

A black and white photograph of a young woman with long, straight hair, smiling at the camera. She is wearing a dark zip-up top with a small circular pendant. Her hands are resting on a surface in front of her.

CashBack Move Forward

Year 2 Report
2021-22



Executive Summary

shmu's **CashBack - Move Forward** programme helps young people overcome personal barriers and avoid anti-social behaviour and (re)-offending, through three core projects. Our **Youth Media** project supports 10- to 18-year-olds from regeneration areas of Aberdeen (0-20% SIMD) to participate in media related activities; shmu's **Training Academy** works with school leavers identified as unlikely to achieve a positive destination; and the **Media Access Project** works with young prisoners in YO1 Grampian and those recently released.

In Year 2 we achieved a significant increase in reach and participation. **CashBack - Move Forward** engaged 230 young people; almost three times the number of young people who took part in Year 1 (88). The pandemic had a significant impact on **CashBack - Move Forward** in Year 1, and while covid recovery presents ongoing challenges, we returned to face-to-face delivery in Year 2.

This report demonstrates why the **CashBack - Move Forward** model is so valued by young people and stakeholders, and is effective at achieving the Scottish Government's CashBack outcomes. Our Youth Media Project supported young people to develop skills and confidence, gain accreditation and enter further education, and created spaces for leaders and peer mentors to emerge. Through our Training Academy, effective partnerships enabled us to deliver a successful employability support option that is tailored specifically to the interests and needs of disengaged young people. With MAP, although numbers are still low, young people in HMP Grampian have continued to be supported to make changes they are ready for. Our team found effective ways of working and helped young people tackle a complex range of issues on release from prison. Crucially, our approach continued to demonstrate young people's potential to stay engaged, gain employment, and turn their lives around.

With Covid-19 restrictions continuing to ease, we plan to build on the success of Year 2 to run our full programme in the last year of the initiative. Next year, the Youth Media project will create regular TV broadcasts for our Community TV initiative. We also plan to deliver a full programme of Youth Media taster sessions in the community and through our 'One Day Challenge' workshops, piloted in the Easter holidays and rolled out across the summer. In our Training Academy, we will build on partnership working with Aberdeen City Council, Schools Quality Improvement Officers, SDS and employability partners to further develop and promote our schools' transitions programmes, delivering both Winter and Summer leavers courses. Finally, we are about to welcome new groups to the Creative Media Unit in the MAP project, and with restrictions continuing to ease in the prison, our plan is to run a full programme of courses in Year 3.

Adding value to our programme, we have secured funding for additional interventions that will support all our CashBack participants. This includes funding from the ACVO's Communities Mental Health & Wellbeing Fund to employ a Wellbeing Practitioner to bolster support to our young people, volunteers, and service users over the next year. We also successfully applied to Creative Scotland's Recovery Fund for Cultural Organisations; with a focus on reengaging with and revitalising our communities. This involves developing activities for young people across the regeneration areas of the city and support for young adult's post-release who are engaging in the community. This funding will allow us to run more creative courses, engaging with people in their own areas, creating powerful and engaging media about their communities. To enhance our ongoing efforts to raise awareness of the organisation and our programmes, including our innovative **CashBack - Move Forward** initiative, we have employed a full time Communications Officer with a background in journalism and teaching to promote our work.

“I used to struggle a lot with talking to and meeting new people along with having very little confidence. Since joining shmu I’ve gained a lot of confidence and I have gotten better at talking to people I don’t know.”

Youth Media participant



Introduction

CashBack for Communities is the Scottish Government's programme which repurposes money seized from criminals into projects for young people who face disadvantage. In January 2020, £19m of newly funded projects was announced; Station House Media Unit's (shmu) CashBack - Move Forward received £292,500.

CashBack - Move Forward was funded to work with over 500 young people in Aberdeen and Aberdeenshire over three years. With a focus on creative approaches and media, the programme seeks to help young people overcome personal barriers and avoid anti-social behaviour and (re)-offending.

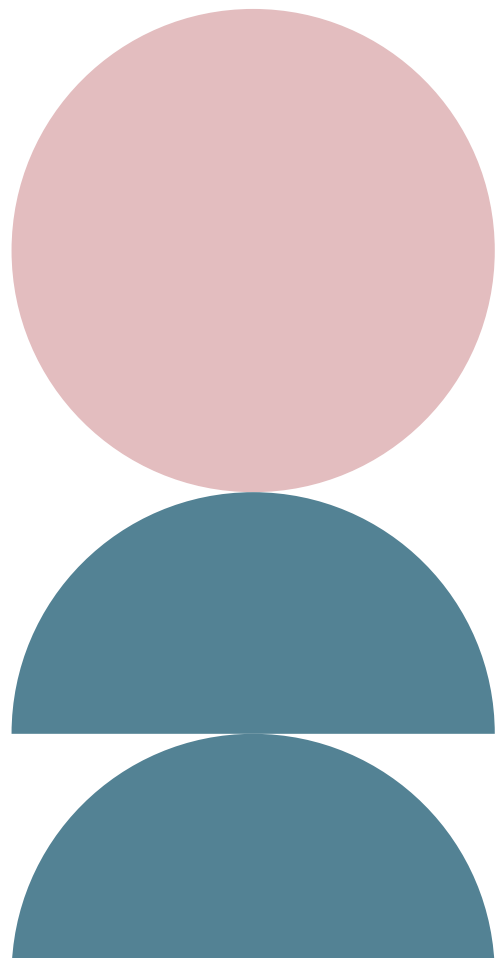
The funding covers three projects:

- **Youth Media supports** 10-to-18 year-olds from regeneration areas of Aberdeen to participate in media related activities. The project works with young people at risk of involvement in anti-social and offending behaviour from the regeneration areas of Aberdeen. Person-centred creative opportunities support young people to actively participate across a range of media platforms, supporting their personal development and progression.
- **shmu Training Academy** provides a coordinated package of support for summer and winter leavers who have been identified as unlikely to achieve a positive destination. Providing support both in school and in our base in Aberdeen, the programme will reengage those who are struggling in the senior phase at school and support them through the transition into work, further education or training.
- **Media Access Project (MAP)** supports young prisoners in HMP Grampian to take part in media programmes run in our SQA accredited Creative Media Unit within the prison, with continued coordinated support post-release. MAP encourages, motivates, and inspires young prisoners, many of whom are prolific offenders with chaotic lifestyles, to begin the journey away from offending, towards a more positive and stable life post-release.

In Year 2, a total of 230 young people participated in CashBack - Move Forward for the first time. This is a significant and encouraging increase on our Year 1 participant numbers (88), but the ongoing challenges posed by the covid pandemic continue to affect our programme. Quarterly progress on updates against targets are shared with Inspiring Scotland and are not covered here.

This report provides a general update on activities in Year 2, covering:

- **An overview of participants and performance across projects**
- **Organisational update**
- **Updates on the three CashBack - Move Forward projects (Youth Media, Training Academy, and the Media Access Project)**
- **Three case studies that illustrate each project's delivery model and impact**
- **Communications report**
- **Collaborative working update**
- **Financial report**
- **Evaluation summary**
- **Plans for Year Three.**





“Attending shmu has really set her mind to go along the media/journalism route as a career and the qualifications she can do with you are not ones that she has an opportunity to do at school, so it is fantastic for her.”

