



ANNUAL REPORT
2023-24

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01

PROJECT STRUCTURE AND AIMS

CashBack Gateway to Opportunities is a bespoke wellbeing and personal development project focusing on engaging with young people from a variety of different backgrounds, aged 16-24 who are at risk of offending, (re)offending or those living in the most deprived areas in need of advice or guidance to progress into positive destinations. Delivering a wide range of life skills, personal development, employability and physical activity CFCF's aim is to assist those most in need of support in order to have an opportunity to change their lives and progress into positive destinations such as volunteering, training, education or employment. In addition to this, a key focus for young people engaging with CashBack GTO is to encourage them to maintain good structure and routine in their lives, give them the experience of being in a positive and supportive environment, set goals to work towards and achieve, and ultimately make positive steps towards a better future for themselves. Gateway to Opportunities Project comprises three principal strands:



STRAND ONE: CORE DELIVERY AT CELTIC PARK

Delivered at Celtic Park across six 10-week blocks each year. We aim to offer a safe secure environment where people feel free to be the best versions of themselves. Our person centred approach offers choice, chance and opportunities while supporting young people to move forward positively with their lives and reach their fullest potential

Examples of the bespoke topics covered:

- Self-esteem, confidence and motivation
- Physical Activity and Multi-Sports
- Personal Development & Life skills
- Children's Rights
- Action Planning & Goal Setting
- Growth Mindset
- Skills & Qualities workshop
- A number of SCQF units
- Certified Awareness sessions with external partners to maximise choices, opportunities and learning experiences
- Mental Health & Wellbeing
- Volunteering, education, training and/or employment taster sessions
- Certified/accredited REHIS training
- Experiential learning opportunities, including 'A day in the life'
- Volunteering opportunities
- Certified British Heart Foundation CPR Training
- Tracking & Aftercare

STRAND TWO: PRISON OUTREACH

CFCF's staff team deliver bespoke projects in HMYOI Polmont and HMP Barlinnie as well as additional youth secure settings. The team will deliver informative and interactive sessions, followed by an outdoor physical activity/multi-sports sessions over an agreed period of weeks. The aim being to create a pathway into the core 10 week project for participants due for liberation.

STRAND THREE: OVERARCHING MENTAL HEALTH PROVISION

Our Trauma Counsellor will provide the following as part of our Strand 3 delivery:

- Trauma informed assessment of need for each participant
- Trauma informed risk assessment for each participant
- Care planning of treatment pathway - reviewed every 6 sessions of therapy
- One-to-one Counselling and Therapy - quantity determined by individual needs
- Wellbeing packs for each participant for use throughout the duration of Counselling and Therapy
- Continued engagement with participants attending counselling and therapy beyond the 10 week GTE Cashback project as per aftercare ethos of project
- Onward referral to other specific sources of support - such as, addictions, domestic abuse or housing/ benefit support
- Mandatory mental health learning modules such as Introduction to Mental Health and Self-Care and Mindfulness for all participants
- Additional tailored group work modules directed by participants themselves as per person centred self-determinism
- All mental health modules are interactive to reflect all learning styles - reflective observation (seeing); concrete experiential learning (hearing); abstract conceptualisation (logical thinking); Active experimentation (do-ing)
- Ongoing evaluation to reflect dynamic and fluid changes to module delivery
- Weekly Health & Wellbeing drop-in
- Tracking & Aftercare
- Day retreat opportunities

MEET THE CASHBACK TEAM



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ANNUAL SUMMARY OF STRANDS 1, 2 AND STRAND 3

Celtic FC Foundation are delighted to have completed Phase 6, Year 1 of our CashBack Gateway to Opportunities.

Within the programme, the team deliver specific sessions around personal development, employability, mental health and physical wellness to 16 to 24 year olds with complex patterns of Trauma or who have neurodiverse condition. Many of our participants have high levels of adverse childhood experiences as well as ongoing factors such as homelessness, offending, mental health difficulties, learning difficulties and/or physical health issues.

During this reporting phase, we have successfully engaged with 72 participants as part of our strand 1, 10-week core project delivered in Celtic Park, supporting many to make positive changes in their lives and move into new positive destinations, this including many securing employment, some people went on to engage in training or further education courses, others started new volunteer roles and a few individuals re-engaged with education services. As part of our tracking and aftercare a few people remained in 1:1 support appointments with our Learning & Development Officer after the 10 week course to ensure they could also reach their full potential and secure a meaningful positive destination.

We continue to use a person centered approach, delivering a range of topical based workshops that have been designed and developed in consultation with our participants. The workshops included Goal Setting, Personal Development, Self-Care, Employability, certified awareness sessions on Drug & Alcohol, Sexual Health & Relationships and Growth Mindset. We have also added a number of accredited training to our core delivery, this has included REHIS – Food Hygiene, Health & Safety and Emergency First Aid at Work SCQF Level 5 and People 1st International – WorldHost Customer Service. We also worked closely with Cashback Partner Scottish Sports Future supporting 11 young people to achieve SCQF Level 4 Communication Unit.

Our Trauma Counsellor delivers a range of psychoeducational health & well-being sessions and our wellbeing coaches facilitate a range of team and individual physical activities/challenges as well as multi-sports. Based in our Learning Centre or using our allocated lounges within the stadium as well as accessing additional local venues for physical activity, multi-sports and experiential learning opportunities. The team foster environments of trust, safety and empowerment, creating choices for our young people in collaboration with their goals or aspirations.

