



# 2021

# ANNUAL REPORT





**“I THINK ALL THE COACHES HAVE BEEN FANTASTIC. THEY HAVE BEEN IN CONTACT REGULARLY CHECKING UP ON PARTICIPANTS AND GIVING ANY INFORMATION THEY HAVE ON WHAT HAS BEEN HAPPENING. ALSO, THEY HAVE HELPED PEOPLE GAIN QUALIFICATIONS AND BEEN GENERALLY BRILLIANT THROUGHOUT.”**  
VIP PARTICIPANT

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## WELCOME

It is with amazing pride that I write this introduction for the 'CashBack for Communities' Annual Report, which once again highlights the incredible impact of the project. However, this year that is only half the story! Our regional teams and partners had been working hard to plan and prepare for delivering Phase 5 of CashBack. An exciting year ahead was expected, but in March 2020, COVID-19 arrived and changed all our lives.



With schools closing and the country going into 'lockdown' we faced huge challenges but remained determined to find solutions to ensure we could support the young people that needed it the most. It was therefore vital that we found a way and continued to engage with young people through the Schools of Football and look at all possible ways in which we could support those involved.

The School of Football programme has always been a hugely successful centrepiece of our delivery. Our approach to ensure it continued was to engage with many different partners to look at ways to create blended learning models to support schools and their pupils as they started to return for the new term. Although this was a challenging period for everyone in an education setting, it is great credit to the regional teams for working so hard to adapt and introduce innovative ways to deliver a yearlong project.

The Volunteer Inspire Programme has been another key component of the CashBack for Communities project and this year again, despite all the challenges, has been a major success. The regional teams again working with many different stakeholders to ensure the project could be delivered by moving to an online approach, ultimately helping to support as many young people as possible. The feedback we have received from those involved shows the effort has been truly worth it.

This report is full of inspirational case studies that highlight the overall importance and impact of the project, but more importantly highlights that through determination, innovation, hard work and partnership working you can always find solutions and it's humbling that we have again been able to provide such positive impacts on the lives of so many young people across Scotland. The impact of COVID-19 has affected so many people but we remain very proud that our CashBack for Communities project using the 'Power of Football' has been a shining light.

**Andy Gould**  
Chief Football Officer

## PROGRAMME OVERVIEW

The Scottish FA's CashBack Phase 5 programme is focused around two strands – My Football Community and My Volunteer and Inspire.

### MY FOOTBALL COMMUNITY

My Football Community (MFC) is delivered within schools and consists of three main elements:

- Schools of Football (SoF) – a curricular programme delivered to S1-2 pupils in schools across Scotland to: support them to develop confidence, physical and personal skills; improve attendance and attainment; and support transitions to secondary school.
- Club Engagement – schools participating in SoF are provided with 50 free places on a Scottish FA 'Introduction to Coaching Course', with those engaging having to complete 10 voluntary hours with a local club. (due to COVID restrictions, this element of the programme was not able to be fully delivered in Year 1)
- Go Fitba – a programme delivered within the October and Easter holidays over 5 days.

### VOLUNTEER AND INSPIRE

My Volunteer & Inspire (VIP) provides a tailored pathway of development for young people aged between 16 and 24 with an interest in pursuing a career in the game.

Over the course of 12 months, it supports them to gain valuable training and work experience of their choice. Participants have access to courses and qualifications in a variety of areas including:

- Coaching
- Refereeing
- Administration
- Event Management
- Physiotherapy

Due to the Covid-19 restrictions, the VIP programme was delivered entirely online.



# IMPACTS

## NUMBERS



## SIMD PROFILE



## PARTICIPANT BREAKDOWN AND PROFILE



## PARTICIPANTS BY PROJECT



# OUTCOMES

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

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

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

**OUTCOME 4:** Young people participate in activity which improves their learning, employability and employment options

**OUTCOME 5:** Young people contribute positively to their communities

OUTCOME	INDICATORS	SOF	VIP	TARGET
		ACTUAL	ACTUAL	
1	Young people report their confidence increasing	92.2%		75%
1	Young people feel able to do new things	98.6%	100%	75%
1	Young people feel more resilient	99.3%		75%
1	Young people report positive, supportive networks	99.3%	94.6%	75%
1	Young people report positive changes in their behaviour	99.7%		75%
2	Young people report their skills are increasing	99.7%	98.6%	75%
3	Young people report increases in feelings against SHANARRI indicators	100%	100%	75%
4	Young people achieve a positive destination		100%	70%
4	Young people will improve their attendance	96.1%*		70%
4	Young people will improve their attainment	92.7%*		70%
5	Participants' perception of their neighbourhood improves	85.3%	79.4%	60%
5	Participants have a heightened sense of belonging to a community	85.9%	69.1%	60%
5	Participants have increased motivation to positively influence what happens in their community		88.2%	70%
5	Young people feel their contribution, links with communities and social interaction are improving		97.1%	70%

\* Of young people who indicated that this was an issue before taking part in the programme.



## NORTH REGION HIGHLIGHT SCHOOL OF FOOTBALL ONLINE LEARNING

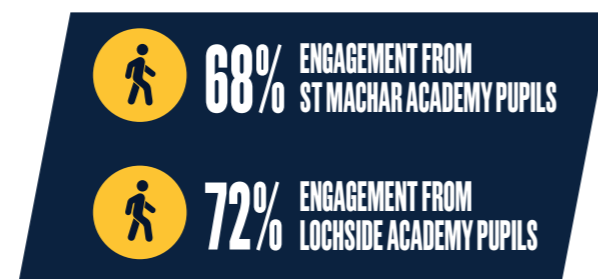
Due to COVID-19 the majority of secondary school pupils were told to continue their education from home for the first term of 2021.

This was no different for our Scottish FA Cashback School of Football Schools, St Machar and Lochside, who moved to an online learning model for 6 weeks of education.

Each class used Google Classroom to participate in live classes with their SOF coach once a week and were then given a task to complete on a range of topics such as;

- Introduction to Nutrition
- Leadership
- Euro 2020 Step Challenge
- Creating a Football Club
- Player Profiling
- Choosing Your Euro 2020 Squad
- Why I Love Football

Engagement from both schools was excellent over the 6 week period with 68% engagement from St Machar Academy pupils and 72% from Lochside Academy pupils.



I loved the online School of Football tasks because I like being creative and coming up with my own ideas. My favourite task was choosing your Euro 2020 squad because I could choose my own formation and my favourite players. I looked forward to checking Google classroom each week to see what the next task would be.

**SAM COWIE S2 PUPIL AT ST MACHAR ACADEMY**

Adapting to an online learning format enabled young people within our School of Football CashBack programme to come together virtually as a group during a challenging time. It was also extremely positive that coaches were able to maintain a level of interaction using the live classes for one period a week with the group to build relationships and check in with pupils in terms of how they were coping with online school work and life in general. Pupils showed great resilience and adaptation moving to the online learning platform from the pitch.

This format took pupils out their comfort zone and worked on developing life skills. For example, communicating in front of a group during live classes; working to deadlines; and taking responsibility for being organised to complete the work set within SoF on top of all other subjects they had.

The pupils took part in a wide range of topics and the work completed was of a high standard and was very creative. We feel this programme of work has educated the pupils and they are much more confident in their knowledge of the subjects.

In all these topics, pupils had to self-reflect on their own experiences and portrayed their views through answering questions, short quizzes, creating posters and creating PowerPoints.

Both schools also took part in the EURO 2020 Challenge where pupils were tasked with walking, running or cycling as far as they could over 4 weeks. Combined overall, both schools managed to virtually cover 400 miles which is the equivalent of walking from Hampden Park to London!



This last year has been challenging on many levels for our young people. At Lochside Academy a huge amount of work was put in to provide a positive learning experience using Google classroom. The SoF staff were keen to use the digital platform to its maximum and provided interesting and engaging content for the SoF pupils.

The engagement levels within the School of Football Google classroom were very high in comparison across the whole school with a blend of virtual meetings, online workshops, written and practical tasks.

Pupils were highly motivated and attendance in virtual meetings was excellent. The SoF staff were enthusiastic and supportive for our young people in what has been a difficult time in their school lives and provided stability for these pupils at a time of uncertainty.