Parent

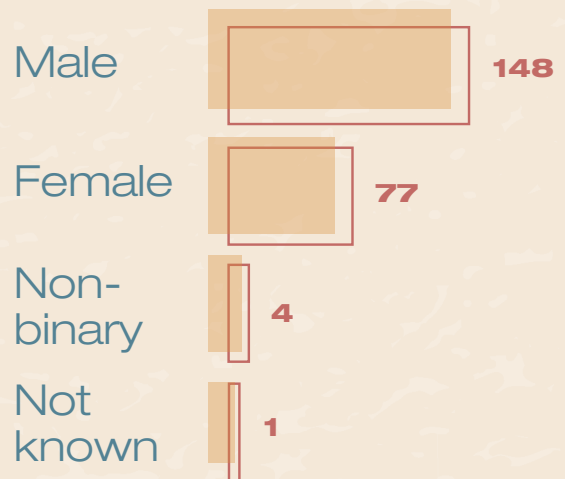
Year 2 Engagement

230 new participants in Year 2

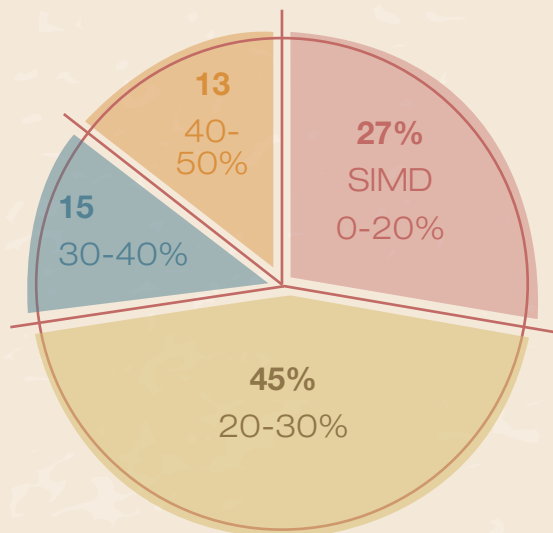
Age



Sex identity



SIMD Profile



27 young people with a disability; most common ones were:

15

Social or behavioural:

3

Stamina, breathing or fatigue:

2

Mobility

4

Learning, understanding or concentrating

72% of participants in year 2 were from the 0-30% most deprived Datazones

Year 2 Outcome Progress

230 new participants in Year 2



Outcome 1: YP build their capacity and confidence

194

Increased confidence

194

Able to do new things

63

Feel more resilient

45%

Of stakeholders report increased confidence

58

Positive supportive networks

94

Positive changes in behaviour

66%

Of stakeholders report perceived positive changes in behaviour



Outcome 2: YP develop their physical and personal skills

24

Increased personal skills, achieving accredited learning

199

Increased skills

66%

Of stakeholders report increased skills



Outcome 3: YP health and well-being improves

186

Improve wellbeing against SHANARRI indicators

30%

Of stakeholders report perceived increases in SHANARRI indicators



Outcome 4: YP participate in activity which improves their learning, employability and employment options (positive destinations)

21

Achieve a positive destination

Employment 3
Education 4
Training 4
Volunteering 10

31

Improve school attendance

4

Secure interviews (work, training or further education)



Outcome 5: YP contribute positively to their communities

17

Take on a volunteering role

19,119

Hours of volunteering

79

Improved social interaction, contribution & links with communities

97

Produce media tackling issues relating to their communities



Outcome 6: YP are diverted from criminal behaviour or involvement with the criminal justice system

25

Feel less inclined to participate in anti-social and/or criminal behaviour

3

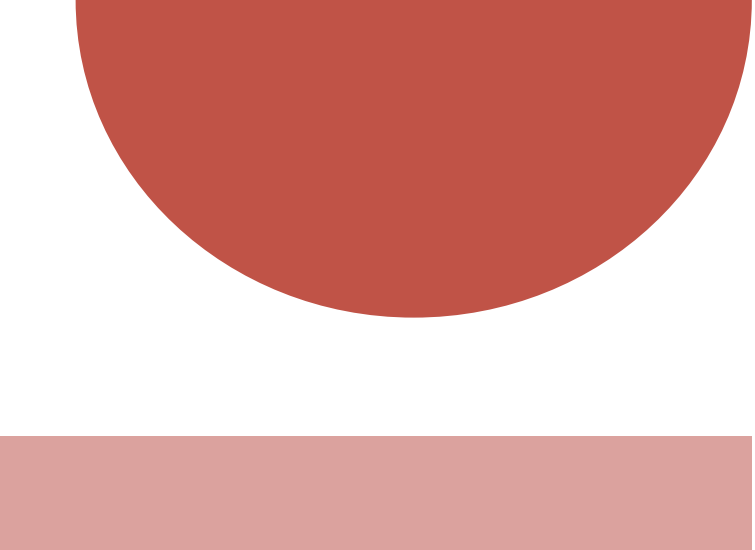
Complete an individual future Learning Plan

20

Improved relationships within family and social circles

6

Feel more positive about the future post-release



***“Whoever comes
to shmu will get a
ton of support”***

**Training Academy
participant**

Organisational Update

Covid-19 Recovery

The pandemic had a significant impact on shmu, however, we developed an innovative new operational delivery model and a range of solutions to enable short, medium, and long-term recovery from the pandemic which have had lasting benefits.

One significant positive change was a service redesign to incorporate digital elements and facilitate online learning options. We have also continued to lead on several Digital Inclusion initiatives, to ensure that young people using our services, including those taking part in our CashBack programme have access to a device and connectivity.

A robust staff training programme has supported workers to become more confident in managing difficult situations and equipped them to respond and deal with the potentially increased needs of our young people following the pandemic.

We have invested in portable kit to allow continued engagement with our services if visiting the building is not possible. These resources are also being utilised to deliver more outreach work, delivering sessions within the priority communities as groups are starting to open up again, both as stand-alone activities in their own right, and as a way of recruiting new participants.

Although we hope our youth programmes will remain primarily face-to-face, we have resources and systems in place to deliver sessions remotely if/as required. We will continue to run smaller groups to maintain distance and protect the young people we support in line with recommendations.

Mental Health & Wellbeing

Leading UK Youth Charities have noted that issues caused by Covid-19 such as declining mental health, social isolation, uncertainty surrounding exams and limited employment opportunities have left young people particularly vulnerable. Mitigating Covid's impact on the mental health and emotional well-being of young people has been at the forefront of our redesigned services. In Year 2 we have also increased activities which support young people to boost their resilience.

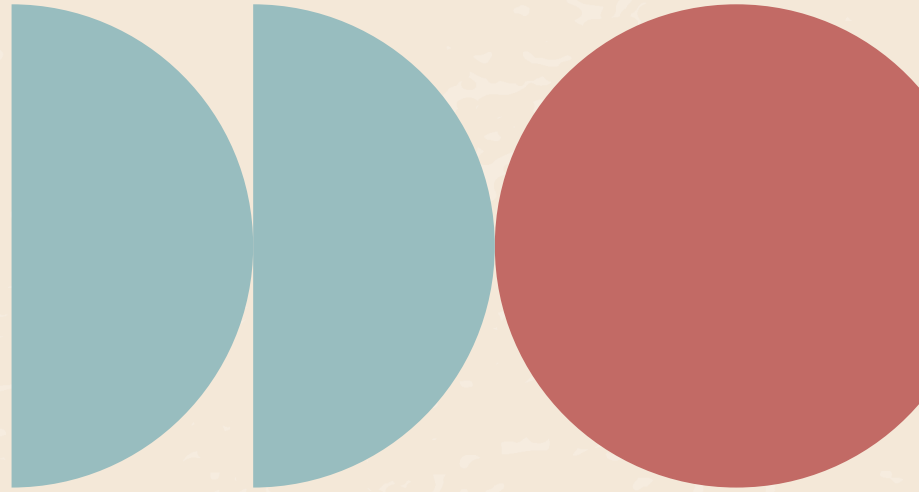
Many of the young people we work with also have family issues to contend with, which were exacerbated by the pandemic. Our staff team have been working hard to ensure our CashBack participants are given additional support, when needed.

Operational and Staffing Review

In Year 2 our Youth Services Manager and our Youth Development Worker left shmu. As a result of the many changes which stemmed from the pandemic, we felt it important to take stock and consider whether the structure and support in place to deliver our Youth Media programmes was fit for purpose. A full operational and staffing review was undertaken, which allowed us to understand the capacity and skills required to support this important area of our organisations work.

A dedicated Youth Worker has been recruited to oversee the Youth Media Saturday Take-Over programme and two new tutors are delivering additional activities across our Youth Media programme. Recruitment of a new Youth Services Manager is underway, with our existing management team stepping up to provide support where required and to allow our Youth Media projects to flourish and grow.





“During my time at shmu I have talked to many people I didn’t know before. I didn’t do that often before joining.”

**Training Academy
Participant**



Youth Media Programme

Supporting young people in-person again

As we welcomed more young people back to our building during Year 2, the importance of support for them to engage and have fun was evident. Those attending still faced challenges linked to the ongoing pandemic and were recovering from the unsettled period they had been through. This focus on fun and engagement contributed positively to key CashBack outcomes; especially improved confidence and wellbeing, feeling safe, respected, and included.

