

JUNE 2021

A CASHBACK DIFFERENCE: **Achieve More Scotland**



**ACHIEVE MORE!
SCOTLAND**





“

I feel better after I
have run about and
played different games
with the coaches. I
didn't get to do
anything like this when
the schools were closed.
I feel much better
now.”

Participant, 12 years old



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01

OUR ACTIVITIES

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.

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. A CashBack Difference focuses on identified areas in Glasgow, South Lanarkshire and North Lanarkshire.

2020 was a challenging year for everyone. National lockdowns and continued restrictions on life have limited what each of us have been able to do each day. Thanks to the continued support of the Scottish Government and Inspiring Scotland we have been able to adapt our programme to ensure that we were still able to engage with communities and help both young people and families through some very dark periods.

Our approach in 2020 changed into a more comprehensive community development and support programme, which fluctuated over the year.





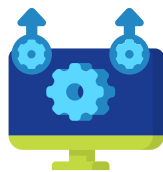
Our CashBack funded activities included:

Food parcels



We delivered food parcels and vouchers to thousands of people in **7** targeted communities across Glasgow and North Lanarkshire. This service of food parcel delivery allowed us to continue to engage with children, young people and families in targeted areas where CashBack projects would ultimately be delivered.

Online sessions



We delivered dance and fitness sessions online, due to the restrictions that were in place and challenges accessing venues in light of the public health situation.

Outdoor and community physical activity sessions



We delivered outdoor physical activity sessions in public parks and Multi Use Games Areas.

School based physical activity sessions



We delivered face to face sessions in primary and secondary schools, where schools were open and happy to receive external visitors.

Training



Young people took part in training courses online to develop their skills.

TIMELINE

QUARTER 1: APRIL TO JUNE 2020

Scotland was in full national lockdown. We focused on food delivery in 7 targeted communities across Glasgow and North Lanarkshire. We provided food parcels and vouchers to thousands of people in need of support. We used the resources available through CashBack, as well as additional funding through Cash for Kids, Wellbeing Fund, CAF Coronavirus Emergency Support Fund and the Scottish Government Recovery Fund.

We worked closely with schools, community organisations, housing associations and elected members.

We also were able to deliver some online dance and fitness sessions for young people who were engaged with our social media channels.



QUARTER 2: JULY TO SEPTEMBER 2020

Covid-19 continued to impact on the programme. However, we were able to start service delivery in a number of different communities across Glasgow on a limited and fairly restricted basis.

These sessions differed from our original plan. They were restricted based on availability of venues and stricter restrictions in place for young people aged 12 and over. They were delivered outdoors in Multi Use Games Areas and public parks in the communities of Springburn, Barmulloch, Haghill, Possilpark, Cadder, Pollokshields, Shettleston and Tollcross.

QUARTER 3: OCTOBER TO DECEMBER 2020

Although restrictions were still in place, we were able to deliver more sessions of activity. We introduced delivery in primary schools during school time, and community evening sessions.

In primary schools, we worked closely with schools to target activity at those in most need of support - including children and young people with additional support needs and social, emotional and behavioural needs. We also worked with two secondary schools to deliver some after school activities, but there were restrictions in place.

Evening football and multi sport sessions also took place, and attracted more young people aged 14 plus. Dance sessions mainly remained online due to lack of accessible venues.



QUARTER 4: JANUARY TO MARCH 2020

Another national lockdown was in place, making this a challenging period of delivery with no face to face delivery permitted. Activity stopped until mid March when direct delivery returned outdoors and in small groups in six schools.

Feedback from teachers found that the sessions helped to integrate children back into school much faster than anticipated, due to the fun and physical nature of the activities.



