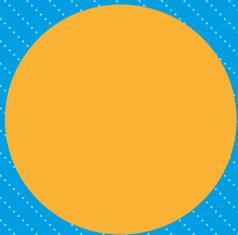




End of Year report 2020

stv
children's
appeal



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Chair's Welcome

It is in some ways with a heavy heart that I report for year ending 2020 that the STV Children's Appeal was able to commit a total of over £3.6m to tackling the impacts of child poverty, making more than 860 awards and reaching every Local Authority in Scotland.

Our Large Projects impacted on just over 2,500 families whilst our Small Projects helped the Appeal to reach many, many more at a time when those living in poverty faced the disproportionately negative impact of COVID-19.

I therefore want to recognise in these remarks the immense challenge we and our awardees have, and are still facing, 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 the earliest stage, funding FareShare to provide food to the most needy 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 managed more than £1.1m of emergency funding. Our report on the impact and learning from this response is now available. The findings of this work, although important, should never mask the harrowing reality for children and families as some of the quotes below tell.

"I just wanted you to know that today you pretty much saved someone's family from having social work intervention. She literally had nothing left in the house and was pretty much about to have a nervous breakdown. You will never understand what it means to her that you helped no questions asked."

"Things are going really well and we have seen a surge in families seeking support just this week, particularly from those who were self employed and are now relying on credit cards to buy food, fuel and other bills. Some of the stories are pretty harrowing out there."

But there are also important grounds for hope and optimism. We have seen innovation in response to the crisis, for example in the swift expansion of



digital services and solutions to connect children and families and offer remote services when face to face was impossible.

During the pandemic, we saw many examples of communities taking action to help people in need, including neighbours reaching out to one another to provide informal support, communities self-organising and an overwhelming response to requests for volunteers. Our programming told a compelling story of strong community spirit and community empowerment in the face of adversity. It is this that we hold dear and take into our 2021 grant making.

Taking stock of our investment

Several of our Large Projects came to the end of their period of funding from the STV Children's Appeal in 2020 allowing us the opportunity to review their progress over the life time of the investment. By demonstrating the efficacy of these models, we will influence and inform the thinking behind and the development of policies

(continued overleaf)

and services in respect of vulnerable families, children and young people.

In 2019 we established a Capital awards 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 throughout 2020.

Shining a light

STV used its platform as Scotland's commercial public service broadcaster to shine a light on the issues faced by so many people across Scotland. The programming showcased the fundraisers and the causes the Appeal is responding to, with STV presenters visiting projects who receive funding and support.

The year's fundraising efforts culminated in the annual televised STV Children's Appeal Show, hosted by Lorraine Kelly. The show featured a host of famous faces and raised a total of £3.6 million.

Those who support us

It is also important to recognise the Scottish Government's support for The STV Appeal and as was the case in 2020, they match funded of all donations up to £1m as committed to in the Child Poverty Delivery Plan – Every Child Every Chance. But it is so much more than the funding, it's our ability to share these stories with Ministers and with the wider public, shining a light on the issues and stimulating the debate which makes our role all the more powerful.

I also want to recognise our many corporate sponsors and notably 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, STV 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.

Looking forward we shall continue to promote public awareness, debate and through our work in funding vital front line projects, long term sustainable change. A key element of this strategy is to build upon an already strong and constructive relationship with the Scottish Government in re-shaping the face of child

poverty in Scotland. COVID-19 and its impact on those with least will be a strong feature of our work in 2021, in particular the emerging and frighteningly rapid growth in poor mental health.

For 2021 and beyond, The STV Children's Appeal will seek to make a positive impact on Child Poverty in Scotland by using our mature investments to inform the policy change that will ensure long term sustainable change.

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

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 just how resilient individuals and communities can be when faced with adversity. It has also helped us to understand, in a deeper way, just how important your support of our work is and we are indebted to all who donate.

In April of 2021 I step down as Chair of STV Children's Appeal and would like to express my sincere thanks to all who made my term of office such a fulfilling one. Being able to meet with so many projects across Scotland whose work makes such a profound difference to children and families has been a privilege. To all of our corporate sponsors and public fundraisers whose ingenuity and creativity brought the Appeal to life on our screens and enabled us to fund the work we have I thank you.

In concluding this 2020 report it would be remiss of us not to mention Donald "DJ" MacDonald who sadly passed away in December. His deep understanding of and commitment to the work of the Appeal is unsurpassed. His production of our documentary about the Scottish Care system was instrumental in the launch of the Independent Review of Care and we know there are many children and families in Scotland whose lives will be infinitely improved by this work.

When people are empowered, enlightened and engaged, change happens. And we are proud to play our small part in this.

Baroness Ford
STV Children's Appeal Chair



Investment and Leverage

In 2020, the STV Children's Appeal committed a total of

£3.6 million

We supported

10 Large Projects

We supported

4 Capital Projects

We made over

850 Small awards



We managed over **£1.1 million**

of Government funds targeted specifically at mitigating the impacts of COVID-19 on vulnerable families through our network of small local projects.



We made a **one-off donation to FareShare**, from funds raised by The Appeal, to support their crisis food response and worked with **Place2Be** and **Youth Scotland** to respond to the growth in mental health concerns of children and young people.

In an unprecedented year

our **Large Projects** collectively provided a range of support and services to almost 2500 people

2500 people supported

our **Small Projects** reached many thousands at a time when the needs of children & families were at their greatest

000s of children & families

By receiving investment from the Appeal, in 2020 our Large Projects alone have leveraged:

1378 hours of volunteer support at a monetary value of **£12,815.40**¹ (an increase from 2019)