A flexible delivery model which offered one-to-one phone/online support and quality engagement remained key during the last year. We worked at a pace that was comfortable for young people, to support their transition out of the pandemic restrictions and back into structured sessions and face-to-face activities.

Youth Forum

The re-introduction of our Youth Media Open Forum meetings has been a positive and important aspect of the return to in-person activities. Open Forum meetings provide the opportunity for all young people involved in the Youth Media Project to influence the future direction and focus of the work. We held an Open Forum and games night towards the end of 2021; the young people particularly enjoyed spending time and playing games together. The evening was full of laughter, and it was great to see them all relaxed and enjoying themselves and their time together.

Film/TV

With restrictions easing, we were able to run Film/TV sessions each Saturday from the start of 2022. They are incredibly popular, with those participating learning a range of technical skills including camera angles, lighting, shots sizes; and creative skills including script writing, improvisation, and editing. Introductory taster sessions are planned for the Easter Holidays with the aim of introducing new young people and to fully launch our Youth TV project.

Radio

Youth Media participants continued to research and broadcast live shows on our community radio station, focusing on topics that young people felt were important, including healthy relationships, identity and wellbeing, and equality. This year greater numbers of participants have engaged with radio production meetings and attended consistently, contributing towards a noticeable increase in confidence and skills as they are able to engage in more conversations, develop skills, and plan their live radio shows.





Youth Media Programme

Citizen Science

Our Youth Media team has partnered with the University of Aberdeen to focus on STEM and how science can be linked to other skills. The team have worked hard and gained many benefits from this experience, meeting new role models and learning about interesting topics including:

- **“Explorathon”** - Young people joined researchers from the University of Aberdeen at a takeover day at Aberdeen Science Centre where the young people engaged with the public and contributed to science demonstrations.
- **COP26 workshop** - young people worked with Dr Heather May Morgan to learn more about climate change, food production and the COP26.
- **Activism Interview** – the young people interviewed Andrew, an archivist at the University of Aberdeen, about climate change and women’s rights as well as activism in Aberdeen.
- **Chemistry Experiment** - Our Youth Media Team were visited by Dr Alan McCue from the University of Aberdeen during British Science Week. The group witnessed multiple chemistry demonstrations, which they filmed, discussed on their radio show and also included in a blog.

“My confidence has gone way up – I’m still working on it but it’s vastly improved since joining shmu. My teamwork skills have also improved.”

Youth Media participant





***“A challenges that I face
is my disabilities and I
also have bad anxiety,
but I feel like it is getting
better because of doing
youth media.”***

Youth Media
participant

Youth Media Case Study

Case study overview

Our Year 2 Youth Media case study tells Mia's story¹. She has long standing health issues and values the options to engage with shmu through digital platforms, our inclusive approaches, and the opportunities to socialise and be creative. Her story is a great example of the impact of Youth Media's work, which helps young people to develop their skills and confidence, gain accreditation, secure further education, and emerge as leaders and mentors.

Mia joined Youth Media in April 2021 through encouragement from her school SDS Advisor. When Covid-19 restrictions eased her friends went back to school, but she continued home-schooling due to health reasons. At home, she didn't have much social interaction with people her own age, so her SDS Advisor arranged a Zoom call with the youth workers at shmu to find out more about the Youth Media Project.

Our work in schools has enabled the shmu staff team to develop strong and well-established relationships with SDS Advisors in schools, which means that referrals can be made across our range of programmes supporting young people across the city.

Mia was initially very nervous to join the Zoom call and struggled to engage in conversations. She was supported to join on the Zoom call when she felt comfortable to do so and over a few sessions it was noticeable that she began to feel at ease and clearly felt more confident as she started to contribute suggestions and ideas.

Long standing health issues can mean Mia has to stay at home, but this hasn't stopped her from feeling included and participating in activities. She was invited to record shows from home and hosted a fantastic show about musicals which was aired on shmuFM over the Christmas break. Mia chose to self-isolate as covid cases rose at the start of the year but was supported to complete her National 3 Media qualification from home and was pleased with her work and achievements. She has since felt comfortable enough to attend shmu sessions in person:

"One big challenge that I have been facing is my health. Although I do struggle with it, I look forward to coming on Tuesdays and Saturdays because it is a challenge for me to come and I have found that coming to SHMU has helped me with my mental health as well."

Mia has participated in both radio and film activities but for now is focusing her attention on radio. Her progress has been remarkable, and she now holds her own in studio discussions and engages well with the rest of the team. She is open that she hasn't always had the best experience at school and didn't always feel supported but feels better when she is at shmu and has gained a lot of skills over the course of the year.

"shmu has had a positive impact on me because when I first started I could not do a show because my anxiety was so bad that I couldn't make new friends or talk to people that I didn't know. I still struggle with anxiety, but I have gotten so much better at doing shows and talking to new people. And with me attending Youth Media it has given me the confidence to apply for a college course."

Recently, Mia has applied to college to study social science and is looking forward to this. The STEM based work that we introduced as part of the Youth Media Project will offer good opportunities to tie into her interests and learning and we are keen to investigate this further and see if there are any interviews/workshops we can organise that will be interesting to Mia and the team.

"One of my favourite highlights was when we were visited by Dr Alan McCue from the University of Aberdeen who did some science experiments for us for British Science Week. There was fire that could change into different colours such as red/pink, yellow and green which reminded us of Harry Potter. But my favourite experiment was when a jelly baby was set on fire which made a nice colour and smell."

¹ This is a pseudonym





***“I have achieved
being able to research
different topics and
having more confidence
when speaking. I have
developed script writing
and speaking in front
of people”***

**Youth Media
participant**



Training Academy

Working with schools

In Year 2 we worked closely with partners in Aberdeen City to identify pupil's current employability needs. This has led to an increase in referrals to our programmes directly from schools. We worked in partnership with Aberdeen Foyer and Barnardo's Works, and with Aberdeen City Council Education Team and Skills Development Scotland to collate the programmes we all offer and present it to schools in a new co-ordinated approach.

Covid-19 Impact

Covid-19 continued to affect our Training Academy programme in schools over the last year. The Omicron variant in Dec/Jan resulted in tightened restrictions for a short time, both within schools and at Station House. This delayed the recruitment for our Summer Leavers Training Academy in January.

The pandemic has also had a big impact on schools in terms of their own qualification delivery, with many pupils behind on assignments. This has been a main focus for schools resulting in external activities, including our Training Academy, being given less priority.

There has also been a significant impact on staffing, both in schools and within our own organisation over the last 6 months of the year, with an increased number of staff contracting the virus, or self-isolating due to those in their household contracting covid. In some cases, schools had to make a temporary switch back to remote learning when staffing fell below specified levels.

Senior Phase Support

Our first Training Academy course of Year 2 ran in May 2021, supporting 5 pupils in the senior phase with an intensive programme to explore and engage with

skills development, employability and employment options. Farrans (a construction service) delivered an information session and workshop at shmu on careers in the construction industry. Robertson Construction also provided support to the programme by delivering online sessions introducing participants to the industry. We supported 3 participants to hear more about Barnardo's CSCS course, facilitated their referral and supported them to attend. One participant was supported to explore options in the Armed Forces and to apply to a residential short course with the Army. Another participant looked at employability support options and joined our Stage 2 employability course in July 2021. All 5 participants also received targeted CV and interview support and sessions on general job, training and education opportunities.

An additional 2 pupils from St Machar also joined our Training Academy programme and both reported feeling more confident at the end of the course. They described how supported they felt, and both chose to continue and complete the school year despite being originally identified as planning to leave at Christmas.

Positive feedback from stakeholders

We have continued to receive positive feedback on the increase in confidence and engagement that partners have observed in those taking part in the Cashback Training Academy participants. Young people have been supported to identify the skills they already have; to identify skills that they need to develop; and to identify new skills they want to learn. Each has an Action Plan they are working towards to develop these skills and have been supported to work through SQA qualifications: Personal Development Award – Self in the Community, and National 3 Media at Level 3.