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OUR PARTICIPANTS

573

Young people took part


Age


0-15 → 502

16-18 → 48

19-24 → 23

Sex identity

 293
MALE

 280
FEMALE

Deprivation

573

All lived in the most deprived parts of Scotland

03

OUR IMPACT

Confidence, relationships and behaviours



Achieved

100%

of our young people reported their confidence was increasing

100%

of our young people reported improved relationships

97%

of our young people feel able to do new things

97%

of our young people reported reported feeling happier

100%

of other stakeholders perceived positive changes in the behaviour of young participants

100%

of other stakeholders perceived increased confidence and resilience in our young people

Target

80%

80%

80%

n/a

80%

80%



"I feel much better about myself. I really did not like the last year. I saw lots of people struggling and it was hard to watch. I have friends who's grans died because of coronavirus. The holiday camps at Easter were great and now we are back dancing 2 times a week it's so much fun. Everyone missed it."

Female participant, aged 14

"It has been great getting back to playing some football. I've missed it so much over the last months. I feel much better being with my friends and being outside and being able to play again. I hated being stuck in the house and not being able to do much. There are too many people in my house and it gets really hard sometimes."

Male participant, aged 14

"He comes home from school every day and talks about what he did with the coaches. In the past he would come in angry and just want to sit in front of the TV. Now he is coming home and helping me in the house more and going out to play. The difference has been massive, especially with there being no school for months, we really struggled."

Mother, 37, Cadder

"I can see a lot of difference in my brother. He has more energy, is happier and generally better behaved. I think because he has some place to burn up his energy again after the last year it really helps. The coaches are great with him as it's not easy working with a young person with autism as severe as he has it. They are patient with him and help the other kids to understand it. The fact he is able to socialise with other kids his own age definitely improves his confidence."

Brother of participant, aged 21

Physical and personal skills

Achieved

92%

92%

9%

of our young people reported their skills were increasing

of other stakeholders reported that young people's skills were increasing

young people gained accreditation for learning and skills development

Target

70%

70%

10%

"I feel much fitter and faster than I did before. Playing every day has made me stronger and faster."

Male participant, aged 11

"I didn't get to play football or run about much when we weren't allowed out of the house. I helped my mum look after my brothers and sisters and because my mum isn't well we didn't get outside everyday. It's been great getting to play football again. It's my favourite thing and I have got to see all of my friends again. My legs were sore for the first few times I came back but now I feel much stronger."

Male participant, aged 10

"You can see a big improvement in the participants skill levels. When we returned after summer and they hadn't been in school for almost 6 months and hadn't really been physically active you could see the weight that a lot of them had put on. You could also see how easily they got tired from playing simple games for 5 minutes, but now they are taking part for the whole session length."

Sessional coach

Health and wellbeing



Achieved

Target

100%

of our young people reported that they felt healthier and fitter

70%

100%

of other stakeholders reported perceived increases in health and fitness among young people

"It's been hard the last few months. Playing sport really helps me to stay healthy as I ate far too much during lockdown."

Female participant, aged 15

"I feel much stronger and fitter now. I was going walks with my mum to the shops for food when we couldn't go out but apart from that all I did was play games with my brother and sister at home but we don't have a garden so it was all in the house."

Male participant, aged 11

"I was really worried as during lockdown all they did was sit about and play games and only came out a walk when I went out for one and I don't keep in the best health so it's hard to walk further than a mile or so. I could see them putting on weight and becoming unhealthy so it's great they have been coming here and exercising and feeling better about themselves.."

Parent, aged 35

"The girls are much happier and fitter now than they have been all year or for ages. I kept telling them to get out of the house and go walks or runs or that but it's hard when they couldn't see their friends and there was nothing on for them to go to. Going to the club a couple of nights a week has helped them a lot. I see the weight they have both lost and the smiles on their red faces when they finish exercising."

Parent, aged 39

Learning, employability and employment

51 young people gained accreditation for learning and skills development

Young people took part in learning activities online. Participants completed a wide range of different training and learning courses, including Emergency First Aid, Starter Tennis (through the Judy Murray Foundation), Wicketz and Short Cricket (Cricket Scotland), Growth Mindset and Child Protection training.

It has not been possible to track positive destinations for young people, due to the challenges of project delivery this year.

