



# 2024 ANNUAL REPORT

PHASE SIX - CASHBACK ACHIEVING GOALS

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# Welcome

## CashBack Annual Report 23/24 Introduction

It is a privilege once again to showcase the importance of the CashBack for Communities programme and the role of the Scottish FA in helping to provide activities for young people across Scotland.

Through our Alternative Education and Alternative Football projects we are able to provide thousands of opportunities for young people using the Power of Football to engage and support them in their development.

The report reaches beyond the numbers and highlights the amazing young people that have engaged with us throughout the last year in the various projects, giving them a voice to tell their stories.

As a partner of the Scottish Government in this programme, we are delighted to see the reach and value that this provides for those that participate. The feedback we have received is powerful and ranges from just being given an opportunity to enabling growth in confidence through to developing skills and knowledge, the outcomes that those involved have fed back to us are inspiring.

**we are able to provide thousands of opportunities for young people using the Power of Football to engage and support them in their development.**



As you read about the growth and success of the young people in the programme you will get a sense of the extensive range of partners and agencies that work collaboratively to make the activities so engaging and meaningful. At the Scottish FA we are honoured to work with so many organisations that have the same ambitions of helping our future generation and in particular those that need a little more of our time and support.

Thanks to all the partners, staff and volunteers involved that have worked to deliver these important activities and most importantly thanks and well done to all the young people that have participated.

# Programme Overview

Our new Phase 6 programme has similar areas to Phase 5 such as the VIP and Go-Fitba programmes, however it has also evolved with the creation of a new educational programme in addition to new diversionary football activity. Our flagship 'School of Football' programme has been replaced with 2 new programmes 'Football Champions' and 'Football Leaders' which increases the age band of young participants within the programmes. We feel that these new educational programmes are better targeted to the right young people that school staff identify and individuals that we can support further and make positive changes. With the support of our partner clubs to deliver the programme, we have also linked the 2 strands better to try and ensure that both areas are overlapping in regards to participants continuing to participate at our clubs out with the school hours.

## Alternative Education

This area consists of 3 strands:

### Football Champions

A new P5-7 school programme over 12 weeks within targeted communities consisting of educational subject areas such as Health & Wellbeing and Equality. The programme also has a practical element to it with participants developing and delivering a Football Olympics festival to other school pupils.

### Football Leaders

A new S4-6 school programme over 6 to 8 weeks within the same targeted communities focussing on coaching skills and working towards a Scottish FA Certificate. The young Leaders are mentored throughout the programme and given advice on organisation and adaptation within sessions with the hope that they progress into further voluntary opportunities in their communities.

### Volunteer and Inspire Programme

The VIP provides a tailored pathway of development for young people aged between 16 and 24 with an interest in pursuing a career in the game. Over the course of 12 months, it provides a series of educational workshops and supports them to gain valuable training and work experience opportunities.



## Alternative Football

This area also consists of 3 strands:

### Go-Fitba

Free holiday hunger camps for children aged 10 to 12 years of age, participating in football activity during school holiday periods whilst receiving a healthy lunch each day.

### Kick About

A targeted 'outreach' project over 10-week blocks that will seek to engage with young people aged between 10 – 16 years whilst helping to tackle anti-social behaviours in communities.

### Play Fitba

A new programme of diversionary football over 10-week blocks for young people aged between 16 and 25 years in targeted communities providing free casual football in a less formal environment than the commitment of playing within an 11 a-side community team.

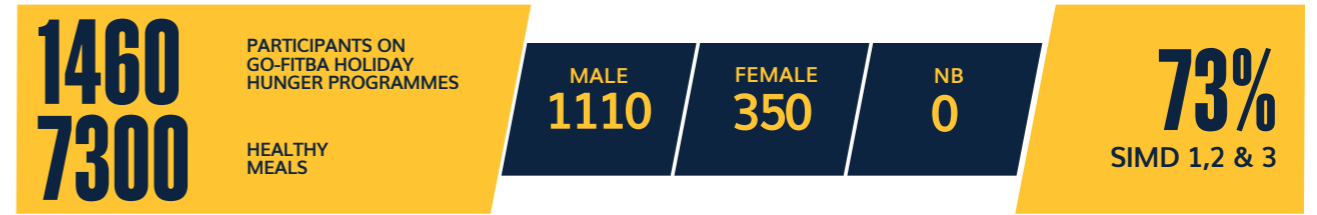
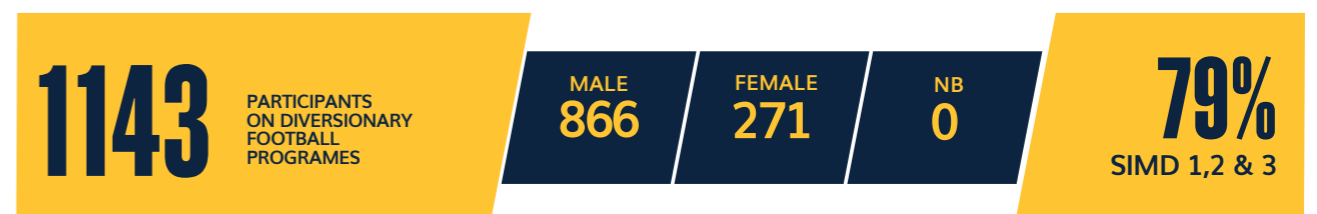
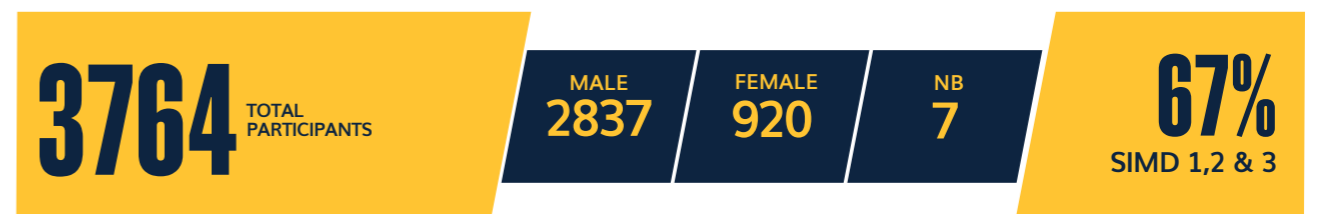
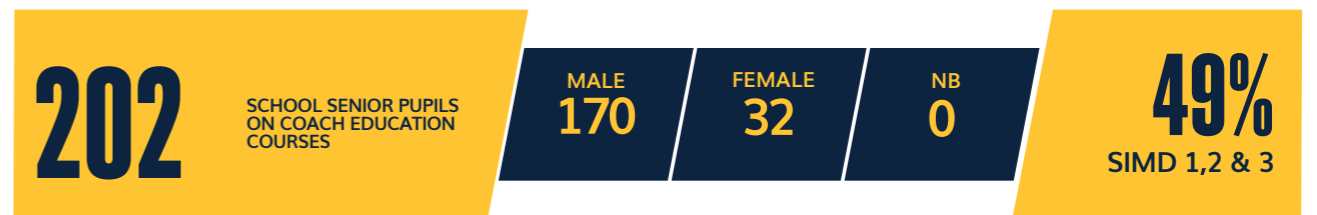
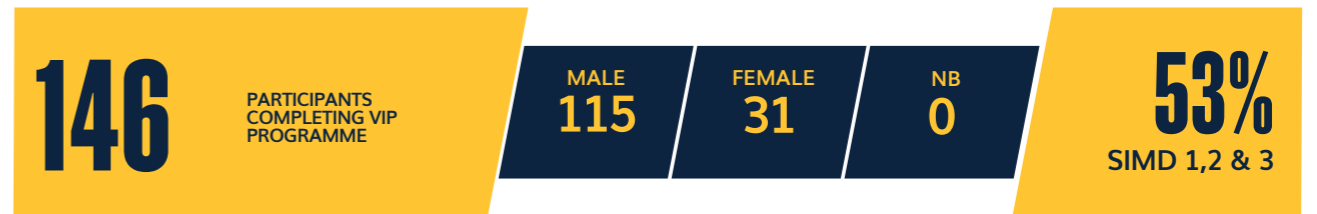
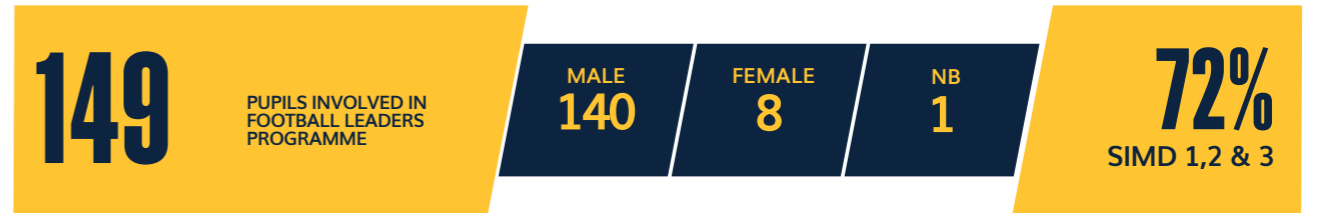
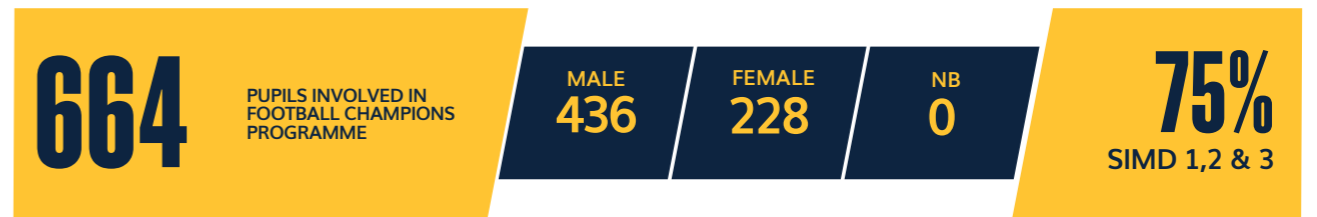