Our priority is to create safe secure inclusive environment that supports young people to reach their full potential and achieve a meaningful positive destination. We also offer weekly drop-in sessions for 4 weeks beyond the 10 week project as part of our Tracking and Aftercare, this allows the young people from across both projects to get together once a week to ensure they are settling into their destinations, we also arrange supervised shops or support the young people to access their Next step award (up to £200, separately funded by CFC Foundation) which allows each individual to identify what will support them to achieve or sustain their next step following them completing the project. This also offers the young people the opportunity to get together for 1 hour of physical activity following them attending drop-in with the learning & development officer with our 2 wellbeing coaches.

In addition to our strand 1 engagement figures, 938 people also engaged in a range of taster sessions, information days or bespoke projects. This approach as well as us offering private 1:1 visits and appointments, hosting open days at the stadium supported many individuals to engage in our strand 1 core delivery. During this particular period we delivered a number of 4 and 5 week bespoke projects at HMP Barlinnie, St Mary's and The Mungo Foundation. Through our evaluation of the projects and following the positive feedback from participants and staff we are scheduled to delivery new projects in HMP Barlinnie, HMYOI Polmont and The Good Shepherd in the coming months. We hosted a number of Open days for local school leavers with many young people signing up for on 10 weeks project.

PROJECT SUPPORT TO 'NEW SCOTS'

As part of our strand 2 bespoke work we work with The Mungo Foundation Campus Project in Glasgow and designed a 4 week project based at Celtic Park for 11 young people from Ethiopia, Sudan and Afghanistan. Staff from TMF supported the project weekly to encourage participation and support language needs across each week. The project involved topical based workshops and physical activity and multi-sports listed below:

- Eat Well/Nutrition
- Mental Health
- Sexual Health
- CPR Training (certified)
- Self-Care/Personal hygiene
- Football
- Circuit training
- Boxing

The participants also got the opportunity to experience a Celtic home match thanks to donated tickets, the feedback from the participants and staff involved was very positive as noted below:

STRAND 2 FEEDBACK

TMF Team Leader

“The boys that attended thought it was great, one has told his social worker how good it was, and he can't wait to come back”

TMF Registered Service Manager

“The boys are really enjoying the project, we would like to include an article in our The Mungo Mag Summer edition about the project due to the success”

ANNUAL SUMMARY FOR STRAND 3

Each young person engaged in therapy will take part in a robust assessment process in order that each will have their own unique care plan tailored to their individual circumstances. This care planning is designed to support their trauma experiences such as relational attachment, parental substance misuse or offending, developmental, abuse and maltreatment, war, refugee status, cultural and racial experiences, grief and loss, peer or sibling bullying.

Working with each participant, we seek to help their understanding of Trauma, make sense of their core belief system and identify their internal working model whilst introducing protective factors such as widening their window of tolerance of emotion, build resilience (hobbies and activities that foster secure base), increase positive social networks and support systems, challenge faulty thinking, increase motivation and solution focused thinking. Our participants express their needs and their Programme is shaped accordingly. Often our young people tell us what they respond best to:

- Opportunities to think and reflect
- Talking and being listened to
- Gaining strategies and coping tools
- Teams being person focused not problem focused
- Teams not giving up on them
- Teams having a sense of humour
- Being with a Team of genuine people - not just a 'worker'

Across this phase, 28 young people engaged in 1:1 therapeutic work, 20 psychoeducational workshops were delivered as well as 322 one-to-one counselling sessions conducted as part of strand 3. These contacts focused upon getting in touch with each participants' inner world and the pain that might be found there, to make warm, safe therapeutic relationship, whilst keeping professional boundaries and fostering self-compassion and hope for their future. As part of the bespoke projects delivered in secure settings and Celtic park we delivered mental health and wellbeing sessions, these included mindfulness activities that included breath work, visualisation and body scan. All participants also received a self-care bags



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ANNUAL SUMMARY OF RECRUITMENT, ENGAGEMENT AND COLLABORATION

Celtic FC Foundation - Cashback Gateway to Opportunities Project has demonstrated success in supporting marginalised young people and those most at risk in our communities to make positive changes in their lives and reach their own potential. By attending the project at Celtic Park and by utilising the power of the Club's brand as a unique engagement tool, young people who may not have previously sustained training programmes have engaged via word of mouth and through external referral partners.

The project has become increasingly popular through word of mouth, as well as through us continuing to work with other key organisations and establish new working relationships across the public, private and third sector sectors.

We had a number of new referrers across this reporting period and hosted a broad range of bespoke information and taster days in some new environments across a number of local authority areas.

COLLABORATION

We understand how important it is to work in collaboration with other members of the Cashback portfolio as well as other key agencies and support services, this allows us to maximise our participant's choices, chances and opportunities to build a brighter future for themselves. By working with other partner agencies it also gives our young people increased skillsets, knowledge on a wide range of subject matters and a variety of options and opportunities that will allow them to thrive and reach their true potential.

Through our collaborative approach and with our person led design and development model, we work alongside participants to design our timetables and subject matters across strands 1 and 2. It is fundamental that we source the most appropriate partners for our young people to support them to access the best opportunities suited to their individual needs. Below are some examples of partners we have worked closely with, including co-delivering informative educational workshops/sessions, engaging in our opportunity days and delivered bespoke session for our participants as part of the strand 1 work.

