

GENERATION  CASH BACK

 CASH BACK  
FOR COMMUNITIES

# ANNUAL REPORT 2022-2023





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## Generation CashBack is part of the CashBack for Communities Programme in Scotland.

The CashBack for Communities Programme takes monies recovered through the Proceeds of Crime Act 2002 and invests them into community programmes, facilities and activities largely for young people. The programme is designed to support the Scottish Government's aim to tackle inequalities by having a greater focus on young people from areas of deprivation and other disadvantaged young people. In addition, Phase 5 prioritised tackling anti-social behaviour in communities and planned to maximise the diversionary impact of youth work.

Generation CashBack was funded as part of Phase 5 of the CashBack Programme which ran from 1 April 2020 to 31 March 2023. It was delivered by a partnership consortium of four of the largest volunteer-led youth work organisations in Scotland, comprising of: Scouts Scotland, Girlguiding Scotland, The Boys' Brigade and Youth Scotland. It centred around two main strands of project delivery ('Grow' and 'Lead') tasked with growing membership and increasing engagement in disadvantaged communities. Each organisation within the consortium employed one or more Development Officers (DOs) to provide support to groups across both strands. While each organisation approaches delivery according to their own successfully established practices, all DOs work closely with staff and volunteers.

### Grow

Development Officers help new and existing youth groups to grow their offer for young people. Using a needs-analysis approach, DOs support Grow groups to increase their focus on tackling anti-social behaviour and delivering diversionary activity. Their support includes helping groups recruit new volunteers, upskilling youth workers to meet these needs through training, delivering new activities, providing information and advice, as well as providing access to small scale capacity-building funding for essential resources and running costs.

### Lead

The Lead strand supports disadvantaged young people to learn and develop new skills which improves their educational and employability options. This is done through the delivery of a range of direct youth work sessions and programmes. Young people are supported to put these skills into practice in their communities, developing their leadership abilities, while gaining a range of youth awards through each consortium partner. These awards are designed to meet young people's needs; enabling them to develop their pathways into further learning and employment.

# The Generation CashBack Consortium



The Generation CashBack consortium is comprised of 4 leading national youth work organisations.

## Girlguiding Scotland

Girlguiding Scotland is the leading charity for girls and young women in Scotland. Thanks to the dedication and support of our amazing volunteers, we are active in every part of Scotland. Through fun, friendship, challenge and adventure we empower almost 40,000 girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

## Scouts Scotland

As Scouts, we believe in preparing young people with skills for life. We encourage our young people to do more, learn more and be more. Each week, we give almost 35,000 young people in Scotland the opportunity to enjoy fun and adventure while developing the skills they need to succeed. We're talking about teamwork, leadership and resilience—skills that have helped Scouts become everything from teachers and social workers to astronauts and Olympians.

## The Boys' Brigade Scotland

The Boys' Brigade engages with over 13,000 children and young people providing opportunities to meet together in their communities and engage in a range of fun and developmental activities. We believe that empowering children and young people is important and do this by involving them in decision making at all levels of the BB and giving responsibility appropriate to their age and aptitude.

## Youth Scotland

Youth Scotland is a membership organisation, supporting 2,000 youth groups and delivering services that help over 97,000 young people to learn, succeed and make positive contributions to their communities. We are the national charity for the support and delivery of community based youth work and our mission is to support young people to achieve their full potential. The Youth Scotland membership, led by over 10,700 youth workers and volunteers, is diverse, ranging from small rural youth groups to large urban projects – the common goal that we all share is better outcomes for young people.



# Story of Year 3 – April 2022-March 2023

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**As we entered Year 3 of Phase 5, both youth workers and young people were relieved that face to face youth work appeared likely to continue without further lockdowns on the horizon. Most groups had managed to get back up and running and were planning summer programmes that would support young people to socialise, build confidence, and have fun. However, young people and youth workers were still dealing with the mental health and wellbeing implications of the pandemic, including higher rates of social anxiety, isolation, and low self-esteem.**

The disruption that Covid caused to education left many young people feeling disengaged from school, less confident in their ability to secure qualifications, and exhibiting risk-taking behaviour. Coupled with this, the cost of living crisis brought further pressure to parents and carers, many of whom struggled to provide adequate meals and heated homes for their young people. This was particularly felt in the communities where Generation CashBack works, where there are already a high number of low-income families. Youth groups in these areas were also affected by the crisis, with venue rent, bills, and materials costs increasing, and in some cases, services were in danger of closure. The demand for Generation CashBack support continued to rise and youth groups provided much needed warm spaces and meals to young people across Scotland.

Generation Cashback Development Officers continued to support youth groups through a mix of capacity building support for workers, and direct delivery to young people. Much of the training for youth workers remained online to reduce demands on their time while still improving their core skills, and to be accessible to those based in rural areas. Sessions and programmes

with young people were mostly delivered face to face, in line with young people's preference. DOs supported young people to achieve over 250 more SCQF levelled qualifications than in the previous year, building back their confidence and pride in their abilities. DOs continued to use the flexibility of Generation CashBack's delivery model to offer bespoke support to groups, with long lasting impact. This ranged from co-planning and delivering accredited programmes for young people, offering tailored training sessions, signposting and supporting with access to funding to reduce the effects of the cost of living crisis, supporting with volunteer recruitment and retention, and much more. Our annual cross-consortium event, 'Reach', was run as one large event for the first time since 2019, bringing 150 young people and youth workers from across Scotland together at the University of Stirling for a day of celebration, opened with a speech from Mr Keith Brown, Cabinet Secretary for Justice.

The consortium spent £571,636 across the partnership to fund both the Grow and Lead strands of the programme in Year 3.

## Story of Phase 5 – April 2020-March 2023



**The last three years have been challenging for everyone. We experienced a global pandemic, accompanied by nearly two years in and out of lockdowns and restrictions, which was followed by an ongoing cost of living crisis. This, alongside other factors including climate change and global politics, is enough to make any young person feel daunted by their future.**

Young people based in areas of multiple deprivation are often the ones who feel the effects of these pressures most keenly, which is why programmes like Generation CashBack are so important. Despite the challenges, youth workers and young people have achieved amazing things throughout Phase 5. Whether it be through training peer leaders to deliver issue-based sessions that examine the root causes of anti-social behaviour, or growing vegetables with a local social enterprise to feed the community, we are continually reminded of the power and resilience of community-based youth work, and of young people.

In 2020-21, Generation CashBack's delivery model swiftly pivoted, with both worker training and youth work sessions moving online. Development Officers offered crucial support to groups, helping them to navigate changing Covid restrictions, upskilling workers and volunteers to deliver digital youth work, and working with youth groups to plan activities that would reduce isolation, improve wellbeing, and support local families who were struggling financially.

Moving into 2021-22, much of the focus of Generation CashBack support was around helping groups return to face to face delivery safely, protecting both young people and youth workers. DOs delivered programmes outdoors, providing resources to enable groups to manage in the unpredictable Scottish weather. In 2022-23 DOs worked with groups to reduce the effects of the cost of living crisis, and to build back the confidence and self-belief of young people (see above). For more details on the support provided by Generation CashBack across Phase 5, please see our annual reports, including a selection of case studies from each year.

The consortium spent £1,700,000 across the partnership to fund the Grow and Lead strands of the programme for all three years of Phase 5, during which time 9340 young people were supported across all 32 Scottish local authorities.

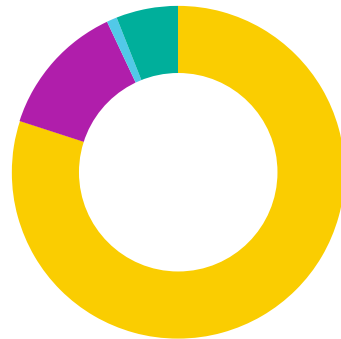
# The People We Worked With – Year 3



Participation target **2666** – Participation actual **3267**

## Age Profile

- 10-15 years - 2620 - 80.2%
- 16-18 years - 447 - 13.7%
- 19-24 years - 187 - 5.7%
- Over 24 years - 13 - 0.4%



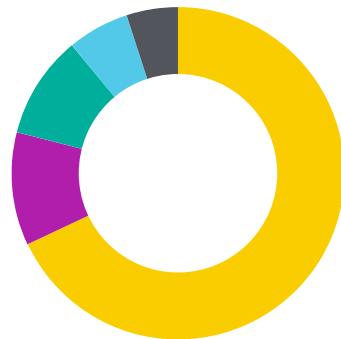
## Sex Identity Profile

- Male - 1598 - 48.9%
- Female - 1567 - 48%
- Don't know - 25 - 0.8%
- Non-binary - 46 - 1.4%
- Prefer not to say - 31 - 0.9%



## SIMD Profile

- 0%-20% - 2199 - 67.3%
- 20%-30% - 369 - 11.3%
- 30%-40% - 321 - 9.8%
- 40%-50% - 209 - 6.4%
- 50%-100% - 169 - 5.2%



## Disability Profile

- None - 2271 - 69.5%
- Don't know - 551 - 16.9%
- Identifying with a disability - 398 - 12.1%
- Prefer not to say - 47 - 1.4%





**Generation CashBack engages young people in Scotland's most deprived areas. 95% of the young people engaged in Year 3 were from SIMD 1-5. The majority of delivery has reached young people facing the most extensive deprivation as shown below.**

Generation CashBack calculates the 20% most deprived Datazones within any given Local Authority area, as opposed to the national measure, which ensures we reach urban, rural and island communities throughout Scotland. For some Local Authority areas (eg Moray, Aberdeenshire, Shetland), the 20% most deprived postcodes include those in SIMD 3 and 4. SIMD eligibility is checked using an excel tool Youth Scotland created specifically for this project.

Some youth groups have fulfilled the eligibility criteria by being able to produce evidence that they are specifically targeting young people involved in, or at risk of being involved in, the Criminal Justice System and/or anti-social behaviour in the community. Although not all of these groups are eligible by their meeting point postcode, they are clearly addressing Phase 5 priorities. SIMD is a useful starting point for identifying groups in areas of multiple deprivation who would most benefit from support, but this needs to be used alongside feedback from local stakeholders about the issues in the area for a fuller picture. This ensures groups in areas with a higher SIMD average who are facing extensive challenges with anti-social behaviour and crime in the community do not miss out on much needed support.

