

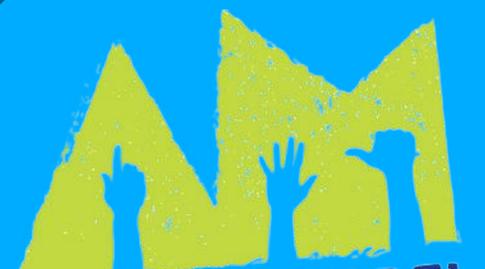


# Achieve More Scotland A CashBack Difference Evaluation and Learning Report

2020/22



Report by Research Scotland  
[www.researchscotland.org](http://www.researchscotland.org)



**ACHIEVE MORE!  
SCOTLAND**



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# 1

## A CashBack Difference

Achieve More Scotland is running A CashBack Difference from 2020 to 2023, as part of Phase Five of the national CashBack for Communities programme.

A CashBack Difference involves weekly early intervention and diversionary based activities for young people aged 10 to 24. Young people are engaged in regular, fun and structured group activities to build cohesion and work across communities to break down territorial barriers and help reduce crime. Targeted inputs around drug and alcohol misuse, healthy eating and physical inactivity are also provided.

A CashBack Difference focuses on identified areas in Glasgow, South Lanarkshire and North Lanarkshire and aims to work with a total of 3,000 young people between 2020 and 2023.

A CashBack difference is delivered in community venues and through schools. There are also opportunities for some young people to gain training and leadership opportunities, and move into volunteering and employment with Achieve More Scotland.



In 2020, at the time of the emergence of the global Covid-19 pandemic, Achieve More Scotland also offered food parcels and vouchers to thousands of people in seven targeted communities across Glasgow and North Lanarkshire.

A CashBack Difference was awarded up to £500,000 to deliver its activities between April 2020 and March 2023. The funding covers sessional coaching costs, venue hire, transport, co-ordination, clothing, equipment, volunteering qualifications, management and external evaluation.



# 2

## A CashBack Difference Participants

### Total participants

In 2020/21 Achieve More Scotland's A CashBack Difference project supported **573** young people from areas of high deprivation in Glasgow, North Lanarkshire and South Lanarkshire. In 2021/22 a total of **1,171** participants took part. This is a total of **1,744** participants over two years.

Across 2020 to 2023 A CashBack Difference aims to engage with a total of 3,000 young people. Activity was lower in 2020 due to the restrictions in place because of the Covid-19 pandemic. However, activity returned to expected levels in spring 2022 and it is expected that the overall target of 3,000 participants will be met due to increased activity in year 3.

### Age

Most participants in years 1 and 2 were aged 10 to 15. In part, this was due to the pandemic and restrictions on group activity for people aged 12 and over. However, as restrictions eased later in Year 2, activity began to involve more teenagers.



	Age 10-15	Age 16-18	Age 19-24
Year 1	502	48	23
Year 2	783	348	40
Total*	1,285	396	63
%	74%	23%	3%

## Deprivation

All of the young people that Achieve More Scotland worked with in both Years 1 and 2 lived in the 20% most deprived areas of Scotland, based on the Scottish Index of Multiple Deprivation. A CashBack Difference is delivered in areas of high deprivation in Glasgow, North Lanarkshire and South Lanarkshire, and targeted in neighbourhoods and schools with particularly high levels of deprivation.

## Gender

Although there was a broadly even split between participants in terms of young men and young women in year 1, this changed in year 2 with more males than females taking part in Year 2. This is partly due to outdoor football activity being permitted earlier than indoor dance activity during 2021/22.

	Male	Female
Year 1	293	280
Year 2	701	470
Total*	994	750
%	57%	43%

However, overall this broad balance of involvement between young men and young women is notable, as many sport and physical activity programmes find it very challenging to engage young women of the 10-24 age group. In Scotland more generally, participation in sport and physical activity falls off significantly as young women move through secondary school. A gap in sports participation between boys and girls emerges at around 13 to 15 years old, and continues through into adulthood<sup>1</sup>. Continuing to ensure a balance between young men and women will be important for year 3 of CashBack.

## Wider characteristics

As part of foundation work to inform the evaluation method, it was agreed that due to the drop-in nature of the programme coupled with the age of participants, AMS would not gather information on disability, ethnic origin, sexual orientation, religion or gender reassignment. The need for an age appropriate approach to gathering equality information across the CashBack programme was also discussed with Inspiring Scotland.



