

MAY 2022

# Achieve More Scotland ANNUAL REPORT

APRIL 2021 - MARCH 2022







You just want to respect them for like bringing you here and planning everything... Cause with Covid, nobody's really had anything like that... It's getting us back to normality again."





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# 01

## OUR ACTIVITIES

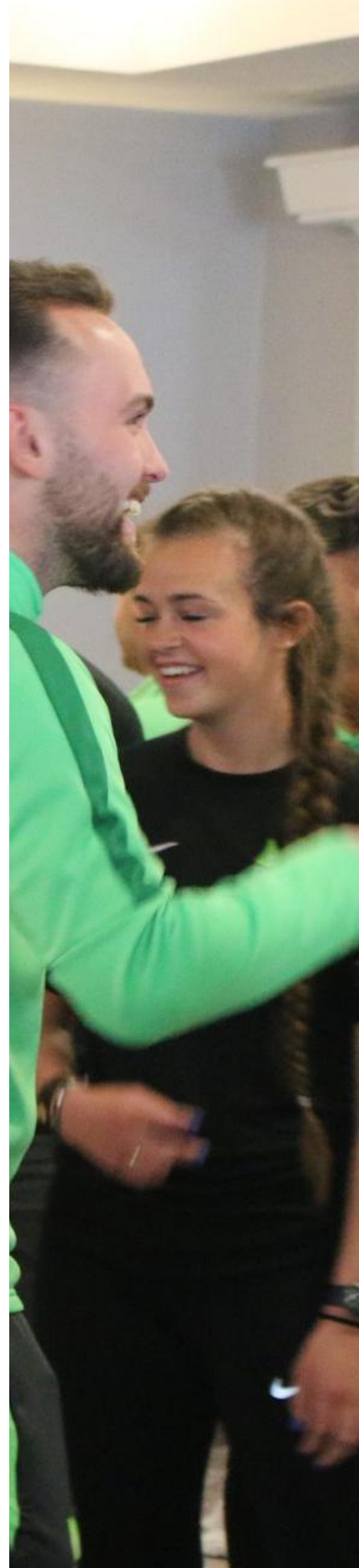
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In 2021/22 Achieve More Scotland's A CashBack Difference project supported **1,171** young people from areas of high deprivation in Glasgow and Lanarkshire.

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 and Lanarkshire.

2021/22 was another challenging year for everyone. The continuation of restrictions on life limited what each of us were able to do at different times throughout the year however thanks to the continued support of the Scottish Government and Inspiring Scotland we were able to adapt our programme during these times to ensure that we were still able to engage with communities and help both young people and families through some very dark periods. Since summer 2021, with the exception of the period of the Omicron spike in late 21/early 22 we have been able to deliver a much bigger programme than last year and significantly make up for time and activities lost during the lockdowns and restrictions.

Following on from 2020/21 our approach in 2021/22 continued to be a more comprehensive community development and support programme, which had to adapt at different times due to limitations placed on us by Covid-19. In spite of this we were able to work across 13 targeted communities with **1,171** different participants.



## **OUR CASHBACK FUNDED ACTIVITIES**

### **Community based sporting and physical activity sessions**

We delivered both outdoor and indoor physical activity sessions in community centres, schools, public parks and Multi Use Games Areas. Activities delivered were normally football, dance or gymnastics based upon the wants and needs of the young people participating.

### **Friday night football sessions**

We delivered monthly, moving to bi-weekly and eventually weekly our Friday Night Football programme which engaged with 150-250 participants each week as activities returned and more venues became available.

### **School based activity sessions**

We delivered face to face sessions in primary and secondary schools, where schools were open and happy to receive external visitors. Due to continued limitations on some venues we worked with schools to deliver our community sports sessions in the evenings from some school campuses.

### **Training**

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

### **Jobs**

We took 19 young people on through job placements and referred 26 others into placements over the last year. 11 of the 19 placements with Achieve More have resulted in full-time jobs thus far.

### **Volunteering**

Young people took part in community based volunteering across our children and young persons holiday camps, our school based activities and our evening community sport and physical activity sessions.

