



**children's
appeal**

End of Year
Report

2018



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Chair's Welcome



Since its formation in 2011, the key focus of STV Appeal has been the alleviation of child poverty in Scotland. Due to the acute nature of this issue, it will remain our focus in the coming years.

The STV Children's Appeal seeks to address long-term, sustainable change in the lives of those children most at risk by tackling the root causes as well as the effects of poverty and disadvantage. To help us achieve this objective, we have engaged with corporate bodies, community groups, local businesses, schools, local and central government and the general public. STV has played a key role in engaging with these parties through the utilisation of its on-air and online platforms in order to stimulate public debate on issues relating to child poverty.

I am delighted to report that in 2018, the STV Children's Appeal committed a total of almost £1.9m to support 18 Large Projects and 211 Small Projects across the whole of Scotland impacting on 10,197 families and 25,032 children and young people.



These investments have allowed projects to leverage an additional **£3,904,009**, and to develop supportive networks with a variety of organisations from the statutory sector as well as the business world.

In addition, projects supported by the STV Children's Appeal have raised **£277,250 in Income Maximisation** and have recruited **volunteers to a value of £156,952**.

Introducing Appeal themed content into the STV schedule contributes more profile and more awareness. Recent coverage includes Mark Beaumont's Challenge, launch of the Big Scottish Breakfast and various Kiltwalks. Four projects featured in our "Where your Money Went" programme Team Jak, Centrestage, Dundee Families House and Twechar Community Action and cheque presentations continue to attract local and national press coverage as well as digital engagement.

People who use the projects tell us how much a visit from an STV celebrity boosts morale, improves the project's reputation and prestige in the area and makes people feel valued and important. Because we maintain regular contact with projects, large and small, we hear anecdotally that, for example, being featured in one of the Appeal programmes usually brings welcome attention.

However we should not underestimate the impact of our small grants – Richmond's Hope for example, is an organisation that provides support to bereaved children aged 4-18 years. The children who attend have been bereaved of a significant person in their lives, usually a parent, grandparent or sibling and usually the death has been traumatic or sudden - suicide, drug misuse etc. Children are referred to the service because the bereavement has had such an impact that they are unable to cope with their daily lives in school and at home. Many

young people turn to self-harm and risk taking behaviours as a coping mechanism following a bereavement and it is essential that this is addressed. As well as support from trained therapists, the award of £2000 from STV Children's Appeal provided 125 children with their own wooden memory box, grief workbooks, memory pillows and arts and crafts materials. These boxes are decorated by the children in memory of the person who has died and they use it for keepsakes and items to help them remember that person. The children take all of these items- the box, the workbook, the pillow home and keep them as aids to manage their grief throughout their lives into their adulthood. The children are very reassured by this because a major worry for them is that they will forget the person who died. In many cases this project helps children survive.

It is also important to recognise the Scottish Government's support for STV Appeal and as was the case in 2017, their match funding of all donations received in 2018 up to a value of £1,000,000 as committed to in the Child Poverty Delivery Plan – Every Child Every Chance.

As a result of the commitment by STV Group plc and The Hunter Foundation to fund the operating costs, it is STV Appeal's commitment that every penny received from all other donations will be made available for distribution to charitable projects.

The support of the Wood Foundation has also enabled us to focus investment in the North East of Scotland.

We thank all of you for your continued support.

Looking forward we shall continue to promote public awareness, debate and through our work in funding vital front line projects, long term sustainable change. A key element of

this strategy is to build upon an already strong and constructive relationship with the Scottish Government in re-shaping the face of child poverty in Scotland. For 2019 and beyond, The STV Children's Appeal will seek to make a positive impact on Child Poverty in Scotland by using our mature investments – Flexible Child Care/Homelessness/Food Poverty/Employability to inform the policy change that will ensure long term sustainable improvements in the lives of our most vulnerable families.

Our commitment to investing across all 32 Scottish Local Authorities annually remains unchanged.

All that remains is for me to thank all of my fellow Trustees for their hard work and commitment across the year and for their support going forward. Our heartfelt thanks go to the children and families who allow us the privilege of sharing their stories with the public in the hope of improving the life chances of many children in the future.

Baroness Ford
STV Children's Appeal Chair



Investment & Leverage

From January- December 2018, the STV Children's Appeal has invested a total of **£1.89m** to support 18 Large Projects and 211 Small Projects. These projects have reached every Local Authority in Scotland and have impacted on **10,197** families and **25,032** children and young people.

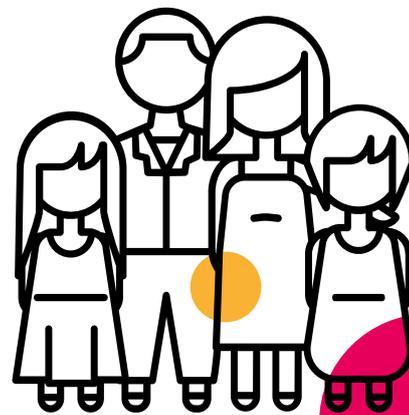
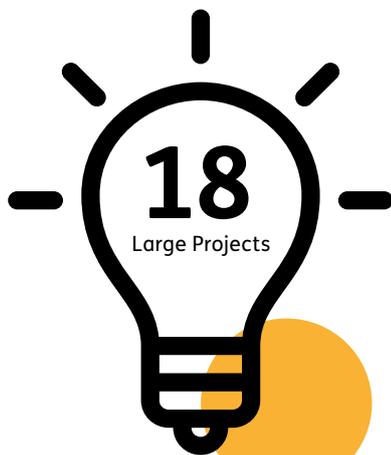
The investment has allowed projects to leverage an additional **£3,904,009** and to develop critically supportive networks of partnerships and relationships with a variety of organisations from the statutory sector as well as the business world. In 2018 the STV Children's Appeal investments has secured a further:

- **£277,250** in Income Maximisation and debt write off
- **£3,904,009** in additional funding for projects
- **19,619** volunteer hours at a value of **£156,952**

- Numerous productive relationships with press, businesses and organisations who provide real added value to the project.

Total Leveraged: £4,338,211

As well as working directly with children, young people and their families, the projects supported by STV Children's Appeal reach thousands more people through their outreach and training activities. Projects like Families Outside and Communities that Care (Who Cares? Scotland) have developed rolling programmes of training which have become integral to their way of working. Educating teachers, police forces and the statutory services is key to influencing attitudes and creating a culture within schools and other contexts which are more informed, more caring and more supportive of children and young people facing adversity and adds to the legacy of the STV Children's Appeal's investment.



Total leveraged

£4,338,211

We have invested in
projects across all
32 local authorities



Aberdeen City, Aberdeenshire, Angus, Argyll & Bute, Edinburgh City, Clackmannanshire, Dumfries & Galloway, Dundee City, East Ayrshire, East Dunbartonshire, East Lothian, East Renfrewshire, Falkirk, Fife, Glasgow City, Highland, Inverclyde, Midlothian, Moray, North Ayrshire, North Lanarkshire, Orkney Islands, Perth & Kinross, Renfrewshire, Scottish Border, Shetland Islands, South Ayrshire, South Lanarkshire, Stirling, West Dunbartonshire, West Lothian and Western Isles

Our Big Ten

The STV Children's Appeal has been operational now for 8 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. The themes relevant to each of our 18 large investments appear alongside their descriptors.



Achievements, Influencing and Sustainability in our **Large Projects**

The Large Projects

(Funded in excess of £40,000)

Several of our Large Projects are coming to the end of their period of funding from the STV Children's Appeal allowing us the opportunity to review their progress over the life time of the project. We are particularly keen to learn about what the project has achieved in terms of "influencing" and "sustainability". Through the projects it supports, the STV Children's Appeal intends to develop and test models of working which best mitigate the impact of poverty on children and families. By demonstrating the efficacy of these models, projects hope to influence and inform the thinking behind and the development of policies and services in respect of vulnerable families, children and young people.

Sustainability is an equally important factor. We expect projects funded by the STV Children's Appeal to have a lasting effect so that, when the period of funding ends, the impact of the project will be sustained. This might be because the community have gradually taken on responsibility for the work themselves, or because the project becomes self-funding or because costs are absorbed by the Local Authority.



Aberlour

Edge of Care

Key themes:



Based in Highland, the Aberlour Sustain project aims to prevent children from coming into the care of the Local Authority. By working intensively with families where there is a clearly identified risk of a child coming into care, the project aims to find ways to literally “sustain” that child at home. The model makes use of simple social activities and traditional relationship building to identify and tackle the issues in the families. While this is an intensive process, the hypothesis is that it will still be much cheaper, and more desirable in every way, than the cost of maintaining a child in foster care or residential care - especially if those placements are in a different local authority which would make them even more costly. The model presumes that savings would then be diversified into further preventive work and that the model would therefore become sustainable.