<sup>1</sup> <https://sportscotland.org.uk/media/2598/learning-note-women-in-sport.pdf>  
<https://sportscotland.org.uk/media/2598/learning-note-women-in-sport.pdf>

# 3

## Impact on young people



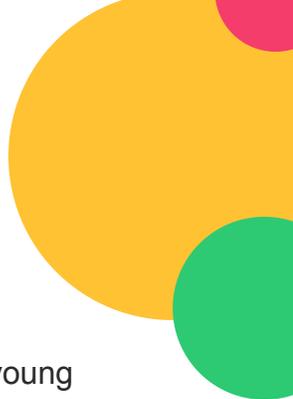
### Confidence and resilience

#### The numbers

A CashBack Difference is supporting young people to develop their confidence, resilience and support networks. This is helping young people to feel able to do new things and bring about positive changes in their behaviour.



	Year 1	Year 2
Young people report confidence increasing	100%	82%
Young people report being able to do new things	97%	83%
Young people feel more resilient/believe in themselves	97%*	91%
Young people report positive support networks	100%	86%
Young people report positive changes in their behaviour	97%*	81%
Stakeholders report perceived positive changes in their behaviour	100%	100%
Stakeholders report perceived positive changes in their behaviour	100%	100%



The evidence for year 1 is based on Achieve More Scotland surveys with young people, implemented as games and activities within sessions. The evidence for year 2 is from a face to face survey of 96 participants in football, dance and multisport activities.

## Views and experiences

Young people talked about the impact that A CashBack Difference had on their confidence.



It gave me a big confidence boost."

- Young participant

Em I actually used to be quite shy before coming here, I feel like over the years I've become more confident and able to speak to more people."

- Young participant

Many felt that it helped them to feel more confident at communicating with people and making friends.



Before this, I didn't really know how to communicate with people. It was different than now. Now when I talk to people its like all friendly and stuff."

- Young participant

When you're dancing you also need to have like attitude and sassiness and all that, and I've kinda used that in my day to day stuff."

- Young participant

I don't really like to talk to people, but since I came here I've been able to talk to more people that I don't know."

- Young participant



In particular, some girls and young women mentioned that A CashBack Difference had helped them with their anxiety. Young women reported feeling much more confident and less shy and less anxious. A few mentioned that this was particularly valuable as they transitioned to high school.



I've struggled a lot with anxiety and confidence and coming here has calmed my anxiety down a lot and my confidence has went up like 10 times from what it was."

- Young participant

Taking part in A CashBack Difference helped young people to develop positive support networks with peers. Some mentioned being new to the area, and that the activity helped them to make friends.



That's how I know most of my pals, just from coming here."

- Young participant

I'm new here, a lot of people played football, so I got involved."

- Young participant

Young people highlighted how the support from coaches and their peers helped them to become more open to trying new things, more resilient and believe in themselves more.



...they encourage you to do the stuff that you can't do. Like you think you can't do it and then you end up doing it, and you're like really proud of yourself."

- Young participant



You feel better about yourself cause all the coaches, even if you're no good you're no doing that good, they still encourage you to do better, they always motivate you n stuff so you're always feeling a bit better about yourself."

- Young participant

Some young people mentioned that they were more open to doing new things, and had gone on to take up new sports activity, or go on to further learning opportunities.



It makes me feel like I can do more."

- Young participant

Before I came I was too scared to like try things out...but because of the environment and everyone supporting me, it just makes me feel more confident in myself."

- Young participant

## EXAMPLE: FEELING ABLE TO TRY NEW THINGS



Before I started playing fitba, I was really shy, quite anti-social, I didnae like talking to new people, coz I was really shy.

But ever since I came here it just gave me a bit of confidence to talk to new people. And now I'm doing a course in college that is coaching. So it has helped me to speak in front of big groups and be confident in front of others.



## Health and wellbeing

### The numbers

Almost all young people felt that taking part in A CashBack Difference had made a difference to their health and wellbeing.

	Year 1	Year 2
Young people report increases in wellbeing feelings against SHANARRI	100%	94%-100%
Stakeholders report increases in SHANARRI among young people	100%	100%

Overall, 94% of the young people who spoke with Research Scotland said that they felt improvements in their health and wellbeing. All (100%) of the 1,238 participants completing a survey for Achieve More Scotland said that they felt fitter as a result of taking part in the sessions.

It is important to recognise the significant challenges to mental and physical health during 2020 to 2022. In the context of restrictions on every day life and a continually changing public health environment, young people across Scotland (and the world) faced real issues with physical and mental health.

### Views and experiences

Young people said that the activity sessions helped them to feel fitter, stronger and healthier. Some mentioned that the football sessions on large pitches, with back to back games meant that they were always running – which they weren't able to do on smaller pitches.



"I'm just so happy to come here, it makes me feel so good."

- Young participant

Young people said that the activity sessions helped them to feel fitter, stronger and healthier. Some mentioned that the football sessions on large pitches, with back to back games meant that they were always running – which they weren't able to do on smaller pitches.



The weekly football has made me fitter and healthier. I feel much better."

- Young participant

When I started, I ran 5 minutes and I was exhausted and couldn't even run, but now I can run the whole matches."

