

stv  
**children's  
appeal**



**End of Year  
Report 2019**



# Chair's Welcome

I am delighted to report that in 2019, the STV Children's Appeal committed a total of over **£2.2m** to support 8 Large and 208 Small Projects across the whole of Scotland impacting on over **35 thousand children families**.

These investments have allowed projects to leverage an additional **£2.2 million**, 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 over **£363,000** in Income Maximisation and have recruited volunteers to a value of over **£416,000**.

Several of our Large Projects are now 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 investment. By demonstrating the efficacy of these models, we will influence and inform the thinking behind and the development of policies and services in respect of vulnerable families, children and young people.

It is often easy to view our work only in terms of the data and the influencing but behind all of our impact reports lies the lives of real people. I believe it is important for us to be reminded of just how important our work is to them.



**It is often easy to view our work only in terms of the data and the influencing but behind all of our impact reports lies the lives of real people.**



And 3 years ago we challenged the 6 leading children's charities to collaborate for a common goal... One of the volunteers in Renfrewshire told us. *"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."*

It is important to recognise the Scottish Government's support for The STV Appeal and as was the case in 2018, their match funding of all donations received in 2019 of £1,000,000 as committed to in the Child Poverty Delivery Plan – Every Child Every Chance. But it is so much more than the funding, it's our ability to share these stories with Ministers and with the wider public, shining a light on the issues and stimulating the debate which makes our role all the more powerful.

I also want to recognise our many corporate sponsors and notably Optical Express Group through the in-kind donation of their call centre services and The Royal Bank of Scotland plc and Lidl UK who, through the activities of staff and customers, played a major role in our fundraising efforts.

As a result of the commitment by STV Group plc and The Hunter Foundation to fund the operating costs, STV Appeal has kept its promise 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.

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.

“

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

For 2020 and beyond, The STV Children's Appeal will seek to make a positive impact on Child Poverty in Scotland by using our mature investments focusing on:

- Flexible Child Care;
- Homelessness;
- Education;
- Food Poverty, and;
- Employability

to inform the policy landscape in ways that will ensure long term sustainable change.

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

All that remains is for me to thank my fellow Trustees for their hard work and commitment across the year and for their support going forward.

My 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.

I want to conclude by saying that the STV Children's Appeal has allowed us to see that people are capable of much more than we or they imagine. They just need help to find that in themselves and we can play our part in that.

**Baroness Ford**  
STV Children's Appeal Chair



# Investment & Leverage

From January – December 2019, the STV Children's Appeal has invested a total of

**£2,217,979**



**8**

**Large Projects**  
impacting on

**2,060** adults

**3,406** children & young people



**208**

**Small Projects**  
impacting on

**30,320** children, young people & families



Reaching every Local Authority in Scotland



**4,015**

volunteers supporting our Large Projects, resulting in

**47,611**

hours of volunteer time

**£363,298** income maximisation and debt write off

**£2,217,032** additional funding for projects

**£416,596\*** total value of volunteer time

**Total leveraged**

**£2,996,926**

## About 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”. We see many different forms of leverage:

- increased income for the families engaged with the project through debt write off or benefits maximisation, this tackles poverty in the home and helps to alleviate familial stress, material deprivation and food poverty.
- additional funding brought into the project itself to allow future growth, allowing them to make small or big changes, such as:
- reaching their vision by launching in a new area – with MCR Pathways now working in 11 local authorities.
- 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.

As well as highlighting the monetary impact of leverage, this report will show how this also increases the legacy of the project and contributes to Large Projects meeting their sustainability goals.

\* Scotland minimum wage spend

# Investments

## Large Projects

(funded over **£40,000**)

Through the Large Projects it supports, the STV Children's Appeal develops and tests models of working which best mitigate the impact of poverty on children and families. By demonstrating the efficacy of these models, projects seem to influence and inform the thinking behind and the development of policies and practice in respect of vulnerable families, children and young people both locally and nationally.

During 2019, several of our Large Projects came 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.

