

JUNE 2023



A CASHBACK DIFFERENCE

Achieve More Scotland

ANNUAL REPORT

APRIL 2022 - MARCH 2023





So far it has been fun and made a big difference. I've met a lot of new people and made some new friends. My confidence has definitely improved and I think it will help me when we go back to school after the summer."

Volunteer, Sighthill, 17





3,098

YOUNG PEOPLE SUPPORTED

OUR ACTIVITIES

2022/2023

In 2022/23 Achieve More Scotland's A CashBack Difference project supported **3,098** 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.

2022 was a very successful year for service delivery where we were able to support more children, young people and families than in the previous 2 years. We engaged significant numbers of young people in weekly volunteering and progressed dozens of participants into full-time education and/or jobs.

Our approach in 2022/23 continued to be a comprehensive community development and support programme aimed specifically at young people aged 10-24.



WE DELIVERED...

QUARTER 1

We delivered indoor and outdoor physical activity sessions in targeted areas including: Govanhill, Possilpark, Milton, Royston, Blackhill, Cadder, Acre, Pollokshields, Springburn and Haghill.

Activities included football, multi-sports, dance and gymnastics.

During this quarter, **1,117** different young people aged 10 to 19 took part through community sessions, schools work or volunteering. This included 301 new participants, of which 253 attended at least four sessions.

We worked closely with our partners, Glasgow City Council and Cash for Kids to support thousands of children and families throughout the school holiday periods.

QUARTER 2

Over this quarter we engaged with **1,921** different young people of which 583 were completely new participants. Throughout the summer, we delivered our evening programme alongside a comprehensive summer programme. This allowed us to engage with more young people over this quarter than at any period of our CashBack delivery. Of the 1,921 participants, 1,754 attended at least six sessions.

We worked with a significant number of partners during this quarter including: Glasgow Chamber of Commerce, Scottish Cycling, Scottish Tennis, SamH, NHS Glasgow and Clyde, EK Pirates American Football, Nike, Sage Accounting, Glasgow Kelvin College and of course all of our primary and secondary school partners.

QUARTER 3

Over this quarter we were able to deliver out full programme without interruption.

Numbers attending continued to be high and we engaged with 1,511 different young people, of which, 281 were completely new participants. Continuing with out evening programme alongside a full comprehensive October holiday programme we were able to engage with more young people than last year at the same time. Of the 1,511 participants, 1,354 attended at least 6 sessions.



Our annual dance competition took place at St. Roch's Secondary with hundreds of CashBack participants performing or watching along with parents, carers and other family members.



QUARTER 4

Over this quarter numbers continued to be very high. We engaged with 1,319 different young people of which 189 were completely new participants.

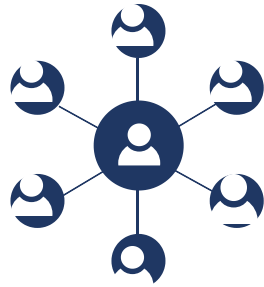
We continued with our evening programme over the full quarter alongside a full comprehensive February holiday programme. This enabled us to engage with more young people over the quarter than last year at the same time.

Of the 1,319 participants, 1,087 attended at least four sessions across the quarter.





OUR PARTICIPANTS



1,354

NEW PARTICIPANTS

TOTAL ENGAGEMENT INCLUDING
PREVIOUS PARTICIPANTS

3,098

APPROXIMATELY **40%** OF PARTICIPANTS
WERE MINORITY ETHNIC

10 to 15 years


665


16 to 18 years

616

19 to 23 years

73

 **654**
MALE

 **548**
FEMALE

152
DON'T KNOW

All came from SIMD 1, or the 10% or 20% most deprived parts of Scotland, based on the Scottish Index of Multiple Deprivation (SIMD).

OUR IMPACT

CONFIDENCE, RELATIONSHIPS AND BEHAVIOURS

ACHIEVED

88%

TARGET

80%

YOUNG PEOPLE REPORTED
THEIR CONFIDENCE
INCREASING



Where I stay is safer now than it used to be. I think there are a lot of different reasons why, I think covid has changed things and people stay inside more but I feel safer because I know more people and I have confidence in myself."