- Young participant

Many young people mentioned that if they were not at A CashBack Difference sessions they would be doing sedentary activities like watching TV, sleeping, playing on their computer, being on their phone.



I feel a lot fitter and stronger because I have been able to take part. I don't know what I would have been doing at night if I couldn't come along to the club."

- Young participant

Some young people involved in the camp activities said that normally they wouldn't be active during the holidays, or wouldn't know what to do, so the activity helped to keep them doing something physical.



Because I wouldn't usually be active over the holidays, it gives me more of an opportunity to exercise."

- Young participant

Many young people said that the activities made a positive difference to their health and wellbeing. Young people talked about feeling in a better mood because of the activity, and feeling better able to manage their emotions. Many said that the activity took their mind off their problems or concerns.



I think it like gives us something to do, if I've had a bad week and I think about coming to dancing it puts me in a better mood."

- Young participant

I think, when you play football its another world. All the problems that you have - gone."

- Young participant

It cheers you up man...takes your mindset off so you can focus on the fitba. For me, I go through stress and stuff, so it kinda gets my mind off all that."

- Young participant

I feel brilliant, makes me get away from my problems at home."

- Young participant

Aye cause I'd say that if you're angry and you go and play a bit of football, it takes a bit of that anger oot.."

- Young participant

Some said that the activity helped them to feel less stress, anxious or worried and to feel more motivated, positive and happy.



Aye coz you come doon, you could be angry when you come doon and it just leaves your heid, it clears the mind – it's like meditation..."

- Young participant



It stops me from stressing all the time about school."

- Young participant

I think it makes you a happier person. Like see if I wisnae feeling all right n I come here...I forget about everything."

- Young participant

A few mentioned particularly that they felt safe at Achieve More Scotland.



I like feel safe and nice and stuff, and there's food as well, and I enjoy it."

- Young participant

I feel good and I feel like I'm in a place where I'm safe."

- Young participant

Many of the young people said that a key reason for feeling safe and in a good mood at the sessions was because of the coaches. Young people could talk through any issues with the coaches, and seek advice and support.



I know like if I needed it, I could speak to any of the coaches. I always feel good coming here, I never feel annoyed or anything."

- Young participant

I enjoy it, coz I'm actually quite close to the coaches, and like if I've if I've got a problem, I'll talk to them about it."

- Young participant

## School and learning

### The numbers

Most of the young people involved in the evaluation felt that A CashBack Difference had made a difference to how they felt about school and learning. This included encouraging people to go to school, when A CashBack Difference activity was on, or building more of an enthusiasm for learning.

	Year 1	Year 2
Young people improve attendance		67%*
Young people improve attainment		67%*

\*Young people reporting that the project made a positive difference to how they felt about school and learning

### Views and experiences

Most young people felt that the project had made a difference to how they felt about school and learning. Some felt it encouraged them to go to school more, enjoy school more and adopt a positive approach to learning.



Yeah – when I go to school, I wanna go to school and join the football, so I don't want to miss anything

- Young participant

Yeah it has, it helps you build that sort of learning mentality, going into classes and that just enjoying what you are learning... that's just what they do here, they make you enjoy everything."

- Young participant

Coz like the coaches teach you a lot, so I feel like I'm learning but having fun at the same time - and I just take that to school, especially if I know I've got football after school, I'm excited."

- Young participant

Some mentioned that they learned better at school now, and engaged more. Young people felt less stressed about learning, happier speaking up in class and more confident talking to peers and teachers.



It will make me more relaxed about learning, make me concentrate more."

- Young participant

Yeah it helps me concentrate more."

- Young participant

In class I take part more."

- Young participant

A few young people specifically mentioned that taking part in activity through A CashBack Difference made a difference to how they felt about PE. A few saw PE at school more positively, and joined in more. One young person said he got involved in coaching primary school pupils in sport activities, because of being interested in this through his involvement with Achieve More Scotland.

Some participants were at college. A few felt that the activity helped them to learn more effectively at college, but a few mentioned that they found the online learning system in place as a result of the pandemic a real barrier, and that the sessions hadn't really changed that for them.



Yeah, cause college can be on your mind and that's constantly playing, but see if you come here it's taken your mind off it for that wee bit of time... So you feel better about yourself cause you're not worrying about school or college."

- Young participant

## EXAMPLE: ENGAGEMENT WITH LEARNING

One school involved in A CashBack Difference had a real issue with attendance. It wanted to create a breakfast club so that pupils can be in a trusted atmosphere, feel safe and be more likely to come to school.

Achieve More Scotland runs the breakfast club from 8.10 to 8.45am, provides healthy food and then does a soft start and takes pupils to classes. During class time they work with small groups of children, taking small groups of pupils who need to develop specific skills, and they also run activities at play and lunchtime.

Although overall attendance at school is still inconsistent, and affected by the pandemic, the children who come in to the breakfast club are consistent.