## SIMD Profile of Participants



■ 0%-20% - 67.3%   ■ 20%-30% - 11.3%   ■ 30%-40% - 9.8%  
■ 40%-50% - 5.4%   ■ 50%-100% - 5.2%





Accredited learning gained during Generation CashBack delivery includes Youth Scotland Awards such as Hi5 (SCQF Level 2), Dynamic Youth Awards (SCQF Level 3) and Youth Achievement Awards (SCQF Levels 4-7), as well as a number of non-SCQF qualifications or training courses such as Duke of Edinburgh Bronze-Gold, Explorer Young Leader, Queens Badge, Saltire Awards, and more.

“ [Generation CashBack lead for the Scouts] is always there, as a sounding board, the advice, helping with social media, getting the kids involved in coming up with ideas. He pretty much instigated it, we started over zoom, exploring the issues with Rosyth’s kids and how bad the social media impact is on how kids are treated or portrayed, and went from there. He’s been with us.”

## Recognised SCQF qualifications/accreditations achieved over Year 3

|  |       |
|--|-------|
| Level 2                                | 575   |
| Level 3                                | 183   |
| Level 4                                | 20    |
| Level 5                                | 23    |
| Level 6                                | 53    |
| Level 7                                | 6     |
| Non-SCQF qualifications/accreditations | 1,726 |

**NB:** It is likely that the SCQF/ non-SCQF accreditation figure is under-reported as one of the disadvantages of remote self-evaluation (rather than as part of a face-to-face group) is that young people don’t have access to the youth worker’s guidance when assessing achievements.

# Participation by LA Area

## Generation CashBack funded activity across Scotland in 2022-23

### Aberdeen City

Anderson/Ashgrove, Kincorth, Seaton, Torry

### Aberdeenshire

Boddam, Cornhill, Fraserburgh, Macduff, Peterhead, Rosehearty, Turriff

### Angus

Arbroath, Forfar, Kirriemuir

### Argyll & Bute

Helensburgh, Lochgilphead, Rothesay

### City of Edinburgh

Granton, Kirkliston, Leith, Newhaven, Pilton, Queensferry, Restalrig

### Clackmannanshire

Alloa, Tillicoultry

### Dumfries & Galloway

Stranraer

### Dundee City

Dundee Centre, East Marketgait, Hilltown, Lochee, Stobswell, West End

### East Ayrshire

Auchinleck, Crosshouse, Cumnock, Dalmellington, Kilmarnock, New Cumnock

### East Dunbartonshire

Bearsden, Bishopbriggs, Kirkintilloch, Lennoxton, Milton of Campsie

### East Lothian

Cockburnspath, Cockenzie, Dunbar, East Linton, Innerwick, Musselburgh, Port Seton, Prestonpans, Stenton, Wallyford

### East Renfrewshire

Barrhead

### Eilean Siar

Barra

### Falkirk

Falkirk, Grangemouth

### Fife

Burntisland, Cowdenbeath, Dunfermline, Kirkcaldy, Michelston, Rosyth

### Glasgow City

Anderson, Ballieston, Barlarnock, Bishopbriggs, Blantyre, Blawarthill, Broomhill, Cardonald, Castlemilk, Clydebank, Craigton, Dennistoun, Drumchapel, Drumoyne, East End, Easterhouse, Firhill, Glasgow South West, Gorbals, Govanhill, Hillington, Kelvinhaugh, Lilybank, Maryhill, Nitshill, Penilee, Pollok, Possilpark, Priesthill, Shettleston, Sighthill, Tollcross, Wyndford

### Highland

Dalneigh, Inverness, Inverness-shire, Kinmylies, Merkinch

### Inverclyde

Greenock, Port Glasgow

### Midlothian

Dalkeith, Danderhall, Gorebridge, Newton Village, Polton Hall & Bonnyrigg, Rosewell, Roslin, Shawfair

### Moray

Buckie

### North Ayrshire

Ardrossan, Beith, Cumbrae, Isle of Largs, Kilwinning, Saltcoats, Stevenston

### North Lanarkshire

Airdrie, Bellshill, Coatbridge, Cumbernauld, Motherwell, Newmains, Viewpark, Wishaw

### Orkney

Kirkwall

### Perth & Kinross

### Renfrewshire

Paisley, Renfrew

### Scottish Borders

Hawick, Selkirk

### Shetland

### South Ayrshire

Ayr, Castlehill & Doon, Girvan

### South Lanarkshire

Lanark, Larkhall, Uddingston including Viewpark

### Stirling

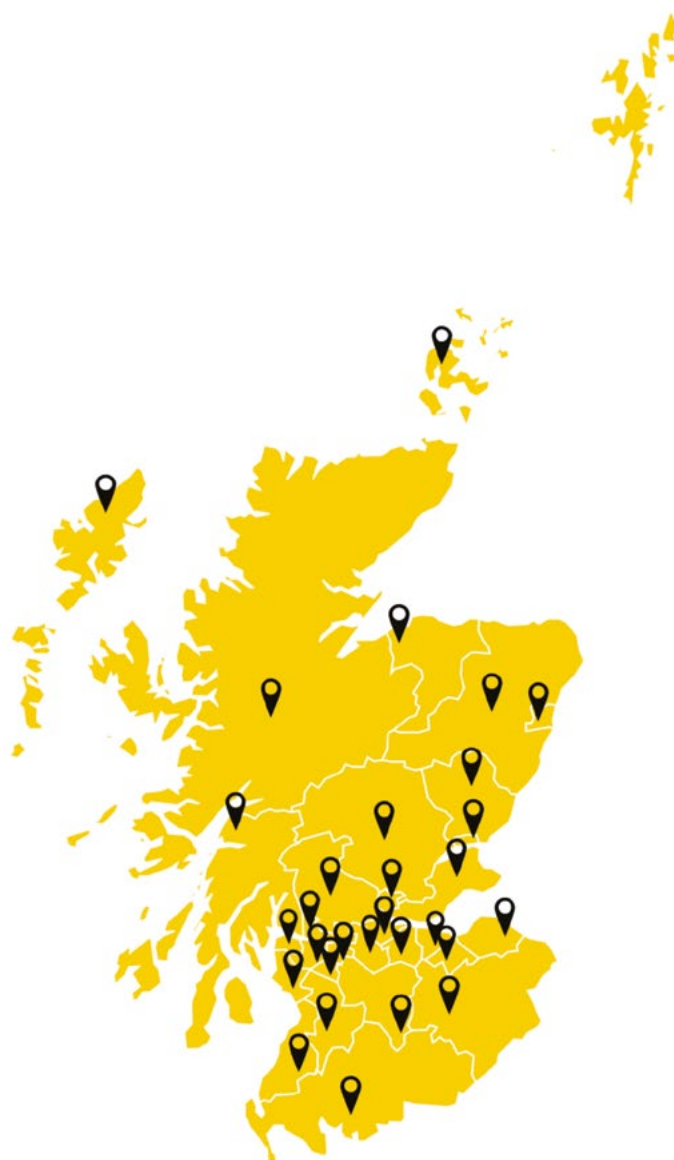
Bannockburn, Raploch, Springkerse, Stirling, St Ninians

### West Dunbartonshire

Alexandria, Clydebank, Dumbarton, Vale of Leven

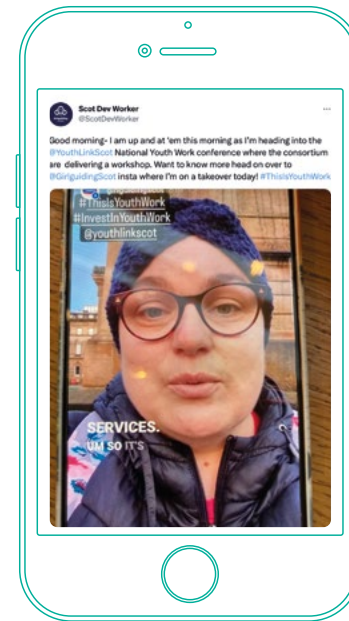
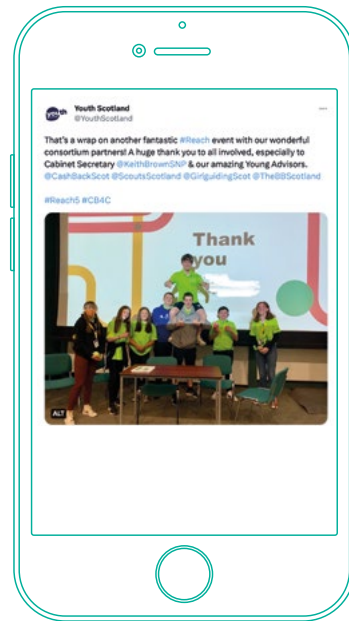
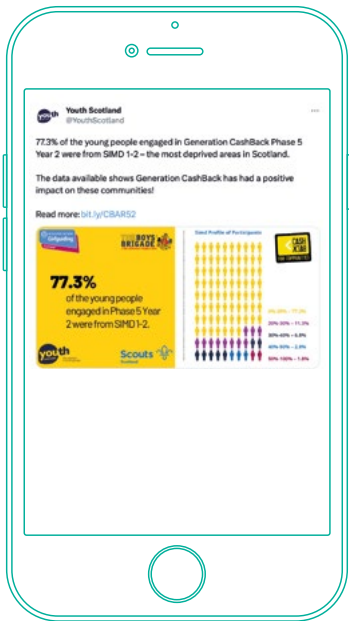
### West Lothian

Blackburn, Broxburn, Craigshill, Deans, Dedridge, Howden, Livingston, Stoneyburn, West Calder, Whitburn



# Social Stories

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# Generation CashBack Positive Outcomes and Destinations

The qualitative and quantitative data available shows Generation CashBack has had a positive impact on all six outcomes in Year 3 of Phase 5. The following statistics highlight some of those achievements.

