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Introduction

2021 is a year of both hope and caution. As we begin to move forward into the COVID-19 recovery space we do so with a sense of possibility for how our own learning might contribute to the change that we seek for the children and families we serve through our investment strategy.

This report draws on some of that learning and brings the voices of those who have direct experience to the fore. We are only now beginning to understand the emerging long tail of COVID-19 and can see that it will have two broad implications – on the health and wellbeing of the vulnerable and the viability of communities and the third sector to be part of the solution.

We've Been Listening and Have Heard...

For families:

- The Mental Health of their children was the single biggest concern parents voiced
- Families still do not have access to enough food or fuel one year on from the original round of COVID-19 (Wellbeing) funding
- More and more of the “new poor” emerging and both unsure how to navigate the system and embarrassed to seek help

For charities:

- Increasingly groups have had to rely on their reserves to stay afloat. The pressures on funding to help sustain organisations means difficult decisions with many organisations having to use potentially planned monies just to keep going. The flexibility of independent trusts and foundations like STV Children's Appeal (STVCA) has been critical with many organisations able to repurpose or postpone the use of committed funds.



Our Response is...

For families:

- We propose growing our portfolio of small local projects by a third in 2021 (an additional 100 new projects).
- Our 2021 campaign will prioritise mental wellbeing in our investments and, to shine a light on the issue, be a key focus to our programming.
- We will build on current Mental Wellbeing investment through Youth Scotland and Place2Be, to extend and deepen our contribution to mental health support in the youth work sector.
- We are working with a collaboration of funders and mental health & wellbeing charity providers to understand what they need from us – and will fund accordingly.

For charities:

We recognise the importance of ensuring a vibrant sector that not only survives but has capacity for growth and innovation and propose a twofold approach:

- Explore a Full Cost Recovery model of funding for large investments. We see these models emerging amongst independent funders and others as funders attempt to make a contribution to social justice that extends beyond simply funding activity.
- The importance of unrestricted funding in our small awards space that enables them to make decisions about what their organisation needs to continue to deliver vital local services has come into even sharper focus. Continuation of such an approach will provide a key support to smaller more fragile community organisations.

Values

In 2021 we revisited and revised our values to better reflect our emerging learning.

Respect

We place relationships at the centre of how we work with donors, charities, partners and with each other.

Voice

Children and families are at the heart of everything we do and we make sure that their voices are heard.

Solution focused

We are brave, we are bold, we try new things. We are not afraid to take chances if there could be a better way.

Rooted in communities

We believe the answers to problems in a community can be found within. We take our lead from them.



Responding to the pandemic

STVCA continues to be acutely aware of the devastation the pandemic is causing families and communities across Scotland and in 2021, we have responded further by implementing three new programmes of work to help alleviate the impact, including:

1

Mental Health

50 awards made to organisations who help children who are struggling with their mental health.

2

Winter Fund

STVCA was asked to distribute a portion of funding from Scottish Government to help vulnerable families cope with the effects of winter. Funds were used to help people pay for food, heating, warm clothing and shelter, with over 500 awards being made.

3

STVCA Community Fund

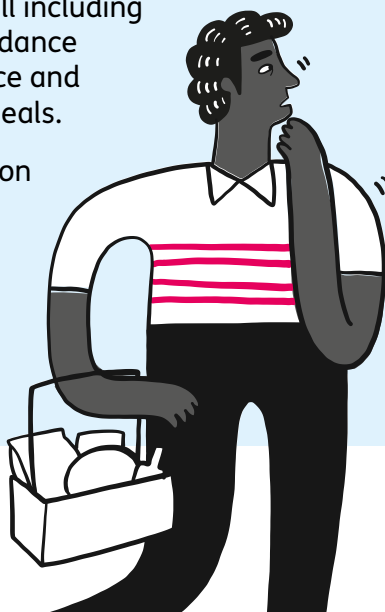
Through a partnership with Corra Foundation, 34 organisations have received funding to help people in their communities connect again as lockdown measures were progressively lifted.