# TIMELINE

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## Quarter 1

We were able to deliver a fairly significant programme of community based sporting and physical activities in spite of on-going problems relating to Covid-19 in Glasgow and Lanarkshire, particularly across April and early May. We delivered community sessions in targeted areas including Govanhill, Possilpark, Milton, Kingsway, Cadder, Pollokshaws, Pollokshields, Springburn and Cadder. A mixture of football, dance and multi-sport/youth activities were delivered to young people aged 10-19. 481 participants attended sessions between April and June with 198 being new participants.

Online delivery continued for 2 dance classes due to continuing restrictions on venue availability.

We brought in 11 new members of staff via Kickstart, Community Jobs Scotland and StepUP Glasgow support and funding. The vast majority of these young people (aged 16-24) all came from areas where our CashBack projects were focused (Possilpark, Blackshill, Sighthill, Maryhill, Kingsway and Pollokshaws) and were previously participants in activities.





We were able to deliver our most significant programme of community based activities yet. We delivered community sessions in targeted areas including Govanhill, Possilpark, Milton, Kingsway, Cadder, Pollokshaws, Pollokshields, Springburn and Cadder. A mixture of football, dance and multi-sport/youth activities were delivered to young people aged 10-19. 811 different participants took part in activities over the quarter.

In part we think the high figures were due to the return of our Friday night football activities which alone had 509 attendances by 281 participants from 11 different communities in Glasgow.

We were able to bring our volunteers back together again and begin to plan out personal development and support plans.

We brought in 4 new members of staff via Kickstart and StepUP Glasgow support and funding. All young people were previously involved in our CashBack funded work.



The high figures were due to the continued growth of our Friday night football activities which alone had 896 attendances by 327 participants from 11 different communities in Glasgow (a further expansion on Quarter 2.)

We brought in 4 new members of staff via Kickstart, Community Jobs Scotland and StepUP Glasgow support and funding. All young people were previously involved in our CashBack funded work.

Over a dozen volunteers supported our October holiday camps and began to support some evening community sessions.

## Quarter 4

Across quarter 4 we were able to continue to deliver our full programme without interruption following a short Christmas/Omicron impacted break. We began delivery on a second Friday night at St Roch's Secondary which allowed us to further expand the Friday Night programme to accommodate up to 300 young people each Friday evening.

We were able to begin additional community football and dance activities in Royston, (through working closely in partnership with Active Schools and St Roch's Secondary,) Blackhill and Springburn.





943 different participants took part in activities over the last quarter (community sessions, schools work and volunteering.) This included 233 new participants of which 202 attended at least 4 sessions. This is very much due to adding new football sessions at Royston and Blackhill as well as new dance sessions in Springburn and Royston. With the continued expansion of Friday night football more young people participated. Friday night football activities alone has had over 1200 attendances by 342 participants from 13 different communities in Glasgow.

We brought in 2 new members of staff via StepUP Glasgow support and funding. All young people were previously involved in our CashBack funded work. We were able to transition 5 young people from CJS and Step Up funded posts into full-time work with ourselves thanks to support from Glasgow Guarantee. We were able to transition another 6 young people across into full-time employment thanks to support from SCVO.

We were able to recruit 31 new volunteers. Many of these young people gained their first volunteering experiences across both our February and Easter holiday camps which are supported by GCC through the Children's Holiday Food Programme.





## 02 OUR PARTICIPANTS

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**1,171** YOUNG PEOPLE TOOK PART

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### Age

10-15	→	<b>783</b>
16-18	→	<b>348</b>
19-24	→	<b>40</b>

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### Sex identity

	<b>701</b>		<b>470</b>
	<b>MALE</b>		<b>FEMALE</b>

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### Deprivation

**1,171**

All came from the 20% most deprived parts of Scotland, based on the Scottish Index of Multiple Deprivation (SIMD)



# 03 OUR IMPACT

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## Confidence, relationships and behaviours

ACHIEVED  
**82-100%**  
TARGET  
**80%**



The Achieve More coaches make such a difference to the children when they come in. The room immediately picks up and the children run up and give hugs and high fives and the energy levels just improve. Over the last year it has been really hard to involve all the children in activities at the same time as they are all coming from very different homes and varying situations but the Achieve More team are so good at doing this. It's not just the activities either, they spend so much quality 1-2-1 time with individual children who need that little extra support.