£84,000 worth of in-kind funding

£1,224,873 of additional project funding

£1,321,688.40 Total leveraged²

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



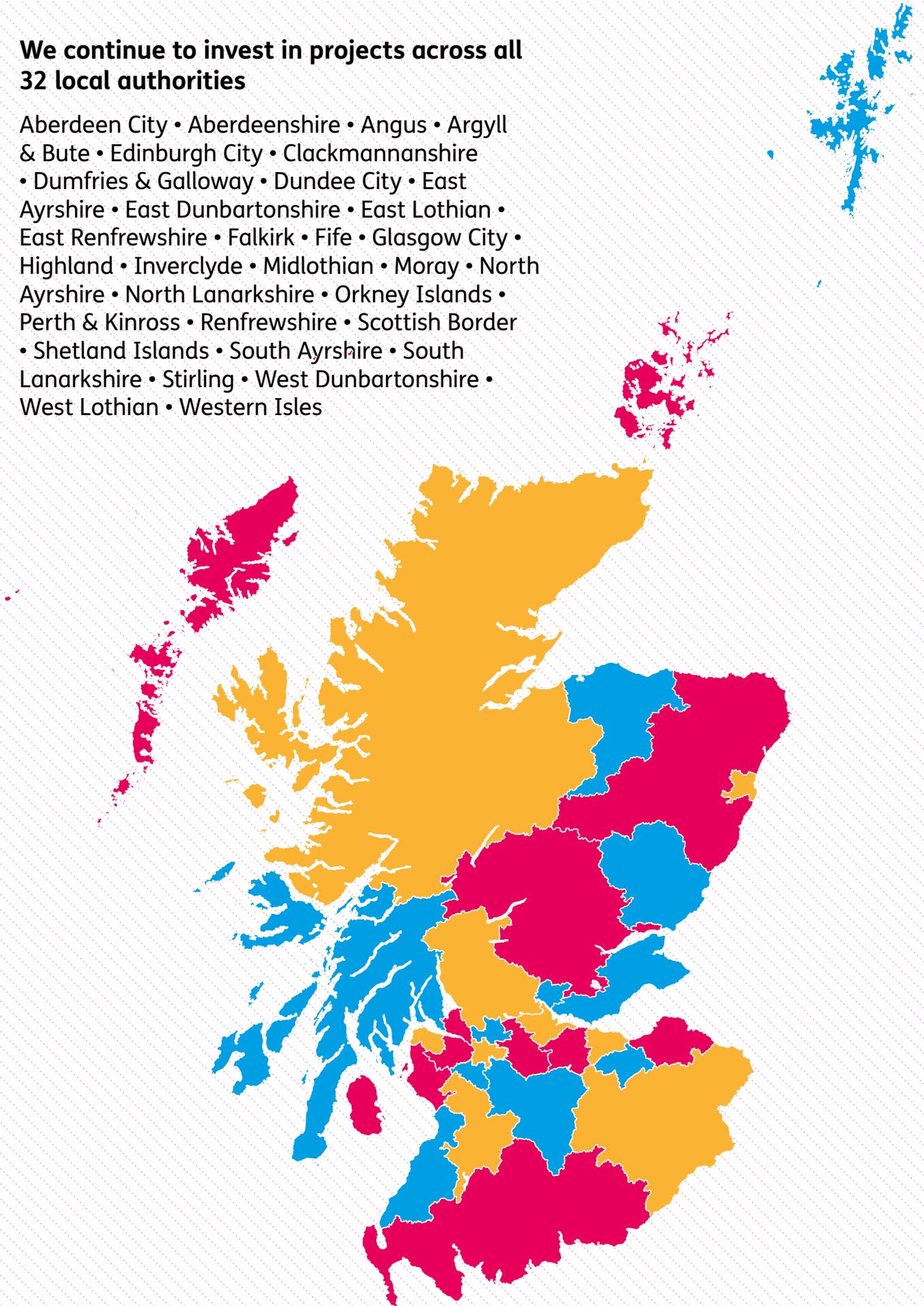
¹ Scotland Real Living Wage used which for 2020 is £9.30 per hour - scottishlivingwage.org/what_is_the_living_wage

² £850,000 of which was secured by Edinburgh City Council to support the Wester Hailes Community Trust Westside Plaza Project

Our Local Authorities

We continue to invest 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



“

COVID-19 and
its impact on
those with least
will be a strong
feature of our
work in 2021

”



Our Response to COVID-19

The Appeal and our investees recognised early in 2020 that this pandemic was set to be one of the biggest challenges faced by children, young people, families, and communities – as well as the third sector – in living memory.

As we moved deeper into 2020, we saw the pandemic's ability to amplify and worsen existing inequalities, social injustice and disadvantage. The Appeal rapidly responded by implementing four programmes of work to help alleviate the impact and at mid-year, we reported on this as follows:

- 1** making an award of £400k to FareShare Scotland, who used it to distribute a whopping 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 Scotland³;
- 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 £2000 to allow a rapid local response.

At the close of 2020 and with the pandemic very much still a constant presence in our lives, we have provided a further update on how our four programmes of work continue to respond to the unprecedented changes to social life created by COVID-19 and a global pandemic.

³ Between March 22nd and July 23rd

FareShare Scotland were awarded £400,000 to tackle food insecurity. At mid-year, we reported they had already mobilised to distribute 3107 tonnes of food – equivalent to 7.4million meals via their four regional centres in Grampian (with Highland and Islands), Tayside and Fife, Glasgow and the West, and Central Scotland and South East. By the end of 2020, this had increased to 5504 tonnes of food, or 13.1 million meals for 128,073 individuals, to address the resultant spike in food poverty across Scotland. From FareShare data, we know 61% of the 725 organisations who received food from them saw families and/or people on low/no income more than any other group. This is up from last year, where 48% of the organisations served stated their primary client group as this. This highlights the devastating impact the pandemic is having on households and their ability to access food.

6 Large Projects re-purposed their spend and activity, bringing their services, projects, and strong policy skills to the fore to ensure nobody fell through the net. They all demonstrated dexterity in their delivery by pivoting to meet the immediate and vital needs of those they support and as Scotland moved to a new way of living, they have adapted again to form a core part of Scotland's recovery from COVID-19.

(continued overleaf)



Updates from the five Large Projects (who were funded beyond June 2020) are provided:

Calum's Cabin

Calum's Cabin continue to carry-out wellbeing calls for all of their Glasgow Flat families on a weekly basis and offer mindfulness sessions to help them cope with the stress of lockdown and social restrictions. This support comes from volunteers who have either had a child with cancer themselves or are retired nurses from children's hospitals.

CentreStage

CentreStage initially enlisted support from furloughed chefs from the Buzzworks Restaurant chain to help prepare and cook meals which they then supplied across the community. Beyond June, food insecurity began to stabilise whilst the need for wellbeing and mental health support increased. As the effects of lockdown and fluctuating social restrictions continued, Centrestage focused on what was needed to keep people positive, hopeful and connected. This support has been critical for children, young people and families for whom the relentless lack of respite placed a huge strain on family members/ carers.

Save The Children

Save The Children have delivered a further 20 emergency response grants to families in South Lanarkshire and Renfrewshire (a total of 56 in 2020) and in partnership with Play Scotland, developed and distributed 32,000 play packs to families living in poverty across Scotland.

Our National Emergency Trust joint fundraising and awareness raising campaign, which saw advertising spots reaching nearly 2.5million adults across Scotland. Launched by Lorraine Kelly, the campaign raised over £80k, with every penny donated being dispersed directly to STV Projects addressing mental health, food insecurity and digital exclusion.