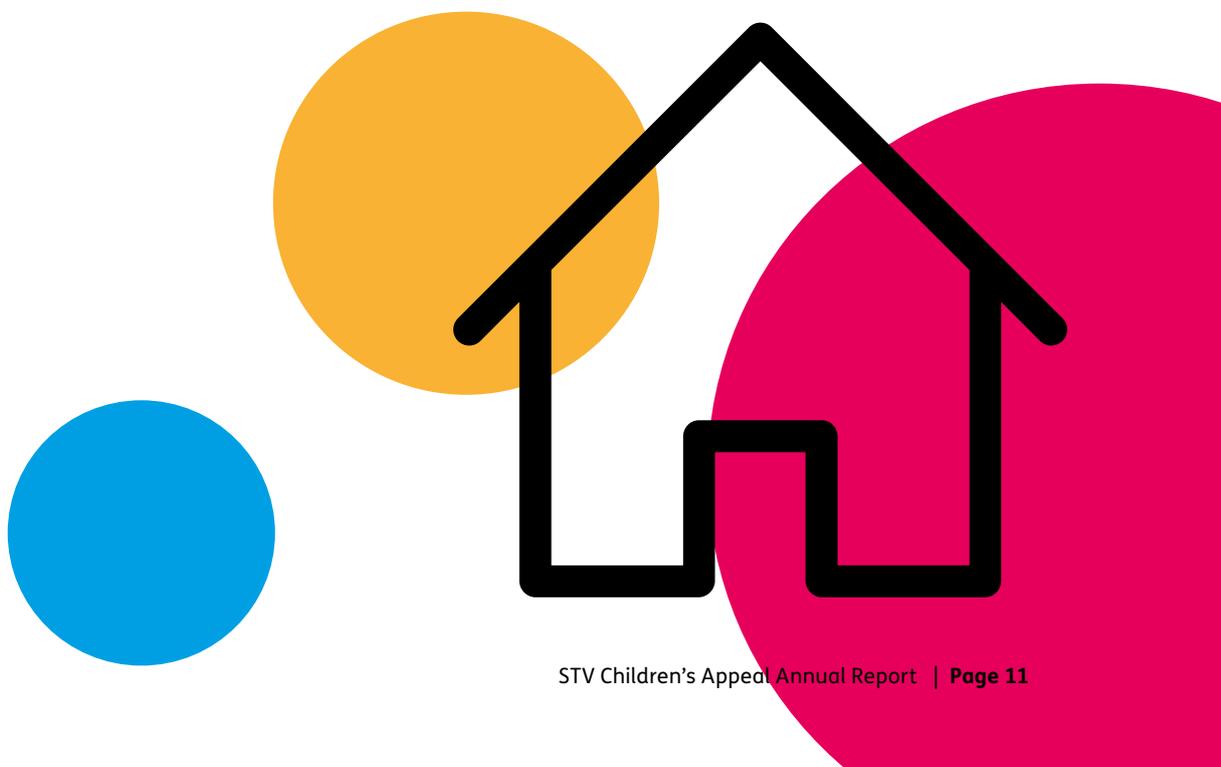
Achievements:

The funding from the STV Appeal to develop the Sustain service has been instrumental in Aberlour developing this form of family support in other locations in Scotland.

They won a tender to deliver what is essentially a Sustain Service in Perth and Kinross the funding is for three years with an option to increase to six years. The service started in Perth in August 2018. There have been positive outcomes already from the work, notably the service being credited with decision to remove children from the child protection register. This service is currently working with 45 parents and 28 children

Further Aberlour received £400K funding to deliver a Sustain service in the Scottish Borders. This service is delivered in two locations Hawick and Galashiels. The service is currently working with 22 Children and 14 families. Again, the feedback is positive. Families that would not engage with services are working with Aberlour and real progress is being made.

The funding from STV Appeal has leveraged substantial funding from 2 other local authorities. This is likely to amount to £1.4 million funding. More importantly they have been able to help a lot of families and prevent children being received into care.



Achieve More Scotland

Aim Hi

Key themes:



Based in the NW of Glasgow, this project aims to remove the barriers to employment and education experienced by young people living in areas of multiple deprivation. The project uses leisure activities such as dance lessons, football and other sporting activities to engage young people and to form close, constructive relationships which allow the workers to devise a tailored plan to support the young person into employment or education. The project has formed close relationships with a number of local businesses and organisations which provide placement opportunities to allow young people to overcome the fears they have about employment and to gain experience and a range of skills. Young people engaged with the project are also expected to commit to a specific number of hours volunteering which again enhances their employability.

Achievements:

- Engaged and retained 35 young people who had a long established history of unemployment
- 15 of these are now in full time employment earning between £14,500-£19000 per annum
- Four are attending college
- Two are attending university
- Eight are in part time employment
- Several of the remaining young people are currently on paid work experience placements. All of the young people have been involved in volunteering and many have obtained awards and qualifications such as N.V.Qs, the Diana award, Youth Achievement awards, scholarships and 2 Hunter Foundation Awards

- The project has made numerous strong relationships with local businesses and organisations which provide placements and assist in finding employment opportunities

Influencing:

The Project has twice contributed to Scottish Government consultations in respect of their “No One Left Behind” policy.

Sustainability:

Project is currently in consultation with Glasgow City Council and other potential funders and will use the success of this project to showcase what can be achieved and to help convince funders to offer support. Also pursuing funding possibilities with Scottish Government and will be meeting with civil servants within the SG employability division to discuss sustainability of the model.

At a grass roots level, the impact of the project will be sustained because the young people who have achieved success through the project continue to mentor other young people in their home community and this helps to shift attitudes and encourage aspiration.





At its core, the Braes Family Centre in Falkirk provides a daily childcare service 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 aspects. 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 developing children.

In the years of funding from the STV Children's Appeal, the Braes Family Centre has grown and developed much beyond initial expectations. At the outset, the centre was run very much as a service provider with a group of staff and a group of clients. The client group was not easy to engage, the hostilities between families from different small villages in the Falkirk area were very obvious and counter-productive. The staff could see that there was much that needed to be done in this community but the people themselves were not forward looking or motivated and the staff were not particularly confident about addressing some of the issues while maintaining tenuous relationships with the families. Indeed staff believed that the families were just too beleaguered by social and personal problems and would never have the capacity to become volunteers or take control of the running and design of any part of the project.

Achievements:

- Braes Family Centre is now a vibrant, busy community Hub with families much more involved in running things through a recently established informal steering group
- Food remains a key factor, bringing people together to cook, eat, learn, talk and support each other
- Income, debt and budgeting are regularly discussed and problems addressed
- Relationships between parents and children are much improved and parents are becoming more confident in their ability to tackle local issues, like transport, and are developing constructive plans to ease the cost and difficulty of local travel.
- The centre has become a place for other services to come and has been used 104 times as a base for professionals to meet with families
- Most significantly, young people have had their initial meeting with CAMHS services in the building. This is of high importance because appointments with CAMHS are very hard to secure and, if a young person does not keep the initial appointment because of family disorganisation or nerves or whatever, they may well be discharged by the service

Influencing:

Although this project is very impressive and a wonderful model of what can be achieved over time, it is difficult to see where it has had significant influence on people who make decisions and devise policies affecting families in the area.

Sustainability:

The project is at a critical time in its journey. It has finally reached the most useful version of itself where it can make the most difference to the most people. It is still heavily dependent on support from Funders and will now have to illustrate its success with conviction to secure continued support.

Cont...

It is perhaps difficult for the staff at the front line running the project and helping support the community to have the time, energy and skill -set to address funding issues too. It is important that the Local Authority recognise the part the project has played in supporting vulnerable families in the area and the cost savings which must be involved in halting the potential damage which would have been caused had the support not been available.

“90% of parents using the centre have told us that they feel less isolated and this has had a positive effect on their mental health.

We have observed improvements between parents and their children’s interactions as they learn the benefits of playing with their children. As parents become less stressed and able to cope with worrying issues, they become more emotionally available for their children. Although we offer activities for children we have noticed that more parents are joining in. Children are eating healthier and parents are learning how to cook healthy meals and eat as a family. Parents who have received support with maximising their income and reducing debt have seen an increase in disposable income.”



Calum's Cabin

Multiple Local Authorities

Key themes:



Calum's Cabin began life as a holiday respite facility on the Isle of Bute, providing much needed holidays for the families with a child suffering from cancer or a cancer related illness. The holidays allow families to be together to experience a week of as near to normal living as possible while coping with the illness. Both children and parents are re-invigorated after their break and more ready to cope with the return to the rigours of treatment.

Achievements:

- The project has continued to grow and now has three holiday accommodations on the Isle of Bute and these have been full for the entire year. By November 2018, the project already had over 100 applications for 2019
- Through vigorous fund-raising including participation in the Kiltwalk, the project has raised funds for two flats in Glasgow.

These are used to provide a home base for families who have to move to the city for the duration of their child's treatment. These stays can be for as long as 21 weeks and provide the family with a comfortable base at a crucial time and saves the expense involved in hotel or other private accommodation. The project has now raised enough funding to purchase a third flat which will be available from Spring 2019.

- Altogether, the project provided respite/holiday breaks for 140 families and 293 children.

Sustainability:

It is likely that Calum's Cabin will always require the support of Funders. The project has an ability to motivate and enthuse fundraisers and devotes a huge amount of time and energy to ensuring Calum's legacy survives.



Centrestage

Ardeer, North Ayrshire

Key themes:



The Ardeer project originally worked out of the Centrestage Community Theatre in Kilmarnock and was set up with several clear goals: to reduce hunger; reduce school exclusions; reduce other offending and destructive behaviour in the community. In keeping with the Centrestage ethos, the project used the medium of song, dance, fun and food to engage the people of Ardeer with a view to increasing resilience and capacity to allow people to take better charge of their lives and their environment.