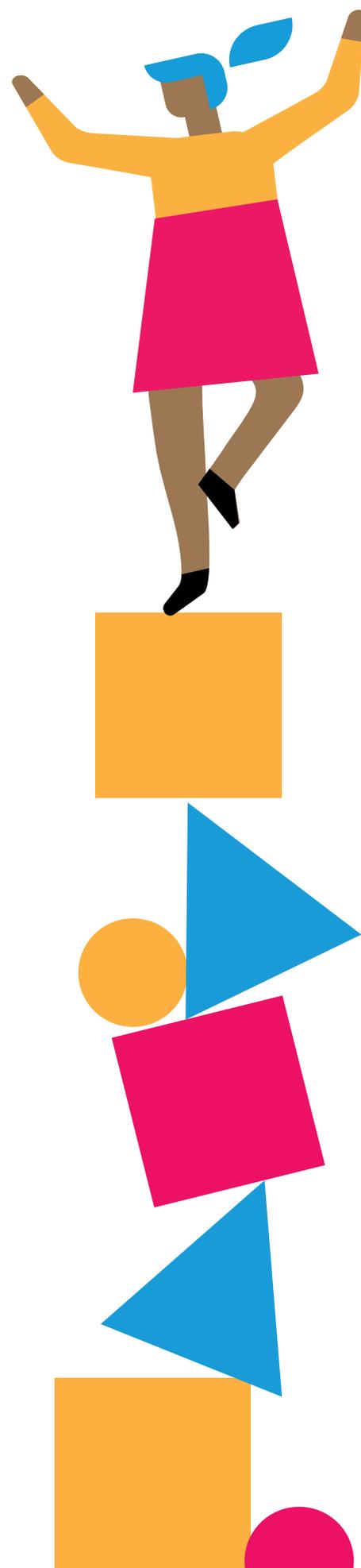
Aberlour, Centrestage and Shelter have all demonstrated varying degrees of success in securing legacy and sustainability of their approach and have contributed a lot to the knowledge which informs the Appeal's total investment approach.

## Small Projects

(funded for **£2,000** or over)

The Small Projects allow the Appeal to reach families, children and young people across the whole of Scotland and play an integral role in helping us achieve our strategic aims. The types of activities funded as part of the Small Projects stream are not necessarily attempting to prove the concept in a new way of working or to innovate a new type of service or programme, but they are extremely effective and play an important role in relieving the harsh reality many young people face on a daily basis. Although many are very capable of making their voices heard, especially locally, few will be in the position to develop a policy, advocacy or campaigns workstream and may therefore, play a very limited role in influencing local or national policy and practice. However, they excel at making life better for children and young people, with the type of immediacy families in crisis require. For this reason, they play a hugely important role in protecting the welfare and wellbeing of families across Scotland, demonstrating outstanding cost-benefit for the Appeal.

The STV Children Appeal portfolio includes projects which cover most challenges facing children and young people today. These include mental health issues, additional support needs, homelessness, social isolation, material poverty and the impact of ACEs to name but a few. These are entrenched social injustices which are highly resistant to change, with many of our Large Projects working to develop scalable and sustainable solutions which tackle their resulting inequalities across numerous communities in Scotland. The Small Projects therefore offer a glimmer of relief and triumph in their ability to harness everyday positivity and vibrancy even when dealing with sombre and traumatic themes. 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.



# Themes

A number of emerging themes from our investments in small projects have helped shape our understanding of the impact of our investments across all 32 Local authorities along with the level and nature of need that still exists:

- **Social Isolation**  
Around 80% of the projects reported that this is a predominant issue affecting their service users.
- **Mental health & wellbeing**  
Another recurrent theme throughout the reports – for children, young people & their carers.
- **Poverty of opportunity**  
The reports highlight the lack of opportunities for decent employment, good health, education, new experiences (holidays, day trips, recreational activities) & also ‘normal’ everyday activities such as cooking a meal, spending quality family time together etc. that most would take for granted. Around 90% of reports comment on users lack of confidence and self-esteem as a result of this.
- **Financial Poverty**  
As a result of the poverty of opportunities; lack of money for items such as clothing, food, toys, school supplies and for family outings or holidays.
- **Family Breakdown**  
Caused by a variety of reasons (such as those mentioned previously) but also: homelessness, addiction, bereavement & domestic abuse.

## The Need in Community

As a result of these overarching themes we see in communities, it is clear from the reports that there is a need for:

- **Youth engagement**  
To provide for example: educational & employment support, opportunities & safe spaces for peer engagement & play, the everyday activities & support missing from home life to help tackle the issues such as social isolation, mental health & wellbeing and the problem with low confidence & self-esteem which the majority of the reports have identified.
- **Family Support**  
Families presenting or being referred to the projects often don't have reliable support networks to help them but once these are put in place, families are much better able to deal with the issues and circumstances affecting them.
- **Fulfilment of material need**  
As much as individuals and families are in need of emotional and social support, the need for material items such as food, clothing, school supplies and household items is still being fulfilled by many of the projects.
- **Empowerment**  
There is a clear need /want within communities to improve their own lives but often, the support is lacking. By providing opportunities for employment training, volunteering, the chance to build life skills and practical skills, individuals & communities can empower themselves and increase the confidence & self-esteem that is currently an issue with many individuals & communities.