The **STVCA Community Fund** offers awards of funding to small, grassroots groups who are connecting and helping increase wellbeing for children, young people and families who are in poverty. With £150,000 available, 34 organisations from 16 local authorities (including a mix of rural and urban areas) have so far received an award up to £2000. Groups have used their awards towards:

- Activities, events, and trips
- Running costs such as staffing, volunteer expenses and PPE
- Food provision
- Digital support

Ayrshire Deaf Club are using their grant to make their youth clubs more inclusive to all including the football team, dance classes, self-defence and providing health meals.

“...to ensure inclusion across all financial circumstances we have decided to make our services free at point of delivery...”



“Lockdown has had a tremendously negative effect on many of our families, some of whom were struggling to make ends meet even before the pandemic. We want to do everything we can to help them”.

Access to food continues to be an area where people need support and many of the groups are using their award to focus on this. Three of these groups provide food support for Black, Asian and Minority Ethnic communities and through their work, stress the need for these communities to be able to continually access culturally sensitive food and other essential items.

Many Africans are experiencing limited access from local community services; many have an asylum seekers and refugee background and are particularly marginalised.

Passion4Fusion, Edinburgh & Lothians

Administered by Corra on behalf of STVCA, another round of awards will be made later in the year.

Investment and Leverage

In 2021 to date, the STV Children's Appeal has invested a total of



These projects have reached every Local Authority in Scotland

In 6 months, our Large Projects have already provided support and services to



Our Small Projects reach **thousands more**

About Leverage

All of the projects have a clear set of aims and objectives, whether that be working to build a community asset or to test ways of providing services to meet specific needs, but many also produce unexpected or unplanned benefits for their client group and for the project itself, and this we refer to as "leverage".

¹ Includes 599 volunteers providing an average of 2 hours per week to Youth Scotland member bodies in Ayrshire and Forth Valley.

² Scotland Real Living Wage used which for 2021 is £9.50 per hour: www.scottishlivingwage.org/what-is-the-real-living-wage

Half-way into the year, our Large Projects have secured a further:

992 hours

of volunteer support at a monetary value of £595,545.50¹

£376,321

of additional project funding

£971,866.50

Total leveraged²

Small Projects

In addition to our Kiltwalk Programme and Large Projects, STVCA help hundreds of organisations each year to reach thousands of children, young people, and families across the whole of Scotland through our Small Project funding.

Through this funding, our Small Projects are able to provide critical support, activities, and opportunities to some of the most marginalised and disadvantaged people in our communities all across the country. Many of our Small Projects provide mental health and wellbeing support, and tackle poverty and social isolation, working with those who have experienced trauma and many forms of ACEs. This is not an exhaustive list and each year we ensure our funding reaches new organisations, to make sure STVCA continues to tackle existing and emerging needs.