- Police Scotland - Equality & Diversity, Social Media Awareness and Hate Crime sessions
- HMP Barlinnie - Hosting taster sessions and delivering bespoke projects
- HMYOI Polmont - Hosting taster days and delivering bespoke projects
- Youth Court - Hosting online information days for staff and receiving direct referrals
- Police Scotland - Hosting a number of Open days at Celtic Park as well as hosting a number of session across Police stations in and around the Glasgow area
- Quarriers - Certified awareness sessions on Drug & alcohol and sexual health & relationships
- Bluevale Boxing Club - fitness sessions and strength & conditioning sessions
- Citizens Advice Bureau - Delivering a number of tailored workshops
- The Mungo Foundation - Supporting taster sessions and delivering bespoke projects for 'New Scots'
- St Mary's Kenmure - Hosting taster sessions and delivering bespoke projects
- The Good Shepherd Centre - Hosting taster sessions and delivering bespoke projects
- Princes Trust - Personal Development Awards, opportunities for young people
- Glasgow Kelvin College - Support participants through their CAA level 4 or 5
- Colleges, Training Providers and employers keen to engage with the group to present potential opportunities for participants
- Job Centre Plus - hosting information days
- Education services - hosting information days and attending careers fayres
- Social work services - Across a number of local authority areas
- Presenter Greg Summer - Public Speaking workshops
- Anna Walls - REHIS training
- Scottish Sports Future
- Access To Industry - HMYOI Polmont



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REFERRAL ORGANISATIONS

CFCF's referral routes continue through strong relationships forged with organisations over previous delivery phases as well as other initiatives in our wider portfolio. Across the years our referral sources have increased by consistently networking and ensuring that our project information is circulated and communicated clearly to providers and case managers across a number of local authority areas in Scotland. Across this reporting period we have engaged with a number of new agencies and organisations to ensure we are reaching the most vulnerable and marginalised young people across as many local authority areas as possible.

These referral routes and organisations include:

- Employment organisations including job Centre Plus and Jobs & Business Glasgow
- DWP
- Police Scotland
- Action for Children
- Children's Houses
- Street League
- Local authority services, including social work, youth justice and care leavers' teams
- Towards Better Futures (Glasgow City Council)
- Education Services St Mungo's Academy, Whitehill Secondary and St Roch's
- Secure care organisations including Kibble, St Mary's Kenmure and The Good Shepherd Centre
- Third sector organisations including Action for children, Quarriers, Includem, FARE, G20, and Princes Trust,
- Mental Health services/teams
- Self-referrals via word of mouth
- Skills Development Scotland
- Youth Court
- Housing Officers
- Glasgow Clyde College
- Cashback partner Access to Industry
- Cashback partner Scottish Sports Future
- The Mungo Foundation Campus project
- Through care support officers (HMYOI Polmont)
- NHS Scotland services including Local GPs, occupational therapists and CPNs

Our network of referral agencies is constantly developing and we feel we are well-placed to expand this bank of referral partners and subsequently diversify our future network.

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CASE STUDIES



Lewis is 24 and lives at home with his parents and has a close relationship with his elder sister. Lewis has a diagnosis of Autism and had been working with DWP and Jobs and Business Glasgow for support to find employment or training. They had signposted Lewis to the Cashback Gateway to Opportunities Project as he felt that, apart from his love of the Club itself, it sounded like a great opportunity to boost his confidence and meet new people. Additionally, he knew of someone who had been a previous participant and they had expressed how great an experience it had been.

Lewis felt that, because of poor experiences from Primary school, where he had no friendships and where he found the work expected of him confusing and challenging, that he had developed fears

around group settings and people generally. This led to him isolating at home in the safety of the family environment even beyond the Covid restrictions. On the occasions that he needed to leave the house, he found the anxiety debilitating, leading to panic attacks and meltdowns. The Project, he felt, could safely support him to try group work out again and hoped that there he might find common ground with others. He hoped that the structure and routine would encourage him to feel safe enough to leave the house.

Lewis had after leaving high school attended various other courses and work experience, but found these difficult. He felt that there was such a lack of understanding about Autism and that most did not understand his particular challenges, resulting in him becoming low in mood and disengaging altogether.

Initially, Lewis was clearly uncomfortable in the group setting, often opting to sit alone and kept silent. Over the first few days, Lewis became increasingly more comfortable and began chatting with the team then going on to chat to one or two of the other participants during recreation time. Lewis was encouraged to join the others for table tennis and darts, which led to the group including him in every task.

Lewis had been aware that one to one Counselling was available to all participants and he approached the Trauma Counsellor to find out more information. Lewis felt that sessions would be the best place to start to work on his confidence and self-esteem, learning strategies to manage his anxieties in relation to his Autism.

He stated that “This was the first time I feel accepted just for who I am. I am learning that I am good enough and to have more faith in my abilities”.

Lewis had become more confident during the physical activity sessions, especially team sports. Wellbeing Coach Ryan Stewart commented “Lewis was initially reluctant to take part in physical activity due to his levels of anxiety, however, his participation increased as the course progressed and his confidence grew, culminating in his full participation in the 11 a side game between young people and cashback partners”.

Lewis also had the opportunity to help plan, organise and deliver a multisport session to a local Primary School. Lewis offered good ideas for a variety of fun sporting games and on the day took part in the full set up and delivery. He had a very positive and confident attitude with the young people, creating a safe and memorable day!

As his confidence increased, so did the number of accreditations and certifications that Lewis achieved:

- CPR British Heart Foundation Certificate
- Introduction to Health and Safety at work
- Scottish Sports Futures Communications SCQF Level 4
- SFA Mental Health
- SFA Communicating Effectively with Young People

- Alcohol and drug awareness
- Sexual health and relationships awareness

Lewis felt the morning sessions were of most use to him and on his reflection of the Project overall, he stated “I would recommend Cashback Gateway to Opportunities because I had lots of experiences and there was good people to help with everything”. He furthers this by saying “lots of people who might have disabilities (neuro diverse) like me should do courses like this one because they will feel comfortable. You learn about what right and wrong so you can make good choices instead of getting in trouble”.