# Impacts / differences made by our small projects

Many of the small award reports do not overtly state or measure the impact they have made on their users but it is evident that these projects have made a huge difference to those individuals they seek to serve and have. As so many of these issues are interlinked, it's important to note that the projects are often having an impact in multiple areas.



## Reduced isolation

Through providing opportunities for communities, families & individuals to meet, socialise, participate and become engaged in new activities.



## Increased confidence & self-esteem

As a result of all of the impacts mentioned, around 90% of charities remarked that their activities had helped to improve this in their service users and that this was key to improving their chances to succeed in life.



## Improved mental health & wellbeing

By providing familial and individual support through counselling, different forms of therapy such as art and play, creating safe spaces for users to be open about their feelings and by alleviating the everyday stresses individuals and families face.



## Improved social, emotional & practical skills

Projects report (particularly in terms of youth engagement) that individuals have gained more independence, are able to make better decisions, have reduced their challenging behaviours and have vastly improved their resilience.



## Improved family cohesion

Through improving their social networks and providing new opportunities, such as short holidays or outings to the cinema for them away from the stresses of their family life.



## Material need fulfilled

By supplying individuals with items such as food, clothing, toys & household items, the small projects are helping to reduce the strain that trying to provide these items can bring on a family.



## Improved chances of employability

Through training, volunteering opportunities, providing educational support and by working on the confidence & self-esteem issues affecting so many of the individuals who attend the small projects.

# Large Investments

Our large investments have provided a rich seam of learning for us. In the next section we detail their work.



## Aberlour – ‘Sustain Highlands’

### Summary

Since 2016, the Sustain Highlands model has been providing ‘edge of care’ services to prevent children & young people (aged 8 – 13 years) who have been identified by statutory services as at risk of accommodation if community-based services are not able to provide appropriate support to enable them to stay at home, in school and in their community. Working in the Mid Ross-Shire area of Highland Council, the service is available 7 days a week and works with the whole family taking a person-centred approach. The service has a focus on strengthening relationships between family members and professionals, supporting young people’s talents and aspirations and developing family links with community-based supports. It offers whole-family support that explores and improves family dynamics, using a personalised mix of evidence-based interventions to address needs, such as substance misuse, emotional wellbeing, and domestic abuse.

### Key Themes

- Housing
- Family Breakdown

### Achievements

- On track to secure **£1.4million** of additional funding to replicate the model in two other authority areas in Scotland
- Scottish Government has shown interest in the Sustain model, generating potential for national influence
- Cost-benefits of between **£1.6-3million** by enabling **14 children and young people** to remain at home and out of residential /foster care across the lifetime of the project

### Influencing

Sustain works closely with local partners (e.g. supporting Social Work, CAMHS, schools, community-based resources) to drive a whole-systems approach to early and effective intervention family support. Although their impact in this aim is limited, it is evident statutory services recognised and acknowledged the need for change, but under the current climate found this challenging to act on.

### Legacy

Aberlour were unable to secure mainstreaming of the Sustain model via The Highland Council and therefore, the project has ceased operations in that local authority, however, Highland Council have since developed their own model for ‘Edge of Care’ support called Arach and have applied a limited amount of learning from the Sustain model to this, such as 24/7 accessibility, but Aberlour continues to push for deeper implementation of their practice.

### Sustainability

Aberlour have replicated a version of the Sustain model in Perth & Kinross and the Scottish Borders, where collectively they have already supported 50 children at the ‘edge of care.’ Other models of holistic family support do exist, both within statutory and the charitable sector, however the ‘edge of care’ aspect makes this model more unique. The cost-benefit to statutory services of preventing a child being accommodated is significant and there is potential to scale the learning from this model widely.

# Centrestage – ‘Dignified Food Project’

## Summary

Centrestage’s Dignified Food Project aims to reduce hunger and the negative impact food poverty has on educational attendance/ attainment and other socially undesirable behaviours by offering meals accompanied by fun and interactive activities. All meals are available with the option to #payitforward, meaning those in need retain a sense of dignity and self-worth whilst not being expected to pay a set amount. Centrestage engage the community to build resilience and capacity to enable the project to be community-led in the long-term and tackles wider social issues such as isolation, loneliness and poor mental health. Over time, multiple communities have taken over responsibility for the provision of food to those in need which has made a significant difference to the lives of local families and children.

