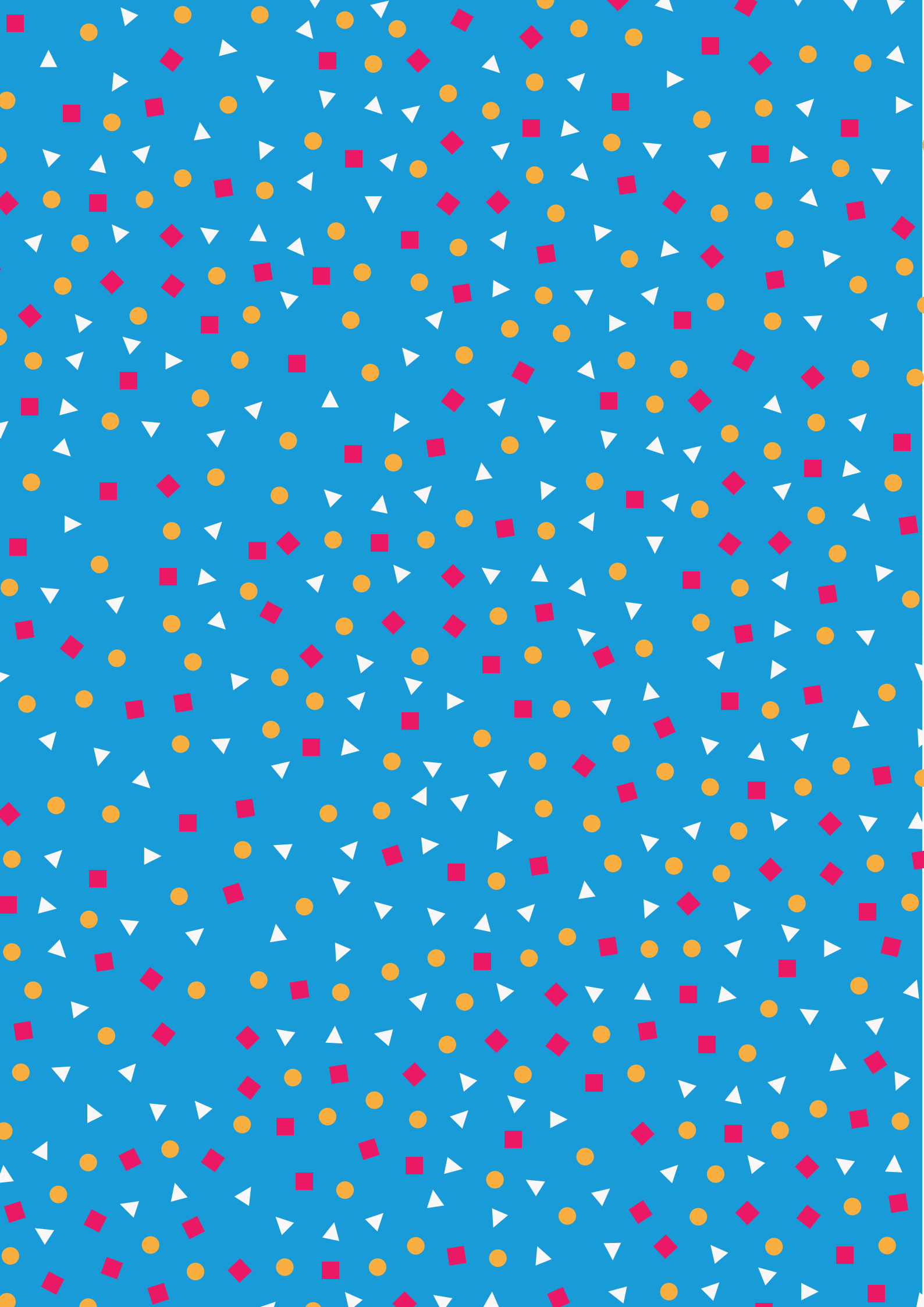




**End of Year  
Report  
2017**



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We are fully committed to **Helping Scotland's Young People.**

The mission of the STV Children's Appeal is to shine a light on the causes and impact of child poverty; to invest in innovative methods of mitigating that impact and to change the public perception of this issue.

## ► Investment

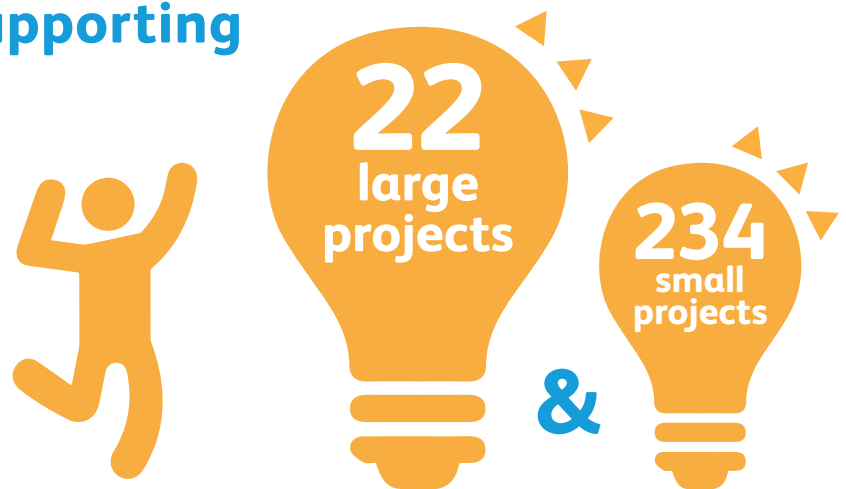
From January – December 2017, the STV Children's Appeal has invested a total of £2,196,102 to support 22 large projects and 234 small projects. These projects have reached every Local Authority in Scotland and have impacted on 6035 families and 11,516 children and young people.