**COLIN MCKENZIE DEPUTY HEAD TEACHER LOCHSIDE ACADEMY**

## CASE STUDY MY VOLUNTEER INSPIRE PROGRAMME MORGAN SORRELL

 **98.6%** OF YOUNG REPORTED THEIR SKILLS INCREASING

Morgan is a 17 year old pupil at Port Glasgow High School in Inverclyde who has recently been recruited into the Scottish FA's West Region, Volunteer Inspire Programme.

He has been a player at the Port Glasgow Juniors CSC since the age of 4 and now he is following in the footsteps of his Mum and Dad by becoming a coach of the 2009 age group. Morgan's enthusiasm, commitment and dedication to encourage young children to participate in football within his local community was recognised at the regional Grassroots Awards where he won the award for "Best Young Volunteer".

Morgan is also a former pupil of the CashBack School of Football programme at Port Glasgow/St Stephens High School.

Our youngest coach Morgan Sorrell is one of the highlights of what has been a dismal season football wise in 2020. Morgan started with the soccer school way back in 2007, aged 4 with his dad Ian helping with coaching. Morgan has been with the Port Juniors since, all the way through Soccer School, Fun 4s, 7s and finally 11s.

Morgan went through the School of Football as part of his lessons and this benefited Morgan as he got the opportunity to play the sport he loves whilst at school. Morgan is the captain of his team and always leads by example. At such a young age he already has very good leadership qualities. He is also a very hard working and ambitious young person and has always wanted to go into coaching as well as hopefully becoming a PE teacher one day. Morgan has already completed his first coaching qualification and was desperate to start on the Coach Education pathway as soon as he turned 16 and hasn't looked back.

Morgan is currently assistant coach with the 2009 age group as well as a Sports Leader at Newark and Gourrock Primary in his free periods.

**MARGARET VIZE,**  
CHAIRPERSON OF PORT GLASGOW JUNIORS COMMUNITY

### SPORTS CLUB

The VIP programme has definitely made me more confident when leading sessions and I feel a lot more comfortable too. I found it exciting learning from others and I really found the goal setting workshop useful.

The programme has made me think about my plans for the future and I know that I want to continue the work I do for the community and continue to help others enjoy themselves through sport. Also I would like to continue working my way up the coaching ladder and to earn as many coaching badges as possible.

**MORGAN SORRELL,**  
VOLUNTEER INSPIRE PROGRAMME



## CASE STUDY COACH EDUCATION MEGAN CLOUSTON

 **88.2%** OF PARTICIPANTS HAVE INCREASED MOTIVATION TO POSITIVELY INFLUENCE WHAT HAPPENS IN THEIR COMMUNITY

Megan Clouston, a coach for Stromness Youth Football Club and Orkney Women's Football Club has really embraced the online coach education offering this year.

Having gained her 1.2 Children's Coaching Certificate Megan, has plans to progress up the pathway. Passionate about giving young people opportunities, Megan's aim is to develop free to play sessions for girls' on the island and she has already engaged with the local active schools team to make this happen.

There is so much to tell about Megan's achievements, it's difficult to know where to start! Megan is a very capable leader who has a fantastic rapport with school pupils, creates a safe environment and has an inclusive approach to her delivery. It is great to hear Megan has embraced the opportunity to gain coaching qualifications with the Scottish FA and I'm sure her experience will benefit girls' football on the island as she is a great role model to them all. It is always great for the island to see young coaches developing further and we're excited to see what Megan can achieve in the future.

**MICHAEL SWANNEY & CAROLYNN LESLIE,**  
ACTIVE SCHOOLS ORKNEY

“ SHE HAS REALLY ENGAGED IN THE ONLINE WORKSHOPS AND NOW SHE IS LOOKING TO PUT WHAT SHE HAS LEARNED INTO PRACTICE ON THE PITCH. ”



I roughly do 2.5 hours of coaching every week. The Scottish FA CashBack Programme is one of the best things I have taken part in, I have met new friends, gained more confidence and got my coaching qualifications to help my community. My future goals are to develop girls' football in Orkney and hopefully in the next few months I will be starting up my own community girls' football team for primary girls'. This is something which isn't currently available for girls' in the community. I am also looking forward to completing more coaching courses to develop my skills. I am going to college in September to pursue my career in Primary School Teaching and with staying at home it means I can study and coach at the same time.

**MEGAN CLOUSTON,**  
STROMNESS YOUTH FOOTBALL CLUB

Megan has been an excellent candidate and at only 17 she has shown real maturity. She has really engaged in the online workshops and now she is looking to put what she has learnt into practice on the pitch. Megan's vision of increasing participation of young girls' to get involved in football in Orkney is admirable and it is an exciting project for her to get involved in and take a lead. I look forward to continue working with Megan and seeing the impact she has on girls' and women's football on the island.

**JO MURPHY,**  
SCOTTISH FA, NORTH REGION



## WEST REGION HIGHLIGHT VOLUNTEERING OPPORTUNITIES

The Volunteer Inspire Programme aims to support young people from targeted communities with a range of experiences and opportunities that will help increase their employability.

We were able to overcome the challenges the pandemic brought by adapting the programme online. In order to assist the young people in gaining vital experience in the football industry we were also in the unique position to offer opportunities to volunteer at Scotland international matches and domestic cup competitions that have since taken place at Hampden Park behind closed doors during the pandemic.

Working in partnership with key stakeholders and community clubs we recruited 20 young people into the programme by linking with the charitable arms of football clubs such as Morton FC Community, Rangers FC, Celtic FC Foundation and community clubs such as Thorn Athletic, Port Glasgow Community FC, Lochgilphead Red Star and Our Lady of the Annunciation FC. In addition we also worked in partnership with Further Education institutions Kelvin College and Glasgow Clyde College.

Part of the programme also included working with Scottish Sports Futures to put the young people through educational workshops on Goal Setting and Planning Physical Activity.

Alongside the educational and qualification aspect of the Volunteer Inspire Programme, there was also the opportunity for the young people to gain valuable volunteer experience in the football industry. The pandemic made these opportunities limited but one unique opportunity that came through the Events and Competitions department of the Scottish FA was the chance to be a ball attendant at Scotland international matches and domestic cup competitions at Hampden Park. This was a once in a lifetime opportunity for the young people and one that they really enjoyed and will no doubt remember for a long time to come.

“ THERE WAS ALSO THE OPPORTUNITY FOR THE YOUNG PEOPLE TO GAIN VALUABLE VOLUNTEER EXPERIENCE IN THE FOOTBALL INDUSTRY ”

Another huge positive that has come out of these volunteering opportunities is that a former VIP, David Hill who was part of the first ever West Region cohort in 2017 is now coordinating these volunteer opportunities.

Due to his dedication and commitment over the years, he has always been willing to assist and help out whenever needed. This has now led to him further developing his leadership and communication skills as it requires him to communicate with volunteers prior to match day and then leading and supporting them within their role on the night.

“ From completing the Scottish FA VIP project it has massively helped my overall development not just as a coach but as a person.

Overall, the Scottish FA VIP project has been very beneficial in my development over the last 6/7 months, in becoming a paid coach with Rangers FC Soccer School programme.

PARTICIPANT

“ I thought it was really good. The programme has let me do things that I thought I didn't like. I loved being a ball boy because having a disability and going into a different environment really scared me but it has helped to me come out of my shell a bit and has given me stuff to put on my CV. Everyone was welcoming and it was good to work as a team.

PARTICIPANT

“ I have really enjoyed being a part of the VIP project! Some of the benefits the programme has given me is to gain more communication skills whilst giving me an insight into the amount of preparation needed for match day events and to have a better understanding of how to run a public sporting event.

PARTICIPANT



94.6% OF YOUNG PEOPLE REPORTED POSITIVE, SUPPORTIVE NETWORKS





## SOUTH WEST REGION HIGHLIGHT COACH EDUCATION AND DEVELOPMENT

Undoubtedly this has been a challenging year but it has given us a great opportunity to engage with the young people in our Volunteer Inspire Programme to help enhance their online learning experience whilst gaining educational qualifications through our partnership with Scottish Sports Futures and of course our world renowned Scottish FA Coach Education system.

