

Apr '24 - Mar '25

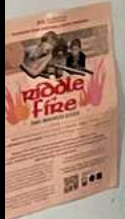
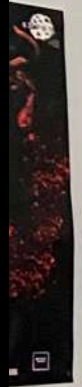
GMAC

Making Films | Changing Lives

**CASH
BACK**
FOR COMMUNITIES

GMAC CashBack

Annual Report



Screening Now

Callback | Admission | The Safe | The Ticket | Paracam | Cameron's Life | Afterlife

GMAC Film

Established as a charity in 1982, GMAC is a learning organisation that removes barriers and creates opportunities through filmmaking.

Our creative and educational activities enable all people – regardless of age, background or income – to acquire the knowledge, resources, and self-belief to realise their ambitions in the screen sector, their communities, and life.

We know that Film and TV play a significant role culturally, shaping our beliefs, attitudes and ideas of what is possible. We also know that the industry has an ongoing diversity problem which must change; the Office for National Statistics found that the screen industries workforce is more male, more white, younger and better off, with fewer people with disabilities than the UK economy.

We believe that removing barriers to screen education and training benefits everyone as it unlocks potential, broadens horizons and contributes to transformational change in our communities.

Welcome

We are delighted to welcome you to this report for year 2 of our GMAC CashBack programme.

This report gives you some insight into the young people we have worked with over the past year and the impact the project has had on them. It also shows how the things we learned in year 1 has impacted our approach throughout delivery, and gives an overview of the whole phase so far – where we are, and where we hope to be going. Most importantly, you'll get to see all the amazing creative work produced by our young people.

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GMAC CashBack

GMAC CashBack is a three-year programme that uses filmmaking as a hook to engage young people aged 13-25 in learning, creativity, and the development of essential soft skills to help them reach a positive destination.

This programme will be running in cycles over the years 2023 – 2026 and is designed to empower young people by providing them with the opportunity to learn new skills and explore their creativity through filmmaking.

We are partnering with community organisations and schools to deliver our programme, starting with free Introduction to Film taster sessions and four-day filmmaking holiday workshops. These workshops will cover a wide range of topics, including camera skills, art department, screenwriting, sound, and more. Young people will get the opportunity to learn from industry professionals, raising their awareness of career opportunities in the screen industries, and learning about education and training routes into the sector.

Throughout the year we provide one off events including filmmaking challenges, workshops, quizzes, and game nights. This is to build a community with our young people across the whole programme. We also encourage those who have completed to join other programmes within GMAC, continuing their journey of development both personally and professionally.

In Year 3, selected participants are invited to participate in GMAC Action! where they will be trained by industry professionals to research, develop and create a film working in partnership with community organisations about an issue in their community.

We learned a lot about the programme during year 1 of delivery, and where possible have attempted to improve our model based on this through year 2. We have started to build a stronger partnership model, working with organisations to create bespoke training weeks for pre-existing communities to take part in. This has sat alongside our 'open' training weeks and complimented them well.

The year hasn't been without its challenges but the benefit of 3 year funding means we have the opportunity to continue learning and growing the programme and the impact we have on the young people who take part.

You'll get to hear from those young people directly throughout this report, gaining an understanding of their time on the programme.

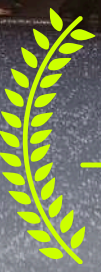
We'd like to thank our fund manager Ben Thompson, and all the CashBack team for their support over this past year.

We hope you enjoy getting a glimpse at all the amazing creativity of our participants! Thanks for reading.

Anthony Chalmers, Youth & Education Manager



Glasgow Film Theatre



Year 1 CashBack

End of Year Screening



Film Listings

Films produced by young people
as part of our programme



Easter 2024



Callback

Genre: Comedy
Running Time: 02.46 min



An actor discovers a magical clock which she uses to turn back time and repeat her failed audition over and over again. When the clock breaks, she must find her inner courage to complete the audition one last time.



Admission

Genre: Rom-com
Running Time: 02.02 min



After being stood-up on a first date at the cinema, a man finds love in an unlikely place - the seat beside him.

Summer 2024



The Safe

Genre: Thriller

Running Time: 03.11 min



When a worker is held hostage in his office, he must follow a series of clues in order to unlock a safe and escape his office – ultimately leading to a decision that will change his life forever.



The Ticket

Genre: Horror

Running Time: 03.50 min



When a young man goes to the cinema to see a horror film, he is surprised to find the movie slowly come to life, as he realises he himself is trapped in the horror.

Summer 2024

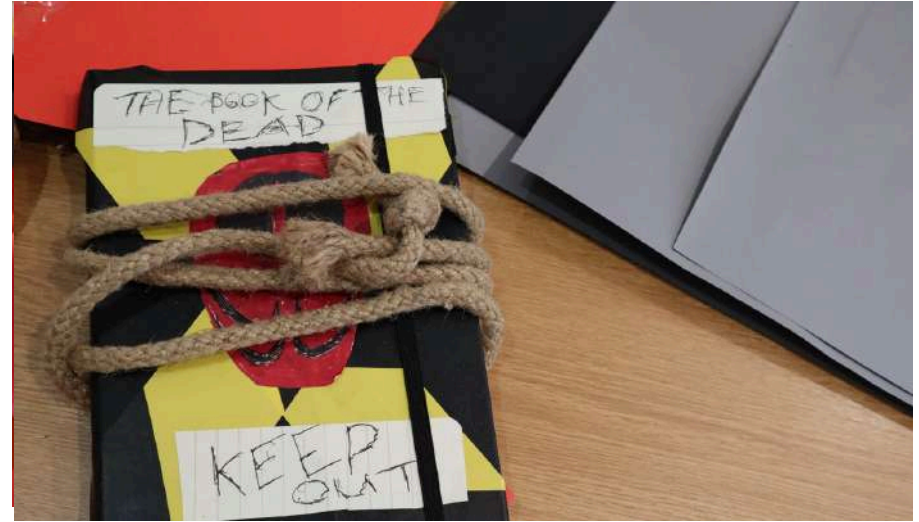


Paracam

Genre: Horror/ Comedy
Running Time: 03.10 min



When two boys find a strange looking camera, they discover its ability to see ghosts that exist around them. However, they soon discover that using this camera leads to serious consequences.



The Devil's Deals

Genre: Documentary
Running Time: 03.50 min

A look into the October training week with a bit more focus on evaluation material, relying heavily on the young people interviewing each other to fully grasp the impact the project has had.

Summer 2024 - LGBT Youth Scotland



Cameron's Life

Genre: Drama
Running Time: 03.54 min



After dying, Cameron is forced to watch a slideshow of his life before he can enter the afterlife.



Afterlife

Genre: Documentary
Running Time: 03.50 min



Unable to accept his own death, a man must wait in purgatory until he signs his death confirmation form in order to be reunited with his love.

The Evaluation Films



Easter '24

Genre: Documentary
Running Time: 02.19 min



A look into the Easter training week with a bit more focus on evaluation material, relying heavily on the young people interviewing each other to fully grasp the impact the project has had.