On successful completion of the Project, Lewis had attained 100% attendance. He had overcome many of his challenges and felt ready for moving on in a positive direction.

Lewis had the goal of finding part time employment and was able to secure an interview with the Hospitality team within Celtic Park. He presented well and was keen to highlight just how ready he was for a new challenge. He stated that “my confidence got better which meant I could go to the interview and not become too anxious”.

Lewis was successful and was offered a part time position!

“I always wanted to work with Celtic FC – so really you could say my dreams come true”. As part of the Next Step Award, Lewis had the option of using up to £200 towards his onward journey. He opted to purchase smart work clothes and shoes which has aided him to feel presentable in his new role and helping him feel truly part of his new team. The team wishes Lewis all the very best for his future and look forward to seeing him in and around the Stadium.



Lauryn is 23 and lives at home with her mum and brother. Lauryn and her mum were regular attendees at Celtic FC Foundation’s Paradise Pit Stop, designed for those who are experiencing a low income, need extra nutritional support and an opportunity to connect with the community. They were able to come along to the stadium for a hot two course meal a few times weekly. It was during this time that Lauryn had been made aware of the Cash Back Gateway to Opportunities Project, as a chance to work on her personal development and explore the next steps in a positive destination.

Prior to engaging with the Project, Lauryn and her family had suffered the untimely passing of her father, whom she had a close and loving relationship. This turned her world upside down.

The grief and loss has such an impact on her mental health and wellbeing, making employment and further education fall low in her list of priorities and led to a life of isolation. Lauryn was diagnosed with Depression and Anxiety.

Lauryn reflected “I felt I was getting nowhere in life before Cash Back. I was just stuck in a rut where I was just sad all of the time”.

In the initial weeks of the Project, Lauryn had chosen specific areas that she wished to focus upon and set the goals of:

- Increased motivation
- Increased confidence
- Increased self esteem
- Support to seek employment and/ or further education or training.

Very early on in Lauryn’s journey with Cash Back, she presented as either being very low in mood or very anxious and found acclimatising to the group aspect challenging. In the first week, she sought one to one Counselling and Therapy sessions with the in house Trauma Counsellor. Lauryn felt that she had become lost in her grief and wanted to finally begin to move forward. Her first appointment was held within that first week to begin the therapeutic process.

Overtime, she used the sessions to explore the relationship with her father, her love for him and acknowledge his absence, before moving forward to plan what this new life would look like without him. Lauryn learned skills in positive self-care, mindfulness and relaxation, practicing positive self-talk and challenging negative thinking. On looking back over the period of counselling, Lauryn commented that "Counselling has been good for me. I feel like I've known my counsellor for years - I just feel like I'm talking to a friend".

Lauryn's hard work around her mental health and wellbeing has been worthwhile, evident in her commitment to the Project, attaining a 100% attendance, as well as being calm and present enough to gain accreditation and certification in the following subjects:

- CPR - The British Heart Foundation
- Introduction to Health and Safety at work
- SFA Children's Wellbeing
- SFA Communicating Effectively with Young People
- SFA Mental Health in Scottish Football
- Scottish Sports Futures - SCQF Communication level 4
- Alcohol and drug awareness
- Sexual health and relationships

Lauryn has formed and maintained good friendships with her peers enjoying social time outside of the project and feels she has begun living as full a life as she had been wishing for.

Lauryn found confidence within her group and contributed well to group discussions. This was marked by her motivation to help plan and deliver a community event for a local Primary School. Lauryn and her peers set up a multi challenge activity session with the young people and gave great encouragement and accomplished directions, succeeding in creating a memorable day!

Additionally, Lauryn felt able to speak to the audience at the celebration event, telling her story of how she had developed, giving hope and inspiration to peers and invited guests alike.