The investment has allowed projects to leverage an additional £3,644,410 to further assist the families, children and young people with whom they are engaged, as well as helping them to form productive partnerships with a wide range of organisations both statutory and third sector as well as in the business world.

From January - December 2017,  
we have invested a total of

**£2,196,102**

supporting



The large projects have reached



**3492**  
families



**6569**  
children &  
young people

The small projects have reached



**2543**  
families



**4947**  
children &  
young people

# We have invested in projects across all 32 local authorities



## ▶ Leverage

All of the projects have a clear set of aims and objectives, whether that be working to build a community asset or to test ways of providing services to meet specific needs, but many also produce unexpected or unplanned benefits for their client group and for the project itself, and this we refer to as “leverage”.

There are different forms of leverage:

- increased income to the families engaged with the project through debt write off or benefits maximisation
- additional funding brought in to the project itself to allow future growth
- the recruitment of volunteers; the building of relationships with local businesses and organisations which produces support in kind such as the provision of premises at low or no cost etc.

Without the investment from the STV Children’s Appeal, this kind of leverage would not be possible.

## Our investments have secured an additional



**£2,468,789**

in unclaimed benefits for families



**£755,061**

in debt write off



**£404,396**

of additional funding for projects



**16,184**

volunteer hours

**£3,644,410**

**in total!**

# ► Common themes across the portfolio

The STV Children's Appeal has been operational now for 7 years and has developed a balanced portfolio based on an understanding of poverty, its causes and its impact on families, children and young people.

Ten themes have consistently emerged and our knowledge and understanding of these has helped define and refine the strategy as we fund projects which aim to both tackle the issues and inform our learning going forward.



## ► Our investment in small projects

Includes everything from Riding for the Disabled, Women's Aid, Before and After School Clubs, Family Support Groups, Youth Work Groups, Parenting Groups, Community Regeneration Groups, Addiction Support and Rehabilitation Groups and many more.

There are some specific characteristics which seem to define these groups and are worth noting.



They meet a very specific need in the communities they seek to serve.

They are often created by someone who has experienced that need in their own life or who feels personally motivated to make a difference.

There is therefore absolute clarity about the reason for the group's existence.

There is personal as opposed to "professional" knowledge of the issues being addressed by the groups and a generally good understanding of what needs to happen to achieve positive change.

There is personal passion. This helps people prevail in difficult circumstances.

The groups tend to be self-sufficient in terms of management structure and can make decisions quickly.

This makes them effective and important contributors to social change.

# ► Characteristics of a successful project

Learning from previous investments is key to developing sound and effective strategy. In order to ensure our investments work to their optimum, we have defined the characteristics of successful projects as those which demonstrate:



## Leadership

The STV Children's Appeal builds its portfolio around inspiring individuals first and organisations second. Leaders are resilient and determined. They have vision and the ability to inspire others. They are passionate and committed.



## Vision at the Core

A successful project has an end goal in sight from the outset. Project Leaders will review and reshape their route as they actually experience it—a kind of live modification—to ensure that the goals set initially were correct and the needs being met are of the client base and not those of the organisation.



## Impact

A successful, ambitious project will leave a footprint. It will not parachute into a community and leave without a trace



## Risk

Successful projects will take risks. They will be trying new approaches and tackling big issues.



## Sustainability

In respect of moving responsibility onto the community, some of the projects have had real success but this has been hard won. A variety of difficulties have presented:

- While we as funders may see it as desirable that communities take over the running of community based projects, we should not assume that local people feel the same.
- It is therefore necessary to be very clear from the outset that this is the end aim and to have community members involved in that planning from the beginning.



# ▶ Learning & Challenges for the future

There is an imperative to continually review the impact of our investments, to capitalise on the learning from previous years in order to inform future project development.

## What we know from 2017



The Projects funded by the STV Children's Appeal have made considerable impact during their lifetime.



It is essential that community based projects recruit the involvement of local people from the outset to optimise the potential for sustainability.



Communities are becoming accustomed to having services provided for them and we should not assume they will automatically wish to take over responsibility for the work of the project. The importance of shifting this mindset should not be under-estimated.



People are the richest resource we have whether it be project staff or children, young people and families in the community. We need to find more effective ways of tapping into this.



Recognition of the impact of material poverty on families, children, young people and communities is crucial. Provision of Income Maximisation services and other budgetary advice always produces positive results and can make a significant, sustained difference to many aspects of families' experience and their chance of moving out of poverty and bringing stability to their lives.



Food is a really significant factor in the work of many of the projects. Everything about food is important- how to cook it, budget for it, understand it but above all, food brings people together. Projects who have struggled to engage with people have found success when they introduced activities around food. This could be anything from children's cookery classes to talks on nutrition but what brings the most success is the communal meal. Bringing people together to eat breaks down barriers, draws people in, relaxes them, reduces social isolation and simply makes them feel cared for and welcome.