The senior leadership team finds that problem behaviour has been reduced over play and lunch, as the children are in structured activities.

The senior management team feels the approach is positive, and there is a lot of peer moderation to calm the children down and deal with issues before they come to the management team. This helps to improve engagement with learning, and frees up the management team to deal with strategic issues at the school.

Children have also become better at making friends, and there is less fighting and arguing.



They help to de-escalate a lot of situations."

- Headteacher



## EXAMPLE: ENGAGEMENT WITH LEARNING

A CashBack Difference is delivered in a primary school which uses a mix of time funded through CashBack and its Pupil Equity Funding to enhance the support given to children in unstructured times – at play and at lunch – and after school. The school contributes to 10 hours of support per week and A CashBack Difference contributes approximately 8 hours per week.

The school is in a catchment where a high proportion of children are from the 20% most deprived neighbourhoods in Scotland. Working with Achieve More Scotland has helped to build a nurturing ethos within the school, enhancing positive role modelling and relationships, and building children's trust in adults.

The head teacher believes that support from Achieve More Scotland has made a big difference to young people's engagement with school and learning. Behaviour in the playground has improved with young people taking part in structured activities. Achieve More Scotland and the school have worked together to consult children on acceptable behaviour during football, and agree how to make play and lunch times better.

The structured play has made a big difference to how ready children are to learn after play and lunch times. Previously, there was a lot of bickering, fall outs and bullying in the playground, which resulted in problems in the afternoon. The management team often had to spend 2 hours working through the issues that had come up during play and lunch.

Having Achieve More Scotland supporting the work has meant that young people are more ready to learn, and issues are diffused. If pupils are more engaged in the afternoons, their attainment should improve over time.

Some pupils also have de-escalation time with Achieve More Scotland, movement time to burn energy, or positive role modelling time. Pupils have also become more active, and their health and wellbeing is improving. Overall, it has helped to build a calmer atmosphere in the school.

Discussion with four pupils at the school found that young people feel Achieve More Scotland helps to resolve arguments, manage issues and help them to make friends. Young people also felt that AMS staff helped by chatting to the young people and help young people in the playground when they need it..



There has been a huge increase in engagement with learning. Things are more settled at 1pm... Teachers can have a greater impact in the afternoons."

- Staff

## Skill and employability

### The numbers

Young people reported that they were developing their skills through A CashBack Difference.

	Year 1	Year 2
Young people report their skills are increasing	92%	96%
Stakeholders report participant skills increasing	92%	100%
Young people achieve a positive destination (remain at school, training, learning)		928+
Young people engage in an activity agreement		45
Young people take part in training	51	52
Young people gain accreditation for learning and skills development	51	52

Due to the nature of A CashBack Difference as a drop in programme, it is not possible to monitor the destination of all participants. However, evidence shows that most of the young people A CashBack Difference engaged were still at school and continued their learning. Much of the activity was through schools, or related out of school, after school and holiday camp activity. Most - 67% - said that it had made a difference to how they feel about school and learning.

- At least 783 continued at school
- 45 young people aged 16 plus moved into employment as a direct result of engaging in the CashBack programme
- 48 young people engaged in volunteering, coaching or leading
- 52 took part in training and skills development activity.

## Views and experiences

Many young people said that they had learned new things through A CashBack Difference. This included:

- social skills – talking to people, manners, maturity
- life skills – working as a team, decision making
- wellbeing skills – managing emotions, not getting angry, patience
- sporting skills – football, dance or cricket skills.



You learn how to be a better football player and a better person.."

- Young participant

I'm more of a team player. Anything I've done, I'm more of a team player.."

- Young participant

A few also mentioned that they had learned how to look after their body, through warming up, stretching and cooling down. One young person had improved their English through talking to others at the sessions.

Young people who have participated in AMS activity over the years have also gained employment opportunities through A CashBack Difference. Achieve More Scotland has an ethos of supporting young people to lead and volunteer within dance and football sessions, supporting them to develop their employment skills.



## EXAMPLE: EMPLOYMENT OPPORTUNITIES AT ACHIEVE MORE SCOTLAND

Achieve More Scotland works with young people to offer volunteering, training and employment opportunities. As part of this, it offers young people a six month full time work placement through the Step Up programme for recent school leavers. The young people also undertake funded training activities, completing at least two training courses which are decided by Achieve More Scotland and the young person. While on a placement they also have mentoring support through Jobs and Business Glasgow, with 16 one hour one to one sessions.

This programme helps young people who have just left school, and are not job ready. The young people taking part are often very shy and reserved, and the main change that partners see is in relation to their communication skills – through the work placement and wider support activities.

Most of the young people who completed placements with Achieve More Scotland were kept on full time, to deliver A CashBack Difference activity and wider activities. Young people continue to receive support from Achieve More Scotland as they move into full time work.