As teachers we know that a lot of the children will come back better after the summer as they have been spending each day with Achieve More at their camps."

- Depute Head Teacher



I missed my friends. At school you see your friends but you don't really get to do things together because you are in different classes but here at the football or the youth club we get to play and have a laugh and it's great. The coaches always help you and talk to you I think everyone has missed it."

- Participant, Cadder



There are usually a lot of problems up here and just last week there was a shooting and a couple of weeks ago there was a murder so this is when things need to be on to help the kids to make sure they don't get involved in these things. The A&M guys are great for this and they talk to the kids about these problems and tell them to stay away from it and do something positive. It is great to see 150 kids from all these different schemes and colours on the pitch on a Friday night playing football instead of reading about all the bad stuff that has been going on recently

- Parent, Milton



The difference in the children is massive. They are happier, less agitated and generally much better behaved. The children in this area have very little and there are a lot of struggles with poverty, violence and other issues at home therefore the role of the school, community groups and key role models is so important. The Achieve More staff I have been working with over the past 2 years has been inspirational to the children in my school and community. They have improved their physical and mental health, helped with food vouchers and parcels, given them selection boxes and even dressed up as Santa and his elves.

Parents have told me outright on over a dozen occasions that their child is happier, has lost weight, feels better about themselves, has learned new skills or is behaving better because of the Achieve More staff."

**- Head Teacher**



## Physical and personal skills

**96-100%**

**YOUNG PEOPLE  
REPORTED THEIR  
SKILLS WERE  
INCREASING**



My son has never been happier. He and his friends love coming here and playing each week. He is healthier than every before and has lost weight. He never used to play sport but now he comes to the club and goes out and plays on other nights as well."

**- Parent, Possilpark**

**100%**

**OUR STAKEHOLDERS  
REPORTED THE YOUNG  
PEOPLE'S SKILLS  
WERE INCREASING**



There has been a big difference in the children's fitness and happiness. I definitely think the two are linked. The children are happiest when playing a game with the Achieve More coaches, running about, learning and smiling. The variance of sports and games is fantastic and it helps us to manage some of the children with more challenging behaviour."

**- Teacher**



Achieve More is the best thing for all the boys from Govanhill. The football has 20 people at it each week and the Friday nights are just the best. We don't win too many games but the competition is the best thing. Hopefully we can win the tournament one day. Everyone is fitter than they were at the start, Martin has lost about 2 stone and Marek at least a stone because they want to do better in the games."

**- Participant, Govanhill, 17**

## Health and wellbeing

100%

OF OUR YOUNG  
PEOPLE REPORTED  
THAT THEY FELT  
FITTER AND  
HEALTHIER



Since I started back before summer I have lost a stone in weight and started to do more exercise. I didn't get to play football or anything else during all the lockdown stuff but when football is on and its right next to your house I am going to go and take part. You get to train for 2 hours and then play games. It's not just been great for me but also for a lot of the other guys. Some of them have lost lots of weight as well and others are brand new that we didn't know before."

- Participant, Pollokshaws

100%

OF OTHER  
STAKEHOLDERS  
REPORTED  
PERCEIVED  
INCREASES IN  
HEALTH AND  
FITNESS AMONG  
YOUNG PEOPLE



I have definitely got fitter because of coming to the sessions 2 times a week and getting to play on a Friday night. A lot of my friends have said the same things to me. The coaches work you hard but do it in a fun way by playing games and doing sessions that are different every time. I don't think I am a great footballer but I have improved my right foot and got better at understanding how to play my position on the pitch

- Participant, Blackhill



I have decided to apply to study fitness and health at college because of how much I have enjoyed the football sessions and fitness sessions over the last year. The coaches have helped me improve my health a lot over the last year and I would like to learn to help others to do the same. I have found the coaches really inspirational and I have always found it hard to lose weight and stay healthy but they relate everything back to being healthy and every choice has a consequence and that has made me think of things differently than every before."