## Key Themes

- Food Poverty
- Community Capacity Building /Resilience

## Achievements

- Have successfully replicated the model across 14 communities:
- Ardeer, Drongan, Fullarton, Pennyburn, Rankinston and Shortlees have been transitioned to a model whereby they are self-managing
- Ardrossan, Bellsbank, Castlepark, Dalmellington, Galston, Kilbirnie, Logan and Onthank are continuing to receive support to enable their transition to self-management.
- A total of 1,987 children and adults were able to access 40,238 portions of food in 2019.
- £1,923.17 was received in #payitforward donations, helping to cover the costs of supplies.
- Approx. 60% of all beneficiary households had a child at home, with the majority living in a single parent household

## Influencing

DFP is underpinned by a set of strong principles about dignity and empowerment and a solid knowledge base of the impact food poverty has on the wider functioning of an individual, family and community. What they are then able to offer by way of influence, is a model of practice informed by experience, knowledge and principles. Through their investment in volunteers, community groups and statutory service providers, they have been able to advocate for an asset-based and person-led way of working which will no doubt improve community-based practice across the Ayrshires. This is evident in their partnership with health services, who have adapted their practice and now work alongside Centrestage to communicate about their services to families they traditionally were unable to engage. Centrestage demonstrate that nobody is ‘hard to reach,’ rather, some services are just ‘hard to access.’

## Legacy

Through the delivery of the EAT programme, volunteers and ‘Community Ambassadors’ have gained the confidence, knowledge and skills necessary to continue providing DFP within each community aforementioned. Communities feel ownership over their project and are confident in their ability to maintain the legacy of STVA’s investment with minimal support from Centrestage and through new local partners and providers.

## Sustainability

Centrestage have successfully brokered positive relationships with a number of influential departments within North and East Ayrshire Council, notably ‘Vibrant Communities’ which is considered a leading example in ‘place-making’ across Scotland. Having their model adopted or integrated into their practice brings considerable credibility and visibility to DFP and can be leveraged to scale into new areas. Centrestage have had visits from the CEO and elected members of South Ayrshire Council who are keen to see the DFP model rolled out in their authority. It is evident there is a space and demand for this type of provision, but the model relies significantly on community motivation, ability and buy-in as well as access to provisions and space to cook the meals.

# MCR Pathway – ‘Scottish Mentoring Programme’

## Summary

MCR Pathways is a Scottish school-based mentoring charity supporting those in or ‘on the edge’ of the care-system to realise their full potential through education. Their vision is one of educational equality across all children and young people in Scotland and they strive for this through their mentoring programme. The programme’s core elements include group-work, 1:1 relationship focused mentoring and Talent Tasters; short 3-4 hour sessions in the workplace, universities and colleges.

## Key Themes

- Education
- Youth Engagement

## Achievements:

- MCR has doubled the number of young people supported each week, now reaching over 2,300 pupils across 7 local authorities
- 46 schools are now delivering the programme and MCR expect to over deliver on their target of 51 by March 2020
- 86% of Care Experienced young people going through the MCR pathways programme have gone on to a positive post school destination (College, University or Employment) – the national average is 60%.
- 79% of Care Experienced young people going through the MCR pathways programme stay on in school after 4th year, this is more than twice the national average of 39% for Care Experienced young people.

## Influencing

MCR Pathways has been able to build an evidence base around their Mentoring Programme and has used this to influence a significant amount of local authorities to launch the approach in several schools. So far, they have been able to initiate the programme in Aberdeen, Aberdeenshire, Edinburgh, North Ayrshire, South Lanarkshire and West Dunbartonshire and they are continuing to expand nationally with the support and commitment of both Local and National Government.

## Legacy

Given the impact, Glasgow City Council has now embedded MCR’s Mentoring Programme within its schools and core budget for the long term. This type of mainstreaming is rare and the Appeal is working to better understand the steps which led to this success.

## Sustainability

Their overall plan for the project is to achieve implementation within all 32 Local Authorities in Scotland, with the programme being embedded in the education system within the next 6 years. To enable this, MCR would continue to provide the central infrastructure required to maintain this nation-wide platform of delivery, such as IT support, marketing materials, programme documentation, creating and maintaining mentor communities and training – offering a strong centralised core to satellites across Scotland.

