



scottish sports *futures*

# Annual Report

## Changing Lives Through Sport

2022-2023





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# Our Young People's Words

“

Thank you for everything SSF have done for me. SSF you guys are all my role models. I wish to work with SSF to show young people have a safe place to be.

”

"I can do more than what I think I can do and I can be myself."

"Having a blast with the troops and being a part of something I know is good for me."

"I liked how we go out and try new things. It's not the same every week, we are always on our feet doing stuff."

"SSF has helped with my future as it has made me so much more confident."

"The staff make me feel included. I can go to them for anything I really enjoy the sessions every week."

"I like how I had the option to do this as it helped me go to school. I liked the opportunity to volunteer. Being out and getting a breather from sitting in a class where teachers don't listen to you. I look forward to it!"



Check out some of our  
SSF young people's stories



# Welcome

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**Kirsty McNab**

Chief Executive Officer



What an incredible year we have had. It has been so good to get back to a world without restrictions so we could focus on connection, celebration and development of our exceptional young people and training others to use sport as the tool to change lives.

Throughout the year young people have achieved multiple qualifications, developed their confidence, aspirations and resilience and it has been my absolute pleasure getting out and about and hearing their stories. Using evidence-based approaches ensures we are needs led and so translating policy and research in to practical 'how to' was the focus of our first ever learning event in February. Huge thanks to our amazing workshop providers and based on feedback and the request for more of the same, we will be building a similar event into our plans moving forward. Being able to have our annual awards night again in 2023 was a personal highlight and once again we were all blown away by the achievements and journeys our young people and partners have been on. Enjoy reading and I look forward to working with you next year.

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**Andrew Marley**

Youth Director



This year, like every other, SSF continues to grow and develop children, young people and families across many communities in Scotland. It is so heart-warming to see the evolution of programmes and people as well as hearing the many success stories and positive pathways people have gained from the direct work and support of SSF. This year SSF has continued to take further steps in supporting the many issues that face young people and families in Scotland and are taking direct action in tackling the adversities and inequalities communities are facing. SSF have also had a large focus on training this year and have been upskilling staff and various organisations through their training modules, in turn creating a more knowledgeable and equipped workforce across Scotland.

It is another proud year for me to see fantastic and inspiring work of everyone involved in SSF and I would like to echo my thanks and gratitude to all the young people, volunteers, staff and partners who truly help to change lives.

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**Maureen McGonigle**

Chair



The outstanding growth of Scottish Sports Futures in the past year, continues to position us as one of the top 'Sport for Change' organisations in the country and through our dedicated staff, we are in a strong position to reach further to help young people. The need for partnership working and shared knowledge has never been greater and SSF embraced this with their first conference, Changing Lives Through Sport. This event was followed by our Annual Awards, first since 2020 and showcased the great work and amazing success of our many programmes. Our accredited Education and Training programme allows us to generate income and is positioned to support both practitioners and young people. All of this is testament to the SSF team, those based in the office and those delivering our programmes and as always, our SSF Board.



# Our Charity

## *Changing Lives Through Sport*

### Vision

A world where young people have the opportunity to fulfil their potential.

### Mission

Scottish Sports Futures use the power of sport and physical activity to engage with young people in Scotland and empower them to be confident, healthy and happy.

We work to combat the effects of living in poverty and buffer against trauma and adversity.

Focused in the most challenged communities, we are privileged to work alongside exceptional young people and support them to reach a positive destination.

### Our Culture

We are proud to have a culture of hope, that places young people and communities at the heart. We take a dignified approach to supporting our people and deliver ground breaking programmes with love, care and empathy.

### Our Values

Inclusive

Passionate

Leader

Empathy





# Our Programmes

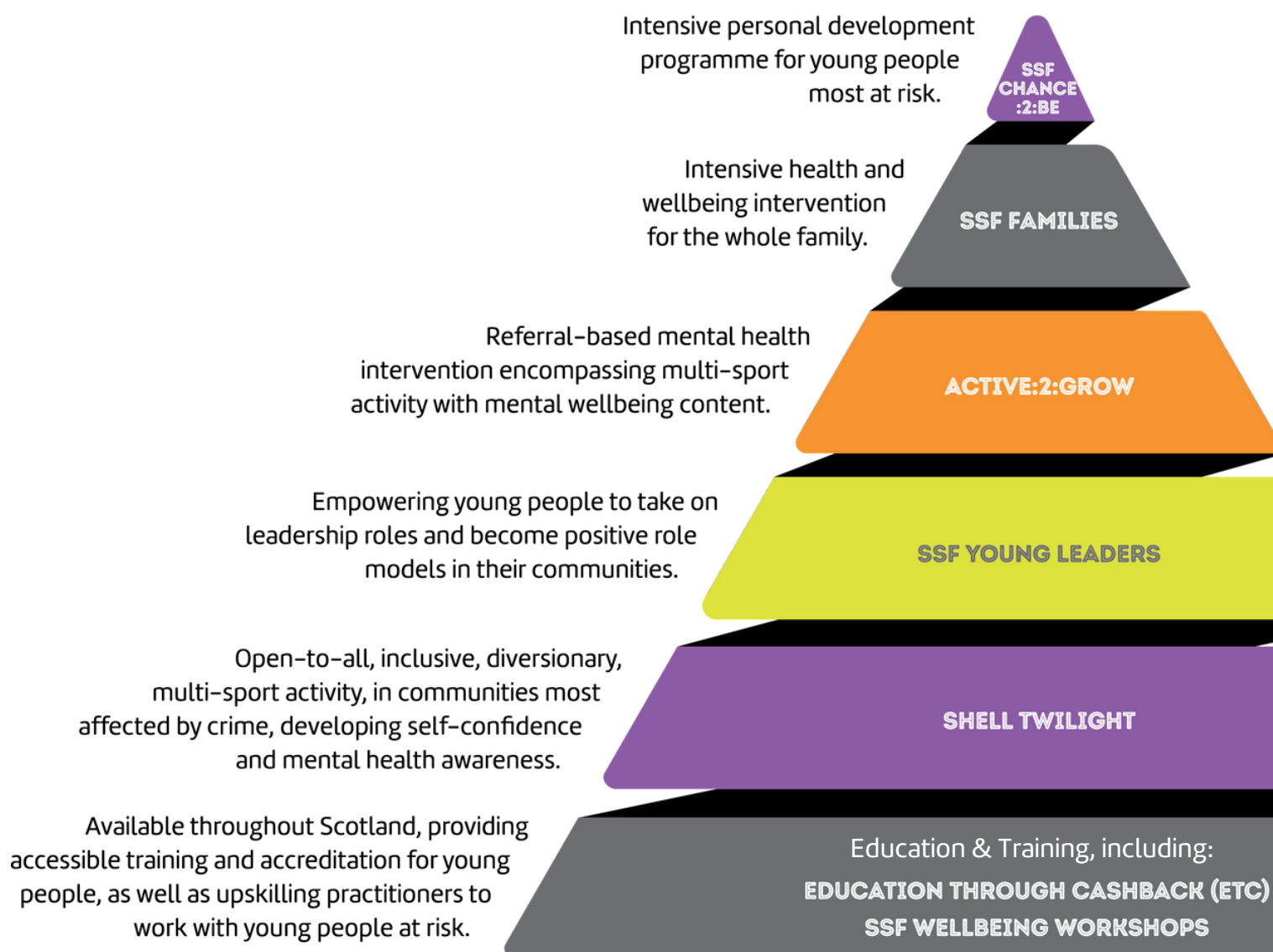


“

If it wasn't for these sessions, god knows where I'd be.