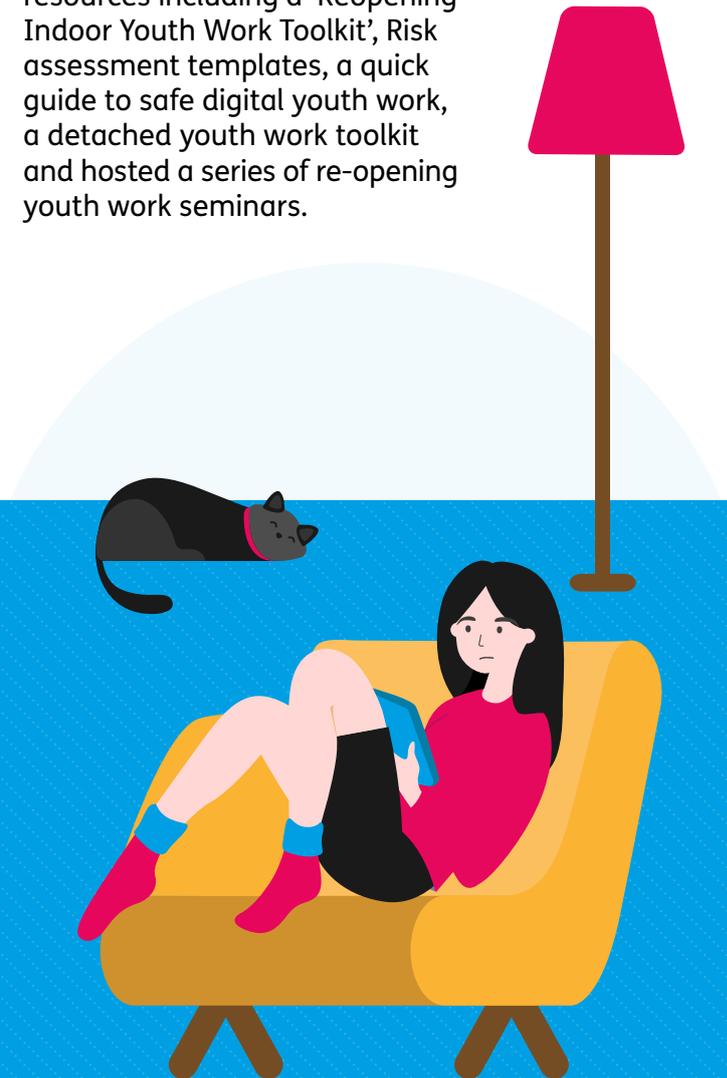
Through the Community Wellbeing Fund coalition of independent funders, we assisted in the distribution of £50million of funding for organisations working with at-risk people who may be worst affected by the crisis, to meet their immediate and vital needs. We also issued small awards to community groups and voluntary organisations whom we had previously funded and completed due diligence on, to allow a rapid local response.

Street Soccer Scotland

In addition to their Hardship Fund, support network and digital inclusion work, Street Soccer also set up an Emergency freephone number for players to use so they always had someone they could speak to as well as a weekly Q&A with former professional players called 'Street Soccer Live'.

Youth Scotland

Youth Scotland produced guidance specific to youth work and community-based youth work, 'Youth Scotland Post Lockdown Readiness Guide - Planning for your youth group/organisation from Phase 2 onwards', to support others be ready for COVID-19 lockdown restrictions being eased and have continued to produce updated versions, each time the Government announces changes. In addition, they have created practical support resources including a 'Reopening Indoor Youth Work Toolkit', Risk assessment templates, a quick guide to safe digital youth work, a detached youth work toolkit and hosted a series of re-opening youth work seminars.



Capital Grants Programme

Having launched in 2019, we are again delighted to report on the success of our Capital Grant Programme awardees. As a partnership between the STV Children's Appeal and The Kiltwalk, our Capital Grants Programme supports the total costs of purchasing one-off capital goods such as new buildings, major refurbishments, transport, and equipment.

By working together, the Appeal and the Kiltwalk have been able to invest in Capital Grant projects that generate a legacy that go on to make a real and sustained difference to the lives of children, young people and families affected by poverty. The short case studies for each Capital Grant project tells the story of how donations have made a difference across four communities in Scotland.



1

Calum's Cabin • 'Family Flat' Glasgow

Summary

Despite having to cancel all 150 blocks of respite and holiday accommodation throughout 2020, Calum's Cabin were able to work at pace to adapt their Family Flat service to ensure all properties in Glasgow could remain functional and safe. With thanks to a Capital Grant, a 4th flat in the City was purchased and is now part of a portfolio of 6 properties used to provide 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.

Achievements

- successfully purchased a 4th flat in Glasgow and has kept all 6 in their portfolio operational during the pandemic.

Legacy

In addition to their capital assets, Calum's Cabin has made a lasting and deep impression on a number of families whose child is battling cancer.

2

Enable Scotland • 'Digital Project' Dundee

Summary

Enable Scotland used their capital grant to purchase equipment, such as high spec laptops, industry specific software and other software to create a made-for-purpose computer suite within Dundee and Angus College. This investment enabled them 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. Despite the challenges of the pandemic, Enable were able to convert their plans and successfully delivered 1 x cohort of the Digital Project to 8 Learners, whilst adhering to social distancing guidelines.

Achievements

- In partnership with the College, plans to launch in October 2020 went ahead and 8 participants took part in 2 cycles of the course, with 6 qualifying at the end.
- All 6 learners who achieved the qualification have been invited to complete an NPA at the next level, via the college,

which will act as a gateway to moving into full-time education with the Digital / IT / Tech courses, in the next academic year.

- There continues to be no changes to the commitment and goals for this project, with continued enthusiasm and determination from all parties and an agreement in place to launch the next intake for in April 2021 (depending on social restrictions).

Legacy

Enable Scotland procured equipment which offers an unrivalled learning environment: high quality and industry-standard IT equipment is now in place, creating a setting which replicates a live digital working environment. The effects of this are already apparent, with all learners citing that the biggest benefit the course has brought them, is the confidence that they can achieve progression through education, into the digital and tech sectors, should they wish. The project has therefore worked to make the transition into the workplace as seamless as possible.

3

Fersands and Fountain Community Project • 'Woodside Music Room' Aberdeen

Summary

Fersands and Fountain Community Project used funds from our Capital Grant to transform an old and cluttered basement into a modern Music Room and community meeting space. In a community with some of the highest poverty indicators in the city, where private music tuition is prohibitive, their goal was to create a welcoming and vibrant meeting place designed around free music lessons for young people. They can now come to the Centre and learn drums, guitar and keyboards in a cosy, neat and safe space.

Achievements

- Implemented guidance to open the Music Room safely, during October to December
- During this time, 14 young people enjoyed a total of 120 1-to-1 music tutorials

- Even during a short time, they have engaged some of the most vulnerable families in their area:
 - **45%** of children accessing the Music Room were from single parent families (**65%**)
 - **42%** are from migrant families
 - Several of the families have mental health issues and some children have behavioural or learning difficulties

Legacy

The Music Room is an asset to the Woodside community of Aberdeen which will support children and young people to access music tuition and an opportunity to be involved and part of a vibrant and safe place where they can build positive relationships and receive help with other aspects of their lives.

Heavy Sound • 'Community Reach & Inclusion Bus' (CRIB) Edinburgh

Summary

Using a Capital Grant, Heavy Sound were able to purchase and renovate a bus, transforming it into a space where they can run their Community Reach & Inclusion Bus (CRIB) programme. Formally launched from HMP Edinburgh in March 2020, The CRIB has been an invaluable Heavy Sound asset during COVID-19. It provided a safe and welcoming environment for residents of HMP Edinburgh, where many were supported to gain qualifications in cleaning and hygiene, joinery skills, vehicle maintenance, art & design, as well as many planning and project management skills. It has also supported outreach work with families of prisoners, mainly children, and young people identified as at risk who were referred to them by partner services in East Lothian during lockdown. Additionally, the CRIB has acted as a Hub for vulnerable and key-workers children during lockdown.

