

CASHBACK PARTNERSHIPS



Digi Team EdenCourt, Photo: Graeme Roger

“THERE IS NO DOUBT FROM US OR OUR PARTNERS THAT THE CASHBACK FOR CREATIVITY FUND HAS ALLOWED US TO WORK ON MULTIPLE LONG TERM PROJECTS THAT HAVE BEEN OF GREAT BENEFIT AND ALLOWED US TO TRY VARIED MODELS OF PARTICIPATION AND DELIVERY.”

EDEN COURT ANNUAL REPORT 2018/19

The CashBack Targeted Fund has enabled many organisations to forge new partnerships with a range of other sector partners to deliver access to creative engagement.

In North Lanarkshire, Reeltime highlighted that

“HAVING LONGER RUNNING PROGRAMMES ALLOWS PARTNERS TO GET USED TO THE PROJECT, ITS CRITERIA AND HOW TO REFER (PARTNERS HAVE TOLD US THIS).....PARTNERS IN A VARIETY OF SETTINGS ARE NOW TELLING US THAT FOR SOME YOUNG PEOPLE THIS PROGRAMME IS THE PERFECT INTERVENTION FOR THEM. IT IS ATTRACTIVE AND ENGAGING TO THE YOUNG PERSON, WHILST CONTAINING THE APPROPRIATE AMOUNT OF INFORMAL LEARNING, FUN, AND INSPIRATION TO ALLOW THEM TO DEVELOP.” REELTIME ANNUAL REPORT, 2018/19

Both MRC Pathways in Glasgow and Hot Chocolate Trust (HTC) in Dundee have reported on the importance of how the CashBack for Creativity programme enable strategic partnerships across a variety of organisations delivering arts, building the capacity of all partners involved to deliver creative engagement to vulnerable young people. In Dundee HTC provided a space for young people to explore gaps in provision and delivered a young person-led mapping project. This resulted in connecting with a number of different organisations including Dundee Comic Space, NEoN Digital Arts Festival, Dundee University Life Sciences, Creative Dundee and V&A Young People’s Collective.

IMPACT ON COMMUNITIES



Project Strive, Photo: CityMoves

“IT WAS GREAT TO SEE YOUNG PEOPLE TAKE SUCH PRIDE AND OWNERSHIP OVER THEIR MURAL DURING THEIR SHOWCASE CELEBRATION EVENT, IT WAS FANTASTIC THAT THE YOUNG PEOPLE WERE ABLE TO EXPERIENCE WORKING WITH A PROFESSIONAL URBAN ARTIST FOR FREE.”

(OASIS ANNUAL REPORT 2018/19 P6)

A ripple of impact from CashBack for Creativity projects across communities is beginning to surface with reports on how young people are using their new creative skills to participate in other community events. In West Lothian, participants of the Firefly PILOT programme have applied their newly-won technical skills and experience to run the lighting for the local Christmas show and a community film screening with young film makers undertaking a Q&A session with a visiting delegation.

The Urban Arts Project delivered by Oasis in Dumfries and Galloway created a mural in Annan by painting the walls in a community venue (Victoria Halls). The legacy of this project will remain on the walls in this small town for many years to come.

Winnie’s participation in a CashBack project at Platform, Easterhouse, Glasgow is an example of a creative journey that truly connects people with the place they live in, and also of the potential for intergenerational impact. Her story can be found overleaf, with the creative journeys of other young people from across the programme featured in the following section.



“WINNIE HAS FOUND THE CASHBACK WORKSHOPS AMAZING. NOW SHE HAS A LOT OF CONFIDENCE AND IS MAKING FRIENDS WITH PEOPLE. BEING ABLE TO SPEAK TO DIFFERENT PEOPLE NOW, SHE COULDN'T DO THAT BEFORE.” WINNIE'S MOTHER

Platform Radio, Photo: Jassy Earl, Anna Lomas

In June 2018, Agatha and Lucky moved to Scotland with their children Winnie and Winston following a number of years in Italy. Since arriving in Glasgow, the family have lived in postcodes ranked within the 10% of most deprived in Scotland. However, Agatha is positive about the community that she is part of:

“The first time I came to this part of Glasgow, when I told people I'm living in Easterhouse, people would say, 'why did you go there it's a slum, they are trying to rehabilitate the place, you don't need to go there', but since I've been here there is no harassment. I love this place, I really love it.”