with the hope that they progress into further voluntary opportunities in their communities.



# Participation In Numbers

Year 1 of the programme, in partnership with CashBack for Communities and other stakeholders, has helped support a number of young people over this last year. This is the impact of just some of those projects highlighted in numbers:



## Equality, Diversion and Inclusion



DISABILITY					
VISION	3	HEARING	5	MOBILITY	4
DEXTERITY	2	LEARNING/UNDERSTANDING	112	MEMORY	1
STAMINA/BREATHING/FATIGUE	34	SOCIAL BEHAVIOURAL	84	OTHER	41
ETHNICITY					
WHITE SCOTTISH	2116	WHITE BRITISH	116	WHITE IRISH	11
WHITE POLISH	59	WHITE GYPSY/TRAVELLER	1	WHITE OTHER	45
MIXED OR MULTIPLE ETHNICITY	35	PAKISTANI	13	INDIAN	16
BANGLADESHI	1	CHINESE	3	OTHER ASIAN ETHNICITY	35
SCOTTISH AFRICAN	79	OTHER AFRICAN ETHNICITY	24	BLACK CARIBBEAN	6
OTHER BLACK ETHNICITY	9	ARAB/SCOTTISH ARAB	22		

# Outcomes

A range of methods of programme evaluation was utilised for the Scottish FA “Cashback for Communities” project to monitor the impact against the five outcomes listed below. This included evaluating key stakeholders and participants through QR codes at the point of activity, integrating questionnaires into the education programmes, and other means to capture feedback to measure against each outcomes set targets.

## OUTCOME 1

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

## OUTCOME 2

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

## OUTCOME 3

Young people’s health, mental health and wellbeing improves

## OUTCOME 4

Young people contribute positively to their communities

## OUTCOME 5

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



OUTCOME	TARGET	TOTAL	PLANNED
	<b>Total number of participants</b>	<b>3764</b>	<b>2205</b>
1	Young people are diverted from antisocial, criminal behaviour and involvement with the criminal justice system		
	Young people report that their own participation in antisocial and/or criminal behaviour has reduced	81	347
	Young people report that they feel less inclined to participate in antisocial and/or criminal behaviour	1183	1103
2	Young people participate in activity which improves their learning, employability and employment options (positive destinations)		
	Young people gain an accreditation for a new skill	1161	395
	Young people report an improved relationship with their school	285	395
	Young people’s attendance at school improves	267	395
	Young people gain employment or a Modern Apprenticeship	16	3
	Young people undertake work experience, where it is part of a recognised course or programme or start a training placement	146	47
	Progression outcomes after completion of the programme; the number of participants gaining/taking up: College/University placement	77	5
3	Young people volunteer	251	68
	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.	1659	395
	Young people report their mental health has improved and they have a more positive outlook on life.	114	142
	Young people report they are more aware of the risks and impacts of harmful substance use	50	898
	Young people report they are less inclined to engage in harmful drugs and/or alcohol use	51	898
	Young people report their confidence has increased	493	347
4	Young people report evidence of participation in physical and sporting activities	2606	1135
	Young people contribute positively to their communities		
	Young people report their perception of their neighbourhood improves	1095	1135
	Young people report a heightened sense of belonging to a community	1090	1135
	Young people report feeling their contribution, links with communities and social interaction are improving	1097	1135
	Young people report increased motivation to positively influence what happens in their community	1094	1135
	Young people go on to volunteer, coach, mentor, support or take a leadership role in community organisations	295	47
5	2000 hours of volunteering contributed by participants	2276	500
	Community focused awards gained by participants	149	47
	Young people build their personal skills, resilience, and benefit from strengthened support networks and reduce risk taking behaviour		
	Young people report feeling more resilient (e.g. believing in yourself, taking things in your stride, being determined, being self-disciplined, being optimistic, adapting to different situations)	307	347
	Young people report positive, supportive networks – including improved relationships with family, friends and peer mentors	264	347
	Young people report positive changes in their behaviour (e.g. reduced risk taking/ increased understanding of risk/ better ability to make positive choices/ improved understanding of rights and responsibilities)	322	347

# Outcome Summary

Phase 6 of the Scottish Government CashBack for Communities project was a transition period for the Scottish FA with several new projects being created, and in addition to this there was no formal external evaluation in place. The Scottish FA had set several ambitious targets to allow for the new projects to be delivered with the maximum impact in local communities and, more importantly, with targeted young people.

As highlighted in the outcome table (page 9) the majority of programme outcomes have been achieved. However, there are a small number that have been narrowly missed which the Scottish FA have started to address, exploring ways to ensure they are achieved in year two. We have listed some key actions below that are being implemented to ensure key target areas are addressed.

With the number of changes made to the programme, and with a short turnaround time from receiving the grant award to starting the project, the initial targets provide a very good baseline for year two. The outcome information has enabled us to refocus and look at some of the challenging areas to ensure these are addressed in year two while taking the encouraging feedback which highlights the positive changes that have been made via this project.



