



Interim report 2020



Contents

Chair's Welcome	3
Those who support us	3
Those we particularly recognise	4
Investment and Leverage	5
Our Local Authorities	6
Capital Grants Programme	7
Calum's Cabin • 'Family Flat' • Glasgow	7
Enable Scotland • 'Digital Project' • Dundee	8
Fersands and Fountain Community Project • Woodside Music Room' • Aberdeen	8
Heavy Sound • 'Community Reach & Inclusion Bus' • Edinburgh	9
Large Projects	10
Calum's Cabin	12
CentreStage • 'Catalyst Families'	13
Children 1st • 'Ardoy Outdoor Education Centre'	14
Independent Care Review (ICR) • 'Digital Platform'	15
Save the Children • 'Children's Places'	16
Street Soccer • 'Aberdeen Coach'	17
Who Cares? Scotland • 'Communities That Care'	18
Youth Scotland • 'Growing Community-based Youth Work'	19
Small Projects	20
Our Board of Trustees	24

Chair's Welcome

I am delighted to present this mid-year review of our 2020 investments.

Three 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 lifetime of the investment. By demonstrating the efficacy of these models, we have sought to influence and inform the thinking behind and the development of policies and services in respect of vulnerable families, children, and young people.

This year we also established a Capital Grants Programme in partnership with Kiltwalk, funding four projects, one each in Glasgow, Aberdeen, Dundee, and Edinburgh. Providing much needed support to children and families affected by Cancer, Disability and those living in poverty. Our funds enabled the support to be available to them where they needed it and when they needed it.

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. Calum's Cabin whom we have supported for several years and in 2019 through our Capital Grant programme with Kiltwalk supported the purchase of a new flat for families facing treatment at The Beatson Oncology Unit shared this comment with us...

"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."

I want to also at this time recognise the immense challenge we and our awardees face in light of COVID 19. Many Charities may not survive this pandemic, many families will face poverty for the first time in their lives, the compound nature of stress upon further stress will fracture vulnerable families and we know mental ill health is rapidly becoming the new pandemic. But STV Children's Appeal stepped into the breach at



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the earliest stage. Funding FareShare to provide food to the most in need in every part of the country. We encouraged our current investees to repurpose their awards to meet the need that presented itself right at that time and through our relationship with The Scottish Government we are managing more than £1.1m of emergency funding. A short summary of this work is contained in this interim report with a fuller report on the impact and learning from this response now available under separate cover.

Those who support us

It is also important to recognise the Scottish Government's support for The STV Children's Appeal and as was the case in 2019, their match funding of all donations received 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.

(continued overleaf)

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, Lidl UK and Tunnock's 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, the STV Children's Appeal met 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 additional investment in the North East of Scotland.

Those we particularly recognise

All that remains is for me to thank you, my fellow Trustees for your hard work and commitment across the year and for your 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.

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

Baroness Ford

STV Children's Appeal Chair

“

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”



Investment and Leverage

£2,100,000

 invested in 2020

In six months of 2020, our Large Projects have

supported
4,349
people



secured
1138
hours of
volunteer
support



secured
£85,200
in-kind
support



In 2020, the STV Children's Appeal has invested a total of £2.1m to support 5 Large Projects, 3 Capital Projects and over 250 Small Projects.

These projects have reached every Local Authority in Scotland and in the first 6 months of the year, our Large Projects have already provided a whole range of support and services to **4,349 people** – our Small Projects help the Appeal to reach thousands more.

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”.

Half-way into the year, STV Children's Appeal's Large Projects have secured a further:

- **1138 hours** of volunteer support at a monetary value of £10,583.40¹
- **£85,200 worth** of in-kind support
- **£250,373** of additional project funding