“I definitely feel more confident. I have learnt a lot on the course and it was so fun - the best time in a while”

Training Academy participant



Training Academy Case Study

Case study overview

Our Year 2 Training Academy case study tells Logan's² story. He was a disruptive pupil, and school staff believed he would need intensive support to transition to a positive post-school destination. shmu successfully worked with Logan and supported him to engage with Skills Development Scotland, undergo training and find employment. His story demonstrates the benefits of partnership working and the unique value of tailoring employability support specifically to the interests and needs of a disengaged young person.

Northfield Academy is one of three secondary schools in Aberdeen who's ASG's serve the regeneration areas of the city - in Northfield Academies case these are Northfield, Middlefield, Cummings Park and Mastrick. Despite the challenges around the pandemic our CashBack programme provided face-to-face employability support from September to December 2020 alongside Northfield Academy teaching staff and working closely with the in-school Skills Development Scotland (SDS) Careers Adviser, Natasha. In January 2021, however, schools were closed again due to lockdown restrictions. Despite efforts by Northfield staff, many pupils did not engage at all online during this time.

After the Easter holiday, Senior Phase pupils were able to return to school, but Northfield Academy found that a group of their leavers had not returned and as they had not engaged online, they had effectively disengaged with school in January. The Deputy Head Teacher at Northfield was concerned that these pupils would fail to achieve a positive destination after their leaver date at the end of May and so we worked with his team to create a bespoke training programme which would take place in our building and run to the end of the school term (effectively the pupils leaving date). With the support of the school's guidance team, we pulled together a cohort of pupils and promoted our programme to them and their parents/carers. Since these pupils had not engaged in any way since December, we did not know what to expect in terms of attendance but from the 11 pupils put forward for the programme, 7 turned up and 5 of those engaged with the programme well.

One of these pupils was 'Logan' who had been part of the group in Northfield between September and December. Natasha from SDS knew of him as he had been identified as a pupil who would require intensive support to help him transition to a positive post-school destination. Logan was a disruptive pupil, often showing off in front of his peers and coming and going as he pleased. However, he kept coming back to sessions at shmu and engaged sporadically when he felt topics were relevant to him. The shmu sessions acted as a link between pupil and SDS and we were able to support Logan to attend SDS meetings.

"Logan displayed a good sense of self-awareness in terms of his skills and abilities and how these related to world of work. Staff from shmu, the school and SDS all saw his potential, but knew that due to his disruptive and sometimes risk-taking behaviour he would need support to get there. He wanted to be a scaffolder and regularly told us all that he would easily get a job on leaving school." explained Natasha, SDS Careers Advisor.

Logan returned in May to our sessions at shmu, he was the only one to attend on day one, so we were able to have a great 1:1 conversation with him. Logan still aspired to become a scaffolder and was now looking for support to do that. He also recognised that being in school around his peers made him 'act up' and be more disruptive; being away from that during lockdown had helped him realise he needed to distance himself from this if he wanted to progress into employment successfully

"I would say that before I went to shmu I was a loud and disruptive person...school was good, I learned a lot, done a lot of things as well, I wasn't the best in school, but I tried. The shmu sessions at school were very helpful. They made me understand a whole lot of things better and get the correct terms of things" – explained Logan

The following week Logan arrived again, bringing some other pupils with him;

"I encouraged the others to come because I knew that they would find the right path if they had some support and someone there that they knew" continued Logan.

As Logan had himself highlighted – his peers being around did lead to some disruptive behaviour, however, as he had recognised the negative impact of his behaviour, and as all his peers were attending because they did want some support, we were able to work through this and run productive sessions.

² This is a pseudonym

Training Academy Case Study cont.

In the 5 weeks of the course Logan took part in CV and Interview Skills sessions, a session on Careers in Construction led by Farrans Construction and weekly online workshops on Construction Careers led by Robertson's Construction. We then supported Logan to find out more about a CSCS card training programme being run by Barnardo's and facilitated a referral. Logan has since completed and passed this training, gaining his CSCS card and has also recently secured employment as a scaffolder.

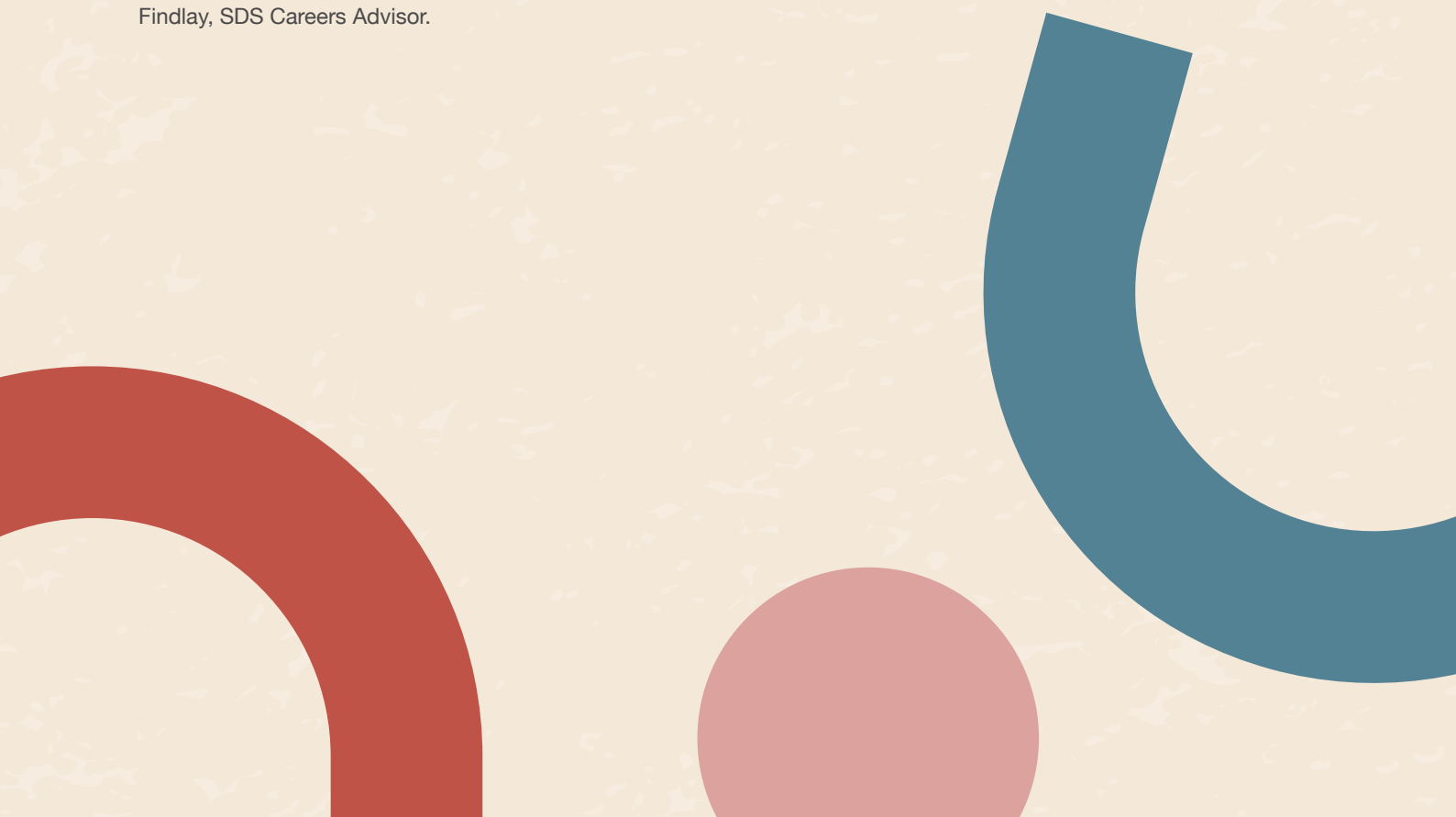
"shmu helped me a lot. Thanks to shmu I was one step closer to a job until finding one and they helped me get on the CSCS course that made all the difference. I realised that you have to act mature to make it anywhere in life and to be yourself at the same time. Since my time with shmu I have done a lot better at things, made some positive changes. I'm much happier with the way I am now" – explained Logan.

Partnership working has been at the heart of the success of this programme and in Logan's progress. Working together with the school to identify and engage these hard-to-reach pupils, with employers (Farrans and Robertson's Construction) to bring industry knowledge and experience, with SDS to bring additional support, and with Barnardo's to deliver the next step of Logans journey.