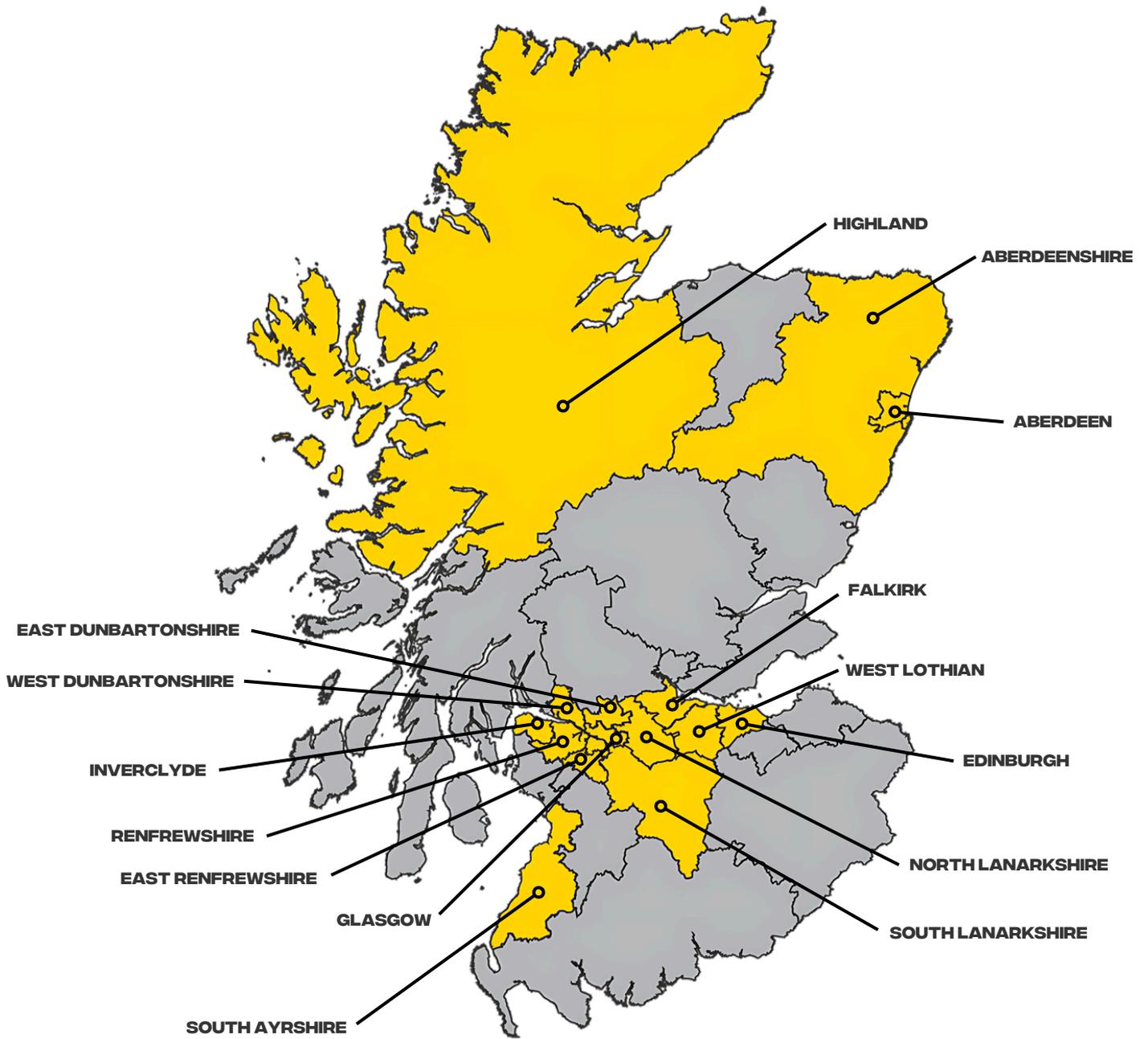
Lauryn highlighted her overall experience by mentioning "Cash Back has brought me out of my shell and has brought great opportunities with two new jobs!"

All of Lauryn's commitment, belief and trust in the process of Cashback Gateway to Opportunities and all it could offer has led to her successful interviews and going on to gain employment with both Celtic FC in match day Safeguarding role and a Care Assistant in the Elderly Care sector.

In house Learning and Development Officer, Fiona Dainty, stated "It was really a collaborative approach to supporting Lauryn with her applications as she had developed such a get up and go attitude and was more than able to carry forward her next steps. Lauryn just needed a bit of reassurance and guidance as I saw how motivated and self-assured she had become. The whole team wish Lauryn all the very best for the future and will be available should she need future help".

06

GEOGRAPHICAL SPLIT



07

TARGETS AND OUTCOMES FOR STRANDS 1, 2 AND 3

TARGETS AND OUTCOMES STRAND 1 AND 2 2023-24

OUTCOME	TARGET	TOTAL	PLANNED
1	Young people are diverted from antisocial, criminal behaviour and involvement with the justice system		
	Young people report that their own participation in antisocial and/or criminal behaviour has reduced	139	135
	Young people report that they feel less inclined to participate in antisocial and/or criminal behaviour	160	145
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	142	100
	Young people report an improved relationship with their school	11	0
	Young people's attendance at school improves	4	0
	Progression outcomes after completion of the programme; the number of participants gaining/taking up: Modern Apprenticeship/Employment	12	10
	Progression outcomes after completion of the programme; the number of participants gaining/taking up: Training/Work Experience	42	33
	Progression outcomes after completion of the programme; the number of participants gaining/taking up: College/University placement	15	10
Progression outcomes after completion of the programme; the number of participants gaining/taking up: Volunteering	48	55	

**ACCREDITATIONS
PROVIDE THE NUMBER OF YOUNG PEOPLE ACHIEVING:**

SCQF1 0	SCQF2 0	SCQF3 0	SCQF4 51
SCQF5 82	SCQF6 0	SCQF7 0	SCQF8 0
SCQF9 0	SCQF10 0	SCQF11 0	SCQF12 0
NON-SCQF - 138			

OUTCOME	TARGET	TOTAL	PLANNED
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	337	227
	Young people report their mental health has improved and they have a more positive outlook on life	337	227
	Young people report they are more aware of the risks and impacts of harmful substance use	93	55
	Young people report they are less inclined to engage in harmful drugs and/or alcohol use	104	55
	Young people report their confidence has increased	337	227
	Young people report evidence of participation in physical and sporting activities	243	145
4	Young people contribute positively to their communities		
	Young people report their perception of their neighbourhood improves	257	0

OUTCOME	TARGET	TOTAL	PLANNED
	Young people report a heightened sense of belonging to a community	422	227
	Young people report feeling their contribution, links with communities and social interaction are improving	338	145
	Young people report increased motivation to positively influence what happens in their community	184	145
	Young people go on to volunteer, coach, mentor, support or take a leadership role in community organisations	51	55
	Hours of volunteering contributed by participants	218	108
	Community focused awards gained by participants	34	
<hr/>			
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 (e.g. believing in yourself, taking things in your stride, being determined, being self-disciplined, being optimistic, adapting to different situations)	337	227
	Young people report positive, supportive networks - including improved relationships with family, friends and peer mentors	200	145
	Young people report increased access to appropriate services	518	145
	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)	168	145