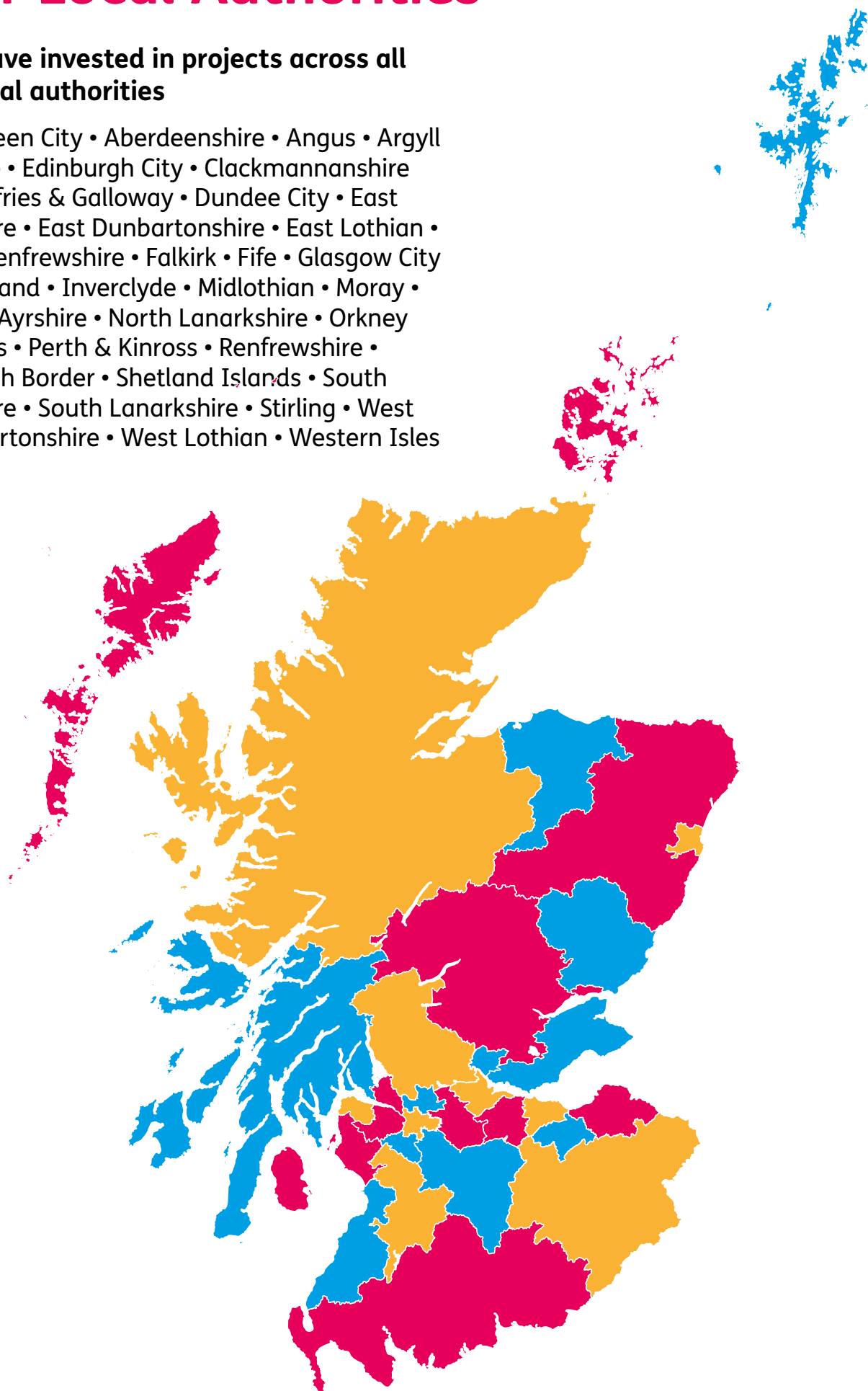
Many of our Small Projects are local, grassroots projects and have significant support from volunteers. These organisations are and continue to be an invaluable lifeline to many families in Scotland.



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



YPI Partnership

It has been a challenging year but, despite the difficulties, the role young people have played in driving change and being advocates for their communities has been inspiring.

At a time when young people have felt marginalised and had so little say in what was happening in their lives, opportunities to advocate, learn about their communities, and make a real difference have never been more important and we are delighted to be working with The Wood Foundation's Youth and Philanthropy Initiative (YPI) to make this happen.

STVCA has been a funding partner of the Youth and Philanthropy Initiative (YPI) for eight years, supporting the empowerment of youth voice and advocacy to challenge and address child poverty across Scotland. There have been significant efforts to deepen the impact of YPI in partner schools, embedding its value as part of school communities, as well as its alignment to curricular drivers. YPI plays a significant role in terms of skills development, community connections, and the empowerment of young people to lead their learning in a meaningful way.

YPI aligns with the drivers for Scottish education and has an important role to play in this generation-defining time:

- Almost all surveyed teachers believe that YPI develops skills including teamwork, communication, decision making, problem solving, time management, creativity, and resilience.
- Almost all surveyed teachers believe YPI makes young people more empathetic, engaged in their communities, and is fostering active citizens.
- 58% of young people believe they have developed transferable skills.

The Wood Foundation is committed to increasing the reach and depth of YPI with Scottish secondary schools, however this is only made possible through the continued support of likeminded organisations such as STVCA.

STVCA selected the following charities to benefit from its £33,000 funding in YPI:

- HorseBack UK
- The Place
- Whiteley's Retreat
- U-Evolve
- Bo'ness Storehouse Foodbank
- Outfit Moray
- Bridges Project
- The Lighthouse for Perth
- The Sunshine Box
- The Glasgow Care Foundation
- Elsie Normington Foundation

This funding will enable us to offer subsidised activities for young people during the October school holidays, making outdoor adventures affordable to more Moray families.