- Participant, Milton, 19



## Community contribution and diversion

91%

OF OUR YOUNG  
PEOPLE HAD AN  
INCREASED SENSE OF  
BELONGING TO A  
COMMUNITY



I can tell you 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,"

- Participant

89%

OF OUR YOUNG  
PEOPLE FELT SAFER



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

- Participant

86%

OF OUR YOUNG  
PEOPLE FELT LESS  
INCLINED TO  
PARTICIPATE IN ANTI-  
SOCIAL OR CRIMINAL  
BEHAVIOUR



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."

- Participant



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

- Participant



## 04 LEARNING, EMPLOYABILITY AND EMPLOYMENT

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We have supported 45 young people to directly enter employment over the last year with almost half of these jobs being with us. Thanks to the support of SCVO, Glasgow Guarantee, StepUp and others we have been able to both create posts for young people furthest from the jobs market and been able to refer them into posts with other organisations who will support young people who face additional barriers to employment.

We have recruited over 40 new volunteers over the last year with almost 1500 hours of volunteering being completed. The majority of this has taken place over the last quarter of the year therefore we expect this number to increase significantly in year 3.

- 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.



I started on a StepUp post in May and it has been really good so far. I've mainly been working in Haghill which is an area I didn't know as I am from Possil but it's got a lot of the same problems as Possil. Lots of people don't work and struggle for money and the young people don't have the same opportunities as better bits of the town. A&M have been great with me as I was going to the coaching and training and they spoke to me, got me involved in volunteering and when I told them I was leaving school as I didn't like it they helped to get me a job working with them. For the first time I am doing something that I really like and think I am doing something good. I have 3 brothers and I am the only one that works but I have been trying to help them so they can get new skills as well and then get a job."

**- Participant, volunteer and now employee, Possilpark**



One of the coaches told me that there was a chance of working for the charity and I jumped at it. I was straight down to the job centre to tell my works coach to refer me and a week later I started in the job. I have learned a lot from Craig and Gio every day in school as well as from the other coaches who work at the night time sites. It's the great thing about this job and the people who work for the charity as they have all come from the areas we work in and know the problems that exist so we can help in ways others can't. A lot of the time we are able to do things to help people like me and younger people because of the way we work in schools and the community. It really makes a difference and I have loved all of the work so far."

**- Participant, volunteer and now employee, Blackhill**



The training courses have made a big difference when I am volunteering at the camps and schools. I know more games and know better how to speak to some of the kids about different problems. I hope to finish up school next year and start to work for the charity as I see how many other young people have started the same way I have and now work for them and run sites and camps."

**- Participant and volunteer, Springburn**



# 05

## EVALUATION

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We worked with Research Scotland to evaluate the impact of our work.

Research Scotland attended football and dance sessions and camps, and talked with 96 young people. They also talked with four pupils at one of the primary schools we work in, who had taken part in A CashBack Difference activity while at school. Discussions were also held with 12 young people who have moved on to work with Achieve More Scotland, and five stakeholders who work alongside A CashBack Difference.

Evaluation for year 2 found that there were clear increases in confidence, resilience and positive behaviour among young people. Almost all young people said that their skills were increasing and they felt healthier. More than two thirds said that A CashBack Difference positively impacted how they felt about school and learning. Young people also felt more connected to their community and more motivated to positively influence their community in the future.



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

- Participant



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

- Participant

Young people enjoyed the activities, and particularly valued the coaches as role models, supporting and encouraging them through their life decisions.



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

- Participant

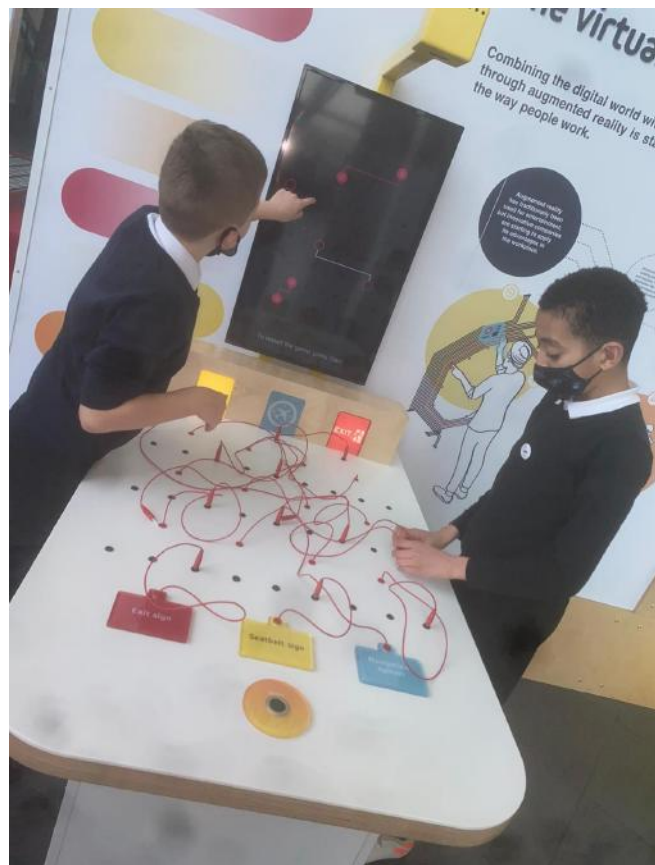
I like feel safe and nice and stuff, and there's food as well, and I enjoy it."