Achievements

- Heavy Sound remain engaged with all of the young people they have worked with on The CRIB to date with many transitioning into their hub in Cockenzie, freeing up space for new young people on the CRIB

- Worked with over 43 young people since May 2020 delivering face to face music projects including music production tutoring, Dj-ing lessons and a range of skills development activities such as live radio broadcast
- A further 24 young people are scheduled to start activities on board the CRIB in January/February 2021

Legacy

The CRIB has given Heavy Sound the flexibility to be responsive to emerging situations throughout the pandemic. The CRIB was instrumental in their community response helping to increase brand awareness throughout East Lothian and raising their credibility as a community service with the Local Authority and others. This led to a strong working relationship with the council and has allowed them to leverage additional income, strategic agreements and long-term partnerships, which in turn has increased their reach and the services on offer. A recent development is an agreement with East Lothian Council to park the CRIB for free in a new parking facility providing outreach to the community.



Large Projects (funded over £40,000)

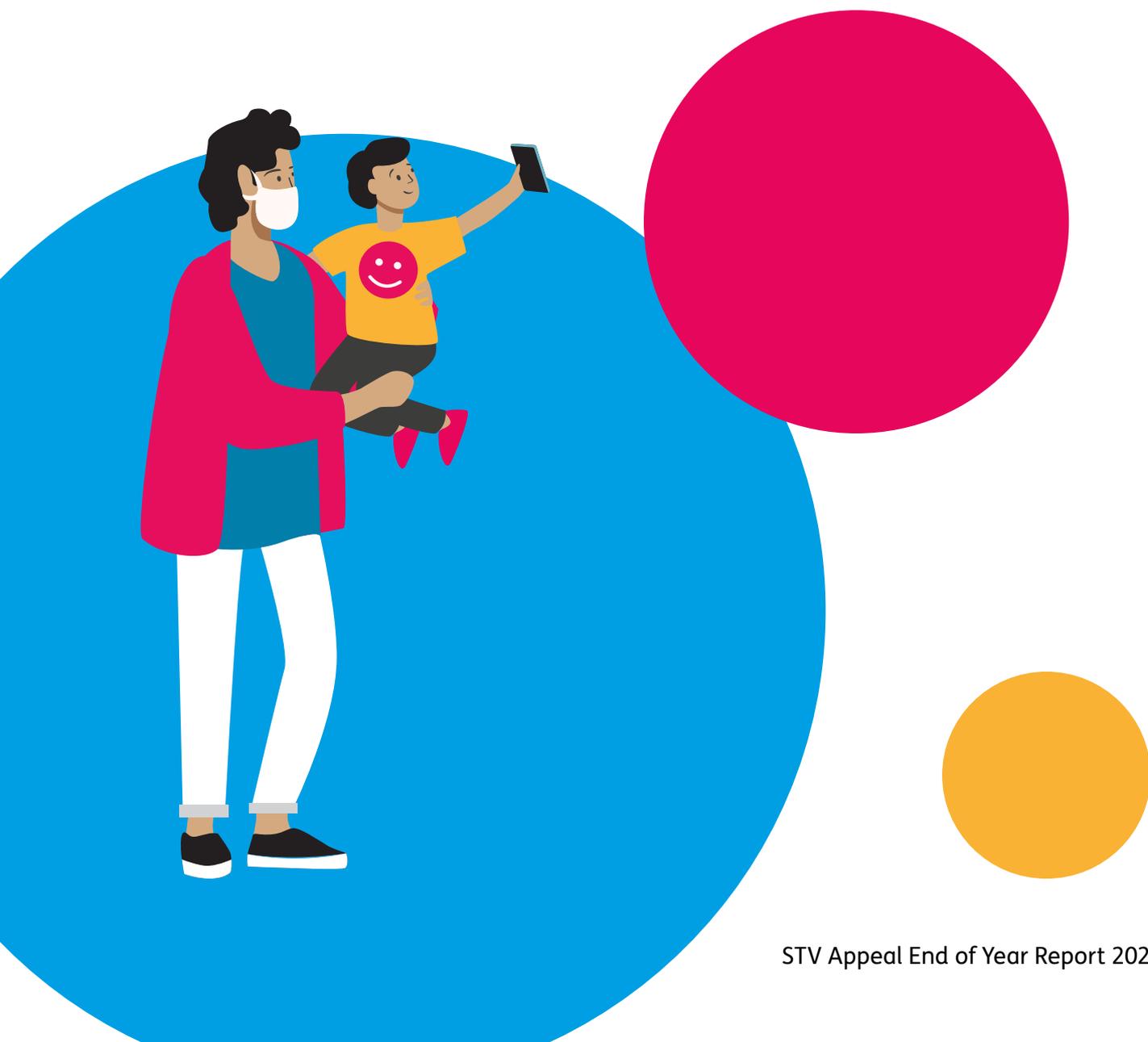
STV Children's Appeal works to tackle the impact of poverty on children, young people, and families. We do this by investing in Large Projects who develop and test new approaches, programmes and models of working to generate more knowledge on 'what works'.

By demonstrating the efficacy of these models, our Large Projects are supported to influence and inform policy and practice in respect of vulnerable children, young people, and families, both locally and nationally.

In addition to providing vital support during lockdown and the on-going pandemic, almost 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.

However, due to the nature of the Large Projects being taken forward by Children 1st and The Promise, both have been paused until such times as they are able to resume delivery in pursuit of their original aims and objectives.

2020 is the final year of funding for Save The Children, Wester Hailes Community Trust and Who Cares? Scotland and we wish them all the best for 2021 and beyond.



Calum's Cabin

Summary

Calum's Cabin strives to be there to offer continuous and responsive hands-on support to families when needed, even during a global pandemic. Having begun 2020 with their premises fully booked for the year, Calum's Cabin made the difficult decision to cancel all non-emergency stays whilst keeping a continuous eye on the evolving threat of COVID-19 and travel disruptions. This meant all bookings for their Cabin, Cottage, Mountstuart and Dumfries House as well as cancelling 12 weeks-worth of stays in a gifted premise in St Andrew's.

With grit and determination, Calum's Cabin have worked tirelessly across 2020 to be able to continually offer real "home from home" support to families who have relocated to Glasgow as their child is undergoing long term treatment at either Glasgow's Children Hospital or at The West of Scotland Beatson Centre. At all stages, they have made decisions with the best interest of the child and family at heart, whilst juggling this against a backdrop reducing risk for families travelling to their premises and undue strain on the NHS.