Over 25 young people from our VIP programme have attended our Introduction to Coaching course. The pre-requisites to achieve the 'Intro to Coaching' required the young people to create a Scottish FA account and complete two e-learning: 'Children's Wellbeing in Scottish Football' and 'Mental Health in Scottish Football'.

Knowing that our interaction with our VIP students was going to be mainly online, we put a real focus on engaging them with our Scottish FA Coach Education courses to assist them in their capabilities and confidence levels.

“ The education and confidence gained in these educational workshops provided opportunities for 40% of participants to actively coach within their communities prior to Covid restrictions. ”

Both our 'Introduction to Coaching' course (1.1) and Coaching Children Certificate (1.2) equipped them with the tools and information they need to facilitate a coaching session, giving them confidence as they begin to think about their coaching journey. Despite not having any face to face interaction, young people enhanced their communication skills by utilising breakout rooms, discussion topics and feedback sessions.

Through our partnership with Ayrshire College we were able to provide volunteering opportunities within local community programmes. For example, 'The Rose Reilly' football centre which provides free football to young girls' from the local community, provided VIP participants the opportunity to put their coaching skills to the test and of course increase their employability skills.

Over 25 young people in the South West region have now gained at least a 1.2 Coaching Children's qualification within football through CashBack funding this year, further enhancing not only their learning but also their employability prospects. Around 50% of the young people who completed the qualification live in a high SIMD area (SIMD 1-4) and the majority of those who volunteer are making an impact within these specific target areas.

In addition to this, through our partnership with Scottish Sports Futures we were able to provide a workshop on Goal Setting which assisted the young people in building their confidence and communication skills.

The education and confidence gained in these educational workshops provided opportunities for 40% of participants to actively coach within their communities prior to covid restrictions, with many of our partners such as Kilmarnock Community Supporters Trust, Ayrshire College, Ayr United Community Trust Academy and local community clubs.

“ I'm so grateful for being part of the VIP programme, it has really helped me grow in confidence, increase my coaching skills and provide me with the opportunities that it has. ”

Through the programme I have managed to complete a full level 1 on the Scottish FA Coaching pathway, gain opportunities with the KCST which led to me into employed work with them.

**MAIRI MCKENZIE PARTICIPANT**

 **79.4%** OF PARTICIPANTS' PERCEPTION OF THEIR NEIGHBOURHOOD IMPROVED







**SOUTH EAST REGION HIGHLIGHT  
SCHOOL OF FOOTBALL IMPACT  
THROUGHOUT THE PANDEMIC**

Since the start of the school year, young people have been affected hugely both academically and socially, this has given an opportunity to the School of Football programme at Craigroyston Community High School to show the power it has in helping change young people's life through football.

School of Football and the pupils at Craigroyston Community High School have adapted and overcome the many challenges that COVID-19 and subsequent lockdowns have presented throughout the academic year. With the impending national "Stay at home" message in December 2020, CCHS were quick to ensure that coaches had access to Microsoft Teams where we could continue to engage and support our SoF pupils whilst working remotely. The ever-changing and tight restrictions around numbers on school premises made it challenging to deliver on the pitch, even for those who were still being supported in the school hubs.

We quickly established a live session delivered via Microsoft Teams every Friday afternoon for all School of Football pupils - regardless of year group. This 30min session - delivered by coaches from The Spartans Community Football Academy - focused on ball mastery and included challenges and team-work.

Six online sessions were delivered throughout the January - March term with 29 pupils attending across those sessions. Pupils were directed to an online skills curriculum created by the club and set weekly homework skills to further develop skills at home. Footballs and markers were made available and distributed to ensure the players could continue to practice at home.

Having worked within CCHS in the North Edinburgh community for many years, the club understood the challenges that present many of the young people, ranging from academic ability, to the support they have within the home. With this in mind, we ensured an "at home" session was uploaded weekly on to Microsoft Teams. The purpose of this was to allow those who were experiencing low confidence or unable to attend the live sessions an opportunity to work through content in their own time. Each "at home" session included a Coaches Corner attachment which directed the pupils to a role model player, online video clips and questions to challenge their thinking and understanding.

Responses were shared online by players and feedback was offered from the coaches. In addition to the practical content, various fun quizzes and activities were available to pupils via Microsoft teams. An example of an additional activity was to set scenario activities around topics such as leadership and respect.

Players and coaches from CCHS School of Football also participated in the Euro Step Challenge, seeking to collectively cover the distance from Glasgow to Zagreb. As a group we covered a tremendous 661.8 miles!

 **100%** OF YOUNG PEOPLE FELT ABLE TO DO NEW THINGS





## GO FITBA HOLIDAY PROJECT 2020

GoFitba is a free to access football-based health and wellbeing project for primary schoolchildren developed by The Scottish Football Partnership Trust and delivered by community football clubs and partners.

The project aims to support the Curriculum for Excellence's Health and Wellbeing outcomes as set out by The Scottish Government's Schools (Health Promotion and Nutrition) (Scotland) Act 2007.

Through fun and progressive structures and delivery, the project offers young children a platform of regular and fun physical activity and an understanding of the importance of leading a balanced and healthy lifestyle through diet and nutrition. In addition, the project aims to increase the young people's motivation, improve their self-confidence, further develop their social and interpersonal skills and improve their general self-esteem.

The project also embraces the Scottish Government's guide to implementing the Nutritional Requirements for Food and Drink in Schools (Scotland) Regulations 2008. Each participant received a healthy meal or snack as well as positive messages and advice on ways to improve their diet and daily nutritional intake of food.

A good diet is essential for good health and with childhood obesity an ever increasing problem, the GoFitba Holiday project seeks to put an early tackle in to positively influence the young people's current and future health prospects, reducing the risk of developing obesity-related issues such as diabetes, some types of cancers, coronary heart disease and strokes in their later lives.

### IMPACTS

 **1,710** MEALS OR HEALTHY SNACKS (BREAKFAST, LUNCH OR A HEALTHY SNACK OVER 5 DAYS)

 **342** PARTICIPANTS DURING THE OCTOBER SCHOOL HOLIDAY

### FEEDBACK FROM PARTNERS

“ Seeing so many happy faces playing football in what has been a difficult year was fantastic. We are delighted to deliver these camps and look forward to 2021 to deliver again.

LEE MITCHELL SPORT PROJECT MANAGER (MORTON IN THE COMMUNITY)

“ The programme has been well received by the participants who have enjoyed the activities and the food provided. The programme has come at a good time, as many of the families rely on school meals. With this programme taking place over the October break we have been able to provide hot meals for these children and educate them on healthy lifestyles along with providing a host of physical activities, including football.

KENNY CAMERON YOUTH WORK MANAGER (SPARTANS COMMUNITY FOOTBALL ACADEMY):

### FEEDBACK FROM PARTICIPANTS

“ I loved playing football and learning about healthy eating with the Morton coaches. MORTON IN THE COMMUNITY PARTICIPANT

“ The week was great fun. It was very entertaining as I enjoy playing football and the coaches and others that were there made it really fun. I learned better ways to communicate with my teammates on the pitch that made it easier during matches and fun games. We were offered a choice of soups each day along with fruits, yoghurts and rolls. I chose the tomato soup each day and it was delicious.”

EAST FIFE FC PARTICIPANT





## EAST REGION HIGHLIGHT VOLUNTEER INSPIRE PROGRAMME

This year we had a different approach to how we delivered the Volunteer Inspire Programme within the region. In partnership with our Cashback funded school, Levenmouth Academy in Buckhaven, Fife the programme was added to the school's curriculum.

The programme ran in conjunction with the schools National 5 Introduction to Leadership & Leadership in Practice course offering the pupils the opportunity to gain multiple qualifications.

18 senior pupils were selected to join the course at the start of the school year. This course was added as a subject choice for the first time allowing pupils to select this from their subject choice columns. Out of the 18 pupils 8 were former School of Football participants.

Over the course of their secondary school life they have been part of a CashBack programme for 4 years totalling over 600 hours of contact time all tailored towards developing them socially, physically and mentally. Out the 18 pupils currently in the programme 61% of them live within SIMD areas 1-2.