# Year Two Priorities

Below are 4 key areas that have been identified with additional steps being implemented for year two of the project to address where targets were not met:

- 1. Question Terminology** – the feedback has been very positive from all stakeholders about the project but on reflection some of the terminology of the questions might have confused the young people. Action - We have now engaged with some young people and stakeholders to ensure the terminology of questions are correct and/or young people understand what is required.
- 2. Group Demographic** – The feedback was that due to some of the project (e.g. Kick About Football) targeting young people form challenging and/or hard to reach areas that they might be reluctant to engage in questioning or provide information. Action - We have sought some advice from key stakeholders to ensure we engage with the groups correctly, while highlighting that feedback will help support further projects.
- 3. Technology** – A innovative way to gather information that was implemented was the use of QR codes at the point of activity. The feedback gathered highlighted that this method is a very effective way of gaining information, however some young people (as highlighted above) don't have sufficient data to complete, with other barriers being poor weather or gathering feedback at the wrong time. Action - We have looked at different ways to gather this information and engaged with all stakeholders to ensure evaluation is part of the weekly project.
- 4. External Evaluation** - In previous phases we have utilised an external evaluator to support with the evaluation process. Upon reflection, due to the amount of changes to the programme content and structure, not having the support of an external evaluator for this year resulted in some areas not being fully addressed until later in quarter three of the project. Action – We have engaged internally to discuss the benefits of utilising an external evaluator to support or provide advice on this project moving forward.

# Alternative Education

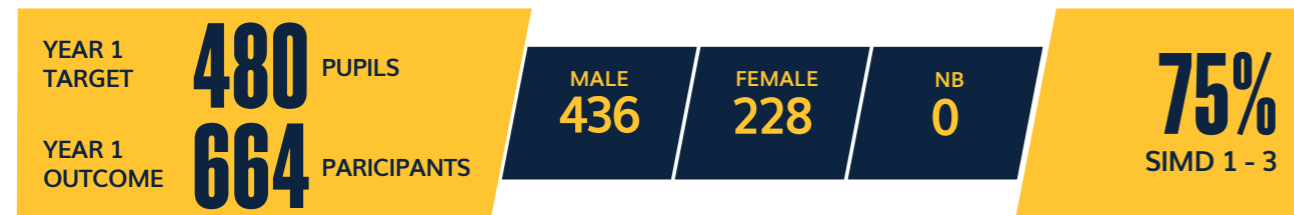
## Football Champions

The Football Champions programme is an educational project aimed at P5-P7 pupils who are selected by the schools as pupils who would benefit most from the programme.

The main objective was to target these pupils who may be disengaged with learning, living in poverty or have poor attendance to therefore use the "Power of Football" to encourage engagement to make a real impact to these individuals. This programme would be delivered over 12 weeks (1 hour per week) where the children would learn through classroom sessions where the focus is on important topics such as Health & Wellbeing and Equality & Inclusion, along with practical football sessions where the focus would be to enable the children to gain some knowledge to be equipped to deliver a Football Olympics event to younger children in their school in the final weeks of the programme.

In doing so this would introduce them to new leadership and communication skills. The children would also be provided with a booklet that they would work through each week coordinated by the club coach. This booklet could be discussed further at a child's future parent's evening with their class teacher to explore the learning that has taken place. In addition to this the children also received t-shirts and certificates. The first year has seen 466 sessions being delivered both in classroom and on the pitch.

With support from our partner clubs to deliver this programme to the schools, relationships with local club and school was strengthened and many of the children who were not involved in local football activity beforehand, were encouraged to continue their football journey with their local community football club programmes, and thereafter hopefully stay involved in the sport for future years.



I loved being able to be with my friends, play lots of football games and learn how to eat healthy.  
**Pupil - Pirniehall PS**

The children were provided with a safe and inclusive learning environment where they were all given the opportunity to share their ideas and thoughts. Most of the time, the children behaved responsibly. Any issues were dealt with fairly and calmly. The sessions were a good mix of theory and practical. The children enjoyed the active tasks"  
**Teacher - Ladeside PS**



The football 'its a 10/10' 'really good fun  
**Pupil - Southwood PS**



One of our learners attendance was tracked on the days the programme ran, there was significant improvement over the weeks of the programme  
**Teacher - Sunnyside PS**

I think my confidence improved and I learned new skills  
**Pupil - Aberhill PS**

I learned how to eat like a football player" "I also enjoyed drawing a poster about football being for everyone  
**Pupil - Rowantree PS**

All of the children who participated have benefited by varying degrees. Some children now display a more confident nature in their interactions with their peers as well as their classroom activities. Some other children have shown an increased level of resilience when things go wrong or not as planned. One child who found making friends a challenge has been able to build up a relationship with a few of her peers as a result of participating in the programme.  
**Teacher - Redwell PS**

# Football Leaders

Secondary Schools involved:

**North: St Machar Academy & Inverness High School**

**East: Craigie High School & Levenmouth Academy**

**Central: Alloa Academy & Larbert High School**

**West: Drumchapel High School**

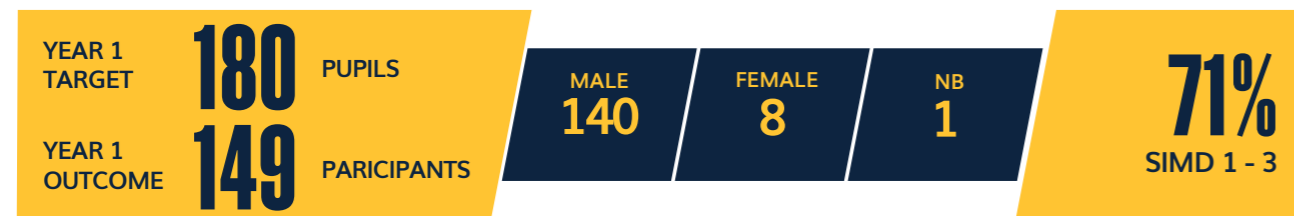
**South East: St Kentigerns Academy**

**South West: Ayr Academy**

This project is aimed at S3-5 pupils within the key targeted community secondary schools to deliver a tailored learning programme to approx. 15-20 young people that have been identified via different stakeholders as suitable to engage.

The young people selected, who might be disengaged with education, would undertake a 6 to 8 week 'Football Leaders' programme within schools where they would lead and participate in coaching sessions working towards a Scottish FA certificate. Thereafter the aim would be to provide the young people with other opportunities at clubs or other stakeholders and we have seen many support the delivery of festivals that the clubs have provided for their community Football Champions.

Hopefully further opportunities to get involved with the club in either coaching or football participation can then happen more frequently.



I learned to be more confident and how to set up drills.

**Pupil X, Ayr Academy**

I learned that you need to be loud and clear and show responsibility.

**Pupil X, Drumchapel High School**

Personally, I enjoyed the whole experience, learning how to coach and being prepared and organised. This course has been good for me, and I would like to do more coaching in the future.

**Pupil X, St Machar Academy**

I believe that the Football Leaders Programme has had a very positive impact on participants, allowing them to realise the vast opportunities that are presented through football as a player and more specifically a coach to maintain their interest within football and to develop a range of skills and qualities that can support them through various aspects of life.

**Teacher, Larbert High School**



I learned about leadership and sportsmanship

**Pupil X, Alloa Academy**

Thank you for the opportunity. This is a fabulous programme delivered by highly qualified and professional staff. It was very well received by young people and I hope it can continue to be delivered in future years in our area of deprivation

**Guidance Teacher, St Machar Academy**

Make drills fun but also challenging

**Pupil X, Larbert High School**

It helped with me becoming more of a leader.

**Pupil X, Levenmouth Academy**



# Volunteer Inspire Programme (VIP)

The 'Volunteer & Inspire Programme' is a programme that has brought together 6 groups of young people across the country from the ages of 16 to 24 years old.

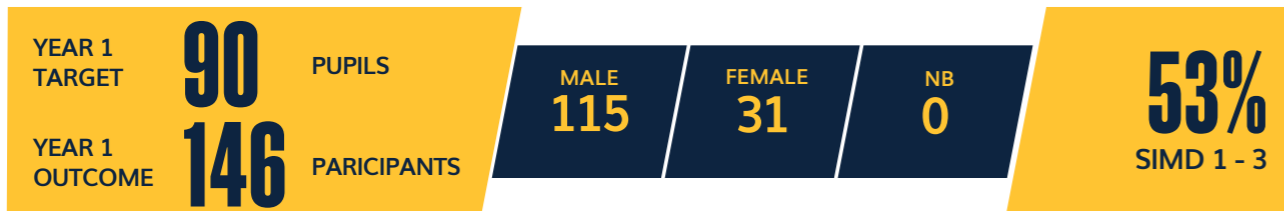
This year five of the Scottish FA regions partnered up with a Further Education institution to deliver the programme: West – Glasgow Kelvin College; South-West – Ayrshire College; Central – New College Lanarkshire; South-East – Edinburgh College; North – North-East College, whilst our East Region partnered with seven different community clubs who nominated young people within their club.