The feedback from projects highlights just how vulnerable and fragile people are at times of crisis and solid, practical help whether this be a period of respite at Calum's Cabin or the support of the team at Glasgow Children's Hospital Charity is immensely valuable. We should not underestimate the importance of the kindness and support our projects provide.



Many of the older teenagers and young adults engaged with the projects are particularly fragile. Projects like A&M which aims to help young people back into employment or education remind us of the vulnerability and fear these young people feel and just how much support they need.

## ► What our projects say about us

This year, projects were asked to comment on their experience of the STV Children's Appeal as a Funder with specific reference to what makes STV Children's Appeal different from other Funders. Most of these projects are in receipt of funding from several Funders and are therefore in a good position to give comparative feedback. The comments were encouraging and informative.

### STV Children's Appeal is a Catalyst

“

STV Children's Appeal allows projects to experiment and test ideas which can result in more robust effective projects.

STV Children's Appeal is a catalyst. It does not only engage with the development of projects, it **pro-actively initiates potential projects** and encourages imaginative thinking. ”

The trust and flexibility offered by the STV Children's Appeal allows project planners to be bold in their thinking.



### STV Children's Appeal is a Connector

STV Children's Appeal has a good understanding of the client group, and staff help with the thinking and planning to better meet the needs of those clients.

“

Very few Funders offer the additional support offered by the Appeal e.g. access to experts within the field, open dialogue throughout the funding period and access to stakeholders. ”



## STV Children's Appeal is Relationship based

“ STV Children's Appeal is **flexible and engaged**. It is well informed and understands what projects are trying to achieve. ”



STV Children's Appeal fosters close relationships with the projects which is a great advantage. On-going conversations outwith reporting periods leads to a productive collaboration. Being able to check in and share ideas and developments is much valued.

STV Children's Appeal allows projects to “evolve” through dialogue and collaboration. The freedom to “evolve” avoids projects having to change shape to fit funders priorities rather than the needs of the community.

There is a relationship with the Appeal as opposed to simply a funding arrangement.

STV Children's Appeal is approachable - conversations about the ups and downs of the progress of projects are welcome. Many Funders would like to be thought of in this way but few actually are.

STV Children's Appeal is very different to other funders because it allows the project to grow and develop around the needs of the community.

“ STV Children's Appeal is not just a Funder but more a **Champion and Supporter of the work done by projects** on a daily basis. ”

## STV Children's Appeal is a Challenger

“ STV Children's Appeal asks for the unexpected outcomes and these findings are used to inform delivery for the next year. This allows projects to **modify and develop** to meet the needs of the families as expressed by the families. ”

The reporting system is a real challenge but does force people to really consider their progress and future direction. Some Funders don't ask for a report and seem to have little interest in what is happening in the project.

The STV Children's Appeal challenges as well as supports which leads to creative thinking.

## Challenges: The External Environment

### Staff Turnover

The STV Children's Appeal is very much invested in people and this applies to project staff as much as it does to the families with whom they engage. However, staff move on for many reasons and this inevitably has an impact on projects. Over the past year, there have been several significant staff changes across the portfolio affecting Foundations First ; Comas and Glasgow Children's Hospital Charity. While we cannot prevent staff changes, we can, through maintaining close, collaborative relationships with key staff be as fully informed as possible along the way, influence effective handovers and support new staff into the project so that transitions are as smooth as possible.

### Fragility

This is a difficult time for third sector organisations.

There is a constant struggle to secure and maintain funding and meet the expectations of existing funders as well as efficiently run the project itself. Unexpected changes in the funding landscape can mean that the best laid plans go awry with significant implications. When projects suddenly find the bidding process for funding from the LA, for example, has unexpectedly changed meaning they do not receive the match-funding they were confident they would secure, the impact on the project can be huge.

The Family Hub at the Braes Project in Falkirk is a good example of this. The Hub is such a success that Braes has now engaged the community in numbers they have long hoped for. They have also secured PEF funding for two separate posts at local schools. However, they have not felt sufficiently confident to engage new staff because other sources of funding are due to terminate in the next few months. This situation then leaves staff under pressure, feeling very stretched and, in effect, a victim of their own success.

## Sustainability

It has long been the view at the STV Children's Appeal that, for a project to be successful, it must achieve some level of sustainability beyond the period of funding. Until now it has been thought that sustainability should be achieved either by having the community take over the work of the project for the long term or, the Local Authority adopt and financially support the work of the project or that the project influence significant system and policy change.

In respect of moving responsibility onto the community, some of the projects have had real success but this has been hard won. A variety of difficulties have presented:

The community has not wanted to take on the responsibility for the services provided by the project. In the case of Centrestage, the community reacted angrily when told that Centrestage staff would gradually be winding down their involvement and handing over the reins to the community. Even though this was to be over a fairly lengthy transition period, individuals in the community bitterly resented the plan, accusing Centrestage of abandoning them. Thanks to the strong and determined leadership at Centrestage the transition period is now well under way and the community at Ardeer is indeed beginning to take over the running of things.

This experience highlights several issues:

- While we as funders may see it as desirable that communities take over the running of community based projects, we should not assume that local people feel the same. It is therefore necessary to be very clear from the outset that this is the end aim and to have community members involved in that planning from the beginning.
- The belief that vulnerable people living in chaotic communities will always require services to be provided for them rather than be managed by them is deeply entrenched in the culture of existing services and this further convinces people that they will never be able to and should not be expected to exert control over their lives and their communities.