Summer '24

Genre: Documentary
Running Time: 03.50 min



Get an insight into both summer training weeks by hearing directly from the young people about their experience. You'll get to see glimpses of our activity, as well as see the participants' pride with what they have achieved.

Impact

Stories about the real life impact
our programme has made



Participant Stories



I originally sought assistance from the NAS at 19, I had been out of education for about half a year at that point due to struggles I was having with socialising and the exclusion that came along with that. Quite quickly, they connected me with GMAC once they learned of my passion for making films.

As someone who's autistic and queer, being an actor for the project I took part in could've been an incredibly difficult situation for me, but the staff at GMAC were incredibly understanding and supportive. GMAC and the people learning alongside me really helped me build my confidence.

A year later, I was offered a volunteering role while they hosted a Cashback program specifically for LGBTYS, a youth group for queer people like myself. The idea of helping queer people like me with a passion for film was an opportunity of a lifetime in my eyes, especially as I enjoyed my first experience with GMAC so much.

I hadn't had much experience volunteering at that stage, and the staff at GMAC were so accommodating and kind, allowing me to connect with the people taking part in the Cashback program as a peer while effectively doing my job as a volunteer. This helped me not to feel overwhelmed, something I had previously struggled with before in professional settings, as my autism made it difficult to see where the professional and social lines were. I made some fantastic friends through it, being able to talk and connect with other queer people in or interested in film was exactly what I needed at that time of my life and it quickly translated into an invitation to join LGBTYS myself!

My experience at LGBTYS has been genuinely life changing, I found my absolute best friend in the world alongside some incredible connections. I'm doing cosplay freely and confidently, and I'm working to make more films with the people I've met. I'm happier than I've ever been and it's all thanks to GMAC and their amazing timing of helping me find my creative spark and confidence when I need it the most."

**This quote has been edited slightly for ease of reading.*

CashBack Participant, Summer '23

**Photograph is representative image of CashBack activity and does not feature the participant*



Partner Spotlight: LGBT Youth Scotland



The young people grew more relaxed and confident as the week progressed. At the start, some were shy and unsure of themselves, but by the end of the project, they were getting more involved in the filming process and even taking the lead on key parts of the production. It was clear that they felt a sense of ownership over their work.

The young people also began to form close friendships during the week. By the second day, they were arranging to hang out together in the evenings after filming, and several have stayed in touch since. It was lovely to see bonds forming so naturally, especially between those who had never met before.

One young person, who typically finds these kinds of opportunities hard to access due to disability and financial barriers, was able to attend with their carer and had 1:1 support available when needed. The structure of the project allowed space for this kind of flexibility, and it made a huge difference in ensuring the project was accessible and inclusive for them.

It was important for the young people to see what support exists in their community and to build trust with organisations such as GMAC. This is especially important for LGBTQ+ young people, who often worry about whether a space will be safe and inclusive. GMAC went above and beyond to make sure everyone's identity was respected, and this made a real impact on the group's sense of belonging and safety.

It was also important for the young people to feel like these kinds of opportunities are available to them. Many LGBTQ+ young people experience barriers to gaining experience and feeling like an industry is accessible to them. The week helped break down those barriers, for example, one young person expressed interest in accessing further opportunities with GMAC to support their career goals – a brilliant outcome that shows the longer-term impact of this kind of work.”

Laura Dudley-Smith, *LGBT Youth Scotland*



Nomination Partnerships

Throughout delivery of year 2, we have formed strong partnerships with organisations that nominate their young people to the programme. This has benefited recruitment greatly, ensuring we are reaching the right young people.

A notable partnership was with the Tik Tok Academy an employability programme ran through The Lennox Partnership. They visited us for multiple taster sessions and nominated many young people to the programme throughout the year.



Over the past year, I've had the privilege of bringing three different groups of young people aged 16 to 24 to GMAC, and each visit has left a lasting impression. Every session has provided a rich, immersive experience that blends education, creativity, and fun in a way that truly resonates with young people. The workshops we've taken part in have been varied and thoughtfully delivered, covering essential skills like filmmaking, camera shots, stop motion animation, and even staging and filming dynamic fight scenes using professional-grade equipment. These practical, hands-on activities are not only exciting but incredibly valuable for young people who may never have had access to this kind of creative resource or mentorship before.



What makes GMAC stand out is its unique ability to make young people feel seen, heard, and inspired. The atmosphere is always welcoming and inclusive, and there's a strong emphasis on collaboration, exploration, and building confidence. Watching our young people come alive in that environment—sharing ideas, learning new skills, and supporting each other—has been a joy. Many of them have told us how energised and motivated they feel after each session. In fact, due to the overwhelmingly positive experiences they've had, a number of our young people have taken the initiative to sign up for GMAC's Easter Programme independently. That kind of enthusiasm doesn't come easily, and it speaks volumes about the quality and impact of the work GMAC is doing.

For many of our young people, being in a space where they can access professional equipment, be treated like emerging creatives, and learn from people who are genuinely invested in their growth, is a game-changer. It has helped build confidence, sparked new interests, and, in some cases, even shifted career aspirations. We've seen young people who were previously disengaged become enthusiastic and focused after spending time at GMAC.

In short, GMAC Film is more than just a creative organisation—it's a place that nurtures potential, builds skills, and opens doors. It has had a profoundly positive impact on our young people, and we are grateful for the opportunity to continue working with them.

Teri Gow, *The Lennox Partnership*

Participants

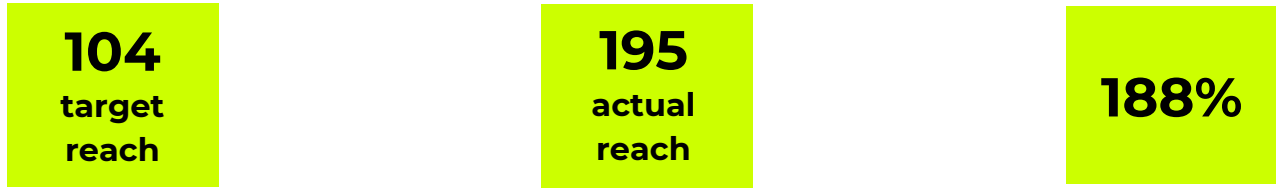
Who we have worked with this year



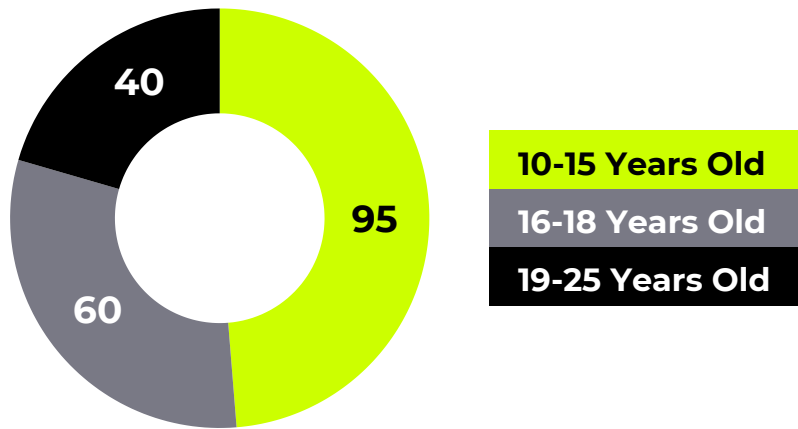
Wider Group

Participants reached through all activity including taster sessions, events and training weeks.

