

Evaluation of CashBack Off the Bench 2021-22 (Year 2)

A Report for the SPFL Trust



Social Research



Service Design & Innovation



Strategy & Collaboration



Evaluation Support



Social Impact Measurement

July 2022



1. Introduction

This section introduces CashBack for Communities, the CashBack Off the Bench programme and provides an overview of the research.

SPFL Trust

The SPFL Trust is an independent registered charity (SC041121) associated with the Scottish Professional Football League.

The SPFL Trust works in partnership with Scotland’s 42 professional football clubs and others to promote, support, fund and administer the SPFL clubs’ social and community activities.

The SPFL Trust aims to ‘use the unique power of football to engage with communities.’ The priorities of the Trust are:

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- Inspire SPFL clubs to meet a variety of local community needs.
-
- Build capacity in SPFL clubs to help them engage with local communities.
-
- Engage with funders to facilitate national projects at local level.
-
- Establish relationships on a national level to ensure that Scotland’s professional football clubs are at the heart of the national vision to tackle social issues.
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Social Value Lab

Social Value Lab is the national hub for social impact research, strategy, and evaluation. Our mission is to produce the evidence and ideas that support stronger, more effective projects, programmes and communities in Scotland.

Social Value Lab has been the evaluation partner for three programmes delivered under CashBack for Communities Phase 4 and is evaluation partner for five Phase 5 programmes.

CashBack for Communities

CashBack for Communities, established in 2008, is a Scottish Government initiative that takes money seized from criminals under the proceeds of crime legislation and invests them in programmes and services for young people.

The programme is currently in Phase 5 and has committed £110 million to community initiatives since 2008. For Phase 5 £19million has been distributed through 24 organisations to improve the quality of life of young people across Scotland.

In Phase 5 there are six mandatory outcomes that projects must support delivery of:

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- Outcome 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk-taking behaviour
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- Outcome 2: Young people develop their physical and personal skills
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- Outcome 3: Young people’s health and wellbeing improves
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- Outcome 4: Young people participate in activity which improves their learning, employability and employment options (Positive Destinations)
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- Outcome 5: Young people contribute positively to society
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- Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system
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CashBack Off the Bench

CashBack Off the Bench offers a 12-week programme for young people aged 18-24 years who have committed or are at risk of committing crimes of anti-social behaviour.

Sessions take place on one day each week and are delivered in partnership with four SPFL Trust members:

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- Falkirk FC – Falkirk FC Community Trust
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- Heart of Midlothian FC – Big Hearts Community Trust
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- Motherwell FC – Motherwell FC Community Trust¹
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¹ Motherwell did not deliver a programme in Year 2

▪ St Mirren – St Mirren FC Community Trust

The programme consists of physical activity based around football and classroom sessions. The classroom sessions are delivered in partnership with selected organisations and cover areas including sectarianism, flares/pyrotechnics, anti-social behaviour, homophobia, organised violence, racism, drugs & alcohol, employability skills and laws of the game.

Young people work towards accredited certificates, including SQA Workplace Core Skills – Employability: First Steps SCQF Level 4, Scottish FA Level 1.1 coaching badge, SportsLeader Award, and Approach Saltire Award.

Participants also have the opportunity to volunteer in the community in fulfilment of a citizenship award.

Research methodology

The evaluation was undertaken between April and June 2022 and consisted of a mixed methodology:

Surveys

To gather quantitative evidence of whether the CashBack outcomes had been achieved, three surveys were undertaken:

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- **Participant self-evaluation survey** – online surveys completed by participants towards the end of each programme cohort. 23 responses from 3 clubs (60% response rate).

 - **‘Significant Other’ survey** – online surveys for people with close relationships to participating young people (e.g. parents, carers, partners, friends, support workers). 2 responses.

 - **Referral/delivery partner survey** – online survey for programme partners. 3 responses.
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Qualitative Research

Social Value Lab researchers visited three clubs in Year 2 and conducted **individual or group interviews with 19 young people** in total.

Section 2 of the report summarises the programme’s progress towards the CashBack logic model targets. The remainder of the report focuses on the programme’s impact in Year 2.

2. Cashback Phase 5 Progress to Date

	Target (Phase 5 overall)		Year 1		Year 2		Total number of YP in Phase 5 to date	Number of YP required in Year 3 to meet Target
	%	YP	%	YP	%	YP		
Outcome 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour								
Young people report their confidence increasing	75%	158	97%	58	100%	38	96	62
Young people feel able to do new things	75%	158	100%	60	100%	38	98	60
Young people feel more resilient	75%	158	100%	60	100%	38	98	60
Other stakeholders report perceived increases of confidence and resilience	70%	-	*	-	100%	-	-	-
Young people report positive, supportive networks	75%	158	95%	57	90%	34	91	67
Young people report positive changes in their behaviour	80%	168	92%	55	90%	34	89	79
Other stakeholders report perceived positive changes in the behaviour of young participants	70%	-	*	-	80%	-	-	-

Outcome 2: Young people develop their physical and personal skills								
Young people gain accreditation for learning and skills development	70%	147						
Young people report their skills are increasing	75%	158	100%	60	100%	38	98	60
Other stakeholders report skills are increasing	70%	-	*	-	100%	-	-	-

	Target (Phase 5 overall)		Year 1		Year 2		Total number of YP in Phase 5 to date	Number of YP required in Year 3 to meet Target
	%	YP	%	YP	%	YP		
Outcome 3: Young people's health and well-being improves								
Young people report increases in feelings against SHANARRI indicators	75%	158	100%	60	100%	38	98	60
Other stakeholders report perceived increases in SHANARRI indicators among young people	70%	-	*	-	80%	-	-	-

Outcome 4: Young people participate in activity which improves their learning, employability and employment options (positive destinations)								
Young people will achieve a positive destination	70%	147	100%	60	95%	36	96	51
Young people will gain a qualification at SCQF Level 4	70%	147						

Outcome 5: Young people contribute positively to their communities								
Number of participants going on to volunteer, coach, mentor, support or take a leadership role in community organisations	75%	158						
Number of hours of volunteering contributed by participants	2100							
Number of community focused awards gained by participants	-	120	-		-			
Young people feel their contribution, links with communities and social interaction are improving	75%	158	100%	60	95%	36	96	62
Other stakeholders perceive that young people's contribution, links and social interaction are improving	70%	-	*	-	80%	-	-	-
Participants' perception of their neighbourhood improves	75%	158	78%	47	81%	31	78	80