Achievements:

- Community spirit has improved hugely over the past six months
- Project has engaged the support of the local Community Worker who is helping to move the Ardeer operation forward
- 12 individuals have completed the EAT course achieving level 2 qualifications in food hygiene and a certificate in basic cookery
- Increased confidence as a result of the course has seen four participants go into volunteering roles while one has been accepted at college and two have secured paid work placements
- 100 people supported the community ladies day
- Membership of Ardeer planning group has been re-assessed and is now stronger and making their own applications for funding
- Ardeer supplied 6,166 portions of food through DFP and received £1,111 in pay it forward donations

Influencing:

In December 2018, Centrestage was invited to present to all 32 CEOs of the Scottish Local Authorities at the COSLA conference held in East Ayrshire to describe the DFP model, resulting in visits from Stirling, North and South Ayrshire and further requests for visits from wider Local Authorities scheduled April- June 2019.

In March 2019, Centrestage hosted 40 international delegates attending the International Forum on Quality and Safety in Healthcare, hosted by Scottish Government who have requested to visit Catalyst, Connect, Dignified Food Provision and the Centrestage Village.

The University of Finland has requested to send a staff member to spend Summer 2019 learning about the fun, food, folk model, whilst working within the Catalyst team.

In 2017, Centrestage was approached by East Ayrshire Council to consider purchasing the Kilmarnock Academy site as a Community Asset Transfer, enabling all current Centrestage sites to be brought together, maximising the impact and reach of current activities, allowing the space to be shared by similarly minded individuals and organisations and most crucially, allowing space to demonstrate, share and scale the model. The purchase was completed in Feb 2019 with the support and advice received from Scottish Government, The Hunter Foundation and East Ayrshire Council. Groundworks will begin in April 2019 and the fully accessible Centrestage Village will fully open early 2020.

Sustainability:

This project has reached a stage where it no longer requires funding from the STV Children's Appeal and has become self-sustaining through its ownership by the community.

Centrestage

Dignified Food Provision

Key themes:



In its initial stages the Dignified Food Provision project managed the redistribution of surplus food across parts of Ayrshire through the FareShare initiative. The core philosophy was that the provision of food should be a dignified process and that people should contribute what they could to the cost.

Achievements:

- Project secured funding through the European Social Fund to deliver the Eat and Train (EAT) project which will enable Centrestage to increase the impact from the existing project by developing a community food school in three fixed sites
- Project has adopted a leaner delivery model which has allowed them to expand the provision from 6 to 14 geographical areas
- Community Ambassadors and volunteers are being upskilled to deliver the project independently across the six original communities
- Extensive new links have been formed with at least 12 key partners including the Food Forum workshop through which a meeting with the Foodbank in North Ayrshire has finally been facilitated- a long held and much thwarted ambition
- The supply of surplus food has increased through identification of new resources/retailers- project now carries out 80 pick-ups per week from all major supermarkets, local farmers, butchers and wholesalers
- Eat and Train has been introduced to all of the DFP areas which are: Fullarton, Ardeer, Pennyburn, Drongan, Rankiston, Shortlees, with new additions: Bellsbank, Castlepark, Dalmennington, Castlepark, Ardrossan, Onthank, Kilbirnie, Logan

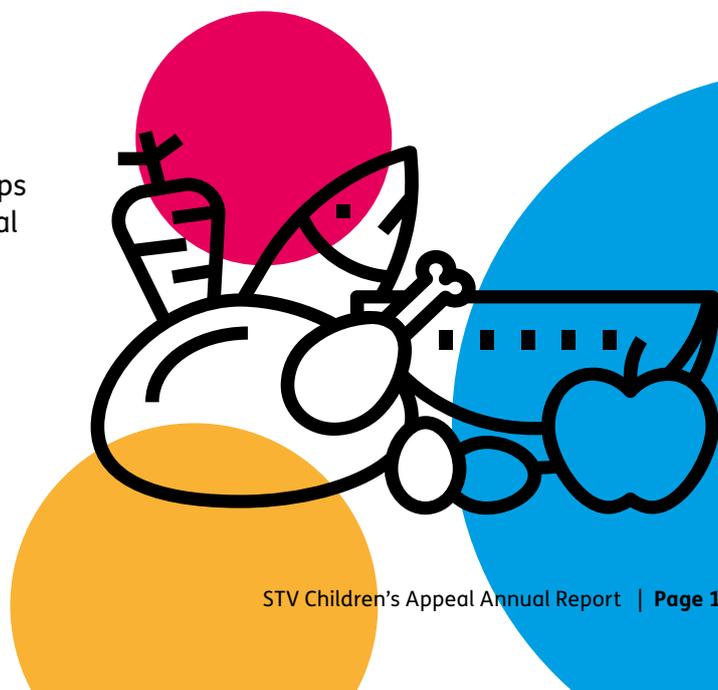
- 50 people completed the first EAT course in August and 60 have commenced the second course

Influencing:

This has always been a hugely influential project using public speaking opportunities, hosting visits from key policy and decision makers and contributing to a full range of forums and work shops. Aileen Campbell, Cabinet Secretary for Communities recently visited the project as did Angela Constance MSP and Gary McLean, Scotland's National Chef.

Sustainability:

The project aims to train individuals in each geographic area to take on responsibility for their own project provision including fund raising. Project will continue to seek funding from other sources. South Ayrshire Council MSPs have expressed an interest in Centrestage delivering the model within North Ayr and Girvan.



Save the Children Children's Places

Key themes:



Children's Places is an area based community initiative that seeks to harness capacity amongst people living in the area to tackle disadvantage at a neighbourhood level to improve the life chances of children growing up in deprived areas. The project brings community members and local services together to develop and deliver a long term strategy for improving children's outcomes. Children's Places is well established in Glenburn in Renfrewshire and has recently expanded into Hamilton in South Lanarkshire. In Glenburn it has established a full range of social groups including cooking classes, child-care, income and debt advice sessions and has amalgamated with the Star project in Paisley to increase its offering. The Hamilton initiative is at a much earlier stage but is already making an impact locally with the identification of potential Community Champions and volunteers who have begun to organise events locally and will benefit from all of the learning from the Glenburn experience.

Achievements of Glenburn:

- Local Community Champions have taken over coordination and management of all activities with limited support from Save the Children
- In 2018 the project has reached at least 406 children and their families. This is 42% of all children aged 0-9 years in the Glenburn area
- Children's Places in Glenburn has provided training and skill building opportunities for local people that can support them into employment and maximise income
- Both Local Authority partners have agreed to co-producing Partnerships Agreements which will set out the long-term objectives of the project. A final draft is now in place with Renfrewshire and is being verified by

their legal team and talks are ongoing with SL Council. The agreement with Renfrewshire Council includes commitments from the Council to:

- Support Children's Places through awareness raising, networking, and sharing of information
- Assist Stronger Communities Glenburn to identify pilot systems change initiatives for improving children's well-being
- Prioritise trialling Families First school holiday meal programme being delivered by SCG and supported by Renfrewshire Council
- In 2019 the Community Learning Development team. Children's Places and SCG will work collaboratively to co-produce a playpark

South Lanarkshire:

- The South Lanarkshire project has set out an agreement with South Lanarkshire Council and Community Links who are overseeing Our Place Our Plan for Burbank, Hillhouse and Udston areas
- Established relationships with key services and stakeholders although on-going restructuring in the council has made this difficult
- Have established a drop in centre for children and families
- Have identified potential Community Champions and supported them in their first volunteering endeavour

Influencing:

The whole ethos of this project is that local people should influence planning and decision making for their own community. Glenburn Stronger Communities are now a constituted group and are largely assuming responsibility for action planning in their area with some support and guidance from Save the Children and agencies within Renfrewshire.

The partnership between Community Links in SL continues to strengthen and CP is now represented within the Our Place, Our Plan strategic document. In Glenburn SCGs place on the local partnership boards will ensure they have an opportunity to influence change without the Project Manager in an advocate role and will instead be advocating for themselves as a group on behalf of the community. As Children's Places has developed over 2018, the work of the project has been recognised nationally and staff have been asked to attend various forums and events to discuss the concept.

Sustainability:

From the outset it has been clear that the intention of the project was to equip local people to manage all aspects of the work independently so that a lasting and productive legacy remained after the project ended. This is being achieved by the identification, support and training of local people to grow their capacity to meet these challenges.



Case Study: “Lucy”

“Lucy is a single parent aged 24 with a 7 year old son. She volunteers as a Community Champion and helps plan and run low cost activities for families with a focus on improving children’s well-being. Lucy says:

“I have been involved with Children’s Places since the start of the year. It has been an opportunity for me and my son to meet new people and learn new skills. I got involved by attending the Family Active Club- a Community Champion invited me and I got involved in the cooking classes and then became a Community Champion.

Becoming a Community Champion has helped build my confidence.

I have completed lots of different training like Food Hygiene and First Aid and these skills have helped me get a full-time job in a restaurant.

I have learned from Children’s Places that not everyone will judge you by your background, but people can get to know you for who you are. I have helped plan and run lots of different groups for families. The groups are all low cost which I think is important because lots of families can’t afford the expensive clubs, especially if they have a few children. I am passionate about involving more families who can benefit from being connected in their community through Children’s Places.”

One Parent Families Scotland Families House, Dundee

Key themes:



The Families House at Dundee offers a unique, flexible, affordable child care service which allows parents to have their children cared for in a consistent fashion from early morning to late at night. This model allows parents to book and pay for only the hours they need, have children collected from home, taken to and from school and looked after alongside older or younger siblings in a supportive facility which provides a high standard of age appropriate care to children from babyhood through to teenagers. The aim of the project is to provide the kind of flexible model of childcare which will allow parents to return to work or education.