There is some good evidence that taking part in Achieve More Scotland CashBack activity is helping young people in terms of their engagement with school.

Teachers commented on the difference Achieve More Scotland activity made to:

- Ability to learn
- Energy levels
- Behaviour in school
- Health and wellbeing
- Self-esteem, confidence and resilience.

Achieve More Scotland has also helped by targeting work with children who need more support to engage effectively at school.

"The Achieve More team have helped us massively by working with those children in primary 6 and 7 who need a bit more support. They work with them each day in addition to working with other groups across the school. As a direct result of the youth work with the older pupils I have seen improvements in their confidence, self-esteem, resilience and ultimately their learning."

Headteacher

"The difference in the children has been significant. Their energy levels are back up and their behaviour has massively improved. In the past I would have had to spend 1 to 2 hours after lunch working with individual children to try and calm down situations that happened during the lunch break but the Achieve More staff are experts in managing conflict, calming down the children who have behavioural issues and generally creating a fun environment for sport and physical activities which has the added bonus of reducing issues to begin with. I cannot speak highly enough of the work they have done over the last months."

Headteacher

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OUR EVALUATION WORK

The figures above are based on direct feedback from participants and stakeholders. Throughout the later part of 2020, on three occasions we asked for direct feedback from participants. We spoke with **107** participants aged 10 to 18, between September and December 2020.

Due to Covid-19 and the stop-start nature of the year, we focused in on a number of key questions which related to meaningful, measurable outcomes in relation to young people's involvement.

We were not able to measure outcomes around the contribution of young people to their community, or the diversion of young people from the justice system. However, crime statistics of interest to this project have in general dropped significantly this year due to the need for people to stay at home because of coronavirus.

During year 1 we kept in touch with Research Scotland, developing a foundation plan for evaluation work - with fieldwork planned for years 2 and 3.

In years 2 and 3, our evaluation partners Research Scotland will:

- meet with Achieve More Staff annually to reflect on learning
- attend at least 12 AMS sessions to hold group, pair and individual discussions with young participants to explore outcomes
- develop eight case studies exploring outcomes for young people - including views of wider stakeholders such as teachers or parents
- hold 12 telephone interviews with stakeholders to explore their views on outcomes for young people, and their partnership with AMS.

05

OUR ORGANISATION

In 2020/21 there have been no significant changes to the board of Achieve More Scotland or the senior management team responsible for managing and co-ordinating A CashBack Difference.

We have made a number of changes to the roles and responsibilities of some existing staff. These staff members will now have location specific responsibility linked to a community in Glasgow, North Lanarkshire or South Lanarkshire.

We have recruited new staff from the communities we work in through the UK Government funded Kickstart scheme, the Scottish Government funded Community Job Scotland Scheme and the Glasgow City Council funded Step-Up scheme.

These schemes provide funding to employ young people, typically aged 16-24 and provide them with an opportunity to learn and earn for 6 or 9 months. We have so far taken on 9 young people through these schemes of whom 5 come from targeted CashBack communities.

We also plan to recruit additional sessional workers over the coming months as services begin to pick up and resume. Several sessional coaches were unable to commit to continuing to work for Achieve More due to the need for secure and guaranteed work that Covid-19 created.

06

OUR COMMUNICATIONS

Over the last year we used social media to:

- raise awareness of our projects and activities
- announce changes to the project
- inform families of regular grocery pop-ups funded by CashBack
- connect with participant and families to provide wider support
- demonstrate the impact that Cashback has in the community.

Social media has been essential for us over the last year, allowing us to develop a new relationship with our audience and promote healthy habits during a difficult year. During 2020 we had more than **100,000** impressions for our CashBack related posts.



Twitter in 2020

363,540
IMPRESSIONS

1,954
FOLLOWERS



Facebook in 2020

407,350
IMPRESSIONS

5,769
FOLLOWERS



Website in 2020

107,033
IMPRESSIONS

We also have presence on LinkedIn, Youtube and Instagram to reach a wider audience. Our impact is lower in these platforms as they are secondary channels in our communication strategy. LinkedIn is still a growing platform for us.