SSF Young Person, 2022

”





# Our Approach

## Developing People

Highly skilled staff and board

Young people lead strategic direction

Deliver SSF Education & Training to young people and practitioners

## Improving Health & Wellbeing

Work to improve physical and mental health and wellbeing

Increase levels of physical activity

Work with expert partners covering topics such as mental health, resilience, suicide, equality & diversity

## Strengthening Communities

Partnership working

Reduce anti social behaviour

Support young people to become young leaders & volunteer in their own community



“It was fun getting to plan the sessions for the summer it gives young people a voice in their own communities.”

SSF Young Person, 2023

# Our Year

2387

SSF Participants

31

LA's receiving SSF  
Education & Training

1120

Physical activity &  
youth work sessions

2970

Qualifications  
achieved

132

SSF Education & Training  
courses delivered

11

SSF Young Leaders  
graduated

960

Hours of  
evening provision

3200

Hours of alternative  
curriculum provision

1870

Hours on mentoring,  
mental health inputs,  
qualifications, youth work

13,638

Hours of  
volunteering

2290

Hours of  
Physical Activity

£47,414

Spent on food  
at sessions

36

SSF staff trained to be  
Mental Health First Aiders



# Our Education & Training

## Education Through CashBack (ETC)

1,674

Participants delivered to

132

Modules delivered

1,623

SCQF accreditations achieved

57

Educational institutions delivered to

The tutors were excellent. Very engaging and understood how to facilitate the groups learnings whilst understanding the needs of individuals.

## SSF Wellbeing Workshops

448

Participants delivered to

63

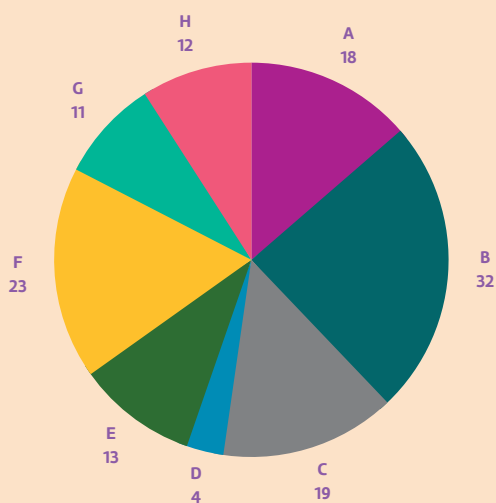
Workshops delivered

1,108

Individual workshop completions

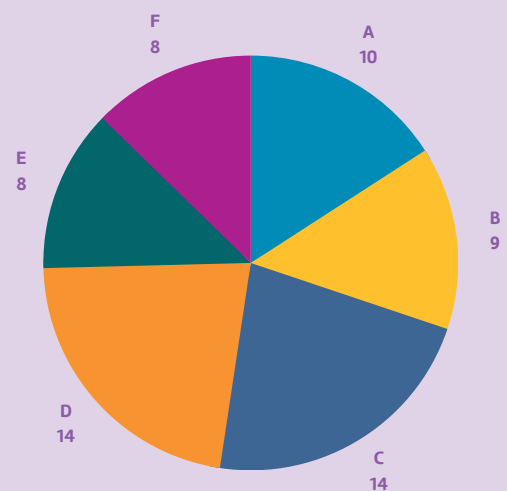
I have enjoyed this much more than sitting in a classroom to learn.

ETC Modules Delivered



- A Goal Setting
- B Communication
- C Working with Young People in Sport
- D Human Connection
- E Planning an Effective Physical Activity Programme
- F Conflict Resolution
- G Mental Health & Wellbeing
- H Human Connection & ACEs

SSF Wellbeing Workshops Delivered



- A Stress
- B Anxiety
- C Motivation
- D Social Interaction
- E Pressure
- F Other

# Our Summary

Across 2020 - 2023  
we have achieved:

4327

Young People  
engaged

94%

Young People  
reported being  
more active

92%

Young People  
reported an  
increase in their  
skills

84%

Young People  
improve wellbeing  
against SHANARRI  
indicators

In 2019 and 2020 we carried out a comprehensive consultation to create a new strategy and programmes tailored with young people to meet their needs. We translated this into our income generation business plan which we were delighted to be granted funding for. This took us in a new direction with a regional infrastructure for the first time and a triangle of provision to allow young people to progress within our programmes. One month prior to launching our activities, with newly recruited staff the world experienced a global pandemic. This meant that suddenly, and consistently for the next 2 years, we had to adapt plans and re-profile investment in collaboration with our SSF Young Leaders and our families and we are exceptionally grateful to all funders who allowed us to do so.

SSF have worked incredibly hard throughout the last 3 years to mitigate and tackle the ongoing effects of COVID-19 on young people and communities across Scotland to ensure that they received the best possible opportunities to reach and sustain a positive destination.

We have been committed to ensuring we are Developing People, Improving Health and Wellbeing and Strengthening Communities through our Changing Lives Through Sport and trauma informed approach. Despite the pandemic, we have exceeded our aims and many of our original and revised targets including logging 20,894 young person volunteer hours. Due to the hard work of our team, we navigated and responded to the ongoing and growing needs of our young people and communities post COVID-19.

In direct response to the pandemic and subsequent cost of living crisis and growing need we have:

- Worked with wellbeing ambassadors to update and digitalise wellbeing workshops to allow for online delivery
- Worked with SAMH and the Scottish Violence Reduction Unit to update SSF Human Connection module to include Adverse Childhood Experiences and Mental Health
- Digitalise all Education and Training modules initially to keep delivery going online and now can offer a hybrid model for learners
- Employed a Child Protection and Wellbeing Manager to support our young people and team
- Focussed on upskilling our amazing staff team and supporting their mental health and wellbeing
- Provide food at every session to alleviate pressure at home and ensure our young people are not hungry
- Partner with Apparel Xchange to ensure young people have access to free quality sports clothes
- Include Education and Training for all young people, for tangible recognition of learning and supporting them to achieve a positive destination
- Support our SSF Young Leaders with training and volunteer placements to put skills into practice



# Our Outcomes

## Developing People

90%

Young people reported feeling more confident

93%

Young people reported an increase in their skills

## Improving Health & Wellbeing

97%

Participants reported an improvement in their wellbeing against Shanarri\* indicators