**98%** of young people report Generation CashBack activity has had a positive impact on their behaviour

**99%** of young people report an increase in their skills

**93%** of young people reported improved wellbeing (against SHANARRI indicators)

**3,267** the number of young people who participated in a GC activity

**£331,441** the economic value of voluntary activity generated by young people throughout Year 3

**98%** of young people report that they feel more confident

**96%** of young people have a heightened sense of belonging to a community

**99%** of young people report positive supportive networks

**98%** of young people feel more resilient

**99%** of young people feel their contribution, links with communities and social interaction are improving



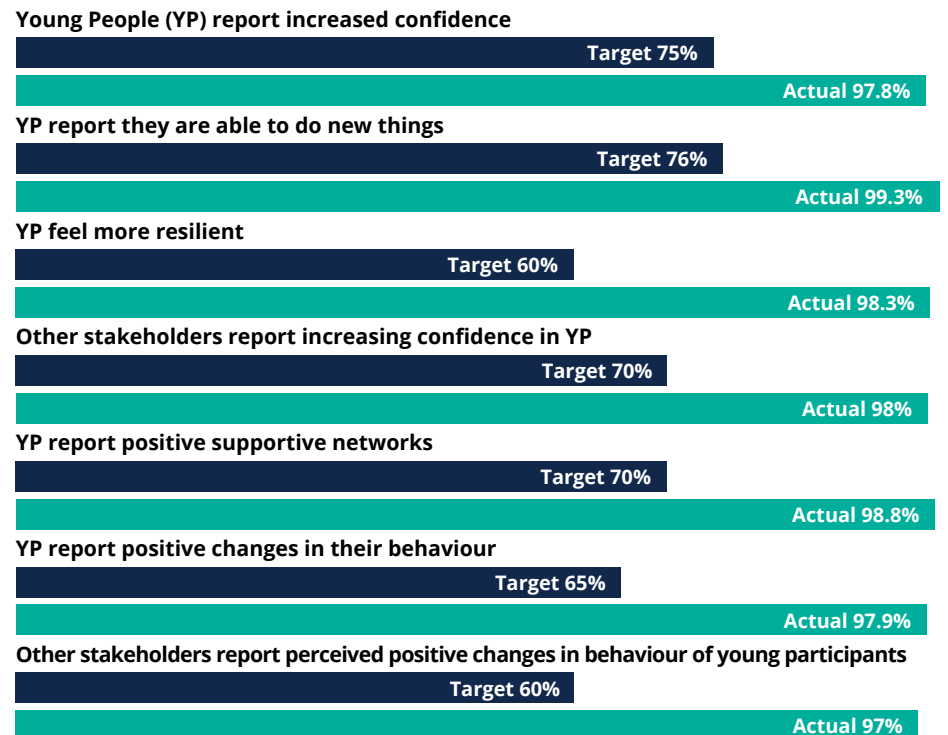
# OUTCOME 1: Young people build their capacity and confidence



Performance against outcome 1 remained very high throughout the year and well above the target set for each indicator.

“ Even like a couple years ago my confidence wasn't great, and my confidence has been boosted massively and boys brigade has helped me so much with that.”

## Outcome 1: Young people build their capacity and confidence



# OUTCOME 2: Young people develop their physical and personal skills



Across the consortium young people are being given various opportunities to develop their skills, take part in training and gain accreditation. Analysis of the evaluation data available suggests that the consortium has had a positive impact on this outcome.

## Outcome 2: YP develop their physical and personal skills

YP increased personal skills or achieving accredited learning

Target 25%

Actual 32.2%

YP report an increase in their skills

Target 73%

Actual 98.9%

Other stakeholders report skills increasing in YP

Target 65%

Actual 94%

YP expect to complete training opportunities and develop personal/physical skills

Target 38%

Actual 51%

YP take on leadership roles

Target 24%

Actual 40.9%

Accredited learning includes Hi5 Awards (SCQF level 2), Dynamic Youth Awards (SCQF level 3) and Youth Achievement Awards (SCQF levels 4-7), as well as a number of non-SCQF qualifications or training courses such as Duke of Edinburgh Bronze-Gold, Explorer Young Leader, Queens Guide, Saltire.

## Recognised SCQF qualifications/accreditations achieved over year 3

|  |       |
|--|-------|
| SCQF Level 2                           | 575   |
| SCQF Level 3                           | 183   |
| SCQF Level 4                           | 20    |
| SCQF Level 5                           | 23    |
| SCQF Level 6                           | 3     |
| SCQF Level 7                           | 6     |
| Non-SCQF qualifications/accreditations | 1,726 |

**NB:** It is likely that the SCQF/ non-SCQF accreditation figure is under-reported as one of the disadvantages of remote self-evaluation (rather than as part of a face-to-face group) is that young people don't have access to the youth worker's guidance when assessing achievements.

# OUTCOME 3: Young people's health and well-being improves

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Partners have delivered well against Outcome 3, with young people reporting that being involved in Generation CashBack activity has had a positive impact on their wellbeing. The following data shows how young people reported their feelings against SHANARRI indicators using 'The Wellbeing Web':

### Wellbeing (SHANARRI)

The Getting it right for every child (GIRFEC) approach supports children and young people so that they can grow up feeling loved, safe and respected and can realise their full potential. At home, in school or the wider community, every child and young person should be:

- Safe
- Healthy
- Achieving
- Nurtured
- Active
- Respected
- Responsible
- Included

These eight factors are often referred to by their initial letters – SHANARRI.

### Outcome 3: YP health and well-being improves

YP improve wellbeing against SHANARRI indicators

Target 56%

Actual 93%

Other stakeholders report perceived increases in SHANARRI indicators

Target 65%

Actual 99%

Performance against Outcome 3 was consistently well above target throughout the year- 98% of young people recorded an increase in their wellbeing against the SHANAARI indicators – well above the target of 56%. Similarly, 98% of Stakeholder feedback reported increased wellbeing among young people (compared to the target of 65%).

“ I've made friends with people that I wouldn't have known. And there's people I would know but I know much better by being here with them.”

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

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## Training and learning options offered across the consortium have included:

iLead, Peer Education opportunities, Leading Games, Laughter Yoga, Goal Setting, Digital Literacy, Mental Health Awareness, Young Leader qualifications, Dynamic Youth Awards, Youth Achievement Awards, Hi5 Awards, Saltire Awards, Duke of Edinburgh Awards, leadership skills that are transferable to adventurous activity, learning skills required to become effective volunteers, and leadership skills for young people.

A significant majority (99.5%) reported that they have participated in a positive activity as a result of being in their youth group or completing a Lead opportunity – this could be gaining new skills or completing training or undertaking leadership or volunteering roles. This is above the target of 73%.

## Outcome 4: YP participate in activity which improves their learning, employability and employment options

YP reported that they have participated in a positive activity as a result of being in their youth group or completing a Lead opportunity



YP will improve school attainment



YP participate in training



YP participate in volunteering



“ For him it is that opportunity, it helps at school, like teambuilding, getting on with people, just doing lots of different tasks that you wouldn’t necessarily do on a Friday night. He’d just be sitting watching youtube or something, wouldn’t be out hillwalking or anything. Its just all the opportunities that he gets coming here.” (Parent volunteer)



# OUTCOME 5: Young people contribute positively to their communities



## Young people’s views on, and interaction with, their communities also continue to be very positive.

In terms of volunteering, 47.8% are either currently volunteering or interested in volunteering. This exceeds the target of 24% for this measure. Overall, these young people report undertaking 30,976 hours of volunteering over the last quarter. Volunteering opportunities have been seriously compromised by the restrictions of Covid-19 but impressively young people have still been supported to contribute to their communities during this period.

Stakeholder feedback was also received on this outcome, with 86% of Stakeholders reporting a perceived improvement in young people’s contributions to their community, compared to a target of 70%.

“ Whether it is picking up some leaves, everything is an achievement when you record it. We’ve got everything recorded. I think we’re gonna look at the Youth Achievement stuff, they [Youth Scotland] picked that up with us because our older ones are doing a lot, you know, even sweeping up. They do a lot for us. They work with the young ones that help us to come to the younger group.”

## Outcome 5: Young people contribute positively to their communities

|  | Target   | Actual   |
|--|----------|----------|
| YP take on a volunteering role   | 24%      | 40.9%    |
| Number of hours of volunteering by YP  | 32,934   | 28,720   |
| Number of community focussed awards gained by participants                                     | 1176     | 1,555    |
| YP feel their contribution, links with communities and social interaction are improving        | 80%      | 98.7%    |
| Other stakeholders perceive improvement in YP contribution, links and social interaction       | 70%      | 88%      |
| Participants have heightened sense of belonging to a community                                 | 80%      | 95.6%    |
| Participants have increased motivation to positively influence what happens in their community | 60%      | 96%      |
| Economic value of volunteer hours  | £380,050 | £331,441 |

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

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There is consistent national evidence to show that youth work, with its inclusive, young person-led approach and provision of diversionary activity, has a very positive impact on young people's behaviour.

Results from the Generation CashBack data back up this evidence. On the basis that all the young people who returned data for Year 3 have been participating in online or face to face sessions, 100% have been recorded as participating under the measure 'YP participate in behaviour change sessions and diversionary activities'.

Stakeholder feedback this quarter reports 85% of young people reducing risk-taking behaviour (compared to a target of 40%).

## Outcome 6: YP are diverted from criminal behaviour or involvement with the criminal justice system

YP participate in behaviour change sessions & diversionary activities

Target 40%

Actual 100%

Other stakeholders report a reduction in YP risk-taking behaviour

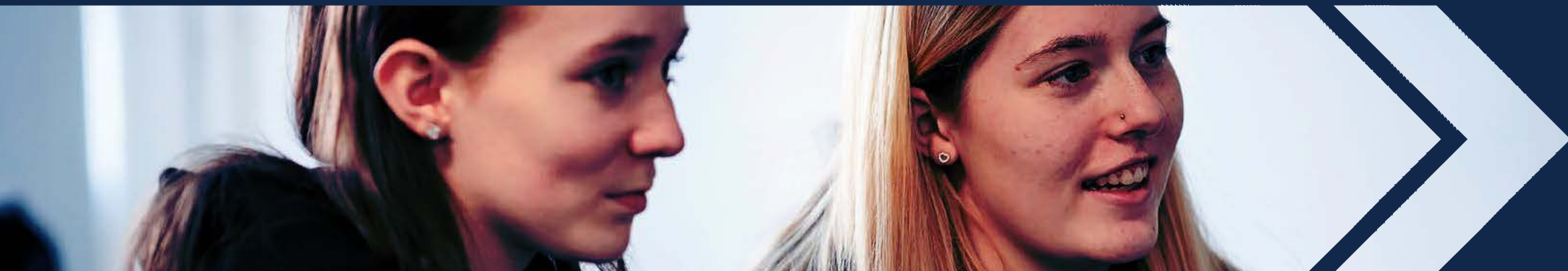
Target 40%

Actual 85%

“ Well, let's just say I keep my anger cool in this place. If someone tries to start on me here I keep my anger cool. In front of little kids, I dinnae want to traumatise them, they'll just end up doing the same as me, they'll copy me [and I don't want that].”

