



# CashBack for Communities Off the Bench

## Annual Report

2020-21



# Welcome

Our CashBack Off the Bench report gives an insight into the work that has been put into the programme during a pandemic.

We're delighted to have five community trusts on board for the programme. Each will use the power of football to inspire young adults to make informed decisions and find the right path.

We've worked with community trusts to build strong local and national partnerships. Our strategic partnerships with national organisations include Police Scotland, Scottish Fire and Rescue, The Crown Office and Procurator Fiscal Service, and the Scottish Association for Mental Health (SAMH).

Despite the programme not having launched due to the pandemic, this report highlights the groundwork put in place to offer young people a high quality programme. It also outlines our aim to condense the programme into the three year plan.

We believe that this is a fantastic opportunity to support young adults aged 18-24 across Scotland and cannot wait to begin our first sessions.

You can find out more about the SPFL Trust and community trusts on our website: [spfltrust.org.uk](https://spfltrust.org.uk)

**Warren Hawke**  
Interim CEO, SPFL Trust

[spfltrust.org.uk](https://spfltrust.org.uk)

# Project Overview

CashBack Off the Bench is a 16 week, one day a week, programme for 18-24 year olds who have committed offences or are considered to be at risk of offending.

It will take place at five different football club grounds across Scotland, at Falkirk, Hearts, Dundee, Motherwell, and St Mirren.

The impact of the Covid-19 pandemic has prevented the direct delivery of the project so far, but presented us with an opportunity to invest in what we believe will be a life-changing programme.

CashBack Off The Bench will focus on key themes including

Education

Physical health

Mental health

We are also pleased to have secured a successful SQA Centre application.

When the programme starts it will be delivered by the Community Trusts representing each of the five participating clubs and key external partners.

These include: Police Scotland, Scottish Fire and Rescue Service, The Scottish FA, Show Racism the Red Card, Skills Development Scotland, SAMH and other local organisations.

Programmes will focus on themes such as sectarianism, flares/pyrotechnics, anti-social behaviour, homophobia, organised violence, racism, drugs & alcohol, laws of the game and positive destinations.

Young people, aged 18-24, will work towards:

- Three different SQA certificates to help with employability
- Scottish FA coaching badges delivered by qualified Scottish FA coaches
- Saltire Award, through a community volunteering project

On completion of the programme and with suitable behaviour, participants will be offered the chance to volunteer for 'their' club.

This programme has been designed to enable young people to build a better path for their future, free from anti-social behaviour.

# The impact of the pandemic

## Outcome 1

Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour.

Police Scotland have committed a plain clothes officer to each cohort to help build rapport with participants and breakdown barriers.

Sessions delivered by a variety of partners including; Scottish Fire & Rescue, Show Racism The Red Card, and Leap Scotland.



SHOW  
RACISM  
THE  
RED  
CARD



Covid-19 impacted the programme by halting direct delivery and the launch of the programme. Despite this set-back we are still confident of delivering the 3-year programme in a compressed format over 2-years. In this new format it would still allow us to reach 240 young people.

We've used the non-delivery period to build partnerships with both local and national organisations. It has also allowed for a successful SQA Centre application and compilation of a programme that will focus on key themes: education, mental and physical health.

## Outcome 2

Young people develop their physical and personal skills

We have partnered with the Scottish Football Association (Scottish FA) to offer young people the opportunity to earn their Level 1:1 coaching badges.

The Scottish FA Level 1.1 Introduction to Coaching course aims to develop a basic understanding of:

- The Scottish FA coach education pathway and the coach's learning journey
- Effective communication and player interaction to develop effective delivery
- The fundamental principles of a games-based approach to player development
- The role of the coach within the coaching process
- How to solve some common problems faced by the coach
- The referee department will provide sessions on 'Laws of the Game'



## Outcome 3

Young people's health and well-being improves

The participants will be provided with sports equipment and physical activity will be promoted throughout the programme.

We have partnered with SAMH to deliver an all day session to each group to understand better ways to look after their mental health. It will help the young people to better understand the importance of mental health.

## Outcome 4

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

We are now an approved SQA Centre and will offer young people the following certificated courses at SCQF Level 4:

First Steps to Employment  
Problem Solving  
Working with Others

Skills Development Scotland (SDS) will deliver two sessions. The first will introduce SDS services to the participants. The second will be a full session for young people to offer SDS support and exit planning information in line with the national careers information and guidance framework.

## Outcome 5

Young people contribute positively to their communities

Working individually and as a group the participants will create a community programme. The participants will choose their citizenship activity and then research and develop a programme.

The young people will receive Saltire Award hours for this, and their efforts will contribute to their problem solving and working with other SQA units.

## Outcome 6

Young people are diverted from criminal behaviour or involvement with the criminal justice system

A combination of previous outcomes will lead to the young people being diverted from criminal behaviour and put on a clear path to thrive.

Qualifications  
Access to SDS support  
Contributing to their local community  
Potential to volunteer with club or trust

We will invite participants from cohort 1 back to inspire others with their stories of success.