Achievements:

- The project offers volunteering and employment opportunities to the local community and continues to offer packages of care to vulnerable children referred by Dundee City Council
- Offering support to parents re college work, finance e.g and encourage involvement in their child learning
- The project has continued to deliver a high level of flexible child care through a model which meets the needs of both parents and their children
- The project is working with Helm Training (also supported by the Appeal) to give young people employment training placement opportunities:

“My placement with Flexible Childcare Service has been a truly wonderful learning opportunity. I’ve had many challenges leading to building confidence in my own abilities... this has lead me to consider pursuing a career in childcare which I never would have considered otherwise”

Influencing:

This work has certainly gained attention at Scottish Government level and has been much discussed in other contexts. Through a response provided to the Flexibility Guidelines consultation the project has been invited to participate in Early Learning and Childcare. A visit to Families House by Scottish Government, Director of ELC and Team Leader ELC Workforce involved a tour of the facilities, exploring the flexible delivery model and how it can be shared across the sector to help achieve the 2020 expansion plans. They are currently liaising with Scottish Government Social Justice team in planning a site visit by senior Government and Improvement Service colleagues to a new site identified in Dundee to highlight plans and potential to allow scale up and further development of flexible model to create an exemplar service/facility.

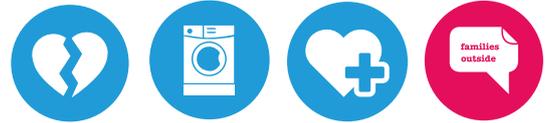
Sustainability:

The relationship with the STV Children’s Appeal has enhanced the project’s reputation and it has secured funding from the Social Innovation Partnership Fund and the Robertson Trust as well as the Scottish Children’s Lottery. The project is still working towards achieving partnership status with Dundee City Council for provision of the statutory hours of child care, which would make it more secure. However, over the coming year the operation intends to develop as a stand- alone social enterprise.

Families Outside

Multiple Local Authorities

Key themes:



This project aims to address the impact on families and children when an immediate carer/parent is imprisoned. The project aims to provide immediate practical support and guidance to families but also to influence change in public opinion and inform decision making and policy development for the future while working to mitigate the impact on children in the present.

Achievements:

- In the past year Families Outside has operated in 13 local authorities and directly with all 15 prisons in Scotland
- The project has directly supported 489 adults, 369 children and 76 young people aged 16-18
- In addition the project has responded to 1,800 families and professionals through their Helpline
- The project has provided training to 3000 professionals including 750 teachers
- A You Tube film has been made of the visiting experience at HMP Grampian in partnership with Aberdeen City Council and this is available as a training resource for varied professionals and families

Influencing:

Families outside has had significant success in influencing thinking, attitudes, policy and decision making in respect of families and children affected by the imprisonment of a family member. Through its outreach and training programmes, the project has educated professionals who have direct contact with children and families and has changed the

attitudes and approach of, for example, teachers who are often the first point of contact out-with the family for a child dealing with this trauma. The project is also involved in ongoing work with the Commissioner for Children and Young People . Five young people spoke at the Families Outside National Conference while a group of young people rewrote the UNCRC recommendations in Child Friendly language for the children of prisoners. Work in Fife began in March 2018 between Police and Criminal Justice Scotland to promote the work of the project at Court and this will be replicated in Aberdeen. Families Outside introduced a “Send your MSP to Prison campaign” challenging MSPs to visit Scottish prisons by public transport to share the experience of families. This has resulted in a number of discussions at Scottish Parliament and in the personal intervention of one high ranking individual in the Scottish Justice Department to expedite a problem being faced by a woman from one of the Scottish Islands when trying to visit her relative in prison. Since then, continued parliamentary interest has led to a number of invitations to be involved in other Cross-Party groups and an invitation to take children and young people to a children lead conference at Westminster in March 2019.

Sustainability:

The organisation will always depend on funding to survive. However, because of the nature of the work the project has done, much will become embedded in the practice and the consciousness of organisations working directly with families and there will be some system change in prisons, courts and with the police themselves. As always, much depends on individual personalities but, because of the films and the Toolkits Families outside have developed, the continuation of the work should not be so dependent on the presence of individual people.



In the firm belief that, without a stable home as a foundation, families will be unable to address issues in their lives, including the impact of poverty, this project aims to help local people identify and tackle the barriers to that achievement. The project aimed to raise people's aspirations, improve their standard of living and equip them to secure and sustain a tenancy. To do this, the project intended to regenerate the community, to restore their self-belief and motivate them to take more control in their lives and to influence the decisions and policies which affected their future. Shelter Scotland further intends to use the learning from the project to influence national policy and inform decision making to improve the provision and maintenance of tenancies for vulnerable families.

Achievements:

In the past year Foundations first has worked with a further 73 families, 126 children and 84 adults.

- The project has been very successful in maintaining community involvement through its Men's Shed, Breakfast Club, Women's Shed, Health and Well-Being Group, Walking Groups and Children's Play Activities
- The 1-1 client and family support continues to be of great value and to produce results on a case by case basis. The workers are all clearly committed and have developed strong advocacy skills which they use energetically to the benefit of their clients
- The project appointed a Policy Officer to gather and analyse all of the data from the project and make this available in 3 policy papers

Influencing:

This project is heavily dependent on intellectual influencing in that it produces valuable data which are used as the basis for 3 policy reports which demonstrate the work and are then used to influence policy at local and national levels. The umbrella organisation- Shelter Scotland – is an experienced campaigning body and can command a platform for the findings of the reports.

The project had developed very constructive relationships in the local authority but staff have changed and the political landscape has shifted:

“Opportunities for local influencing we had identified at project inception such as the Tackling Poverty Commission, have been lost in the local authority transition to a new administration”

Sustainability:

This is proving to be a real challenge for this project. There is no doubt that the changes in local administration, which were out-with the project's control, have been a significant drawback and the project is now faced with forging new, equally valuable relationships at this late stage in its lifetime. It proposes to do this by capturing all of the learning from the project in 3 policy reports which will be disseminated to the appropriate bodies and used as the basis for a series of round table discussions. These groups will include:

“The Housing Support Team, Housing Options and Homeless Support Team, the Partnerships and inequalities Team, the Tackling Poverty Programme Team, Engage Renfrewshire”

There is a hope that some key partners will be identified to form a steering committee to follow up with a more concrete action plan. Influencing work will also continue at national level through Shelter Scotland's well established consultation processes.

This project has been caught between being a service provider and being a strong force for change. There are inherent difficulties in this situation because when there is such a strong focus on service provision- and the project has done this very well- it is difficult to achieve change in more than a case by case basis.

So while the project has reinvigorated the community and advocated so well for individual families, it has not had the space, drive or energy to push for the wider changes. It is very difficult to do both things at once, especially if the challenges being made are to bodies from whom one might seek to commission further funding.

Mark Scott Foundation Glasgow

Key themes:

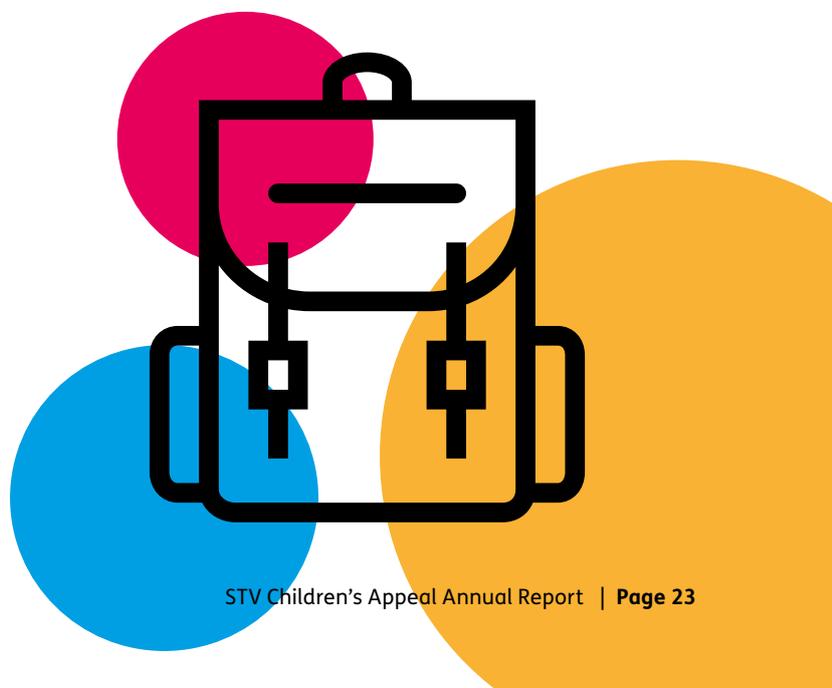


The Mark Scott Foundation works with teenagers and young adults to help them develop social skills and confidence and to identify and tackle the various issues in their lives. They do this through providing the young people with an outdoor residential experience which allows them to try new challenges with support from skilled Youth Workers. The STV Children's Appeal awarded £25,000 to this project and linked them to Centrestage and MCR Pathways, both projects supported by the STV Children's Appeal.

- A further 13 young people, who did meet the general criteria, were recruited and each took part in a week long residential trip enjoying a range of challenging activities: canoeing, climbing, overnight wild camping, gorge walking raft building and more
- The participants are now working on a community project which involves research with a variety of agencies and a presentation to their peers

Achievements:

- The goal was to recruit 15 young people connected to the Centrestage and MCR projects, to participate in a week long residential experience
- 15 young people were identified but only 2 actually participated in the venture. Various reasons were suggested for the lack of participation but it seems likely that the young people were simply overwhelmed which reflects the lack of confidence amongst this client group



MCR Pathways Glasgow

Key themes:



MCR Pathways is a project with a very clearly defined remit – to reduce the educational attainment gap and allow young people to achieve their full potential at school and beyond. It does this by recruiting volunteers who are trained as Mentors and matched to vulnerable young people in senior schools in Glasgow. The Mentors meet with their matched young people on a 1-1 basis for one hour per week. The project also provides Talent Taster sessions which give the young people the chance to enjoy a variety of activities designed to improve confidence and give them ideas about what might suit them in terms of future employment.