\*Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included

## Strengthening Communities

85%

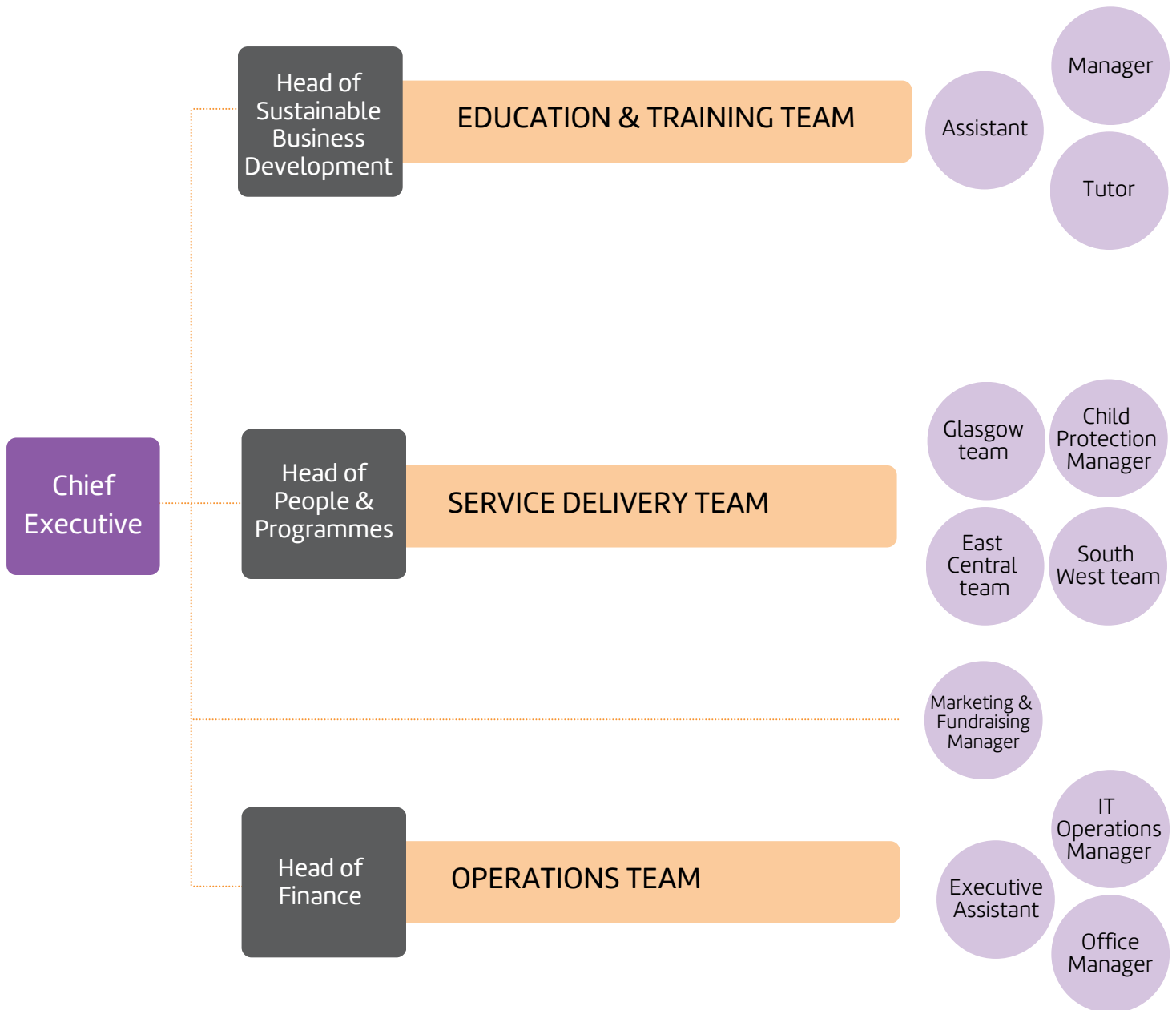
Young People reported a reduction in their involvement in crime and/or antisocial behaviour

99%

Stakeholders saw a marked improvement in the Young People's contribution, links and social interaction in their communities



# Our Team



## Staffing Changes

### 'National' Team review completed

Result: To dissolve this team from the organisational structure with all programmes now in regional structure. National Manager role therefore made redundant.

### ETC and SSF Wellbeing Workshops

To become the SSF Education and Training team.

## Board Recruitment

### Alan Lynn

SGB, Higher Education experience

### Cat Calvert

Education specialist

### Jaz Sandhu

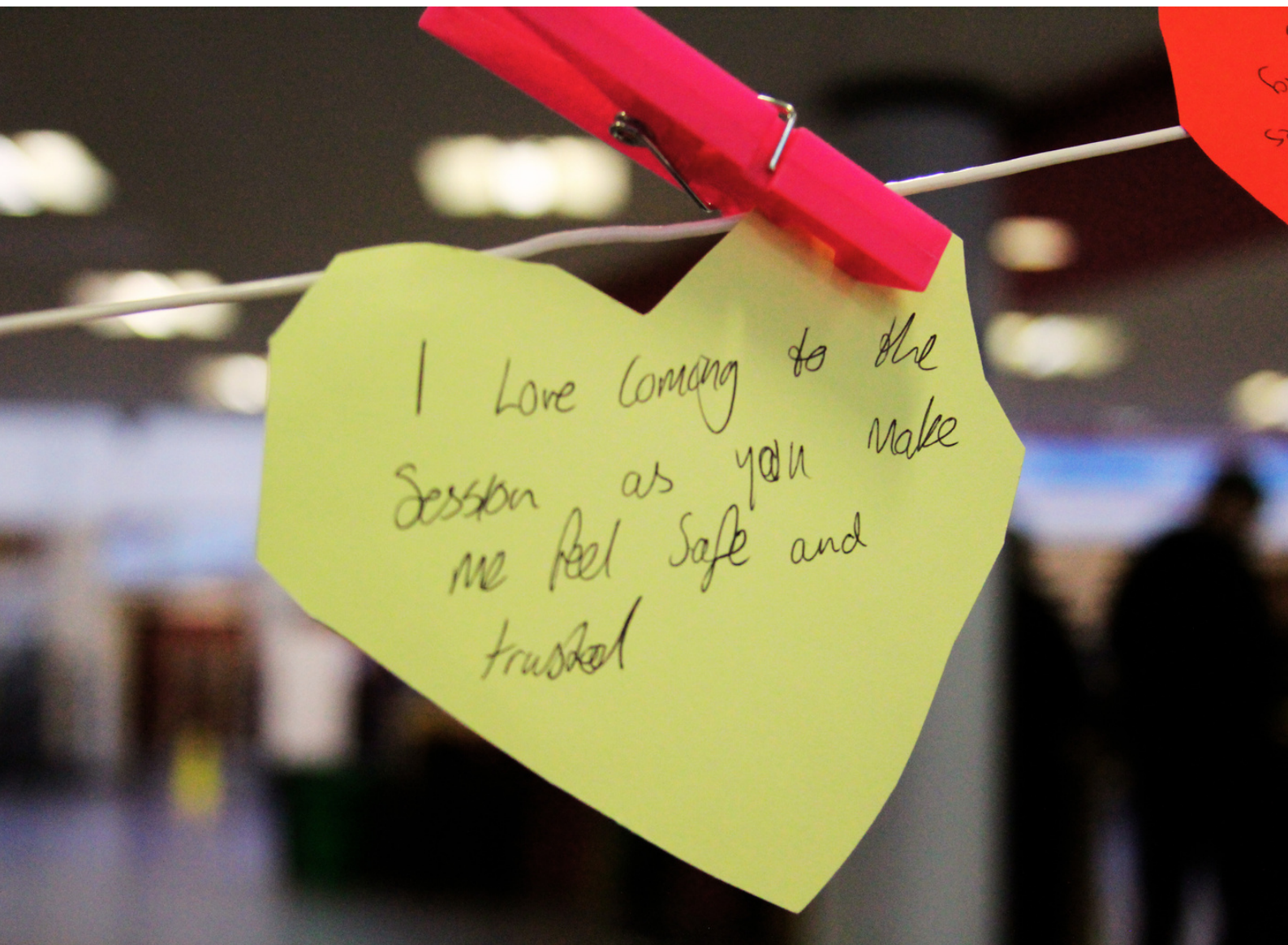
Equalities specialist

Chair of Equality, Diversity, Inclusion working group

Takes total board to 9 members



# Our Case Studies





# Education Through CashBack

## Case Study: North Lanarkshire Active Schools

North Lanarkshire Active Schools worked in partnership with SSF to embed ETC modules into the school curriculum at Bellshill Academy throughout the 2022/23 academic year.