During this difficult time the programme has had a blended delivery approach to allow maximum engagement. At the start of the programme all 18 pupils completed our 'Introduction to Coaching' qualification online.

This qualification has played a vital role in increasing the knowledge and confidence of pupils, aiding their planning for the upcoming transitional Primary 7 football event in June.

### POSITIVES

 **600 HOURS** OF CONTACT TIME TAILORED TOWARDS DEVELOPING THEM SOCIALLY, PHYSICALLY AND MENTALLY

 **61%** OF THE 18 PUPILS CURRENTLY IN THE PROGRAMME LIVE WITHIN SIMD AREAS 1-2

Throughout the course pupils engaged in many different topics including Planning & Organisation, Effective Delivery and Reflecting & Evaluating. All three areas are a vital part of the groups National 5 Leadership in Practice course work which will see the group organise and deliver a transitional Primary 7 football festival.

This event will see 11 cluster primary schools coming together to take part in a football festival. As part of the planning process the group were divided into 3 groups focussing on the organisational, administrative and operational aspects of hosting a festival.

Team leaders were appointed to each group and asked to design a plan of action for their respective group and assign specific roles for each group member to take on. Pupils enhanced their communication and organisational skills by hosting various meetings either face to face in the classroom, or virtually via Microsoft Teams to discuss key topics.

This work resulted in virtual calls with the Head Teachers of the cluster schools and PEPASS to present the festival idea. All were extremely impressed with the organisation and manner of the pupils involved.

At the start of this process many pupils expressed their concerns about taking on the responsibility of delivering a large event. As time has progressed there was a noticeable increase in the young people's confidence, many of whom indicating they now feel prepared and comfortable delivering at the festival.

In addition to the work within the school, 14 of the group are currently coaching within the local community. Six are currently working with our partner club East Fife FC, four in volunteering roles and two as part time employees. All have shown a great desire to continue to develop their own skills whilst also helping support their local community club.



**100%** OF YOUNG PEOPLE REPORT THAT PARTICIPATING IN THE PROGRAMME IMPROVES THEIR LEARNING, EMPLOYABILITY AND EMPLOYMENT OPTIONS



**97.1%** OF YOUNG PEOPLE FELT THEIR CONTRIBUTION, LINKS WITH COMMUNITIES AND SOCIAL INTERACTION IMPROVED



## CENTRAL REGION HIGHLIGHT

### SCHOOL OF FOOTBALL - NEW GIRLS' PROGRAMME @ LARBERT HIGH SCHOOL



The 2020/2021 academic year saw Larbert High School introduce a Girls' Only programme for the first time. Over the course of the year, a combination of school PE staff, Scottish FA staff and coaches from Stenhousemuir FC delivered both theory and practical sessions to the 16 girls' who were selected. The variety of expertise of staff within the programme provided excellent support networks for pupils as well as supplying a pathway into club football for those who wished to play in an organised club environment.

The curriculum for practical sessions centred on life skills such as communication, leadership and teamwork and football themes were incorporated into this. In the classroom, we covered topics such as Health and Wellbeing and Leadership where pupils would engage in discussion and complete tasks both individually and in groups.

As schools across the country began to employ an online learning approach, we too adapted our programme online to ensure pupils still received a positive learning experience. Pre-recorded theory presentations were utilised through the school's online learning platform, enabling pupils to continue engaging with programme staff. Pupils were presented with both theoretical and practical tasks and challenges each week to further enhance their learning and engagement.

 **100%** OF YOUNG PEOPLE FELT ABLE TO DO NEW THINGS

We have been fortunate this past year that we were still able to deliver both practical and theory sessions to the current cohort of S1 and S2 School of Football pupils at Larbert High School in partnership with Stenhousemuir FC.

“

The Girls' School of Football programme has been very exciting in terms of providing all girls' opportunities to develop their confidence physically and socially through the medium of football.

Focusing on performance, as well as other aspects such as confidence, leadership, social skills, and responsibility have given those involved added opportunities learn skills for learning, life and work.

**NICOLA MILNE PE TEACHER - LARBERT H.S**

”

Due to lockdown restrictions being re-enforced from January – March 2021, the traditional way of recruiting new S1 pupils to the programme was something that the school did not want to hold off on until later in the year. With lockdown restrictions changing constantly the school wanted to ensure pupils were selected and ready to go from August 2021 and did not miss out on the opportunities the programme could provide for them. However, the pandemic forced us to be forward thinking in how we successfully established new S1 Boys and Girls'. Only programmes and therefore we supported the school in rolling out a 'Virtual Trial' for P7 pupils transitioning to S1 for 2021/2022. Both brand new initiatives to Larbert High School's long running School of Football programme.

A successful parents' information evening was held on-line in February 2021 and saw over 100 different households attend and listen to presentations from the Larbert High School Head Teacher, PE staff and Scottish FA Regional staff about both the generic School of Football and new Girls' Only programmes.

Information on the Virtual Try Out process was sent out to everyone interested with pupils asked to send in short video clips demonstrating their football skills in isolation, in a safe environment, followed by a summary of why they want to be involved.

Feedback from a number of pupils on the Virtual Try Out was seen as being beneficial as some would tend to feel nervous and anxious at Try Outs within large groups with potentially more skilful players. Recording themselves privately in the comfort of their own home and surroundings had put them at ease. 68 virtual applications were returned and from that 36 boys and 11 girls' have been selected to be part of the new programmes starting in August 2021.

“

The SoF programme has had an incredible impact on both the physical and the inter-personal skills of the girls' taking part. We have seen an improvement in self-affiliation and self-efficacy levels, with a willingness to try new skills and a desire to improve practically, as well as participants supporting and building relationships with their peers.

There has been a remarkable increase in participants taking on leadership roles, communicating more effectively and showing more resilience. By having the confidence to step outside their comfort zone and pushing themselves to improve, the girls' have developed both on and off the pitch across multiple areas.

**KERRY KENNEDY SCOTTISH FA, CENTRAL REGION**

”

#### POSITIVES



**68** VIRTUAL APPLICATIONS WERE RETURNED AND FROM THAT



**36** BOYS



**11** GIRLS

HAVE BEEN SELECTED TO BE PART OF THE NEW PROGRAMMES STARTING IN AUGUST 2021

## CASHBACK COMMUNICATIONS

It was a strategic goal of the Scottish FA to promote the outcomes and success of the 'CashBack for Communities' programme through the duration of the programme.

The new social media strategy in place for the CashBack for Communities programme in 2020/21 proved to be very successful, a particular highlight in December was the CashBack "Thunderclap" which generated 280,936 impressions on twitter.

### POSITIVES

 **342,566** FOLLOWERS ACROSS OUR NATIONAL & REGIONAL TWITTER ACCOUNTS

 **210** CASHBACK RELATED TWEETS

 **280,936** IMPRESSIONS FOR THE CASHBACK "THUNDERCLAP"



**#Tacklinginequality**

## SCOTTISH SPORTS FUTURES

 **100%** OF YOUNG PEOPLE REPORTED PROGRESS TOWARDS A POSITIVE DESTINATION

Scottish Sports Futures are key delivery partner in the Volunteer Inspire Programme. They deliver workshops that take a youth work approach to sport and empower young people to shape their learning.

The workshops use the power of sport to engage young people to develop their confidence and learn transferable skills to take back into their communities.

As part of the Volunteer Inspire Programme Scottish Sports Futures delivered 123 accreditations to 92 young people. Modules were delivered on the following topics:

- Planning Effective Physical Activity Programmes
- Communication
- Goal Setting



scottish sports futures

“ I think all the coaches have been fantastic. They have been in contact regularly checking up on participants and giving any information they have on what has been happening. Also, they have helped people gain qualifications and been generally brilliant throughout

FEEDBACK FROM PARTICIPANT



## CASE STUDY SCHOOL OF FOOTBALL SOPHIE HUNTER

Sophie is an S2 pupil at Inveralmond Community High School, both she and her mum feel My School of Football is helping Sophie to build a strong skill set that she can carry with her throughout her life.

 **99.3%** OF YOUNG PEOPLE REPORT POSITIVE SUPPORT NETWORKS



For Sophie playing sport is essential for her and her journey through learning. Sophie has been diagnosed with autism and I feel the School of Football programme at Inveralmond has supported her in making new friends and feeling accepted through a shared passion for the sport. School of football has really supported in the transition from primary to high school for Sophie.