TARGETS AND OUTCOMES FOR STRANDS 1 AND 2

GENDER	
Male	695
Female	243
Prefer not to say	
TOTAL - 938	

AGE	
10 to 15	59
16 to 18	629
19 to 25	238
Over 25	12
TOTAL - 938	

SIMD BREAKDOWN	
0 to 20%	798
20 to 30%	62
30 to 40 %	33
40 to 50%	44
50 to 100%	1
TOTAL - 938	

ETHNICITY	
White Scottish	504
White - Other British	15
White Irish	1
White Polish	1
Pakistani, Scottish Pakistani or British Pakistani	3
Indian, Scottish Indian or British Indian	1
Other Asian ethnicity	24
African, Scottish African or British African	16
African - other African ethnicity	2
Black - Other black ethnicity	4
Arab, Scottish Arab, British Arab	5
Prefer not to say	362
TOTAL - 938	

DISABILITY	
Vision	
Hearing	1
Mobility	1
Learning, understanding or concentrating	39
Social or behavioral	62
None of the above	30
Other	8
Prefer not to say	797
TOTAL - 938	

SUCCESS TO DATE FOR STRAND 1

72 participants engaged in strand 1, our core project based at Celtic Park, participating in a range of certified topical based sessions and workshops, including, goal setting, personal development, self-care, employability, CPR, drug & alcohol awareness, health & well-being and a range of team and individual physical activities/sports/challenges. Many young people also achieved their Community Achievement Award, level 4.SFA 1.1 coaching badge, as well as a number of online modules. It is also worth mentioning a number of participants gained accreditation for learning and skills development, with 34 young people achieve a community focused award levels 4 or 5 218 volunteering hours were achieved, this including supporting Celtic Football club events, organizing skills sessions and a community football festival for a local primary school, 54 pupils engaged on the day. Another group also held a skills day and football tournament for 5 local ASN schools.

Teacher from St Mungo's Academy "I would like to sincerely thank the Celtic FC Foundation and the CashBack: Gateway to Opportunities team for their support. We look forward to continuing our work together, enabling more of our school leavers to access these excellent opportunities; preparing them for employment and a positive future.



Through our service session evaluation and project evaluations we have been able to capture feedback about what works well, what we could do better or any suggestions the participants have to improve our project or sessions.

Young people also highlighted changes in:

- Daily structure and routine
- Self -confidence
- Self-esteem
- Improving fitness levels
- Cutting down use of substance/s
- Reducing risk taking behaviour and/or anti-social behaviour
- Getting healthier physically
- Improvements to mental health
- Creating new positive relationships and friendships
- Changes to diet
- Being more active and engaging in new activities/sports
- Learning new skills
- Achieving certification and accreditation
- Getting an opportunity to volunteer and support other people
- Feeling more positive about their future
- Feeling more hopeful
- Being inspired by other
- Applying for future opportunities
- Accessing other support services

In relation to our Strand 1 delivery, many participants moved into meaningful positive destinations, which included some young people moving into employment, others engaging in volunteering roles or opportunities, various securing college places or training options and re-engaging in education. Across this particular reporting period some participants secured jobs within Celtic Football club within retail, hospitality and safeguarding roles.

COMMUNITY EVENTS

Cashback participants from across both projects volunteered to support our events team with a badge day as well as prepared, planned and delivered a fun football festival for 50+ local primary school children at the Emirates Arena. We also planned and delivered a number of football skills sessions for some young ASN participants who engaged in our Towards Better Futures project, the feedback from both community events was very positive from both participants and staff involved.

“Our Primary 7s were buzzing!

Please pass on my congratulations to the Cashback participants. They did an excellent job working with our children.

It is not easy trying to manage more than 50 plus children but your cohort were excellent with them and this made it a memorable day for all of us”

“We would love to be a partner in any future Cashback events as they have great benefits for both of our organisations”

Thanks once again.

Anton Gallagher

Depute Head Teacher

St Michael's Primary School

SUCCESS TO DATE FOR STRAND 2

In addition to the above outcomes for Strand 1 it is worth noting we engaged with 938 people as part of the bespoke taster sessions and information days we hosted across a range of secure care settings, education settings and community setting for strand 2. We delivered two 5 week bespoke projects in HMP Barlinnie, one 5 week project for The Mungo Foundation and one 4 week project at St Mary's. We also attended a number of careers fairs in a number of secondary schools across a range of local authority areas, hosted online and in person information days for Police Scotland, Youth Court and Social work services. We delivered a bespoke project as part of the Project Support to 'New Scots' working in collaboration with The Mungo Foundation Campus Project in Glasgow.