This helped improve pupil attainment by offering over 150 pupils the opportunity to gain practical knowledge, skills and SCQF qualifications outside of a traditional learning environment. Pupils highlighted that being able to participate in interactive modules, tailored to their needs, created a setting they could thrive in.

*"I really enjoyed that, much better than sitting in a boring classroom and what we spoke about is going to help me when I play football this weekend."*

SSF Participant, 2022

Through the Sport Leadership Academy we worked with 30 S5-S6 pupils, eager to learn more about sport and leadership. Each participant completed 6 modules, gaining multiple qualifications, accredited to level 4 and 5 on the SCQF framework. Each qualification provides additional credits towards a National 5 award, providing value to the pupils in their leadership role, their academic journey and professional career.

This year the school identified an attainment gap due to a lack of engagement from several S1 and S2 pupils. We delivered the SCQF Level 4 Communication module to 120 pupils residing within the top 25% of areas of multiple deprivation, who have now successfully gained an SCQF qualification.

*"The aim of the Leadership Academy for Sport programme as well as offering certified qualifications, has been to provide the students with life skills such as leadership, teamwork, and communication. By embedding the 6 ETC modules into the programme, it has provided the young people the opportunity to understand the wider impact sport can have in people's lives and how they can make a positive contribution to other people."*

*The students have also had the opportunity to undertake volunteering placements, giving them the confidence to put into practice what they have learned to create a positive impact in their school, local community and for their futures."*

Stuart McLaughlin, Sports Leadership Academy, 2022





# SSF Wellbeing Workshops

## Case Study: Riverbank Primary School

Five SSF Wellbeing Workshops were delivered to Riverbank Primary School in May 2022. The SSF tutors delivered to 53 students who were all in the process of transitioning to secondary school.

From those that took part;

- 79% of the respondents said they thought the workshops had helped to improve their, 'understanding of the benefits of sport and physical activity on mental health and wellbeing'.
- 55% of the respondents then said they were, 'more able to do new things because of the SSF Wellbeing Workshops'.

In January 2023, we returned to Riverbank Primary School to work with their new Primary 6 group and these sessions also went well with 21 students completing the workshops.

With the primary school curriculum more explicit and regular in its inclusion of health and wellbeing, the workshops link in well with this area of Curriculum for Excellence through their physical activity and content.

— “

**I've learned how to work in a team better through Social Interactions and how to communicate with people better.**

Riverbank Primary School participant, 2022

— “

**The team were highly receptive to learning, discovering, and sharing what they knew. They worked together in teams to complete a series of physical tasks in which topics of pressure, anxiety, and communication were introduced and challenged. They all smashed it!**

Anthony Manfredi, SSF Youth Worker, 2022

— “

**P6 enjoyed the mix of physical activity and chance to talk more about topics we cover in health and wellbeing.**

Daria Jarrett,  
Riverbank Primary School Teacher, 2022

casual and fun  
different activities  
new people  
Activity games  
Range  
group tasks  
interactive people fun  
different way lot Yes activities  
communication exercises

Above: From Lead to Succeed participants, 2022.  
Participant responses to 'What did you enjoy about the workshop?'

# Developing People

## Case Study: SSF Young Leaders Residential Trip



“

The highlight from this weekend was the improved self-confidence of the young people which developed across both days. This is a direct result of the range of activities and workshops delivered which expanded their comfort zones and allowed the young people to believe that they can do whatever they put their mind to.

Alongside this, having a safe environment allowed young people to be themselves, make new friends and develop as individuals, all whilst having fun!”

Chanelle Gallagher, SSF Youth Development Coordinator, 2023

”



Fifteen young people from Fife and Stirling attended a residential weekend at sportscotland's National Sports Centre, Largs in February 2023. The aim of the weekend was to allow the young people to connect and build positive relationships with each other in a supported environment, whilst engaging in physical activity. Over 3 days, the SSF Young Leaders focused on developing their leadership skills through various physical activities.

This residential provided all of our SSF Young Leaders with the skills, knowledge and understanding of the programme as well as understanding and identifying their strengths which they can utilise during the programme.

- We built trust and support with each young person to allow them to push themselves in a safe setting.
- We gave young people a chance to take part in a range of sport and physical activities. As well as provide the opportunity for them to participate in new experiences to broaden their skills and knowledge.
- All young people achieved an SCQF accreditation in Goal-Setting

## DAY 1

### Games Training

The young people took part in new games and session delivery ideas. This provided them with an insight into how coaches and youth workers lead sessions. For some, these will be taken back into future SSF sessions where they will share ideas with other participants.

## DAY 2

### Ferry to Isle of Cumbrae

For some of the young people this was their first experience going on a ferry. Upon arrival, we rented multi person bikes to cycle around the island, developing resilience and teamworking skills. Many of them were apprehensive about the trip, yet they all worked together and supported each other through it.

### Mindset Workshop

The young people were encouraged and supported to participate in a cold-water therapy session. Despite this being completely out of their comfort zones, they felt the benefits of the session and had an open mind about doing it again!

### Archery & Team Building Activity

For many of the young people this was their first-time trying archery, for some they thrived in this activity as they had to remain focused and concentrate on the target. They all excelled in taking on leadership roles throughout both activities.

## DAY 3

### Education & Training: Goal Setting

All young people gained an SCQF accreditation in Goal Setting. During this, they learned about different aspects of goal-setting both in and out of a sporting context which they could utilise in their roles as SSF Young Leaders moving forward.

### Walk & Talk

During this time, the young people were split into groups to go for walk around the grounds, to consolidate and reflect on everything they had learned over the course of the trip.

# Improving Health & Wellbeing

## Case Study: Craig's Story



“

My journey started with SSF before when I was going through a mental health problem. I had no confidence, I was scared and lonely. But when I joined SSF I had been given so many opportunities, I had confidence to speak up. I wasn't scared and my life has been better and I have had so many people supporting me with my journey with SSF.

”





Craig is an exceptional young person who has been involved in multiple SSF programmes throughout the last year where he has continually worked towards his goals. He has shown dedication, strength and is now positively contributing to his community. He is a true role model for the younger participants and is such a pleasure to work alongside.

Ahmed Mumin, SSF Youth Development Coordinator, 2023



Craig (15), Glasgow, became involved with SSF as he struggled with his mental health. He had a low self-esteem and lacked confidence however he always thrived in physical activity settings. Involved in multiple Scottish Sports Futures programmes over the last year, Craig developed his confidence, communication, and social skills and became a role model for the younger participants.

Challenging himself on a weekly basis, Craig worked with SSF Youth Workers to understand his personal development needs and goals for him to work on during the SSF programme.

Upon reflection, Craig wanted to reduce his risk-taking behaviours and subsequently be integrated back into his community and positively contribute.

He recently took part in the first SSF Young Leaders residential, where he flourished and made new friends within the programme whilst also taking part in 4 workshops and gaining his Dynamic Youth Award qualification. Moving forward, Craig will continue on the SSF Young Leader programme and volunteer with local community partners where he will further continue his development and be supported by SSF. Craig is an inspirational young person who has worked extremely hard over the past year to challenge himself and work towards positive outcomes for himself.



When he was taking part in the activities, his confidence soared. This helped him make new and lasting friendships. With every Active:2:Grow session he came to, his confidence grew leaps and bounds.

Zoe Leverage, SSF Lead Youth Worker, 2023



**\*Craig participating in come-and-try Wheelchair Basketball session at the SSF National Event**



# Strengthening Communities

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Case Study: Partnership spotlight on North Ayrshire Council Extended Outreach Service & North Ayrshire Active Schools



“ I think SSF is a wonderful organisation that truly understands what communities need. ”

ETC External Tutor, 2023



The impact of the work which SSF has delivered would not have been possible without the support and collaboration of our regional partners. As an organisation we recognise the importance of adopting a collaborative approach to delivery, and ensuing we can work together to maximise the impact of our service delivery for our young people and their communities.