Achievements:

- Now present in 30 schools in Glasgow
- Consistently increasing the number of young people engaged with the programme and now mentors 1642 young people
- Has exceeded its targets in every category:
 - In Literacy and Numeracy young people exceeded their target by 11%
 - In pursuing 5 or more subjects at level 4, targets exceeded by 4%
 - In pursuing 3 or more subjects at level 5, targets exceeded by 3%- both targets significantly exceed national levels for care experienced young people.
 - In terms of post-school destinations- mentored young people have exceeded the target by 22%
- Job Talent Tasters have continued to be successful with 85 sessions engaging 313 individual young people in 422 experiences through partnership with 39 different organisations and businesses

- A Young People's Engagement Coordinator has been appointed to further deliver and develop the Next Steps Programme to increase post-school support for young people
- Duke of Edinburgh Award programme continues from strength to strength recruiting 168 young people for Bronze, 8 for Silver and 4 for Gold
- Collected 2 UK awards and attracted UK wide recognition- the Scottish Mentoring Network's Project of the Year Award, their Care experienced Children & Young People Project of the Year Award, the Children and Young People Leaving Care Award and a Highly Commended Award for work with Glasgow City Council

Influencing:

Project has used PR, social media and other public platforms to highlight the success of the model. It has close contacts with appropriate local and national Government officials and has formed close and productive relationships with business, schools and other organisations.

Sustainability:

A significant percentage of the costs are absorbed by Glasgow City Council Education Department who have committed to maintain funding once the initial external investment concludes. The project will seek support from Funders to assist its planned expansion into other local authorities in 2019.



Westerhailes Community Partnership Edinburgh

Westerhailes Community Partnership (WHCP) 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.

Achievements:

- Achieved its aim to create a Collaborative Anchor Organisation that will support the development and delivery of local community projects and action. Governing document now provides a long term structure for WHCP which has now held its second AGM and has 38 Board members
- In relation to the Making Westerhailes Safer campaign, the Trusts has made one award and supported two community wide initiatives - Tasting Change and Making Places which have allowed local residents to have a say in the re-design of the Westside Plaza an area of concern re community safety
- Trust has supported a series of summer family events as well as organising a community market at the Westside Plaza. These and other activities have generated activity with a diverse range of people in the community
- As part of its match support for Tasting Change the Trust encouraged the inclusion of an Income Maximisation strand to the project with outreach surgeries supported by a welfare benefits advisor proving a successful model

Influencing:

The Making Places project used the shopping centre as a venue for its Westside Plaza consultation events which enabled it to build up a closer relationship with the centre management. This has led to greater willingness on the part of the management to allow the shopping centre to be used for third sector/community events. This is a great asset in terms of engaging residents who might not otherwise link in with local services and activities.

Through its work with Making Places, WHCP has become a partner with the Edinburgh City Council Creativity and Making Places team for the design and implementation stages of the Plaza improvements project and will act as “guardians of the community design”

Sustainability:

Sustainability of this project will very much depend on the commitment and energy of individual people and volunteers as well as persistently seeking support from funders. However, the legacy of what is achieved by the project in terms of impact on local community and the facilities such as the influence on the re-design of the shopping centre will prevail

Street Soccer Scotland

Aberdeen, Dundee, Edinburgh and Glasgow

Key themes:



Street Soccer Scotland operates in Aberdeen, Dundee, Glasgow and Edinburgh and uses informal, free, football inspired training to engage people affected by social exclusion and who have primarily, but not exclusively, experienced homelessness and alcohol and drug addiction. Inspired and run by people who have lived experience of the issues facing their client group, this project has an authenticity and integrity which has allowed it to operate with real conviction and to develop a sophisticated and far reaching model which still remains true to the original aims. The sessions involve a period of actual football/fitness coaching but also include a time for 1-1 mentoring. Constructive relationships are formed naturally with staff as well as peers and identification of issues and problem solving flows organically.

Achievements:

- In 2018, Street Soccer Scotland has provided 3645 drop in sessions, reaching 504 individuals and recruiting numerous volunteers
- It has begun working with young offenders (male and female), schools, the Princes Trust and has developed a Youth Hub in Dundee
- It has formed valuable partnerships with e.g. Dundee City Council, Working Rite, Addaction and more
- It has secured significant further funding of £679,730 plus:
- Funding support secured from the Tampon Tax has allowed increased focus on the various womens' teams
- Funding from Scottish Government helped provide a 6 month personal development course for players

Influencing:

Influencing is mainly through showcasing the project and its various successes at various platforms and through PR and press coverage. As a public speaker the CEO is very well equipped to highlight the many issues addressed by the project to policy and decision makers.

Sustainability:

At its inception it was thought that the work of this project could be sustained by encouraging and supporting local families and communities to take over. This proved to have only limited success and it is likely that sustainability will be achieved through a diverse and full range of partnerships who will take over much of the delivery of the project but will still have access to SSS support. The core project will continue to run and has been very successful this year in securing funding from the Big Lottery, the Changing Lives through Physical Activity Fund, People's Postcode Lottery and more.

“Securing this funding involved due diligence assessments including the project’s track record at managing similar grants- being able to demonstrate our long partnership with the STV Children’s Appeal has helped us show our capabilities in this area”



Case Study: “Jane” Homeless Word Cup player at 16

On the football pitch, Jane (17) looks care free, talented and most importantly happy.

“I’m in a good place,” she says, her legs covered in bruises and mud from friendly tackles from her all-male team mates. “When I first came here, I don’t think I’d ever kicked a football. I live for it now. It’s my life.”

Jane is homeless and says that her weekly sessions at Street Soccer Scotland in Edinburgh’s Portobello have transformed her life. Jane first became homeless when she was 15 after ending up in care following a traumatic event as a young girl.

“I was becoming more chaotic and difficult at home which put a strain on my family even although we are close. As a result I don’t have a permanent place to live, which is hard. You have these visions of what your life will be when you’re younger, but then real life happens and so here I am.”

“When I was placed in care I felt really alone. I was just about to turn 16. I heard about Street Soccer Scotland from an old family member and came down to Portobello to see what it was all about.”

Jane says that the support and camaraderie she gets from Street Soccer Scotland staff and players is what drives her to give it her all.

“I feel part of the Street Soccer family and get support and encouragement from all the guys. I’ve started to believe in myself and my ability to do anything I set my mind to. I’m at college now and want to get a job, earn some money and just be a regular 17 year old. I am less chaotic and more in control of things now, which means my relationship with my family is more stable now”

Despite being only 17, Jane has words of advice to anyone facing homelessness:

“The only way to get through it is to believe that things will get better and don’t be afraid to ask for help. If the guys at Street Soccer Scotland have shown me one thing it’s that there are people out there who care about me and don’t expect a thing in return. They’re proud of me no matter what and that makes me proud of myself. A few years ago, I wasn’t thinking about the future. I didn’t think I had one. Today I feel like I’ve got a lot of good things to live for, to work hard for. And if you compare that to where I’ve come from, that’s a hell of a lot.”

Update, February 2019

Jane has now moved into her own training flat and is making the transition into living on her own and has started a creative course at college.



Who Cares? Scotland Communities that Care

Key themes:



The purpose of this project is to change the experience of being “in care”, to change the attitudes of the community and public services to care-experienced young people and to change how care experienced people view themselves.

Achievements:

- The project has now expanded its reach to six different areas in Renfrewshire and five secondary schools and will promote the work further through input at the Renfrewshire Heads of Schools meeting in 2019
- Recruited a further 96 to the Care Family making a total of 218 – the highest of any local authority in Scotland
- Recruited a further 273 Friends of the project making a total of 859
- Recruited and trained 16 new volunteers
- Provided six placements to university students who are likely to pursue careers in Education or the Social Services
- Established lunch time drop ins in five secondary schools
- Maintained connection with 208 care experienced young people through a wide range of activities and sub-groups
- Delivered 229 training and workshops to 5851 school pupils
- Delivered 21 training sessions to a variety of universities and colleges reaching 568 people

Influencing:

A prime aim of this project from the outset has been to influence key people to create change-change in thinking, policy, attitude, culture and service provision. It has so far engaged with both local MPs and has hosted visits from 16 of the 43 local Councillors. It has also worked closely with Renfrewshire Council to develop a comprehensive e-learning package on Corporate Parenting with the intention that the model be used by all members of staff in Renfrewshire L.A. in 2019.

Young people from the project are at the forefront of much of the work sharing their care experience expertise through a range of activities from delivering workshops to Educational Psychologists, contributing to the training of Children’s Hearing members, attending events such as Care Day Question Time where they questioned the First Minister and the Head of the Independent Care Review on issues faced in the care system. Several young people are on committees such as Renfrewshire Youth Commission and the Stand Up for Siblings campaign and one young person took part in a BBC documentary and three met with Jeremy Corbyn to discuss homelessness amongst care leavers.