BMP BARLINNIE PROJECT PARTICIPANT

“I just didn't want it to end”

“It's the highlight of the week for me”

“A great chance to get fitter and just meet new people and learn new stuff”

ST MARY'S STAFF MEMBER

“The staff were fantastic and the young people really enjoyed the session”

“The young people are looking forward to it”

SUCCESS TO DATE FOR STRAND 3

28 young people engaged in therapeutic work with our trauma counselor, 20 psychoeducational workshops were delivered as well as 322 one-to-one counselling sessions conducted as part of our strand 3 work. Our Trauma counsellor also delivered a number of mental health and wellbeing sessions across our strand 2 bespoke projects

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TARGETS AND OUTCOMES - FINANCIAL SUMMARY 2023/24

PROJECT ACTIVITY <small>(no less than 85% on project costs - at least 75% revenue costs and up to 10% capital costs)</small>		ACTUAL	TARGET
Staffing Project Delivery Costs	£	173,578.00	173,578.00
Non-staff Project Delivery Costs	£	23,329.00	23,329.00
Management Costs	£	15,500.00	15,500.00
TOTAL EXPENDITURE - £212,407.00			

LOCAL AUTHORITY AREA	NO. OF PARTICIPANTS		LA SPEND
Aberdeen City	1	£	226.44
Aberdeenshire	3	£	679.32
East Dunbartonshire	8	£	1811.52
East Renfrewshire	3	£	679.32
Edinburgh City	1	£	226.44
Falkirk	18	£	4075.92
Glasgow City	689	£	156024
Highland	1	£	226.44
Inverclyde	4	£	905.76
North Lanarkshire	182	£	41212.08
Renfrewshire	9	£	2037.40
South Ayrshire	1	£	226.44
South Lanarkshire	16	£	3623.04
West Dunbartonshire	1	£	226.44
West Lothian	1	£	226.44
TOTAL - 938			TOTAL - £212,407

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TARGETS AND OUTCOMES – COMMUNICATIONS



68.9K



48.5K



24.7K



21.9K



9.3K



6.7K

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OUR CONTRIBUTION TO SCOTTISH GOVERNMENT POLICY

·Cashback Gateway to Opportunities is committed to Scotland's 2018 - 2032 Climate change plan and has supported our young people to look at what kind of action they can take to make a difference in their own lives and communities.

·First and foremost we lead by example - modelling pro climate behaviours within the team, within the stadium and into the community. Buy in has been nurtured in our young people through exploration of the beliefs and values they hold and highlighting how climate change affects them on a micro level. By making small changes, our young people are able to see how these can cumulate into tangible benefits such as increased physical activity, reduced air pollution, connection with nature, making homes warmer and healthier, saving money, gaining knowledge and skills, and a greater sense of belonging and connection - as well as reducing waste and CO2 emissions.

·The following actions have been taken thus far:

ACTIVE TRAVEL

Encouraging young people to utilize cycles and walk where possible.
Young people walk with staff between venues and walk to lunch each session.
Promote bike building schemes to young people.
Staff cycle to work schemes.

TRAVEL BY CAR

Staff car share
Working from home/ flexible working

PUBLIC TRANSPORT

Young people supported to apply for travel card if they do not have one already or supported to replace lost cards.
Encourage independent travel on buses and trains.
Staff use of public transport to events/conferences rather than car journey.
Remote one to one appointments with young people to reduce travel.
Support young people to appointments using public transport.

NATURE AND OUTDOORS

Litter pick in the community
 Cashback participants support local clean up in woodlands
 Healthy eating and cooking on a budget workshops

FOOD

Choices of lunch options to reduce food waste
 Use of paradise pit stop provision
 Foodbank drive volunteering hours
 Support recycling practice
 Secure lunches from local suppliers

WHAT WE BUY

No single use plastic - recyclable materials
 Water bottles provided to young people
 Recycling by wider stadium

ENERGY AND BUILDING

Sensor activated lighting to reduce energy waste in our new hub
 AC heating more energy efficient and up to date within the hub
 Access to fuel bank and foodbank vouchers to tackle fuel and food poverty

Additionally, our young people are issued with kit to participate fully as well as donating pasted strips or sportswear to young people rather than clothing go to landfill.

FAIR WORK FRAMEWORK

Celtic FC Foundation are committed to the following Fair Work First criteria in a way that is relevant and proportionate for the organisation:

- Appropriate channels for effective voice
- Payment of the real Living Wage
- Investment in workforce development
- No inappropriate use of zero hours contracts
- Action to tackle the gender pay gap and create a more diverse and inclusive workplace
- Offer flexible and family friendly working practices for all workers from day one of their employment
- Oppose the use of fire and rehire practice

INCREASED AWARENESS OF UNCRC

All Cashback staff have complete appropriate training, our learning & development office delivers a number of workshops and support accredited training across our strand 1 projects on Children's rights, wellbeing as well as participants participating in a range of rights based activities. We also have a dedicated area within the learning centre on UNCRC, this offer participants the opportunities to pick up appropriate materials on Children's rights, UNCRC articles etc



BEST START BRIGHT FUTURES: The Scottish Governments Tackling Child Poverty Delivery Plan 2022 - 2026

- Providing opportunities and support needed to enter, sustain and progress in work

Our Cashback Phase 6 projects are contributing to the Scottish Governments Child Poverty Plan by providing meaningful learning and experiential opportunities for our participants to engage in that supports them to gain certification and accreditation. We also offer the young people volunteering opportunities, this includes supporting CFC events, preparing, planning and delivering skills sessions and football festivals for local primary school pupils. Our L&D Officer delivers a range of rights based activities and skills & qualities sessions, supporting participants to develop new skills, identify short and long-term goals and identify meaningful and sustainable positive destinations. For many of our participants this will be securing employment, engaging

in further education or securing further training opportunities. Many of our young people also secured job role within the business within hospitality, retail and warehousing. Many young people have the opportunity to accessed out 'Next Step' award (up to £200.00) to support their next step, this included staff supporting supervised shops for interview or work clothes, young people securing laptops for college or sports equipment to support their overall wellbeing journeys. Our L&D Officer will also support young people to access relevant funding options to support their next steps. As part of our Tracking & Aftercare service young people can also continue to work 1:1 with our L&D Officer and/or Trauma counsellor to support sustaining their positive destinations and real their full potential.