Within the STV Children's Appeal portfolio are projects managed by long established groups. These groups are sincerely well intentioned and take a very caring, nurturing approach to their client group. However, they are also sometimes persuaded that their client group will not be able to lift themselves up to a point where they can gradually assume responsibility for their own service provision. Organisations who take this approach have low expectations of families which both perpetuates the lack of social mobility while at the same time perpetuating and sustaining the organisation.





## Summary of Projects 2017

### The Bridges

*Aberlour*

#### Project summary

The Bridges Project (TBP) is a multi-agency partnership providing services to women and children fleeing or surviving domestic abuse. TBP delivers mainstream/specialist housing support and information as well as a range of practical and emotional activities/interventions. Emotional and practical supports delivered by Aberlour staff and inputs from statutory and voluntary sector partners help families dealing with the trauma of domestic abuse and increases skills to make positive life changes. Lessons learned from TBP could result in influencing and changing housing policy across Scotland for the target group.

#### Impact

Project continues to work on relationships with Community Safety Glasgow and has engaged with local schools to educate on domestic abuse and work towards breaking the cycle.

#### Key learning

Sustainability planning has been a challenge and it is likely that this will only be achieved through collaboration with third sector partners.





## Sustain

Aberlour

### Project summary

Aberlour Edge of Care/Sustain is based in the Highlands and works with children who are at risk of coming into local authority care. The project aims to sustain children in their own homes by tailoring a package of intense support delivered directly to the child and family. The long term goal of the project is to reduce numbers of children coming into LA care thereby creating a significant saving to funds which could then be further redirected to preventive/supportive work with families. The progress of the project is being closely followed by Highland Council.

### Impact

The project has worked with 17 young people, from 14 families, all of whom had been identified by Highland Council as being at imminent risk of being accommodated. All but 3 of these young people have remained with their families, which is a 79% success rate, and the cost saving to the Council is £1.292m (endorsed by Highland Council) i.e. for every £1 spent on the Sustain Service the Council saves circa £8.50 via reduced placement costs. Funding from the STV Children's Appeal and the Sustain project has allowed Aberlour to showcase its success within a tender for Perth and Kinross Council, with Highland Council endorsement. The project has leveraged funding from Cashback for Communities to provide an 18 week early intervention programme for young people aged 12-18 who are at risk of school exclusion or involved in anti-social behaviour.

### Key learning

The most important piece of learning is that children and young people on the verge of being accommodated can actually be sustained within their own families with the appropriate support. The approach must be person centred and based on forming close, constructive relationships with families. It is important to listen to young people and their parents to identify exactly what measures of support will work for them and professionals have to be both flexible and imaginative in their outlook. Simple leisure activities are of great value and give young people the opportunity to build confidence and self esteem, to feel hopeful about their future and to engage with workers. Attention also needs to be paid to parents' need for respite from the stresses in their daily life and this too can be achieved simply and at low cost. Many of the young people engaged with the project have experienced trauma and have emotional well being/mental health issues. This has lead workers to identify the need for an "Edge of CAHMS" and "Edge of School" service.

## Braes Family Centre

One Parent Families Scotland

### Project summary

The Braes Family Centre provides childcare to vulnerable children aged 2 years and over. Through the children, staff engage with families who live with the daily impact of poverty in all its manifestations. These families experience drug and alcohol addiction, domestic violence, imprisonment of family members, chaotic lifestyles with repeatedly fractured relationships and all of the damage these factors can cause to children. The project also works in local schools with older children who have presented with a variety of difficulties and behavioural issues. In 2017, the Family Centre has developed a social Hub offering a locus for families to come together, share food and discuss their problems with support readily on hand from the staff.

### Impact

The Hub at Braes is now a busy place with several Fun, Family and Food nights on offer where families can come together, share a community meal, discuss budgeting, food prep and nutrition all in an informal, natural manner. The evenings are so popular and busy a waiting list has had to be started.

### Key learning

Addressing the harsh reality of material/income poverty is hugely beneficial. Families always feel the benefit and the credibility of workers is much enhanced. Staff need to have support, training and encouragement to give them the confidence to allow projects to grow, develop and, sometimes, change course. Food is a really important catalyst for bringing people together. Staff should be encouraged to be sure of their value and worth to families and to ask those questions which they may find difficult – particularly about income and debt.





## Centrestage Ardeer

### Project summary

Centrestage Ardeer works out of Centrestage Community Theatre in Kilmarnock. The project uses the activities of the theatre - song, dance and fun - to engage the community to build resilience and capacity to allow people to take better charge of their lives and their environment. The project has several clear goals - to reduce hunger, reduce school exclusions, offending and other destructive behaviour- which have evolved over the life of the project. The project involves people of all ages (2 weeks - 107years at present) and has tackled issues such as social isolation, mental health problems, loneliness and alienation. Over time the community has taken over responsibility for the running of the project which has made a significant difference to the lives of local families and children.



### Impact

The transition of the operation in Ardeer from Centrestage to community ownership, albeit with some continued support, is on track. This has been a huge struggle for staff as a core of the community bitterly resented this plan. Moving people's mindset from feeling entitled to a service to feeling that they should and could run that themselves has been a gargantuan effort but is now coming to fruition.