This year we have worked with the North Ayrshire Council Extended Outreach Service, as well as North Ayrshire Active Schools to adopt a collaborative approach to the delivery of programmes in North Ayrshire. This meant we could specifically target young people from across North Ayrshire who have been excluded from mainstream education and are at the most risk of becoming further socially excluded and potentially entering the criminal justice system.

Utilising the knowledge and expertise of both services provided a more efficient way to engage and build relationships with the young people. This has allowed us to support them to engage in their own learning and development through the implementation of a sport for change approach, which uses sport and youth work to engage with the young people in a non-traditional educational environment.

Through this partnership we were able to establish a network of support around the young people, including multiple points of contact to assist with their learning and development over the course of the programme and beyond. This was very effective in ensuring that we could adopt a person-centred approach, tailoring the programme to the needs of each young person.



“One of the most positive aspects of SSF has been the wide range of activities the young people were able to access and experience. The group’s interest was held week-in-week-out, due to each session being a different experience to remember.”

Sam White, North Ayrshire Council  
Extended Outreach, 2023

“The SSF staff were very positive in their attitudes towards getting involved in all activities with the young people. This effectively strengthened our aim of creating and maintaining an equal environment within the group, where young people and staff work alongside each other. Reinforcing the fact that we’re all in it together, working hard and encouraging each other to succeed! An excellent few weeks!”

Alan McAtee, North Ayrshire Council  
Extended Outreach, 2023

“The partnership with the North Ayrshire Council Extended Outreach Service and North Ayrshire Active Schools has been amazing. With their support we have been able to engage with and support some of the most at-risk young people in the local authority.”

Alan Hendry,  
SSF Regional Manager, 2023

# Participant to Professional

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## Case Study: Precious James Miene



“The personal and developmental growth I have experienced whilst working with SSF; from not playing basketball at all, to playing and coaching competitively; from being shy and introverted, to outgoing and willing to speak at events. They have allowed me to recognise that it is ok to not be the best, it is okay to fail as long as you continue to address them. My story should stand as testament that as long as you're trying, you're already succeeding.

”



Growing up I felt like I struggled with a lot of darkness surrounding family life and my early childhood experiences. I lived in an abusive household and witnessed how difficult things were for my mum on a regular basis. We migrated from Nigeria to London initially, then to Edinburgh and finally to Glasgow. It was difficult at home and I struggled to accept that my mum was struggling and all I wanted to do was help.

***I wanted to find some sort of salvation, happiness and wanted to make friends. I was in a place with so much uncertainty, but no one knew what was going on.***

Thankfully, I met a group of amazing individuals who were part of Scottish Sports Futures. This largely created the foundations which would change my life.

Upon learning of the SSF programme during a session at my school, I decided to attend their open day alongside my diverse group of friends. We continued to attend the sessions, and this would later encourage other youths from minority backgrounds to join in. It quickly became a place where community was created, where young people did not feel isolated and enabled connections.

Through sport and youth work I found people who cared, asked questions about me, my interests, and my aspirations. Understandably, my mum couldn't be that person because she had so much going on.

***Through the SSF programme I grew in confidence, having engaged in training opportunities, volunteering and running my own basketball club. I was in receipt of the support I had wanted and needed for a long time. Volunteering and engaging with SSF youth workers enabled me to identify which direction I wanted to take in life - that being the engineering field.***

I applied for college and was accepted. However, the environment wasn't the greatest, there were not a lot of people of colour so I stood out. People tried to belittle me, put me down, it did not feel good. But it was a stepping stone. I knew my goal, I knew where I was going.

I achieved my NC and then took a year out where I volunteered with SSF to gain work experience before continuing further education. Thereafter, Ally helped me to apply for colleges and I was into mechanical engineering at City of Glasgow then into university. With dedication and determination I am proud to say I gained my University degree in Computer-Aided Mechanical Engineering.

I'm 26 now, I'm still growing, reflecting and putting that learning into my practice.

Reflection has allowed me to realise that I fear failure, I never want to feel like I'm not good enough. There have been so many things that have happened to me out-with my control so I continue to focus my efforts to overcome the things I can have control of.

I am passionate about the work I do with young people in our community, and hope to continue to make a positive impact on the lives of those I come into contact with, both in and out-with the SSF programme.

***In SSF, there are a wealth of like-minded people with a shared ethos of helping others to achieve their goals. This motivated me as a tool to help people.***

I am privileged to have become a part of creating the diversity observed within SSF, and hope to continue to influence young people of every race, colour and religion to attend young development programmes like SSF as the benefits are endless.



# Environmental Sustainability



SSF has taken a holistic approach to sustainability, recognising that we need to consider environmental, economic and social elements of sustainability. We work to combat the effects of living in poverty and buffer against trauma and adversity and we know that the effects of climate change can often impact more negatively on those living in poverty. We are committed to playing an active part in creating positive impact for our people and the planet.

Jude Reid, Head of Sustainable Business Development, SSF



Scottish Sports Futures and ApparelXchange created a new partnership and over the month of May 2022 teamed up to gather donations of pre-loved sportswear and footwear then redistribute to those most in need.

The project combined the strengths of both organisations, including enabling young people to be active through sport and physical activity, reusing clothing and reducing the impact of waste on the environment. Donations were received from over 20 organisations and individuals external to SSF.

## TOTAL PROCESSED

Garments: 221 items  
Footwear: 43 pairs

## ACTUAL RE-USE

Rate of re-use: 84%  
Garments: 197 items  
Footwear: 25 pairs



Working in partnership with Sustainable Pathways we have developed a workshop to embed within our programmes called GameOn for Climate. The workshop aims to educate and raise awareness of the climate crisis in a fun, interactive way with lots of movement and physical activity. It is action-oriented and highlights to young people that small changes can make a big difference.

Over the year we have been piloting the workshop with our young people. We also recently delivered the workshop at our SSF Conference and Learning Event. The session was incredibly well received and participants said they felt inspired and more confident to deliver a session like this to engage young people they are working with on climate change.



We were successful in a bid for funding to hire an Environmental Sustainability Intern for 4 months through the Step Up to Net Zero Programme funded by Glasgow City Council and Glasgow Chamber of Commerce.

This support has enabled us to progress with one of our key goals which is to develop a circular business model. We've been creating a range of circular policies which will introduce a focus on how we reduce, re-use or recycle items. We've also been developing procedures which will help us calculate baselines to measure future progress against targets for reducing our carbon emissions.

## REDUCE

Reduce the amount of the Earth's resources that you use.

## REUSE

Don't just bin it, could someone else use it?

## RECYCLE

Could the materials be used into something new?



# Our Finance

	2022/23 (£)	Increase from last year
<b>Income</b>	1,424,000	27%
<b>Expenditure</b>	1,574,000	42%
<b>Schools</b>	2900	-72%
<b>Housing Associations</b>	19,900	206%
<b>Training Modules</b>	28,000	47%
<b>Total</b>	<b>50,800</b>	<b>41%</b>

# Our Funders

Thank you to all who have funded, donated and invested in us. With your support we have been able to achieve incredible impact for young people and we are forever grateful.