The main objective of this programme is to bring young people together to help develop a range of practical and personal skills that will be useful in their future life and career.

Each group of VIP's have completed the programme with a variety of workshops such as Planning, Communication and Goal Setting delivered in partnership with Scottish Sports Futures.

The participants also complete a Scottish FA 'Introduction to Coaching' qualification following the pre-requisite workshops 'Children's Wellbeing in Scottish Football E-Learning' and 'Mental Health in Scottish Football E-Learning'. Thereafter a key aim is to support the participants with future positive destinations and opportunities to volunteer at local, national events and within community clubs.

This year's programme has been massively successful again with 100% of VIP's volunteering in various events and clubs, 16 moving into part time or full time employment and 77 moving onto further college or university places.



**A CONTRIBUTION OF 2056 HOURS OF VOLUNTEERING WITHIN COMMUNITIES**

The Scottish FA VIP project delivered through the West Region has been a great addition to our industry partnership working this year within the Sport department. The Coach Education courses, and other educational workshops really supplement and link well to what the students are learning in Further Education.

Additionally, the opportunity for the students to gain first-hand experiences and knowledge of industry programmes, projects, and events, has been invaluable for their personal development. A few of the students have progressed into employment with Glasgow Life Football Development which clearly demonstrates the power of the partnership approach when seeking to develop young people towards employment and positive destinations.

**Carol Goodwin, Curriculum Manager, Glasgow Kelvin College**



The Scottish FA VIP programme is an exceptional initiative for our Further Education learners at Ayrshire College. The programme's emphasis on gaining practical coaching experience and dealing with real life scenarios linked to conflict resolution and goalsetting, has equipped the students with the necessary skills to succeed in various coaching roles, whilst making them more employable.

In addition, the SFA South-West team have provided expert mentorship to help develop the students' coaching techniques as well as intensifying their passion for sports coaching.  
**Johnny Sinclair, Sports Coaching Lecturer, Ayrshire College**

# VIP Feedback

The VIP project gave me the chance to try out new things and gain new experience and widen my knowledge in sport. I have gained more confidence from taking part in the coaching courses as I enjoy the practical side and learning different drills and practices, that I now use in my sessions.

**Shaun Mitchell, VIP Participant**



I thought the program was fun and a great thing to be involved in, the information was delivered in an engaging way which made it really easy to understand. Off the back of the program I volunteered at the Emerging Talent Trials, these gave me a great idea of different coaching roles out with club football, and it was a very interesting thing to be part of. The program has helped to improve my confidence and my social skills, speaking to new people. It has benefited me hugely and I hope to go on and continue gaining coaching qualifications and working within football.

**Eilidh McDiarmid, VIP Participant**



The VIP programme has helped me get further involved in voluntary coaching and improve my coaching experience. One of the voluntary opportunities I participated in to help with the VIP Award has since turned into part time employment, so the VIP Award has also helped me get employment in coaching.

I was also part of some fantastic events while undertaking the programme including Grampian Parasport Festival and a football festival run by NES Col, Aberdeen Sports Village and Russell Anderson Foundation.

**Greg Kirton, VIP Participant**

The VIP programme has had a massive positive impact on my self-confidence as well as enhancing my coaching ability. I have gained invaluable experience by participating in a variety of workshops and learning from knowledgeable tutors. On completion of the VIP course, I now intend to climb the SFA Coach Education Pathway and complete my UEFA C Licence.

**Kelsy Crainie, VIP Participant**

As a young aspiring coach, I have benefitted significantly through my participation in the Scottish FA's VIP Project. The project has given me access to various courses and workshops allowing me to work with other talented coaches, learn from highly qualified individuals and work with a variety of populations and age groups. I've taken part in coach education courses which have allowed me to gain valuable knowledge about coaching and ways to treat people correctly to ensure a good player to coach relationship.

The project also allowed me to do take part in the SPAR Future Stars Cup, this event showcases the importance of inclusion in Scottish football and how the Future Stars cup is helping create the next generation of Women's footballers in Scotland. The Scottish FA VIP project has helped me massively overall as it's improved my knowledge and ability as a coach but also as a person, learning important topics such as inclusion and that football is for everyone in Scotland. It's helped shape me into the coach I currently am.

**Joe Semple, VIP Participant**



Taking part in the Scottish FA VIP project has been immensely beneficial to me. The Coach Ed courses have allowed me to hone my coaching skills and gain invaluable knowledge that I have been able to apply to my coaching.

The Scottish Sports Futures workshops have furthered my understanding of goal setting which i have been able to apply to my personal development. Additionally, the SPAR events helped me build confidence in roles I had never had a chance to do before like refereeing and gave me the chance to experience new challenges, gain new skills and gave me invaluable insight into the sports development role.

**Robert Steel, VIP Participant**

The VIP program has been really helpful in my development. The workshops helped me to work on how to communicate effectively during our sessions and have made me more confident. I have particularly enjoyed volunteering through the VIP program at regional trials and festivals. These opportunities have allowed me to see how these are run and to work with others from the Scottish FA. Overall, the VIP program has made me a more confident and well-rounded coach for the future.

**Eve Imrie, VIP Participant**

We're delighted that the SFA are continuing to choose our training to complement and add value to their coach and workforce education. We've really enjoyed delivering our training across SFA programmes this year and we're looking forward to continuing to work together to reach more people and positively impact on communities which need it most.

**Jude Reid, Head of Sustainable Business Development, Scottish Sports Futures**

# Alternative Education

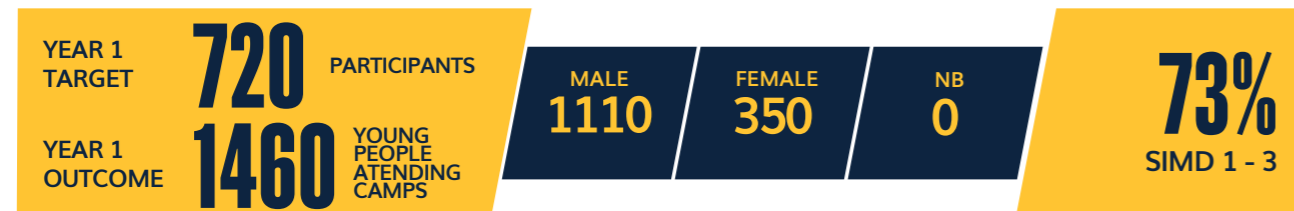
## Go-Fitba Holiday Programmes

The 'Power of Football' to impact lives is well documented, however some young people due to the nature of the sport, or associated cost, will drop out or become disengaged. This can result in them becoming involved in antisocial type behaviors. Building on the success of the Go-Fitba project from phase 5, we have tried to provide more avenues to free 'Alternative Football' to help encourage more young people to participate and become less likely to take part in antisocial behaviours.

Go-Fitba provides free bespoke camps that young people aged 10 to 12 can access in the holiday periods. This programme will provide tailored education to help young people understand the importance of not engaging in antisocial behaviours. Another key aim of the programme is to combat holiday hunger by providing free healthy lunches/breakfasts to all participants in the absence of school meals.

Over 7300 healthy lunches were delivered to participants this year through our grassroots community club partners.