Over the compressed format of the programme we will deliver to a total of 240 participants over the life-span of the programme. Each ATC will engage with 48 participants across three cohorts.



# Financial Chart

## Year 1

CashBack grant

**£136,821**

Here's how we've spent our budget so far:

### Coordination

**£33,091**

(Programme Co-ordinator  
£31,341 plus expenses £1750)

### Course Places

**£80,000**

(5 SPFL Club payments)

### Generic Education

**£5,325**

(£2,925 SQA Set Up/  
£2,400 ACE Training)

### Marketing

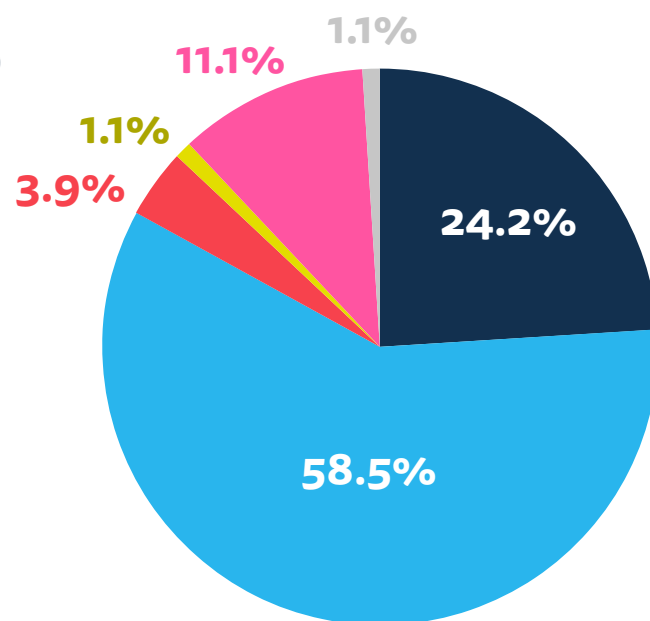
(£1,666)

### Programme Management

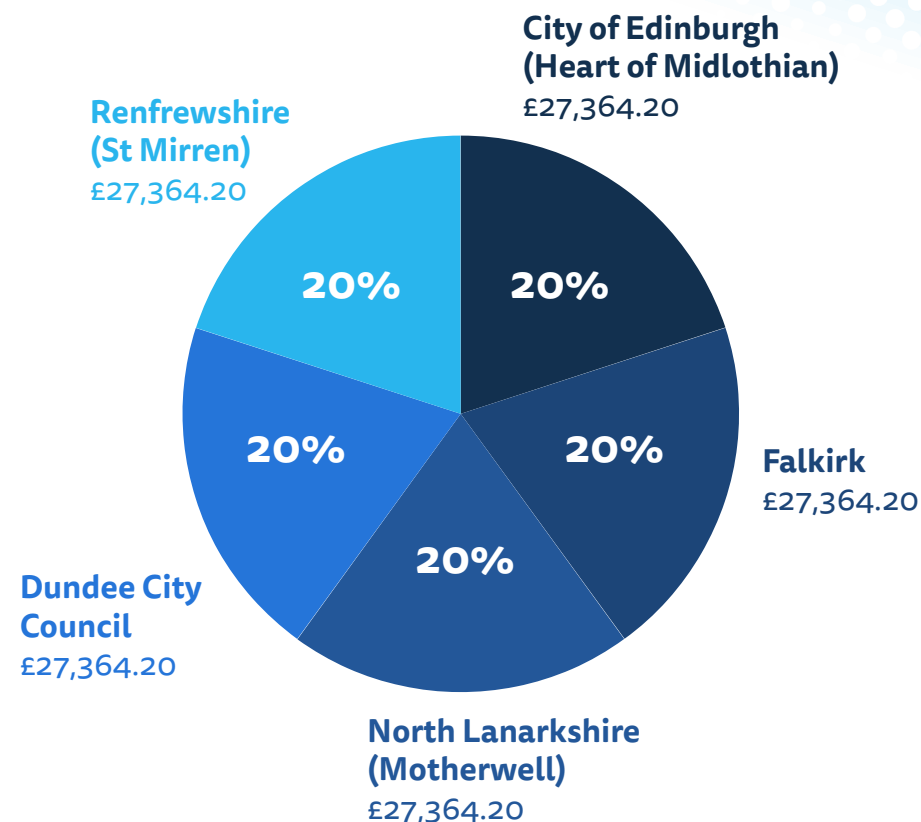
(£15,239)

### External Evaluation

**£1,500**



Five local authorities are involved in the delivery of this programme, with the overall budget allocated equally as follows:



# Evaluation

The CashBack Off the Bench programme will be evaluated in partnership with Social Value Lab. The overall aim of evaluation is to understand and provide evidence of the impact of the CashBack Off the Bench programme on young people's lives.

The detailed objectives of the evaluation are to:

- Assess the extent to which the programme has achieved the outcomes agreed with Scottish Government
- Provide a mixture of quantitative and qualitative evidence of the impact of the programme on young people, clubs and communities
- Produce comprehensive and attractive case studies illustrating the impact of the programme
- Prepare compelling reports that demonstrate the impact of the programme to the Scottish Government; SPFL Trust and external stakeholders
- Use the evidence to assess lessons learned and make recommendations for improvement of the programme.