	Target (Phase 5 overall)		Year 1		Year 2		Total number of YP in Phase 5 to date	Number of YP required in Year 3 to meet Target
	%	YP	%	YP	%	YP		
Participants have a heightened sense of belonging to a community	75%	158	84%	50	86%	33	83	75
Participants have increased motivation to positively influence what happens in their community	75%	158	92%	55	95%	36	91	67

Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system								
Young people report that their own participation in antisocial and/or criminal behaviour has reduced	70%	147	89%	54	95%	36	90	57
Young people feel less inclined to participate in anti-social and/or criminal behaviour	80%	168	95%	57	95%	36	93	75

* No data captured in Year 1

3. Programme Impact

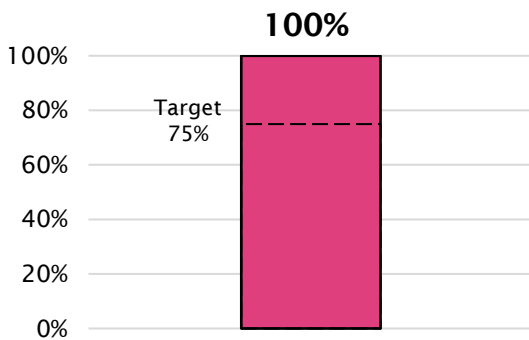
This section describes the impact of the programme in Year 2. The data in this section was gathered from survey responses from young people and stakeholders, and interviews with young people.

Outcome 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour

Young People

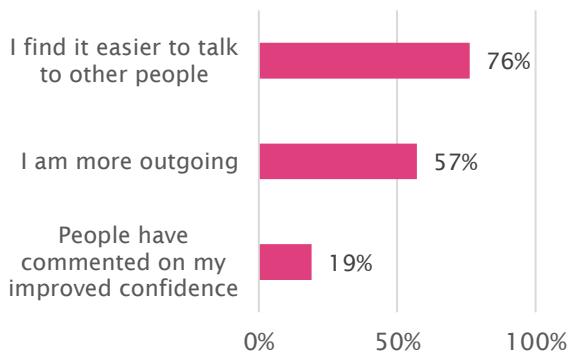
All young people reported increased confidence as a result of the programme, exceeding the target of 75%.

Fig. 3.1: Young people report their confidence increasing



In surveys, young people most commonly reported feeling more confident to speak to other people. More than half said they had become more outgoing, while some said others had noticed their improved confidence (see Fig 3.2).

Fig 3.2: Confidence - % of young people responding positively



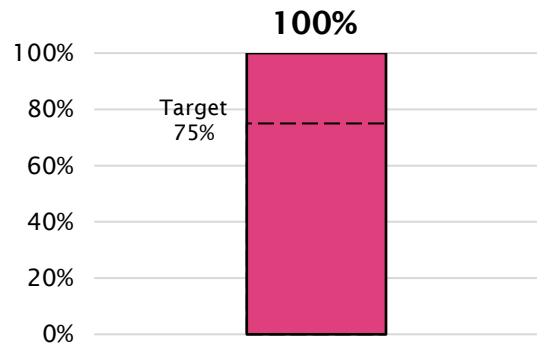
In interviews, young people frequently talked about having gained more confidence to talk in front of

people or to talk to new people. Some also spoke about being less intimidated by new situations or surroundings.

"I can speak more freely with people."

All young people agreed that participation in the programme had made them feel more able to try new things.

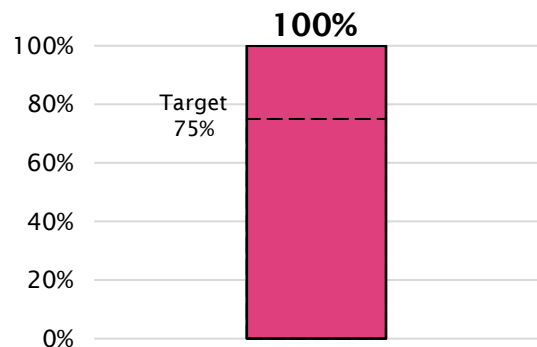
Fig. 3.3 Young people feel able to do new things



"It offers more than qualifications - it gives you confidence to try things."

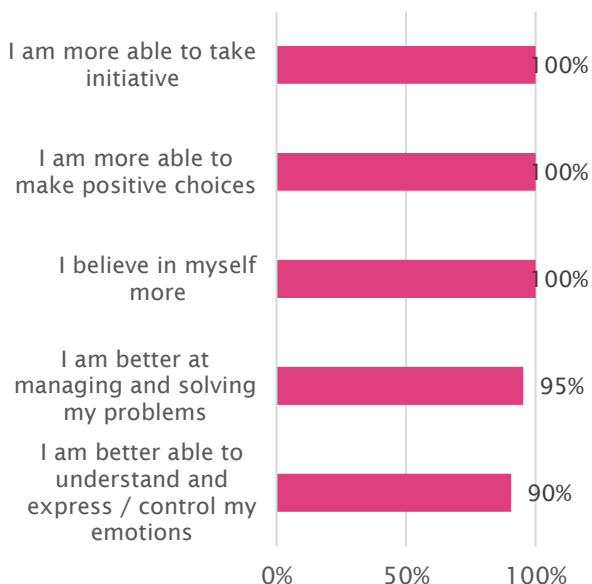
Increases in resilience were reported by all young people.

Fig. 3.4 Young people feel more resilient



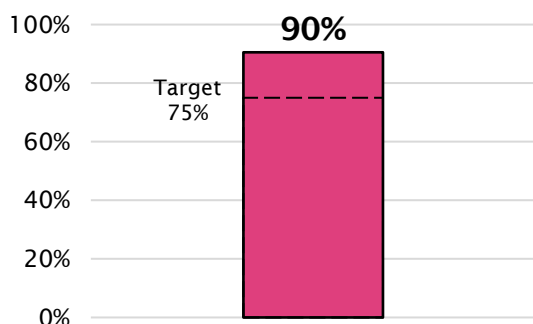
Positive impacts on resilience were reported in a variety of ways, with most young people noting improvements across multiple areas (see Fig 3.5).

Fig. 3.5: Resilience - % of young people responding positively



For most young people (90%), the programme has had a positive effect on their support network.