This years project was delivered by a mixture of community clubs and local partners as follows: Aberdeen Football Club Community Trust, Ayr Utd Community, Blantyre Soccer Academy, Bo'ness Utd Community Football Club, Drumchapel Amateurs Football Club, Drumchapel United, Dundee United Sports Club, East Fife Football Club, Falkirk Foundation, Hibernian Community Foundation, Inverness Caledonian Thistle Community Development, Kilwinning Sports Club, Morton in the Community, Pollock United, Rovers in the Community, Sauchie Amateurs Community Club, South Lanarkshire Leisure and Culture, Spartans Community Foundation, Stirling Albion Football Club, Thorn Athletic, Vale of Leven, Vics in the Community, Warriors in the Community, Wasps Community Club, West Lothian Community Foundation and West Park United



**7300 MEALS**

## Go-Fitba Stats

**98%** of children feel it has stopped them getting into trouble in their community

**85%** of children felt health and fitness had improved

**95%** have enjoyed taking part with other children from the community

**74%** of children feel it has stopped them getting into trouble in their community

**93%** would like further activity at their local club



# Go-Fitba Feedback

Great fun at Dundee West with amazing coaches! Fantastic to have football on the door for children to play and great to offer so many benefits such as free camps and free lunches! Dundee West are just a brilliant club putting the community first!

**Parent Quote**

My favourite part of the camp was playing matches with my friends and pretending to be our favourite footballers. I enjoyed taking penalty kicks against the coaches". The coaches are really fun too.

**Participant – Morton in the Community**

Being able to meet new friends in the community, Coaches made it fun & competitive, Lots of stuff I can learn to take into my games. Just so fun, I loved it

**Participant Drumchapel Amateurs**



I got to learn some fantastic new activities and football drills. It was great meeting new club coaches and other players who I walked past before and I can now talk to them now

**Participant Drumchapel United**

I loved scoring goals, and the cheese sandwiches are brilliant. I am really looking forward to joining the girl's team

**Dundee East Community Sports Clubs**

Different skills every day were fun and have helped me get better. I also liked meeting a real policewoman, that was cool.

**Participant Albion Rovers Community Trust**

We have been able to keep an average of 26 YP a day safe from the streets, or even at home where they may be exploited to alcohol/ drug misuse. We have been able to give them that break from everything and a chance to relax and be themselves.

**Staff Spartans Community Foundation**



One of our staff members is a former DCI with Police Scotland and she delivered fun and interactive, age and stage appropriate workshops with the participants that addresses said issues. The children fully engaged and enjoyed the sessions and parents/guardians commented on the positive feedback given to them at home from their children (importance of respect, making good decisions and being a good young person etc)

**Staff Albion Rovers Community Trust**



I really enjoyed getting to play Walking Football vs the adults, they were all really good. It was fun to get to play football all day. The coaches were really funny and had me enjoying football this week'

**Participant Inverness Caledonian Thistle Community Trust**

It's been super fun getting to play football in a safe place with my mates! The cooking in between playing football was so cool.

**Participant Spartans Community Foundation**



# Kick About & Play Fitba

The Scottish FA Cashback Kick About programme aims to provide targeted 'outreach' work that will seek to engage with young people aged between 10 to 16 years.

The concept is to take football out into an area that young people might congregate to provide tailored activity that will not only engage young people but help to deter them from becoming involved in anti-social behaviour.

The project will be embedded within the club that will enable them to provide alternative routes to other volunteering, career or educational opportunities and with the club linking with the local schools through the Alternative Education programme, will also help to provide additional opportunities to engage with the correct young people.

The Scottish FA Cashback Play Fitba programme aims to provide a targeted approach to young people aged between 16 and 25 years old providing free football in a less formal environment. The research indicated that young people start to drop out of the game as they get older due to a number of factors such as the additional cost and commitment needed to play as part of a community team and this section of the project is aimed to provide a less formal approach to playing football.

The concept is to provide more 'drop-in' games projects with some tailored educational/ volunteering opportunities to help support young people. This element of the project would enable the clubs to work with key stakeholders to provide referral routes into the project for young people that might be on the verge of becoming involved in the criminal justice system.

## Kick About & Play Fitba Stats

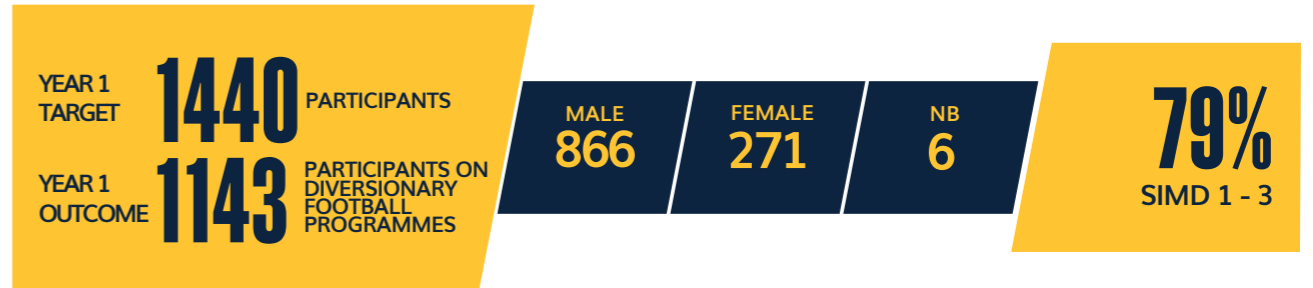
**95%** of participants said they felt more resilient as a result of taking part in the programme

**98.8%** of participants noticed positive behavioral changes as a result of taking part in the programme

As a result of taking part in this project, I feel less inclined to be involved in anti-social and/or criminal behaviour

**5%** respondents said they disagree

**95%** agree or felt it was not an issue before



A great opportunity to spend time with other kids of the same age. Met some other children who are going to the same high school so will be some familiar faces when I go.  
**Kick About Programme Participant**

It's been a really positive experience and given me confidence to try new things and push myself out my comfort zone.  
**Morton in the Community, Participant**



A great opportunity to spend time with other kids of the same age. Met some other children who are going to the same high school so will be some familiar faces when I go.  
**Kick About participant**

This is a great project, I hope it continues.  
**Play Fitba participant**

Sessions have been engaging - credit to the coaches.  
**Merkinch participant**

Fantastic project, great for improving mental health, making new connections/ friends and great for physical fitness too. Great coaches running it, positive, encouraging, welcoming community spirit.  
**Play Fitba participant**



The woman's football has been great for my mental health I thoroughly enjoy each week the coaches Laura and laila are a credit your Morton community.  
**MITC participant**

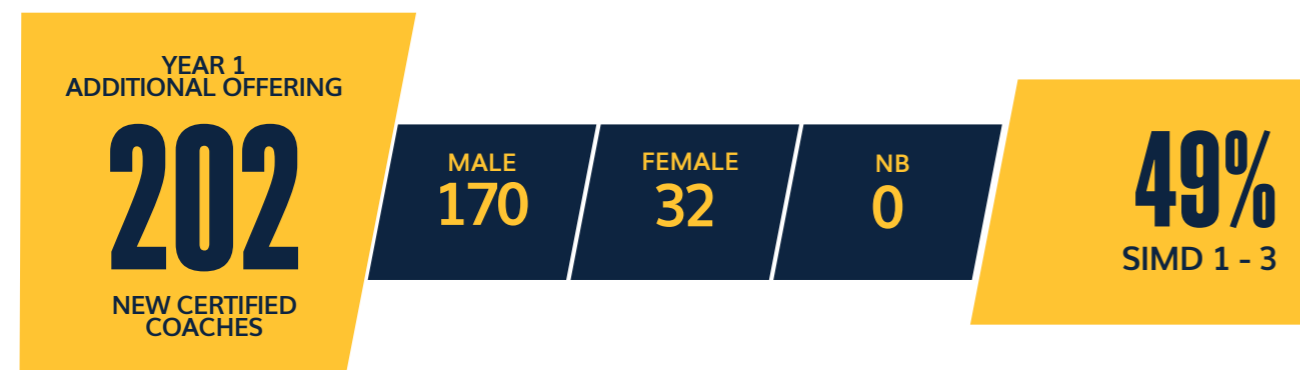
It has been a great way of bringing people together who normally would not be connected. We have built connections and encouraged each other whilst getting fit and having fun.  
**Play Fitba participant**

# Coach Education

In addition to the Alternative Education programme, we have also offered further opportunities to senior pupils within selected schools to go through free Scottish FA coaching courses.