Total Leveraged: **£346,156.40**

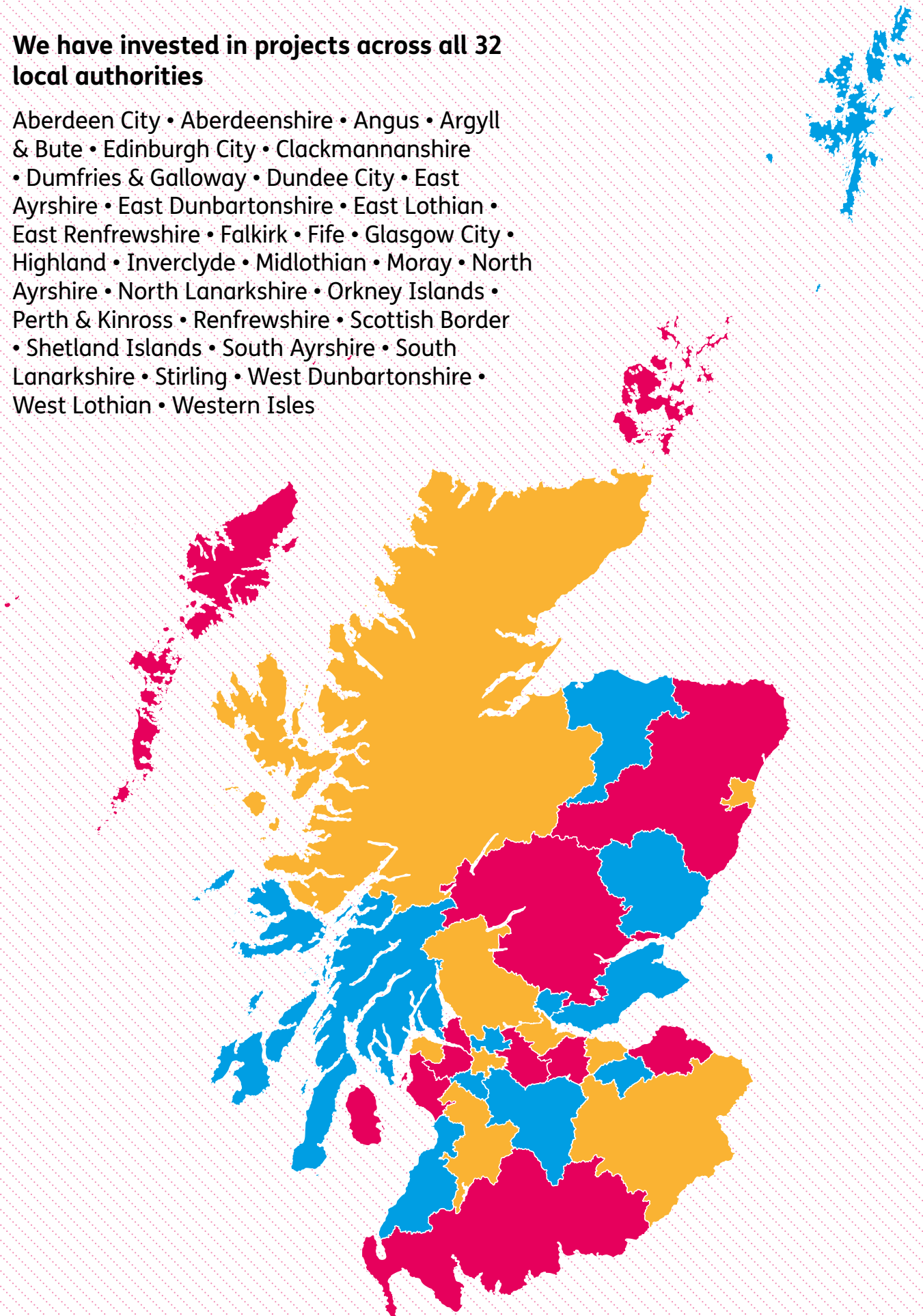
CentreStage alone have calculated their social return on investment (SROI) to be worth £2.2million primarily from their asset transfer of Kilmarlock Academy from East Ayrshire Council.

¹ Scotland Real Living Wage used which for 2020 is £9.30 per hour:
scottishlivingwage.org/what_is_the_living_wage

Our Local Authorities

We have invested in projects across all 32 local authorities

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



Capital Grants Programme

We are delighted to report on the success of our Capital Grant Programme awardees for the first time.

Launched in 2019, the programme is a partnership between the STV Children's Appeal and The Kiltwalk to support the total costs of purchasing one-off capital goods such as new buildings, major refurbishments, transport, and equipment. All of our Capital Grants must be able to show impact on a particular community, whether by place or interest and help achieve the ambitions of Every Child, Every Chance, such as reducing household costs, increasing income and improving wellbeing.

Capital Grants have enabled the Appeal and the Kiltwalk to work together to invest donations in projects that will make a real difference to the lives of children affected by poverty and to help tell the story of where the money goes.



Our four investments

1

Calum's Cabin • 'Family Flat' *Glasgow*

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. They were also ready to begin 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. To ease the pressure on waiting lists for their Glasgow flats and to deliver their mission, which is to be there for families to offer continuous and responsive hands on support when needed, the charity set-out to grow their existing capital portfolio.

Achievements

- successfully purchased a 4th flat in Glasgow from Kiltwalk Partnership funds which, alongside renting another 2 in the City, means they are now offering an increased capacity of 'home from home' support to families.

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, the Kiltwalk 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.

2

Enable Scotland • ‘Digital Project’ Dundee

Enable Scotland were supported by a capital grant to put into action their vision to create a digital training hub in the city of Dundee to support young disabled people to gain the necessary skills, training and confidence to assist their route into employment within the digital sector. They have purchased 10 high specification laptops, uploaded with industry relevant software packages and firewall protection, and created a made-for-purpose computer suite within Dumfries and Angus College, including the purchase of associated furniture and peripherals. All furniture and software is accessible for the learners.

155%
return on
investment

Achievements

- £54,000 of in-kind support secured from Dumfries and Angus College in staffing and room costs – this is a 155% return on investment for the STV Children’s Appeal;
- Development of a tailored NPA Level 4 and NPA Level 5 in Digital Media & Digital Skills has been completed, meaning all learners will receive this qualification through the delivered cohorts; and
- Worked in partnership with the College to plan for a delayed launch in October 2020 because of COVID-19.