The coaches have encouraged Sophie to take on new challenges and supported her to try new things. Sophie understands what it takes to work hard and discipline is huge part in this too. Feeling supported by her many coaches really makes her progress.

Sophie would like a career in sport and without these opportunities this may have made the journey so far more difficult. The programme has demonstrated to Sophie that girls' can dominate in sports and opportunities are there for her.

SOPHIE'S MUM



FOR SOPHIE PLAYING SPORT IS ESSENTIAL FOR HER AND HER JOURNEY THROUGH LEARNING.



Not only does Sophie excel within the School of Football programme in regards to learning, practising and implementing her football skills, she excels in the field of teamwork, leadership and understanding the game.

I think one of Sophie's biggest qualities is listening and communication. She takes everything on board that I say as a coach and then demonstrates an impressive skill to communicate key messages and motivation to her teammates. I think these skills have been further developed during her time in the programme and I know she takes part in other extracurricular activities which will further enhance her learning.

A skill I have seen Sophie add to her understanding and communication is curiosity. She has started to ask further questions and question the reasoning behind some of the things she's being taught in the programme, which as a coach is so satisfying to see. She wants to help her teammates and improve as a player and person herself and she not only recognises that asking questions and being curious is a good way to do this, she has developed the confidence to approach me or teammates and work together to facilitate further learning.

DAVID BAIRD,  
COACH AT INVERALMOND SCHOOL OF FOOTBALL PROGRAMME



## EXTERNAL EVALUATION SCHOOL OF FOOTBALL

Despite the challenges of operating during the pandemic, the programme continued to make a positive impact across Scotland.

An external evaluation conducted by Social Values Lab saw this fact further highlighted with the report finding that the programme exceeded every target selected from the Cashback Logic Model as well as contributing to national policy agendas in the field of health and physical wellbeing. The evaluation gathered information by conducting online surveys which were completed by 324 pupils from 14 different schools delivering a School of Football programme and 80 VIP participants from across all six regions.

Each survey was comprised of two main parts. The first looked at impact of the programme against CashBack. The second part of the survey explored the specific benefits of the programme to young people during the pandemic. The following pages detail the findings of the evaluation.

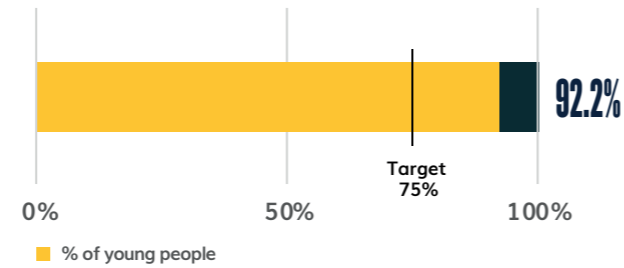


**"I FEEL MORE CONFIDENT IN MYSELF."**  
FEEDBACK FROM PARTICIPANTS

**"THE SCHOOL OF FOOTBALL PROGRAMME HAS MADE ME MORE HAPPY WITH MYSELF THAN I USED TO BE AND IT IS A GREAT OPPORTUNITY."**  
FEEDBACK FROM PARTICIPANTS

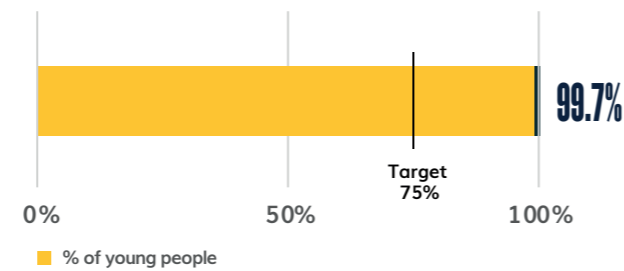
**OUTCOME ONE**  
Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk taking behaviour

### YOUNG PEOPLE REPORT THEIR CONFIDENCE INCREASING



Most young people (92%) reported that their confidence had increased as a result of taking part in School of Football, well over the target of 75%.

### YOUNG PEOPLE REPORT POSITIVE CHANGES IN THEIR BEHAVIOUR

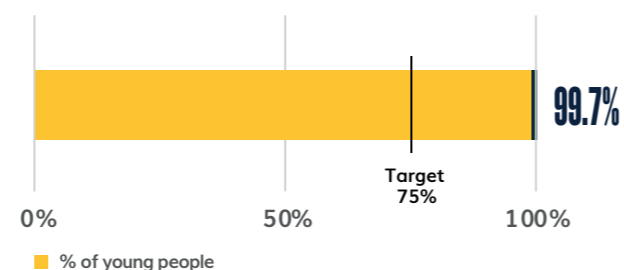


This finding was based on young people responding positively to at least one of a range of statements relating to changes in behaviour – covering behaviour in and out of school, motivation, responsibility, and risk taking.

**OUTCOME TWO**  
Young people develop their physical and personal skills

Almost all young people said they have been able to acquire new skills or develop existing skills as a result of taking part in the programme.

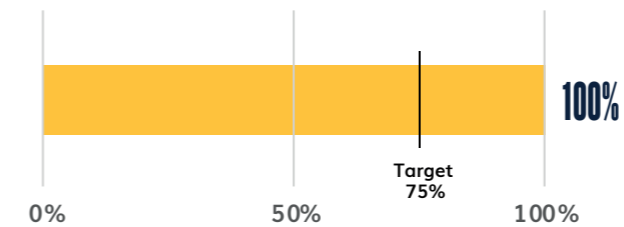
### YOUNG PEOPLE REPORT THEIR SKILLS ARE INCREASING



**OUTCOME THREE**  
Young people's health and well-being improves

All young people reported feeling more positively against at least one of the SHANARRI wellbeing indicators (Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included).

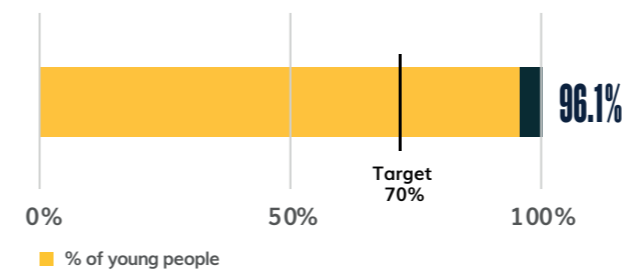
### YOUNG PEOPLE REPORT INCREASES IN FEELINGS AGAINST SHANARRI INDICATORS



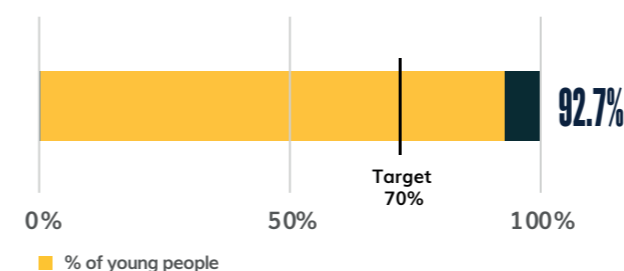
**OUTCOME FOUR**  
Young people participate in activity which improves their learning, employability and employment options (positive destinations)

Young people were asked to indicate if taking part in the programme had any impact on their attendance or performance at school. Removing those respondents who said that attendance/ attainment was not an issue for them before SoF, the programme has clearly had a strong impact for both indicators.