The family moved home several months after arriving and Agatha asked to be placed near to Platform, one of the first organisations she had contact with in Easterhouse.

“I moved to Glasgow on Monday 11 June and the first place I came to was this place, [Platform] – on the Tuesday I was here.”

Agatha came to the library and spoke to a current Platform participant, who took her to the in-house cafe, where the free Breakfast and Lunch Club was running. There, Agatha met Platform's Programme Coordinator who

signposted her toward a number of projects and workshops including pARTicipation for Winnie and Winston. Since then, the family have taken part in a number of events and workshops, with Agatha a keen advocate for Platform, in particular the Cashback project from which Winnie and Winston have benefitted in a number of ways:

“They [Winnie and Winston] are now part of the community. It's not like the first day when they were shy and afraid. They are so open, they can now say they know one or two people around. I like telling other people about this place because it's really great. It's just like home for me, that's why I always want my kids to be here – when they are not in school they are here.”

“Apart from the confidence, it [CashBack] helped us with the language. Winnie has learnt – [through CashBack] how to express herself

with others. A lot of workshops she has done, classes [that] improve her ability. She went to Tramway, [visit to an exhibition as part of CashBack] she enjoyed it so much."

In the feedback sessions, Winnie said:

"I hadn't taken part in anything like the workshops at Platform before and I made friends here. I think that it helped [me at school], because when I came here, I was not really good at English."

When asked what was good or special about Platform's CashBack project Agatha notes:

"Surprises like the transport. Telling somebody 'don't worry, there is transport and food', these things are motivation to be involved and so the person doesn't have an excuse not to come. Most people want to come but they don't have money [or] tickets, but when you give them transport you see them, they want to come and get involved in what is going on in the community."

Platform continues to work with Agatha and her family, directing them to events, exhibitions and performances. Agatha currently attends Platform Singers, Winnie Nu Gen and Winston weekly drama sessions. Agatha has signed up to volunteer at family festival days throughout summer and beyond.



Platform Radio, Photo: Jassy Earl, Anna Lomas

3. OUTCOMES



As expected the programme is starting to show how the longer term impact of some of the Targeted Fund projects are providing significant progression opportunities for young people, exceeding many of the organisations expectations with a 125% success rate against targets.

The following case studies illustrate a range of participants CashBack creative journeys and their fulfilment of the outcomes of the programme. For all data relating to the achievement of outcomes please refer to Appendix 2. Further analysis of the outcomes will be provided in our External Evaluation Year 2 report.

OUTCOME 1: Young people build their capacity and confidence

Youth Theatre Arts Scotland
New Territories
National, Targeted Fund

OUTCOME 2: Young people develop their physical and personal skills

GAADA Projects CIC
Portable Print Projects
Shetland, Open Fund

OUTCOME 3: Young people's behaviours and aspirations change positively

YDance,
Take the Lead
HMYOI Polmont, Targeted Fund

OUTCOME 4: Young people's wellbeing improves

Hot Chocolate Trust
Dundee, Targeted Fund

OUTCOME 5: Young people participate in positive activity (Targeted and Open Fund)

Quarriers
Oh Yellow
Glasgow, Targeted Fund

OUTCOME 6: Young people participate in activity which improves their learning employability and employment options (positive destinations) (Targeted Fund only)

SHMU
Aberdeen, Targeted Fund

OUTCOME 7: Young people contribute positively to their communities (Open Fund only)

Bannerfield Sculpture Project
Scottish Borders, Open Fund



“WORKING WITH MY MENTOR HAS GIVEN ME A NEW CONFIDENCE IN MYSELF THAT I DIDN’T KNOW I HAD, THE CONFIDENCE OF STANDING UP BY MYSELF LEADING AN ACTIVITY. I NOW FEEL MORE LIKE AN ADULT AND MORE CREATIVE WITHIN MY CLASSES. I WOULD RECOMMEND NEW TERRITORIES TO PEOPLE WHO WANT TO BUILD ON THEIR IDEAS, SKILLS AND TRY NEW THINGS.”