- BBC Children in Need
- Clyde Gateway
- Comic Relief: Ahead of the Game
- Fife Council: Active Schools
- Forteviot Charitable Trust
- Garfield Weston Foundation
- Glasgow City Council: Glasgow Communities Fund
- Glasgow University Students Association (Shinty)
- North Ayrshire: Active Schools
- Scottish Government: Active Scotland
- Scottish Government: Cashback for Communities
- Scottish Government: Investing in Communities
- Shell UK
- **sportscotland**
- Sweaty Betty Foundation
- The Robertson Trust

# Our Fundraising & Corporate Relationships

A total of £92,000 was raised this year through fundraising. Thank you to our supporters who have supported SSF and participated in the annual Ultimate Challenge and Tenner to Tons.

Our Charity of The Year partnerships have been instrumental, thank you to;

- Blue Parrot
- East of Scotland University Air Squadron
- Edinburgh University
- Glasgow University Sports Association
- Team Morrison – Curling Team
- The Open St Andrews Golf Links Trust
- Thistles Shopping Centre (Stirling)
- Waitrose (Milngavie)

We remain grateful to Barclays for their continued support with our fundraising efforts, both financially and through participation on our Fundraising Steering Group.

# Our Fundraising

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## Case Study: The Open St Andrews Golf Links Trust





Ahead of the historic 150th Open at St Andrews, Callaway revealed the unique Staff Bag designed by a local student, which was used by 34 players at this monumental championship. Budding artists from two St Andrews schools – Madras College and St Leonards – were commissioned by Callaway and St Andrews Links to design a St Andrews inspired golf bag, and 17-year-old Iona Turner had her winning design chosen by Callaway executives and a team of Staff Professionals. The Tour pro judging panel included Danny Willett, the 2021 Alfred Dunhill Links champion, and Min Woo Lee, the 2021 abrdn Scottish Open champion.

As an extension of the design challenge, larger than life sculptures of the final 10, celebrating the creative excellence of pupils from each school, were positioned in various locations around St Andrews running up to The Open. Iona's winning design takes inspiration from many of St Andrews' iconic and recognisable landmarks, including the famous Swilcan Bridge on the 18th hole of The Old Course, and the town's beautiful seafront location.

Following the conclusion of The Open, the 10 sculptures from The Big Bag Trail were auctioned at a special evening event at St Andrews on July 19 2022, with all proceeds going to Children's Hospices Across Scotland (CHAS) and Scottish Sports Futures (SSF).



“

We're delighted to have been involved in such an exciting and innovative project as the Big Bag Trail and would like to thank Callaway, St Andrews Links Trust and everyone else involved for raising an incredible amount of money that will make a real difference in people's lives through the power of sport.

Kirsty McNab, Chief Executive, Scottish Sports Futures

”

“

Seeing the designs created by the young artists for the first time gave us a real sense that we were on the road to something special.

We're delighted to have raised so much money for two such worthy causes, while also promoting the incredible community spirit that surrounds the home of golf.

Neil Howie, President, Callaway EMEA

”



# Our Communications

12%

Increase in  
Twitter  
followers

13%

Increase in  
Facebook  
followers

34%

Increase in  
Instagram  
followers

580,500

Twitter  
impressions

124,000

Facebook  
reach

32%

Increase in  
Linkedin  
followers

44,815

Website views

## Over the last year we have used social media to:

- Stay in touch with and support our young people
- Recruit for exciting new positions
- Connect with our partners, participants, funders and staff
- Demonstrate our impact and reach across our 4 local authorities
- Promote newly launched and existing sessions along with partners
- Engage in key campaigns such as: #SportHour, #NoWrongPath, International Women's Day, Red Nose Day, Volunteers Week, Challenge Poverty Week, Mental Health Awareness Week
- Share key learning, success and case studies
- Promote tickets and success of our internal SSF events: #SSFconference2023, #SSFawards2023, SSF National Multi-Sport Event

We are incredibly grateful to receive continued support from both Loop PR and **sportscotland** around our communications and marketing.

# Our Recognition

## Press Coverage

### Our Environmental Sustainability

[SSF/Apparel Xchange Clothing Donation Drive](https://www.glasgowlive.co.uk/news/glasgow-news/glasgow-charities-gathering-unwanted-sportswear-23763225)

<https://www.glasgowlive.co.uk/news/glasgow-news/glasgow-charities-gathering-unwanted-sportswear-23763225>

### Our Fundraising

[St Andrews Golf Links: the Big Bag Trail](https://callawaygolfeurope.cmail19.com/t/ViewEmail/j/0AC253BA8130C59F2540EF23F30FEDED?alternativeLink=True)

<https://callawaygolfeurope.cmail19.com/t/ViewEmail/j/0AC253BA8130C59F2540EF23F30FEDED?alternativeLink=True>

### Our Young People Recognition

[Chloe Lawson MBE Recipient](https://www.glasgowtimes.co.uk/news/20183602.queens-birthday-honours-20-year-old-shocked-thankful-made-mbe/?ref=rss)

<https://www.glasgowtimes.co.uk/news/20183602.queens-birthday-honours-20-year-old-shocked-thankful-made-mbe/?ref=rss>

### Our Research

[Trauma & Poverty: Post COVID-19 challenges affecting vulnerable young people in Scotland](https://www.heraldscotland.com/news/homenews/21333760.half-scots-have-suffered-mental-illness-age-24-shocking-research-suggests/?ref=ebIn)

<https://www.heraldscotland.com/news/homenews/21333760.half-scots-have-suffered-mental-illness-age-24-shocking-research-suggests/?ref=ebIn>

### Shell Twilight

[Fife Programme Launch](https://www.fifetoday.co.uk/news/people/new-project-launches-to-support-young-people-in-and-around-burntisland-3962438)

<https://www.fifetoday.co.uk/news/people/new-project-launches-to-support-young-people-in-and-around-burntisland-3962438>

## Awards

We are proud to have been recognised nationally for continuing our mission of Changing Lives Through Sport

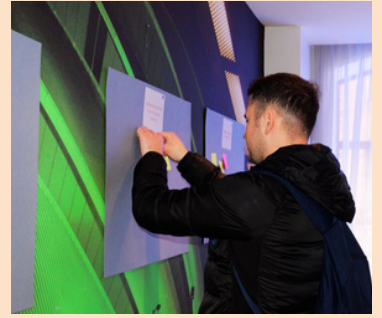
**The Herald & GenAnalytics Diversity Awards WINNER**  
Diversity in Sport

**Glasgow Business Awards FINALISTS**

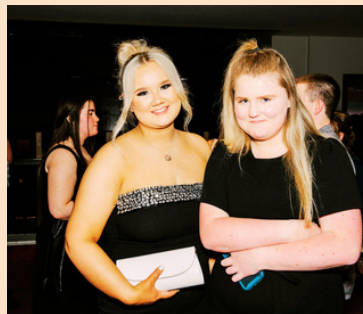
Green Champion  
Sustainable Development  
Net Zero  
Fair & Healthy Workplace



# SSF Conference & Learning Event



## SSF Awards

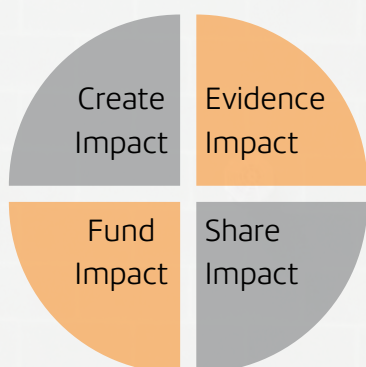


## SSF National Event





# Our Future Plans



Understanding the needs, trends, who we are, and why we are best placed to do the work.