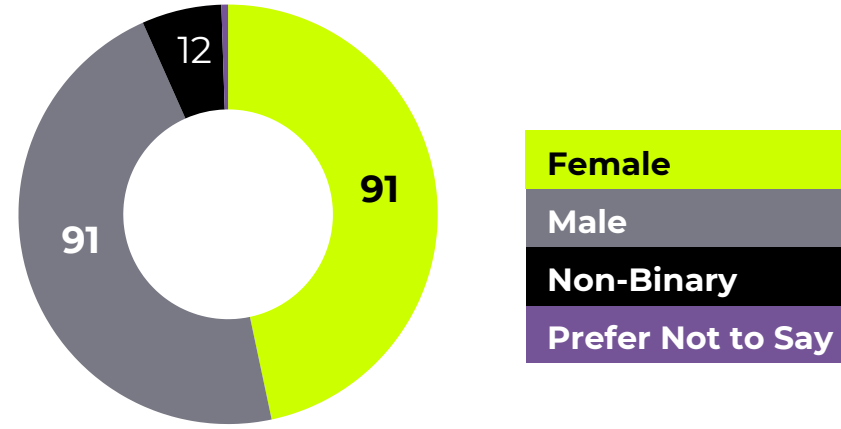
Participant Return



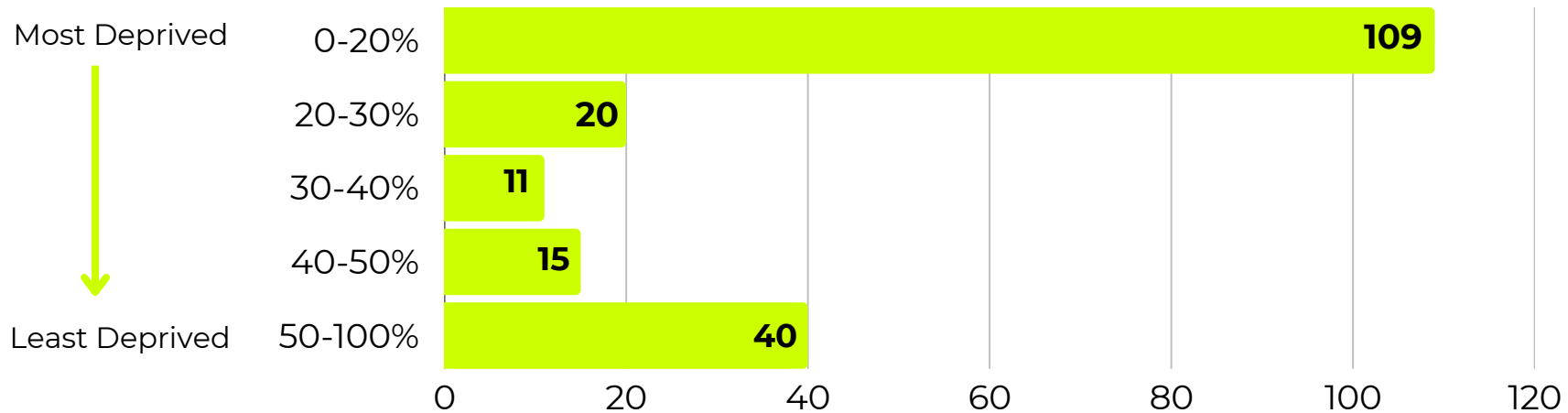
Age



Gender



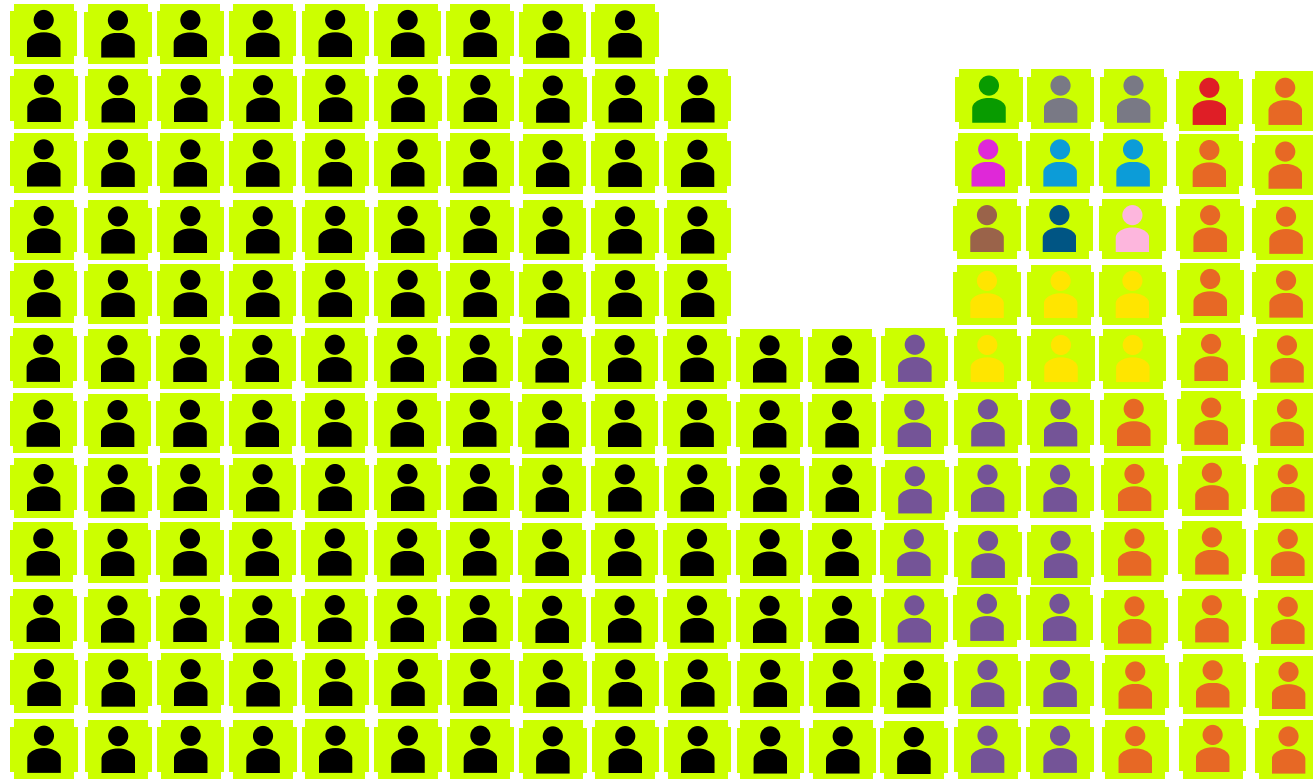
Scottish Index of Multiple Deprivation



NB: 9 of our participants are care experienced and their postcode does not reflect true levels of deprivation experienced.