# The People We Worked With – Whole Phase

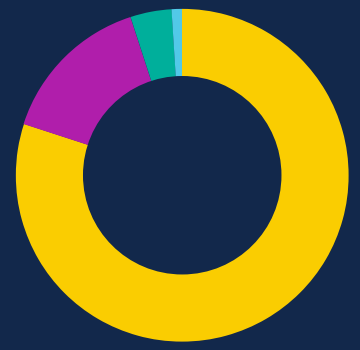
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Participation target **8000** – Participation actual **9340**

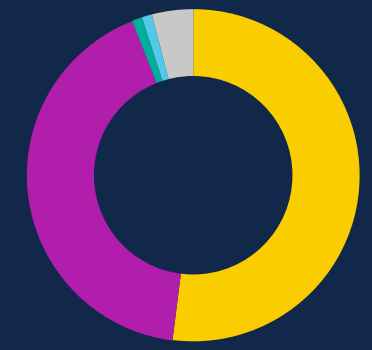
## Age Profile

- 10-15 years - 7454 - 79.8%
- 16-18 years - 1454 - 15.6%
- 19-24 years - 403 - 4.3%
- Over 24 years - 29 - 0.3%



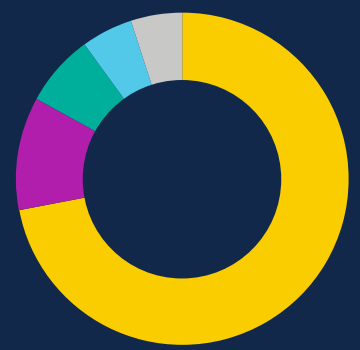
## Sex Identity Profile

- Male - 4910 - 52.6%
- Female - 3951 - 42.3%
- Don't know - 67 - 0.7%
- Non-binary - 62 - 0.7%
- Prefer not to say - 350 - 3.7%



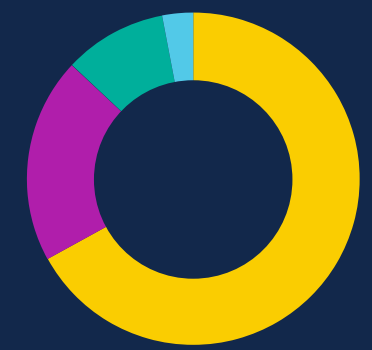
## SIMD Profile

- 0%-20% - 6669 - 71.4%
- 20%-30% - 1007 - 10.8%
- 30%-40% - 657 - 7.0%
- 40%-50% - 502 - 5.4%
- 50%-100% - 505 - 5.4%



## Disability Profile

- None - 6296 - 67.4%
- Don't know - 1828 - 19.6%
- Identifying with a disability - 996 - 10.6%
- Prefer not to say - 220 - 2.4%



# Outcomes for Whole Phase Summary

The qualitative and quantitative data available shows Generation CashBack has had a positive impact on all six outcomes. The following statistics highlight some of those achievements.

**98%** of young people report that they feel more confident

**99%** of young people report an increase in their skills

**96%** of young people reported improved wellbeing (against SHANARRI indicators)

**99%** of young people feel more resilient

**96%** of young people feel their contribution, links with communities and social interaction are improving

**100%** of young people participate in behaviour change sessions & diversionary activities

## SIMD Profile of Participants

■ 0%-20% - 71.4%   
 ■ 20%-30% - 10.8%   
 ■ 30%-40% - 7.0%  
■ 40%-50% - 5.4%   
 ■ 50%-100% - 5.4%



## Recognised SCQF qualifications/accreditations achieved over year 3

|  |       |
|--|-------|
| SCQF Level 2                           | 1,199 |
| SCQF Level 3                           | 844   |
| SCQF Level 4                           | 72    |
| SCQF Level 5                           | 41    |
| SCQF Level 6                           | 8     |
| SCQF Level 7                           | 43    |
| Non-SCQF qualifications/accreditations | 5,442 |

# Evaluation Overview

The Lines Between has been contracted to continue its independent evaluation of Generation CashBack in Phase 5. A summary of their findings is reported below:

The evidence generated through the evaluation of Generation CashBack Phase 5 demonstrates the programme's positive impact on youth groups and their young people. This phase of Generation CashBack has been delivered in a challenging and unique operating context with the emergence of Covid-19 and the associated restrictions, followed by a cost of living crisis. Against this backdrop, Generation CashBack consortium partners have demonstrated innovation, responsiveness, flexibility and adaptability to provide support that has met the changing needs of groups and their young people.

## Evaluation activity

Over the three years of phase 5, evaluation activity has involved:

- Focus groups and interviews with young people.
- Interviews and small group discussions with other stakeholders, e.g. youth group leaders and other volunteers.
- Delivery of action learning sets with Development Officers and Programme Leads for Generation CashBack.
- Facilitation of regular Generation CashBack workshops involving Development Officers and Programme Leads.
- Attendance at a Generation CashBack annual REACH event.
- Interviews with Development Officers and/or Generation CashBack Programme Leads.

Generation CashBack has demonstrated how the provision of tailored holistic support can help youth groups meet the needs of their young people. It has equipped groups with the skills, tools, resources and capacity to adapt and respond to changing contexts and needs. **The evaluation has highlighted a range of benefits and outcomes generated for young people, which include:**

- Having access to a safe, inclusive and non-judgmental environment where young people feel listened to, respected and cared about by adults who are consistently present and available.
- Enabling open and honest conversations and receiving advice and guidance from trusted adults.
- Having fun in an environment where they can be themselves.
- Opportunities to create and maintain social networks and connections.
- Improved emotional and mental wellbeing.

- Exposure to activities, opportunities and experiences that they wouldn't get otherwise.
- Development of valuable life skills such as teamwork, problem-solving, decision making and leadership.
- Increased confidence, self-belief and aspirations.
- Development of knowledge, skills and techniques to understand risk and make better choices.
- Improvements in behaviour and attitude.
- Being better prepared and equipped for the future.
- Feeling part of, and making a positive contribution to, their communities.

**The following provides an overview of learning about factors that have been critical to the programme's success:**

- Development Officers invest the time to ensure they fully understand the youth groups they are working with, their young people and the wider community they are part of. Taking a holistic approach to explore and identify the needs and opportunities for development to ensure access to the right support at the right time while also drawing on their knowledge, experience and good practice from their work in different areas and with other groups.
- Understanding that finding the time and resource to identify and apply for support is a barrier for organisations and is commonly faced by those that could benefit from support the most. Proactive engagement and support from Development Officers at the earliest point in the process has been an effective way of removing this barrier and enabling these organisations to engage with and benefit from Generation CashBack support.
- While the Grow and Lead strands of Generation CashBack can be delivered independently, they can also combine to generate a holistic package of support greater than the sum of its parts. Aligned to this, the flexible and tailored response to a youth group's needs, means that the programme is equipped and versatile enough to meet the varied and diverse needs of groups and their young people.
- The consortium approach to Generation CashBack enables the bringing together and sharing of different learning, experiences, approaches, and good practice which strengthens the programme and encourages continuous development and improvement.



We are extremely pleased that Generation CashBack has been funded again in Phase 6 of CashBack for Communities. This means we will be able to continue providing targeted, capacity building support to youth groups across the consortium that are engaging with some of the most vulnerable young people in society. During Phase 5, Generation CashBack reached 9340 young people, 117% of our 8000 target, and achieved well above target across almost all outcomes. We hope to build on the success of the programme so far in Phase 6, making use of the consortium partners' membership infrastructures to identify where support is most needed, and using local knowledge and relationships to provide training and opportunities that will benefit workers and young people most.

On Generation CashBack and Reach:

“Evidence shows that youth work can have a significant impact on improving prospects for young people as well as having a positive effect on communities. Growing community youth groups is vital to this work which is why the experience of established organisations such as Youth Scotland, Girlguiding Scotland, the Boys' Brigade and Scouts Scotland is fundamental to the success of the Generation CashBack programme. The work of local development workers has been instrumental in supporting youth groups, particularly during the last two years of the pandemic when we have seen some truly inspiring work. Events like this help us celebrate all that Generation CashBack can offer youth groups and young people.” (Keith Brown)



- Consortium partners will continue to leverage the benefits of their wider membership offers for past and present Grow groups. The support offered through membership of a consortium partner has proved successful in embedding progress made by Grow groups after their cohort has passed. In Phase 6 we plan to continue taking advantage of the pre-existing structures in place for the groups we support to ensure change is long lasting and groups continue to thrive.
- We will continue to work cross-local authority, identifying areas most in need of support using SIMD measures and local reports of anti-social behaviour and involvement with the criminal justice system.
- Since the pandemic, demand for training on themes relating to mental health and wellbeing, including trauma informed practice, has increased. All consortium partners will promote their range of pre-existing training offers in this area, as well as developing new training that is specifically tailored to a youth work audience. This will improve the abilities of youth workers, young leaders and volunteers to support young people with experience of trauma.
- The youth participation opportunities that have been offered through the Lead strand have been extremely successful for building young people's confidence in their abilities and accrediting their work. We will continue to offer existing youth participation programmes, as well as seeking to develop further opportunities for young people to use their voices and contribute meaningfully to decisions that impact their lives.
- We will review and amend Generation CashBack's evaluation materials in line with the new outcomes for Phase 6. This will also be an opportunity for DOs to consider how to make our evaluation processes as simple and clear as possible for the youth groups and young people who participate.
- Our annual Reach events will each focus on a theme, all suggested as current priorities from Generation CashBack young people we surveyed. These themes are climate action, mental health and wellbeing, and youth voice.
- The impact of Generation CashBack will continue to be widely promoted across the consortium on monthly newsletters and e-news and through our respective social media channels.

“ In 2015 I was approached by a group of young kids that played football. Basically getting their balls knocked [stolen], their clothes were getting knocked, it was the only place they really could play. We did have a disused astro pitch out the back but it belonged to the council. Me and a couple of guys played football and decided, we'll bring them up to here, we'll go and speak to people at the council and make a deal with them, that we can bring all these young folk up here, bring that back into use. So that's really our origins. We started off in a field with a toilet, but we still delivered a lot of stuff and it was free. Then family groups and girls came along.”

## Contributing to their community

13th Fife Scouts provide a wide range of outdoor focussed activities to keep their members engaged. They are also active in their local community, undertaking litter picking and providing the Scout Post at Christmas. The group meet in Rosyth, where a spate of antisocial behaviour had led to negative social media activity about young people in the locality. In response, the group turned to Generation CashBack for support with a project that would make a difference in the community and demonstrate that young people can be a force for positive change.