# The importance of partnerships

The Associated Trusts and Clubs (ATCs) involved in CashBack Off the Bench are at the heart of their local communities. The activities, services, and programmes they provide can be vital in helping in the local area, and CashBack Off the Bench will be no different.

The importance of partnership working with national and local organisations is key to the success of the project. It will help identify young people on a local level and put them forward to their local club. The local partnerships will allow the individuals to receive support through the 16-week programme and build relationships.



## **Big Hearts**

"We hope that Tynecastle Park becomes a place for young people to learn about positive behaviours, as well as creating opportunities for them to grow as individuals."



## **Dundee in the Community Trust**

"We want to deliver change and transform lives for those in our community."



## **Scottish Fire and Rescue**

"This is a groundbreaking programme with the clear potential to deliver the ultimate goal of keeping people safe."



## **Police Scotland**

"Off the Bench offers young people the opportunity to take the steps towards a positive future."



## **SAMH**

"Off the Bench is the perfect example of the transformational impact participation sport can have, especially when it comes to young people."



# Engagement and social media

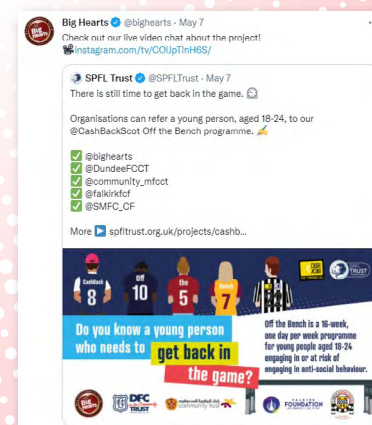
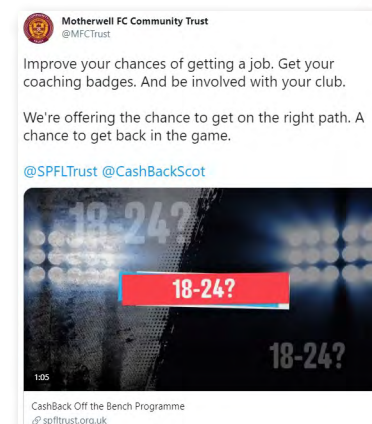
We created assets for the five ATCs to engage with local partners.

This included:

- **Posters/digital pdf with a version directed towards organisations and one for young people**
- **A promotional animation to be shown to young people when discussing the project**
- **Workshops on asset used for partnership engagement**
- **Workshop on case studies**
- **The opportunity to have their content branded for social media use**

The partnership assets were supported by social media activity on SPFL Trust channels to encourage organisations to find out more and refer young people to the project.

PR has already begun contacting several media outlets to discuss future coverage once the programme is up and running.





"Off the Bench offers a great opportunity for participants to take steps towards a positive future. Engaging with programmes such as this is central to our core purpose of improving safety and wellbeing in our communities."

Marian MacLean

Inspector, Engagement and Assurance, Police Scotland



"Cashback Off The Bench is a great opportunity for young people. We want to improve each person's skill-set through the delivery of qualifications and get them to a stage of readiness for employment through the delivery of lifestyle workshops and group work."

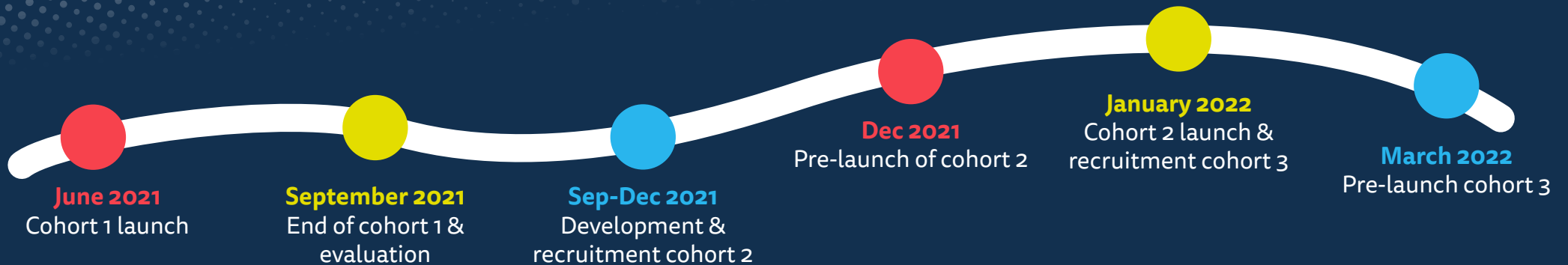
"At SAMH we know that physical activity is central to mental wellbeing. Off the Bench is a perfect example of the transformational impact participation in sport can have, especially when it comes to young people."

Robert Nesbitt

Head of Physical Activity and Sport at SAMH



## The next steps



## Scottish Professional Football League Trust

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