- Participant

Because of the pandemic, A CashBack Difference delivered more work in partnership with schools. This was highly valued by teachers and senior leaders in schools, and may not have developed in this way without the emergence of the pandemic.

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."

- School staff



# 06

## OUR ORGANISATION

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In 2021/22 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 and given them additional responsibilities in line with a substantially bigger operational delivery programme coming out of Covid-19.

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 StepUp scheme. A significant number of these posts have been supported to be made into full-time jobs following their conclusion thanks to financial support provided by GCC via Glasgow Guarantee, SCVO via South Lanarkshire Works and North Lanarkshire Council via their NL Works programme.

These schemes provide funding to employ young people, typically aged 16-24 and provide them with an opportunity to learn and earn for 6 months. Over the past year we were able to support 19 different young people through the employability job placement programmes with 11 of them having resulted in movement into a full-time job with the charity.

We have recruited additional sessional workers and volunteers in line with our growing operational programme.





# 07

## OUR COMMUNICATIONS

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Evidence suggests that by Winter 2020, Covid-19 had driven some 690,000 more people into poverty. This is despite Government interventions, including the temporary increase in Universal Credit. The pandemic had a severe impact on every aspect of education. There is evidence that, by Autumn 2020, children had experienced two months of 'learning loss'. This placed many children at increased risk of harm, including neglect, abuse and exploitation. Reduced social contact and lockdown restrictions meant that there were fewer opportunities to escape unsafe home environments and access help and support.

Due to the ongoing pandemic, the reports evidenced the mental health damage that children and young people in the country were facing. The most common issues connected to the pandemic were anxiety and difficulties sleeping. Because of that, our emphasis and focus has been on Mental Health campaigns and the road for recovery from Covid-19.

2021 saw the birth and development of a new communication channel for Achieve More Scotland: TikTok. Video content on short format that engages with young people and allows our participants to become creators.

We saw our largest growth on Instagram and TikTok. We focused on those channels with the intention to be able to provide support for our participants and continue our digital presence on the channels that they navigate most. Facebook, LinkedIn and our website had a steady growth throughout the year.

Some of the content included fun activities and also tips about how to take care of your own mental health, deal with difficult news or how to navigate the internet in a safe manner. We also created content to support activism and our continuous endorsement of campaigns for equality and to erase discrimination.

During 2021, we started a new Twitter account with added effort to rebuild our digital network and create unique content engaging with all our stakeholders. The development from the scratch of this platform has given us the opportunity to rethink its purpose and establish new relationships with teachers, schools, venues and funders.

Furthermore, our digital platforms have become a key to continuous communication with all our audiences and it has given us an insight into the needs of participants during difficult times. We also created entertaining content that could serve as a distraction for many. Moreover, our social media channels have been crucial in a recurring changing environment where we had to adjust at short notice.



# 08

## OUR PARTNERS

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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
- Cricket Scotland
- 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





# OUR FUTURE PLANS AND PRIORITIES

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Looking ahead to the next year, we want to continue to develop and sustain our CashBack programme as it reached full delivery in quarter 4 of 2021/22. Covid-19 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 in targeted communities. In moving forward we aim to continue to deliver a programme which has been engaging with hundreds of children and young people each week through the provision of free, openly accessible and locally delivered sporting and physical activities which in turn will divert them away from criminality and negative lifestyle choices whilst improving their physical and mental health and well-being. 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.