### YOUNG PEOPLE WILL IMPROVE ATTENDANCE



### YOUNG PEOPLE WILL IMPROVE ATTAINMENT

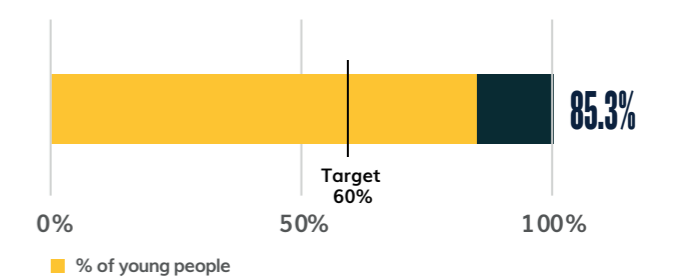


**"IT'S BEEN GOOD TO WORK ON MY FOOTBALL SKILLS AND MAKE FRIENDS."**  
FEEDBACK FROM PARTICIPANTS

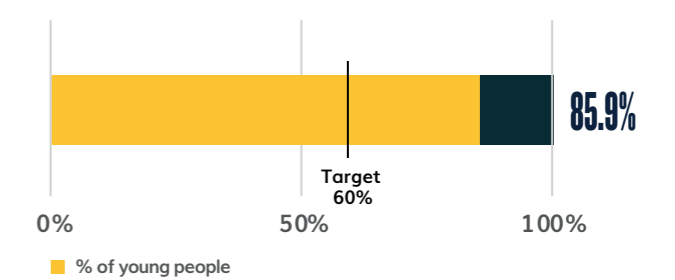
**OUTCOME FIVE**  
Young people contribute positively to their communities

The majority of young people (85%) reported that taking part in the programme had positively changed their perception of their own neighbourhood – well exceeding the target of 60%.

### PARTICIPANTS' PERCEPTION OF THEIR NEIGHBOURHOOD IMPROVES



### PARTICIPANTS HAVE A HEIGHTENED SENSE OF BELONGING TO A COMMUNITY



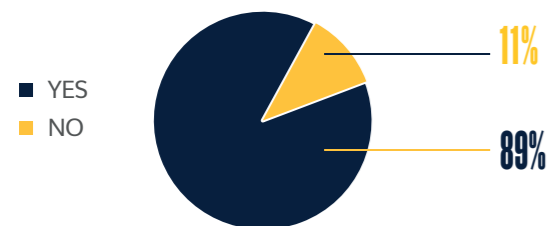
**"IT'S GOOD BECAUSE I HAVE LEARNED NEW STUFF."**  
FEEDBACK FROM PARTICIPANTS

# SCHOOL OF FOOTBALL AND THE PANDEMIC

Given the impact of the COVID-19 pandemic and the resulting alterations to the delivery of the programme in this school year, young people were also asked specific questions about how these changes had affected them. This section explores the responses to these questions.

Most young people (89%) reported that School of Football had provided a source of additional support to them during the pandemic.

## HAVE YOU FELT SUPPORTED BY THE PROGRAMME THROUGH THE PANDEMIC?



As indicated above, a majority of young people said that SoF had helped them to access other forms of support. Young people were asked to comment on what these were but unfortunately none did so.

Just under half of respondents (49%) said that their mental health had benefited from being part of SoF during the pandemic.

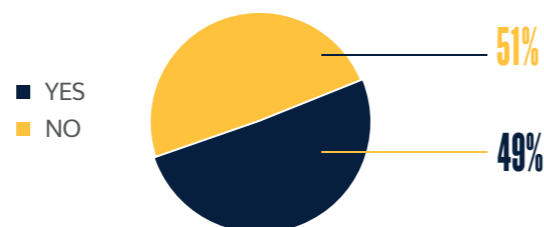
**“FOOTBALL MAKES ME LESS ANXIOUS TAKING ME AWAY FROM DIFFERENT SITUATIONS.”**

GENERAL COMMENTS ON SCHOOL OF FOOTBALL

**“IT HAS PUT MY MIND OFF THE WHOLE PANDEMIC.”**

GENERAL COMMENTS ON SCHOOL OF FOOTBALL

## DID BEING PART OF THE PROGRAMME HELP WITH YOUR MENTAL HEALTH DURING THE PANDEMIC?



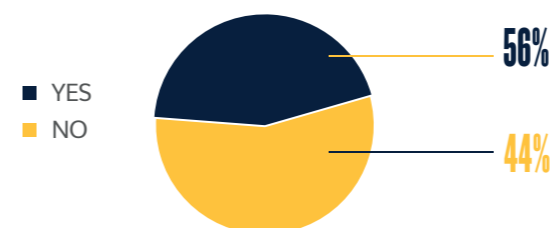
Young people were asked to comment on the ways SoF had helped with their mental health and the explanations were varied. Some talked about the stress relief from playing football or exercising, while others mentioned the distraction that the programme provided when things felt difficult. Several young people commented on how positive it was to have a fun activity to take part in and look forward to.

**“AS I CAN'T GO OUT WITH MY FRIENDS AS MUCH THE SFA HAS MADE ME WANT TO GO INTO THE GARDEN AND PRACTICE NEW SKILLS.”**

YOUNG PEOPLES COMMENTS

Young people's comments on the difference to their mental health during the pandemic also frequently mentioned how SoF had enabled them to continue to see their friends and others, especially when physically meeting wasn't possible. This is reflected in responses to a separate question about staying connected.

## DID BEING PART OF THE PROGRAMME HELP YOU TO STAY CONNECTED WITH PEOPLE DURING THE PANDEMIC?



**“WE HAVE GROUP CHATS AND WE CAN MESSAGE PEOPLE TO SEE HOW THEY ARE AND THAT..”**

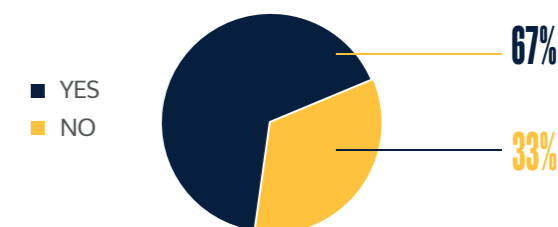
YOUNG PEOPLES COMMENTS

**“I HAVE MANAGED TO STAY IN TOUCH WITH MY FRIENDS DURING THE PANDEMIC.”**

YOUNG PEOPLES COMMENTS

For around two-thirds of respondents, being part of the programme has helped with their physical health during the pandemic.

## DID BEING PART OF THE PROGRAMME HELP WITH YOUR PHYSICAL HEALTH DURING THE PANDEMIC?



# VIP PROGRAMME IMPACT

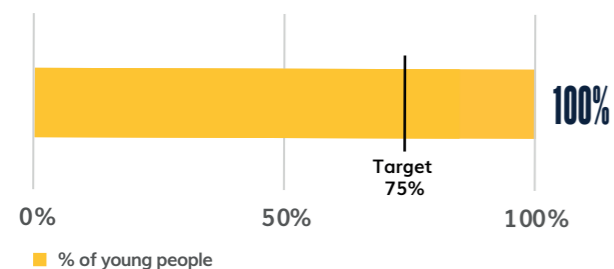
This section describes the impact of the Year 1 VIP programme on participating pupils. The data in this section is taken from self-evaluation questionnaires completed by participants.

## OUTCOME ONE

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

All young people (100%) said that as a result of the programme they felt more able to do new things. Most young people also reported that they had already done new things or were thinking about trying something new.

### YOUNG PEOPLE FEEL ABLE TO DO NEW THINGS



Nearly all young people said that their support network had been strengthened through taking part in VIP.

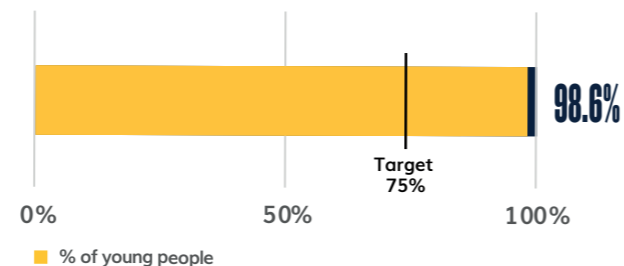
**“MY NETWORKING SKILLS HAVE DEVELOPED THROUGH NEW POINTS OF CONTACT.”**  
YOUNG PEOPLES COMMENTS

## OUTCOME TWO

Young people develop their physical and personal skills.

Almost all respondents have been able to add new skill or develop existing skills as a result of taking part in the programme.

### YOUNG PEOPLE REPORT THEIR SKILLS ARE INCREASING

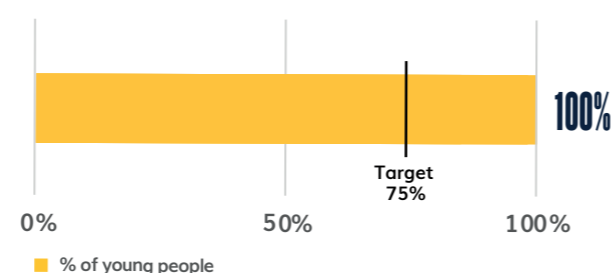


## OUTCOME THREE

Young people’s health and well-being improves.