In this case study, five young people from 13th Fife Scouts speak about the unique experiences that scouting offers and the skills that they can develop. They also describe how support from Generation CashBack helped them create their own fruit and vegetable garden and links with a local food-based social enterprise. This has resulted in them contributing to their community and showing local young people in a positive light.



“It’s good, when I’m out with my friends and they don’t know how to do something and I’ve done it at scouts.”



## Learning and the great outdoors

Camping, outdoor activities and socialising were described as what kept the young people coming back. They also recognised the skills that they were developing through these activities.

“We go to a lot of different places unlike other scout groups, they a lot of the time go to the same places, we go to different places and doing different things.”

“We’ve done wall climbing, but it’s just good getting outdoors.”

“I love the camping and the hikes.”

“Camping, but my friends here as well, socialising, learning life skills, how to survive in the wild, chopping wood. Loads of stuff.”

“You get to talk to new people that you might not have otherwise talked to before, and then like, when you go on camps, sometimes there might be other scout troops, and you can talk to people from there.”

## Cultivating ideas

**The young people got together to explore options for what they could do locally to help demonstrate the positive impact that young people could have, and what support they could get from Generation CashBack. This involved a visit to a local social enterprise and the creation of their fruit and vegetable garden.**

“We went to the plant thing, the garden. I didn’t like the rhubarb – took a big bite and was like, oh no.”

“I helped to plant all the veg.”

“[After we grew the fruit and veg] we got to eat some of it, got to try it and we gave away what was left (to the social enterprise), so they could use it.”

## Planting the seeds of change

The young people hope that by doing good things in the community, their contributions will be recognised more widely and they will be viewed more favourably. They also had some ideas for other things they could do that would benefit the community.

“It’s helping to show that we care and we’re doing something good.”

“We’re doing something for the community, to help people, so it’s a good thing.”

“We could volunteer somewhere as well.”

## Growing in confidence and learning new skills

**The experience was enjoyed by the young people and benefitted the community. There was also lots of practical learning along the way.**

“I learnt things, like, about how much to water them.”

“We learnt about how long things take to grow.”

“And like how big the plant is, about when they are ready to take out of the ground.”

“It’s learning how to do new things; it helps your confidence.”

“There’s so much, but learning new stuff by doing it.”

“It was great to hand over our excess harvest to the community shop. Hopefully, it’ll make a difference to some people in our town.”

“I learned lots about growing vegetables in our own garden. We need to make sure that we plant the carrots in deeper soil as some of them turned out a bit wonky.”

## Sowing the seeds of success

Based in Rosyth, 13th Fife Scout Group recently celebrated 80 years since its establishment. More recently, the scout group were aware of local social media activity painting the local young people in a negative light, and turned to Generation CashBack for support to highlight the positive things that young people do for the community.

Alan Connery has been involved in the running of 13th Fife Scouts for almost 20 years, having been a member throughout his youth. Upon hearing about the support available through Generation Cashback, he recognised the opportunity to work with the young people in the group to do something that would positively impact the wider community. They created a small fruit and vegetable garden, which provided learning opportunities for the young people while also producing food to share with a local community food larder.



“ It was learning about what is actually in our area – I didn’t even know the place existed, and I grew up here. They are growing things I didn’t expect to be growing in Rosyth.”

## A focus on the great outdoors and developing life skills

With a membership of 63 young people, 13th Fife Scouts focus on giving young people experiences of the great outdoors to develop valuable life skills. Their activities provide diversion for young people and encourage new members to join.

"We do quite a bit of outdoors, try to get as much camping as possible, just getting the kids out and learning life skills through the camping. We've got contacts with water sports and mountain biking as well. The outdoors is a big focus for us."

"You find that if one kid comes along, they find it to be really good, then word of mouth and you'll get 3 or 4 coming along from the same year group."

### Changing perceptions

When a wave of issues with young people in the area being disruptive and vandalising property led to a social media backlash, the group was keen to utilise their previous experience in community activity and develop some new projects that would showcase young people in positive, impactful ways.

"We've spent days litter picking, cleaning up all the rubbish at the playing fields at the back of the primary school fields."

"There's four primary schools here and roofs are being jumped on, windows smashed and you've got people on social media blowing up about the young people in the area."

"The kids know that they are being tarred with the same brush, and social media is a problem."

### Hatching a plan

Generation Cashback was the ideal vehicle to provide this support. Alan explained that they wanted to empower the young people to develop their own ideas and solutions and used different activities to form a plan.

"We had a chat (with the young people) and asked them what they thought they could do, giving them prompts around what is possible if we could get the space, the time and the equipment."

"The kids actually had a visit to Rosyth Eats, and they have an orchard, and their own area where they plant trees and grow their own fruit and veg, and got the kids trying what was left over, which was rhubarb and carrots. Literally from the ground, scrubbed and eat. So it gave them a taster of what they could do and that's where we got the idea. It wasn't long after that we started, plotting the land and getting the stuff we needed."

"We've got Rosyth Eats which is a community larder type thing, they do cooked foods for people that come in, and people pay what they can. We grew fruit and vegetables last year and gave them what we had left over so that they could use it."

### Seed funding and other support

While the funding support through Generation Cashback has been an enabler, Alan emphasised the importance of the broader wrap-around support they have received.

"It meant we were able to go out straight away and just purchase all the equipment, like the potato bags, the potatoes, the veg, the hand tools."

### The future

Following their initial success, and the positive response from the young people in the group, it is something that they hope to continue and develop further in the future. Another benefit is the relationship that they have developed with a local social enterprise.

"It's not a big area to start off with, but it's something the kids are really quite interested in and reaping the rewards of what they are doing."

"I hope it goes full circle. The kids started off learning about it from the visit and how we set it up, and hopefully, the bug has set in; just keep going and each year we will see what we can do and improve."

"We've grown quite close to them (Rosyth Eats) through this project."

“ [Generation Cashback Lead for the Scouts] had approached us about Cashback, we thought it sounded interesting, and we are always looking at things to get our kids more involved in the community.”

“ [Generation Cashback lead for the Scouts] is always there, as a sounding board, the advice, helping with social media, getting the kids involved in coming up with ideas. He pretty much instigated it, we started over zoom, exploring the issues with Rosyth's kids and how bad the social media impact is on how kids are treated or portrayed, and went from there. He's been with us.”

# Expanding horizons

The Boys' Brigade 1st Irvine was established in the late 1890's and has a long and proud history in the town. A growing company, its membership has almost doubled in the past year, and they provide a range of activities and opportunities for young people in the local area. With support from Generation CashBack, 1st Irvine company was able to access transport options that enabled them to run exciting activities further afield, and support all young people in the company to attend, regardless of location or financial situation.

In this case study, Captain Alan MacAuley from 1st Irvine Company Boys Brigade and a parent volunteer describe how Generation CashBack support has enabled the company to access transport to activities and programmes, and the difference this has made to their membership.

## A footprint in the local area

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1st Irvine company has had a long presence in their local area and have a growing reputation that matches their growing membership base. They play a valuable role in the community, providing young people with opportunities to take part in activities that they might not be able to otherwise.

"We have continued to go from strength to strength. So we've got 80 boys in the company which is up from 50 last year, just through word of mouth. We're really active on social media, posting up what we are doing and what we get up to, people see the pictures, see what we do and like it, they are liking what they see and wanting their kids to come here and be part of the company."

(Captain Alan MacAuley)



“It is quite a deprived area and being here there is nothing. The buses stop early, so you can’t get a bus, if you want to go The Portal (leisure centre) for like swimming, there’s no buses back for families. This gives them a chance to do different things.” (Parent volunteer)

“We’ve got a lot of involvement from the parents and the wider community and there’s a real interest in what we’re doing.” (Captain Alan MacAuley)

## Coming back for more

The leadership team at 1st Irvine company recognise the need to keep things interesting, varied and fun so that there is something for everyone. The range of opportunities they provide keeps the young people engaged, and they are committed to expanding this further.

“So tonight for example there is crafty stuff happening with the anchor boys. We’ve split them into two groups so half are doing the craft stuff and the other half are out, there is a local park across the way so they are across there. The older section, so sort of S4 to S6, a lot of them will be doing their advanced awards this year, and as part of that they need to do voluntary service within the company, so we are doing work with them just now to give some skills and ideas about how best to work with the younger age groups.” (Captain Alan MacAuley)

“We try to offer as varied a programme as we can, because if we just focussed on one thing then some of the boys would drift off because that’s not their bag, but if we’re doing something that they think isn’t really for them, then they know that the following week we’ll be doing something different. It just keeps it interesting for them through the year.” (Captain Alan MacAuley)

## A development journey

A key focus for 1st Irvine company is supporting the progression and development of all their young people, gradually building their skills and competences, and giving them increasing responsibility and a chance to showcase their strengths.

“As you work up through the company you will starting to help with other bits of the company, they’ll be helping with the younger sections. And then the stuff like taking them out and doing things, stretching them a wee bit beyond what they are comfy with. We look to give them tasks that can help them as individuals, and getting them to work in teams.” (Captain Alan MacAuley)

“For him it is that opportunity, it helps at school, like teambuilding, getting on with people, just doing lots of different tasks that you wouldn’t necessarily do on a Friday night. He’d just be sitting watching youtube or something, wouldn’t be out hillwalking or anything. Its just all the opportunities that he gets coming here.” (Parent volunteer)

## Doors to other opportunities

Generation CashBack has helped to overcome the challenges of organising outdoor activities and events and trips away for a company with a growing membership base through supporting access to transport to different programmes and activities.

“And now this company has grown and we realise that trying to go and do things, like getting 5 cars to take folk just isn’t sustainable, the cost of fuel and things as well.” (Captain Alan MacAuley)

“Last week we took the boys through to Troon and done a treasure trail thing down there. It just opens doors to do so much more than just being in here on a Friday night, it makes it so much easier to go away and do things.” (Captain Alan MacAuley)

“And with the Queen’s Badges, part of it is an expedition, so again, we can get to different places, further away places. So yeah it helps the badge work just because of the variety it offers but it also gives opportunities to meet folk from different areas of the UK and just expand folks horizons a bit.” (Captain Alan MacAuley)

“As the year progresses we do a lot of outdoor stuff with the company. We’re also looking to expand our programme of activities so another officer and myself are doing paddle sports qualifications.” (Captain Alan MacAuley)

“We try to develop those things (different skills) but don’t make it obvious that that’s what we are doing. The whole point of Boys’ Brigade is bringing them on from P1 right through to the Queen’s Badge and as they move through the company they take on more elements of responsibility.” (Captain Alan MacAuley)

## On the road to new experiences

The Boys' Brigade 1st Irvine company have a growing membership of 80 young people and a long history in the town. They provide a range of indoor and outdoor activities and opportunities for young people to develop different skills and qualities. With sustained growth in their membership, the company found it increasingly difficult to arrange and accommodate outdoor pursuits and activities away from their base. Generation CashBack provided support with accessing transport to various programmes, which has opened the door to a range of new opportunities.