These are only some examples of the projects influencing activities but a practical example of how this actually makes an impact is helpful:

“Recently the Convener of the Council met with our Communities that Care Rights Group to discuss complications around the care experienced student bursary. The young people told the Convener how this was being rolled out in practice and that the bursary was being viewed as income (by DWP) and affecting other benefits. The Convener and a fellow Councillor will be submitting a motion at their February council meeting:

‘Council welcomes the commitment of the Scottish Government to increase The Care Experienced FE and HE Bursary to £8,100, taking effect from financial year 2018/19. As corporate parents, Renfrewshire Council recognises that care experienced people deserve a life-time of equality, respect and love; one of the key foundations of that is receiving the full support to which they are rightly entitled.

Council resolves to take the necessary steps to ensure that no care experienced student should be made worse off as a direct result of the increased bursary’ This is the second Council motion the project has influenced in the past 13 months”

Sustainability:

The sustainability of this project will be heavily dependent on the legacy that it leaves including:

- Changes to legislation
- Changes to the culture around the provision of “Care”
- Changes of attitudes to care experienced young people
- Changes in practical provision for care experienced young people

Some of this has already been achieved but it is difficult to know if the momentum will be maintained when the project withdraws from the area. There will undoubtedly be a lasting ripple effect but the project is very conscious of the problem, has already identified several “sticking points” and will be seeking further funding to focus on these areas:

- “Schools and community partners can operate an unhelpful zero tolerance policy in engaging with hard to engage children and young people stemming from lack of awareness of what is behind the behaviours they present. We are working with partners to help them better understand different approaches to dealing with challenging behaviours and the reasons for it.”
- “We are gaining a unique insight into the effects of stigma and trauma and how society does not respond sufficiently to the lifelong effects of these experiences. We have encountered this in in our community education and outreach work and are trying different approaches to resolve this issue”



For various reasons neither of these projects realised their original ambitions.

Comas Chances 4 Children Edinburgh

Chances for Children ran for 18 months in the Edinburgh area. The project was developed by Comas, a small independent operation based in Dumbiedykes in Edinburgh and was intended to offer children from vulnerable families the opportunity to experience a range of leisure activities and hobbies. While this was viewed by the children involved as simply a chance to try something new and have fun, there was a serious agenda at work. Recent learning suggests that participation in group leisure activities assists children to develop social skills, resilience, self-confidence as well as helping them to work in a group, take instruction, follow a set of rules etc. All skills that assist them in other areas of their lives such as the classroom. Such activities are often expensive and beyond the reach of poorer families, meaning the children who might most benefit are actually excluded. Further, there is growing evidence

Key themes:



to suggest that basic leisure activities can be used to assist children who are struggling developmentally, who might present with mental health issues or present challenging behaviour at school and have experienced the impact of ACEs.

After a slow build up, the project began to grow in strength and the positive impact on both children and their families was becoming clear. However, external factors in the wider Comas organisation began to impact on the project. Comas received notice to leave their premises and were faced with the challenge of finding new premises in a fairly short timescale while fighting to keep the whole Comas operation going for the community. New premises were found but the financial impact on the organisation was too much and it simply could not afford to continue.

Homestart Big Hopes, Big Futures

Big Hopes Big Futures was intended specifically to address the attainment gap by helping vulnerable families establish a level of care and routines that would ensure their children were ready for and able to benefit from school. The project, which had been successfully piloted in England, was developed by Homestart UK and it was intended that it begin in Aberdeen and East Lothian and gradually roll out across several more Local Authorities. Several factors caused difficulties fairly early in the project: there were changes in key personnel and problems recruiting replacements; changes to the structure of funding bids to the local authority

Key themes:



meant Homestart lost funding they had been confident they would secure; Homestart is heavily dependent on volunteers and there was difficulty recruiting and retaining volunteers for this specific project.

In both of these situations staff worked very hard to salvage the projects. The collaborative relationship with the staff at STV Children's Appeal gave the individual project leaders confidence to share information and access support. This meant that, while the projects had to be abandoned, there was opportunity to protect the STV Children's Appeal investment.

Spotlight on Small Projects



The Small Projects are a crucial element of the STV Children's Appeal Portfolio. They allow the Appeal to reach families, children and young people across the whole of Scotland and are of huge practical and emotional support. These projects are not necessarily sophisticated but they are extremely effective and play an important role in relieving the misery experienced by many young people on a daily basis. In the main, these projects grow out of personal experience of a difficulty, an urgent desire to do something about an issue and a conviction that this is a good and worthwhile thing to do. It would be fair to say that, on their own, these small projects will not change policy planning and decision making, although many are very capable of making their voices heard. However, they excel at making life better for children and young people here and now and that is probably what matters most to many.

The STV Children Appeal portfolio includes projects which cover the majority of challenges facing children and young people today. These include mental health issues; additional support needs; homelessness; social isolation; material poverty; the impact of ACEs to name but a few. The problems make very depressing reading but the projects are positive, vibrant, supportive, and effective. Some projects are serious in tone especially those supporting young people through bereavement or mental health issues at their most painful pitch. Some offer formal, professional counselling but many use fun social activities to engage young people, give them uplifting experiences, help them make friends and generally offer an oasis of support and positivity.

Kate's Kitchen

Kate's Kitchen is based in Annan and offers a hot meal session two days a week where families can come and enjoy a nutritious hot meal. The cook demonstrates how to cook the meal, the children enjoy the designated play area and isolated families have the chance to make friends and become part of a supportive, caring network.

Play Therapy Base

Play Therapy Base (Midlothian) received a grant of £1000 and used this to provide five children with regular Play Therapy sessions over the year. These children were referred because they were anxious, low in confidence, exhibited challenging behaviour and could not regulate their emotions. These children were mainly managing the impact of living with domestic violence. One mum commented:

“Massive improvement, she is able to attend school now with reduced anxiety and tantrums. She is playing with other children now.”



Aberlour Youth Point

Youth Point provides support to disadvantaged, excluded and vulnerable young people and their families to enable them to gain and retain control of their own lives and remain safely in their own homes and communities.

Sam's story:

Sam had always enjoyed school and held a good attendance record. This all changed as he was about to go into 3rd year. His behaviour and attitude changed and he became sulky, depressed and reluctant to leave his bedroom. It transpired that he had overheard his parents discussing difficult changes in their income as they were facing a delay of 6-8 weeks before benefits came through. Sam knew he needed a new school uniform and that his parents could not afford this. His solution to the problem was to stop attending school. The worker from the project finally persuaded Sam to confide in her. She then took him shopping for new clothing paid for from a grant from the STV Children's Appeal and Sam returned to school to achieve 95% attendance for the remainder of the year. Sam's parents said:

"Those were dark days not understanding what was wrong. We never knew he would worry so much. His worker was very discreet helping us to buy him what he needed to feel comfortable accepting and going back to school- we are forever grateful for all your support".

Helm Training

Helm Training in Dundee works with young people who come from adverse backgrounds, have been excluded from school and require additional support. In January 2018 47 of the young people working with Helm recorded 155 mental health issues. The project tailors programmes of activities, training, job tasting sessions and emotional support for the young people which helps carry them through this difficult period and turn their life around.

Kerr - student from Helm training:

" I realised that the instructors at Helm really wanted to get to know me...what Helm has done for me was astounding... they turned my life around...the main thing I would say to new students is stick in, listen to the instructors, they will do everything in their power to see you through to the future"

Falkirk District Association for Mental Health

Falkirk District Association for Mental Health used their £2000 award to provide counselling sessions to 92 children and young people. The project comments:

“Whilst there have been young people who have presented with more common mental health problems such as anxiety, stress and poor emotional well being we have also seen young people who have struggled to cope with very complex needs such as trauma, suicidal ideation and even working on suicide plans.”

Black Isle Needs to Play Assosiation

Black Isle Needs to Play Assists families with a child with additional support needs by providing grants for specialist equipment such as an electronic note taker for a deaf child.

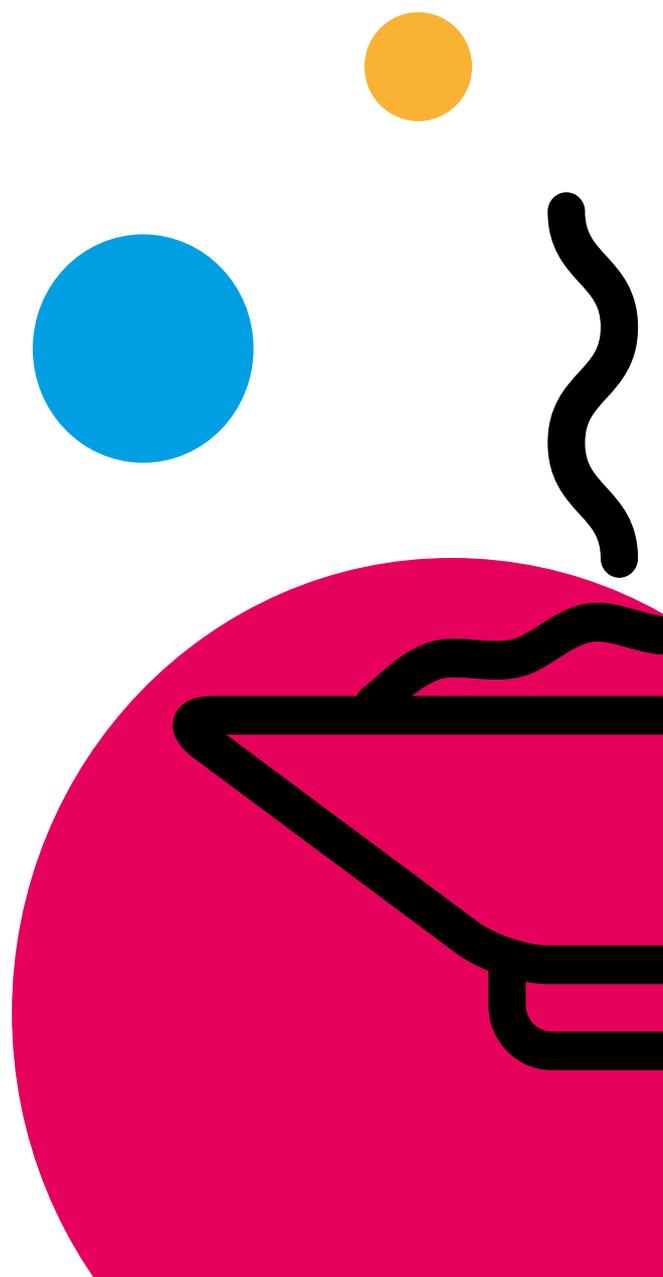
“The awards make a real contribution to easing the strain of having a child with additional support needs”

Hopscotch

Hopscotch offers respite holiday breaks to children facing all of the impact of multiple deprivation and the problems that go with it.