Tony Brown, **Outfit Moray**

Having pupils win the coveted £3000, is of course an amazing achievement and allows us to continue our work with families, however, the awareness raised is equally important. From different pupil presentations, families who have children with cancer have learned about our facilities and accessed them for respite which is simply invaluable. There are so many incredible charities, doing a myriad of work that we feel honoured that the pupils choose Whiteleys Retreat.

Maxine Allan, **Whiteley's Retreat**

The Kiltwalk Partnership

Having launched our Capital Grants Programme in 2019 with Kiltwalk, we are delighted to report on the second year of this incredible partnership.

Funds generated by Kiltwalkers have provided one-off support for organisations in Glasgow, Edinburgh, Aberdeen and Dundee. All of these 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.

These Grants have enabled STVCA 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 new investments for 2020 are reported on below.



Place2Be - Glasgow

Place2Be's parent counselling service A Place for Parents, supports parents and carers across six Place2Be primary schools in Glasgow.

A Place for Parents enables parents and carers to overcome personal obstacles, develop an increased understanding of their child's needs and build parenting skills. In turn this enables a child to settle, better engage with education and improve their life chances.

Place2Be used their Capital Award towards their work supporting the mental health of parents in Glasgow by enabling their Parent Counsellor to continue supporting vulnerable families with their mental health and wellbeing during an extremely challenging year.

The most common concerns raised by parents during the reporting period encompassed worries over future wellbeing, concerns over a family member, mental health, children's behaviour, confidence and self-esteem and financial worries.

Achievements

- Received 15 new referrals, 10 of which resulted in an initial assessment.
- Over this period, 21 parents received 172 counselling sessions. A further 57 sessions were offered but missed due to parental issues such as lack of childcare due to school closures.
- Of the parents who received counselling during this period, 75% showed an improvement in their clinical score whilst one third were no longer clinically in need after counselling.

Impact

I don't know how I would have got through this year without you. Knowing that you understand my child has helped me manage better, I'm not so worried. I can handle this now.

Parent

Go Beyond - Edinburgh

Go Beyond is a network of trusted local voluntary sector partners. They aim to have more robust communication channels, pool and share resources to avoid duplication and share expertise so the network can offer the strongest, most efficient, resilient services possible. The grant was utilised to add a dedicated staff resource to the benefit of the network of charities and partners in the South-West of Edinburgh. This staff member was brought in with the remit of encouraging and supporting enhanced collaboration across the network while also providing Go Beyond with an online and digital presence externally. The demand COVID-19 placed on their services changed overnight so their response also had to change.

Achievements

- Over 200 individuals working or volunteering in South West Edinburgh locality using Go Beyond Slack, which has simplified ways of connecting and sharing information.
- Re-activation and day to day management of Go Beyond Social Media channels.
- Increased use and updates of Go Beyond Map of Services (<https://wearegobeyond.org>)

- Simplifying how services network/meet across the locality in small area networks and with statutory services.
- Improving response time for benefit of service users across the network in terms of sharing referrals and urgent requests across organisations.

Impact

Volunteer Edinburgh was in touch with a family who needed some support with some weekly tasks such as shopping. Space had picked up the referral, but the family was from a different part of the locality making regular support a challenge. The team at Space was able to quickly share the kind of support that was needed and within a few hours this had been picked up by a partner on the Go Beyond Slack and a plan was quickly in place for support.

Go Beyond staff

Sunrise Partnership – Aberdeen

Sunrise Partnership offers a free, confidential service for children and young people, up to age 18, who have been affected by loss and bereavement. They aim to help children and young people cope with the impact of loss in a healthy and positive way. Support is tailored to the individual and their age and stage of development and may be delivered as one to one, sibling or family sessions or group support. Many of their referrals come from parents, some of whom have been recommended the service by other parents. They also receive many referrals from schools, social work, CAMHS and other voluntary organisations. An increasing number of those referred have been bereaved through suicide. The nature of these traumatic deaths makes the grief and loss more complex and requires more intensive and prolonged support.