In this anonymised case study three teenage members of 1st Irvine company explain why support with accessing transport will enhance their experiences with Boys' Brigade. They also tell us why they started with the Boys Brigade, what keeps them coming back and what it means to them.

“ It's the fact you get to know people on a personal level, it's not like the officer are your teachers, you can have a joke, have a laugh, it's not regimented and you can be more open. It's just a really friendly place.”



## Freedom, fun and friendship

The boys have been members of the company for a long time. They joined for different reasons and all said they keep coming back because of the social aspect, the fun, and the different things they are able to do.

"I joined when I was five, my mum told me I should try it, and I enjoyed it. I started going to camps and stuff which is much better than doing nothing in the summer – doing lots of stuff like abseiling, capture the flag and everything, it's just a lot of fun."

"It's the range of things you get to do."

"We're much more free and open than other organisations, like the way, one of the other people I know goes on about one of her clubs, and it's all very regimented, its 'do this, do that, do the next thing'; but here its whatever you decide."

## A good use of time

There are limited options for young people in the local area, and the boys explained that the Boys Brigade is something productive to do with their time.

"Just the same as what Sean said, other people my age would just be out drinking and daen drugs and everything. It keeps me out of trouble really."

"There's nothing [in the local area] really, I would just be sitting on my computer, watching youtube and stuff like that."

"It just gets me out and doing stuff rather than just sitting wasting my time."

## Key life skills

The wide range of activities and opportunities keep the boys engaged and having fun, and also support the development of skills that are valuable in their lives outside of the Boys Brigade, including confidence, volunteering, communicating and planning skills.

"So, one thing that we learnt is, for like the Presidents Badge we need to do volunteering, for like the other companies, like the anchors and juniors. It helps us like work with kids and stuff like that, and like get us to talk with them."

"There's other stuff like orienteering, so we need to work with maps which gets us out and about, working out where to go, what path to go on and stuff like that."

"I wasn't a social person, I wouldn't talk to anybody and now I'm a lot more sociable."

"I'm looking forward to the opportunities for volunteering outside of the boys brigade."

## Greater access to activities and opportunities

Support to access transport has provided extra opportunities, which the boys have enjoyed.

"It helps us do different activities like getting to rock climbing and hiking and stuff like that."

"It gives us more opportunities, like staying in the hall we can do good stuff, but it gives us opportunities outside of that, things like camp, our advanced work, rock climbing."

"More options, like, we can get away and do different things, stuff that we couldn't do before."

**“ I joined because when I was a lot younger, I wasn't very sociable, so my mum signed me up to the Boys' Brigade. It definitely worked, I'm much more sociable now.”**

**“ Even like a couple years ago my confidence wasn't great, and my confidence has been boosted massively and boys brigade has helped me so much with that.”**

# Park life

Through the Generation CashBack programme Youth Scotland staff have supported Coo Park's development in several ways:

- Visits to conduct needs analysis and plan around reducing antisocial behaviour and to support with programme development.
- Access to the PVG scheme.
- Leading sessions.
- Support with delivering and processing youth awards, purchasing music equipment and hiring dance tutors.
- Provided digital resources including a youth work games film.

Youth Scotland member group Coo Park United provide a range of activities and opportunities for young people in the communities of Langlees and Bainsford in Falkirk. Created as an initiative to give young people opportunities to participate in football, it has evolved into a safe space for all young people in the community that want to get involved in different positive activities. Generation CashBack support from Youth Scotland enabled Coo Park to add a new music-oriented offering to their young people and draw in new members that had been involved in anti-social behaviour.

In this case study, five young people tell us about why they go along to Coo Park youth group, what they get out of it, and why it is an important part of their community.



“ We get to be ourselves here.”



## A good reputation

The young people described different reasons for coming along; most stemmed from word-of-mouth endorsements from others that they know and trust.

“My brother was coming to the football so I thought I’d give it a try. But I quit and then I started back and we started doing the dancing and all that so I joined that and I’ve been here ever since.”

“[Friend] had been coming and she told me about it so I started coming. I really enjoy it, it’s really good.”

“I’ve always knew about this place, but I joined because I thought, I need to get more social with different people to who I was hanging around with, and that has helped. Some of my pals that came here dinnae come anymore, but I’m different, I just love to come here.”

“I don’t really come for the football now, it’s to make friends, I’ve got friends who are young, friends that are girls, loads of friends. I see them out of here as well.”

## Socialising and having fun

Making friends and opportunities to get out the house, socialise and have fun doing different things, keep the young people coming back. The ‘Dark Skies, Bright Stars’ music initiative developed with Generation CashBack support has also appealed to, and proved an effective way of engaging and involving young people in the community.

“It gives you something to do when you’re bored, and it’s quite gid cos with the music you’ve got more songs and other new things.”

“It gets me out the house and gives me a break from all the siblings I have.”

“I’ve made friends with people that I wouldn’t have known. And there’s people I would know but I know much better by being here with them.”

“Last night we had a Halloween party and I didn’t think I was going to dress up, but I dressed up as Freddy Kruger. It was just everyone, all having fun with the music on.”

“You can just come and have a sing on the karaoke. But I don’t sing. I do dance though.”

“We’ve got a band and a singing group. We’re part of the singing group.”

## The importance of Coo Park

Without Coo Park the young people explained that there really wouldn’t be much for them to do, and for one young person, the group helps them to manage their behavior. They also reflected on how the community would be different.

“I’d probably just stay in the hoose.”

“I’d just be hanging around outside.”

“It helps to keep trouble down round here... it would be worse if this place wasn’t open.”

“It’s here for anyone, anyone can come. Most young people round here come, maybe not all the time, but they’ll come here.”

## Making a difference in a safe space

Having adults that they like and trust was important for the young people, but they also recognized their own role in making Coo Park a valuable community resource.

“Well, let’s just say I keep my anger cool in this place. If someone tries to start on me here I keep my anger cool. In front of little kids, I dinnae want to traumatise them, they’ll just end up doing the same as me, they’ll copy me [and I don’t want that].”

“The folk here are really nice even though we’re always making noise and running about. We trust them, you can talk about any problems with them, just anything.”

“We’ll help out making teas and coffees, and there’s always stuff needing done.”

“ [Outside of here] I do stuff I shouldn’t do. See when I’m here I’m a nice calm person, but see if you see me outside this place, you wouldnae like to see me like that.”

“ I don’t just come here for food and friends and all the stuff, but I want to help this place as well. I want to be a volunteer but I’ve got a few years before I can sign up. I want to help so they can do more stuff, like get PlayStations. Let other young people have entertainment and people to play with.”

# No walk in the park

Through the Generation CashBack programme Youth Scotland staff have supported Coo Park 's development in several ways:

- Visits to conduct needs analysis and plan around reducing antisocial behaviour and to support with programme development.
- Access to the PVG scheme.
- Leading sessions.
- Support with delivering and processing youth awards, purchasing music equipment and hiring dance tutors.
- Provided digital resources including a youth work games film.

Coo Park United is a community-based youth club in Falkirk which supports the local communities of Langlees and Bainsford. Starting out as a football club for young boys, it has evolved to provide services and activities for the whole community. A Youth Scotland member group, they received support from Generation CashBack to tackle anti-social behaviour and enhance the opportunities they were able to provide young people in the area.

In this case study Charlie, a Community Development Officer, reflects on the club's evolution and how support from Generation CashBack helped them engage young people in positive activities.

“ Our kids benefit from coming here, they become better wee citizens.”



## From humble beginnings to a community wide service

Charlie described the club's origins and its responsive process of evolving to meet the needs of local communities.

"In 2015 I was approached by a group of young kids that played football. Basically getting their balls knocked [stolen], their clothes were getting knocked, it was the only place they really could play. We did have a disused astro pitch out the back but it belonged to the council. Me and a couple of guys played football and decided, we'll bring them up to here, we'll go and speak to people at the council and make a deal with them, that we can bring all these young folk up here, bring that back into use. So that's really our origins. We started off in a field with a toilet, but we still delivered a lot of stuff and it was free. Then family groups and girls came along."

## Overcoming barriers to engaging with sports and community resources

"A lot of the kids down here can't access the mainstream football stuff, because of cost – a lot of good football players, were no getting in and their family backgrounds, they couldn't go to like Grahamston or even Falkirk because it was £40 a month standing order just for your kid to go along. And plus it's the travelling. They don't have access to go along with a parent. So we decided that we'll offer them exactly the same experience that you get there, but it's free. We won the McDonald's SFA Daily Mail best football project in Scotland. We beat Rangers and Celtic we beat all the big ones."

## Everyone is welcome

Coo Park often work with young people that other organisations don't engage with, and provide them with activities and opportunities they have no other access to.

"Young [group member] – nobody would take him on. Now he comes to us. We gave him the kit, now he's integrated with us. That's the profile of the kids, the kids that nobody wants. We had 2 transgender boys. Nobody is bothered here. It's just

that simple. They know it's somewhere they can come. There are a lot of kids that don't go home for anything to eat and they are starving."

## Tackling anti-social behaviour and providing positive role models

The Coo Park team became aware of a group of young people that were disrupting activities for adults and older people taking place at a nearby centre. Wanting to engage them in something positive, Charlie explored expanding the reach and impact of their activities with support from Generation CashBack.

"We know them all. Over there you get free Wi Fi [if you are close enough to the building]. So sitting round the back carrying on but annoying the groups that were in with loud music. The whole reason for being there was the free Wifi. I knew that I spoke to [Youth Scotland LDO] who said there was (potential support from) CashBack. I thought 'great idea!'. Hoover that lot up and bring them over here. And we'll call it Dark Skies Bright Stars so it was all about music. That's where we picked up [Group member]."

"They know we're not giving them a row – we are going to offer them something. The music, the guitars, food and the lighting. Rather than just coming in for karaoke on your phone, we got the best stuff and brought them in here and that was ran. And again, legacy from that, some of them performed at our Dandelion Concert."

"There's some real disadvantage in the families. People in recovery, in prison. That's what the whole Generation CashBack is for, that was the link, some of the kids had parents in jail. It's trying to break the cycle. The important thing is when it goes to this positive role models."