The placements also offer wider opportunities. For example, one primary school funded 50% of a young person's salary to keep him on after his placement ended.



I can't emphasise enough about the communication skills. When I initially speak to them on the phone, they are giving you one-word answers, which is to be expected at 16, but when I speak to them at the end of their placements, their communication skills are phenomenal. The experience of them working in a real environment is helping with that.”

- Partner



They are one of the few employers who genuinely invest in their young people.

- Partner



Many of the young people who have started work at AMS through volunteering and training through A CashBack Difference started out as participants. Through taking part, engaging with the coaches and volunteering to lead some sessions or help at holiday camps, young people began to get interested in working as a coach.

Young people felt that there was a “family” feeling at AMS, which encouraged them to stay involved. A few said that they didn’t know what to do when they left school, but that through AMS they have developed a better idea of their career interests.



I think it's heading me in the right direction of where to go... I never really had that plan when I left school.."

- Young staff member

I'm much more happier working here than I was. If I could keep doing this forever I would."

- Young staff member

Young staff members felt that the training and support they received to perform their role was good, and felt confident delivering sessions and supporting play within schools. Many of the young people mentioned that they were shy, introverted or nervous at first, but through their volunteering, training and working at AMS their confidence had increased. Young people were pleased that they were mentored in their role at first, but soon grew on to lead and deliver sessions.



## EXAMPLE: YOUNG STAFF

One young man got involved in AMS as a coach after taking part in the football sessions for years. He loves football so stayed involved.

I knew it would be a good place to work because we've had coaches and I've seen them all now, so they're like all supportive with the football training so I knew it would be good."

**-Young staff member**

Before getting involved with AMS, he hadn't really thought about working in sports or coaching, but as soon as he got involved he enjoyed it. The coaching was new to him, but he picked it up quickly, through working with coaches who had been with AMS for a long time. He runs football sessions in schools, in local neighbourhoods and inter-neighbourhood tournaments. He plays games with the kids and makes sure they are having fun.

This young man is really enjoying working for AMS. He feels he makes a big difference, and AMS provides young people with the chance to have fun, doing what they love, playing football and competing in positive way.

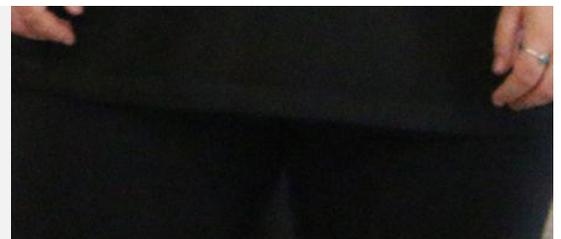
I love working with them because its built my confidence up and its mostly something I've always liked, working with kids, playing football with kids. It's good because I'm working in a school and it's just bringing up my skills, coaching."

**-Young staff member**



Overall I'm just really happy I'm with Achieve More and I just would like to stay as long as I could, to be honest because I really enjoy it."

**-Young staff member**



## Community contribution

### The numbers

In Year 1, it was not possible to measure the contribution that young people made to the community due to the severe restrictions in place. Due to these restrictions, young people were not able to support activity by volunteering, coaching or leading. Wider significant drops in anti-social behaviour and changes in patterns for young people leaving their homes were related to the restrictions and changes in behaviour due to the pandemic, rather than the activity of particular projects.

In Year 2, young people provided good evidence that A CashBack Difference helped to build a sense of community and increased motivation for young people to positively influence their community. Most young people indicated that as a result of A CashBack Difference they feel less inclined to participate in anti-social or criminal behaviour.

	Year 2
Young people volunteering, coaching or leading	48
Hours of volunteering contributed by participants	1,468
Community focused awards gained	52
Young people's perception of neighbourhood improves	84%
Young people have a heightened sense of belonging to a community	91%
Young people have increased motivation to positively influence community	61%-94%
Young people feel less inclined to participate in anti-social and/or criminal behaviour	86%
Other stakeholders perceive improvement in young people's contribution, links and interaction	100%
Other stakeholders report perceived reduction in anti-social and/or criminal behaviour	100%

In discussions with Research Scotland, 61% of young people said that they felt more motivated to positively influence their community. Most (91%) of the 1,238 respondents to the Achieve More Scotland survey said that they would be interested in becoming a volunteer, taking part in courses and qualifications and developing new skills.

In addition, 89% of the 1,238 participants surveyed by Achieve More Scotland said that they felt safer in their communities now, since taking part.

## Views and experiences

Young people said that overall A CashBack Difference helps them to feel part of something. Many were very positive that something good was happening in their area, because of A CashBack Difference. Many said that there weren't many other organisations delivering activities for young people in their area, and this helped them to feel good about their neighbourhood and proud of their community.