Legacy

Enable Scotland aim to offer an unrivalled learning environment which will use high quality, industry-standard IT equipment to create the perfect training setting that replicates a live digital working environment, making the transition into the workplace as seamless as possible.

3

Fersands and Fountain Community Project • ‘Woodside Music Room’ Aberdeen

Using a capital grant from the Appeal, a new music room and community space in Woodside, Aberdeen has been opened from the basement garage of Woodside Fountain Centre. Young people from Woodside can now come to the Centre and learn drums, guitar and keyboards in a cosy, neat and safe space.

“

Wow, what a difference!

I can’t wait to come and

practice in here!

”

Achievements

- Whilst public buildings were closed during the pandemic, Fersands and Fountain Community Project remained active by providing support to individuals and families, issuing food vouchers, offering regular phone contact and information through the letter box and social media;
- During lockdown, they also ran competitions to keep people busy and keep spirits up; and
- Around forty community members turned out to see the grand opening, with Casper, a local young person saying, ‘Wow, what a difference! I can’t wait to come and practice in here!’

Heavy Sound • ‘Community Reach & Inclusion Bus’ Edinburgh

Heavy Sound used their capital grant to purchase a bus which they have transformed into a space where they can run their Community Reach & Inclusion programme.

Although the bus was formally launched from HMP Edinburgh in March 2020 Heavy Sound had had great success already, bringing together mixed-gender residents from across the prison to gain qualifications in cleaning and hygiene, joinery skills, vehicle maintenance, art & design, as well as many planning and project management skills.

The prison aspect of the project also helped them to connect with families of prisoners, mainly children, at the HMP Edinburgh visitor centre where they ran music themed workshops through the week before visiting time.

Achievements

- After initially pausing the project due to social distancing measures, Heavy Sound were able to access training and support to deploy the bus as part of their local response to the pandemic in early to mid-April. The bus was stationed at the local high school as a working field packing and distribution centre to process food and essential produce. Their efforts meant more than 1,000 families per day received essentials items during lockdown;
- In partnership with East Lothian Council, Heavy Sound offered a youth-work focussed programme for care experienced young people which included music-making, mentoring and participant-led activities, engaging with the most vulnerable children through the School Hubs; and
- One project participant secured a volunteering position within Edinburgh City Council working on and maintaining their fleet buses.

Over
1,000
families
received essentials
every day during
lockdown



Large Projects (funded over £40,000)

Through the Large Projects it supports, the STV Children's Appeal intends to develop and test models of working which best mitigate the impact of poverty on children and families. By demonstrating the efficacy of these models, projects hope to influence and inform the policy development and practice in respect of vulnerable children, young people and families, both locally and nationally.

However, 2020 has seen unprecedented changes to social life and one, if not the biggest challenge faced by children, young people, families, and communities as well as the third sector in Scotland in living memory. COVID-19 has been signalled as an equaliser as it does not discriminate, but it is not a leveller, it has amplified existing inequalities, social injustice, and disadvantage. Families who were 'just getting by' are now vulnerable and navigating complex systems in the pursuit of support they have never had to contemplate before.

As COVID-19 swept across the globe, the Appeal was acutely aware of the devastation the pandemic was causing families and communities across Scotland. We responded by implementing four programmes of work to help alleviate the impact, including:

- 1** making an award of £400k to FareShare Scotland, who used it to distribute 3107 tonnes of food - equivalent to 7.4million meals for approx. 109,806 people in need, via their four regional centres in Grampian (with Highland and Islands), Tayside and Fife, Glasgow and the West, and Central Scotland and South East, to address the resultant spike in food poverty across Scotland²;
- 2** Re-purposing 6 Larger Grants of between £25K and £400K currently in our awards portfolio on a short-term basis to assist those organisations, where appropriate, in addressing a number of issues that the crisis had highlighted for them;
- 3** Running a joint fundraising and awareness raising campaign with the National Emergencies Trust that resulted in circa £100k being raised and dispersed to address the social impact of the pandemic; and

- 4** As part of a coalition of independent funders, we assisted in the distribution of the Scottish Government Community Wellbeing Fund, meaning 283 community groups and voluntary organisations whom we had previously funded and completed due diligence on, received up to £4000 to allow a rapid local response.

The impact of CV19 on the third sector has been catastrophic and we recognised at the outset that a sensitive but immediate approach was imperative. Prior to the crisis, our approach was "light touch" founded on trust and partnership support. This allowed us to move swiftly and efficiently into the next phase of support. This approach, together with the nature, range, and scale of the organisations within our portfolio, presented an ideal opportunity to evaluate the issues impacting on the third sector as a direct consequence of CV19. It also enabled us to obtain additional information to help us in our thinking and inform our actions moving forward.

Research commissioned by the STV Children's Appeal found third sector organisations have been diversifying in response to what they see in their communities, offering localised solutions, being fleet of foot to change when required and meeting individuals where they are in their period of crisis. Alongside the established third sector, communities were themselves developing their own solutions and using their own assets to respond rapidly, often before funding schemes or support packages were announced.