It is our vision that we continue to be reflective of the communities we serve and everything we do encompasses diversity, inclusion and lived experiences.

## In 2023/24...

We will continue to support our young people to fulfil their potential

We will continue to support the ongoing development and wellbeing of staff

We will finalise and share our 2023–2026 strategy

We will increase inclusion and diversity in our programmes, staff and board

We will continue to support and upskill the sector with SSF Education and Training

We will gain CIMPSA endorsement for Education and Training (Mental Health and ACEs)

We will grow our SSF Education and Training tutor workforce

We will source new Charity of the Year Partnerships where values align

We will share our evidence-based approaches to achieving outcomes

We will hold an annual awards night

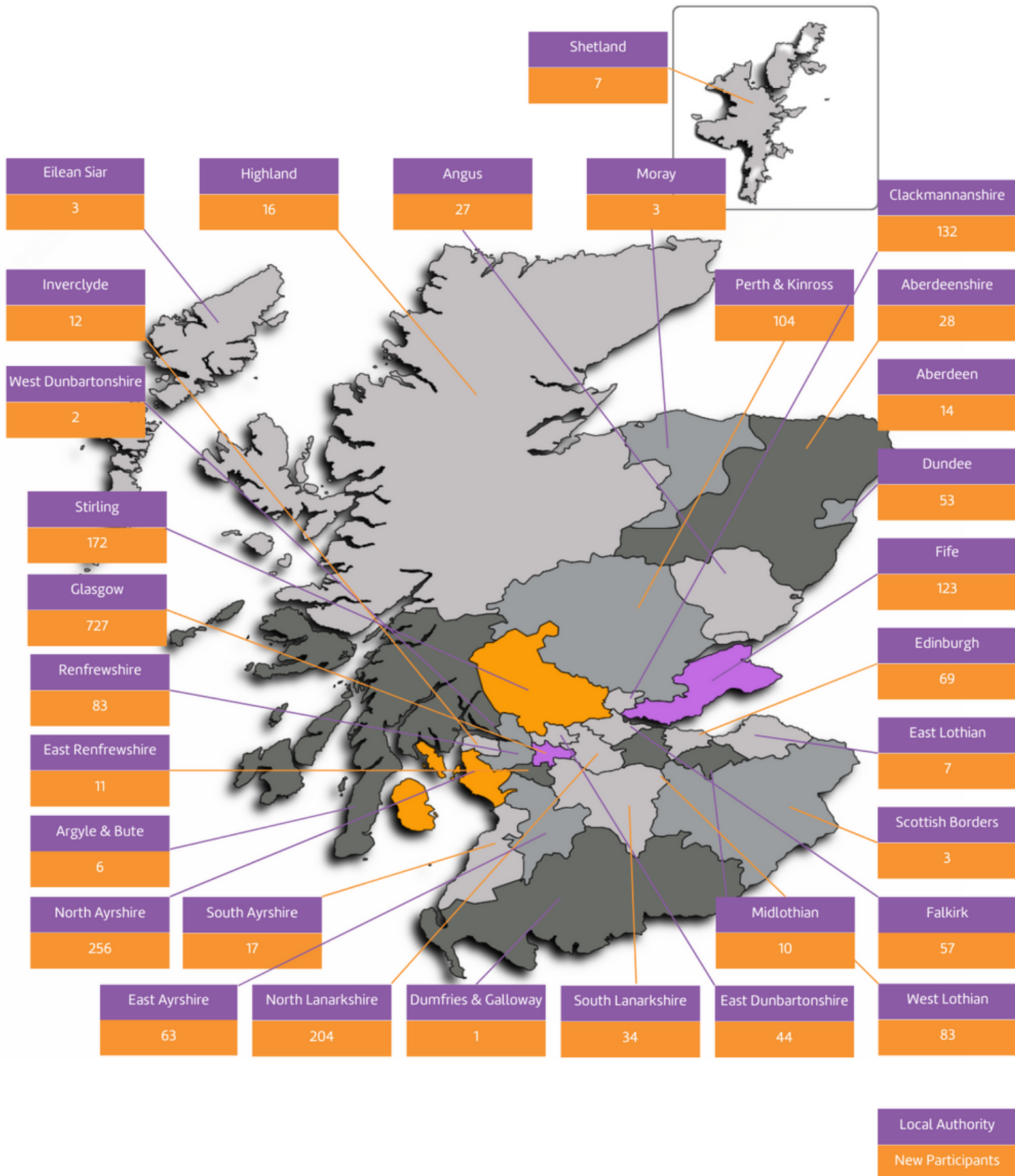
We will increase active travel

We will work on developing programmes and focus on quality assurance

Changing Lives  
Through Sport



# Our Local Authorities



# Our Partners

We love working in partnership with likeminded organisations and have focused on shared learning, relevance and purpose of these relationships in the last year. Here are some examples of these relationships:

## Basketball Scotland, Scottish Football Association and Scottish Rugby Union

- We have delivered a mix of ETC modules to young people through SSF Tutors and Basketball Scotland staff who have been trained to deliver ETC modules.
- Basketball Scotland has taken the lead role in delivering evening basketball provision for local young people in the Easterhouse community with support from SSF.
- We delivered a mix of online and in person ETC modules to young people participating in the SFA Volunteer Inspire Programme across the East, Central and West SFA Regions.
- We delivered Adverse Childhood Experiences and Human Connection module to SFA practitioners.
- We've worked with Scottish Rugby to train several of their Development Officers to deliver ETC modules within their Cashback Schools of Rugby and associated community rugby clubs.
- Fully trained Development Officers from Scottish Rugby have been delivering ETC modules to young people and we have processed these SCQF accreditations through Glasgow Kelvin College.

## Celtic Foundation

- We have worked with the Celtic Foundation to cross-refer young people into personal development and employability programmes.
- The Celtic Foundation have provided pathways for young people who have completed the SSF Chance:2:Be programme, supporting them to gain further accreditation and training opportunities.

## SAMH, sportscotland, Scottish Violence Reduction Unit

- Working with these national organisations has resulted in shared learning, joined up approaches to delivery, expert training for SSF staff, SSF delivering topic based learning on ACEs and Mental Health within the sport and youth work sectors to upskill practitioners.





# External Evaluation

## The University of the West of Scotland are the external evaluators for Scottish Sports Futures CashBack project.

Young people are living through unprecedented times and the services being provided by Scottish Sports Futures (SSF) are acting as a barrier to the harms that have been, and are, unfolding since the Covid-19 pandemic and the ongoing cost-of-living crisis. The main findings that emerged from this year's evaluation of SSF are regarding the impact of Covid-19 and how SSF are building experiences with young people, helping them re-engage with society.

Many of the findings from the previous year's evaluation (21/22) have been replicated within this report. Prior to discussing the findings of this year's (22/23) evaluation the main findings that have been replicated are listed:

- The environments that the young people come from are disproportionately affected by crime, poverty, and lack of suitable leisure activities. SSF continue to work with the ideal population for Cashback for Communities funding.
- Young people in attendance have complex needs and experience isolation, loneliness, boredom, lack of opportunities, and report high levels of mental illness.
- Discussions of violence and safe and unsafe places was still situated within hegemonic understandings of place as being territorial. Young people reported that safety was about the people who occupied the spaces. The issue of women's safety was raised again as an area which requires further focus.
- SSF continues to be an impetus for change in young people's lives across Scotland and acts as a barrier to the above issues.