Doing team and group activities, like football and dancing, also helped people to feel part of something. Some of the older young people said that they felt part of a group of people leading, and supporting the younger ones, and felt part of a community. A few young people said it feels like a big family.

Many young people talked about the difference that the project made to their risk taking, decision making and choices in terms of behaviour in the local area.



Coming to this makes you do good choices and keeps you out of trouble."

- Young participant

Oh yeah changed my behaviour for the good, because it's directing me into a different part of life if you know what I mean."

- Young participant

Yeah - it's made me be a better person and it's made me think more before I act to do something bad."

- Young participant

You get to come here...get to have a good time, it gets you out the house for a while. It stops you fae just doin stupid things, like going out and getting drunk or something...."

- Young participant

Many highlighted that the Achieve More Scotland coaches helped them to make better decisions.



Aye, they really do help you, they're easy to talk to and when you need help with something they help you make the right decision."

- Young participant

I feel like it's just the coaches influences to make better choices."

- Young participant

...people our age are out drinking and all that, but like talking to them, they're [the coaches] always encouraging us not to do that and they always like speak to you about stuff because they've experienced it."

- Young participant

Others talked about the difference the project made to their friends and family members, and the value of activity like A CashBack Difference in supporting young people to stay away from crime and anti-social behaviour.



I can tell you know that my brothers would be out causing bother if they weren't at the football. The coaches keep them in place and I can even see a difference in them at home now."

- Young participant

CashBack should be used to help as many people stay away from crime and trouble with the police as it can. I definitely think things like football and youth clubs help. A lot of my friends don't have dreams and have problems at home."

- Young participant

Youth clubs, football and helping people to get a job are what helps me and the people I know. This is the stuff that gets you out the house and keeps you out of trouble."

- Young participant

Young people also felt that the project helped to connect different areas in a positive way, with young people becoming friends and not fighting between neighbourhoods. A few also felt that A CashBack Difference helped to give their area a better name, by being out, meeting other people and being involved.



You get to meet new people an all, while you're playin' football. We're all from all different schemes but there's no fighting n all that."

- Young participant

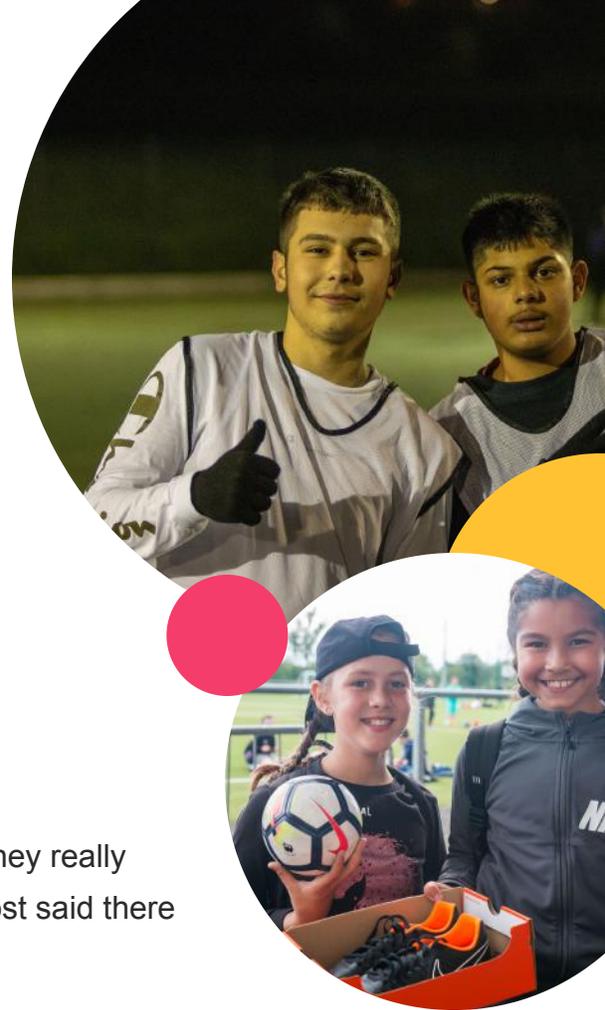
Our area it kind of gets a bad name and we're giving it a good name. We're not perfect, don't get me wrong, but we try our best."

- Young participant



# 4

## Learning during 2020 to 2022



### Learning about young people's views

The young people interviewed for this evaluation said that they really enjoyed and loved the A CashBack Difference activities. Most said there was nothing that could be better.



I can't mention one thing what I don't like about this. I've come every single week."

- Young participant

The main reason they felt the activity was enjoyable and valuable was the Achieve More Scotland coaches. Young people felt that the coaches were kind, helpful and respectful. Young people saw the coaches as role models to them.



The dancing is great and the coaches are fantastic. I think the coaches are the main reason why the club is so busy. They always help you."

- Young participant

It's mobbed because the coaches are great, its football that everyone wants and it's free."