² Between March 22nd and July 23rd

Our Large Projects were no exception, they too stepped up to the mark during the COVID-19 response, bringing their services, projects, and strong policy skills to the fore to ensure nobody fell through the net. They have all demonstrated dexterity in their delivery by pivoting to meet the immediate and vital needs of those they support. The STV Children's Appeal has supported this shift in delivery and through our Large Projects has contributed to the response to COVID-19 for some of the most vulnerable children, young people, families and communities in Scotland. We have highlighted some of this work to demonstrate the skill and commitment of our investments during this unprecedented time:

- **Calum's Cabin** contacted all their families on a weekly basis to check how they were getting on, offering mindfulness sessions and Easter eggs to the families whose Easter respite bookings had been cancelled. Families reported this support had helped them to sleep better, focus more and manage their situation better;
- **CentreStage** enlisted support from furloughed chefs from the Buzzworks Restaurant chain, to help prepare and cook meals which they then supplied across the community with 85% of food support provided to SIMD 1&2 households;
- **Children 1st** have continued to be there for all the families they support and have moved their support to phone, video call and even writing letters. When it was safe to do so, they have met families safely across doorsteps and more recently met them in public spaces and in their homes where that has been possible.
- **Save The Children** have delivered 36 emergency response grants and 535 Children's Places packs to families in Renfrewshire and South Lanarkshire since the start of lockdown;
- **Street Soccer Scotland** set up a responsive Hardship Fund and a network of support across all their locations where around 1400 elements of support were being delivered each week of lockdown, including freshly prepared meals, food packages, baby milk, nappies, pet food supplies etc. In addition, they distributed 50 smart phones to players to keep communication channels and support open;
- **Who Cares? Scotland** ensured that Care Experienced children and young people had appropriate internet access and devices to participate in virtual groups, which offered 74 blocks of activities during lockdown, an offer 43 people participated in; and
- Through the Youth Scotland Action Fund, **Youth Scotland** have enabled smaller youth groups to maintain vital contact with young people who access their youth work opportunities. This has been essential in allowing these youth groups to maintain their relationships and provide support for young people throughout this pandemic.

In addition to providing vital support during lockdown and the on-going pandemic, all Large Projects have continued to further their project aims and objectives and have demonstrated invaluable learning and knowledge which goes on to inform the work of the Appeal.

At the end of 2019, three of our Large Projects came to the end of their funding from the Appeal and we introduced a number of new organisations and projects to our portfolio; Children 1st, the Independent Care Review (now known as The Promise), Street Soccer Scotland and Youth Scotland.

Calum's Cabin

Summary

The charity started 2020 with all of their premises fully booked for the year 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. With the emerging threat of COVID-19, Calum's Cabin took the difficult decision to cancel all stays in their Cabin, Cottage, Mountstuart and Dumfries House as well as cancelling 12 weeks' worth of stays in a gifted premise in St Andrew's. This is whilst also maintaining a waiting list, as with previous years, primarily for summer school holidays.

Calum's Cabin have continued 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 to families when needed, even during a global pandemic. Despite the added stress and uncertainty of COVID-19, some families have been united in the Glasgow flats with children being off school and better able to travel mid-week to be with their sibling and both parents.

Key Themes

Family Breakdown • Mental / Physical Health

Achievements

- COVID-19 has brought further stress and anxiety to families with a child with a suppressed or very low immune system, yet all have felt extremely safe and secure in the flats provided by Calum's Cabin;
- Within a week, Calum's Cabin had managed to organise supermarket deliveries and laundry collections – this has ensured families could stay at home as much as possible during lockdown;
- Glasgow flat families all received Easter eggs, cupcake and afternoon tea deliveries every few weeks and mindfulness sessions to help them cope with the pressure of lockdown and the pandemic; and
- Patio furniture has been purchased to allow the families with balconies to enjoy outside space without comprising any immunity.

Influencing

Calum's Cabin continue to work closely with Glasgow Children's Hospital, Beatson West of Scotland Cancer centre and outreach nurses/CLIC social workers in Glasgow, Aberdeen, Inverness and the Highland and Islands to ensure they all know the flats are available for families if they need them. Whilst they do not advocate or campaign in the traditional sense, their usual 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 COVID-19 has prevented many of their fundraising plans from progressing, Calum's Cabin has shown incredible grit and innovation in designing new methods of raising income during a pandemic.

Legacy

With a growing portfolio of 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

Calum's Cabin is the type of project which shouldn't have to exist, but with thanks to the fearless and courageous passion of those who have experienced the loss of a child, it is the exact type of project families in this situation will be eternally grateful for. 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. For this reason, it is likely this project will always rely on some form of external grant or community/ corporate fundraising to cover their costs. However, the team continue to demonstrate considerable skill and success in building a diverse portfolio of income to meet this need.

"Thank you all so much for everything. You have made our time in Glasgow with Louise so much easier and stress free, Louise loved it in the flat, it's beautiful and she felt so at home, we spent our last Christmas together there and we will cherish it always."