Josie's story:

“Josie lives in the most socially and economically deprived area of Glasgow. Her parents have been involved in drugs for most of their lives and her father was recently murdered in a drugs dispute. Josie feels responsible for her mother's welfare. Josie was worried about going to Hopscotch and struggled at bed time. However, she loved the daytime activities and began to realise that she was capable of so much more than she had imagined. She relaxed and enjoyed her time and made new friends. Her confidence has grown and she has benefitted hugely from the break away from her worries”



East Ayrshire Community Friends

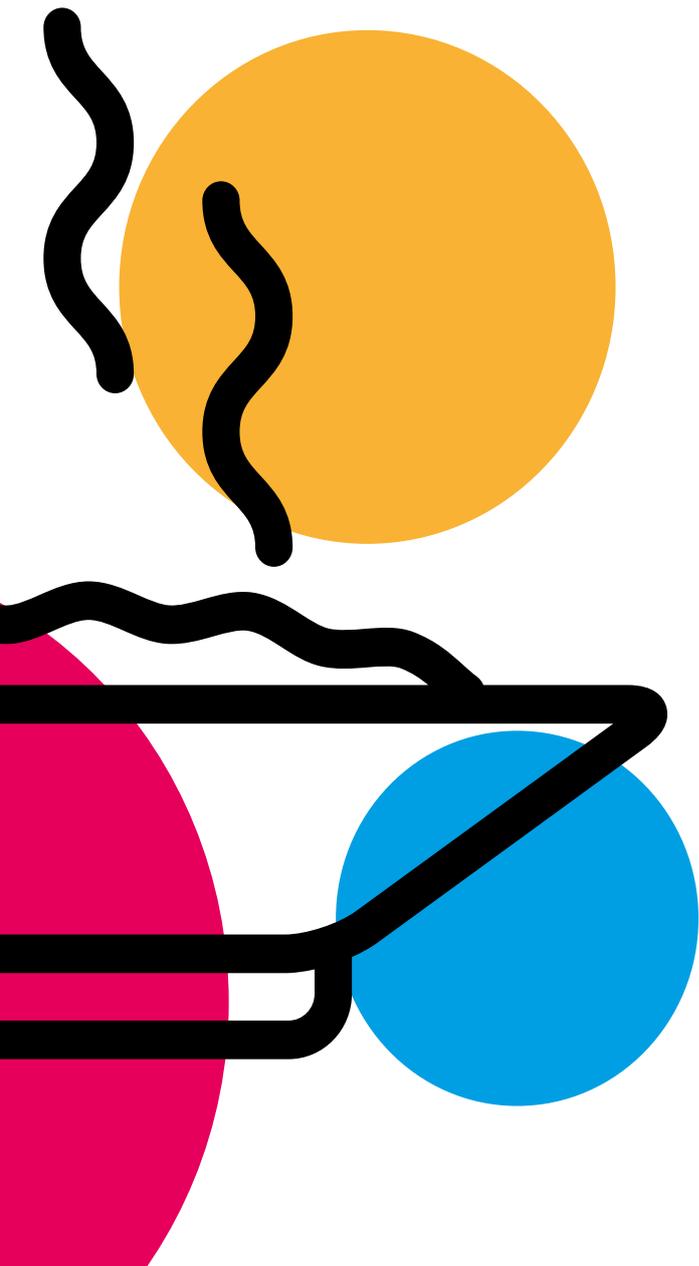
Community Friends used the funds to run a Home from Home club every Friday evening. Bringing vulnerable families together over a meal gave them the opportunity to make friends, reduce social isolation, find support and learn new skills. The project also supported young people aged 16-20 at the local homeless hostel by providing packages of toiletries and other essential, basic items.

Moray Women's Aid

Moray Women's Aid used the funding to provide residential respite trips.

Paul's story:

Paul lives in a family where violence, poverty and lack of respect for others was highly prevalent. At the start of the event there was an altercation between him and his mother so when he first arrived he presented as very angry and non engaging. He would not make eye contact nor engage in conversation. He required very careful support at that time as it was clear that he was very close to fight or flight. He made it clear to all that he was there under duress. He required a lot of 1-1 support to follow set tasks and constantly needed reminding of what he was meant to be doing. Over the period of the trip Paul grew and grew. He made connections with staff and attached to a worker with whom he built a healthy trusting relationship. When he had made this connection and felt safe he began to relax, have fun and take guidance. He was able to reflect and share with people the situations which he needed support with such as being around people. He was able to seek help and he got it."



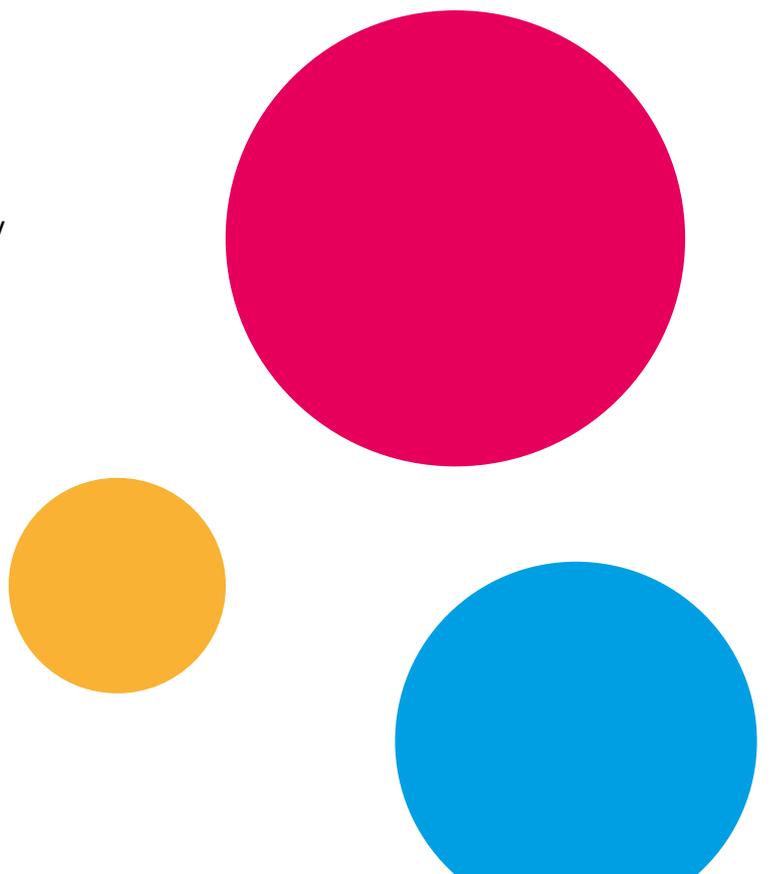
Our Observations

Reviewing the feedback from the projects supported by the STV Children's Appeal confirms that poverty and its impact on children, young people and families is an acute and complex issue and one which should remain our focus in the coming years. The projects fulfil a dual purpose – they both increase our knowledge about poverty and demonstrate ways of mitigating the worst of its effects. Several main themes have emerged from the projects:

- **Mental Health** problems in all ages from young children to adults are becoming more and more evident. Most concerning are the numbers of serious mental health issues and despair in teenagers and older young people.
- **Social isolation and loneliness** is a significant and very distressing issue for many, but particularly for families living in long term poverty. The impact of poverty means family life can descend into chaos and breakdown of relationships and frequent house moves can mean vulnerable families are often without connection and support.
- Many of these families live in areas of multiple deprivation where transport is expensive and infrequent. Living in such circumstances, with little income, almost ghettoises families, limiting their mobility and compounding social isolation. This, in turn leads to an exacerbation of other problems and has a negative impact on mental health.

A place to call your own?

- The social Hubs provided by projects supported by the STV Children's Appeal have evolved in response to these issues. Braes Family Centre has grown into a real focus of community life where local people can find a place to belong, to access support and friendship, to share worries and to learn and develop new skills to improve both their present and future quality of life. Further, the Hub can be used as a locus for other services to come in and connect with families and the Braes report illustrates how valuable this is. Families who would not normally be able to travel to services, or have the confidence to make the connection with professional services are doing so in their own community and in their own "place".