### Key learning

The lessons from the Centrestage operation are almost too many to list:

- Barriers are set not only by the community but by the statutory services and sometimes the 3rd sector too
- Entrenched attitudes in the above need to be tackled as vigorously as do the attitude of the families.
- Fun, or some positive means of engagement has to remain at the forefront of the project.
- Hunger is at the root of many behavioural problems and it is imperative that this be recognised and addressed.
- Nothing should be given for nothing. Working in this way compounds the feeling of entitlement in the community and is a barrier to transferring responsibility.



## 20 More - Chances for Children

Comas

### Project summary

This project operates out of the Community Shop run by Comas in the Dumbiedykes area of Edinburgh. The aim of the project is to counteract the impact of poverty on childhood by providing local families with the means to offer their children a range of social activities and hobbies which they would otherwise be unable to afford. The project was devised in the knowledge that such activities build resilience, social skills, confidence and self-esteem. The project also offers support to the parents in terms of counselling and income maximisation.



### Impact

80 families and 143 children are now connected with the project. Children are growing in confidence and moving from one group to another as they feel more able to take on new experiences. Feedback from the community is positive and families are becoming interested and engaged.

### Key learning

The flexibility of the STV Appeal approach has given the project room to reconfigure slightly as it gets to know the families and assesses the wider needs. Many of these families live chaotic lifestyles and we have encouraged the project to engage with the parents as well as the children to achieve biggest impact. The project intends to provide a variety of services which parents can use while their children are at a group e.g. an income maximisation service will be made available on a weekly basis etc.

## Families Outside

### Project summary

This project aims to address the impact on families and children when an immediate carer /parent is imprisoned. Inevitably, the project is mainly concerned with single mothers and their children and attempts to alleviate the immediate distress caused by the imprisonment of a partner, who may be the sole earner in the household, and whose absence, even where families are benefit dependent, throws finances into chaos. Emotional support is given to families who often have no past experience of family imprisonment. This is followed by practical advice re finances, signposting to other agencies, assistance with prison visits, guidance on how to present the new home situation to the outside world, particularly the children's schools etc.

### Impact

The project directly supported over 500 families and children affected by the imprisonment of a family member. They also supported 1800 individuals through their free telephone helpline, engaged with 460 educational staff and provided training to many groups both statutory and voluntary.

### Key learning

Match funding is easier to gain than initial funding and this project received funding from the Robertson Trust and the Scottish Government Children and Young People and Families Early Intervention Fund which they credit to the influence of being funded by the STV Children's Appeal.





## Centrestage Food

### Project summary

Centrestage Food is now a fairly sophisticated operation managing the re-distribution of surplus food through the FareShare initiative. The philosophy is that food provision should be dignified and that people should contribute what they can to the cost. The project has a very wide reach and has been very effective.

### Impact

- 20,844 people benefitted from Dignified Food provision - 14,279 were children and 6,565 were adults.
- 196,356 portions of Dignified Food were distributed
- Pay it Forward received £48,701 and the project is now taking part in the Feeding Britain Pilot led by Philippa Whitford MP and will participate in the Feeding Britain Conference in April in London.

### Key learning

- It is imperative to ensure pro-active community participation in the delivery of the project from the start.
- Community Volunteers should be identified early and involved from Day 1
- Complacency must be energetically tackled
- Offering food helps stabilise chaotic lifestyles and is the most significant thing the project offers to support men and women post liberation from prison. Reoffending rates amongst those engaged with the project are down by 10%
- Children and young people disengaging or struggling at school show improvement when provided with a regular healthy breakfast



## Foundations First

*Shelter Scotland*

### Project summary

This project's firmly stated intention is to assist its client group to secure and sustain a reasonably equipped home. The underlying philosophy of the project is that, without a stable home as a foundation, families will be unable to constructively address other areas of their lives, including the impact of poverty. The project intends to help the local community to identify and tackle the barriers to this achievement, to give local people a voice and ensure that they are represented on committees and policy groups making decisions which directly affect their lives.

### Impact

Since the project commenced it has helped over 1,200 people from 369 families to find or keep their homes. In 2017 the project has accelerated all of its community engagements including the Men's Shed, Chatin Café and supported play sessions for children. The project is well embedded locally and the community continues to have an appetite for engagement. Two research programmes have been undertaken, findings from which will be used to provide evidence to Local Government and Communities Committee. A FF service user has attended an evidence session at the Scottish Parliament and the community continues to contribute to consultation on the Child Poverty Bill.

### Key learning

The project has identified 3 clear areas of learning;

- Clear lines of communication are vital. Information sharing is vital and lead to positive impacts on families.
- Taking issues of poor housing conditions to the Housing and Property Chamber has resulted in landlords having compulsory improvement notices served on them.
- Families need early intervention to avoid the escalation of problems that have a lasting impact. Responding to crisis will only serve to temporarily resolve a far deeper more rooted set of problems and circumstances.



## Fuel Poverty Project

### Project summary

The Fuel Poverty Project operated across 4 of the projects individually supported by the STV Children's Appeal and provided families with expert advice on Energy Efficiency and Income Maximisation. The project also linked families to Buttle UK who made grants for practical items to allow families to purchase warm curtains, flooring and bedding to insulate their homes and take advantage of the energy efficiency advice.