# One Parent Family Scotland (OPFS) – ‘Falkirk Centre’

## Summary

OPFS have used the investment from the Appeal to develop a ‘Hub’ model of place-based and holistic support for single parent families from within a centre location; The Centre. They aim to tackle the impact poverty has on material deprivation by providing access to goods at a cheaper cost and through more collectivised means, in an attempt to lower single parent families outgoing – a reverse tactic to ensure families have ‘more in their pocket.’ Poverty and material deprivation are notoriously linked to familial stress, lower attainment and social isolation, all topics OPFS aim to also address through their hub model.

## Key Themes

- Material Need
- Food Poverty
- Mental / Physical Health

## Achievements:

- The ‘Hub’ model is proving highly sought after with encouraging levels of usage by statutory and non-statutory services including, Social Work, Education Services, Salvation Army, Speech and Language, CAMHS and Skills Development Scotland all choosing to meet clients and host meetings here, allowing children and families access to much needed support nearer to home and without the added pressure of travel and unfamiliar settings.
- Families have accessed the school (40), emergency (40) and Halloween (29) clothing banks saving £3600, £850 and £450 respectively.
- The Centre have successfully registered with Fare Share to start distributing free sanitary products.
- Influencing: OPFS have successfully convinced other service providers of the benefits of meeting people where they are – both literally and emotionally. Place-making theory has long championed the benefits of disadvantaged communities being able to access multi-disciplinary support within their area and OPFS are playing a key role in bringing this awareness to other professionals.

## Legacy

14 volunteers are now supporting social events and activities and staff from OPFS have learned a great deal about how communities can and will take on more responsibility if supported and facilitated to do so. At this stage, it is unclear what lasting benefit will be secured from the Appeal’s investment once the funding ends, but signs point towards a ‘Hub’ model being assumed into normal ways of working which will bring many positive benefits to the families of the area.

## Sustainability

OPFS are concerned about their ability to secure enough funding to maintain The Centre, from which the ‘hub’ operates long-term.

The Centre has been a life saver. I had lost my identity but now I feel like a person as well as a mum.

Service User, OPFS Falkirk Centre



# Save the Children – ‘Children’s Places’

## Summary

Children’s Places is a 3-part programme designed to increase child participation in local planning and service delivery with pilots operating in Glenburn, Renfrewshire and Hamilton, South Lanarkshire. Underpinned by the core belief that communities are best placed to inform decisions on matters which affect the most vulnerable people in their area, facilitators are supported to work within a community to engage children and their families, who are so often excluded from participating in the decision-making process, in better understanding how local systems are influencing the outcomes of children living in poverty.

## Key Themes

- Education
- Youth Engagement
- Community Capacity Building / Resilience

## Achievements

- Children’s Places has designed a set of tools and a practitioner’s guide to help practitioners and the wider community bring children into the conversation.
- Children’s Places successfully supported each community to secure local authority funding and staff support to complete regeneration projects which will improve the local area and its ability to support the wellbeing of children.
- In Hamilton, a Sensory Garden was secured and in Paisley, a dilapidated Play Park used STV Appeal funding to leverage £50,000 from the local authority.
- Both regeneration projects have been designed by the children in the area and will be considered ‘community assets.’
- 617 children (0 – 8 years) participated in one or more sessions in Glenburn and Hamilton, representing a 23% increase from 2018.

## Influencing

Children’s Places were able to influence the application and assessment criteria of Renfrewshire’s Green Spaces fund, ensuring it was fit-for-purpose and accessible to community groups. They also secured commitment from both

local authorities to improve the involvement of children in local decision making, with Glenburn being promised a ‘Place Plan’ in 2020 – this is a multi-stakeholder plan which aims to address inequality within the community. Children’s Places will ensure children and families are represented as equal partners in this process.

## Legacy

Stronger Communities Glenburn are now a constituted group who are managing all aspects of delivery in Renfrewshire, with only core costs being covered by Children’s Places, via the STV Appeal award. They have an effective governing committee with a fundraising sub-group who are committed to ensuring the group can function long-term. For their incredible efforts, they took home the top prize in Parent Network Scotland’s ‘Parent Group Award’ in 2019. In Hamilton, South Lanarkshire Council have agreed to provide long-term support to the ‘Tues Night Drop-in,’ a weekly, structured session for families to come together and discuss changes they would like to see in their local area. Children’s Places successfully brokered this deal in anticipation of their withdrawal when STV Appeal funding ended in 2020.