Key Themes

Family Breakdown • Mental / Physical Health

Achievements

- Providing bespoke support to Glasgow flat families daily, a listening ear, arranging a pre-chemo barber, sourcing a special birthday cake, ordering items, organising Santa to come and visit, anything at all - they are at the end of a phone to find a solution and help families
- Working with the Children's hospital to support a "Christmas meal" and distributing Calum's Cabin chocolates to children and families in cancer wards in hospital in the month of December
- are receiving a large amount of varied new items as a gift in kind from a new corporate partner which they hope will potentially generate income for the charity
- families report increased sense of anxiety but that knowing Calum's Cabin is here for them has helped

Influencing

Calum's Cabin continue to work closely with Glasgow Children's Hospital, Beatson West of Scotland Cancer centre and outreach nurses/ CLIC Sargent 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, they used their social media channels to increase awareness of childhood cancer across September (Childhood Cancer Awareness month) and reiterated positive messages October through December and encouraged followers to help each other.

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

During the toughest year for those in the 3rd sector, Calum's Cabin have managed to continue operating and have provided support across all 6 Glasgow flats in their portfolio. They have shown incredible resilience and have adapted their fundraising efforts to continue covering costs.

We continue to keep the hope and take on each day as it comes. But if it wasn't for Calum's Cabin, I don't think we would have managed to cope; made the memories we did over the last year; had as normal life as we could.

Mum of child receiving treatment for cancer

Centrestage • ‘Catalyst Families’

Summary

Centrestage creates a vibrant, energetic and hopeful space where individuals and families are welcomed in and offered a plethora of opportunities to discover their passions, strengths and goals. Their work centres around the needs of each person and have worked hard to reinforce pathways to ensure they can meet a wide range of needs: food, housing, loneliness etc. Participation in the arts activities that sit at the heart of Centrestage, offers further improvements in health and wellbeing and self-fulfilment. Catalyst Families is an extension of what happens at Centrestage but focuses on addressing the negative consequences caused by imprisonment, such as poverty, social isolation and poor mental health and well-being. Catalyst Families provides a place 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 • Mental/Physical Health • Material Need • Family Breakdown • Youth Engagement

Achievements:

- 274 people were given individual support on how to navigate COVID-19 processes at the prison and 156 families were supported in accessing virtual visits
- 84% of all food provision and 63% of all wellbeing support went to those living in a SIMD 1 or 2 area, but with support provided to those living in all SIMD 1-5 areas – demonstrating universal but targeted provision
- An incredible 303 families were supported over 2020, including 164 under 18s and 343 adults

Influencing

Centrestage have undergone a recent exercise to capture key organisation elements including Principles and Values, Theory of Change, a Design Guide and whole rebranding to strengthen their position to act as change makers capable of informing wider networks and influencing stakeholders about how to tackle the consequences of deep-rooted social inequality.

Legacy

CentreStage have continued their involvement with research projects in collaboration with the Social Innovation Partnership, Heriot Watt University and with Health Improvement Scotland/ iHub. Through this research, Centrestage will share learning about the community response to the pandemic, making access to health and wellbeing equitable, adapting to new ways of working and planning for wider and long-term changes after COVID-19. They hope their involvement can go on to inform the future of Health & Social Care in Scotland.

Sustainability

During a year of continual upheaval, challenge and change, Centrestage were handed the keys of Kilmarnock Academy in what is considered to be the largest Community Asset Transfer in Scotland to date. They have rationalised their operational delivery, moving all delivery into a single location as opposed to across seven sites. Through the complete renovation of the B listed building, Centrestage will create ‘Centrestage Village’ – a move which will encourage growth across all projects as well as offer significant opportunities to work with and support new and existing local and regional organisations and partners.

Place2Be • A Place for Parents: Parent Counselling in Glasgow

Summary

New to the Large Project portfolio, Place2Be were awarded funding in May 2020 to pilot funding of their work supporting the mental health of parents in Glasgow. This vital funding from STV Children's Appeal enabled their Parent Counsellor in Glasgow to continue supporting vulnerable families with their mental health and wellbeing during a challenging six months. The most common issues raised by parents were the future wellbeing of themselves and their family, concerns about a family member, their mental health and emotional wellbeing, and their economic wellbeing which included concerns about debt, housing, jobs and financial security. Over the last six months, loss and bereavement was 6x more prevalent a concern when compared to the same period in 2019, highlighting the devastating impact of the virus on these families.

Key Themes

Mental/Physical Health •
Family Breakdown • Education

Achievements:

- received 12 new referrals, 10 of which led to an initial assessment
- 26 parents received 354 counselling sessions (May-October)
- A further 98 sessions were offered but missed due to parental issues
- 75% of parents who have completed counselling in this period showed an improvement in their clinical score following counselling



Save the Children • ‘Children’s Places’

Summary

Now in its final year of funding, 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 three education settings to test the ‘Listen’ stage of their model, with just under 200 children taking part in conversations about their wellbeing; and
- Over 60 children were supported to take part in a consultation to design a community sensory garden in South Lanarkshire.

Influencing

Given the ongoing impact of the pandemic, plans to pilot the Children’s Places model have been delayed. However, East Dunbartonshire Health and Social Care partnership (EDHSCP) remain committed to using the programme to inform development of their 2021-24 Children’s Plan. Additionally, PEEK and Corra were also unable to test the model and resources as intended, however, a new collaborative partnership between Corra, What Matters 2U and Vibrant Communities has been explored in East Ayrshire with a view to support testing of the programme to develop a wellbeing model as part of the locality plan.

Children’s Places have produced a programme which is demonstrating an influence on how children and young people can be meaningfully involved in planning provision at a local level through engagement in schools and community.

Legacy

Stronger Communities Glenburn, Renfrewshire continue to go from strength to strength with their foodbank receiving a further £15k in funding, allowing them to distribute £35 per child to over 100 children in the community and distributing over 100 Christmas hampers with essential food to vulnerable families. In South Lanarkshire, over 60 children took part in a design consultation process which will see a community sensory garden installed in Bothwell Road Park. Plans include a ‘rainbow’ resin bound path, percussion play ensemble and a seating area surrounded by colourful plants and a glow in the dark path.

Sustainability

Save the Children has developed a vision and plan for the next phase of Children’s Places, following consideration of options at the start of 2020. This includes exploring with partners what the programme could look like and its continued benefits and usability, as well as looking into making the resources available online. In consultation with key partners, they will explore these plans further as 2021 progresses.



Street Soccer • ‘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. Street Soccer will use their Large Project funding to replicate their highly successful approach in Aberdeen. Their relationship-based project provides free football and support to young people (10-16) experiencing poverty and disadvantage, or who are vulnerable or ‘at risk’, as well as adults experiencing social exclusion. Despite the pandemic, Street Soccer have made significant strides to engage and support players and have grown their network substantially.