### Impact

The Fuel Poverty Project reached 276 families and 476 children. It secured £90,818 in Income Maximisation and £26,467 in debt write off. Most families assisted will see their fuel costs reduced by between £10-£14 per month. The project also provided families with grants for essential household items through funds lodged with Buttle UK. This allowed them to implement advice given by the Energy Efficiency Adviser in respect of warm flooring, curtains etc to insulate their homes. The impact on families is clear, homes are more comfortable, finances more under control, stress reduced and relationships improved.

### Key learning

Offering families a service which maximises their income and helps them manage their finances always produces positive results. The impact is beyond the practical – physical and mental well being is also improved and people are generally happier because stress is reduced. The relationship between families and workers changes simply because workers are able to offer something tangible and practical as oppose to “talking therapy”. Workers become more credible and relieving stress makes room for other issues to be addressed.



## Dundee Families House



### Project summary

Dundee Families House is absolutely unique. This facility offers child care from early morning to late evening. Children can be picked up from their own home and taken to school, collected from school by the same people and taken to the child care facility where they can enjoy the special provision in their own “activity room” until their parents can collect them. Pre-school children can be cared for in a traditional day nursery setting for as little as an hour at a time or for a full day. Charges are maintained at a very affordable level and, crucially, only what is needed has to be paid for. Traditional child care models require carers to pay for the facility in blocks of time, which can be expensive and inappropriate. Incorporated into this model are other forms of support for vulnerable families: referral to finance experts; housing advice; support with literacy; support with IT, employment, health and relationships. The facility is primarily designed for and used by single parents trying to access employment and education and without the flexibility and affordability of the model, none of this would be within their grasp.

### Impact

Estimated saving of £134,827 to public purse; 7 single parents moved from no work to part time work; 4 single parents moved from no work to full time work; 6 parents were able to study at SVQ3 level; 11 parents reported improved quality of life in terms of improved self-esteem/wellbeing/confidence/reduced isolation etc. In 2017 the service was provided to 252 children and their parents.

### Key learning

A recent report by Audit Scotland “Early Learning and Child Care” confirms that the model at Dundee Families House is unique in the country. The report is critical of the support which is available throughout the country which is costly for families while not actually meeting the need. Feedback from families using the Dundee service is the opposite and confirms that it is of great value to them and provides a service without which they would not be able to consider looking for work or pursuing their education.

## Includem

There for young people 24/7  
**Includem**

### Project summary

Includem provides a one-to-one therapeutic service to young people who are disengaged from education. Workers are “matched” to individual young people and, through developing a positive relationship, tackle the root causes of the withdrawal from school life and work to re-establish them at school.



### Impact

The project worked on a one-to-one basis with 13 young people in a West Dunbartonshire high school. Each of these YP was causing concern at school either because of their behaviour or disengagement from school. The purpose of the work was to identify and address issues and assist young people to re-engage with the school.

### Key learning

Children can be helped to reconnect with the school experience through therapeutic one-to-one relationship; some school staff are completely unaware of the issues facing children outwith the school environment and this impacts on their understanding of the child; some issues such as dyslexia were still being overlooked or not coming to the attention of school staff.

## Stronger Communities



### Project summary

Stronger Communities is an area-based, community initiative that tackles disadvantage at a neighbourhood level to improve the life chances of children growing up in deprived communities.

The programme brings community members and local services together to deliver a long-term strategy for improving children's outcomes (such as health and education). Adopting a holistic, area-based approach it aims to engage and empower local communities in disadvantaged areas to establish community-based partnerships that can shape local services.

### Impact

Delivery of community engagement activities has reached 1097 children and adults = 15% of Glenburn's population. Community Champions have been identified and are to receive volunteer training in 2018 to develop their capacity. Community Champions have become constituted which is a core aspect of achieving Community Based Partnership. The work of the Community Champions has been recognised by Renfrewshire's Lord Provost who arranged for them to meet with key personnel from Council and Statutory Services. Activities and clubs that have started through the Community Action Plan will be continued because of the capacity building that has taken place with the Community Champions and additional members of the Glenburn community.

### Key learning

Involving the community from inception has added to the potential success and sustainability of this project as has been the appointment of a highly skilled and compassionate community worker supported by an inspiring and skilled manager.

## Communities that Care

### Who Cares? Scotland

### Project summary

This project is designed to change the way children who are care experienced are treated in school, in the community and in the care setting. It seeks to change how these children and young people are viewed by the world and, indeed, how they see themselves. It intends that provision of care be better planned and that children and young people who have experienced "Care" be at the heart of that process. The project will demonstrate how statutory authorities can recognise and fulfil their responsibility as corporate parent and make a compelling argument for the entire community to become involved in the support, care and nurture of children who have had to be cared for away from their birth parents.

### Impact

139 care experienced people signed up as *family members*. 471 *friends* signed up. 17 volunteers recruited. A full range of experiences and opportunities created for care experienced young people. Impact of a presentation to Elected Members lead to an additional £100,000 being made available to the budget for children's services to provide opportunities for care experienced young people in relation to culture, leisure and employability.

### Key learning

To make an impact on both services and public opinion it is essential to pursue a relentless round of publicity, presentations and engagement and information opportunities. Progress can be seen to be made but there is recognition that this is still not enough. Despite the efforts of the project they note that: "a key and recurring lesson of 2017 was that the local communities do not fully understand what care is". Projects therefore have to be able to maintain their energy and commitment and be resilient when disappointed. Qualities of leadership are key here.