“ We've got a lot of exercise equipment, boxing and multi gym and stuff. I've had the older boys and they want to do boxing. So we've got a coach from Grangemouth, from that Spartans. So where we are really today is we do everything. It's hard even for us to explain, we change with the times with what is needed.”

“ We pick up a lot of kids like [group member], he just moved into the area. He was getting bullied at the school... We tend to get a lot the kids that groups will not touch. They leave the house and get chucked out of youth groups, bombed out because of their behaviour. And with disabilities or maybe autistic.”

## Valued holistic support

Charlie spoke about the range of support the Youth Scotland Generation CashBack Local Development Officers have provided. This has included activity to help the development and sustainability of their youth group, and opportunities for their young people to gain accreditation.

“Having [Youth Scotland LDO] helping to make the links was important, and he is always on to us getting digital stuff sent to us and other things. And there is support with the administration stuff the PVGs because it takes the strain off us, and access to training and other opportunities, networking stuff.”

“[Youth Scotland LDO] came down, she was hands on and is supporting Angie with the Hi5s [SCQF Level 2]. The majority of the young people [are going through the Hi5 award]. You need that support person, and that’s what they get when they had [Youth Scotland LDO].”

“Whether it is picking up some leaves, everything is an achievement when you record it. We’ve got everything recorded. I think we’re gonna look at the Youth Achievement stuff, they [Youth Scotland] picked that up with us because our older ones are doing a lot, you know, even sweeping up. They do a lot for us. They work with the young ones that help us to come to the younger group.”



# Enabling participation and growth

The 3rd Cardonald Guides has been operating since 1939. Based in Hillington, Glasgow, a community with few provisions and activities for young people, the guiding unit is committed to ensuring that every young person keen to participate in guiding can do so. With Generation CashBack support they provided new activities to build young people's soft skills, as well as removing financial barriers to participation for those who might not otherwise be able to access Girlguiding.

Evelyn Smith is the unit leader and the Girlguiding commissioner for the area. Both roles meant she was fully aware of the financial pressures members and their families were experiencing. Evelyn has used Generation CashBack support to help young people to maintain their participation and be proud ambassadors for Girlguiding when enjoying new, fun activities they would not normally have the opportunity to do.



“ So they learn how to be kinder human beings with each other, look after each other.”

## Creating an environment where everyone feels welcome

With little else in the area for young people, Evelyn told us that she wanted to ensure the 3rd Cardonald Guide unit remained engaging and fun, open and accessible to any girl who wanted to participate.

“There’s nothing really here, and there’s no Guide groups from here to the city centre, all the various working-class areas that’ve always had them. The leaders gave up in Lockdown, and didnae come back.”

“And so we’ve got a girl who has selective mutism. She’s here. She was away for a wee while, so I sent her Mum a text saying, is [young person] coming back, and she phoned and said, ‘I didn’t think you’d want her back’. So I said, if she’s happy to come, we’re happy to have her. We know she doesn’t always want to speak. But she speaks to the other girls. There’s a lot of perception of parents of; you won’t want her here because...”

“I felt they [Ukrainian refugees] really enjoyed their time here. Seeing children running about and having fun, getting involved. That was a really nice feeling. So they came for a few weeks. And then on the last week we were here, they said they were getting resettled. So they’re not here anymore, but the girls benefit because it lets the girls see what other children are going through. That this is somebody who’s left their own country and might not go back.”

## Enabling continued participation during challenging times

Annual subscriptions are due just after Christmas, which is a hard time for most parents and families, particularly for many of their members. Evelyn explained that Generation CashBack support meant they could alleviate that financial barrier and ensure young people could maintain their participation.

“We let them know, this is special, that this was a one-off, they had to understand that. It was just this year. So that’s the best year it could have happened.”

“It made a huge difference. Because you’re not asking for people to give you money after Christmas, £45 a head.”

“So there’s nobody here has a pony, there’s nobody does ballet lessons. These are people who have a very difficult life right now. It’s difficult usually, but a lot more difficult just now. People with zero-hours contracts and so on.”

“That’s why we don’t do tuck shop or anything because it does, it discriminates the children. We’d rather all do it, or nobody does it.”

## Pride in the uniform

Generation CashBack support also contributed to the purchase of new uniforms. It means all the young people now have a uniform they can wear with pride, and be ambassadors for Girlguiding during trips and activities.

“And they have to come with a uniform on because you’re going to be an advocate for Girl Guides. And that’s, that’s the way I sell it to them. It’s not that you have to be doing that because it’s a rule; we’re going to be adverts for Girl Guides.”

## Having fun and new experiences

Evelyn was keen that their young people had the opportunity to have some fun, participating in activities they normally wouldn’t have the chance to do. Generation CashBack support made it possible to arrange some trips and outings that would not have happened without it.

“But it’s good that they get to do things; they get away. What they really love is going with their friends. I said to them, what do you like about Gravity? The kids were like, we’re all together, and there’s no mums and dads here. So they’re getting to do something that’s just having fun.”

“When we had the chance to get Generation CashBack support, I thought we can do better, we can say to them, where would you like to go? And I said, what about the climbing wall and the Sky Park? And they were like, we can’t go there. Because they’ve been told since they were small it’s too expensive. So we went, and they were amazed by that. And they thoroughly enjoyed it.”

“We’ve got a programme. It’s very flexible, which is great. And it’s under six different themes, so there’s lots of different things we can do within that. And a lot of things you can fit into what we’re doing.”

“We used a fair bit of it on uniforms. The hoodies, we bought them, and that means that they all have hoodies now. So that has been a huge difference to get uniforms because then, whoever joins knows that we all wear uniforms here. Whereas before, it was hard to have that conversation with the parent.”

## Developing skills for life

As well as providing a fun and engaging programme, there is an emphasis on games and activities that can support the development of different life skills. The leaders are keen to instil a sense of self-belief in the young people, which raises their aspirations for the future.

“I think we make a difference to how they fit in with everybody else and the ambitions they’ve got. When they’re at school, and everyone is doing what everyone else is, like, ‘we’re all going to be hairdressers’, and so on. There’s no hairdressers next door, they’re all “I can do this, I can do that”. And that’s what we do as part of the programme, raise their ambition.”

“The thing that we do in girl guiding, we focus on the soft skills just now, about making and working in teams and negotiating and actually getting on with each other. We’re doing a sort of game tonight, and there’s a few different stages to it. And it’s about working as a team, not always working with your friends. So all these different skills come into it. And agreement on things is what we’re focusing on in the hall. That’s been useful for them. And then also making friends with people you don’t know.”

**“ We let them know, this is special, that this was a one-off, they had to understand that. It was just this year. So that’s the best year it could have happened.”**



# The importance of participation

3rd Cardonald Guides provides a varied programme of activities that encourages its members to develop valuable skills, in an environment of mutual support where relationships flourish. The unit has used Generation CashBack support to provide new developmental activities to their young people, and alleviate some of the financial pressures families were feeling to ensure local young people could maintain participation.

In this case study, five young people from the 3rd Cardonald Guides speak about how participation supports their development and gives them skills and experience that prepare them for the future. They highlight the importance of the relationships they have developed, and experiences that equip them for the future.



“Everybody just comes in, they’re just all friends, and everybody’s like a big family.”



## A place to make friends and be yourself

All five young people spoke about how important the social aspect of Girlguiding has been for them, especially the friends they have made, and the benefit of being in an environment where they can feel comfortable being themselves.

"I just loved going, and then my two pals left, and my mum was kind of like, are you gonna leave? I was like, no. I love all the new pals I have made."

"You know, you come up here, and it's not like school. We've got some people who are your friends and some people you don't know from school, but everybody talks to each other like, everybody's friends."

"And the leaders, the leaders are all your friends as well, you know, everybody takes a joke and stuff like that."

"Because we can join in in the games, nobody's gonna judge you if you make a mistake, can just be yourself."

## The chance to have fun and experience different things

With little other provision for young people in the area, they highlighted the importance of having somewhere to have fun and participate in activities they would not get the chance to do normally.

"I started with Rainbows and just kept going. I just loved it. I don't think I'd ever want to leave now. See, if I didn't do it, I think I'd be bored."

"But I just like comin', I like helpin'. And I like bein' with other people. I like that I've met all the people outside of school because it feels like, I really don't know how to describe it, but it's like another place other than school that I can have fun."

"Like there's, we do lots of art, and I wasn't the best at art, and I'm better now, and also the cooking and lots of different things that make you better at them. Friendship building. It's helped me and just skills at life."

"It's like an obstacle course up in the air. It's scary but was, it was just amazing."

"The good thing about that and the good thing about us all having good relationships with each other, even if we were terrified, and I was terrified, I hated it with a burning passion. They were all like, yes, you can do it, you're doin' amazing, and when we did the jump, I screamed from the top of ma lungs, and then when I got to the bottom, they were like, you did amazing. We all support each other."

## Building confidence

The positive impact that Girlguiding has had on the young people's confidence was evident, and is helping them in other areas of their lives.

"It does help your confidence quite a lot, especially me because I've always been quite shy. But coming here, helping the girls, helping them, it's been great for my confidence overall. Especially in school, it's maybe kind of answering questions and offering to help teachers. It's just been great."

"It helps you with like communication an' that, and it helps you build like your confidence, but it does that from a young age. Like build up people skills and being able to communicate with people and how to be a good person in society."

"I do think that COVID kind of, like, you're gonna gasp at this, but I feel like it kind of brought my confidence level down a bit. Because for two years, I wasn't interacting with people because I wasn't face to face with people. But I do think being a young leader and doing all this and talking to people every day, talking to people giving instructions, all that, it does help me. I do feel more confident."

## Preparing young people for the future

The young people also reflected on the broader skills that Girlguiding has helped them to develop and how their experiences will help them achieve their ambitions for the future.

"Because when I'm older, I want to be a primary school teacher, so it'd look good on ma CV as well. So coming here, getting that kind of experience as a leader, that helped me build my CV, to be able to basically say, Look, I've done all of this work. That gives me better options."

“It gives you good morals as well. It teaches you during the games, through if you do any badge work or anything like that. It's just good morals and how to be a better person.”

“As I said before, the confidence issues, the teamwork, the morals, that's helped me a lot.”