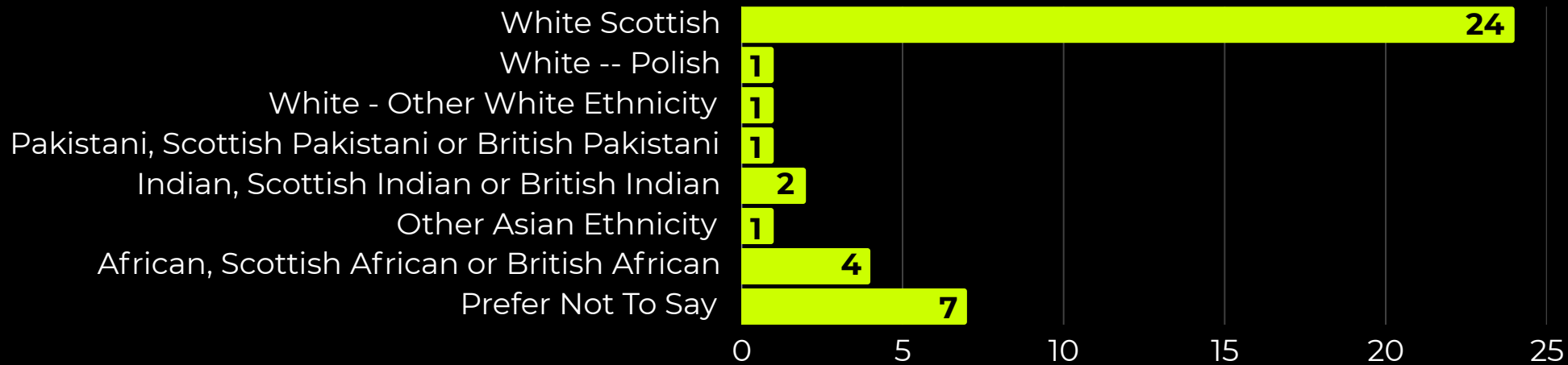
Local Authorities

- 135 Glasgow City
- 06 South Lanarkshire
- 01 North Ayrshire
- 01 Stirling
- 17 West Dunbartonshire
- 02 Renfrewshire
- 27 North Lanarkshire
- 01 Argyll and Bute
- 01 Dundee City
- 01 East Dunbartonshire
- 01 Highland
- 02 Falkirk

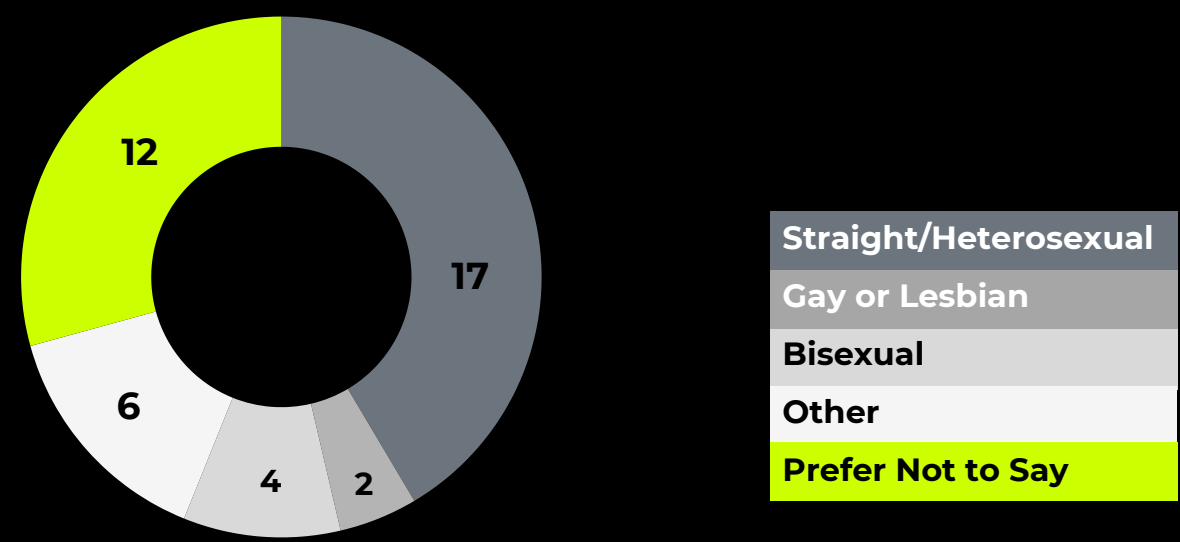


Core Group

After our wider engagement, those who join our training weeks become part of our “Core group”. This group of **41 participants** is who we will refer to from now as we analyse the project against the 5 CashBack outcomes.



Sexual Orientation



Outcomes

Measuring impact against the
CashBack outcomes



Outcome 1

Young People are diverted from antisocial, criminal behaviour and involvement with the criminal justice system

How we work toward this outcome:

The programme creates a sense of community in which everyone has a voice to share their thoughts and feelings

We develop essential soft skills through fun, practical, creative activities that span a variety of interests - so young people can engage on their own terms

Offering activity during the holidays, giving young people a positive environment to spend time in

Developing individual confidence to strengthen their ability to make positive decisions

80%
of core
participants

report their mental health has improved and a more positive outlook on life

*Outcome 3

80%
of core
participants

report increased motivation to positively influence community

*Outcome 4

78%
of core
participants

report positive changes in their behaviour

*Outcome 5



Most of the young people who attended are capable of making healthy choices."

Deborah Lynch
Former DYW Coordinator
Drumchapel High School

Reflection

The measurement of this outcome in itself continues to be a challenge. We have attempted this year to not ask our participants about it directly, but instead create a picture of the impact from the evidence toward all of the other outcomes combined.

The outcomes selected here show that the young people have formed more positive views of themselves and their communities, which are key factors in diverting from antisocial behaviour.

This same positive change is also important for our participants who are more likely to be victims of antisocial behaviour. The forming of stronger communities and feelings of self make them more confident in speaking up when challenges are faced.

Outcome 2

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

How we work toward this outcome:

Soft skills developed throughout the activity are essential to any progression route into education and employment

Technical filmmaking skills gained are becoming essential to all types of employers, not just our industry

Craft skills developed are varied and give young people the opportunity to engage in those that align with their personal interest and needs

Participants gain insight into the wealth of employment opportunities in the film and screen sector, learning directly from those work in it

4
core
participants

joined college or university

2
core
participants

joined training programmes

2
core
participants

began volunteering



"It has helped build confidence, sparked new interests, and, in some cases, even shifted career aspirations"

Teri Gow, The Lennox Partnership

Reflection

Filmmaking is an excellent activity to develop skills essential to all walks of life. It's what this project is built on. Developing confidence, creativity, problem solving & communication are invaluable as young people progress into future opportunities toward employability.