202 participants started their coaching pathway by gaining their 'Introduction to Coaching' certificate allowing some to progress onto further courses. In addition to learning about the fundamentals of coaching they also received learning in areas such as Child Wellbeing and Mental Health.

Further to the courses this has also allowed more young people the opportunity to get involved in local programmes and activity within clubs in their communities.



# Case Studies

To highlight the impact of our programmes a number of case studies were gathered covering all areas of the Phase 6 structure. These stories show the success of the CashBack programmes in achieving the desired outcomes, and reflect the positive effect that the programmes have had on young people around the country.

## GoFitba Case Study Spartans Community Foundation

E struggles regulating his emotions and at times, can lack empathy towards others as he is fully focused on his own emotions. He requires support to develop positive relationships with his peers because of this. He currently has a stable family home and lives with his Mum, Dad and two sisters (one older and one younger). There were times when E shared that he found the experience difficult - especially when the physical football side was taking place as he sees things from his own viewpoint.

When I spoke with him regarding what he found difficult about the project, he spoke at length about a time when someone had tackled him which he thought was an extremely bad tackle and very unfair. When we discussed the situation further, it became clear that E had lost control of the ball but rather than own up to that, it was easier for him to shift the blame onto someone else. Whilst this still took us a while to get to the bottom of, this would be something that E would struggle to share and come to terms with in the past.

Join in with sports with my friends to stay fit and that I join more sports clubs after school.  
**Spartans Community Foundation Participant**

## GoFitba Case Study Hibernian Community Foundation

Low income family, not active out with school and therefore referred to offer an opportunity to try something new and keep active throughout the school holidays and provided a meal. Had never played football with a team before and therefore was excited to try something new, they have developmental delay and therefore take a little

longer to process information than other. He was a little anxious to begin with but with the help of other participant his confidence grew throughout his time on the program. Building relationships with others out with his school. The confidence to try other new activities, looking for more opportunities to keep active on the last day had asked if there would be an opportunity for him to come back again cause he had enjoyed it so much.

I have loved learning a new skills and playing matches, will I be able to do this every school holiday?  
**Hibernian Community Foundation**

## 01 Murray

Programme **Football Leaders**  
Region **Central**  
Outcome **2, 3 and 5**

Murray Paterson is a quiet, personable boy who loves sport and in particular football. In S1, in one of his early PE lessons, Murray unfortunately had a very bad wrist break which resulted in him nearly losing his arm. This injury took nearly a year to heal and just when it had, he had a fall at home and broke his other wrist. This resulted in Murray losing lots of time in PE and sport in general.

This had a significant negative effect on Murray's self esteem and confidence levels, leading him to withdraw from interacting with his peers and teachers at school. He lost confidence in his ability to take part in sports and compete with others'. Murray returned to full fitness prior to the start of the Cashback Football Leaders programme, which he was given opportunity to join. To say he has loved the Football Leaders programme would be an understatement.

I had been informed beforehand that Murray may lack confidence in engaging in the programme and in the first couple of sessions this may have been the case. However, after those initial barriers were broken, Murray became fully engaged, enthusiastic and showed a willingness to work with his peers. As he developed his organisational and communication skills, I could see tangible improvements in Murray's coaching skills, and he grew into a fine role model to his peers  
**According to Scott Kinross - REGIONAL EDUCATION OFFICER (CENTRAL)**

Being part of the Football Leaders has been smashing, I've loved being part of it.  
**According to Murray Paterson – Football Leaders participant**

Murray is back to being a very sociable and engaging pupil. He has volunteered to help referee at a local primary football festival commencing around the start of EURO 2024. Other PE staff have commented to me that the real Murray is 'Back' and this is due to the increase of Murray's confidence, self esteem and enjoyment of sport which this programme has undoubtedly given him  
**According to Scott McCracken - ALLOA ACADEMY PE TEACHER**

# 02

## Isaac

Programme **Go Fitba**  
 Region **South West**  
 Outcome **1, 3, 4 and 5**

At first, Isaac's behaviour was very challenging, as he was extremely reluctant to take part in activities with other children. When any activity involved competition, he would refuse to participate. He would struggle to engage with other children through the early stages. A huge achievement was the fact that Isaac kept coming back the next day, and the next and so on. From this, Isaac's confidence started to build and he started to interact with his peers in a more positive manner.

Isaac's footballing skills also increased which further enhanced his confidence levels and social skills. As a result of taking part in the activity, Isaac has joined the Whitletts Vics football team for his age group, further integrating him into the club and the local community.

**According to Louis Kerr, Community Football Co-Ordinator & Coach (Vics in the Community)**

Before taking part in the Go Fitba programme at Whitletts Sports Centre Isaac had no involvement in football and he also had a very disrupted home life with his dad being recently sent to prison. Isaac has a history of disrupted behaviour at school with a notable number of absences from school. Before taking part in the Go Fitba programme, it could be argued that Isaac had a lack of involvement in the local community, leading to strong feelings of isolation for Isaac.

I like coming to the football because I get to play football with my friends. I would love it if I could come every day

**According to Isaac, aged 9 Go Fitba participant**



# 03

## Stewart

Programme **Play Fitba**  
 Region **West**  
 Outcome **1, 2, 3, 4 and 5**

The Play Fitba initiative has given us a great opportunity to further engage with Stewart using Football as the tool to assist Stewart in making better decisions. Stewart is taking more responsibility for his actions and addictions by enrolling in rehab options for his alcohol and substance abuse issues. He is also seeking help for his mental health.

I believe the Play Fitba programme has really helped us connect with Stewart and others like him. We have used this to also help Stewart find some volunteering opportunities to bring routine and responsibility to his life.

**Jamie Carmichael, Community Football Leader, Partick Thistle Charitable Trust**

I was sitting in the house for the last 3 years doing nothing. This programme has given me the chance to play football again, it's completely changed my life

**Stewart, Play Fitba participant**

Over the last few years, Stewart has been involved in various degrees of anti social behaviour including breach of the peace, violence, alcohol and substance abuse. Partick Thistle charitable trust have been working to help Stewart change his behaviours and improve his lifestyle choices.





# 04 Lily

Programme **Football Champions**  
 Region **West**  
 Outcome **2, 3 and 5**

Lily was recommended to us for this particular programme to try and help build up her confidence and self esteem. In the first two to three sessions, Lily was extremely quiet and reserved. However, as she began to understand the programme and get more involved in the football activity, she grew in confidence. It was lovely to see Lily start to lead on some coaching sessions and I could genuinely see that Lily enjoyed delivering practices to the group. Lily really came out her shell, and I can tell she will take many key skills out of the programme.

**According to Jen, Coach at Morton In The Community**

Lily was referred to the programme as she lacks a lot of self confidence and can be very anxious in some situations.

My favourite part of the programme was the football Olympics and getting to show our work to another class. I liked being able to teach them and show them all the hard work we had done.

**Lily, Football Champions participant**



# 05 Daniel

Programme **Go Fitba**  
 Region **South West**  
 Outcome **3 and 4**

It was great to have Daniel with us at our camps. He had a brilliant time in the sessions, and found time to help with team selections, and even a bit of dodgy refereeing! He made lots of new friends and undoubtedly the biggest cheer of the camp was when Daniel scored the winning goal in one of the games for his team. Daniel was a joy to have at our camp, he has such an engaging and infectious personality.