Fig. 3.6: Young people report positive, supportive networks



As demonstrated in Figures 3.7 and 3.8, young people reported improved knowledge of support services available to them, improved relationships and new sources of support in the form of (for example) programme staff, club staff or fellow participants.

Fig. 3.7: Support networks - % of young people responding positively

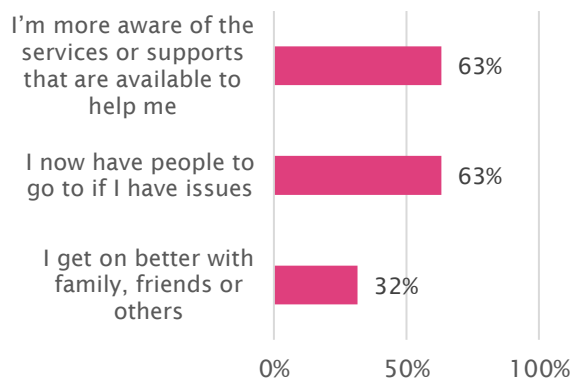
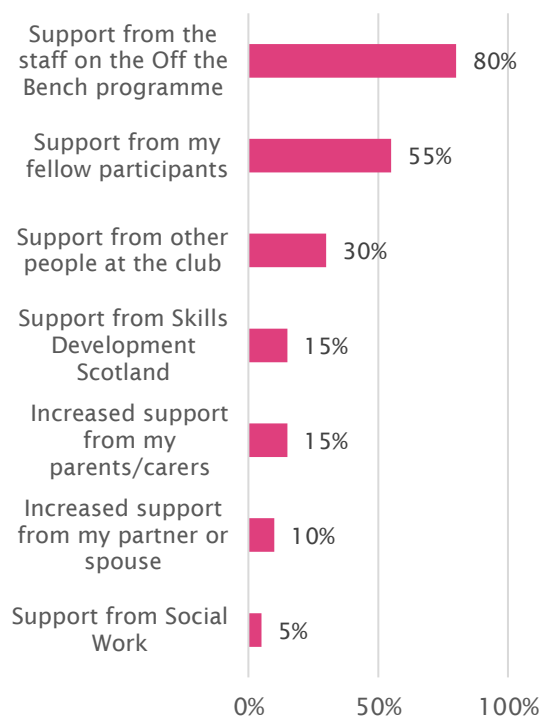


Fig. 3.8: Additional sources of support - % of young people responding positively



In interviews, young people talked about their support networks growing as a result of making new friends on the programme and building positive relationships with programme staff.

In particular, young people spoke about how programme staff would listen to them, be considerate of their feelings, show patience, and help them with whatever problems they might be experiencing (even if unrelated to the programme).

Young people frequently commented on how they planned to maintain these new relationships after the programme had ended.

"[the coaches] understand all of our backgrounds and talk to us about it."

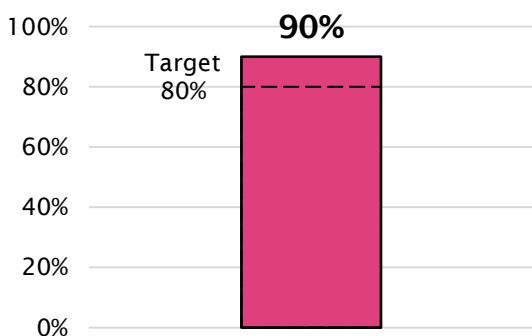
"They're [coaches] not just doing it for a job, they're here to help you."

"I could speak to them [coaches] about anything."

"It's an opportunity to meet new people – I don't get many of those."

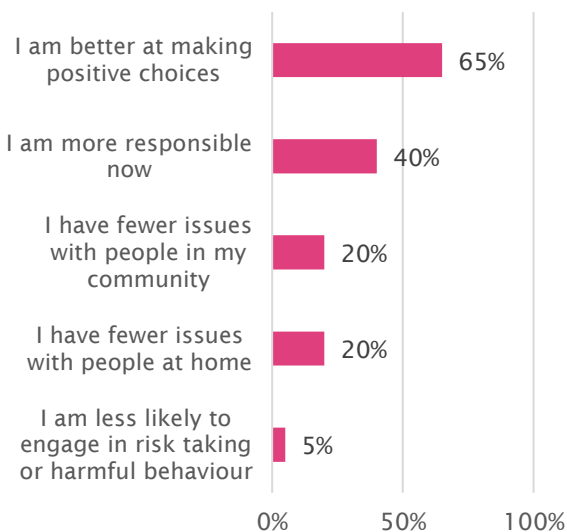
The majority of young people (90%) agreed that their general behaviour had improved owing to their involvement in the programme.

Fig. 3.9: Young people report positive changes in their behaviour



For most young people, improved behaviour was viewed as the ability to make more positive choices, though a significant number also said that they felt more responsible or had fewer issues at home or in the community (see Fig 3.10).

Fig. 3.10: Behaviour - % of young people responding positively



In conversations with young people, a common theme was how eye-opening many participants found the workshops and talks focused on behaviour. Even where participants felt there hadn't been an issue before, it was clear that several of the sessions (e.g. around gambling, racism, homophobia, fire safety, behaviour at football matches, and others) had been impactful in making young people consider their own behaviour more.

One young person also commented on how they believed the approach towards these subjects had been particularly beneficial to allow the messages to be taken on board. They appreciated that the sessions were informal, non-authoritative and fun as it didn't feel like young people were being lectured about these issues.

"It got me to be more understanding of people."

"It teaches you to consider what you do and say."

"I was a lot less responsible before I came here, very lazy as well."

"It gives everyone more knowledge of negative behaviour – it gives you lots to think about."

Other stakeholders

All stakeholders agreed that young people's confidence or resilience has been improved through participation in the programme.