"shmu's Training Academy offered Logan the opportunity to enhance his employability skills, better preparing him for the world of work. He was able to access other training opportunities (including getting his CSCS card) which has enabled him to progress into work as a trainee scaffolder - realising and achieving his post-school goal!" – Natasha Findlay, SDS Careers Advisor.

"I would tell anyone to come to shmu. Even if you think you don't really like media, it's not just about that. I love talking to people there and getting to know what other people like and think. The staff are good fun and they help you enjoy being there. Nobody puts pressure on you."

Logan





“The Training Academy has helped me achieve my full potential and given me experience in the media field. I have discovered how to make creative media and express myself in a creative way.”

Training Academy participant



The Media Access Project (MAP) *in HMP Grampian*

MAP – HMP Grampian

In Year 2 we ran three CashBack courses in HMP Grampian. Despite being significantly affected by covid restrictions, we were able to support ten prisoners through the course to receive their SQA qualifications in Creative Media and/or Employability. Covid restrictions made pre-release support challenging, however, we continued to utilise 'Email a Prisoner' and Link Centre phone calls to engage with the prisoners when face-to-face appointments were not possible.

The employability element of our CashBack course has been enhanced over the last year, using creativity and the media tools at our disposal to make it an engaging and stimulating programme. Our Employability, Film and Radio Workers have explored creative ways to engage the prisoners in employability focused work – using film to practice interview skills and techniques, and radio for group discussions around job histories and employment ambitions. This year, we also had the support of several employers (including Robertson Construction and the Hydrus Group) who participated in mock interviews with the prisoners - providing them with a job application, interview and feedback.

A highlight this year was the two Koestler Arts Awards secured by young people who took part in the CashBack programme. There was a Gold Award for their documentary film 'Straight Talking' in which they shared their experiences of drug and alcohol misuse, and a Highly Commended Award for their film 'Feels', a mock advert they created as part of their employability project.

MAP – Community

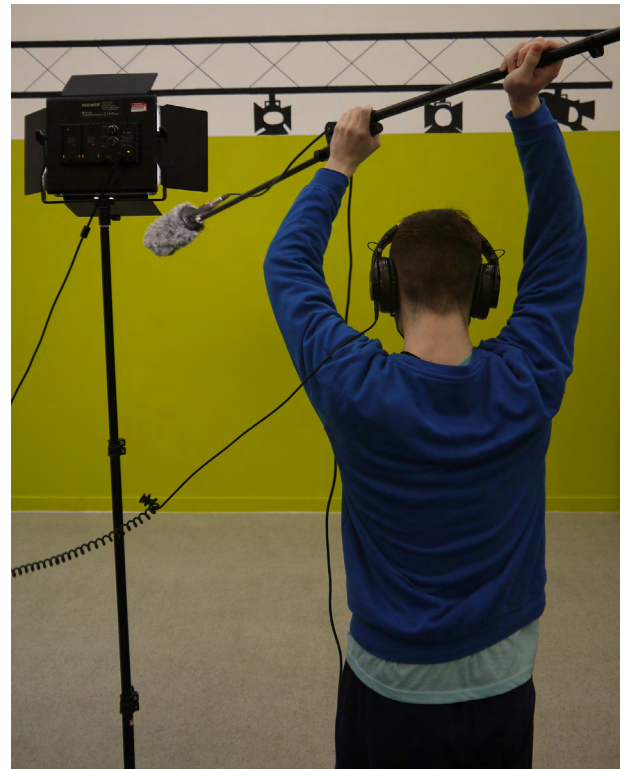
We were able to run a community based young person's course this year – focusing staff resources in the community during a period of time in which the prison were having significant Covid-19 outbreaks and we were unable to run our pre-release course. Five young people from Aberdeen City and Aberdeenshire who had a range of barriers to employment, including prison experience, mental health issues, care experience and substance misuse issues, took part in this pilot programme.

As we got to know the young people, it became clear that, due to significant personal barriers, groupwork was not going to be suitable for all of them. We have made arrangements with these young people to deliver 1:1 sessions, which are continuing, with the plan to involve them in other programmes where possible. Two young people attended regularly, taking part in Radio, Music,

and Employability sessions. One participant gained his Employability and Creative Media SQA Award and has gone on to engage with our MAP team for employability support; this person plans to start volunteering with our Community TV strand.

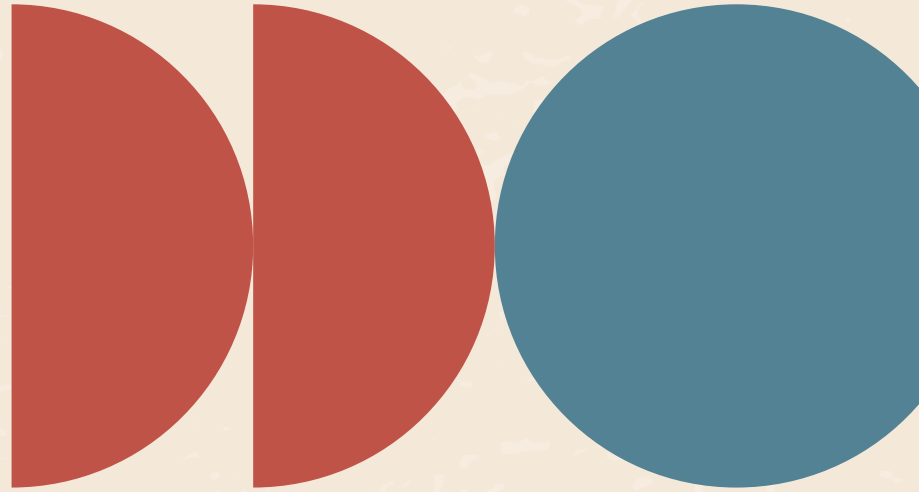
Support for other young people who have participated in previous CashBack courses in the prison in the community has continued this year. We maintained face-to-face appointments and sessions where possible and used Zoom calls when community appointments were not an option due to Covid-19 restrictions. Young people have been supported to engage with shmu activities and opportunities, and have been provided with emotional and practical support. Eight young people have transitioned this year from the prison to the community, with many going on to engage in further shmu activities and support.

During this year we sourced funding to recruit a Wellbeing Practitioner. This post will allow us to provide more robust and specialised wellbeing packages of support to our volunteers, including our young people who return to the community having taken part in our CashBack programme in HMP Grampian.



***“Doing this
has showed
me I have
some abilities
I didn’t know
I had, so I
believe I have
a brighter
future”***





***“It was great that shmu
were able to help me
with a laptop and a MiFi
device - this has helped
greatly when looking
for jobs”***

MAP Participant

MAP Case Study

Case study overview

Our Year 2 MAP case study tells Tom's³ story of engagement with shmu in HMP Grampian, which continued upon release into the community, and contributed to a successful, positive transition. This example evidences the importance of persisting with young people and providing opportunities to support them when they are ready for change. It shows the value of finding effective ways of working and the complex range of support needs that young people may have on release from prison. Crucially, Tom's story demonstrates young people's potential to stay engaged, gain employment, and turn their lives around.

Covid restrictions prevented access HMP Grampian for 6 months and we returned in June 2021 to run our CashBack pre-release course. Tom was one of five participants who attended this course.

He was initially quiet and reserved but as the weeks went on, he became engaged and motivated. Unfortunately, others in the group left the course due to prison transfers, early release and non-engagement, leaving Tom to complete the final few weeks on his own. Tom was unphased by this and continued to attend daily, working hard to complete his SQA qualifications in Media and Employability.

Tom worked with our tutors to write his own rap song, which was then turned into a music video, which we recognised as a fantastic piece of work. It was impressive to see how much confidence he had gained during the 12 weeks of the course. Tom has said this was his favourite part of the course and something he would never have attempted before.

Building on positive relationships with staff, Tom was keen to continue to engage in the community and he signed up for our Community Integration Support Service. Tom worked closely with our Support Worker prior to his release, working on plans for his return to the community, how he could be supported with this, and how to address issues that led him to his custodial sentence. On completion of the course Tom was feeling positive about returning to the community and more confident within himself. We successfully applied for a Chromebook and MiFi device which provided him with more opportunities, made it easier to apply for courses and employment, and also to engage with services while some Covid restrictions were still in place.