Centrestage • ‘Catalyst Families’

Summary

Centrestage aims to build energetic and inclusive communities with the arts at the heart. Their approach welcomes individuals and families as part of a connected community, where their material needs of food, housing and safety can be naturally supported. Participation in the arts activities that sit at the heart of Centrestage, offers further improvements in health and wellbeing and self-fulfilment. They are exploring how universal access to the arts (and sports) can reduce inequality and, in so doing, support a route map out of poverty. Catalyst Families addresses the negative outcomes arising from the deep-rooted inequalities caused by imprisonment, poverty, social isolation and poor mental health and well-being. The project provides places for families to come together, support each other and share their experiences, thus reducing feelings of isolation and stigma. The project aims to provide the support required to stabilise the material needs of the child and the family but do so in a client-centric fashion. Support typically includes advice on housing, mental health, life skills and welfare.

Key Themes

Food Poverty • Community Capacity Building / Resilience • Mental / Physical Health • Material Need • Family Breakdown • Housing • Education • Employment • Youth Engagement

Achievements

- acting as a conduit for wider Health & Social services to reach the most vulnerable children & families;
- secured a monthly £10k investment, ongoing since Jan 2020 from NHS Ayrshire & Arran and East Ayrshire HSCP;
- An estimated social return on investment (SROI) of £2.2million; and
- Approx. 450 hours of volunteer support provided to CentreStage, supporting around 300 families so far.

Influencing

Catalyst Families is underpinned by a set of strong principles about meaningful dialogue, place and community-led approaches. They demonstrate a solid knowledge base of the local community and excellent ‘people as partners’ ways of working. What they are then able to offer by way of influence, is a model of practice informed by experience, knowledge and value-based principles. They are working with East Ayrshire Council, East Ayrshire Health & Social Care Partnership and NHS Ayrshire and Arran to explore collegiate ways of working in supporting vulnerable groups and those most marginalised from society. Centrestage believe that their model can be instrumental in reducing dependence on health and social services.

Legacy

Centrestage is involved in research projects with the Social Innovation Partnership, Heriot Watt University and with Health Improvement Scotland/ iHub. They are invested in exploring and refining new ways of working and learning from likeminded organisations to create sustained change for children, young people, families and communities.

Sustainability

Centrestage has 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. Their partnership working has led to a monthly increase in referrals from external sources including benefits agencies, Vibrant Communities, Social Work, NHS and justice services are increasing monthly.

Children 1st • ‘Ardoy Outdoor Education Centre’

Summary

New to the Large Project portfolio for 2020, over the next 3 years Children 1st will work in partnership with Ardoy Outdoor Education Centre to offer residential weekends to over 100 families from across Scotland, as well as providing ongoing outreach support to build on the benefits of the residential experience. Children 1st recognise that outdoor education is often not accessed by families due to financial, physical or emotional restrictions they face. This project aims to overcome this to encourage and enable whole families to take part. The project aims to strengthen family relationships, build confidence and create the conditions in which families can come together and become more active in their communities. The partnership will pool their expertise and assets to provide this opportunity for families and build a safe, sustainable, and scalable model.

Key Themes

Education • Youth Engagement • Mental/Physical Health

Achievements

Despite the COVID-19 pandemic curtailing delivery plans Children 1st and Ardoy Outdoor Education Centre have made progress in setting up the project considering new social distancing measures:

- Generating the project scope and mapping of outdoor spaces for outreach work
- Developing the John Muir Award linking into the Project Outcomes Matrix
- Developing a home activities pack to complement outreach work linked into the John Muir Award
- Generating the residential programme and reviewing and amending associated activity Risk Assessments based on operating under COVID restrictions
- Assessing the Centre and generating a COVID-19 plan of operations for Children 1st residential visits
- Advertising for project staff

Whilst Children 1st await a time in the Scottish Government’s phased route-map to begin delivery fully, they anticipate being operational by October 2020, with two residential weekend taking place before the end of 2020.

Legacy

Children 1st anticipate the support provided to families during this Large Project will lead to them building the skills and confidence needed to develop and sustain self-directed support groups. These groups will help support families to be more active in their local community through strong connections and networks.

Sustainability

A key aspect of this Large Project is the ambition to create a sustainable model which can be replicated across Scotland, ensuring families have the right support in place to enable them to access the same type of provision known to improve wellbeing and outcomes.



Independent Care Review (ICR) • 'Digital Platform'

Summary

ICR join the Appeal as a Large Project in 2020, with a project which aims to develop a digital tool and approach that cedes control and ownership of voice and stories to individuals. The project will also ensure the digital tool is designed in such a way which enables services to be responsive, proactive, and efficient.

Key Themes

Youth Engagement • Community Capacity Building/Resilience

Achievements

- Mapping work to gauge what other digital solutions exist;
- The establishment of a reference group to explore existing approaches or those under development throughout the UK;
- The co-design and delivery of a service design workshop for members of the digital reference group, led by the chief design officer at the Scottish Government;
- Contact and exploratory discussions with ICR implementation team as it begins to establish itself with Chief Design Officer and team leading on incubating and designing approach and agreeing where the digital project fits with this; and
- Ongoing contact and discussion with members of original reference group.