One of our participants enjoyed the experience so much they came back in October as a volunteer. He was an excellent addition to the team, bringing enthusiasm to the group and sharing his excitement of the activity with the new young people. He was able to put the technical skills gained into practice by helping the young people develop their skills. Developing into this type of work allowed them to become a sessional worker at their youth organisation.

We are also happy to report that four CashBack participants applied and were accepted onto our BFI Film Academy course. All have been enjoying the opportunity to continue their learning and engagement with us at GMAC. One of those participants successfully completed their NCFE Level 2 qualification: Preparing to work in the film industry.

Outcome 3

Young people's health, mental health and wellbeing improves

How we work toward this outcome:

We are committed to ensuring the environment is safe and accessible to all and will respond to individual needs where required

They are nurtured and respected into sharing their own ideas and be listened to and are all included in any activity

Participants take an active role in a variety of filmmaking activities, with each task creating an opportunity for a sense of achievement

They are responsible in guiding the production of the work, being trusted to follow instruction and help each other

83%
of core
participants

report increase in feelings against SHANNARI indicators

80%
of core
participants

report their mental health has improved and a more positive outlook on life



“I would describe GMAC as being thoughtful, kind and understanding around my needs”

CashBack Participant, Summer '24

Reflection

Creating a short film in four days is no mean feat and structuring our activity around this has a huge benefit to increasing the young people's ability to feel responsible, take ownership, and be proud of the work they have achieved. This is no more evident than at the end of the week when the films are screened, and the participants see the result of their work on the big screen. There is no denying the positive impact this can have on mental health.

The collaborative nature of filmmaking, and the stress of production, creates a perfect alchemy that brings young people together. It strengthens their communication skills because they have to problem solve to finish the film. We encourage a welcome and accessible atmosphere, so everyone feels part of the team and knows they are an important part of the team.

Outcome 3

Young people report their confidence has increased

How we work toward this outcome:

During taster sessions, and all our activity, we aim to increase the young people's confidence in one of, if not all, of the following areas:

Trying Something New

Working with Others

Sharing Ideas

Believing in your Ideas

Camera Skills

Editing Skills

101
participants

reported their confidence has increased



I feel a lot better about myself and the people here have shown me a lot of stuff and are very kind and caring. You get to learn at your own speed. Not a lot of people can get that support out there. This GMAC place, you can come and learn new skills and activities rather than learning from some online stranger. I feel as though the programme has helped me in many ways and with my confidence like being able to trust myself to hold a very expensive camera... I believe that I can now feel confident while doing things associated with this."

CashBack Participant, Summer '23

Reflection

As part of the wider engagement the programme has to offer, we believe that confidence can be built with participants during our short taster sessions and events as well as our full training weeks.

The majority of those who took part in a taster session, and were asked the question, reported an increase in confidence in at least one of the areas discussed.

The fact that these short taster sessions have this impact just proves how well-suited filmmaking is to this type of development in a young person.

Taking this to the next level through the training week only increases the opportunity to build on the confidence, as they will share ideas, use new equipment, and complete multiple tasks as part of the making of the film.

Outcome 4

Young people contribute positively to their communities

How we work toward this outcome:

The programme itself is built on a sense of community through shared learning and the collaboration of the filmmaking process

Frequent icebreakers and encouragement of group activity allows them to get to know each other fully including names & pronouns

The collaborative and supportive nature of the work allows participants to have a positive influence on the community by supporting each other

Everyone takes part in creating a community contract that they will all adhere to through delivery

80%
of core
participants

report a heightened sense of belonging to a community

80%
of core
participants

their social interaction is improving

80%
of core
participants

report increased motivation to positively influence community

2

participants took leadership role in a community org

48

hours of volunteering contributed by participants



It has helped me learn more about my acting skills and i feel better sharing my ideas than i usually would have before i came here

CashBack Participant, Summer '24

Reflection

The referral process to our project is targeted at already formed groups that reflect the young person's community. We go to schools and organisations in the same area so even when we aren't delivering in their community directly, they feel they are part of developing a shared place.

Not only that, but participants also build their own community as part of being a GMAC young person. Even though initial contact time is limited to four days, the group always come together in a strong way. The community spirit is palpable. This works because it is built on how they have come together to produce their film.

We are continuing to build relationships and partnerships with referral organisations to better connect with their communities. In year 3, the project has a much more direct link as young people make films in partnership with organisations in their local areas.

Outcome 5

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

How we work toward this outcome:

The nature of the activity lending itself to planning which leads to an understanding of risk and why it important to reduce risk taking where possible

The filmmaking process is a series of problem-solving tasks, which allows participants to develop their resilience.

The new established network built throughout the training week has a positive impact on the young people's lives.

Encourage the sharing of the opportunity itself and the work produced with personal friends, family, and peer groups.

83%
of core
participants

report feeling more resilient

80%
of core
participants

report more positive supportive networks

78%
of core
participants

report positive changes in their behaviour



It's made a huge difference to me. i'm very prone to self doubt but this has shown me that i'm more capable than i thought, and i can confidently say that I'm a valuable addition to any creative team"

CashBack Participant, Summer '24

Reflection

The final evaluations give an insight into the young peoples improved feelings of being able to adapt to new situations, meet new people and make better decisions for themselves. They have built a supporting network of peers throughout their time and clearly felt safe together and with our project staff. All were so proud of the work they created and how they pushed themselves out of their comfort zones - as you will see in our evaluation films.