Key Themes

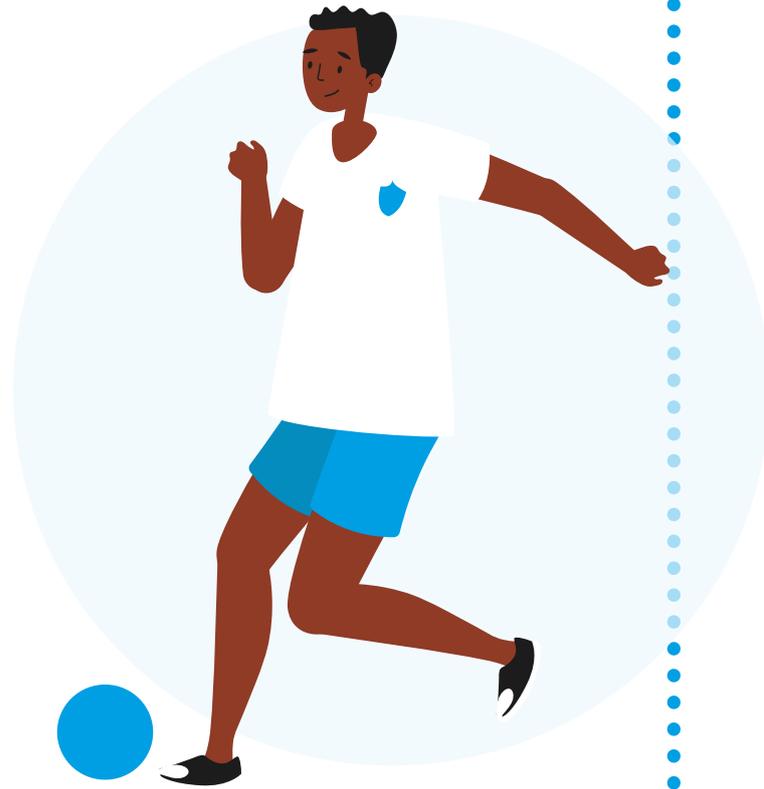
Youth Engagement • Community Capacity Building/Resilience • Mental/Physical Health

Achievements

- Female participation at youth sessions exceeded that of males
- Working with twenty-six 16–19-year-olds and twenty-seven 19–24-year-olds, many of whom are care experienced
- Supported 9 volunteers to give 358 hours of their time to support the project

Influencing

Street Soccer used their learning from delivering digital outreach, which showed players were disengaging after 8-9 weeks to advocate on their behalf with Scottish Government. They were able to show how engagement with Zoom calls was proving insufficient to prevent old habits creeping back in as a result of social isolation. They worked with Scottish Government to make sure their players voices were heard and as a direct result guidance was included in Phase 1 which allowed them to run a (physically distant) session again – this would also have benefited other projects for whom the guidance would apply.



Legacy

Street Soccer have put a lot of effort into developing strong partnerships across 2020, with relations with schools and local community centres continuing to develop. They have also increased their referrals by working in partnership with key agencies such as the local Mental Health Development Team, and Social Work Department. Street Soccer have also been able to broker strategic agreements which puts their organisation in a stronger position, as well as increasing their networks in the third sector to increase pathways for their players. Street Soccer are having a profound impact on some of the most vulnerable groups in society and their focus on firmly establishing themselves in Aberdeen will only embolden their ability to continue to do so.

Sustainability

During 2020, work has continued to deliver Street Soccer’s overall fundraising strategy to focus on Aberdeen. A key aspect of this was to develop key partnerships, with success in this regard evident. They continue to adapt and improve upon their plans for sustainability as they progress their expansion into Aberdeen.

Wester Hailes Community Trust (WHCT) • Westside Plaza

Summary

Against a background of reducing public sector expenditure and increasing pressure on community and statutory services, residents, community organisations, local authority and NHS colleagues came together in Wester Hailes to reimagine ways of working together that could deliver better outcomes for the community. The Wester Hailes Community Trust used the Appeal award to provide support for local groups and individuals to make the changes in their community they would like to see through access to a Community Grant Scheme and management of special projects.

Key Themes

Community Capacity Building • Resilience • Youth Engagement

Achievements

- awarded 9 community grants (2019)
- A series of awards were made promoting the 50th Anniversary of Wester Hailes, building a sense of community pride and accomplishment
- using Technology to link young people into established community groups

Influencing

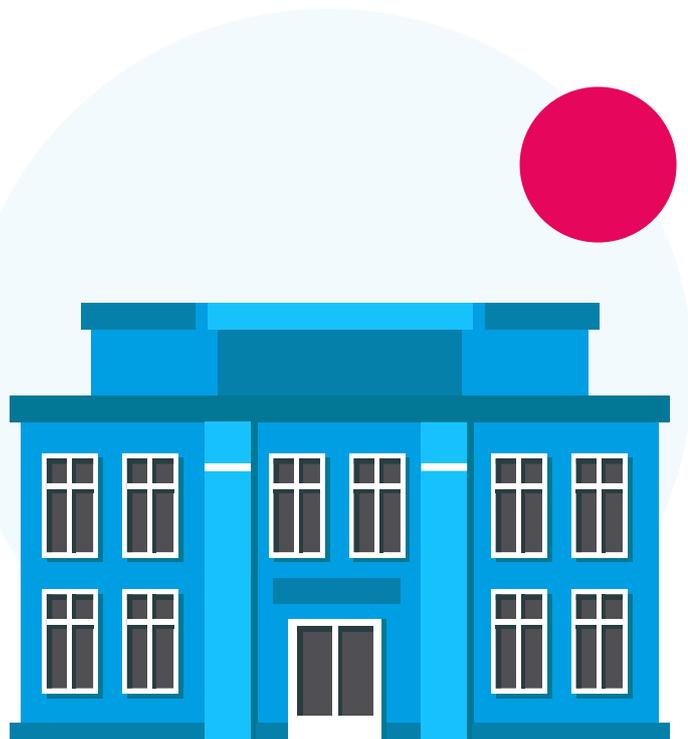
WHCT played a key role in a consultation carried out by the Chief Architect for the Scottish Government creating a Place Plan for the future of Wester Hailes.

Legacy

The experience of ongoing partnership working for organisations and individuals involved with the WHCT Board has supported a series of projects over the last 3 years with the most recent example being Wester Hailes Connects which addresses digital inclusion, a WHCT priority. The partners involved successfully applied for £117,904 from Power Up, a new fund aimed at driving economic inclusion through digital in communities.

Sustainability

By using the community design work created as part of the project, Edinburgh Council were able to source a further £850,000 to continue the work, with £450,000 being reallocated from their internal capital budget as a result of influential public consultation and £400,000 from the Scottish Governments Town Centre project. Work undertaken by this Large Project has been applauded and further invested in by notable funders.



Youth Scotland • ‘Growing Community-based Youth Work’

Summary

Youth Scotland is the national charity supporting community-based youth work. This Large Project works across six local authorities to provide hands-on support to new and existing youth groups by supporting them to identify and address local needs. This is in response to a reduction in local support for community-based youth groups and the increasingly challenging funding landscape. By doing so, community-based work will further support better outcomes for young people. In addition to direct place-based delivery, the project will share learning from their approach to help others do the same at a national level.