*SSF develop meaningful experiences that allow people to connect with those around them, develops resilience, improves well-being, builds acceptance for difference, creates opportunities, and allows young people to engage in opportunities that are wider than themselves. Not only are SSF achieving their outcomes and helping young people transition to positive destinations, but they are helping young people transition back to society.*

SSF overachieved regarding meeting the six outcomes they were evaluated against:

Outcome 1: Young people build their confidence and resilience, benefit from strengthened support networks and reduce risk-taking behaviour.

Outcome 2: Young people develop their physical and personal skills.

Outcome 3: Young people's health and well-being improves.

Outcome 4: Young people participate in activity which improves their learning, employability, and employment options (positive destinations).

Outcome 5: Young people contribute positively to their communities.

Outcome 6: Young people are diverted from criminal behaviour or involvement with the criminal justice system.

The impact of SSF is far wider than that of those who attend their sessions or education programmes. SSF have a ripple effect within Scotland by providing trauma-informed education to children, young people and practitioners. This knowledge and trauma informed practices are then passed onto those who attend their sessions resulting in thousands of children and young people feeling understood, being seen, and feeling a part of society.

The main themes that emerged this year were "building" and "developing". Young people in a post-pandemic Scotland have lost many experiences that allow them to grow and develop into confident and resilient citizens. As such, it is being reported that there is a mental health crisis concerning young people and as a society we need to address this.

# Our Annual Outcomes

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## Young people improve their confidence

Young people report increased confidence	85%
Young people report they are able to do new things	90%
Other stakeholders report increasing confidence	100%

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## Young people build resilience and aspirations

Young people feel more positive about themselves, their lives, or their futures	86%
Young people feel more able to tackle problems and overcome challenges	85%
Other stakeholders report increases in young people's resilience	90%
Other stakeholders report increases in young people's aspirations	97%

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## Young people have strengthened support networks

Young people build positive relationships with others	93%
Young people feel more supported by others in their community	87%
Young people report increased knowledge and access of local services available to them	77%

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## Young people reduce risk taking behaviour

Young people report positive changes in behaviour	92%
Other stakeholders report positive changes in young people's behaviour	96%

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## Young people and families develop physical and personal skills

Young people report an increase in their skills	93%
Other stakeholders report young people's skills increasing	100%
Total accreditations completed by participants	2668
Total individuals completing accreditation	1741

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## Young people improve their learning, employability, and employment options, and progress to positive destinations

Young people take part in training	1476
Young people take part in learning	1476
Young people progress to employment	28
Young people report their attendance and/or attainment at school improving	78%
Other stakeholders report improved attendance of young people at school	62%
Other stakeholders report improved attainment of young people at school	68%
Young people progress to positive destinations	232

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## Young people improve their health and wellbeing

Young people report increases in wellbeing against SHANARRI indicators	97%
Other stakeholders report increases in young people's wellbeing against SHANARRI indicators	97%
Families report making healthier choices	92%

## Young people contribute positively to their communities

Young people volunteer in their communities	177
Young people contribute volunteer hours	13638
Young people complete community focussed awards	255
Young people feel their contribution, links with communities, and social interaction are improving	65%
Other stakeholders report improvement in young people's contribution, links with communities, and social interaction	99%
Young people have a heightened sense of belonging to a community	47%
Young people have increased motivation to positively influence their community	36%

## Young people and families build connections with their local community

Families receive information on local services	32
Families receive information on healthy low-cost food choices	32

## Young people are diverted from criminal behaviour or involvement with the criminal justice system

Young people report their involvement in antisocial and/or criminal behaviour has reduced	85%
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## Young people are more physically active

Participants report being more active since taking part in SSF activities	100%
Families report increased awareness of physical activity opportunities in their local area	75%
Parents/carers report increased confidence in promoting physical activity and play in the home	100%



# Our Equalities Data

Being inclusive is one of SSF's core values. We gather equalities data, alongside direct consultation, to allow us to better understand the communities we work in, and ensure our services are open, safe, and inclusive for all.

## AGE PROFILE

Under 10	5%
10 – 15 years	44%
16 – 18 years	37%
19 – 24 years	6%
Over 24 years	7%

## SIMD PROFILE

0-5% (Most deprived)	20%
0-10%	55%
0-20%	80%
0-30%	85%
0-40%	90%
0-50%	93%
50-100% (Least deprived)	7%

## GENDER REASSIGNMENT

Does gender differ from that assigned at birth?

Yes	4%
No	58%
Prefer not to say	3%
Don't know	1%
Did not consent	33%

## SEX IDENTITY

Male	44%
Female	36%
Non-binary	<1%
Prefer not to say	2%
Don't know	1%
Did not consent	18%

## SEXUAL ORIENTATION

Heterosexual / Straight	58%
Gay / Lesbian	1%
Bisexual	2%
Other	<1%
Prefer not to say	4%
Don't know	1%
Did not consent	33%

## PREGNANCY & MATERNITY STATUS

Not pregnant	58%
Pregnant	2%
Has been pregnant within last 12 months	<1%
Prefer not to say	3%
Don't know	2%
Did not consent	36%

## DISABILITY/ IMPAIRMENT/ MENTAL HEALTH CONDITION \*

Vision	1%
Hearing	<1%
Mobility	1%
Dexterity	-
Learning, understanding, or concentrating	6%
Memory	<1%
Stamina, breathing or fatigue	2%
Social or communication	2%
Behavioural	1%
Mental Health	2%
None of the above	41%
Other	3%
Prefer not to say	8%
Don't know	9%
Did not consent	28%

## RELIGIOUS BELIEFS

None	45%
Church of Scotland	5%
Roman Catholic	7%
Other Christian	2%
Muslim	1%
Buddhist	<1%
Sikh	<1%
Jewish	<1%
Hindu	<1%
Pagan	<1%
Other religion	<1%
Prefer not to say	4%
Don't know	3%
Did not consent	33%

## MARITAL & CIVIL PARTNERSHIP STATUS

Single	45%
Married	4%
In a civil partnership	2%
Divorced	<1%
Separated	<1%
Widow	<1%
Other	7%
Prefer not to say	5%
Don't know	3%
Did not consent	34%

## ETHNICITY

Total young people from a minority ethnic group (including white minority ethnic groups)**	11%
White – Scottish	67%
White – Other British	2%
White – Irish	<1%
White – Traveller	<1%
White – Polish	1%
White – Other	1%
Mixed or multiple ethnicity	1%
Asian, Asian Scottish, or Asian	1%
British – Pakistani	
Asian, Asian Scottish, or Asian	<1%
British – Indian	
Asian, Asian Scottish, or Asian	<1%
British – Bangladeshi	
Asian, Asian Scottish, or Asian	<1%
British – Chinese	
Asian, Asian Scottish, or Asian	<1%
British – Other	
African – African, African Scottish, or African British	1%
African – Other African ethnicity	1%
Black, Black Scottish or Black	<1%
British – Caribbean	
Black – Black, Black Scottish or Black British	<1%
Black – Other Black ethnicity	<1%
Arab, Arab Scottish, or Arab	
British	<1%
Other ethnic group	<1%
Prefer not to say	2%
Don't know	1%
Did not consent	20%

\*Note that young people may report more than one condition listed and so percentages against each disability will not combine to give the overall total. This figure is the total young people reporting any one or more disability, impairment, and/or mental health condition overall. This statistic excludes 'prefer not to say' and 'don't know' responses, and those who did not consent to their data being gathered for this purpose.

\*\*For analysis purposes, we have grouped all categories other than 'White (Scottish)' and 'White (Other British)' as ethnic minority. This statistic excludes 'prefer not to say' and 'don't know' responses, and those who did not consent to their data being gathered for this purpose.





scottish sports *futures*

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