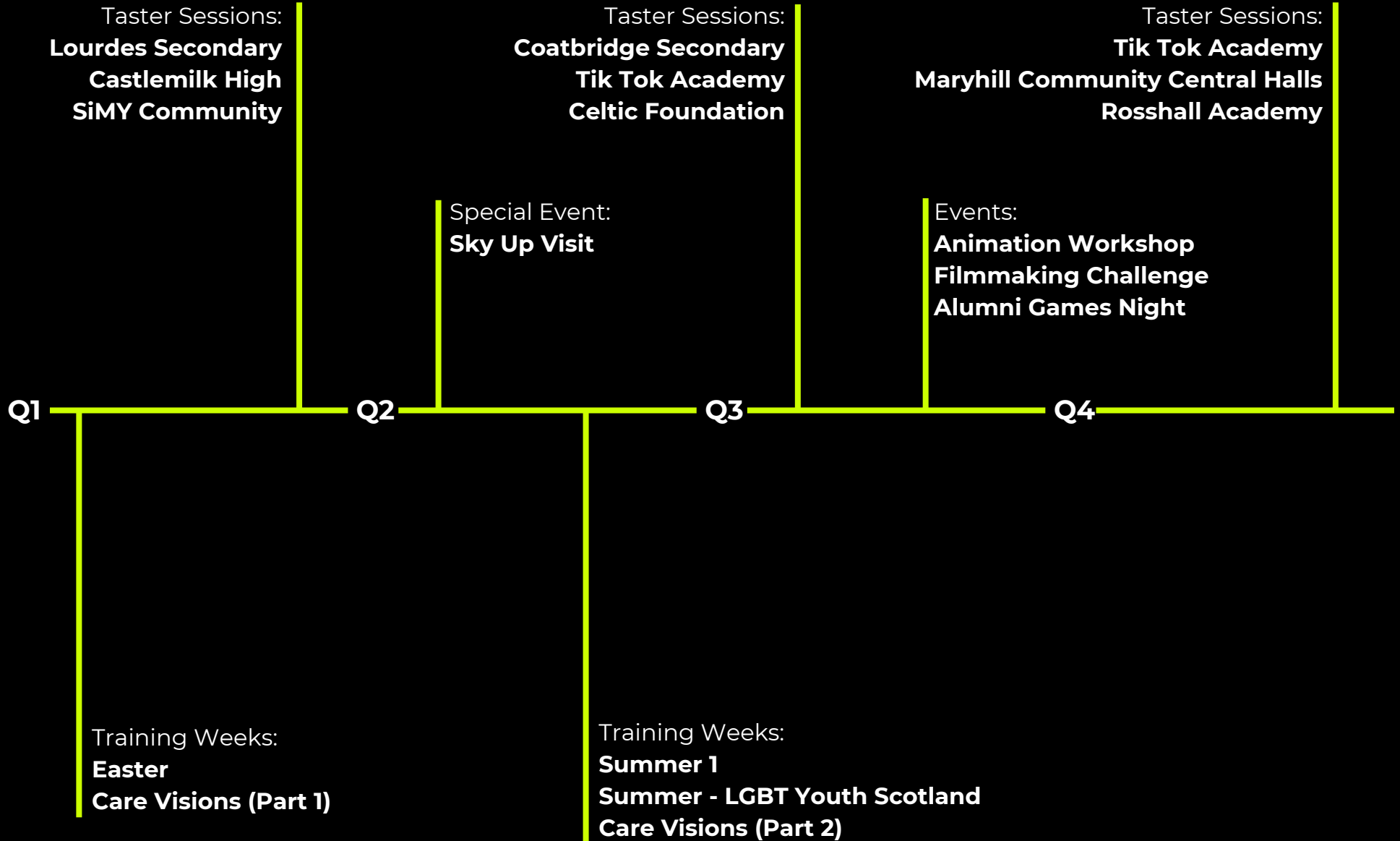
No issues were discussed in which young people were looking for any services, so we can't report increased access at this time. Moving forward we are looking at ways to share services as part of everyday practice – for example, when young people are generating story ideas. These can often come from a place of the participants reality and having a broad list of services readily available could be shared casually as we discuss the topic of their stories.

The Programme

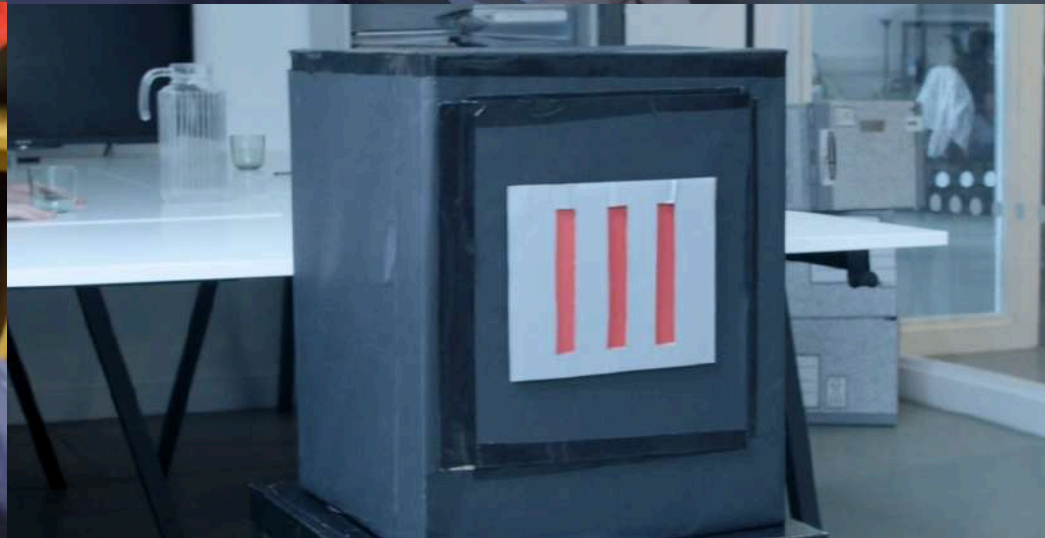
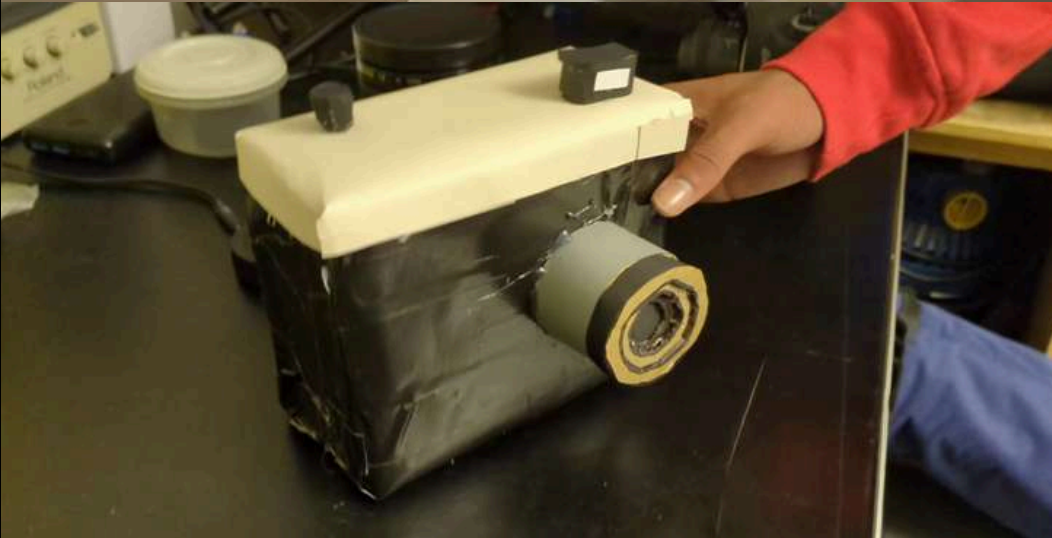
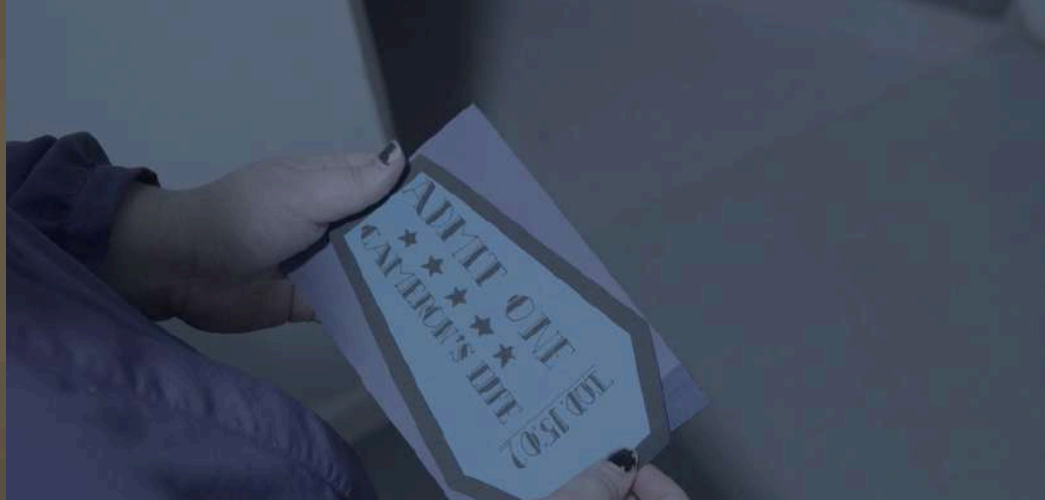
What we have delivered