## Sustainability

Following a user-centred process of iteratively redeveloping the Children’s Places tools and guide with children, families and practitioners, the semi-final version of each were presented during ‘user testing’ workshops to evaluate their ‘user acceptability’ with attendance from partners across Scotland who had been mapped as part of a potential stakeholder process. Following these workshops, almost all partners expressed a desire to pilot the use of the Children’s Places programme in their own setting; aligning it to pre-existing work to both strengthen and improve their own practice. Third party partnership have been secured with the Corra Foundation, Green Spaces, PEEK (Possibilities for Each and Every Kid) and East Dunbartonshire Health and Social Care Partnership (EDC HSCP). As 2020 is the final year of funding for this project within Save The Children, efforts are increasing to map the options available to take the tested version of Children’s Places to scale across Scotland.

# Shelter Scotland – ‘Foundations First’

## Summary

Established in 2014 to break the cycle of homelessness and chronic poverty for marginalised families in Renfrewshire, Foundations First helped families to access and keep a home, alongside building individual resilience and embedding a sense of community into the neighbourhood. Families First took a holistic approach to providing housing support to those at risk of or experiencing homelessness by also acknowledging and addressing problems such as debt, domestic abuse, offending behaviour, and mental or physical ill health.

## Key Themes

- Housing
- Mental/Physical Health
- Community Capacity Building /Resilience

## Achievements:

- In 2019, Foundations First supported 58 families – bring the project total across the 5 years to 502 (967 children and 668 adults).
- Supported highly vulnerable individuals, such as domestic abuse survivors and those in hazardous rental accommodation to navigate the system, advocating for decisions to be made on the best interest of their clients
- Throughout the life of the project, the total financial gain for families, including applications to the Scottish Welfare Fund totalled £200,342.
- A Woman’s Shed was established in 2019 and its 15 members have been trialling a host of activities including woodwork, sewing, jewellery making and arts and crafts.

## Influencing

Shelter Scotland’s Policy Officer captured the direct experiences of families and used their voice to make recommendations for improvements to services both locally and at a national level across both policy and practice. Working with Lee, a previous client of Foundations First, Shelter Scotland helped her to share her experience of homelessness and child poverty with the BBC and STV media. This helps to raise social consciousness and awareness of how homelessness can affect your

life. Her story highlighted that it is possible to rebuild your life after homelessness with the strength and support of your community. This type of ‘my journey’ campaigning is very effective and is used by several projects within the Appeal portfolio. In addition, three policy reports were produced which captured Foundations First’s learnings over the last five years and made a series of recommendations which were shared with Renfrewshire Council and the Scottish Welfare team, pressing them for change both locally and nationally.

## Legacy

Foundation’s First has broken the cycle of homelessness and chronic poverty for hundreds of marginalised families in Renfrewshire and since its inception, has developed lasting capability and resilience within the community. To do this, the project was shaped and developed by a strong peer support network within the community, alongside a passionate and dedicated team of volunteers. Thanks to this network, a community allotment was started, the Men’s and Women’s Sheds were created and the partnership with Foxbar Youth Services flourished. As Foundation First comes to an end, Shelter Scotland is seeking funding to support both the Women’s and Men’s Shed for the next year. They intend to work with the groups to become self-sustaining in time. Shelter developed and shared resources, such as crib sheets which help families moving home with Renfrewshire Council and the Federation of Local Housing Associations in Renfrewshire and East Renfrewshire (a partnership of six housing associations), helping others to apply learning generated from this project long after Foundations First ceases.

## Sustainability

Shelter Scotland again adopted a model by which the assets and strength within the community were utilised to anchor the project and ensure its success. Throughout the project’s 5 years in Renfrewshire, their Volunteer Development Worker dedicated approx. 3-4 days a week recruiting volunteers and supporting them to develop and deliver the community based initiatives which ran concurrent to the housing support workstream of Foundations First; feeding into a Community Involvement Group who help plan for community identified activities.

# Who Cares? Scotland – ‘Communities That Care’

## Summary

‘Communities That Care’ has a strong theory of change and operational model, designed to increase understanding and awareness of the experience of care across 20% of the general population, creating a ‘tipping point’ which will in turn create a ‘care conscious’ environment where Care Experienced children, young people and adults will no longer face the same discrimination and misrecognition; a key contributor to this group having some of the worst health and educational outcomes in Scotland. The project team will work with Care Experienced children and young people to support them in becoming ‘care conscious’ – a position where they recognise and own their identity and can become advocates for themselves and others with Care Experience. Operating within Renfrewshire, the project deploys a variety of sophisticated approaches to reach both the Care Experienced population and stakeholders in the general population who can help shift the perception of Care, such as Corporate Parents, Teachers and Police Officers.