Fig. 3.11: Other stakeholders report perceived increases of confidence and resilience

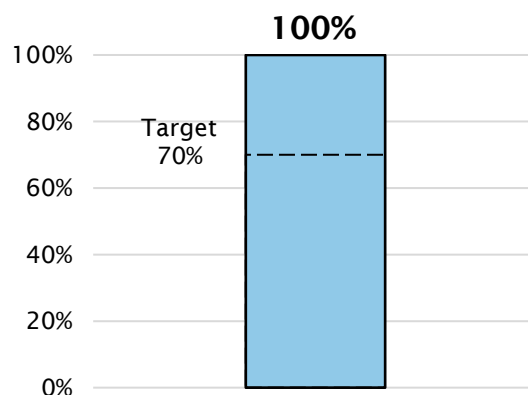
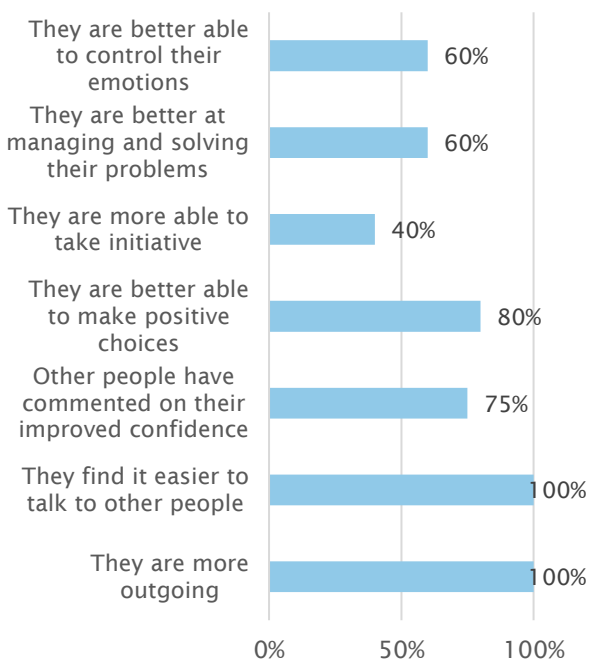


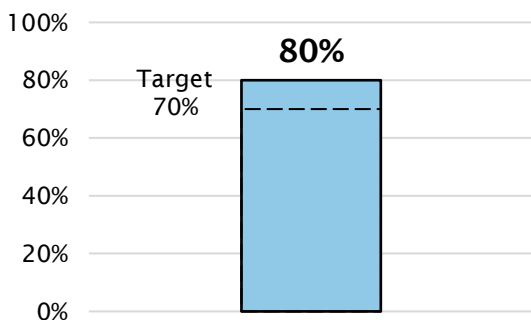
Figure 3.12 shows a breakdown of stakeholders' responses to this survey question.

Fig. 3.12: Confidence and resilience - % of stakeholders responding positively



Most stakeholders reported positive changes in the behaviour of young people as a result of the programme.

Fig. 3.13: Other stakeholders report perceived positive changes in the behaviour of young people

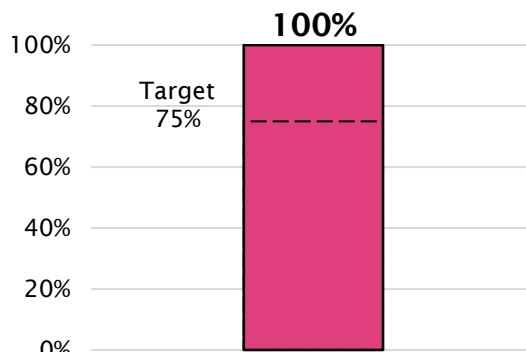


Outcome 2: Young people develop their physical and personal skills

Young People

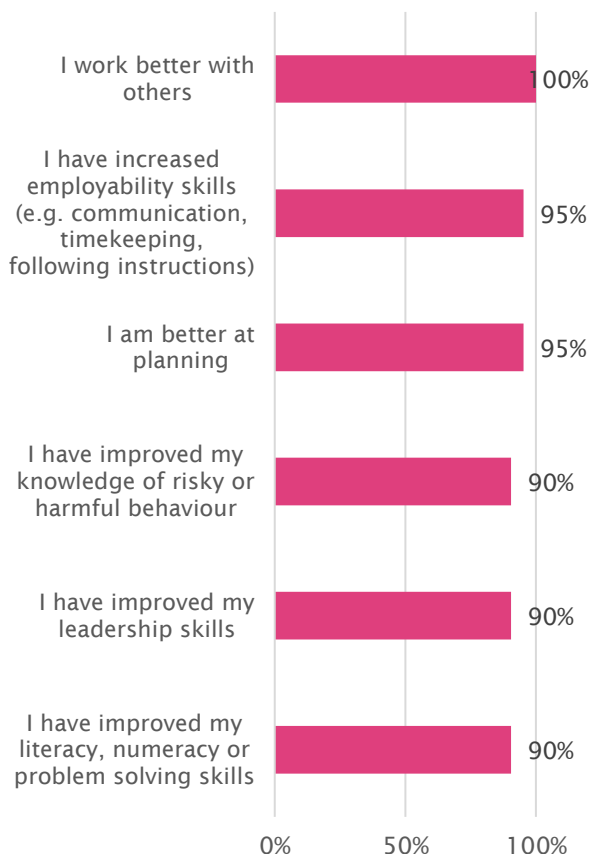
All young people were able to develop their skills through taking part in the programme, against a target of 75%.

Fig. 3.14: Young people report their skills are increasing



Young people reported improved personal skills, including teamworking, communication or planning (see Fig. 3.15)

Fig. 3.15: Skills - % of young people responding positively

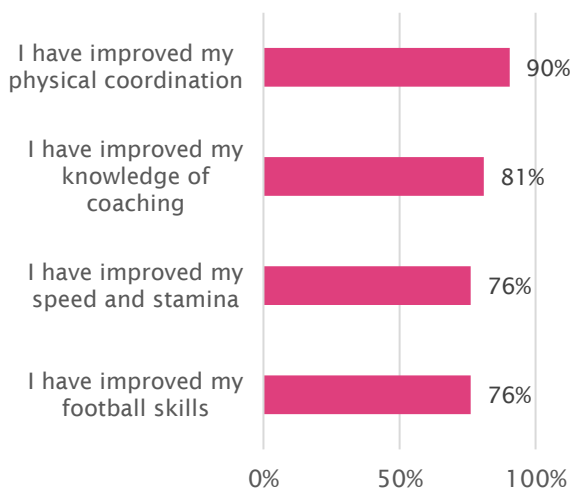


"I didn't like working with other people, but now I do."

Elements of the programme focused on football specific activities also enabled young people to

improve their physical and technical skills (see Fig. 3.16)

Fig. 3.16: Physical skills - % of young people responding positively



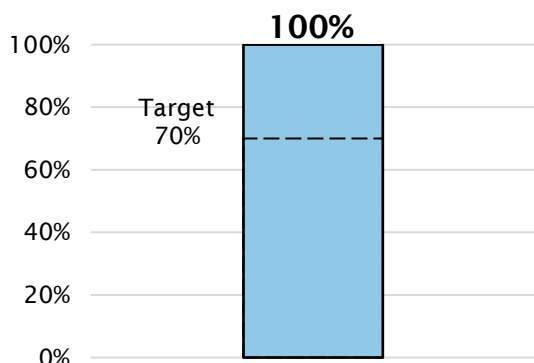
In addition to the skills listed above, in interviews young people commented on having improved other employability skills, including CV writing, interview techniques and job searching.