Lessons We Have Learned

- Setting up a Hub has to be community lead. Local people have to be involved in the planning from the outset. This lesson has been applied in the Children's Places model:

“Local people are best placed to identify and take ownership of the changes needed in their communities... By making better use of existing resources the programme can be cost effective and sustainable”

- While professionals do not always know what works best for communities or how to achieve that, their expertise is needed to facilitate and support the effort.
- **Food, informality, self-ownership, self-direction are key.** There is a need to move further away from the “treatment model” without disconnecting from specialised support for families where needed.
- STV Children's Appeal expects its Large Projects to influence social change by informing and persuading policy and decision makers. We recognise that this is not an easy task and that there are several conflicts inherent to this goal. Projects which are by nature service providers, like Braes Family Centre, sometimes do not have the energy or capacity to sufficiently showcase the efficacy of their project model and their ability to “influence” can be limited. Projects like Shelter Scotland's Foundations First in Renfrewshire have to be part service provider in order to engage the community and it can be difficult to move from this to really influencing change. We have to consider then, if there is a **disconnect somewhere when organisations are faced with the task of lobbying the very institutions from whom they hope to later receive funding.**
- The Small Projects play a crucial role in the portfolio. Not only do they reach thousands of young people across Scotland, they provide intense, practical, emotional and professional support. They offer help and support to young people at points of desperate crisis and are quite literally life savers. As the larger projects have developed more of a wide, community base, the value of the small projects has increased greatly and should not be underestimated. The beauty of the portfolio is how these two models complement each other. **Making this even more connected would enhance the value significantly.**
- **“Social Prescribing”** is something the STV Children's Appeal has talked about for several years now and it is interesting to see that this is now in the public consciousness and is being written about in popular magazines as the way forward in assisting with a range of mental illnesses. There is no doubt this can work to great advantage, can be inexpensive and can be designed to help children who have presented with a range of social and emotional problems. Many of our small projects provide some kind of “social prescribing” through the ordinary leisure experiences they feature and there is much to be learned still from these.
- **Material poverty** still has a huge impact. It is notable that where the stress of material poverty is relieved then everything improves for children and their families. There continues to be a need to highlight the value of addressing financial poverty and, while we have been very successful at this in the past, this success has been dependent on one or two projects which are no longer in the portfolio and our impact here has declined. We need to continually highlight to projects the value of addressing basic poverty.

Finally... We have seen that...

**People are
capable of much
more than we
or they imagine.
They just need
help to find that
in themselves.**



Our Board of Trustees

Baroness Ford
Chair, STV Appeal Board



Appointed to the Board in June 2013, Margaret Ford has over 20 years experience as a non-executive Director and Chairman of private and listed companies and extensive experience of working with Government. She is currently Chairman of NewRiver REIT plc and was previously a non-executive director of Taylor Wimpey plc and Segro plc and the former chairman of Grainger plc, May Gurney plc and Barchester Healthcare Limited.

Margaret is a trustee of the British Olympic Association and National President of the British Epilepsy Association. From 2009 to 2012, she was a member of the Olympic Board and Chairman of the Olympic Park legacy Company. She was appointed to the House of Lords in 2006 and sits as an Independent Peer.

Margaret is Chairman of the STV Children's Appeal and in March 2015, was elected a Fellow of the Royal Society of Edinburgh.

Simon Pitts
CEO, STV



Appointed to the Board in January 2018. Previously, Simon was a member of the executive board of ITV plc, holding the position of Managing Director, Online, Pay TV, Interactive & Technology.

Over a 17 year career there, Simon held a range of senior roles, and, as Director of Strategy, was one of the main architects of the company's transformation under Archie Norman and Adam Crozier and also oversaw strong growth in ITV's digital businesses. Simon was also on the board of news provider ITN for 8 years and prior to ITV, worked in the European Parliament. He is Vice Chair of the trustees of the Royal Television Society and a trustee of the STV Children's Appeal.

Sir Tom Hunter

Founder, The Hunter Foundation



Sir Tom Hunter is a Scottish businessman, entrepreneur, and philanthropist. With his wife, Marion he established The Hunter Foundation in 1998 after selling his first business, Sports Division for a cool £290m. After discussions with Vartan Gregorian, head of the Carnegie Foundation of New York, Tom set a cause and a method, which has resulted in the foundation donating millions to supporting educational and entrepreneurial projects in Scotland. In 2005 he received a knighthood for “services to Philanthropy and to Entrepreneurship in Scotland”.

In October 2013, Tom was awarded the Carnegie Medal of Philanthropy. Described by some as the “Nobel Prize for philanthropy”, the medal recognises those who use their private wealth for public good and is awarded biannually to global figures leading the way in this field.

Ewan Hunter

CEO, The Hunter Foundation



Ewan currently manages a large portfolio of philanthropic investments as chief executive of The Hunter Foundation, a role he has undertaken since 2001, managing in excess of £60m of investments to date.

Prior to becoming CEO at The Hunter Foundation, Ewan built and sold two management and communications consultancies. Previously he was on the Board of a global communications consultancy listed on the New York Stock Exchange.

His earlier career was as an analyst and then sales and marketing director in the oil and gas industry working across Africa, the Middle East and the Americas.

Holding a degree in psychology, Ewan is happily married with two children.

Sir Harry Burns

Professor of Global Public Health,
University of Strathclyde



Sir Harry Burns is Professor of Global Public Health at Strathclyde University. Prior to this he held the position of Chief Medical Officer for Scotland from 2005- 2014.

Sir Harry Burns graduated in medicine then surgery before being appointed Honorary Consultant Surgeon and Senior Lecturer in Surgery in the University Department of Surgery at the Royal Infirmary in Glasgow. Working with patients in the east end of Glasgow gave him an insight into the complex inter-relationships between socio economic status and illness. He completed an MSc in Public Health in and was shortly afterwards appointed Medical Director of The Royal Infirmary.

For nine years since 1994, Sir Harry Burns was Director of Public Health with Greater Glasgow Health Board where he continued research into the problems of social determinants of health but also worked on measurement of outcomes in a variety of clinical conditions, including cancer.

John Carnochan

Freelance Consultant



John was until February 2013 a Detective Chief Superintendent with Strathclyde Police. He was a police officer for almost 39 years working mostly as a Detective.

In January 2005, together with a colleague, John established the Violence Reduction Unit with the aim of developing a strategy that would bring about sustainable reductions in violence within Strathclyde. In April 2006 the VRU assumed a Scotland wide role and continue to be supported by the Scottish Government. Their fundamental tenet is that “violence is preventable - not inevitable”.

In 2013 John was made an Officer of the Order of the British Empire (OBE) in the Queen’s Birthday Honours for services to community safety. He is a passionate advocate of prevention, whole system thinking, early years and effective collaboration and also the importance of human relationships and acknowledging the value of “being human.”

Bobby Hain
Managing Director, Broadcast



Bobby Hain is STV's Managing Director, Broadcast. He is responsible for the company's increasing range of consumer facing services across broadcast and digital. He was appointed to his current role in December 2010 having been responsible for the two STV Channel 3 licences in north and central Scotland since 2003. He represents STV at the ITV Network Council.

Bobby has over thirty years experience in broadcasting across television, radio and online, having started as a presenter in 1981. He is a member of both the RTS and BAFTA. He is a member of the Management Board of the Industry and Parliamentary Trust and chairs the Creative Skillset Scotland Board.

Lorraine Kelly
TV Personality



Lorraine Kelly OBE, is host of her own ITV show Lorraine. Born in Glasgow, Lorraine joined her local weekly newspaper The East Kilbride News aged seventeen. In 1983, she joined BBC Scotland as a researcher, and a year later she became TVam's Scottish correspondent covering stories like the Piper Alpha disaster and the Lockerbie bombing. She went on to co-host TVam and GMTV. In 2012, Lorraine was awarded the OBE by HM The Queen for services to charity and the armed forces at Holyrood Palace in Edinburgh. She was Hon Colonel of the Black Watch Cadets and a former Rector of Dundee University. She is a patron of Help For Heroes and ambassador of Dundee United.

Sir Ian Wood

Chairman, The Wood Foundation



Born and educated in Aberdeen, Sir Ian Wood is a well-respected and influential global businessman. His career began in the North East fishing industry but he is best known for his work in the North Sea and international oil industry with Wood Group, serving as Chief Executive from 1967 to 2006 and as Chairman until 2012. He was the author of the Maximising Economic Recovery UK Report and, based on funds secured from the City Region Deal and the work of Opportunity North East (ONE), led the start-up of the Oil & Gas Technology Centre (OGTC). OGTC was set up to help transition Aberdeen from an oil and gas operations centre to a global hub for energy related technology innovation and development.

Sir Ian remains Chairman of JW Holdings Limited, is the current Chancellor of Robert Gordon University, Chairman of Opportunity North East (ONE), established by the private sector to broaden and boost the economy of the NE of Scotland, and founding

Chairman of OGTC. He also chaired the 2014 Commission on Developing Scotland's Young Workforce.

Committed to the importance of philanthropy, Sir Ian Wood and his family established The Wood Foundation in 2007, where he is Chairman of the Board of Trustees. Applying venture philanthropy principles, there are 3 main streams where proactive, intelligent funding is directed – Developing Young People in Scotland, Making Markets Work for the Poor in Sub Saharan Africa, and Facilitating Economic and Education Development in Scotland. Sir Ian is passionate about philanthropy and continues to encourage other people to realise the impact they can have through effective giving – it doesn't need to be money; time and/or knowledge can be just as powerful.

We Invested

£1.9m

We Helped

10,197

Families

25,032

Children

We Supported

18

Large Projects

211

Small Projects

We Invested in

32

Local
Authorities