In 2022/23 we will develop a cadre of skilled volunteers who will help their communities in the wake of Covid-19. Inflation is surging and the cost of living is spiralling out of control. There has never been a greater need for our services and our CashBack programme. Poverty is expected to increase and more people will need our help and support and we are keen to ensure that we are always available to help where we can. Having more skilled and trained volunteers to support us to deliver new and additional services will allow us to help more children, young people and families facing the biggest barriers who are most in need.

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 will continue to work closely with Research Scotland to evaluate our work in the best possible ways.

We hope to support a significant number of young people into employment and wider positive destinations (college, university, apprenticeships) in the coming year. We hope to return to Erasmus+ or the new equivalent following Brexit. Pre Brexit and Covid-19 we sent significant numbers of young people abroad and also welcomed significant numbers to Scotland to experience a once in a lifetime opportunity and we hope to return to this in the coming year.



# APPENDIX ONE

## FINANCIAL INFORMATION

### Q1:Q4 APRIL 2021-MARCH 2022

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	Original 2021/22 Request (£)	Actual spend (£)	Target spend (£)	Variance (£)
Staffing costs Project co-ordinator	26,750	26,750	26,750	0
Sessional coaching	66,227	70,919	66,227	+4,692
Venue hire	35,374	32,133	35,374	-3,241
Transport	15,000	13,175	15,000	-1,825
Volunteer Qualls	3,000	3,240	3,000	+240
Clothing/uniforms	3,000	3,230	3,000	+230
Sports equipment	3,725	3,725	3,725	0
IT	1,000	904	1,000	-96
Total project activity costs	£154,076	£154,076	£154,076	£0
Management and marketing	15,000	15,000	15,000	0
External evaluation	10,000	10,000	10,000	0
Total other project costs	25,000	25,000	25,000	0
Total costs	£179,076	£179,076	£179,076	£0



# APPENDIX TWO

## ACTIVITY BY LOCAL AUTHORITY AREAS

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Around 85% of funding committed in the 2021/22 financial year was committed to the **Glasgow** area. This funding covered physical activity in partnership with local schools, Active School Co-ordinators and community groups, and included the ongoing distribution of essential food vouchers to families identified in conjunction with our school and community partners as the pandemic continued to have a significant and extended impact on families living within the communities targeted for service delivery.

### Glasgow

- Haghill - Haghill Park Primary, Alexandra Park and MUGA,
- Springburn - Springburn Road MUGA and Springburn Park
- Cadder - Cadder Primary School and Cadder MUGA
- Possilpark - Westercommon Courtyard MUGA and Milton Park
- Shettleston/Tollcross - St Paul's Primary, Tollcross Park and MUGA
- Maryhill – Dunard Primary School, Parkview Primary & St Mary's Primary School
- Govanhill – Goals 5-a-side pitches & Toryglen Football Centre
- Pollokshields – Maxwell Park MUGA
- Milton – ARC MUGA
- Royston – St Rochs Secondary
- Blackhill – Molendinar MUGA

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Around 15% of funding committed in the 2021/22 financial year was committed to the **North Lanarkshire** area. This funding covered play and physical activity in partnership with local schools, distribution of essential food vouchers to families identified in conjunction with our school partners as the pandemic continued to have a significant and extended impact on families living within the communities targeted for service delivery. Within North Lanarkshire, funds also contributed to one-to-one and small group support sessions for vulnerable young people who did not have the support of schools or community organisations.

#### **North Lanarkshire**

- Wishaw – St Thomas's Primary School
- Cumbernauld – St Margaret of Scotland Primary and Cumbernauld Primary
- NL wide - Willowbank ASN School

#### **South Lanarkshire**

0% of funding in the 2021/22 financial year was committed to the **South Lanarkshire** area as we deemed there to be others priorities based on our established presence within both Glasgow and North Lanarkshire, enabling us to focus our provision within communities we were known within. In South Lanarkshire we did not have an established base for service delivery, therefore we believed that the resources required to get services up and running at such a challenging time, would be better focused on areas, communities and participants whom we could assist through the ongoing challenges.