Many of the young people we spoke to had also been able to gain accreditation for their improved coaching skills by completing the first level of the SFA coaching pathway.

Other Stakeholders

All stakeholders observed an improvement in the skills of young people taking part in the programme.

Fig. 3.17: Other stakeholders report skills are increasing

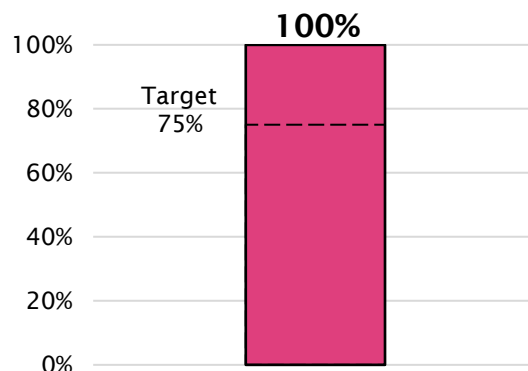


Outcome 3: Young people’s health and well-being improves

Young People

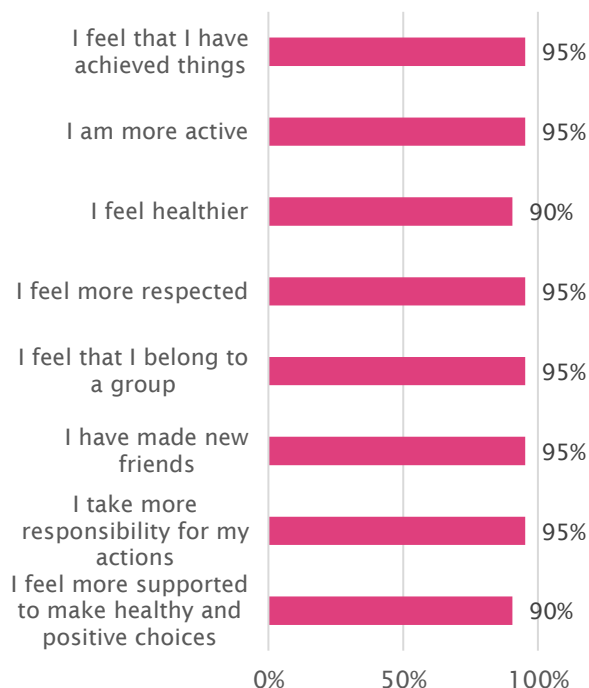
All young people reported improved wellbeing as a result of taking part in the programme.

Fig. 3.18: Young people report increases in feelings against SHANARRI indicators



As Fig. 3.19 shows, most young people felt that their wellbeing had improved across a range of SHANARRI indicators.

Fig. 3.19: Wellbeing - % of young people responding positively



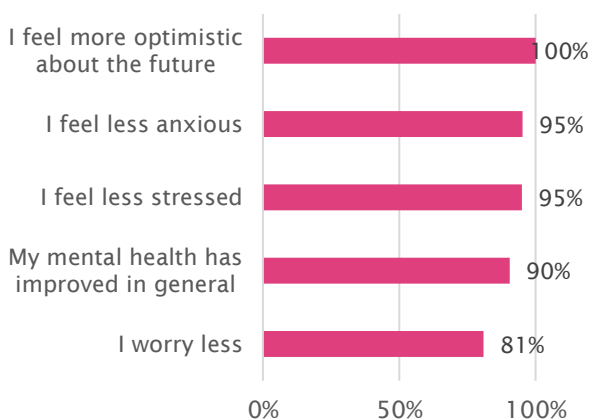
In conversations around wellbeing with young people, most frequently discussed was the programme’s impact on participants’ physical health. Many spoke about how the programme had

enabled them to become more active or improve their fitness, with some noting that they did little exercise prior to taking part.

“it’s definitely helped me build up fitness”

In surveys, young people were also specifically asked about the programme’s impact on their mental health. Clearly, the impact has been positive for most young people, with the majority reporting greater optimism, reduced stress, reduced anxiety and less time spent worrying (see Fig 3.20).

Fig. 3.20 - Mental health - % of young people responding positively



In interviews, young people mentioned the boost to their mental health from having a purpose to attend the programme or from interacting with people on a regular basis. The programme was a positive focus for many young people and for some it was a welcome distraction from issues they had been experiencing at home. Frequently young people talked about the fun they had on the programme and how this was beneficial to their mental wellbeing.

“I was bored out of my mind and didn’t have anything to do. Now I’ve come here and that’s all changed.”

It’s improved my mood.”

“I was at rock bottom before I came to do this. It’s been amazing.”

Other Stakeholders

Most stakeholders (80%) agreed that young people’s wellbeing had been improved through taking part in the programme.

Fig. 3.21: Other stakeholders report perceived increases in SHANARRI indicators among young people