## Key Themes

- Education
- Youth Engagement
- Community Capacity Building /Resilience
- Mental/Physical Health
- Family Breakdown

## Influencing

Who Cares? Scotland have a powerful and inspiring approach to their campaign work, putting those with Care Experience and their stories at the heart of their message. This has been an incredibly successful approach and has generated a high level of interest in their ‘modern-day liberation movement of change.’ Recently, this approach has led to changes in the law and policy through the nationally legislated for corporate parenting agenda. This agenda sees every public body in Scotland, including statutory care providers and local authorities, have a duty to Care Experienced children and young people.

## Legacy

Renfrewshire will be left with a wealth of ‘care conscious’ individuals, both with and without Care Experience who can champion the needs of this group beyond the period of this award. The project is actively working with ‘Community Champions’ to upskill them in the delivery of group work, focused on arts, health, education and identity. These Community Champions are receiving support to become devolved from the project, able to self-sustain the impact generated through Communities That Care.

## Sustainability

‘Communities That Care’ utilises a community development approach to influencing and community empowerment and relies heavily on support through volunteering, and as such, is technically replicable in other areas with the caveat being both must be present or resource made available to grow these assets in new areas. The project team have tested elements of their approach, such as volunteering, in other local authorities (Lanarkshire, Ayrshire, Glasgow, Inverclyde, East Renfrewshire and Clackmannanshire) but it is unclear if this was specifically in relation to scaling Communities That Care.

Who Cares? Scotland are well skilled in their influencing and campaigning approach and it is unclear the extent to which volunteers could manage this without long-term support from the project team. Their Theory of Change is particularly ambitious, and it would seem likely initial growth of Communities That Care would have to be introduced and nurtured by a skilled and experienced project team, working alongside the community. Who Care? Scotland are tentatively testing this model in 2020, whereby existing groups in Renfrewshire will be supported to sustain the legacy via support from a couple of Coordinators.

# Calum's Cabin

## Summary

The charity is striving to help as many families as possible who have a child suffering from cancer or a cancer related disease or families who have lost a child to cancer. This can be in the form of respite holidays for one week on the Isle of Bute or new for 2019, Dumfries House in Ayrshire or offering real "home from home" support to families who have to relocate to Glasgow when their child is undergoing long term treatment at either Glasgow's Children Hospital or at The West of Scotland Beatson Centre. Calum's Cabin strives to be there to offer continuous and responsive hands on support when needed to families.

## Key Themes

- Family Breakdown
- Mental/Physical Health

## Achievements

- Calum's Cabin, Calum's Cabin Cottage and Quein West (all based on the Isle of Bute) have been full constantly this year (respectively 50, 50 and 37 weeks), reaching 137 families and 365 children.
- Calum's Cabin continues to grow its accommodation portfolio, having successfully purchased a 4th flat in Glasgow, alongside renting another 2 in the City and persistently searching for a mainland Ayrshire property to acquire.
- By the end of 2019, Calum's Cabin was ready to help families through 150 blocks of 1 week of respite, holiday accommodation during 2020 – with all but 19 blocks being booked before year end.

When you have a child with cancer things can be very bleak but it is this time when we need to count our blessings because those are the things that will get us all through. Our time here has been a great blessing, meeting people who give of themselves for families in turmoil. Thank you to Calum for being such a special young man.

Service User,  
Calum's Cabin

## Influencing

Calum's Cabin has been hosting sessions in the Glasgow Children's Hospital and working with Clic Sargent to raise awareness of their service and to ensure families who could benefit are being informed of their options. Whilst they do not advocate or campaign in the traditional sense, their fundraising efforts are prolific and demonstrate a significant ability to 'get people alongside'; a key skill in influencing others to support their incredible cause. Although their primary purpose is to provide respite to families, it would be advantageous for the Appeal to understand whether there is a natural role for advocacy which could be integrated into the charity.

## Legacy

With four capital assets now in the charity's possession, Calum's Cabin has successfully secured permanent legacy through the investment made by the STV Children's Appeal and other contributors. With ongoing support and encouragement, this legacy should continue to grow, and forever be able to provide an immeasurably valuable support to families.