Since release, Tom has engaged well with our Support Worker and accessed shmu's Employability Service. Tom is now in a permanent secure tenancy and had also secured employment on a part-time basis. He continues to engage with our Support Worker to ensure he has everything in place to maintain this tenancy and is also supported to look for any courses or activities that may

be of interest to him. The support from our Employability Service continues, as Tom is keen to secure full-time employment.

Tom feels motivated about continuing to make positive changes and is building a strong, positive support network and is staying away from negative influences. We will continue to support Tom practically and emotionally with his progress. Tom has received no further charges or been involved in criminal activity since his release in October 2021.

“shmu have really supported me coming out into the community – the laptop and internet connection that shmu arranged for me is really helping with making a CV and job searching – it will also help me keep developing my music skills with the apps that are on it.”

Tom



***“I have
difficulties
communicating
with people but
with people
at shmu I find it a
bit easier now”***

MAP participant

Communications Report

Our newly appointed Communications Officer is working on our Communications Strategy, which includes our digital strategy and social media platforms. The strategy has a renewed focus on thematic posts and tracking engagement. As an example, during British Science Week, our Youth Media Project was visited by Dr Alan McCue from Aberdeen university as part of the Curiosity Fund. The Facebook post achieved a reach of 55 people (the total people who saw the post), an impression rate of 601 (the number of times the post was displayed), and an engagement rate of 43 (how actively involved accounts were with the post i.e. likes, shares etc).

For Instagram, the first post regarding British Science week on 15th March focussed on Youth Media making podcasts. The post on Twitter had 151 Impressions and 5 engagements. We anticipate that with improved regularity and more moving image and well considered hashtags, we can significantly improve these figures.

Our Communications Officer has continued to track the Analytics and already the figures are increasing. The strategy being developed will allow us to make the most of social media and monitor impact.

Examples of Web Stories

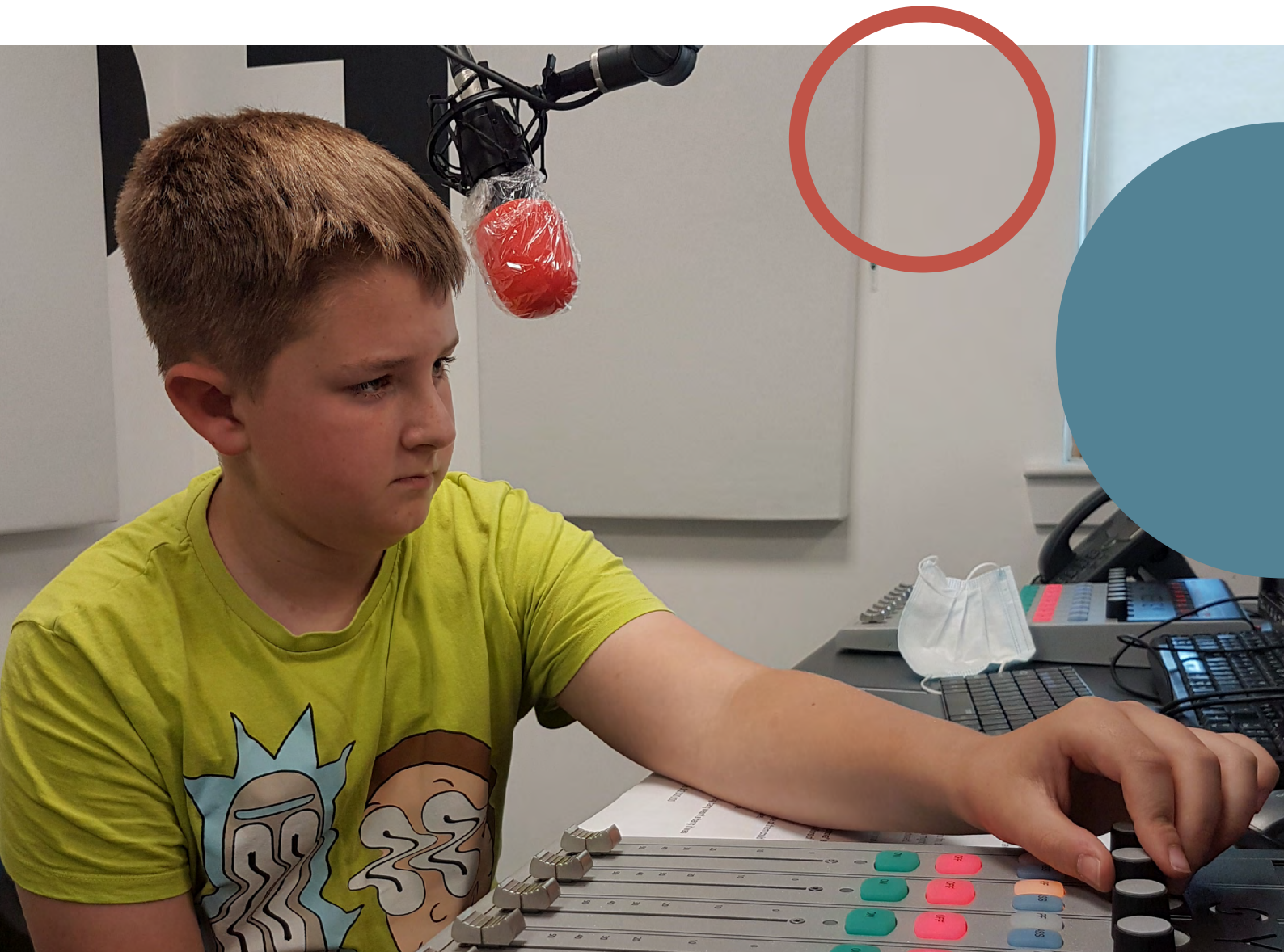
Our existing website is now 15 years old, and although still functional, it is not a great reflection of the scale and scope of the organisation as it is difficult to add new sections and content.

A key part of the role of our new Communications Officer will be to help build a new website for the organisation, with work already underway. Despite the challenges our old website poses, we did use it to promote content over Year 2 of our CashBack project (examples provided below).

shmu's Summer of Fun – *posted 31-8-21*

CashBack Year One report published – *posted 27-7-21*

Nothing to do, come to shmu – *posted 30-6-21*





“I feel more comfortable speaking to people and asking questions, whereas previously I was struggling to make myself understood”

Further Developments Linked to CashBack-Move Forward

This year shmu continued to raise the profile of our activities. We secured additional funding to increase our capacity; extending the reach of our work and the depth of support we can offer.

Creativity Connect

This project has been extended for a year. We have changed how it is organised, putting set course on when there is enough interest in a particular media. The courses offer a creative, personal and skills development employability support for unemployed under 25-year-olds in Aberdeenshire, focusing on those with additional barriers such as justice experience or mental health issues. This offer complements our existing employability work in the community and offers opportunities for CashBack - Move Forward participants in HMP Grampian to receive further employability support from shmu post release, building on skills and experience gained pre-release.

Making Recovery Visible

Our Locality Improvement Fund (Drug and Alcohol) project, Making Recovery Visible launched this year. In partnership with Alcohol and Drugs Action and Aberdeen in Recovery, we ran five courses in music, podcasting and film for those in the recovery community. This project was available for any CashBack- Move Forward participants in HMP Grampian post-release who is engaging in substance misuse support. It offered creative and meaningful activity, as well as recovery and peer support.

Health Improvement Fund

Refugee Project

We have secured funding from the Health Improvement Fund to support Afghan refugees (possibly the wider refugee and New Scot communities as well). The project was initially aimed at young Afghan refugees 16-25, offering an in-school project to 16-17-year-olds and a community project for 18-25-year-olds. However, with recent changes in the Afghan refugee community in Aberdeen, with many moving on to other cities, we gained permission to expand this project to offer opportunities to other refugee communities, potentially including Ukrainian refugees. The project will use media to engage

and support the young people's development of key meta skills, as well as sharing media they create to raise awareness and tell their stories, providing them a voice in their new communities.