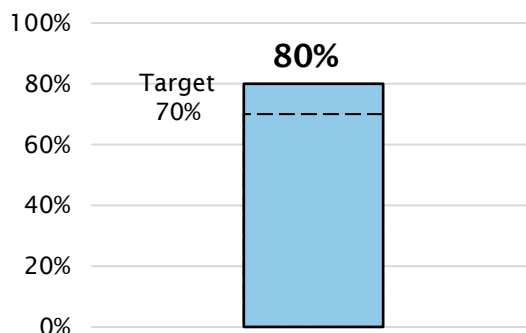
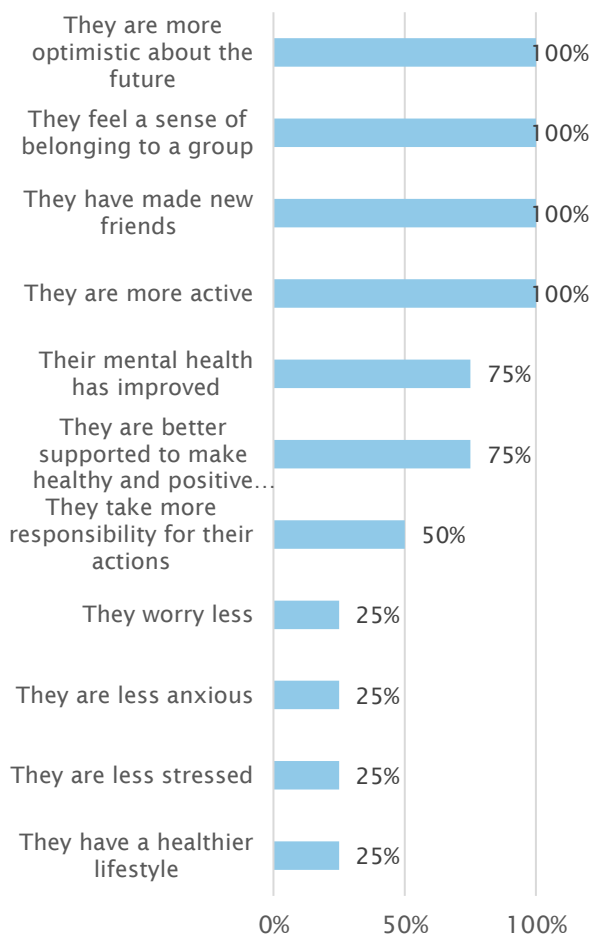


Figure 3.22 shows the breakdown of stakeholders surveys responses around the wellbeing of young people.

Fig. 3.22: Wellbeing - % of stakeholders responding positively

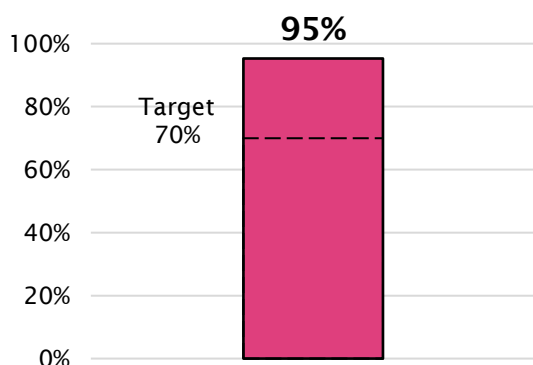


Outcome 4: Young people participate in activity which improves their learning, employability and employment options (positive destinations)

Young People

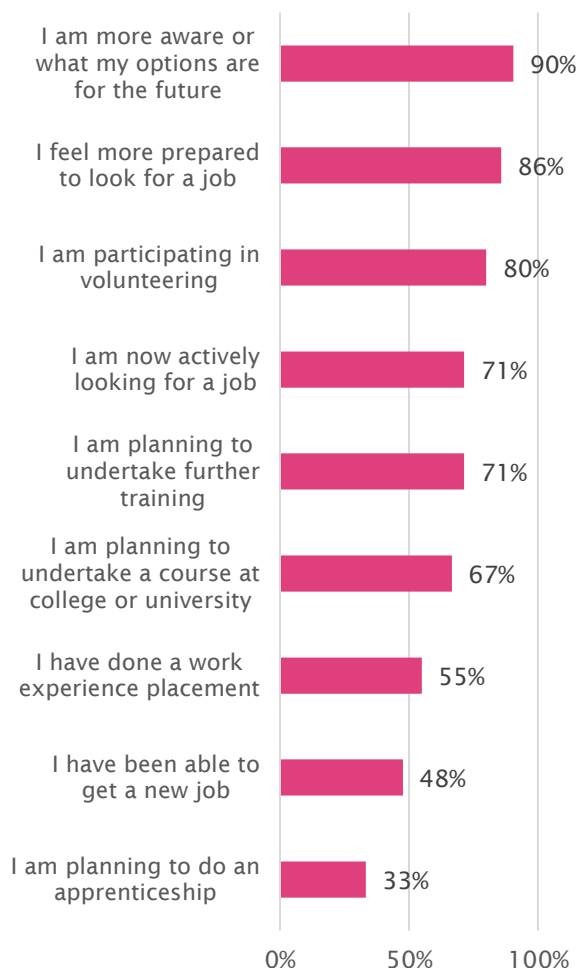
Almost all young people (95%) reported progress towards a positive destination as a result of the programme.

Fig. 3.23: Young people achieve a positive destination



Most commonly young people reported greater awareness of their options or better preparedness to take next steps. Most also said that they now had plans in place undertake further training, attend a further education course or get a job. Just under half or young people said that they had been helped to secure a new job (see Fig 3.24).

Fig. 3.24: Positive destinations - % of young people responding positively



In interviews, young people spoke about how the programme had opened their eyes to the range of jobs or further training available to them and for some it had helped to clarify what career they wanted to pursue. A few mentioned how they were interested in working in football coaching and how the programme had helped to start them on that path.

Young people also highlighted several ways they had made progress toward a positive destination through the programme, including:

- Developing transferrable skills and experience through volunteering that they could carry into other settings.
- Additional activity to add to their CV – the accredited learning they had done as well as participation in the programme in general, which young people felt would be viewed favourably by employers.

- Increased motivation to do something with their life.
- Gaining a routine through the programme that would help them in future.
- Having more confidence to apply and interview for further opportunities

A few young people reported that they had already been able to successfully apply their new skills and confidence in job/college interviews.

"It gives you a lot more insight."

"[on getting a job] It's made me think I can actually do it."

"If I hadn't started [the programme] I wouldn't have got this other opportunity."

"I know what my goals are now."

"It's opened my eyes to everything that's out there that I could do."

Outcome 5: Young people contribute positively to their communities

Young People

Most young people agreed that their contribution to, links with or social interactions in the community had improved as a result of the programme.