Key Themes

Youth Engagement • Employment • Community Capacity Building/Resilience

Achievements:

- Dispersed £64,664 worth of grants through the Youth Scotland Action Fund to 144 youth groups, enabling them to maintain vital contact with young people who access their youth work opportunities
- Provided training and toolkits to support outdoor youth work, detached youth work and digital youth work - essential in allowing these youth groups to maintain their relationships and provide support for young people throughout the different phases of the pandemic
- Have increased the number of member youth groups in Forth Valley by 7%, in Ayrshire by 67% and nationally by 12%
- Numbers of young people in their membership has also increased by 10% in Forth Valley, 25% in Ayrshire and 13% nationally

Influencing

Despite Youth Scotland’s plans for influencing policy and practice being significantly disrupted by the coronavirus crisis, they have continued to advance the position of community-based youth work within the ‘prevention’ agenda in Scotland well. On a national level, they have worked to position Youth Scotland as a key and credible voice on community-based youth work, demonstrating the value of the practical support and resources they have provided to the sector.

On the policy front, they are contributing to the national Community Learning and Development Covid Recovery Leadership Group which supports the Ministerial Leadership Group as well as the National Youth Work/ Education Covid Recovery Group. Additionally, they also participated in focus groups with the Cabinet Secretary for Justice (youth work and sectarianism), the Scottish Parliament’s Education and Skills Committee and Scottish Labour’s Education Spokesperson to share learning about the impact community-based youth groups have had during this crisis and the challenges they are facing now and in the future. Their report on the impact of the Youth Scotland Action Fund has been shared with the Cabinet Secretaries for Education and Communities as well as the Ministers for Children & Young People and Further/Higher Education and Science (includes Youth Work).

Legacy

Feedback from successful applicants to the Youth Scotland Action fund demonstrates that without this funding, in many cases, they would have been unable to continue working with young people during the pandemic, due to a lack of resources. This is echoed by those who participated in Youth Scotland’s training/ received toolkits, as it helped them to overcome a lack of digital skills and prepared them for remote youth work and the emerging needs of their participants. With the implementation of a further lockdown since Christmas, the legacy of this funding and training has been essential in allowing groups to maintain digital and remote contact with their young people.

Sustainability

Youth Scotland’s programme of work has met the specific needs of community-based youth groups over the pandemic, particularly for smaller youth groups insofar as they do not necessarily have the capacity or capability to successfully apply to wider coronavirus emergency funds created to support communities and the third sector. Their programme of funding surgeries and training in ‘Rebuilding Income Streams’ has helped to support groups to recover, re-open and redesign their delivery as well as sustaining over this period. This work has enabled these youth groups to continue offering vital support to children and young people during a very challenging year.

Who Cares? Scotland • 'Communities that Care'

Summary

The 'Communities That Care' project is dedicated to shifting society's perception of what it means to be care experienced, and in doing so, improve the life chances of all those who are. The team use multiple routes and approaches to achieving this. Firstly, by working 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. Secondly, the project provides continuous positive learning opportunities for those who work with Care Experienced families, such as school staff and corporate parents, as well as their peers and people in the wider community. Over the past 5 years of funding as a Large Project, Who Cares? Scotland have worked tirelessly to build a model which is sustainable and replicable.

Key Themes

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

Achievements:

- Over 500 Care Experienced people took part in over 700 participation activities, with over 300 members signed up as Who Cares? Scotland members
- 8 schools have embedded their education model
- Secured an agreement with Renfrewshire Council to deliver mandatory training (virtually) to all new Social Workers as part of their induction
- secured 90 digital devices, such as Chromebooks and iPads, for kinship families and care leavers in Renfrewshire and North Ayrshire via Connecting Scotland

Influencing

Their impressive work and ability to demonstrate the difference they are making has already led to significant changes for Care Experienced children and young people, with two Council's passing motions to improve their sibling separation policy; changed to reflect the wishes of brothers and sisters remaining together. Over the years, the Project has produced a catalogue of impactful resources that can be used to leverage further change still; stakeholder engagement films, consultation reports, individuals interviews, focus groups and surveys with key Renfrewshire stakeholders such as professionals, community members, carers, parents and Care Experienced people.

Legacy

By the end of 2021, Who Cares? Scotland anticipate their volunteer and schools' model will have been or will be in the following local authorities: Renfrewshire, East Renfrewshire, Inverclyde, Glasgow City, North Ayrshire, City of Edinburgh, The Moray Council, Highland, Shetland Islands, Western Isles, South Lanarkshire, Clackmannanshire, and North Lanarkshire – demonstrating the demand for this type of work and the significant impact being achieved nationally. Whilst in our portfolio of Large Projects, Communities that Care has provided professional training to 3,400 students and 3,700 practitioners, with 39 Care Experienced people involved in delivery of the training and almost 10,000 children and young people engaged in 500 'care aware' sessions in their school or community. In addition, 82 volunteers were recruited by the Project, 26 of which were Care Experienced – the legacy of this will be felt in Renfrewshire for years to come.

(continued overleaf)

Sustainability

Who Cares? Scotland acknowledge this is a difficult time to embark on fundraising but have already secured some additional income to sustain this work, with options for further being explored. The model they have developed is in demand across a number of areas and with the numerous commitments made to improving the system for Care Experienced children and young people, at a Government level, there is no end of possibilities for how they might continue to grow and strengthen this work.

I got called 'buy one get one free' when I lived with my brother. But after you started talking about it, that didn't bother me so much because I realised that it wasn't true. I learned that it wasn't our faults and that we shouldn't be ashamed because of something that the adults couldn't do, and if we hadn't been in care we could have been in a worse situation.

WC?S Member, age 19

It made me integrate parts of myself that I didn't even know were separated. It gave me courage to accept that part of my own story and shed guilt over things in my past that I felt were my fault, that were actually a result of the system and circumstances.

WC?S Member
& Volunteer, age 33

I'm happy staying with my Nana, I do like it, she's funny but I don't think anybody else would have got it if it wasn't for Who Cares? coming into my school and explaining it to people.

WC?S Member, age 12

You made my life better when I got to come here. You made it really happy. So, thank you for everything you've done. All of you have made my life the best it has ever been.

WC?S Member, age 9



“

Thanks to those who donate, the Appeal has supported organisations across Scotland responding to an unprecedented rise in need

”



Small Projects

Our Small Projects demonstrate the rich variety of the third sector in Scotland, with activities as diverse as Taiko Drumming, Forest Schools, emergency cash grants and residential recovery trips being made available to support those in need.

However, a bond across all Small Projects is their commitment to provide on-going, reliable support for some of Scotland's most marginalised people; those with special needs, disability, and/or poor mental health, families affected by addiction, supporting bereaved families, those affected by poverty, isolation, and domestic abuse, and a catalogue of other chronic and complex social issues which impact on the lives of so many children and their families.

Many of our Small Projects use a holistic support approach to working with families; helping parents to build the strongest relationships they can with their children and develop positive family units capable of taking control of their own situation and improving their life chances as a family. With the pandemic and social distancing measures in place for the majority of 2020, this has mattered more than ever before. Many of the Small Projects were no longer able to run their core support services such as playgroups, workshops, one to one mentoring, and arts lessons in the traditional way and whilst most adapted to a new world of digital outreach, a few have been unable to operate at all.

Our Small Projects report that many of the families do not have their needs properly identified, they can go unnoticed or worse, disregarded. Our awards allow Small Projects

to stop those families from falling through the cracks, and the benefit this can have on vulnerable families is phenomenal. By being able to receive regular and consistent support, families report how much better able they are to cope with the demands placed on them. Our Small Projects support families to flourish, instead of hiding under the cloud of poverty and disadvantage.