Achievements

- Received 87 new referrals to Sunrise during this period which was an average of 7 per month.
- Delivered 858 one-to-one sessions to 164 children and young people (92 females and 72 males aged 5-17 years).
- Delivered two 'Seasons for Growth' groups for 16 children.

- Given talks to various groups to increase awareness of disadvantage that affects children and the work of Sunrise Partnership.
- Supported children and young people to attend school, keep up with friends and going out socially, to better cope with painful memories and can also access good, happy memories.
- Everyone has acknowledged an increase in confidence from when the sessions started and the majority are able to look to the future and make plans and choices for their future.

Impact

Sunrise staff work with families and children with nurturing compassion. That our families are treated well and have their needs understood and met in a caring manner is so important – I trust Sunrise to do just this. They offer support that helps our youngsters to begin to make sense of what has happened in their young lives. A vital service that offers quality support to those pupils in need.

Teacher

Dundee Bairns – “Cosy Bairns” Project

Cosy Bairns is a project set up by the local charity Dundee Bairns as an emergency response to the extra needs of children from low-income families during the COVID-19 pandemic.

The project need was identified by the Dundee Food Insecurity Network, who plan emergency food provision around the city. COVID-19 guidance for schools had led to more outdoor provision and classrooms were being well-ventilated, making for a much colder school day. Parents had been asked by schools to provide extra layers of clothing for children who were studying in much colder classrooms, as well as additional kit for outdoor physical education or outdoor learning.

The additional costs to parents for providing such clothing were challenging, with many reporting they had to choose between heating and eating during the winter months of the pandemic. Dundee Bairns were asked by the Network if they could adapt its mode of delivery of food to children in Dundee to help children stay warm as well as fed, active and stimulated.

An initial survey of Dundee Schools’ Family Development Workers and Guidance teachers established that there were at least 1500 Dundee children who would benefit from a supply of essential cosy clothing, this doubled once the project was up and running.

Achievements

- £97,442 of funding was raised from local businesses, Dundee City Council (COVID-19 Emergency Funding), and the local community.
- Direct Soccer, a local sportswear firm, provided the sportswear at cost price
- Michelin Scotland Innovation Park identified space within their complex where clothes could be stored and all COVID-19 guidelines met.
- All primary school and secondary school orders were completed and delivered by the week ending 22nd January 2021.
- Nearly 3000 children received essential winter and sports clothing and footwear during an unprecedented challenging time for many families.

Impact

Families with more than one child who were struggling to cope with the demands of clothing their growing children along with managing the financial demands of Christmas. Cosy Bairns has given them new clothes so that they feel the same as their friends and not disadvantaged by wearing old clothes. Thank you so much for the support of our families

Teacher



Large Projects (funded over £40,000)

STVCA provides Large Project funding to organisations who are developing and testing new models of working which tackle the systemic causes and symptoms of child poverty.

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.

Last year we reported how our Large Projects had worked tirelessly to overcome the unprecedented challenges 2020 and a pandemic brought, and how they refocused the work supported by STVCA to provide children, families, and communities essential lifelines to help them manage whilst existing inequalities were amplified and exacerbated. 2021 has not brought relief to

the communities we support, and our Large Projects have continued to help mitigate against the effects of the pandemic on those already struggling to get by.

At the end of 2020, 2 of our Large Projects came to the end of their funding from STVCA and we introduced 3 new organisations and investments to our portfolio; Aberlour, Place2Be and Youth Scotland, and Queen Margaret University.



Aberlour • Urgent Assistance Fund

Summary

Aberlour operates an Urgent Assistance Fund (AUAF) and has done for the last 4 years.

Aberlour was asked to take over the fund by the previous Trustees at St Clairs to ensure the income from the fund went to support families in need. With support from STVCA, Aberlour are distributing £90,000 in cash payments to families facing financial crisis, with £30k of this going to communities in particular need.

Since taking over the fund Aberlour has worked to ensure the totality of funds available annually are used to support families directly. Following lockdown and the corresponding increase in need and demand, the expenditure from the AUAF increased substantially. This was initially supported by the utilisation of £100k of Aberlour's own reserves, then a successful fundraising campaign thereafter supported them to continue to provide cash to families in need. They aim to support the increased needs of families they already have contact with and also new families who have been tipped into crisis by COVID-19 referred to them through AUAF.