All young people reported feeling more positively against at least one of the SHANARRI wellbeing indicators (Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included).

### YOUNG PEOPLE REPORT INCREASES IN FEELINGS AGAINST SHANARRI INDICATORS

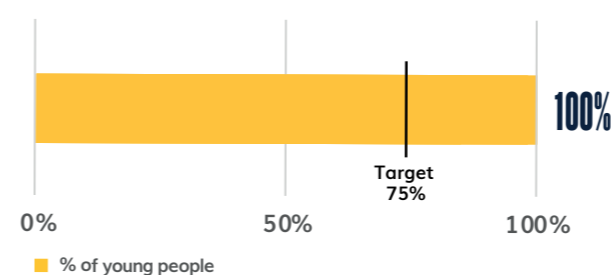


## OUTCOME FOUR

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

All young people reported progress towards a positive destination.

### YOUNG PEOPLE WILL ACHIEVE A POSITIVE DESTINATION



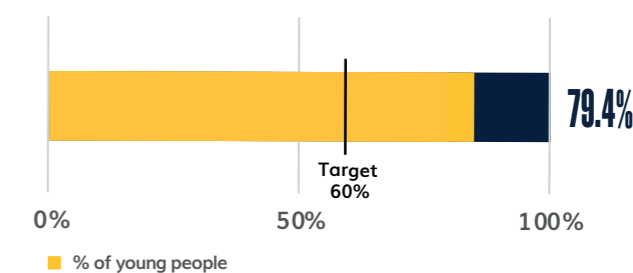
**“I HAVE IMPROVED ON MY ONLINE LEARNING SKILLS, AS THIS IS A FAIRLY NEW METHOD FOR ME.”**  
YOUNG PEOPLES COMMENTS

## OUTCOME FIVE

Young people contribute positively to their communities

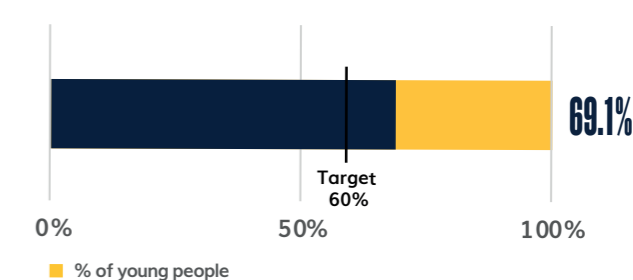
More than three-quarters of young people (79%) said that taking part in the programme had positively changed their perception of their own neighbourhood – exceeding the target of 60%.

### PARTICIPANTS’ PERCEPTION OF THEIR NEIGHBOURHOOD IMPROVES



Young people’s sense of belonging to a community was also positively impacted by the programme, with most (69%) young people indicating they feel either that they are more part of the community fit in better or feel more accepted by their community.

### PARTICIPANTS HAVE A HEIGHTENED SENSE OF BELONGING TO A COMMUNITY



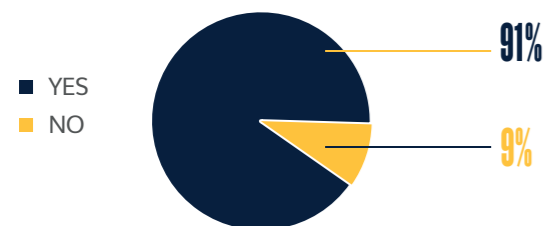


# VIP AND THE PANDEMIC

Given the impact of the COVID-19 pandemic and the resulting alterations to the delivery of the programme this year, young people were also asked specific questions about how these changes had affected them. This section explores the responses to these questions.

Most young people (91%) indicated that being part of VIP has provided a source of support to them during the pandemic.

## HAVE YOU FELT SUPPORTED BY THE PROGRAMME THROUGH THE PANDEMIC?



**“SUPPORT HAS BEEN SHOWN BY ALWAYS EMAILING TO CHECK UP AND TO MAKE SURE WE ARE ALL OKAY.”**

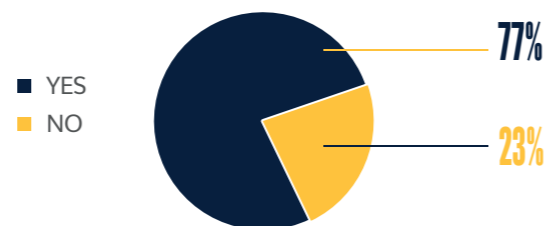
GENERAL COMMENTS ON VIP

**“THE PROGRAMME HAS GIVEN ME SOMETHING TO PUT MY HEAD DOWN AND WORK HARD AT TO GET THROUGH THIS CHALLENGING TIME.”**

GENERAL COMMENTS ON VIP

More than three-quarters of respondents said that being part of the programme had been beneficial to their mental health during the pandemic.

## DID BEING PART OF THE PROGRAMME HELP WITH YOUR MENTAL HEALTH DURING THE PANDEMIC?



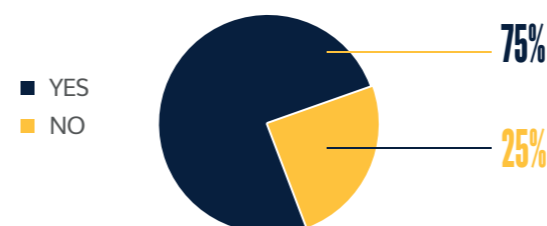
Asked to expand on the ways in which VIP had helped, young people talked about the programme providing a positive focus and keeping them busy at a time they were unable to do other things. Other commented on the positive impact of the social aspects of the programme – meeting new people and interacting with others. Some of the comments from young people are provided below.

**“IT GIVES ME SOMETHING TO FOCUS ON AND WORK AT DURING THE PANDEMIC WHERE THERE IS LESS OPPORTUNITIES ELSEWHERE.”**

GENERAL COMMENTS ON VIP

These findings are reinforced by responses to another question, which demonstrate that most young people credit the programme with helping to keep them connected with other people during the pandemic.