**According to Cavan Burns, Club Grow Officer at Blantyre Soccer Academy**

Daniel is part of the Para team at Blantyre Soccer Academy but this was the first time he came along to one of the holiday camps. Daniel has Autism, Epilepsy and learning difficulties, however this does not hold Daniel back as he loves football and loves to interact with his peers and adults alike.

I loved being involved in the BSA camp, as BSA and Motherwell are my two favourite teams. I scored as many goals as Kevin Van Veen and celebrated like CR7. I enjoyed making new friends and celebrating goals with them

**Daniel , Go Fitba participant**



06

# Paul

Programme **Kick About**

Region **West**

Outcome **1, 2, 4 and 5**

Paul came along and attended the play fitba activity every week and reacted well to the positive environment and the challenges set for him. From his participation in the Play Fitba activity, he was invited to our Youth centre, where not only did he become a regular member but joined our young leaders group and coached younger kids in the community. At our annual celebration event Paul was awarded 'Coach of the Year' which shows the positive strides that Paul is making in his life

**According to Jen, Coach at Morton In The Community**

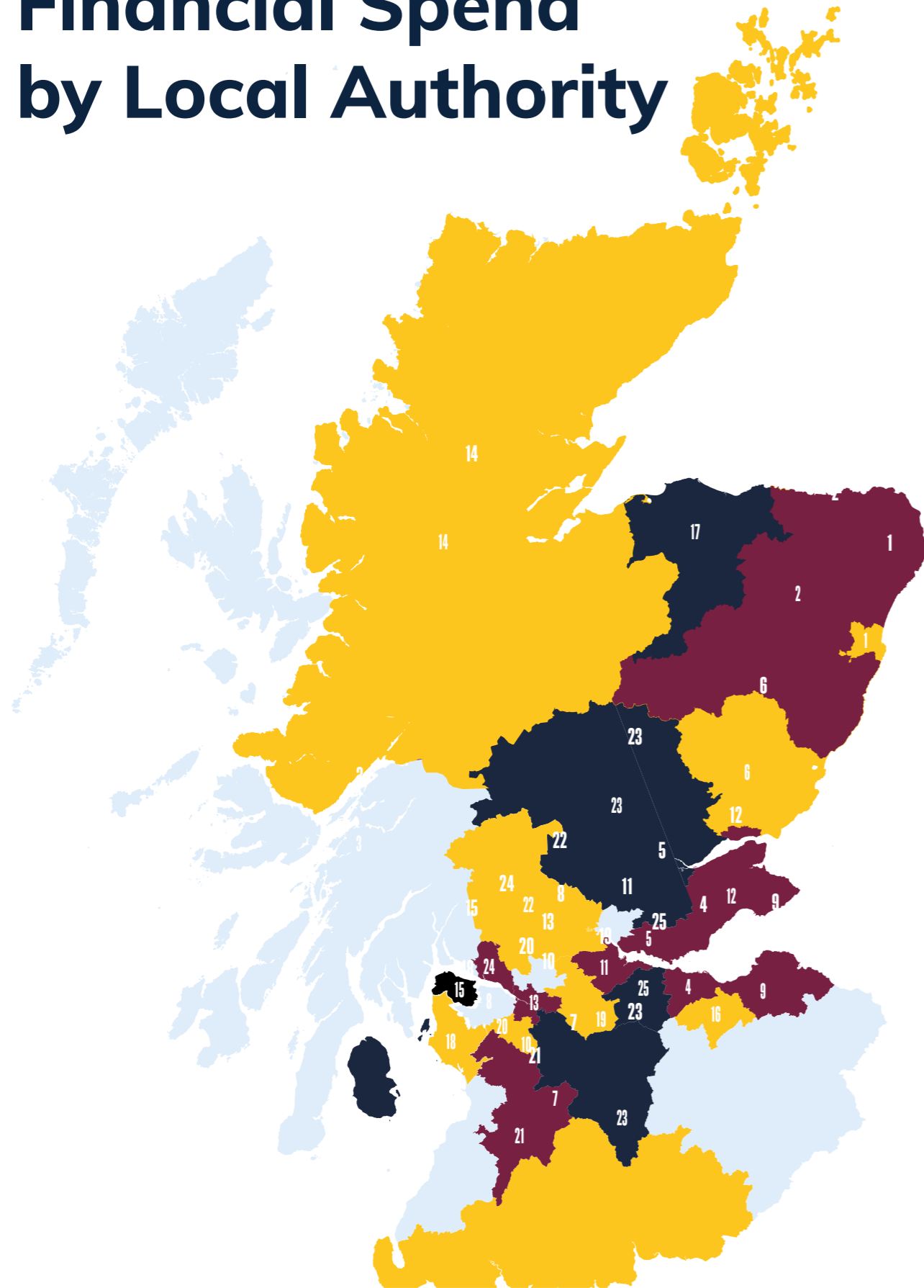
Paul is young person who comes from a low income family, he was not a regular attender in school and had low aspirations for his future. He has got involved in youth disorder was known to the police in the local area.

Paul loves attending the centre and I'm so proud of everything he has achieved

**According to Paul's mum**



# Financial Spend by Local Authority



## LOCAL AUTHORITY

## NUMBER OF YP SUPPORTED

## SPEND

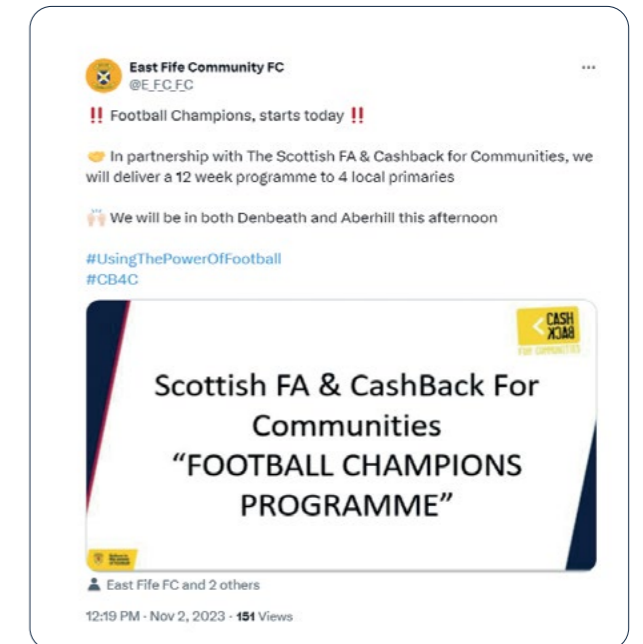
1 / ABERDEEN CITY	271	37726
2 / ABERDEENSHIRE	0	0
3 / ANGUS	44	6125
4 / ARGYLL & BUTE	0	0
5 / CLACKMANNANSHIRE	198	27563
6 / DUMFRIES & GALLOWAY	0	0
7 / DUNDEE CITY	290	40371
8 / EAST AYRSHIRE	0	0
9 / EAST DUNBARTONSHIRE	48	6682
10 / EAST LoTHIAN	0	0
11 / EAST RENFREWSHIRE	0	0
12 / EDINBURGH CITY	661	92018
13 / EILEAN SIAR	0	0
14 / FALKIRK	284	39536
15 / FIFE	186	25893
16 / GLASGOW CITY	323	44965
17 / HIGHLAND	263	36612
18 / INVERCLYDE	92	12807
19 / MIDLoTHIAN	0	0
20 / MORAY	0	0
21 / NORTH AYRSHIRE	155	21578
22 / NORTH LANARKSHIRE	202	28120
23 / ORKNEY	0	0
24 / PERTH & KINROSS	117	16301
25 / RENFREWSHIRE	42	5847
26 / SCOTTISH BORDERS	0	0
27 / SHETLAND	0	0
28 / SOUTH AYRSHIRE	124	17262
29 / SOUTH LANARKSHIRE	155	21578
30 / STIRLING	59	8213
31 / WEST DUNBARTONSHIRE	153	21299
32 / WEST LoTHIAN	97	13504

# Financial Spend Breakdown

ITEM	AMOUNT
<b>Staffing Project Delivery Cost</b>	<b>£249,750</b>
<b>Non - Staffing Project Delivery Cost</b>	<b>£224,250</b>
<ul style="list-style-type: none"> <li>Alternative Education</li> <li>Alternative Football</li> <li>VIP Project</li> </ul>	
<b>Management and Marketing</b>	<b>£50,000</b>
<b>TOTAL</b>	<b>£524,000</b>

# Cashback Communications

We want to ensure that on a weekly basis we are highlighting the work that is being undertaken via the CashBack for Communities projects. We have worked with all our regional and external stakeholders to ensure that projects are highlighted and more importantly show the impact the project is making in local communities. This year there were over 1000 social media messages pushed out about the project via the regional & national Scottish FA accounts or via our external stakeholders and the engagement highlighted the popularity of the projects.