## Upper Nithsdale

Action for Children



### Project summary

Upper Nithsdale services a group of families living in an area which has become barren since the demise of its traditional industry – mining. In addition to child day care, the project has developed a number of community groups which are now well established. It is very well attended by its client group, it has a small but diligent group of volunteers who support the services and who are going to be integral to its sustainability. Key to its success too, is a Volunteer Coordinator who has managed to sustain the engagement of the group of parents, motivate the local school to assist, establish cookery classes and involvement of FareShare to provide food to those in greatest need.

### Impact

2017 was the final year of STV Children’s Appeal funding to this project. Volunteers have been recruited and trained to manage ongoing provision of food through FareShare Glasgow - 4,153 meals have been delivered benefitting 69 adults, 11 young people and 49 children in the past 6 months. Most of the community groups set up by the project will continue and will be run by volunteers recruited through the original project. Local schools also continuing to support. Local parents and their children will continue to have access to groups where food is prepared and the importance of diet and nutrition is addressed. The project has established a Swap Shop in the community and this will continue to be developed.

### Key learning

The ability of the Volunteer Coordinator has been key to community engagement. An expectation that parents can develop skills and take on responsibility is essential to sustainability. Many of the groups set up by this project can and will be sustained by volunteers. However, a certain degree of support may always be necessary and the project may not be able to withdraw from every aspect. A project which can illustrate success will find it easier to attract further funding- Upper Nithsdale has secured funding from the Aspiring Communities Fund to continue developing the project. Ensuring that the project actually meets the needs of the community and not the organisation’s agenda is critical to engagement.

## Sported

### Project summary

The purpose of this project is to prove the case for investment in grass root community clubs and groups who are providing ‘Sport for Change’ programmes across Scotland. Fundamental to the approach is to work with local groups in every Local Authority area across Scotland.

The project consists of a two-stage programme, initially embedding within local groups, the skills and knowledge needed to effectively monitor and measure their impact; secondly, supporting groups in the use of Sportworks, a bespoke evaluation tool which calculates the direct return on investment of the work that these groups undertake with young people.

28 community clubs and groups in some of the most disadvantaged areas in each Local Authority area, according to the Scottish Index of Multiple Deprivation (SIMD), have been identified and given a package of support as detailed below.

### Impact

Worked with small sports and leisure groups in 28 of the 32 local authorities in the country. This in turn helped them to use a “tool kit” which allowed them to evaluate their impact and value to users. This in turn allows the groups to improve in various areas and to evidence their value to potential funders.

### Key learning

It is not easy to persuade people of the value of gathering information in order to evaluate. Most of these organisations are manned by volunteers who have limited time and are reluctant to devote any of it to “paperwork”. Any evaluation process has to be straightforward and simple as possible. Training has to clearly illustrate to potential users that the time involved can achieve valuable results. This learning can be applied to most of our large projects.





## A&M

### Project summary

The Project offers training and mentoring to young people aged 16-24, from identified areas in the NW of Glasgow to help them enter positive destinations (employment, modern apprenticeships, community jobs, college and university) and become active volunteers and leaders within their communities. The Project is designed to increase young people’s employability, confidence and self-esteem, personal aspirations, physical and mental health and well-being and enterprise.

### Impact

38 young people have participated in the project. 7 YP are in full-time employment. 4 YP in part time employment. 10 YP engaged in residential training. 5 YP had paid work experience with Ernst and Young and are now being connected to potential employers. 8 YP achieved NVQs in construction, security and food hygiene. Young people completed 110 hours volunteering in employability sessions to gain an understanding of personal effectiveness, communication and self-awareness.

### Key learning

The term “employability” does not always have a positive meaning for young people. It is often associated with organisations who come into a community and make a lot of promises which they do not keep. Careful use of language is important when trying to engage young people. Young people, especially those who come from household where no one has worked for several generations, have a “fear” associated with looking for work. They need support in relation to budgeting, becoming independent, getting into a routine, managing challenge from family members who are not in work and managing fear of losing the job. Young people may not recognise the qualities they possess which would actually make them attractive to an employer. Local businesses can be encouraged to connect and support when they witness a project having a positive impact on the community.

## Westerhailes Community Trust



### Project summary

Westerhailes is a community asset building project supporting local people to come together to consider what is needed in their community and how to achieve it. The project is vibrant and well supported.

### Impact

Westerhailes Community Trust is one of 19 projects across Scotland receiving a share of £312,000 to regenerate their neighbourhoods. The Trust will receive £20,000 share which it will combine with the funding from the Appeal to fund a range of participatory activities led by local residents and including architects and planners to develop a masterplan for Westside Plaza to create a civic square at the heart of Westerhailes town centre. The grant from the STV Children’s Appeal allowed the WHCT to leverage the £20k from the Making Places Fund.

### Key learning

Allowing a project space to grow and develop produces stronger outcomes; people do have vision for their communities their involvement is key to successful planning; small amounts of funding can make a significant impact on small community groups.

## Calum’s Cabin



### Project summary

Calum’s Cabin offers holiday type respite to the families of children suffering from cancer or cancer related illness. The funding is targeted to those families who are hardest hit financially from the impact of childhood cancer.

### Impact

Has provided respite to over 130 families who have a child suffering from cancer or a cancer related illness.