Foetal Alcohol Spectrum Disorders (FASD) Project

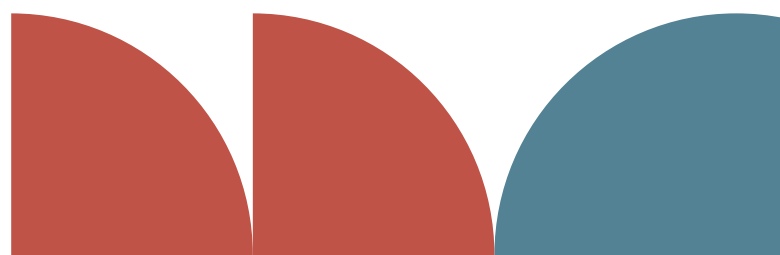
shmu is supporting a second Health Improvement Fund project, ran in partnership with a local community member and the Aberdeen Health and Social Care Partnership. The project aims to raise awareness of FASD by creating a short film and series of infographics that can be shared as part of a local and national campaign. This will provide an interesting collaborative project for young people and adults at shmu to get involved in – sharing their understanding and experiences, as well as participating in the creation of the film. We will be including our CashBack participants in HMP Grampian in this project, given over 75% of prisoners are believed to be on the FA spectrum.

Creative Communities Funding

We successfully applied to Creative Scotland's Recovery Fund for Cultural Organisations. The focus of this funding will be reengaging with and revitalising our communities. One aspect of this funding will include developing a range of activities and volunteering opportunities for those post-release and engaging in the community. It will allow us to run more creative courses, engaging with people in their communities, creating powerful and engaging media about their communities. CashBack participants will be able to engage in these programmes on release, assisting in their reintegration back into their communities and supporting them to contribute positively to their communities.

Trauma Informed Practice

In response to growing mental health concerns across our communities, we are leading on a Trauma Informed initiative across Aberdeen, endeavouring to create a movement that encourages organisations, communities, individuals to become Trauma Informed. Our Trauma Informed Aberdeen Steering Group was set up this year and is meeting monthly. We also led on a national trauma informed training programme for practitioners working with young people in the arts.



***“Best summer
ever, shmu is
awesome, I
can’t wait to
go back”***

**Youth Media
participant**



Collaborative Working

Cashback Collaborative Working – across the portfolio

shmu fully recognise the benefits of working collaboratively with partners, and our CashBack programme is no different. The challenges of the first two years of our CashBack Move Forward programme linked to the pandemic meant that we were unable to develop the partnership opportunities across the portfolio that we would have liked to, however we could not have delivered our programme without the commitment and support of a range of local community partners.

Cashback Collaborative Working – Youth Media

A number of partners/agencies contribute to the Youth Media Project in a variety of ways, from promotion of training, referrals and moderation of awards to acting as guests, providing content, running information sessions and offering additional support to the young people participating in the project. We have also developed links that were established during lockdown with services such as Children 1st, Syrian New Scots, Families Outside and local health and care 'Fit Like Hubs' for vulnerable families across the priority areas of the city. These allowed us to work collaboratively as restrictions ease, with plans in place to offer our youth media activities to groups of young people we have not worked with previously.

Cashback Collaborative Working – Training Academy

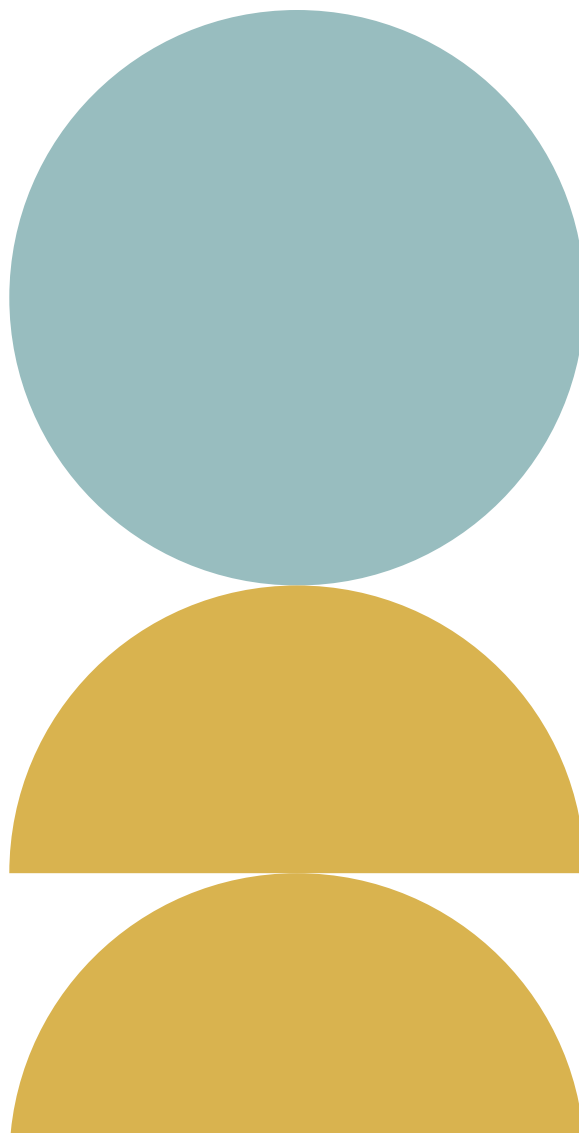
We have an excellent relationship with ACVO and our third sector partners across Aberdeen. Our partnership work involves building a co-ordinated place-based multi-agency approach to employability support across the city.

The development of our database of local employers across different sectors is ongoing, and we use these contacts to arrange and host visits to the workplace and facilitate presentations for young people. We have added to the companies we work with and have secured placements, work trials and visits with Farrans Construction, Robertson Construction, HSBC and Bon Accord Care as well as some smaller local employers and freelance workers. It is our intention to continue to build links and develop stronger relationships with a broad range of private sector companies so that we can offer work-based placements in all relevant sectors for our CashBack participants.

We work closely with the DWP and SDS participating in job fairs and training opportunities and attending information events to discuss the project directly with their delivery staff.

Cashback Collaborative Working – MAP

Collaborative working has been challenging over this last year due to covid restrictions in the prison, making it difficult for us to welcome outside organisations and partners into the Creative Media Unit to engage with the prisoners and participate in activities. However, we have continued to support SPS, as well as in house organisations such as Fife College and the NHS through our radio and TV channels. We have also been working in partnership with the HMP Grampian Family Hub (ran by Action for Children) – supporting them to reach the prisoners through media, as well as their families by offering them our building to run drop-in sessions for friends and families of prisoners. Earlier this year, we started planning more collaborative working, including developing a short promotional film that highlights the services available through the Family Hub. This film will be made in the coming months by our young people at shmu who are taking part in our Positive Transitions programme.





“My daughter has got a wee volunteer role at the Aberdeen Science Centre starting in January. She’s delighted. And to be honest wouldn’t have given a toss about science without the science show. So, when she’s a famous scientist, I’ll make sure shmu is in her bio.”

Parent



Financial Report

With agreement from our CashBack Performance Advisor, the underspend in Year 1 of £24,759 was brought forward and split over Years 2 & 3 to allow us to achieve the original target outcomes set out in our application for the full three years of the project.

Project Activity

Actual

Youth Media Project

Operational staff costs	25,380.00
Freelance Tutors	2,500.00
Running costs, materials & general expenses	3,000.00
Participant expenses (refreshments, travel etc)	2,000.00

shmu Training Academy

Operational staff costs	23,000.00
Freelance Tutors	2,000.00
Running costs, materials & general expenses	1,500.00
Participant expenses (refreshments, travel etc)	1,500.00

Media Access Project (HMP Grampian)

Operational staff costs	5,500.00
Freelance Tutors	17,500.00
Running Running costs, materials & general expenses	2,000.00

Across Programmes

Audio IT Technician	3,000.00
Recruitment costs	1,500.00

Project delivery sub-total

90,380.00

(ii) Capital expenditure

Contribution towards equipment across all programmes	4,875.00
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Capital expenditure sub-total

4,875.00

Total Project Activity

95,255.00

Other Project Costs

Management and Marketing Fee	9,750.00
External Evaluation (see guidance section 4)	4,875.00

Total Other Project Costs

14,625.00

Total Expenditure

109,880.00

Local Authority Area Spend and Activity

The majority of our CashBack programme take place in Aberdeen City, however there are a number of beneficiaries that live in Aberdeenshire.