What We Have Delivered



The Programme

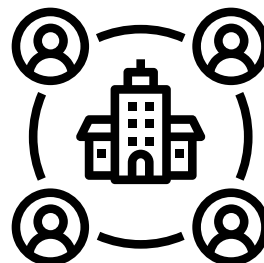


Recruitment and Showcasing CashBack



Schools

Referral routes through schools have been a vital part of our first year. Specifically, Developing Young Workforce coordinators have been invaluable.



Community Organisations

Partnering with other community organisations allows us to reach new young people in an environment they already feel comfortable in.



Careers Fairs

Presence at careers fairs has been an excellent way of sharing our programme, and has encouraged people to join even when they are interested in other paths.



Social Media

Social media is of course a key way we engage with young people whether it be in recruitment or in showcasing the work produced during our training weeks.



Newsletter

Our monthly newsletter continues to be an easy way for us to shout about the success of our project, and we have shared many updates through the year.



Special Visits

Inviting esteemed guests to learn about our work. This has included MSP Siobhan Brown, Lord Provost of Glasgow and the Connery family.

Participants share their new camera skills with

Siobhian Brown MSP
Minister for Victims and
Community Safety



Priorities for Year 3

Same as last year - our first priority for year 3 is to conclude year 2 deliver with a celebration event at the Glasgow Film Theatre. Our participants get the red carpet treatment as we screen the work produced across our youth programme.

We also go straight into delivery of our Easter programme, which we are currently recruiting for trying to use what we learned in year 2. We are going to experiment with training weeks tailored to two distinct age groups: 13-18 & 19-25. The hope is we will be able to reach and retain the older group a bit easier in this scenario - one in which we have strengthened reach to through partnerships like the aforementioned employability programme with The Lennox Partnership.

Due to capacity throughout year 2, we weren't able to hit the ground running with regular alumni events in the way we had hoped. This is something we are still looking to do more of, giving participants more opportunities to continue to engage with us after taking part in the training week.

We will continue to work closely with organisations to partner on bespoke training weeks for their pre-existing communities. This has proven successful throughout year 2, and is something we hope to continue building.

We are excited to do this through a new strand of our programme for Year 3 - GMAC Action. This allows young people to return for further training, explore documentary filmmaking, and take this knowledge back to their communities directly to create a film about an organisation they have worked with.

We are still not shouting about the programme as regularly as we would like, and have a lot to learn about communicating the impact of our work with stakeholders. We hope to rectify this in year 3 by more strategically creating communications strategy around both recruitment and celebrating achievement.

We are committed to learning and growing the programme through year 3, highlighting these key points:

Continue Developing Strong Partnerships

Building partnerships with organisations to work with their young people directly.

Alumni Opportunities for Participants

Offer opportunities for participants to continue to engage with us at GMAC

Reach Older Young People

Better cater the programme for 19-25 year olds to take part.

Strengthen Communications

Share knowledge of the programme and its impact with key stakeholders.

Climate Change

GMAC Film are a member of the Green Arts initiative and is deeply committed to Environmental Sustainability.

Our venue is located within Glasgow City Centre which makes it hugely accessible for public transport. All young participants are encouraged to use their free bus pass and have the option to receive reimbursement for other public transport methods. We also offer mileage for those who cycle.

Staff are encouraged to use public transport where possible, with driving requirements being limited to only when necessary. Our venue is in Glasgow's new Low Emission Zone, which means that any cars/transport that are used will require the standards dictated by that. We have measured the Carbon equivalent emissions for the last two years and are working on measures to improve them.

Equipment is repaired rather than disposed of, with small amounts set aside in all project budgets to support this where possible.

Our offices have recycling measures in place, with a provider who does their recycling processing within the UK, and have a kitchen accessible to learners who need to refill water. There is crockery and glasses available for reuse. Catering options are dictated by the needs of our participants, but we always ensure to have plant-based options available. We have recently started to receive our catering from a small local business. Participants are given reusable cups to use throughout the programme, ensuring the lack of necessity for disposable implements.

We research providers and attempt to make any procurement decisions not just on cost but on their environmental impact. As part of this we recently changed to a green energy provider.

Fair Work

At GMAC Film, we hold ourselves to high standards regarding fair work practices. We believe that every individual involved in our projects should be treated with dignity and respect, and we are committed to promoting a positive and inclusive industry. Our policy for fair work practices includes several key components.

Firstly, we aim to provide fair wages and benefits to all our staff. We are a certified real living wage employer and offer flexible working practices to the team from day one of their employment. This includes a 30-hour working week that can be scheduled to everyone's needs, as well as the opportunity to have a hybrid approach to working both from home and at the office. GMAC Film does not use zero-hour contracts, and strictly opposes the use of fire and rehire practice.

This also applies to freelance staff involved in our programmes. We recognise that fair compensation is essential in creating a sustainable and equitable filmmaking industry.

Secondly, we prioritise diversity and inclusion in our hiring practices throughout the programme. We believe that a diverse and inclusive team leads to better creative outcomes and a more positive working environment. GMAC as an organisation is committed to creating a workplace where individuals from all backgrounds feel welcome and supported, and where everyone has an opportunity to contribute and succeed.

Thirdly, we provide training and professional development opportunities for all our participants and staff throughout the programme. We recognise the importance of supporting both GMAC staff and participants enhance their skills and abilities for future progression within the industry and will continue sending professional development opportunities to all our alumni.

UNCRC Rights of the Child

GMAC Film are committed to ensuring that the UN Convention of the Rights of the Child (UNCRC) are upheld and embedded within any activity involving children and young people.

Part of this commitment has involved raising awareness of children's rights across the organisation. All staff members have completed the governments training tool, ensuring all understand the importance of the UNCRC in our work with children and young people.