Key Themes

Food Poverty • Material Need

Achievements

- Over 18 grants averaging £236 were distributed daily, with 361 families supported so far.
- Between April and June alone, the AUAF provided £350,000 in small emergency grants to families for essentials such as food and power cards.
- £15k dispersed via Scottish Refugee Council for families with no recourse to public funds.
- Families across Scotland supported to have a happy Christmas through the dispersal of £15k of awards.

Impact

I called [the Mum] this morning and gave her the fantastic news. She is absolutely delighted and so am I. She checked the bank details and called me straight back to say the money was received. She wishes to pass on her thanks to the organisation for this and this will make her situation so much better.

Third sector colleague in response to a grant towards Christmas costs



Place2Be & Youth Scotland • Y2Be

Summary

STVCA recognised the need for greater mental health services and support for children and young people and given our strong relationship with Place2Be and Youth Scotland, identified an opportunity for an innovative and purposeful collaboration between them both. STVCA are delighted to be supporting Y2Be as it works to meet this need.

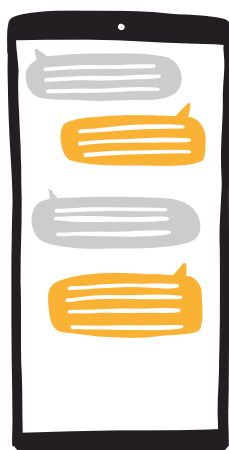
Y2Be, which works on the premise that community-based youth groups are an underused resource in national efforts to support and improve young people's mental health and wellbeing, and that given the impact of COVID-19 on young people's mental health, there are insufficient resources to meet the demand for support.

Y2Be wants to equip community-based youth workers and groups to provide vital support for young people's mental health and wellbeing. Youth workers in Youth Scotland's community-based member groups will receive training via Place2Be's Mental Health Champion's Foundation programme. This will provide them with a Foundation-level understanding of young people's mental health issues, an ability to provide a basic level of support and be able to identify routes for further, higher level support. These youth workers will be invited to join a Community of Practice to enable on-going development and shared learning between peers across the country. This will help identify areas for further training and development as well as driving the growth and competence of youth workers in their work with young people and mental health.

Young people in youth groups will be trained by Place2Be as Peer Mentors. They will be equipped with the skills and confidence to help their peers and friends in identifying when they might be experiencing mental health issues, with the aim of encouraging and enabling their friends to discuss these with their youth worker and/or another trusted adult in their lives.

Key Themes

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



Achievements

- 537 Youth Workers actively engaged in the Mental Health Champion's Foundation Programme and 9 Young people engaged in Peer Mentoring training
- Youth Workers report a beneficial effect on their confidence to engage with young people in the subject of mental health
- Approximately 5,370 young people benefiting during their time with trained youth workers
- 187 Participants have participated in 14 Habits of Happiness Workshops, increasing their knowledge of how to promote positive mental health, and 56 participants have participated in 6 Feel Good Activity Workshops, being upskilled to support young people to explore and express their feelings

Influencing

There is increasing evidence of the role that a 'Trusted Adult' can have in mitigating the effects of trauma in young people's lives and the positive benefit it has on their educational outcomes³. For many young people, their youth worker is that Trusted Adult because of the relationship they have developed over time. It is to them that they can turn to and trust that their worries and issues will be taken seriously. This project will help build the evidence base for the role which community-based youth work can play in supporting the mental health and wellbeing of young people in Scotland. Place2Be and Youth Scotland anticipate that successful outcomes from this project will help to make the case for the role for community-based youth work as part of policies to improve young people's mental health and wellbeing.

Impact

The course just gives you the ability to articulate and explain to other people you are working with why young people act out and display challenging behaviour.

Youth Worker

³ Whitehead R et al. (2019). The relationship between a trusted adult and adolescent health and education outcomes. Edinburgh: NHS Health Scotland.