# Generation Cashback Year 3 2022–23 Local Authority Data

| Areas               |   | YP*          | %           | LA Spend           |
|---------------------|---|--------------|-------------|--------------------|
| Aberdeen City       | Anderson/Ashgrove, Kincorth, Seaton, Torry  | 69           | 2.11%       | £12,073.12         |
| Aberdeenshire       | Boddam, Cornhill, Fraserburgh, Macduff, Peterhead, Rosehearty, Turriff  | 250          | 7.65%       | £43,743.19         |
| Angus               | Arbroath, Forfar, Kirriemuir  | 56           | 1.71%       | £9,798.47          |
| Argyll & Bute       | Helensburgh, Lochgilphead, Rothesay   | 51           | 1.56%       | £8,923.61          |
| City of Edinburgh   | Granton, Kirkliston, Leith, Newhaven, Pilton, Queensferry, Restalrig  | 135          | 4.13%       | £23,621.32         |
| Clackmannanshire    | Alloa, Tillicoultry   | 42           | 1.29%       | £7,348.86          |
| Dumfries & Galloway | Stranraer   | 28           | 0.86%       | £4,889.24          |
| Dundee City         | Dundee Centre, East Marketgait, Hilltown, Lochee, Stobswell, West End   | 157          | 4.81%       | £27,470.72         |
| East Ayrshire       | Auchinleck, Crosshouse, Cumnock, Dalmellington, Kilmarnock, New Cumnock   | 101          | 3.09%       | £17,672.25         |
| East Dunbartonshire | Bearsden, Bishopbriggs, Kirkintilloch, Lennoxton, Milton of Campsie   | 28           | 0.86%       | £4,899.24          |
| East Lothian        | Cockburnspath, Cockenzie, Dunbar, East Linton, Innerwick, Musselburgh, Port Seton, Prestonpans, Stenton, Wallyford  | 57           | 1.74%       | £9,973.45          |
| East Renfrewshire   | Barrhead  | 42           | 1.29%       | £7,348.86          |
| Eilean Siar         | Barra   | 39           | 1.19%       | £6,823.94          |
| Falkirk             | Falkirk, Grangemouth  | 110          | 3.37%       | £19,247.00         |
| Fife                | Burntisland, Cowdenbeath, Dunfermline, Kirkcaldy, Michelston, Rosyth  | 109          | 3.34%       | £19,072.03         |
| Glasgow City        | Anderson, Ballieston, Barlarnock, Bishopbriggs, Blantyre, Blawarthill, Broomhill, Cardonald, Castlemilk, Clydebank, Craigton, Dennistoun, Drumchapel, Drumoyne, East End, Easterhouse, Firhill, Glasgow South West, Gorbals, Govanhill, Hillington, Kelvinhaugh, Lilybank, Maryhill, Nitshill, Penilee, Pollok, Possilpark, Priesthill, Shettleston, Sighthill, Tollcross, Wyndford | 537          | 16.44%      | £93,960.37         |
| Highland            | Dalneigh, Inverness, Inverness-shire, Kinmylies, Merkinch   | 41           | 1.25%       | £7,173.88          |
| Inverclyde          | Greenock, Port Glasgow  | 148          | 4.53%       | £25,895.97         |
| Midlothian          | Dalkeith, Danderhall, Gorebridge, Newton Village, Polton Hall & Bonnyrigg, Rosewell, Roslin, Shawfair   | 98           | 3.0%        | £17,147.33         |
| Moray               | Buckie  | 8            | 0.24%       | £1,399.78          |
| North Ayrshire      | Ardrossan, Beith, Cumbrae, Isle of Largs, Kilwinning, Saltcoats, Stevenston   | 217          | 6.64%       | £37,969.09         |
| North Lanarkshire   | Airdrie, Bellshill, Coatbridge, Cumbernauld, Motherwell, Newmains, Viewpark, Wishaw   | 211          | 6.46%       | £36,919.25         |
| Orkney              | Kirkwall  | 28           | 0.86%       | £4,899.24          |
| Perth & Kinross     |   | 4            | 0.12%       | £699.89            |
| Renfrewshire        | Paisley, Renfrew  | 115          | 3.52%       | £20,121.87         |
| Scottish Borders    | Hawick, Selkirk   | 98           | 3.0%        | £17,143.00         |
| Shetland            |   | 0            | 0.0%        | £0                 |
| South Ayrshire      | Ayr, Castlehill & Doon, Girvan  | 52           | 1.59%       | £9,098.58          |
| South Lanarkshire   | Lanark, Larkhall, Uddingston including Viewpark   | 87           | 2.66%       | £15,222.63         |
| Stirling            | Bannockburn, Raploch, Springkerse, Stirling, St Ninians   | 59           | 1.81%       | £10,323.39         |
| West Dunbartonshire | Alexandria, Clydebank, Dumbarton, Vale of Leven   | 150          | 4.59%       | £26,245.91         |
| West Lothian        | Blackburn, Broxburn, Craigshill, Deans, Dedridge, Howden, Livingston, Stoneyburn, West Calder, Whitburn   | 140          | 4.29%       | £24,496.19         |
| <b>Total</b>        |   | <b>3,267</b> | <b>100%</b> | <b>£571,636.00</b> |

# Generation Cashback Year 3 2022-23 Financial Report

| Project Costs  | Justification   | Actual           | Target         | Variance  |
|--|---|------------------|----------------|-----------|
| <b>Project Delivery Activities</b>                   |   |                  |                |           |
| Staffing Costs: Local Development Officers           | There was an overspend due to cost of living salary increases for development staff.  | £ 206,176        | 204,226        | -1,949    |
| Staffing Costs: Senior Development Worker            | There was an overspend in this line due to cost of living salary increases for staff.   | £ 28,916         | 28,034         | -882      |
| Delivery - Grow                                      |   | £ 218,110        | 218,105        | -5        |
| Delivery - Lead                                      | There was an underspend in this line due to some Lead opportunities being delivered online which was significantly less expensive than face to face delivery. Face to face delivery gets better take up so we will use this as the preferred model in the next phase. | £ 37,836         | 40,567         | 107       |
| Delivery - Cross-consortium regional/national events |   | £ 12,328         | 12,436         | 107       |
| <b>Total project activity</b>                        |   | <b>£ 503,367</b> | <b>503,368</b> | <b>1</b>  |
| <b>Other Project Costs</b>                           |   |                  |                |           |
| Management and Marketing                             |   | £ 56,603         | 56,603         | 0         |
| External Evaluation                                  |   | £ 11,667         | 11,666         | -1        |
| <b>Total Other Project Costs</b>                     |   | <b>£ 68,270</b>  | <b>68,269</b>  | <b>-1</b> |
| <b>Total Expenditure</b>                             |   | <b>£ 571,636</b> | <b>571,636</b> | <b>0</b>  |

# Generation Cashback Whole Phase Local Authority Data

| Areas               | YP*         | %           | LA Spend          |
|---------------------|-------------|-------------|-------------------|
| Aberdeen            | 132         | 1.42%       | £24,064.84        |
| Aberdeenshire       | 501         | 5.36%       | £91,119.94        |
| Angus               | 105         | 1.12%       | £19,027.19        |
| Argyll & Bute       | 127         | 1.36%       | £23,156.73        |
| City of Edinburgh   | 484         | 5.18%       | £88,090.73        |
| Clackmannanshire    | 139         | 1.49%       | £25,368.29        |
| Dumfries & Galloway | 45          | 0.48%       | £8,190.58         |
| Dundee              | 436         | 4.67%       | £79,410.44        |
| East Ayrshire       | 267         | 2.86%       | £48,671.80        |
| East Dunbartonshire | 339         | 3.63%       | £61,759.11        |
| East Lothian        | 133         | 1.43%       | £24,254.68        |
| East Renfrewshire   | 136         | 1.46%       | £24,841.82        |
| Eilean Siar         | 53          | 0.57%       | £9,646.68         |
| Falkirk             | 358         | 3.84%       | £65,234.97        |
| Fife                | 586         | 6.27%       | £106,669.31       |
| Glasgow City        | 1604        | 17.18%      | £291,999.49       |
| Highland            | 269         | 2.88%       | £48,916.44        |
| Inverclyde          | 483         | 5.17%       | £87,890.68        |
| Midlothian          | 149         | 1.59%       | £27,055.33        |
| Moray               | 37          | 0.39%       | £6,709.03         |
| North Ayrshire      | 524         | 5.61%       | £95,382.56        |
| North Lanarkshire   | 582         | 6.23%       | £105,958.88       |
| Orkney              | 79          | 0.85%       | £14,379.01        |
| Perth & Kinross     | 44          | 0.47%       | £7,932.24         |
| Renfrewshire        | 354         | 3.79%       | £64,452.12        |
| Scottish Borders    | 211         | 2.25%       | £38,316.64        |
| Shetland            | 15          | 0.16%       | £2,730.19         |
| South Ayrshire      | 102         | 1.09%       | £18,541.82        |
| South Lanarkshire   | 192         | 2.05%       | £34,862.31        |
| Stirling            | 178         | 1.90%       | £32,372.84        |
| West Dunbartonshire | 334         | 3.58%       | £60,778.59        |
| West Lothian        | 342         | 3.66%       | £62,215.12        |
| <b>Total</b>        | <b>9340</b> | <b>100%</b> | <b>£1,700,000</b> |

# Generation Cashback Whole Phase Financial Report

| Project Costs  | Actual             | Target           | Variance  |
|--|--------------------|------------------|-----------|
| <b>Project Delivery Activities</b>                   |                    |                  |           |
| Staffing Costs: Local Development Officers           | £ 595,558          | 597,594          | -1,949    |
| Staffing Costs: Senior Development Worker            | £ 82,086           | 81,936           | -882      |
| Delivery - Grow                                      | £ 652,049          | 654,314          | -5        |
| Delivery - Lead                                      | £ 121,854          | 125,012          | 107       |
| Delivery - Cross-consortium regional/national events | £ 41,615           | 37,307           | 107       |
| <b>Total project activity</b>                        | <b>£ 1,496,162</b> | <b>1,496,163</b> | <b>1</b>  |
| <b>Other Project Costs</b>                           |                    |                  |           |
| Management and Marketing                             | £ 168,837          | 168,837          | 0         |
| External Evaluation                                  | £ 35,001           | 35,000           | -1        |
| <b>Total Other Project Costs</b>                     | <b>£ 203,838</b>   | <b>203,837</b>   | <b>-1</b> |
| <b>Total Expenditure</b>                             | <b>£ 1,700,000</b> | <b>1,700,000</b> | <b>0</b>  |

“ Young people need a safe and supportive space to be who they are without judgement they all have wee star inside them waiting to get out if given the opportunity.”