Photo: YTAS

M is a 17-year-old girl from North Lanarkshire who suffers from type 1 diabetes and chronic fatigue. She has always shown a strong interest in drama, but fitting youth theatre activity around the pressures of education and her ongoing health considerations can feel overwhelming at the best of times.

YTAS have been working with M to support her role as workshop assistant at Cultural NL drama sessions. When their staff first met M, she was ambitious but lacked confidence in her own ideas. She feels that because she was given few responsibilities growing up, she struggles to assert herself in her capacity as a young adult.

During their mentoring, YTAS encouraged M to explore leadership-orientated goals. While she initially demonstrated anxiety and uncertainty about leading drama classes her ability was always clear.

In an initial goal setting session, M opted to have a small goal of co-facilitation with an adult leader for 5 minutes. In 1-1 sessions, she worked through the barriers she felt prevented

her from leading, self-doubt and health management among them. By the end of the third month of sessions, she was leading a full class of 30 children on her own for two hours. She had transformed into a self-assured and capable leader.

M has reported feeling more confident in her own ideas thanks to the New Territory scheme and feels the skills and knowledge she has gained have opened up new opportunities.

M has gone on to secure a paid workshop assistant role with Cultural NL youth theatre and is now studying acting at North Lanarkshire college.



THIS HAS BEEN A HUGE AREA OF PERSONAL DEVELOPMENT FOR “A” WHO IN THE PAST HAS REALLY BEEN QUITE LOW AND DEPRESSED WITH A NEGATIVE OPINION ON HIMSELF AND HIS SKILLS.

STEPHANIE BAIN, TEAM LEADER, DISABILITY SHETLAND (PROJECT PARTNER)

Photo: Gaada

“A” was introduced to Gaada Projects through Disability Shetland, the organisation they partnered with on this particular project.

Based in Lerwick, “A” is 24 years old, autistic and living in supported accommodation. Currently, he does not work due to a severe anxiety condition which sees him struggle with social interaction. Based on their long-term experience of working with “A”, Disability Shetland suggested he could greatly benefit from being involved in the Gaada’s Portable Print Project.

One of the key needs Disability Shetland had identified for “A” was encouragement to socialise during the evenings, as he would otherwise sit alone in his room. A talented artist with a creative imagination, the Portable Print Project seemed ideal for the young man.

At the start of the project, he was very shy, and only willing to spend 5 minutes making artwork during the sessions. Despite his initial timidity, “A” came to every session and quickly established himself as an important contributor to the project. He offered suggestions for workshop

themes such as “Super Power Week” and t-shirt production, the latter in particular proving engaging and popular with the wider group. There’s no doubt that his influence shaped the project’s final outcome. By week 12, he could be found in the print room making work and chatting. He even turned up, unprompted, to help hang the final exhibition, a process which took over 4 hours.

The set-up proved to be a fantastic, impromptu work-experience opportunity for “A”. On the day the team hung the exhibition, he noted having spoken to “over 70 people”. As part of his routine, “A” precisely documents the full name of every person he speaks to socially in the Notes app on his smartphone. At the end of the day, he proudly announced, “*this is the most people I’ve spoken to for two years*”. The change witnessed in “A” over the project’s 12 weeks was huge.



“IT’S MADE ME REALISE THAT I CAN ACHIEVE MORE THAN JUST THE NEGATIVES.”

Photo: Paul Watt Photography

Callum participated in Take the Lead while incarcerated at HMYOI Polmont after committing a violent crime.

Callum grew up in Glasgow with his mum and sister. Several of the men his mum entered into relationships with over the years were physically abusive, and as a result his childhood suffered from the absence of a positive male role. Callum regularly witnessed violence at home, and had to learn how to defend himself, his mum and his sister at an early age. Drug abuse in the home was equally prevalent during Callum’s upbringing.

Callum spent time with his dad every second weekend, but this lessened as he claimed that Callum was “too hyper” to be around. Callum had been diagnosed as having ADHD which some of this erratic behaviour could be attributed to. These behaviours also caused a lot of problems for him at school – Callum claims that his teachers didn’t want to deal with him and instead of trying to engage him,

often left him in rooms by himself, physically isolating him from classmates and staff. He struggled with his social skills because of this, unable to join in play or make strong friendships. By age 10, Callum was already known to police for 10 different cases of vandalism and theft. It was around this age that he began to take drugs.