- Participant, Springburn, 17



I have a lot of friends involved in bad stuff. Some of them smoke weed, some drink all the time and others just don't care about school and do what they want all of the time. Some of these friends now come to the football and it has definitely stopped the amount they drink and smoke. It's the great thing about football, when you see yourself getting a little better you will try and stop the bad stuff to get even better again. That's definitely what the youth workers have been good at doing with my two friends."

- Participant, Milton, 15



I definitely feel safer walking about now than I did before. I can feel a difference inside me. I used to want to go out every night and be with my mates, we would have a drink and get into a bit of trouble. Now, I don't think it's a good thing. I have had a bit of bother with the police before and it didn't end good. My mum would go mad at me as well. The coaches really hep you and get you to see things differently. They aren't like teachers or other folk that pretend to know what is going on, they all live around here and know everyone so I think they get a lot of trust and respect."

- Participant, Royston, 17

ACHIEVED

92%

TARGET

80%

YOUNG PEOPLE REPORTED
FEELING MORE RESILIENT

CONFIDENCE, RELATIONSHIPS AND BEHAVIOURS

ACHIEVED
86%

TARGET
80%

YOUNG PEOPLE
REPORTED BEING ABLE
TO DO NEW THINGS



I feel much better about myself than I used to. Coming along to the training and getting to help some of the younger kids has been great to do and definitely want to do more of it."

- Participant and volunteer, Milton, 19



I honestly don't know what I would be doing during the week or a Friday night if I was coming along to the stuff. A couple of my brothers are doing time and I don't want that to be me. I try to do well at school but struggle. The coaches here are brilliant, they have really helped me to see things differently. I hang about with a different group of people now than I used to. All of them take part in the Friday night football, its great. When we finish on a Friday we go to one another's house and have some fun and talk a lot about the games from that night. Before Friday nights I would just sit in and drink and go out for food later on and who knows what would happen then. I really feel much about myself and know I am different person from before."

- Participant, Firhill, 17

ACHIEVED
100%
TARGET
80%

YOUNG PEOPLE
REPORTED POSITIVE
SUPPORT NETWORKS

ACHIEVED
100%
TARGET
80%

STAKEHOLDERS REPORTED INCREASED
CONFIDENCE, AND POSITIVE BEHAVIOUR
IN YOUNG PEOPLE

PHYSICAL AND PERSONAL SKILLS

ACHIEVED

86%

TARGET

70%

YOUNG PEOPLE REPORTED
THEIR SKILLS WERE
INCREASING



So far it has been fun and made a big difference. I've met a lot of new people and made some new friends. My confidence has definitely improved and I think it will help me when we go back to school after the summer."

- Volunteer, Sighthill, 17



I love the dance. We are working towards a show just now at the end of the year and I cant wait. I have never got to do anything like this before. I am much healthier than I was and its even better for my sister. My sister has lost so much weight and is happier. I can really see the difference. I have learned 3 different types of dance so far and my coaches have told e I am really good and can learn even more."

- Participant, Cadder, 12



The difference in the children is massive. Achieve More have made such a significant impact on the lives of the children in the community. The children are healthier, happier, safer and generally believe in themselves more. There are children who would never have participated in anything before and had few friends. Achieve More have changed that. I now see children smiling and running past my office each day and later on the evening that are taking part in sessions with them. What a fantastic thing it is that they do."

- Deputy Head Teacher, Maryhill



My kids are genuinely much happier and healthier for coming to these classes than anything else. I can see how many friends they have made, how many new things they have learned and how much fitter they are. My girl goes to the dance twice a week and my son goes to the football every week. The coaches are great with them and my daughter is a lot less self-conscious now because of taking part. She doesn't worry about what clothes she is wearing or how she looks like she always used to."