Legacy

Once functional, the digital tool and approach will change how services deliver participation and voice work with some of Scotland's most disadvantaged and seldom heard groups.

Sustainability

While COVID-19 has presented challenges to how ICR have been able to launch this new Project, it is evident they are already making strides towards sustaining the anticipated impact of the digital tool and approach. This includes working closely with The Promise (ICR Implementation Team) to ensure that whatever emerges sits within the broader strategic aims and ensures high-level buy-in from the sector as a result.



Save the Children • ‘Children’s Places’

Summary

Children’s Places blends principles from family learning, community development and engagement and place-based approaches to engage and empower communities to improve the lives of young children experiencing poverty in Scotland. They apply a community-led action planning approach, bringing together local people to define their local community and to capture ideas to improve children’s wellbeing using the SHANARRI indicators as a framework to guide this process. Children’s Places facilitates the conditions locally to give children, families and the wider community a voice in shaping the support and services that are available to them. In doing so, they create sustainable and meaningful change to ensure every child has the opportunities they deserve.

Key Themes

Education • Youth Engagement • Community Capacity Building / Resilience

Achievements

- Working with third party organisations, such as PEEK and Corra to redefine their user testing approach in response to new COVID-19 guidelines; and
- developed 3 x age and stage appropriate consultation packs for families to find out about their experiences of wellbeing during lockdown.

Influencing

Place-based work and community engagement approaches have long been recognised as fundamental to Scotland’s approach to tackling poverty. This has been supported by an ever evolving, comprehensive and complex policy framework. However, recent reports from Audit Scotland and others consistently conclude that there is limited evidence of successful engagement and influence with people from deprived areas. There is even less evidence of this in relation to children. By providing a theoretical framework and a practical resource, which supports children and families to understand and improve their wellbeing at community level, Children’s Places supports successful engagement in communities across Scotland – building skills, knowledge and understanding of what works best and how to do this and the difference it makes to families.



Legacy

Renfrewshire and South Lanarkshire Council are committed to supporting the groups that have been established through Children’s Places over the years. This is evident in their prioritisation of community lets, ensuring that the legacy groups are stable and able to operate long-term from within the community. Legacy groups have gone on to further develop their own agenda and remit, including Stronger Communities Glenburn operating a food bank during lockdown, becoming invaluable community assets.

Sustainability

Children’s Places provides opportunities for children and families to become involved in collective action at a place level, and by doing so, many feel empowered by the process and begin to feel more able to bring about positive change in their community. Through a series of tried and tested engagement sessions, Children’s Places uncovers the experiences and views of children and families in relation to wellbeing in their local community. The approach can lead to groups of families setting goals for their community and creating action plans, working with local service providers to deliver a long-term strategy for improving children’s wellbeing or the establishment of community-based partnerships, where children, families and the wider community are supported to shape local services and to sustain improvements through shared goals and governance.

Street Soccer Scotland • 'Aberdeen Coach'

Summary

Street Soccer aim to level the playing field for those experiencing poverty and disadvantage as well as anyone facing social exclusion. They work in the communities that need them most by providing support to help people achieve their potential. Through funding as a Large Project, Street Soccer will replicate their highly successful approach in Aberdeen. Their relationship-based project will provide free football and support to young people (10-16) experiencing poverty and disadvantage / who are vulnerable or 'at risk' as well as adults of all ages experiencing social exclusion. Despite COVID-19 slowing down their ability to launch their youth programme, Street Soccer has still managed to engage with those needing support and have made significant steps towards their goals during the pandemic.

Key Themes

Youth Engagement • Community Capacity Building/Resilience • Mental/Physical Health



The sense of belonging

is unparalleled to any

other organisation

and that's created

by the staff, volunteers

and attendees.



Achievements

Since joining Street Soccer:

- Around 20% of smokers quit the habit;
- more people know when and how they will be getting their next meal – (up from 56.84% to 86.17%); and
- people reporting that issues in their personal life were out of their control (sometimes to always) went from over 70% to 39.36%.

Legacy

Through their adult, youth and school programmes, Street Soccer help people to find a way out of homelessness, improve and develop healthy relationships, overcome addictions, and puts them on a path to employment. Young people in education who are on the fringes of, or excluded from school can access support from a trusted adult who protects, respects and advocates for their best interests and provides them with the opportunity to gain a qualification and, eventually, reintegrate with mainstream education as well as experiences they may not have been able to access before, such as organised trips and tournaments. Their Prisons Programme provides prisoners with an engaging physical exercise programme and the opportunity to gain a qualification as well as access to ongoing support and football once liberated. Street Soccer is having a profound impact on some of the most vulnerable groups in society and we are only at the start of seeing what their legacy could be through our Large Project funding.

Sustainability

Work is well underway as part of Street Soccer's overall fundraising strategy to focus on Aberdeen and develop the partnerships required. Despite COVID-19 hindering their plans, good partnerships are already developing with schools, Community Food Initiatives North East (C-FINE), WorkingRite, Barnardos, Enable and Momentum.