Fig. 3.25: Young people feel their contribution, links with communities and social interaction are improving

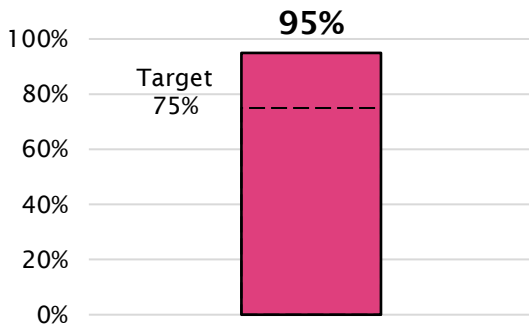
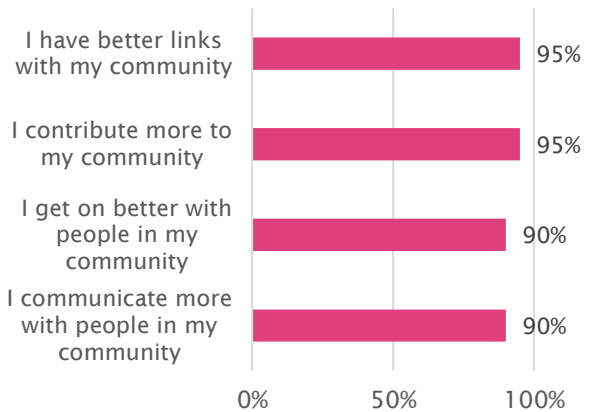


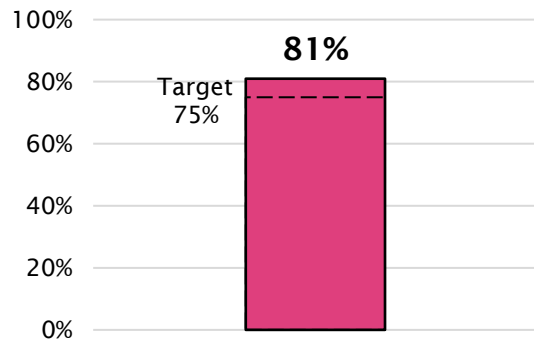
Figure 3.26 shows the breakdown of young people's responses to this survey question.

Fig. 3.26: Contribution, links and social interaction - % of young people responding positively



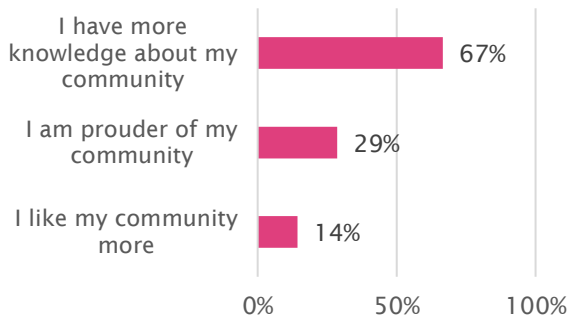
For around four-fifths of young people (81%), participation in the programme led to a more positive view of their community.

Fig. 3.27: Participants' perception of their neighbourhood improves



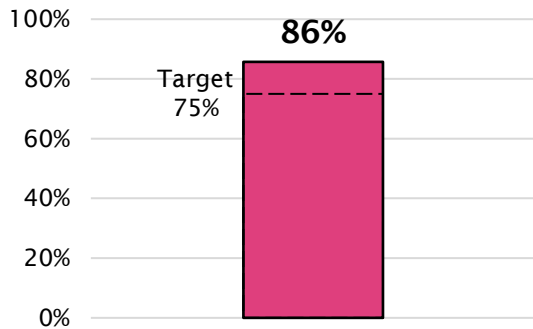
Most young people reported that this improved perception was as a result of gaining more knowledge about their community, though some also reported increased pride in the community and more positive feelings about the community in general (see Fig. 3.28).

Fig. 3.28: Perception of community - % of young people responding positively



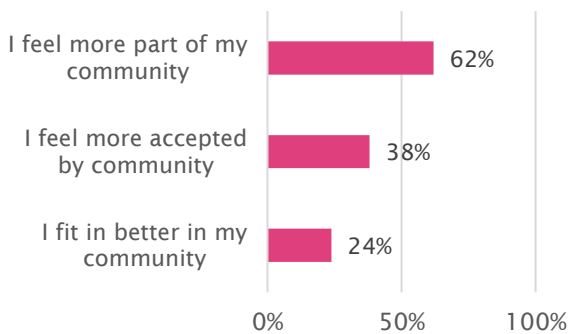
Most young people (86%) agreed that they now felt a greater sense of belonging towards the community.

Fig 3.29: Participants have a heightened sense of belonging to a community



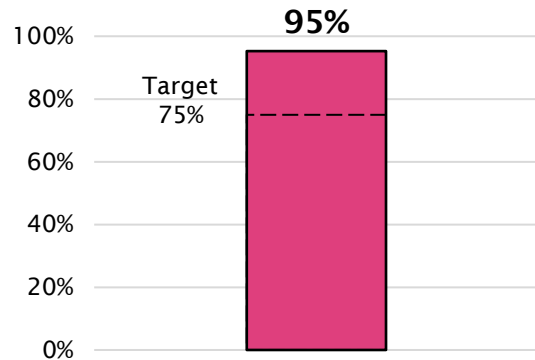
In terms of belonging, young people reported feeling more part of the community, feeling more accepted and fitting in better (see Fig 3.30).

Fig. 3.30: Belonging to community - % of young people responding positively



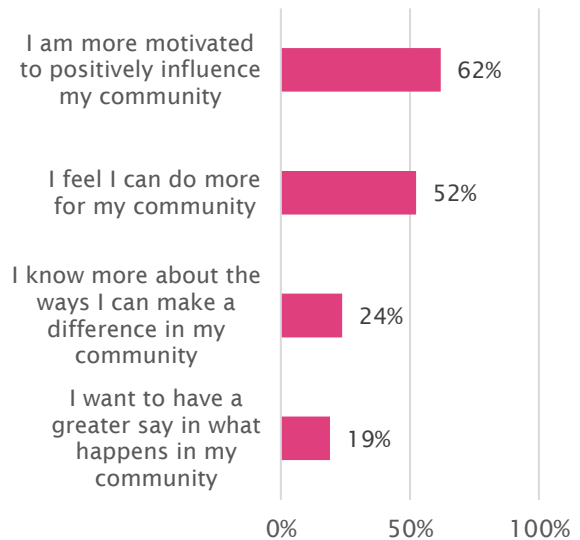
Most young people's (95%) motivation to positively influence their community was increased as a result of their participation in the programme.

Fig 3.31: Participants have increased motivation to positively influence what happens in their community



In addition to feeling more motivated in general, young people reported that they felt they had more to offer the community, better knew the ways to influence the community or wanted to have a greater say in community issues (see Fig. 3.32).

Fig. 3.32: Motivation - % of young people responding positively



"It's made me see that volunteering is a really good thing."

"I would be more interested and more confident to apply for opportunities [in the community] in future."

Other Stakeholders

Most stakeholders reported that young people's contribution to, links with or interactions in the community had been improved as a result of the programme.