- Parent, Cadder

ACHIEVED

100%

TARGET

70%

STAKEHOLDERS
REPORTED YOUNG
PEOPLE'S SKILLS WERE
INCREASING

PHYSICAL AND PERSONAL SKILLS



This was a really different summer for me. I normally spend a lot of time around the house and if we are lucky we might get a few days away here or there at my aunties caravan but this summer I volunteered for 5 weeks at the holiday camps and it was great. I mainly helped out at Cadder but did some volunteering at Parkview as well. I learned a lot from the youth workers and coaches that helped me. I've been told that I have got much better at speaking with the kids and taking activities and telling them what to do. The training we have done has definitely helped with this. I now know what I want to do and that is help other kids and do what A&M do. What a difference it makes to a lot of the kids and mums and dads they work with and would like to help more if I can."

- Volunteer, Possil, 16



I volunteered 3 weeks across the summer and it was a lot of fun. I was at St Roch's helping with the dancing and there were 5 of us volunteering to help the girls prepare for a dance show at the end of camp. It went great and the girls smashed it. I have learned a lot about myself during the camps and I am now helping out at sites during the week. I really like to help teach dancing and it will be good for my applications to college when I apply for dancing next year. I have learned a lot in only one summer and I think come the next camp I will be even better at delivering."

- Volunteer, Royston, 17



The volunteering has been great so far. The guys have helped me a lot with how I speak to people and hold myself. I can't help that I'm a big guy but I've been told I could come across really aggressive with the way I talk and stand but this wasn't what I was trying to do so the help I have been given with has been great. I've been helped to stop swearing as much and I even now have a job interview thanks to Kiera."

- Volunteer, Springburn, 19



I can't wait for the next courses to come along. Scottish Cycling were great and so was the American football one. These are things I would never have done before but in learning it you learn new games and ways of working with other children. I am really looking forward to the gymnastics one and I know a lot of the other girls are the same. This goes down really well at camps and the night time sessions so I want to learn as much as I can so I can deliver it the best I can."

- Volunteer, Haghill, 18

HEALTH AND WELLBEING

ACHIEVED

100%

TARGET

70%

YOUNG PEOPLE
REPORTED
IMPROVED
WELLBEING



The football has been great for me. I don't play for a team and there is no sport I like at school. I'm not good enough for the school team. I love playing in the Friday Night Football and have made a lot of new friends. I have started running which I would never have done before so I can get better at football. I do this with a couple of the boys I met at the Friday Night Football. I am going to try and start volunteering soon as I think I would be good at it."

- Participant, Springburn, 17



I can do things now that I couldn't do before. I am stronger and faster and much fitter. My coach says I could dance when I am older if I want to and I think I would like to do that."

- Participant, Milton, 12



I am much fitter than I was before. I can now last a whole game but before I would be shattered after 20 minutes. You see this with a lot of the guys in the team."

- Participant, Maryhill, 15



I have lost a lot of weight since I started in the project 7 months ago. I must have lost about 2 stone in weight. My mum had to buy me new clothes because it was that much weight."

- Participant, Maryhill, 17



My son is so much happier and healthier than he has ever been. In the past I had to argue with him to eat healthier and stop eating chips all the time but I know it hard when they are out with their friends and there are no healthier options. Now he will walk to the shop to buy fruit and eats more rice and says its all so he can be better and training and playing. What a difference it has made to my boy."

- Parent of above participant



Dancing is great for keeping you healthy. My sister and me come twice a week and it helps us. When we do P.E. in school now I am definitely the fittest there. My sister is strong, she can do things that not many other people can do and its great to watch."

- Participant, Cadder, 12

ACHIEVED

100%

TARGET

70%

STAKEHOLDERS
REPORTED
PERCEIVED
IMPROVEMENT IN
WELLBEING OF
YOUNG PEOPLE



LEARNING, EMPLOYABILITY

ACHIEVED

75%

TARGET

50%

YOUNG PEOPLE
ACHIEVED A POSITIVE
DESTINATION

ACHIEVED

42%

TARGET

25%

YOUNG PEOPLE
IMPROVED
ATTAINMENT

119 (100 TARGET)

YOUNG PEOPLE TOOK PART IN TRAINING, LEADING
OR COACHING

139

YOUNG PEOPLE ACHIEVED ACCREDITATION FOR
THEIR LEARNING


Young people who progressed through the programme last year, carried out over 5,800 hours of volunteering.