- Youth Media focusses on supporting young people in the regeneration areas of Aberdeen City
- Training Academy focusses on supporting senior phase pupils in Aberdeen schools, but also provides some one-to-one support to young people in both local authorities.
- MAP support prisoners in HMP Grampian who are released to either Aberdeen City of Aberdeenshire.

Analysis of spend across both local authorities;

Analysis of spend across both local authorities;

Local Authority Area	Expenditure	Young people supported
Aberdeen City	£ 104,625	219
Aberdeenshire	£ 5,255	11



Evaluation

During Year 2 contact has been maintained between shmu and external evaluators The Lines Between although plans to engage fully were pushed back over the months due to new lockdown restrictions. In February 2022 a Senior Researcher from The Lines Between visited shmu and met with project staff, ran a focus group with young people involved in the Youth Media project and met three parents. Additional phone interviews took place with Media Access Project staff and with an external stakeholder from Aberdeen University.

Along with this data collection, The Lines Between reviewed the project data gathered by shmu. As in Year 1, the strongest results are for Outcomes 1, 2 and 3. Of the 230 participants, over 80% of report increased confidence, the ability to do new things, increased skills and increased wellbeing against SHANARRI indicators.

Outcome 1: Young people build their capacity and confidence

The most widespread impact on the young people involved in CashBack - Move Forward is an increase their confidence. This was reported by 84% (194) of young people, with the same figure repeated for young people feeling able to do new things. Lower levels of impact took place for other indicators, with just under a third of young people reporting increased resilience and a quarter reporting positive support networks. Just under half (41% or 94 young people) reported positive

changes to behaviour and this was also confirmed by 66% of stakeholders.

These self-evaluation results were corroborated by The Lines Between in evaluation interviews with young people and parents. Improvements in confidence relating to new skills learned, and to social skills were described by many as the main benefit of their involvement in the Youth Media Project. Parents felt strongly that their children had become part of a supportive community of peers which had been very beneficial for them, and for some the nature of the activity had given them not only an interest, but a future direction. It was noted by both young people and parents that the activities on offer had been especially helpful for those who had found COVID lockdown particularly isolating.

Outcome 2: Young people develop their physical and personal skills

There is clear evidence of Outcome 2 being achieved with 87% (199) of young people reporting increased skills. Examples from the interviews with Youth Media Project participants included skills in technical and production activities, as well as writing, planning and personal organisation. In addition, young people clearly articulated social skills that they had gained which had enabled them to comfortably present information on diverse topics through radio shows, as well as communicating with their peers in the process. Significantly, 24 young people

had achieved some form of accredited learning as a result of their involvement in shmu including Nat4 Media and Dynamic Youth Awards.

Outcome 3: Young people health and well-being improves

Over 80% (186) of young people involved in CashBack - Move Forward report improved wellbeing against SHANARRI indicators. This figure is consistent with Year 1. Stakeholders are not always able to comment on this aspect of the outcome, and also not every young person's health and wellbeing needs to improve.

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

Although shmu worked with a larger cohort of young people in Year 2, the results for positive destinations were lower than the previous year. There are two key reasons for this, firstly with less positive destinations being available as a result of COVID-related lockdown restrictions. In addition, shmu's experience of the impact of these restrictions on young people is that they needed a longer time engaging with projects and benefiting from the support of these, as opposed to moving on and taking next steps. Significantly, 21 young people did achieve a positive destination, including volunteering (10), education (4), training (4) and employment (3). In addition, results showed that school attendance had increased for 31 young people.

Outcome 5: Young people contribute positively to their communities

19,119 hours of volunteering was undertaken in the course of year 2, a substantial increase on the previous year. Whilst the 17 young people taking on a volunteering role is a lower figure than Year 1 as a result of lockdown impact, the number of hours each young person has committed to volunteering has increased. This was partly because shmu was one of the first places to offer regular face-to-face opportunities after lockdown restrictions eased and therefore young people committed more of their time. A third (79) of young people feel their social interaction, contribution and links with communities have improved, while a little under a half (97) have produced and disseminated media tackling issues in their communities.

Outcome 6 focuses on diverting young people from criminal behaviour or involvement with the criminal justice system. This outcome is less directly relevant for many of the young people taking part in CashBack - Move Forward, compared with the other outcomes. However, impact is still occurring as a result of the project with 25 young people less inclined to participate in anti-social or criminal behaviour and improved relationships with families and social circles being reported for 20 young people. An Individual Learning Plan was completed by 3 young people, and 6 prisoners reported feeling more positive about their future post release.

“There is more to learn besides the course - it's good for confidence, integrating and many other skills useful in personal life. I put more time into finding a way to get things done”





Plans and Priorities for Year Two

Across all three programmes

We continue to hold visioning sessions for all projects to consider long-term recovery and ensure our short, medium, and long-term plans for our operational programmes are achievable, sustainable, and deliverable. This includes a blended approach both to staff working and to delivery and learning across our strands, training and CPD and shared learning.

A Wellbeing Practitioner will be employed in Year Three to bolster support to those who would benefit from additional support across our CashBack programmes.

Our team sourced funding this year to run programmes and activities over the summer – focusing on reengaging with our young people in the community as we move out of covid restrictions. These activities, which will be available to all CashBack participants, will include projects within our Community TV, Radio & Podcasting, Music and Press areas of work – celebrating our local communities and re-establishing links with shmu post covid.

Youth Media

We will deliver a full programme of activities across the summer holidays in 2022 with the aim of introducing young people to the CashBack programme for the first time. The sessions will take the form of 'One Day Challenges' in film, radio and music, with participants attending for a full day session to create a short film, radio show or song from scratch. At the end of the day, they will either sit down to a special screening of their film on our big screen, or go into the radio studio to present their show live, which will be broadcast across the city on FM and also online, or share their song with others who have attended that day.


We will also build on the successful introduction of Film/TV sessions with our existing youth media participants on Saturdays, with the intention that they create regular TV broadcasts for our Community TV strand. Another element we are keen to develop with the young people are podcasts, something which we have introduced and plan to expand on in Year 3.

With covid restrictions continuing to ease we can now expand our numbers in the building – including fully establishing the Youth Media takeover on Saturdays. We will take a multi-faceted approach to this recruitment with general promotion through our social media channels, targeted promotion to schools and partner community organisations and word of mouth with participants promoting the programme to friends. We also plan to offer taster/outreach session to youth groups in their own community venues across the priority areas of the city.

“I’ve finally gained confidence after being a very nervous person for a while”

Youth Media participant





***“While being a
part of youth
media I have
gained more
social skills
and developed
them”***

Youth Media
participant



Training Academy

In schools the focus for senior phase pupils and staff in Q1 of 2022-23 is exams and the end of the school for some pupils. We will be in touch with our Training Academy Summer leavers to 'check in' once the exam timetable is complete and see if any require follow on support.

In addition to supporting our existing CashBack programme, our focus in Q1 of Year 3 will be promotion of our Winter Leavers Training Academy due to start in August 2022. We will focus this promotion in our target schools serving the regeneration areas of Aberdeen City initially but will then also open this up to all schools across the city.

We will continue to develop our partnership approach with Aberdeen City Council's Schools Quality Improvement Officers, SDS and employability partners to develop and

promote our schools' transitions programmes, including attending Pathway Planning Meetings on a termly basis to look at those pupils at risk of moving on from school and not achieving a positive destination. We will also promote our programmes to other stakeholders that input into these meetings such as Skills Development Scotland and ACC.

We will continue to support our Stage 1 participants and recruit new starts to this programme.

MAP – HMP Grampian

We will initially be focused on recruiting for and running our next CashBack course in HMP Grampian, due to start end of May 2022. Although restrictions remain in place reducing the numbers we can invite to the next course, we are hopeful to welcome down a new group to the Creative Media Unit. We are hoping there will be less disruptions with this next group as covid restrictions ease, but we are yet to receive an update for HMP Grampian about how they will be managing testing and isolation periods going forward.

We plan to have an employer participate in mock interviews for this next course, introducing the group to a professional employer and a (semi)formal interview environment.

In the community, our priority will be to continue to support individuals post-release, linking them in with courses, activities and volunteering opportunities. We plan to have a range of community focused projects running in Year 3 as part of our Community TV and Community Radio strands – which CashBack participants will be able to engage with.

