skills

YP gain accreditation for learning & development skills

Learning skills such as literacy, YP Report their skills are increasing numeracy and thinking skills

Skills for working with others Other stakeholders report their skills are increasing

Outcome: Young people behaviours and aspirations change positively

Change in behaviour YP report increased aspirations

Other stakeholders* report perceived Change in attitudes

increased aspirations in YP

YP report positive changes in their behaviour Other stakeholders* report perceived positive

changes in the behaviour of YP

Outcome: Young people wellbeing improves

Increases in young people's feelings of being Young people report increases in feelings

safe, healthy, achieving, nurtured, active, against SHANNARI Indicators

respected, responsible and included (These Other Stakeholders* report perceived increases in skills link to SHANNARI indicators)

SHANNARI indicators among young people

Young people participating in training which improves their Training

soft, core and /or vocational skills

Young people participating in learning Learning (this includes staying on at school)

Young people progressing to employment **Employment** Young people progressing to volunteering Volunteering

Progression outcomes - after completion of the programme, the number of participants:

Taking a course of further or higher education

Undertaking a Skills Development Scotland - funded training programme

Participating in learning or training offered by Third Sector providers/

Social Enterprises/Community Learning & Development.

Volunteering

Work experience, where it is part of a recognised course or programme

Community Job Scotland

Being employed in a Modern Apprenticeship

Outcome: Young people participate in positive activity

Level of participation in positive activity Number of YP participating in the activity.

Number of YP who are new to that activity (had Extent of increase in positive activity

never done that type of activity before)

Targets 2017/2020	FY 18/19	Programme to date	Variance
500	355	459	-41
450	336	440	-10
400 450	136 336	177 427	-223 -23
450	336	427	-23
450	336	427	-23
450	278	344	-106
400	319	406	6
400	320	411	11
450	329	417	-33
400	319	412	12
400	317	408	8
400	317	408	8
400	317	408	8
400	317	408	8
450	317	406	-44
450	317	406	-44
310	49	79	-231
50	0	2	-48
20	1	2	-18
20	5	9	-11
10	0	0	-10
50	0	2	-48
310 10	70 0	114 0	-196 -10
20	4	6	-14
400	317	408	8
200	317	408	208

^{*}Other Stakeholders relates to other people relevant to the young person i.e. CashBack Connections coach, training facilitators, employers, peers etc.

^{**} As referenced on page 6 delivery of CashBack Connections commenced later than anticipated, in October 2017. This has resulted in a small deficit on delivery targets at the time of this report. We are however confident that our delivery model will continue to reap strong referrals and SBWA uptake across April to June 2019, during which times this shortfall will be captured.



The Wise Group is a leading social enterprise.



We support people to build bridges out of poverty by providing access to opportunities across Scotland and North East England.

We provide energy advice and advocacy, give people skills and confidence to start and stay in work, and are there for people as they leave prison behind them. The Wise Group creates opportunities for people every day.

The breadth of our work means we can build bridges for the most vulnerable people in our society: mentoring support, employment, skills, energy advice, confidence, jobs.

Our vision is to realise peoples' potential, create a fairer society and contribute to sustainable economic growth. The activities we deliver are open to people experiencing multiple disadvantages including but not limited to those with physical and mental health conditions, disabilities, BME groups, people with convictions, vulnerable families, lone parents, low or basic skills and the long-term unemployed.

The Scottish Government CashBack for Communities programme utilises the proceeds of crime funds to invest in local community programmes tackling inequality and supporting disadvantaged young people.

- www.thewisegroup.co.uk
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