This information has also been made available on our website, with links readily available for our partners and participants to learn more about the UNCRC rights.

As we create and develop projects, we ensure to highlight the key rights that apply to our work and make sure we are upholding them through the style and design of our delivery. We also make sure these are embedded within our organisations policy and procedures.

However, we recognise we could do more to promote the rights directly to the young people. Though we believe we champion these rights through our work we never discuss them explicitly. We are looking to rectify this as we go into year 2.

The process of completing a Child Rights and Wellbeing Impact Assessment was invaluable to our organisation and a great way for us to evaluate our practice and recognise our strengths and weaknesses.

You can read our full impact assessment on our website.

Better Start, Brighter Futures

GMAC Cashback primarily uses filmmaking to engage young individuals from areas of high deprivation. All activities, workshops, and training are designed to focus on social and emotional skills development. We work alongside participants to identify short-term needs and long-term aspirations related to employment, education, and training.

As a Young Person's Guarantee provider, GMAC Film is well-positioned to develop its role and expertise in youth employability in the coming years of Cashback. In its first year, GMAC Cashback has enabled our Youth Programme to reach new audiences, and provide intensive support to young people in our target groups. This ensures more participants can harness their creative talents, realise their ambitions, and transition to positive destinations.

Supporting individuals as young as 13, who were at risk of losing formative development years due to the pandemic, to learn and grow. Informal discussions with teachers at our taster sessions for S3 pupils revealed a need for more confidence-building and creative community cultivation within that age group. They missed out on the traditional transition years from primary to secondary school.

We also hope our scheduling of intensive four-day workshops during holidays will also benefit some parents of younger participants by providing them with some independent time to invest in themselves.

We hope that this will support the next generation to be able to thrive. Opportunities like this that develop these meta skills are essential to a young person's development. Not just toward employability, but toward being the best person they can be.

Finance Overview

	Budget	Actuals	Variance
Project Staff (F/T)	56,000	56,000	0
Freelance workshop tutors and mentors	5,500	5,700	+200
Staffing Project delivery costs sub-total	61,500	61,700	+200
Staff and Volunteer Costs	1,100	650	-450
Participant costs	5,900	2,871	-3029
Non-Staffing Project delivery costs sub-total	7,000	3,521	-3,479
Film equipment	6,000	5,784	-216
Capital expenditure sub-total	6,000	5,784	-216
Total Project Activity	74,500	62,244	-5,306
Contribution towards organisational costs	8,250	8,250	0
Management and Marketing sub-total	8,250	8,250	0
Total Expenditure	82,750	79,255	-3,495

This table gives an overview of our budget and spend of our project in year 2. Staffing costs were as expected, as well as organisation management costs. There was a slight underspend on capital expenditure which will carry over to year 3 delivery.

Some of the underspend in non-staffing costs also carries over to delivery in Year 3 - with delivery of our Easter programme happening in April.

The remaining underspend is mostly attributed to participant costs being smaller than budgeted for initially. Being based in the city centre, most young people use free bus travel and therefore travel expenses is needed less than it used to be.

There has also been less opportunity for volunteering directly with us, but these costs have been reallocated to staff travel in year 3. This allows us to travel more places and work closer with partner organisations.

Outcome Breakdown

	Year 1	Year 2	Total	Total % reporting
Outcome 1 – Young People are diverted from antisocial, criminal behaviour and involvement with the criminal justice system				
Young people report that they feel less inclined to participate in antisocial and/or criminal behaviour	7	7	14	20%
Outcome 2– Young People participate in activity which improves their learning, employability, and employment options (positive destinations)				
Progression outcomes after completion of the programme; the number of participants gaining/taking up: Modern Apprenticeship/Employment	1	0	1	1%
Progression outcomes after completion of the programme; the number of participants gaining/taking up: Training/Work Experience	4	4	8	12%
Progression outcomes after completion of the programme; the number of participants gaining/taking up: College/University placement	0	2	2	3%
Progression outcomes after completion of the programme; the number of participants gaining/taking up: Volunteering	1	2	3	4%
Outcome 3 – Young people's health, mental health and wellbeing improves				
Young people report an increase in feelings against SHANARRI indicators: Safety, Health, Achievement, Nurture, Activity, Respect, Responsibility, Inclusion	25	34	59	86%
Young people report their mental health has improved and they have a more positive outlook on life	25	33	58	84%
Young people report they are less inclined to engage in harmful drugs and/or alcohol use	22	7	29	42%
Young people report their confidence has increased	47	101	148	

	Y1	Y2	Total	% Total reporting
Outcome 4 – Young people contribute positively to their communities				
Young people report a heightened sense of belonging to a community	25	33	58	84%
Young people report feeling their contribution, links with communities and social interaction are improving	25	33	58	84%
Young people report increased motivation to positively influence what happens in their community	25	33	58	84%
Young people go on to volunteer, coach, mentor, support or take a leadership role in community organisations	1	2	3	4%
Hours of volunteering contributed by participants	24	48	72	8%
Outcome 5 – Young people build their personal skills, resilience, and benefit from strengthened support networks and reduce risk taking behaviour				
Young people report feeling more resilient	24	34	58	84%
Young people report positive, supportive networks – including improved relationships with family, friends, and peer mentors	25	33	58	84%
Young people report increased access to appropriate services	0	0	0	0%
Young people report positive changes in their behaviour	25	32	57	83%

Year 2 Participant Data - Wider Group

Age	10 - 15	95
	16 - 18	60
	19 - 25	40
Gender	Female	91
	Male	91
	Non-Binary	12
	Prefer not to say	1
Scottish Index of Multiple Deprivation	0-20%	109
	20-30%	20
	30-40%	11
	40-50%	6
	50-100%	40

Local Authority			Spend
	Dundee City	1	406
	East Dunbartonshire	1	406
	Argyll and Bute	1	406
	Falkirk	2	813
	Glasgow City	135	54869
	North Lanarkshire	27	10974
	Renfrewshire	2	813
	South Lanarkshire	6	2439
	West Dunbartonshire	17	6909
	Highlands	1	406
	North Ayrshire	1	406
	Stirling	1	406
		195	79255

Year 2 Participant Data - Core Group

Ethnicity	White Scottish	24
	White- Polish	1
	White - Other White Ethnicity	1
	Pakistani, Scottish Pakistani or British Pakistani	1
	Indian, Scottish Indian or British Indian	2
	Other Asian Ethnicity	1
	African, Scottish African or British African	4
	Prefer Not to Say	7

Trans History	Yes	25
	No	8
	Prefer Not to Say	8
Sexual Orientation	Straight/Heterosexual	17
	Gay or Lesbian	2
	Bisexual	4
	Other	6
	Prefer not to Say	12
Disability	Hearing	2
	Mobility	3
	Learning or understanding or concentrating	8
	Socially or Behavioural	4
	Other	1
	Prefer not to say	9



GMAC

Making Films | Changing Lives

**CASH
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FOR COMMUNITIES

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