- Young participant

It's good fun and all the coaches are nice... You get a good laugh with them."

- Young participant

Most young people mentioned how supportive the coaches were, and that talking to the coaches was an important part of the activities. Young people valued the relationships they had built with coaches, and felt that they were supportive and encouraging both in terms of the physical activities, and in terms of wider life experiences and decisions.



The conversations with the coaches and stuff, it's like about conversations and not just about dance all the time."

- Young participant

...they're really encouraging with you."

- Young participant

I like to see my friends and play games, and also like laugh at stuff, and talk to the coaches...most of all of them are very nice and easy to talk and that and funny too."

- Young participant



Young people also said that it was a good atmosphere, with peers and coaches being respectful, supportive and kind.



Since I came here, everybody's respected, everybody.”

- Young participant

Many mentioned that it was important to them that the activity was local, as it was easily accessible for them. The young people involved in travelling for Friday night football activities valued the provision of transport, and felt that it was very well organised. The fact that the activity was free helped young people to take part, and young people valued the wider practical support provided in terms of food.



I like that we have an opportunity to come and play football, like without paying or anything. And they also provide like lunch and breakfast and that's really good.”

- Young participant

The one area for improvement identified by a few young people was that the age range for dancing was quite wide (10 to 16) and some of the older ones found this frustrating when doing group dances, due to varied ability and concentration.



## Learning through the pandemic

The restrictions in place during 2020 and 2021 had a significant impact on A CashBack Difference. Group activity was restricted for much of the time, and venues have been closed or more challenging to access. Achieve More Scotland has worked through these challenges, trying different approaches and learning from these. Key lessons learned include:

### → The importance of a community presence

In the early stages of the pandemic, Achieve More Scotland used CashBack funding, and other funding, to deliver food parcels and vouchers to thousands of people in 7 targeted communities across Glasgow and North Lanarkshire. This service of food parcel delivery allowed Achieve More Scotland to continue to engage with children, young people and families in targeted areas where Cashback projects would ultimately be delivered. Having a presence and being in the communities helped to build trust, and for families to see Achieve More Scotland as a source of support and a valued community organisation.

### → The importance of a community presence

During the pandemic, some activity was shifted online. This was a necessity when suitable community locations could not be found or restrictions meant groups could not come together. However, Achieve More Scotland found that all young people preferred face to face activity to online. Many also faced digital exclusion, with a third saying they didn't have access to the internet at home. A CashBack Difference therefore shifted back to face to face delivery as soon as possible.



We have had a constant physical presence in these communities. The physical presence is so important, and we have maintained contact.”

- Staff member

## → Practical support

The pandemic strengthened the evidence about the value of providing food and wider practical support for families, alongside physical activity opportunities. Families valued this support, and it was necessary to ensure children and young people had access to food, particularly during holiday periods.

## Learning through the pandemic

A CashBack Difference has involved very close work with schools. Originally, the project wasn't going to involve work in schools. However, due to the pandemic and many venues being closed, Achieve More Scotland agreed with Inspiring Scotland that it could connect A CashBack Difference up with its existing work in schools, to expand this, and to reach out to new schools. This has worked particularly well, and may not have developed in this way without the emergence of the pandemic.



We enhanced and developed new and existing partnerships with schools.”

- Staff member



The support Achieve More Scotland gives is unbelievable.”

- Partner



A CashBack Difference has also involved work with a wide and growing network of partners:

- Scottish Cycling
- Scottish Cricket - Wicketz
- EK Pirates (American Football Team)
- Nike
- SCVO (Scottish Council for Voluntary Organisations)
- Kickstart - Department for Work and Pensions
- Glasgow City Council - Glasgow Guarantee and Step-Up Teams

Partners enjoyed working with Achieve More Scotland, felt that their work was valuable, felt that their approach was adaptable, flexible and supportive, and were keen to continue working in partnership.

Partners talked about the importance of the relationship-based approach that Achieve More Scotland staff take, in engaging and supporting young people. Partners felt that staff were very good at building up trust and relationships with the young people.

Partners also mentioned the value of the practical support Achieve More Scotland provided to families, through food vouchers and food packages during the pandemic.



I'm really positive about them. I think what they do is brilliant! I want to keep working with them for a long time. How they work with young people is so valuable and should be recognised more.”

- Partner

What works best is their attitude with the kids. They are amazing, very caring, loving and always welcoming... They know the name of each and every one of the children.”

- Partner

They inject confidence in the kids.”

- Partner

## EXAMPLE: PARTNERSHIP WITH WICKETZ

The Wicketz programme is run by Cricket Scotland and Lord's Taverners. Wicketz is a cricket programme aimed at young people living in areas with high levels of poverty, providing cricket sessions and life skills workshops. Wicketz has been involved in delivering summer camp sessions within A CashBack Difference.