Who Cares? Scotland • 'Communities That Care'

Summary

The 'Communities That Care' project team 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. The project creates the conditions for positive learning opportunities for corporate parents and people in communities, designed to increase understanding and awareness of the experience of care across 20% of the general population. This is designed to create a 'tipping point' whereby an environment becomes 'care conscious' and results in Care Experienced children, young people and adults no longer facing the discrimination and misrecognition which leads to this group having some of the worst health and educational outcomes in Scotland.

Key Themes

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

Achievements

- secured agreement to embed their model in a further six primary schools and the one Additional Support Needs school within the St. Andrew's Academy cluster;
- Training delivered to all teaching and support staff (15 participants), with inputs delivered to all P6 and P7 pupils (55 pupils) in St John Ogilvie Primary School;
- PSE sessions were delivered to all S1s in St Andrew's Academy, Castlehead High, Paisley Grammar and Gleniffer High in the first half of the academic year;
- Recruited and trained an additional 3 Community Schools Volunteers, meaning there are now 8 available to the project; and
- Secured a seat on a working group at West College Scotland which aims to improve outcomes by creating a 'Prepare for College' course that should ensure Care Experienced people are better ready and prepared before deciding to become students.

Influencing

Who Cares? Scotland has a powerful and inspiring approach to their campaign work, putting those with Care Experience and their stories at the heart of their message. They focus on extrapolating the learning gained through Communities That Care to increase care conscious practice across both policy and practice, maximising their strong political relationships at national and local levels. Who Cares? Scotland is committed to making the case for macro policy and practice changes so that a caring culture can grow to dominate Scotland.

Legacy

Communities That Care work with young people through a model which seeks to 'engage, mobilise and empower' them, they are supported to understand and own their identity, if they wish and to use this in a positive way to educate themselves, their communities and decision makers around them. Renfrewshire will be left with a wealth of 'care conscious' individuals who can champion the needs of this group beyond the period of this award. The project team believe that by 'care proofing' the local authority of Renfrewshire, they empower local communities and the Care Experienced population to create a safe and welcoming environment which could be replicated across Scotland.

Sustainability

The project will support the community within Renfrewshire to develop lasting relationships that can be sustained beyond the initial STV Appeal funding period. Key to this has been the posts of Project Coordinator and Volunteer Coordinator, who will ensure that Who Cares? Scotland can continue to recruit, train, and support key community anchors who are able to work with young people and utilise local resources. This sustains the project's ability to create opportunities for Care Experienced young people and the wider community to access and learn from. In addition, Renfrewshire Council has shown interest in match funding the project beyond 2020 when funding from the Appeal ends.

Youth Scotland • ‘Growing Community-based Youth Work’

Summary

As the national charity supporting community-based youth work, Youth Scotland will deliver this project to provide hands-on support to new and existing youth groups in six local authorities across Ayrshire and Forth Valley. The project will identify and address local needs to enable better outcomes for young people through maintaining, growing and improving the delivery of community-based youth work. ‘Growing Community-based Youth Work’ will provide more support to youth groups across Scotland by bringing together the strengths of a place-based approach with nationwide support.

Key Themes

Youth Engagement • Employment •
Community Capacity Building / Resilience

Achievements

- re-vamping their training and support to be delivered remotely through online platforms;
- digitalising their awards portfolio booklets; and
- proactively reached out to youth groups to find out what support they needed and what activities, if any, groups were undertaking.

Influencing

Youth Scotland aspire towards a step-change in how community-based youth work is valued in Scotland with its role recognised within the spectrum of preventative interventions which improve outcomes for young people and communities, accompanied by necessary investment. As well as evidence gained from delivering this project, they will also seek to use the learning from this project to influence system change toward their overarching vision.

Sustainability

Growing community-based youth work will empower local people to deliver inspiring and sustainable youth work and enable young people to develop skills and make a positive contribution to their communities. The overall success of the programme will be measured against the longer-term sustainability of community-based youth groups. This includes how the programme contributes towards and influences wider change in perceptions of the value of, and support for, community-based youth work.



Small Projects

The Small Projects allow the Appeal to reach children, young people and families 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.

The STV Children's 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.

This has never been truer than during the COVID-19 lockdown where local, grassroots projects were often a lifeline to many families in Scotland. Delivering food, medicine and activity packs, our Small Projects were able to help families mitigate the impact of shielding, social distancing and in many cases, furlough, and redundancies.

Many of the families being supported by our Small Projects struggle financially and COVID-19 has exacerbated many of the challenges they were already facing. For others, it has led to new challenges and a time of fear and distress. Our Small Projects have been able to provide services which tackled disadvantage that existed before COVID-19, those which have emerged during lockdown and have made themselves as visible and accessible as possible for families and communities newly in need.





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Key Themes Emerging from our Small Projects

Nobody left behind

Our Small Projects have delivered services and projects which have helped provide immediate and vital goods to new-born babies all the way to the eldest members of our society, and everyone in between. The breadth of support on offer means our Small Projects work in some of the most disadvantaged places, but also with some of the most marginalised, isolated and disadvantaged groups of people in Scotland. As all our Small Projects are grassroots organisations, they work alongside the community to address need in a community-led and asset-based way. All take an inclusive and equality-based approach to their work.