Young people took part in skills development and learning activities. Participants completed a wide range of different training and learning courses, including Emergency First Aid, Cycling Scotland Introduction, Sports Leaders, Wicketz,


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. This is supported by headteachers across the schools in which we deliver services. 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.

 I have wanted to volunteer since I first heard about it. Sinky and Paul told me about it and I was like, yeah, sign me up. I think it will help me get fitter and healthier but also help me get better at speaking to people and hopefully it can lead to me working for achieve more or something like it as I would love to work with kids.”

- Volunteer, Springburn, 19

 I want to volunteer as I think it will be good for helping me to become a PE teacher. I didn't get the grades at school that I needed but after talking to Kiera and Paul I think this will help me get the experience I need plus I am going to college. When I put the 2 together I hope it is enough to get me into teaching.”

- Volunteer, Blackhill, 18

 I haven't got much on just now and haven't done much since finishing school last year so I thought this would be good for me. My mum keeps telling me to do something and when I told her I was going to start volunteering she was happy and stopped moaning. I think I will be good at it and love dance and being around children and young people so I think I will be really good at it.”

- Volunteer, Acre, 18

COMMUNITY CONTRIBUTION AND DIVERSION

ACHIEVED

88%

TARGET

60%

YOUNG PEOPLE
IMPROVED THEIR
PERCEPTIONS OF
THEIR
NEIGHBOURHOOD

ACHIEVED

88%

TARGET

60%

YOUNG PEOPLE
IMPROVED THEIR
MOTIVATION TO
IMPROVE THEIR
NEIGHBOURHOOD

ACHIEVED

97%

TARGET

10%

YOUNG PEOPLE
HAVE A
HEIGHTENED SENSE
OF COMMUNITY

ACHIEVED

100%

STAKEHOLDERS
PERCEIVED
IMPROVEMENTS IN
YOUNG PEOPLE'S
CONTRIBUTION,
LINKS AND
INTERACTIONS

LONG TERM OUTCOME: DIVERSION FROM INVOLVEMENT IN THE JUSTICE SYSTEM

ACHIEVED

92%

TARGET

50%

YOUNG PEOPLE
FEEL LESS
INCLINED TO BE
INVOLVED IN CRIME
OR ANTI-SOCIAL
BEHAVIOUR

ACHIEVED

100%

TARGET

50%

STAKEHOLDERS
PERCEIVED
REDUCTIONS IN
CRIME AND ANTI-
SOCIAL BEHAVIOUR



OUR ORGANISATION

2022/2023

In 2022/23 there were 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 recruited new staff from the communities we work in through different employability initiatives. These schemes provided funding to employ young people, typically aged 16-24 and provides them with an opportunity to learn and earn for 6 or 9 months.

We have thoroughly enjoyed being a part of the CashBack cycle and know we have made a significant difference to the lives of the children, young people and communities that we have supported over an incredibly challenging 3 year period.



OUR COMMUNICATIONS

The purpose of this report is to outline the effectiveness of our communication efforts over the past year, specifically focusing on the use of social media channels to raise awareness about our projects and activities, and to provide an overview of the impressions and engagement achieved.

SOCIAL MEDIA ENGAGEMENT

Throughout the year, our organisation has consistently utilised social media platforms to disseminate information and engage our target audience. This approach has proved vital in showcasing the positive impact of CashBack on the community. We have successfully leveraged platforms such as TikTok, Instagram, and short form videos, which have emerged as crucial communication tools. Our content has reached a wide audience, with multiple videos surpassing 12,000 views, and one video going viral, garnering 129.3k views. This strategy not only allows us to promote our initiatives but also enables participants to become creators and learn about social media platforms in a safe manner. As social media trends evolve, we recognise the need to create tailored content for various stakeholders.

129,000+

people reached
through our social media
channels



IMPRESSIONS AND REACH

In terms of our online presence, we have achieved substantial visibility on various platforms. Twitter has been instrumental in generating 119,279 impressions, indicating a high level of engagement. Our website received 170,186 impressions, while our Facebook page reached 100,694 individuals, accumulating 131,275 impressions. Our Facebook following stands at 5,852, demonstrating a dedicated audience. On Instagram, we have amassed 1,214 followers, with consistent growth observed across all platforms. Cumulatively, our CashBack-related posts generated over 128,000 impressions, reflecting the impact of our communication efforts in raising awareness of our charitable services.