## DID BEING PART OF THE PROGRAMME HELP YOU TO STAY CONNECTED WITH PEOPLE DURING THE PANDEMIC?



**“IT’S BEEN A FOCUS FOR MYSELF AND OTHERS IN THE PROGRAMME TO TALK ABOUT OR WORK TOGETHER.”**

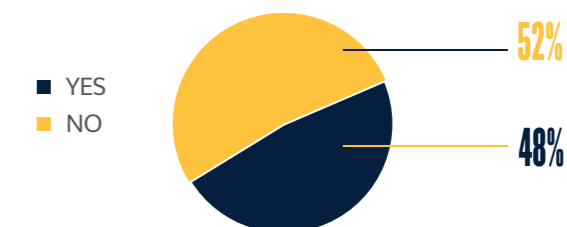
GENERAL COMMENTS ON VIP

**“IT GIVES MORE MOTIVATION TO GET OUT.”**

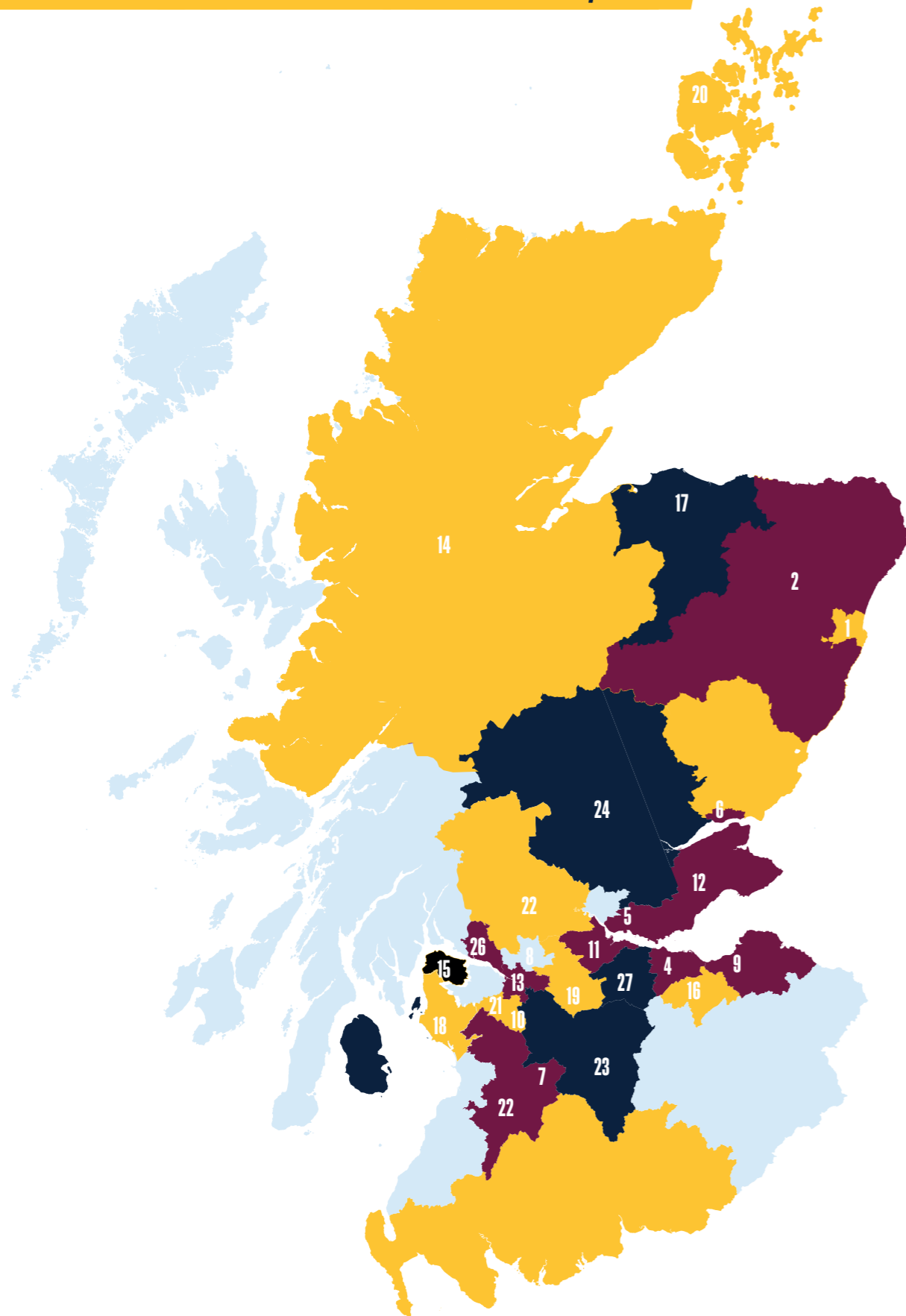
GENERAL COMMENTS ON VIP

Based on responses, maintaining VIP through the pandemic also had an impact on the physical health of just under half of participants.

## DID BEING PART OF THE PROGRAMME HELP WITH YOUR PHYSICAL HEALTH DURING THE PANDEMIC?



## FINANCIAL SPEND BY LOCAL AUTHORITY 2020/21



LOCAL AUTHORITY	INVESTMENT	NUMBER OF YOUNG PEOPLE
01 / ABERDEEN	£42,801.00	149
02 / ABERDEENSHIRE	£5,092.00	12
03 / ARGYLL & BUTE	£766.00	6
04 / CITY OF EDINBURGH	£46,615.00	173
05 / CLACKMANNANSHIRE	£26,046.00	95
06 / DUNDEE CITY COUNCIL	£44,152.00	145
07 / EAST AYRSHIRE	£7,189.00	23
08 / EAST DUNBARTONSHIRE	£9,702.00	27
09 / EAST LOTHIAN	£4,869.00	12
10 / EAST RENFREWSHIRE	£3,778.00	13
11 / FALKIRK	£46,776.00	117
12 / FIFE	£46,162.00	109
13 / GLASGOW CITY	£47,784.00	172
14 / HIGHLAND COUNCIL	£2,123.00	12
15 / INVERCLYDE	£45,640.00	94
16 / MIDLOTHIAN	£9,445.00	39
17 / MORAY	£1,650.00	14
18 / NORTH AYRSHIRE	£5,850.00	28
19 / NORTH LANARKSHIRE	£17,605.00	32
20 / ORKNEY	£1,500.00	4
21 / RENFREWSHIRE	£8,111.00	26
22 / SOUTH AYRSHIRE	£44,543.00	92
23 / SOUTH LANARKSHIRE	£42,677.00	141
24 / STIRLING	£13,587.00	22
25 / SHETLAND	£1,500.00	3
26 / WEST DUNBARTONSHIRE	£7,854.00	33
27 / WEST LOTHIAN	£37,849.00	87

TOTAL AMOUNT OF INVESTMENT **£571,666**



**1680** TOTAL AMOUNT OF YOUNG PEOPLE



## FINANCIAL SPEND

**A** ACTUAL    **T** TARGET    **V** VARIANCE

### EQUIPMENT

**A** £13,186  
**T** £5,000  
**V** -£8186



### SFA STAFF SUPPORT

**A** £201,524  
**T** £212,500  
**V** +£10,976



### MY VOLUNTEER INSPIRE

**A** £44,867  
**T** £45,000  
**V** +£133



### TOTAL PROJECT ACTIVITY

**A** £506,147  
**T** £517,625  
**V** + £5,518



### MANAGEMENT & MARKETING

(up to 10% of CashBack funding)

**A** £55,509  
**T** £42,501  
**V** -£ 13008



### EXTERNAL EVALUATION

(Per agreed guidelines)

**A** £10,000  
**T** £15,000  
**V** +£5,000



### MY FOOTBALL COMMUNITY

**A** £143,356  
**T** £162,000  
**V** +£18,644



### COACHING WORKSHOPS

**A** £14,417  
**T** £7,500  
**V** -£7500



### CLUB & COACHING WORKSHOPS

**A** £28,154  
**T** £28,125  
**V** +£11



### TOTAL EXPENDITURE

**A** £571,666  
**T** £575,126  
**V** -£2,490



### SCHOOL COACHING WORKSHOPS

**A** £37,178  
**T** £45,000  
**V** +£7,822



### GENERAL APPAREL

**A** £23,465  
**T** £12,500  
**V** -£12,500





## CONCLUSION

**This year has been very challenging, particularly for children and young people who have missed school and so many other opportunities. The pandemic has had a detrimental impact on children and young peoples' mental wellbeing.**

Evidence suggests that children and young people are worried about future aspirations and longer term financial and job security. Scottish studies also indicate increasing concern about the impact of rising poverty on the wellbeing of children and families.

The prospect of worsening financial situations will continue to have a detrimental effect on families' mental health, particularly those reliant on social security. The need for the Cashback for Communities programme has never been greater.

The report has demonstrated how colleagues in our six regional teams responded flexibly and creatively to the pandemic. By re-designing the CashBack delivery model in our VIP and School of Football programmes, elements of both programmes successfully transferred online. Thanks to the support of partners, Scottish Sports Futures, the VIP programme continued to provide accredited qualifications which was a major highlight.

Within the School of Football programme, work was undertaken to develop a number of learning modules suitable for online and classroom delivery. Using a football lens, our colleagues were able to engage pupils in learning on topics such as, nutrition, leadership and wellbeing.

As was highlighted in the independent evaluation section of the report, the programme continued to exceed target outcomes and provided much needed support to young people during the pandemic. We are pleased that efforts to adapt our programmes, particularly for online delivery, have been well received. Success in this area has encouraged us to look at this model of delivery for aspects of our programmes going forward.

Overall, this has been a very successful year considering the challenges and restrictions that we faced. Planning has now started for year two which takes forward some of the learnings outlined above. At the time of writing much of our summer activity is underway, this involves a mixture of Go-Fitba and other related projects to engage young people. Recruitment for the VIP and School of Football programmes has also started and we will look forward to engaging a new cohort of participants.

**PARTICIPANTS ENJOYED A HEALTHY SNACK AND LOTS OF FOOTBALL FUN AT OUR GO FITBA SESSIONS**