Week	Content	CB Outcome / LFE Outcome	Resources
1	Introduction/ice Breakers & Overall Group Project	CB Outcome 2, 3 & 5 LFT 2-02a	Overall project presentation / Individual project booklets
2	Classroom Health & Wellbeing	CB Outcome 2 & 3 HWS 2-15a; HWS 2-15b	Mental Wellbeing / Brain Health presentation
3	Practical Session	CB Outcome 3 & 5 HWS 2-15a; HWS 2-44b; LFT 2-02a	Drinking Rely's / Penalties / Pupils create own practice
4	Classroom - Health & Wellbeing	CB Outcome 2 & 3 HWS 2-15a; HWS 2-15b	Healthy Eating
5	Practical Session	CB Outcome 3 & 5 HWS 2-15a; HWS 2-44b; LFT 2-02a	Crossbar Challenge / Quick Feet Relay / Pupils create own practice
6	Classroom - Equality & Inclusion	CB Outcome 1 & 5 SOC 2-18a	'UEFA Football' presentation
7	Practical Session	CB Outcome 3 & 5 HWS 2-15a; HWS 2-44b; LFT 2-02a	Passing target / Shooting / Pupils create own practice
8	Classroom - Equality & Inclusion	CB Outcome 1 & 5 SOC 2-18a; SOC 3-16a	Football Olympics - Adapt a practice to include all
9	Practical Session	CB Outcome 3 & 5 HWS 2-15a; HWS 2-44b; LFT 2-02a	Control / Footgolf / Pupils create own practice
10	Classroom - Overall Group Project planning / Final pupil & staff evaluation	CB Outcome 3 HWS 2-15a; LFT 2-02a; SOC 3-16a	Group Project final organisation / planning
11	Overall Project Delivery practice utilising Football Champions pupils	CB Outcome 3 & 5 HWS 2-15a; LFT 2-02a; SOC 3-16a	Overall class playground football trial run
12	Overall Project Delivery utilising P4S class and certificate presentation		CashBack Football Champions Certificates



# Children's Rights and Other Policy Areas

## Children's Rights

The Scottish FA is committed to ensuring all our projects have the child at the centre in terms of delivery and/or overall impact. The Partnership with the Scottish Government via 'CashBack for Communities' enables the Scottish FA to deliver projects that actively benefit young people's lives and we have worked with internal and external stakeholders to ensure children's views/rights are listened to and respected.

We conducted Children's Rights and Wellbeing Impact Assessment on the project to ensure all aspect area delivered accordingly.

For full details on the impact assessment please follow this link – [Scottish FA CRIWA](#)

Alongside the above, a recent study, designed using a children's rights approach to provide a safe space for children and young people to share their views and experiences about participating in football, highlighted the positive benefits children and young people experience from participating in the sport. This study can be found at the following link [Getting it Right for Every Child in Scottish](#)

A recent study, designed using a children's rights approach to provide a safe space for children and young people

### [Football – Young Players Have Their Say](#)

## Climate Change

Furthermore, the Scottish FA recently launched it's UEFA backed Football Social Responsibility (SFSR) strategy, which outlines how the national game can positively impact society across a broad range of societal issues. The SFSR strategy encompasses both social and environmental issues, aiming to promote sustainability in a total of 11 policy areas such as child and youth protection, equality and inclusion Scottish FA Football Social Responsibility Strategy and the circular economy. You can access the SFSR strategy by following this link - [SFSR Strategy](#)



## Fair Work First

The Scottish FA encourages all Cashback partners, including clubs and key stakeholders, to comply with the Fair Work First obligations. This includes paying at least the real Living Wage to all staff aged 16 and over (including apprentices) who are directly employed by the partner and work in Scotland. Furthermore, the partner shall encourage that any UK-based workers aged 16 and over (including apprentices) who are directly engaged in delivering the Cashback activity are also paid at least the real Living Wage, including, where applicable, sub-contractors and agency staff.

Further information on Fair Work First guidance for applicants can be found [here](#).

## Best Start Bright Futures

**Providing opportunities and support needed to enter, sustain and progress in work** – Within our VIP and Football Leaders programme we have had 295 participants in total in year 1 and we have provided various opportunities to develop with training and mentoring opportunities which has resulted in the opportunity to volunteer at various festivals and events such as our George Square event within our week of football and carrying out various roles within our cup finals at Hampden Park.

We have also had young people progress

into various positive destinations as follows: 16 young people gaining modern apprenticeship/employment, 146 young people taking up training/work experience, 77 young people progressing or gaining further college or university placements.

### **Maximising the support available for families to lead dignified lives and meet their basic needs**

Through our Go-Fitba programme we have supported 1460 families with free opportunities to attend holiday camps where 7300 free healthy lunches were provided within year 1 of the programme.

### **Supporting the next generation to thrive**

Our phase 6 programme has been designed to provide opportunities within communities for young people to not only thrive within a certain strand of the programme, but to also continue to get further opportunities within other areas of the programme. Examples would be signposting pupils within the school programmes to continue to get free opportunities within our alternative football programmes. As mentioned above we have also provided opportunities for the young people to progress from the Football Leaders and VIP programme into other areas to develop themselves further and thrive within their communities

# Conclusion/Summary

Year one of the project has been very positive, particularly considering the challenges of a later than anticipated grant award, lack of external evaluator, and numerous changes to the delivery and structure of the project compared to recent years. This annual report showcases some of the hugely positive aspects of the project with impactful case studies highlighting the significant effect that the project can have on a young person's life and their local community.

The ambition of the project was to help support the major outcomes of the Scottish Government while linking with the Scottish FA 'Football for All' strategy to provide as many opportunities as possible to young people in hard-to-reach communities.

The Football Champions project was a new addition to the programme for phase 6 which has received very strong feedback on how it can engage with young people in primary school settings. The feedback via schools has been that the targeted young people involved are able to engage with a structured project that allows them the opportunity to 'shine' in front of their own peers. This project, along with the Football Leaders element, enables us to work with our stakeholders to provide opportunities within an education setting for young people that might be struggling

to engage with mainstream education and provide a pathway to other opportunities via our key community clubs.

The 'Alternative Football' offering has been very successful and has linked to our review of the Scottish FA national player pathway. It provides young people with a safe space to play football in their own local community without having to be a member of a formal team. The feedback to this approach has been very positive in allowing young people a space to feel safe while reducing involvement in antisocial behaviour. Secondly, it engages young people who might have otherwise dropped out of formal sport and allows them a way back in, or to continue involvement.

Although it was a challenging start to this project it has once again demonstrated the power of football to engage at a local level and has provided a catalyst for young people to engage with their local community clubs. We will continue to build on the success of year one and look at ways in which we can continually build further opportunities and pathways for young people to engage.