Callum did not attend a mainstream secondary school. Instead, he attended Spark of Genius, an educational and residential establishment for young people with complex needs. He was then referred to different secure units including St Mary’s Kenmure in Bishopbriggs. In these institutes, Callum found it difficult to engage with traditional subjects such as English and Maths, and so his achievement of the Dance Leadership qualification at Polmont is a major accomplishment of which he is immensely proud.

Callum initially joined the dance sessions out of curiosity. He wanted to see what it was all about and thought it would be a good way to meet new people. During his participation at the Take the Lead sessions, he told tutors how by having the dance session to look forward to, it prevented him from taking drugs on those days. He wanted to have a clear head for the sessions. *“I thought, I’ll just stay sober during the day and do this dancing and then I’ll do whatever I want at night,”* he says, *“but I’ve decided to actually try to quit all together because I feel healthier now and I want to be better.”*

Tutors noted that Callum’s focus continued to improve as the weeks went on. His favourite aspects of the project were meeting new people and learning the dance routines. Callum feels that his confidence and teamwork skills have improved due to the dance sessions. *“It’s made me realise that I can achieve more than just the negatives.”* Crucially, he has enjoyed the classes because he feels the tutors treated him with respect, something that can be a rarity within the prison system.

Callum excelled in the leadership elements of the sessions, and devised a full Bollywood dance session with a partner, co-delivering it to the rest of the group for his final assessment. He led each element of his workshop with confidence and professionalism, and supported his teaching partner whilst they worked together. He was extremely proud of himself for being able to work constructively and collaboratively. Callum has now gone on to join the drama group in Polmont run by Glas(s) Performance and has said that the confidence that he gained as part of Take the Lead has opened him up to other activities.

HOT CHOCOLATE TRUST

DUNDEE, TARGETED FUND

WELLBEING IMPROVES (OUTCOME 4)



“THIS IS LIKE MY SECOND HOME NOW, I’M HERE MOST OF THE TIME. I FEEL SAFE - THERE’S NOTHING TO WORRY ABOUT HERE. THE TEAM UNDERSTAND YOU, AND HELP YOU MAKE THE RIGHT CONNECTIONS. IT’S HELPED ME GET FITTER, THROUGH SPORT, AND OF COURSE ART AND MUSIC - I PLAY THE DRUMS AND BASS, AND I FEEL SO HAPPY.”

Photo: Hot Chocolate

Nathan lives with his mum in a flat in Dundee City Centre, an SIMD 5 area where life can be challenging for a pre-teen. “The things that go on in Dundee,” says Nathan. “There’s a lot of stuff - knife crime, violence. It doesn’t make sense to me. In our school, people worry all the time, and can get jumped for minor things. Young people don’t feel safe, and Hot Chocolate makes me feel a lot better and safer.”

Hot Chocolate is a project Nathan connected with as a result of his older cousin bringing him to a drop-in open session. “She thought it would be good for me and said that if I didn’t like it then we didn’t need to come back. But I loved it straight away. The first session I was there we made badges. That was a new experience for me and they turned out great. I made one for myself, and one for my auntie. She really liked it. I love that I can now create things like that.”

From here he engaged with the opportunity to become part of Hot Chocolate’s street art group, working with local artist Craig Crawford (C-GUL) to learn skills and techniques, develop designs, make stencils, and do a series of live paint jams in legal graffiti spots. It became clear very early on that Nathan was committed to his newfound art form, spending a great deal of time in and out of the group, thinking about how to turn his ideas into reality.

His time with this group cemented his involvement in Hot Chocolate, and he has since gone on to take up wider opportunities within the creative programme.

His tutors and family have found it a pleasure to see Nathan grow in both his creative ability and social capacity. He once felt isolated but now he is part of something bigger, and making new friendships and feeling a renewed sense of hope.

When asked about Wellbeing, Nathan says:

"That group has really made a big difference to me and how I feel about Hot Chocolate. I got to know people better and since then I've been on trips to Edinburgh Zoo, the National Museum of Scotland and Dundee's V&A Museum. This is like my second home now, I'm here most of the time. I feel safe - there's nothing to worry about here. The team understand you, and help you make the right connections. It's helped me get fitter, through sport, and of course art and music - I play the drums and bass, and I feel so happy."