We work closely with CFC and our HR department to explore employment opportunities or placement options following participants completing the 10 week Cashback project. This has been a very positive next step for many of our young people to date within hospitality, warehousing and retail.

We have Flexible Working policy and Time off for Dependents policy for all staff including young parents to support childcare requirements etc.

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

As part of the workshops delivered within our Cashback project delivery we cover a range of topics identified by our young people, including young parents that they feel are relevant and important to them. These include self-care, oral hygiene, cooking on a budget, drug & alcohol awareness, sexual health & relationships, growth mindset, social media as well as a range multi-sports, wellbeing and mindfulness activities. We also provide breakfast, lunch each day as well as reimburse all travel costs and provide sportswear to allow participants to participate in our multi-sports and physical activity sessions. We also offer the opportunity for young people who engage in our strand 1 projects to get access to Cashback/CFCF branded hoodies, t-shirts and zippers whilst engaging in the 10 week project. We also provide breakfast and lunch daily for all participants across the 10 weeks.

Additionally we offer members of our local and wider community free access to 'Paradise Pitstop' 4 times per week. Each day/evening we offer a safe, secure and fun environment where people can enjoy a 2 course hot meal and meet new people hosted in our hospitality suite within Celtic Park. We also offer access to fuel vouchers, food vouchers, clothing and self-care products.

We also have 2 holiday homes in Wemyss Bay and offer free holidays to individuals and families to enjoys short break in well-equipped holiday homes, access to a range of fun activities and support travel and food costs.

We delivery Community Games across school holiday periods, working closely with schools and other local organisations to identify some of the most vulnerable young people. 70+ young people daily will enjoy breakfast and lunch within our hospitality suite, engage in a variety of indoor and outdoor fun activities as well as receive goodie bags and food vouchers.

We continue to signpost and support people to access other relevant services within their local community to maximise their future choices and opportunities as well as support them to reach their full potential.

Each year we deliver 500 food parcels as well as 500 winter warmer packs to some of the most vulnerable and marginalised people in society

All services and provision is delivered in a dignified and person-centred way, ensuring we keep the people at the heart of all we do.

- **Supporting the next generation to thrive**

Within our Cashback delivery participants engage in a number of interactive and informative activities and workshops. All workshops and activities are selected by the young people to ensure we cover key topics and subjects matters relevant and important to them. These include topics such as hate crime, children's rights, social media and my money my life. Participants will also have the opportunity to achieve various certifications and qualifications across the 10 weeks as well as within our bespoke delivery within our strand 2 provision.

We support young people to grow and thrive within a safe and secure person friendly environment, the young people are actively involved in the design and development of our project timetables.

We offer each participant the opportunity to engage in 1:1 work with our L&D Officer to support them to secure a meaningful and sustainable positive destination.

We offer each participant who engages in our 10 week project access to our trauma counsellor if they wish to engage in 1:1 therapeutic work. Our trauma counsellor also delivers a range of psychoeducational educational workshops across both strand 1 and 2 projects

We offer a range of other services across CFCF, this includes access to food vouchers, fuel vouchers, Paradise Pitstop, Community Games, Joy of Moving programmes, JOM fosters the development of fundamental skills, helping children grow active, grow happy with primary school settings, access to our holiday homes

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ONGOING LEARNING/EVALUATION

We will continue to evaluate and measure the success of our delivery across all 3 strands in Phase 2 Year 2 by;

- Developing a range of evaluation tools that will be issued to participants
- Developing a range of evaluation tools that will be issued to stakeholders
- Case studies - The team will support discussions with young people to explore the impact of the project on their lives
- Discussions with family member and other stakeholders about the difference they have seen in the young people
- Data analysis
- Continue with our session evaluations
- Continue with our end of project evaluation and consultations
- Case studies - Stakeholders
- Baseline fitness test and end of project fitness test
- Warwick Edinburgh Wellbeing Scale
- CRM
- Microsoft Forms
- Capturing direct quotes and casual conversations

This has allowed us to gather data from the participants and stakeholders to measure the success of our project delivery. Gathering this information also supports us to make any relevant changes suggested via the feedback we receive and ensure as we move forward we continue to work alongside the participants around the design and development of all future projects. Promoting inclusion and person centered learning and collaborative working.

We also evaluate each session we deliver across the 10 weeks, including direct quotes from participants and capture some in person feedback at the end of every project as well as record and measure the experience of service for each individual who have undertaken a period of 1:1 counselling.

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CRWIA SUMMARY

SCREENING
DOCUMENT

CRWIA
DOCUMENT

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PRIORITIES FOR YEAR 2

- Launch new Celtic FC Foundation Hub
- Successfully deliver our remaining 4 10-week projects
- Continue to evolve our certification and accreditation on strand 1 projects
- Continue with our bespoke projects in secure settings
- Continue with our Tracking and Aftercare
- Re-launch taster days and information session in new secure care, community and education setting
- Continue to collaborate with other Organisations to add more value to the project delivery
- Continue to work closely with other key Cashback partners to share good practice and showcase the positive work across the portfolio
- Expand on our taster days in education, secure and community settings
- Expand on our information days to key stakeholders
- Continue to develop the delivery community days
- More robust process for recruitment for strand 1
- Explore Volunteering links with the wider community for our participants
- Develop stronger working relationships across the Cashback portfolio