Interested young people were encouraged to sign up to Wicketz sessions, and there is a group of young people who signed up and have stayed involved for a year so far.



Through AMS many kids have joined up and continued their journey with Wicketz.”

- Partner

This partnership has helped Wicketz to reach new geographical areas, and spread their work further across Glasgow.



## Learning through the pandemic

The evaluation of A CashBack Difference focused strongly on face to face fieldwork with young people and young staff members. Instead of using a written or online survey, a face to face survey was used. This included simplified measurements for CashBack outcomes, and allowed participants to respond using thumbs up, middle or down responses for some questions, as well as responding to open ended questions.

These discussions gathered valuable information, including statistically significant survey information and richer qualitative evidence. The approach also reduced barriers to participation in the evaluation, through accessing young people at the A CashBack Difference sessions, and not requiring any written or online participation. This approach should be continued into Year 3.



# Appendix 1: Progress Against Targets

Year 1 Target	Target Years 1 and 2	Year 1	Year 2	Measurement
Overall number of participants	3,000	573	1,171	AMS Records
<b>Outcome 1: Confidence and resilience</b>				
Young people report confidence increasing	80%	100%	82%	Face-to-face participant survey AMS records
Young people feel more resilient	80%	97%*	91%	Face-to-face participant survey AMS records
Young people report positive supportive networks	80%	100%	86%	Face-to-face participant survey AMS records
Young people report positive changes in their behaviour	80%	97%*	81%	Face-to-face participant survey AMS records
Stakeholders report perceived positive changes behaviour	80%	100%	100%	Phone survey
Stakeholders report increased confidence and resilience of young participants	80%	100%	100%	Phone survey
<b>Outcome 2: Physical and personal skills</b>				
Young people gain accreditation for learning and skills development	10% 300	51	52	AMS records

\*97% felt happier

Year 1 Target	Target Years 1 and 2	Year 1	Year 2	Measurement
Young people report their skills are increasing	70%	92%	96%	Face-to-face participant survey AMS records
Stakeholders report participant skills increasing	70%	92%	100%	Phone survey
<b>Outcome 3: Health and wellbeing</b>				
Young people report increases in wellbeing feelings against SHANARRI	70%	100%	94-100%	Face-to-face participant survey AMS records
Stakeholders report increases in SHANARRI among young people	70%	100%	100%	Phone survey
<b>Outcome 4: Learning, employability and options</b>				
Young people achieve a positive destination (remain at school, training or learning)	50%		928+ 79%	AMS records
Young people engage in an activity agreement	20		45	AMS records
Young people take part in training	300	51	52	AMS records
Young people improve attendance	50%		67%	Qualitative work with schools and pupil case studies
Young people improve attainment	25%		67%	Qualitative work with schools and pupil case studies

Year 1 Target	Target Years 1 and 2	Year 1	Year 2	Measurement
<b>Outcome 5: Community contribution</b>				
Young people volunteering, coaching or leading	10% 300		48	AMS records
Hours of volunteering contributed by participants	10,000 hours		1,868	AMS records
Community focused awards achieved	250 8%		52	AMS records
Young people's perception of neighbourhood improves	60%		84%	Face-to-face participant survey
Young people have a heightened sense of belonging to a community	10%		91%	Face-to-face participant survey
Young people have increased motivation to positively influence community	60%		61-94%	Face-to-face participant survey
Other stakeholders perceive improvement in young people's contribution, links and interaction	60%	100%	100%	Phone survey

Year 1 Target	Target Years 1 and 2	Year 1	Year 2	Measurement
<b>Long term outcome: Diversion from involvement in the justice system</b>				
Young people feel less inclined to participate in anti-social and/or criminal behaviour	50%		86%	Face-to-face participant survey
Other stakeholders report perceived reduced anti-social and/or criminal behaviour	50%		100%	Phone survey

**Note:** Based on responses to the face to face survey, we can be 95% sure that the answers for the wider group of participants in Year 2 would be within 10% +/- the responses given by the 100 young people taking part in the survey. Confidence level is 95%, confidence interval is 10.

AMS survey is also statistically significant, involving discussions with 1,238 participants.

## Appendix 2: Method

This evaluation involved:

### → **Face-to-face interviews with young people**

We attended football and dance sessions and camps, and conducted a semi-structured interview and survey with 96 young people. We also held four in-depth discussions with pupils at one primary school who had participated in A CashBack Difference activity while at school. This fieldwork was undertaken in line with Covid-19 protocols, between November 2021 and April 2022.

### → **Face-to-face interviews with young staff members**

We held 12 individual interviews with young people who worked for A CashBack Difference. These interviews were held at Achieve More Scotland offices or during session visits.

### → **Stakeholder interviews**

We held online or phone interviews with five individuals from four stakeholders, including schools and third sector organisations.