I was released from prison, I didn't know how I was going to survive as I was to isolate for 14 days and go straight home but Kevin and DadsWork came to the rescue and helped with everything I needed... without the support of Kevin and DadsWork I may not have survived this recent period of my life.

Client, DadsWork

Wellbeing at the heart

There is no end to the types of activities provided by our Small Projects. Many of the youth-based groups provide a wide range of activities, such as sport, gardening, healthy cooking, arts and crafts, life skills and certificated training. All of this is done with the intention of improving the overall life chances of those who participate by strengthening their resilience and increasing their sense of positive wellbeing.

Play all day

Many of our Small Projects work with families with children in the early years and they are strong advocates and champions for play-based provision. They have used their funding to improve their outdoor play spaces, a particularly vital community-asset for families with limited access



to outdoor space during lockdown. Many have improved their indoor play areas, to incorporate more sensory playtime activities, such as sand and water stations, a mud kitchen, free play areas, colouring in zones and much more.

Getting away for a while

A core element of our Small Projects is providing children, young people and their families the chance to take part in activities which many of us would take for granted. They provide family trips during holiday periods for families who would not otherwise have the resources to do so, organise trips to the Pantomime and other seasonal type events, such as Halloween and Christmas parties and organise events which allow families the chance to share quality time together in a fun and safe environment.

It's great to see my mum laugh and have a good time.

Young person,
Church House,
Bridgeton

Specialist support

In some cases, our Small Projects are able to use their award towards the running of specialised and technical support, such as youth counselling services, finance and welfare rights advice.

Securing basic essentials

Many of our Small Projects were already helping families to access basic essentials, such as kettles, toasters, towels and children's bedding. Many more were already providing food and fuel vouchers to help those in need make it through another day. Almost all who provide such support reported a significant increase in demand during lockdown, with many experiencing a doubling or tripling of demand. In some cases, our Small Projects were dealing with a normal year's worth of referrals in a 6-month period. Many of the families supported by our Small Projects found themselves newly applying for benefits, with claims taking up to 6 weeks to be processed, many were facing the stark reality of not having enough money to feed their children or warm their homes. Our Small Projects have ensured nobody went without.

Some of our Small Projects report meeting this increased level of demand and expectation is going to be their biggest challenge going forward. With unemployment rising and the economy in recession, many fear things will only get worse.

The food made me cry. It made me feel like I wasn't alone. It helped. I still cry when I think what people are doing for the community.

Mum, family of 3
Star Project

Having the right tools

For many Small Projects, the £2000 enabled them to cover core costs which supported them to go on and secure additional funding to deliver many more projects. Many used their award to adapt their ICT to ensure they could continue contact with clients via video and telephone calls, whilst working from home. However, it wasn't just the Small Projects who required the right tools to engage digitally, many service users were facing digital exclusion before COVID-19 and our support helped Small Projects provide tablets, phones and also credit for phones to their clients to ensure they had the means to maintain these relationships and contacts.

The Value of Volunteers

Our Small Projects demonstrate the huge asset volunteers are to their community. Volunteers are helping to change the lives of individuals they support, it may seem like a small and simple task for some, but it could completely change the world for another.

I think it's wonderful all the things I can get involved in, the events, the work you do with the kids and also the chance I get to volunteer using my skills in the office.

Volunteer, recently made redundant during COVID-19

Reports also demonstrate that in addition to bringing huge benefits to others, they can get a lot out of it too. Many of the volunteers who support our Small Projects report a sense of pride, satisfaction, and accomplishment in what they have achieved. This is particularly important for new volunteers who have joined our Small Projects after being put on furlough or made redundant during lockdown. These feelings can in turn boost and reinforce self-confidence.

Before and during lockdown, our Small Projects have supported some of the most marginalised and isolated people in our society through some of the biggest challenges they will face.

Because I have been coming here since I started secondary school. I want to be like the staff they are awesome and cool so I am going to stick in at school and get qualifications.

Young boy, 14yrs



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, Simon was previously 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 more than £60m of investments to date.

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

His earlier career was as an analyst and then sales and marketing director in the oil and gas industry working across Africa, the Middle East and the Americas. Holding a degree in psychology, Ewan is happily married with two children.



Sir Harry Burns

Professor of Global Public Health, University of Strathclyde

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

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

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



John Carnochan

Freelance Consultant

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

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

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



Bobby Hain

Managing Director, Broadcast

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

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



Lorraine Kelly

TV Personality

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



Sir Ian Wood

Chairman, The Wood Foundation

Born and educated in Aberdeen, Sir Ian Wood is a well-respected and influential global businessman. His career began in the North East fishing industry but he is best known for his work in the North Sea and international oil industry with Wood Group, serving as Chief Executive from 1967 to 2006 and as Chairman until 2012. He was the author of the Maximising Economic Recovery UK Report and, based on funds secured from the City Region Deal and the work of Opportunity North East (ONE), led the 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.

“

**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