### Key learning

At the worst of times, positive respite and support makes a huge difference to families’ experience.

## Street Soccer Scotland

**STREET  
SOCCER**  
Scotland

### Project summary

Street Soccer Scotland is delivered across 4 main cities, Glasgow, Edinburgh, Dundee and Aberdeen, and has a national strategy to create change at the heart of local communities.

Across 16 sites, children and young people (10-16yrs) benefit from a weekly free doorstep football programme. This allows children, whose parents/carers could not normally afford the outlay, to participate in after-school sport. It also provides parents the opportunity to get involved, at a local level, in safe and fun sporting environments.

As well as having a positive impact on the children involved, the project aims to create positive impacts in the community, fostering cohesion and in some cases tackling anti-social behaviour.



### Impact

The project delivered 6440 drop in sessions to 705 young people and the Head of Programmes has been working with Edinburgh Napier University and SCQF to develop a suite of new, bespoke qualifications which will provide volunteers with both specific and transferable skills. The project has continued to develop a minimum qualifications / training policy which will provide detail and training for assisting and lead coaching staff. This includes SFA badges, first aid, child protection, disability awareness and Positive Coaching Scotland (PCS). The project is continuing to work with established local community organisations to support them to take on responsibility for the delivery of existing SSFC sessions, with the continued support of highly-trained Street Soccer volunteers.

### Key learning

The focus on staff training, monitoring and evaluation etc. highlights how much more there is to running a successful project than the core work and purpose. The journey towards sustainability has highlighted the importance of being able to effectively and convincingly illustrate the project's impact and outcomes. Brokering and maintaining relationships with significant third sector groups, businesses and organisations is key to continuing the work of the project beyond the period of funding.

**MCR  
PATHWAYS**

## MCR Pathways

### Project summary

MCR Pathways is a very well defined project with the single aim of improving educational and employment outcomes for young people. Initially aimed at young people who were care-experienced, the project now includes YP from a wider context. The project recruits and trains Mentors who are matched to individual YP to offer advice, guidance and encouragement.

### Impact

Has exceeded all targets. The project has supported 1076 young people between April 2017 and January 2018 and is now well established in 15 Glasgow Secondary Schools. It has successfully improved outcomes for young people in respect of: literacy and numeracy, number of subjects being carried at level 5, number of YP staying at school, numbers of YP going on to college or university. The Job Talent Tasters and Talent Taster Culture Programme are very popular with pupils and both achieving significant success.

### Key learning

This project highlights the value of a clear focus and single minded approach. It also points very clearly to the impact of mentoring/befriending and the benefit of individual connection with young people with a service which is tailored to their needs.



## Glasgow Children's Hospital Charity



### Project summary

This project aims to address the very practical but crucial issue of the impact of caring for a child who is suffering a long term illness and requires regular in/outpatient hospital care, on family finances.

To ensure that as many families as possible have the opportunity to secure help, the project has developed a Holistic Needs Assessment process informed by a questionnaire which can be issued to families who might be referred by clinical staff or by self-referral. The provision of an Emergency Fund by the STV Children's Appeal allows project staff to meet the needs of parents in crisis when they need immediate practical assistance.

### Impact

This project continued to be very successful making a positive impact on patients, their families and the staff culture in the hospital. GCHC staff believe the project has resulted in the development of a model /tool which is transferable to other contexts. Currently, the tool is being adopted by the Support People Programme within the Adult Support and Information Services at Queen Elizabeth University Hospital, Victoria Hospital and Stobhill Hospital. The tool is also being tested at Inverclyde Royal Hospital, Vascular Services with patients undergoing limb amputation and within the Physically Disabled Rehab Unit ( QEUH). The Financial Inclusion arm of the project has secured well over £2million in income maximisation for families ( for the second year running) and £728,594 in debt write off. Despite this success, senior management in the Public Health Directorate have indicated that they will not be continuing to fund the additional staff posts following the two years of project funding.

### Key learning

Regular contact and discussion between the Appeal and GCHC has allowed the project to be modified as the learning grew and for additional support to be offered to staff.



## FISCAF

### Project summary

FISCAF is used as a 'distributor' by the STV Children's Appeal as it has oversight of a number of grass roots projects which would otherwise be difficult to find. These projects are based in the heart of communities and deal with families and young people suffering the effects of long term poverty. The projects are "survivors" - unsophisticated and designed to meet specific need in their area. FISCAF is able to oversee these awards and provide feedback in an efficient and cost-effective way.

In 2016/17 FISCAF distributed some funds on behalf of the STV Children's Appeal, to test the impact of "personalised funding" on carefully selected young people.

### Impact

The project extended the reach of the STV Children's Appeal by supporting a range of small, grass roots organisations operating in some of the poorest areas of Scotland. Afforded the opportunity to pilot a model of "personalised funding" in 10 small community groups. (use of small amounts of funding to meet the cost of a variety of leisure activities to allow children/YP to develop resilience, social skills, confidence and self esteem etc.

### Key learning

How best to establish a personalised funding project and identifying those projects most suited to model. The work has helped us to identify and articulate the benefits of the model to YP.

Note: Although the Appeal will no longer be funding FISCAF, the organisation is so convinced of the benefits of the model they are in the process of designing a larger version which they intend to use across different social demographics e.g. groups of isolated elderly people and adults with mental health problems as well as young people.



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