Thanks to those who donate, the Appeal has supported organisations across Scotland responding to an unprecedented rise in need to quickly adapt to the impact of COVID-19 and support thousands of beneficiaries at this difficult time. Our continued funding helps Small Projects express an ethos of 'we are here as long as you need us' – a crucial element in building trusting and impactful relationships.



In my time of need

you have thought

of everything,

takes away a lot of

stress and worry.



Mum, Aberlour Youth Point





We make sure we are
in weekly contact with
the most vulnerable
people and as we
listen, we help them
to identify their needs.



Equal Voice

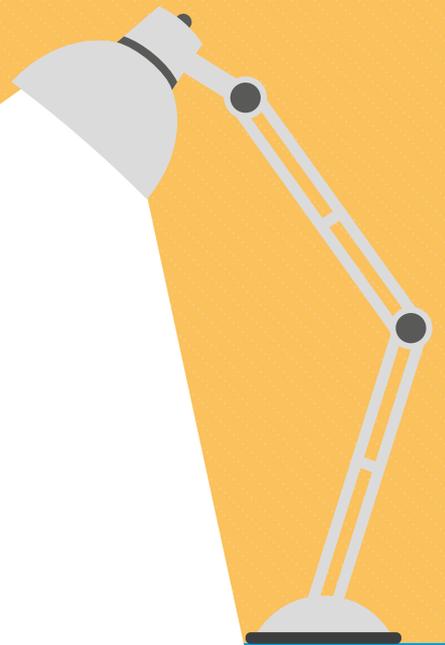
A spotlight on Equal Voice

Based in Fife, Equal Voice were one of the 283 community groups and voluntary organisations the Appeal issued a small grant to on behalf of the Scottish Government Community Wellbeing Fund. Equal Voice provide citizen advocacy for people living in Fife, who are over 16 and have a learning disability, mental health problem, chronic illness, or a physical disability. This spotlight shows how they have adapted their provision to meet their service user's needs whilst adapting to the challenges brought by COVID-19.

"We have been working with families with young people and vulnerable adults who have special needs and supporting bereaved families, disability, and/or mental health. We have purchased a licence for zoom where we can provide a virtual break out room facility where participants can request a private chat for help and support. All of the regular groups our vulnerable people attend have been cancelled due to the pandemic situation, and most of the people we work with fall into the Shielding category, so this group is proving to be a lifeline and is going from strength to strength thanks to your funding. We are able to provide people with support where they can actually see us, we're developing new ways of creating advocacy partnerships, and we can attend important meetings and forums to network with others and provide co-ordinated support. We have upskilled isolated vulnerable people and families to enable them to join in on a zoom

gathering every Wednesday to ensure they have social contact and support, drama, games, etc. Having someone to talk with just to listen, or to help meet basic needs, help with crisis or practical solutions, decision making, easing isolation, and helping to support mental health has been a large part of our work. We make sure we are in weekly contact with the most vulnerable people and as we listen, we help them to identify their needs and we work in partnership with other public and third sector organisations to help to avert crisis and make a difference to their lives."

Equal Voice have used their grant from the Appeal to provide emergency food supplies, tackle fuel poverty, and to do little things to lift the spirits of those they support, such as afternoon tea deliveries, flowers and cards. They have risen to the challenge of providing advocacy and support online; helping a service user to interview and employ a care assistant all via a remote online platform. Their grant has also assisted those they support to achieve greater independence, through occupational therapy which has improved sleeping and eating. Whilst the effects of the pandemic have been the focus for many over 2020, their work is a strong reminder that poverty and disadvantage have not gone away, if anything, COVID-19 has exasperated an already desperate situation for many.



Reflecting on our Projects Response to 2020 and COVID-19

We wish we could personally thank and give a spotlight to all of our Projects, who unreservedly deserve it.

Instead, we have reflected on what our Projects mean to the Appeal, those they support and what they teach us every year. With 2020 being a year like no other, our Small Projects in particular have demonstrated skills, knowledge and values that give us the opportunity to think deeply about the challenges that lie ahead. Over 2020, these Projects were:

- **nimble** – able to adapt quickly and respond immediately. But not all of them were able to remain operational. We are now asking ourselves, what more can funders do to ensure those closest to those who need support are able to continue their vital work, and in a way which empowers them to change according to the needs of their community?
- **passionate** – their dedication and commitment to reaching the lives of those suffering poverty and disadvantage shone through, with herculean efforts all over Scotland to reduce the negative impact of the pandemic. How can we ensure we are tailoring our funds and support towards community-based and grassroots organisations to help them continue this work?
- **backed by volunteers** – many of our Projects rely heavily on in-kind support and significant levels of volunteering, yet they are providing critical support to some of our most vulnerable children and families. What mechanisms can we put in place to ensure their service is stable and sustainable, without diminishing opportunities for volunteering?
- **knowledgeable** – our Small Projects in particular are closely connected to those they work with, either having strong local knowledge in community-based work, or technical knowledge when supporting communities of interest. Their insight is a valuable resource, how do we make better use of this when designing and delivering interventions to tackle poverty and disadvantage?



In conclusion

When we look across the whole of the Appeal portfolio, Small and Large Projects, one thing is clear – 2020 united society against a singular crisis. COVID-19 has created a new type of social issue, one which is universally felt by all and one which has galvanised a response from all sectors of society.

Poverty affects 1 in 4 children in Scotland, that is 230,000 children growing up without access to basic resources and amenities, including food and warmth. The consequences of this are stark, with children from lower income households more like to experience behavioural and emotional problems, suffer chronic illness, have poorer mental health and do less well in school - our Small Projects are testimony to this. Many of our Small and Large Projects have provided access to food, not just in 2020 but for many years and time and time again they tell us that working families are increasingly using the service – as many as 65% of children in poverty live in working households. Yet, child poverty is predicted to rise to 29% by 2023-24 and to 38% by 2030-31 if action to address it is not taken now.

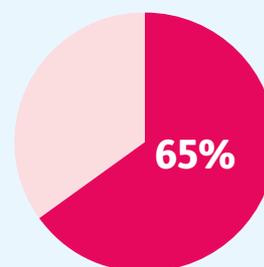
The STV Appeal is committed to tackling poverty and its effects, so as we set our funding priorities for 2021 we ask ourselves:

- What needs to be done now to reduce the R rate of poverty?
- What action is needed now to shield children and families from poverty?
- What can we do to ensure the Appeal is geared towards reducing food and fuel insecurity, digital exclusion and providing mental health and wellbeing support to those most affected during the pandemic?

Poverty affects 1 in 4 children in Scotland



65% of children in poverty live in working households



Child poverty is predicted to rise if action is not taken now





“

When people are empowered,
enlightened and engaged,
change happens.

And we are proud to play
our small part in this.

”

Baroness Ford
STV Children’s Appeal Chair

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 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.



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.



stv
children's
appeal