Instagram

~3,000

IMPRESSIONS PER MONTH



Youtube

~3,000

IMPRESSIONS PER MONTH



LinkedIn

508

IMPRESSIONS PER MONTH

142

FOLLOWERS

We are extremely thankful for the ongoing support of our audience who helped to spread the word of the support services available from our charity to the community.

07

OUR PARTNERS

We work closely with schools to deliver A CashBack Difference:

- Haghill Park Primary
- St Paul's Primary
- Cadder Primary
- Parkview Primary
- Dunard Primary
- St Margaret's Primary
- St Thomas's Primary
- Willowbank Secondary

We also work with a wide and growing network of partners:

- Scottish Cycling
- Scottish Cricket
- EK Pirates (American Football Team)
- Nike (Nationally and EK, Buchanan Street and Bishopbriggs Stores)
- SCVO (Scottish Council for Voluntary Organisations)
- Kickstart – Department for Work and Pensions
- Glasgow City Council – Glasgow Guarantee and Step-Up Teams



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OUR FUTURE PLANS AND PRIORITIES



Looking ahead to the next year, we want to kick on with our CashBack programme. Covid has hit a lot of services and people hard but we were fortunate that we were able to adapt our programme and still able to engage with significant numbers of children, young people and families in need of support from targeted communities. In moving forward and with the lifting of Covid restrictions we aim to deliver a programme much closer to the one we originally planned, which will engage significant numbers of young people in free, openly accessible and locally delivered sport and physical activity opportunities which in turn will divert them away from criminality and negative lifestyle choices. These activities will be delivered by skilled and qualified youth workers and sports coaches as well as young volunteers who will be identified via the programme and given the opportunity to develop their CVs by undertaking new qualifications and practical volunteering and work experience.

We will continue to work closely with Glasgow City Council to deliver the city's largest school holiday programme which engages with hundreds of children and young people during every school break.



The main focus of this programme is to combat food insecurity and ensure that those children, young people and families in need of support have somewhere to go during the school holidays that can meet their needs in a non-stigmatic way.

We will continue to engage with a wide range of partners from third sector organisations, statutory bodies, sports governing bodies and local authorities to ensure that as many children, young people and families facing poverty and the problems that it causes are supported and helped in any way that we can. In particular, we will work closely with our growing network of schools, across both Glasgow and Lanarkshire to ensure that those children and young people in need of help are supported by a strong group of organisations that work together for the best interests of the children and young people both in school and in the community.

We have engaged with Research Scotland to carry out external evaluation of our work related to this programme and are excited about the collaboration.

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SPEND AND ACTIVITIES BY LOCAL AUTHORITY AREA



Activity in North and South Lanarkshire in 2020/21 focused on emergency response and food parcels, due to the pandemic. All 573 participants who took part in physical activities were in Glasgow.

Appendix One

FINANCIAL INFORMATION

Q1:Q4 APRIL 2020-MARCH 2021

	Original 2020/21 Request (£)	Actual Spend (£)	Target spend (£)	Variance (£)
Staffing costs Project co-ordinator	26,000	26,000	26,000	0
Sessional caching	63,360	59,526	65,380	-5,854
Venue hire	24,400	6,753	8,067	-1,314
Transport	12,310	6,055	8,051	-1,996
Volunteer quals	4,000	4,000	4,000	0
Clothing/uniforms	5,000	5,000	5,750	-750
Sports equipment	6,000	6,275	6,000	275
IT	2,800	3,200	3,200	0
Total project activity costs	143,870	116,809	126,448	-9,639
Management & marketing	15,000	15,000	12,750	2,250
External Evaluation	10,000	5,000	5,000	0
Total other project costs	25,000	20,000	17,750	2,250
TOTAL COSTS	168,870	136,809	144,198	-7,389



**ACHIEVE MORE!
SCOTLAND**



**CASH
BACK**
FOR COMMUNITIES