SECONDARY CHANNEL STRATEGY

In addition to primary social media channels, we maintain a presence on secondary platforms to expand our outreach. Although the impact on these platforms is comparatively lower, they remain essential components of our communication strategy. LinkedIn, for instance, has garnered 251 followers, and we have devised a targeted strategy to optimise engagement. YouTube, on the other hand, has witnessed 150 hours of watch time for our videos during 2022.

CONCLUSION

Our social media channels have played a central role in effectively communicating our organisation's projects and activities. By leveraging various platforms, we have achieved significant engagement and impressions, showcasing the positive impact of CashBack on the community. We express our gratitude to our supportive audience, as their contributions have been invaluable in spreading awareness of our charitable endeavours. Moving forward, we will continue to refine our strategies and explore new avenues for expanding our online presence.

OUR PARTNERS

We work closely with schools to deliver A CashBack Difference:

- Haghill Park Primary
- St. Paul's Primary
- St. Roch's 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
- Tennis Scotland
- Scottish Cricke
- EK Pirates (American Football Team)
- Nike (Nationally and EK, Buchanan Street and Bishopbriggs Stores)
- SCVO (Scottish Council for Voluntary Organisations)
- Glasgow Chamber of Commerce
- Glasgow Kelvin College
- Glasgow City Council
- North Lanarkshire Council





EVALUATION

We worked with Research Scotland to evaluate the impact of our work. The full evaluation report for phase five covering 2020 to 2023 is available separately.

Across Phase 5 (2020 to 2023) Research Scotland attended football and dance sessions and camps, and conducted a semi-structured interview and survey with 169 young people. This is considerably above the evaluation target of speaking with 120 young people and was achieved through strong joint working with the AMS team. Research Scotland also held four in-depth discussions with pupils at one primary school who had participated in A CashBack Difference activity while at school. This approach avoided use of written or online surveys, instead using a simple face to face survey and conversation which gathered valuable, statistically significant information and richer qualitative evidence, while removing barriers to participation in the evaluation.

The evaluation highlighted that young people achieved positive outcomes through attending the activities – in relation to confidence, wellbeing, engagement with learning, skills, employability and sense of community. Young people felt happy, excited and safe when they attended our activities, and built strong relationships with the coaches, who became positive role models. Having a young staff team, with most drawn from former participants, was key to success. Through providing activity for young people at times when diversion is most needed – such as Friday evenings – young people were supported to engage in positive activity and shift away from antisocial behaviour.

Working with primary schools, initially in response to Covid regulations and challenges, has been a significant source of learning. It has allowed us to engage with people at a younger age, and primary schools became key partners over phase five. Schools and wider partners working with us felt that their work was valuable, and our approach adaptable, flexible and supportive. Partners talked about the importance of the relationship-based approach our staff take, and felt that key part of our success was that we treat young people with respect, nurture them to achieve their potential and offer opportunities for participants to train and support themselves into work or further learning.

APPENDIX ONE

FINANCIAL INFORMATION

Q1 (APRIL 22) - Q4 (MARCH 2023)

	Original 2022/23 Request (£)	Actual spend (£)	Target spend (£)	Variance (£)
Staffing costs Project co-ordinator	27,700	27,700	27,700	0
Sessional coaching	66,227	66,227	66,227	0
Venue hire	37,063	37,063	37,063	0
Transport	17,125	17,125	17,125	0
Volunteer Quas	3,000	3,000	3,000	0
Clothing/uniforms	3,000	3,000	3,000	0
Sports equipment	4,000	4,000	4,000	0
Laptops & IT Support	1,000	1,000	1,000	0
Total project activity costs	£159,115	£159,115	£159,115	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	£184,115	£184,115	£184,115	0

APPENDIX TWO

ACTIVITY BY LOCAL AUTHORITY AREAS