Fig 3.33: Other stakeholders perceive improvement in YP contribution, links and social interaction

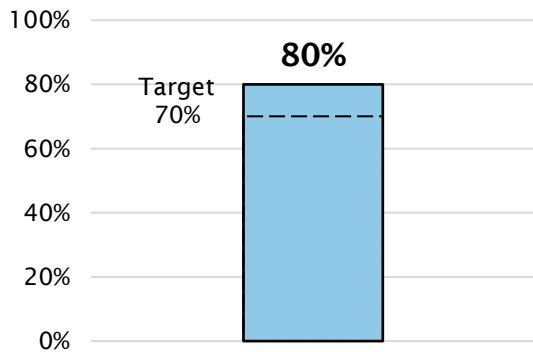
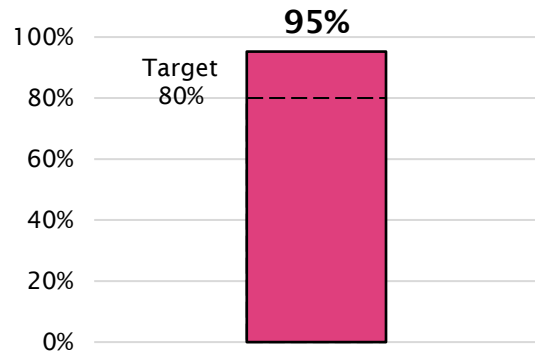


Fig 3.35: Young people feel less inclined to participate in anti-social and/or criminal behaviour



Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system

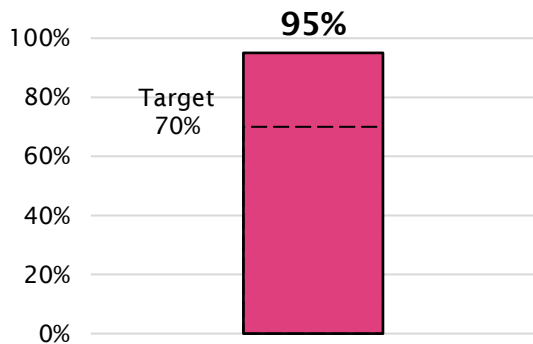
Young People

The majority of young people (95%) said that they had reduced their involvement in anti-social or criminal behaviour though their involvement in the programme.

"It makes you see that some stuff isn't worth it."

"It's made me think more about this behaviour and how to step back from it."

Fig 3.34: Young people report that their own participation in antisocial and/or criminal behaviour has reduced



Similarly, the same number of young people (95%) said that their experience of the programme had made them less inclined to take part in this kind of behaviour in future.

4. Case Study

This section describes the experience of a young person who has taken part in Off the Bench and the impact of the programme on them. The participant's name has been changed.

Derek's Story

Background

Derek, 18, was unemployed and not really doing anything with his life. He didn't have much motivation and would spend a lot of time at home. He saw Off the Bench being advertised on social media and, being a football fan, thought it looked interesting. As someone who left school early, he was also drawn to the opportunity to gain skills and qualifications.

Confidence and resilience

Derek's situation was due in part to his lack of confidence. In the past he has struggled to speak openly and say what's on his mind, and was generally reluctant to do things that would put himself in unfamiliar situations.

However, for Derek Off the Bench provided the ideal platform for him to build his confidence. The informal, group setting enabled him to become more comfortable in his own communication and he has been supported to try new experiences.

"it's really good for people that are in their shell and need somewhere to go."

Derek says that he is now much more confident in speaking to people, asking questions and telling others how he feels.

Derek has also developed more self-belief and has become more independent as a result, relying less on his parents to do things for him.

"it's made me believe in myself a lot more."

This new-found confidence and resilience has made Derek more open to new experiences and less intimidated about trying new things.

"[now I think] don't hide away from opportunities – grab them by the throat."

Wellbeing

Derek's lifestyle was quite unhealthy before he joined Off the Bench. He would stay home a lot and was not very active, combined with a lack of exercise and poor diet. In addition, this lack of activity was taking its toll on Derek's mental health, contributing to a regular low mood.

As a result, the elements of the programme focussed on football and physical exercise have been particularly beneficial for Derek. He has been getting out more and has been able to improve his fitness. It has also made him more mindful of his physical wellbeing.

"It's made me realise I need to look after myself better."

The opportunity to clear his head on the football pitch and a particularly insightful workshop around mental health led by SAMH also contributed to improvements in Derek's mental wellbeing too.

"My mental health has improved a lot."

Positive destinations

The programme has helped Derek to find some direction and identify goals for his future. Being around a football club has reinforced his interest in the game and led him towards a planned career in sports journalism.

It helped me realise that this is my passion, and I should go for it."

Derek has gained a better understanding of football through the activities he has done on the programme and is confident that this and the other skills he has developed have moved him closer towards his ideal job.

5. Conclusions

This section summarises the key findings from the evaluation and highlights the key lessons learned.

Year 2 Outcomes

1. The programme has exceeded almost all targets in the CashBack logic model in Year 2.
2. The programme has a significant impact on the confidence of participants, supporting them to become more comfortable socialising with different people and in different settings.
3. Improved resilience was experienced by all young people taking part in the programme. This was measured in a variety of ways, including greater self-belief, increased independence, and a better ability to manage problems.
4. Through building relationships with fellow participants and programme staff, and becoming more aware of what other support is available to them, most young people have been able to improve their support networks through the programme.
5. For the majority of young people involvement in the programme resulted in positive changes in their behaviour, with most becoming better at making positive choices in particular. The range of workshops and talks relating to specific issues or behaviours were relevant for young people and encouraged many to reflect more on their own behaviour.
6. The programme has provided a platform for all young people to develop their skills across a range of areas, including personal skills, employability skills and football/coaching specific skills.
7. The wellbeing of young people is positively affected by participation in the programme. In particular, the benefits to physical and mental health are strongly felt by young people.
8. The programme has supported most young people to increase their links and contribution to the community, improve their perceptions of the community and become more motivated to give back to the community.
9. Most young people report a positive influence from the programme in discouraging them from participation in anti-social or criminal behaviour.

Progress in CashBack Phase 5

10. The programme is on course to meet all CashBack targets by the end of Year 3.

Find out more
www.socialvaluelab.org.uk

info@socialvaluelab.org.uk

Call us on **0141 530 1479**



Studio 222, South Block,
60 Osborne Street, Glasgow, G1 5QH.