## Sustainability

As financial stress is one of the pressures Calum's Cabin aims to alleviate, it is not appropriate to raise funds directly from the beneficiary, and it is difficult to envisage a financial model whereby they recover costs through statutory services / contracts or commissions. For this reason, it is likely this project will always rely on some form of donor committed funding. However, the team seem to have considerable success in the growth of corporate partnerships, whereby they are chosen as the 'charity of choice' for staff and customers to fundraise for. It is apparent however that as demand for the service increases, Calum's Cabin will require support to develop a long-term and stable approach to securing funding to both maintain and grow their portfolio. At the time of writing this report, only 4 weeks-worth of accommodation was available for the Cabin or Cottage for the whole of 2020, with Quien West being full, so this is an acute need at present.

# Reflecting on our Large Projects

There are synergies across the portfolio which are worth exploring further. Access to suitable venue and community space features prominently across most of the projects as a key suppressor of effective and efficient delivery. The report generated by the LSC Narrator within Children's Places highlights the acute conflict community groups experience when attempting to secure affordable and reliable space, whereby space owners see its function primarily as income generation. As a great deal of the investments made by the Appeal rely on community-ownership models of sustainment, it is a concern to see access to space as a barrier.

Small or grassroots projects are often collecting and hearing hugely powerful and influential stories from children, families and communities but they are rarely turning this into narratives that change policy and practice for several reasons - they don't know how to or even that this is powerful and worthwhile doing – they are stretched to capacity as it is just delivering the day-job. Big charities are not immune from this either, where influencing takes a back seat to delivery despite having significant capacity at the core of their organisations to levy.

Additionally, almost all the Large Projects rely on significant volumes of labour through volunteering to both pilot and scale up models of delivery. Whilst volunteering is undoubtedly a crucial element of most community-based service provision and has considerable positive effects for the volunteer and service, it is volatile and can be unreliable as a long-term approach to sustained investment.

It is also clear that not all Large Projects make the intention to transfer ownership of the provision to the community transparent and this can cause a breakdown in the trusting relationships between the community and the project. In addition, only a small number of Large Projects have successfully transitioned the delivery of the service into the hands of a statutory service, or another. Commitment from such partners is typically superficial and is a huge challenge to Large Projects and the Appeal.



## Taking stock of our investment

As we draw 2019 to a close and embark on 2020, the 10th year of investing in new and innovative work across Scotland, it is an ideal time to reflect back on the entirety of the portfolio and assess our progress in meeting our own theory of change which underpins the grant making process. With 70 Large Projects having been supported since the inception of the STV Children's Appeal, we are now presented with an opportunity to capitalise on the considerable partnership base developed by the Appeal through an informal Alumni opportunity.

This partnership would seek to draw comparisons across the whole Appeal portfolio, taking advantage of the many synergies and differences we have witnessed throughout the past 9 years. Continuous Learning and Development could be amplified across the partnership, focusing on key lessons learned we have seen reported time and time again, such as:

- The importance of community buy-in from inception
- Planning for scale at the pilot stage
- Being able to use the voice of the beneficiary to influence for change
- Demonstrating impact and leveraging it as an asset
- Sharing of mutually beneficial resources and equipment, particularly where projects co-exist in the same Local Authority

Some of our investments have been able to demonstrate incredible success in areas where other investments in the portfolio have struggled, and given our vantage point, we are well placed to nurture mentoring relationships within the Awardee and Alumni Partnership. We have tested this approach tentatively already, with partners from Children's Places delivering 2 workshops on 'Systems Thinking' to other projects in the portfolio and this has been very well received.

## Finally...

When people are empowered, enlightened and engaged, change happens. By supporting Large and Small Projects, the Appeal is enabling this change across Scotland.



**Historical structures mean  
no more but no less  
than persistent social  
practices, made by  
collective human activity  
and transformed through  
collective human activity.**



Anthony Payne  
*On Coxian philosophy of social relations, 2001*



# 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 overseeing 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.

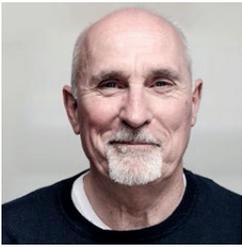


## Sir Harry Burns

### 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 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”.



## Bobby Hain

### Managing Director, Broadcast

Bobby 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. 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.”



## 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 startup 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.



stv  
**children's**  
**appeal**