Queen Margaret University • East Lothian Tutoring Initiative

Summary

The East Lothian Tutoring Initiative (ELTI) was established in October 2020 to address the educational challenges faced by young people as a result of COVID-19 disruptions. The initiative offers tutoring to disadvantaged young people in S4 to S6 in all six secondary schools in East Lothian. The East Lothian Tutoring Initiative has been providing one to one and small group tuition across six secondary schools since January 2021, in a range of curriculum topics from BGE (Broad General Education) to Advanced Higher level. From March, tuition has also been provided to young people who are not attending school and have been referred by the Virtual Head Teacher. Students meet one or more criteria; students with ASN, non-attenders, students from another 'at risk' group, and students with mental health issues. Schools can select from a QMU trained 'Local Tutor' or one provided by My Tutor.

Key Themes

Youth Engagement • Education

Achievements

- 6 High Schools are engaged in the programme
- An average of 197 students taking part in tutoring sessions, with an average of 278 tutoring sessions have been made available each week
- Feedback for both Local Tutors and My Tutors has been overwhelmingly positive

Influencing

The continuation of the initiative will not only provide further support for the identified disadvantaged young people, but will also provide an opportunity for further research to develop the evidence base on the impact of tutoring, which can be used to support any future proposal for tutoring to be introduced at a national level.

Impact

A pupil who before lockdown was struggling to motivate himself and generally lacked engagement in school. In one subject he was struggling to pass. Since starting Chemistry tutoring this has given him more self-belief and as a result he worked harder in all of his subjects and completed every task given to him during lockdown. He now wants to achieve an A!

Teacher





Calum's Cabin

Summary

The charity is striving to help as many families as possible who have a child suffering from cancer or a cancer related disease or families who have lost a child to cancer. This can be in the form of respite holidays for one week on the Isle of Bute, St Andrews, or Dumfries House in Ayrshire, or offering real “home from home” support to families who have to relocate to Glasgow when their child is undergoing long term treatment at either Glasgow's Children Hospital or at The West of Scotland Beatson Centre. Calum's Cabin strives to be there to offer continuous and responsive hands-on support when needed to families. They continue their search for a mainland location for another Cabin, as well as another Glasgow Flat to help cope with consistent demand. All 7 Glasgow flats remain fully booked, with a waiting list. By the end of the year, and subject to restrictions, Calum's Cabin anticipate supporting 96 families for a week's respite holiday, with a waiting list of over 60 families. Calum's Cabin used funds from STVCA to cover the on-going running costs of their services to families with a child suffering from cancer.

Key Themes

Family Breakdown • Mental / Physical Health

Achievements

- Having launched pilot mindfulness sessions, they now run 6 sessions per week over 3 nights with average attendance over the 6 sessions of 120 participants

- Calum's Cabin are working with kickstart to offer a 16-24 unemployed person the chance to work with them for 6 months and gain experience and skills to progress onto work.
- Gained funding for a new website which will help families navigate the site easier and find exactly what they are looking for.
- Reopened their charity shop, pop-up charity shop, and their ecommerce site, plus a presence on eBay, to sell the 70 crates of donated goods they receive weekly.
- A successful office move has given them more space for all our donated items and allowed more volunteers to come into the office.
- Successfully reopened their respite locations with considerable adaptations to protect the families who visit from COVID-19.

Impact

With my child being ill and lockdown, I just wasn't coping at all, the (mindfulness) sessions have helped me so much to see things more clearly and cope so much better.

Parent



CentreStage • CentreStage Village

Summary

Since 2006 CentreStage has developed a diverse range of outreach projects, borne out of the need seen in their communities and as expressed by those living there. By introducing arts participation to social and geographic communities, from prisons and care homes to schools and community hubs, they become the conduit to wider services or opportunities, either by wrapping their supports around their activities or by signposting beyond them.

Following a move in 2020, The CentreStage Village is now based on the site of the former Kilmarnock Academy and is a place where CentreStage create a place to deliver their vision of a Scotland where everyone in society is able to realise their potential and achieve their hopes and aspirations, regardless of their circumstances and background. Our funds enabled CentreStage to renovate a studio space in their new Village.

One programme offered in the new space is ReConnect, designed to support, and enable individuals experiencing multiple barriers to employment to gain employability and/ or volunteering opportunities by identifying their strengths and creating a development plan tailored to meet their specific needs and desires.

Key Themes

Mental/ Physical Health • Education • Employment

Achievements

- Entire top floor has been upgraded externally with a full room transformed into a fully accessible business and enterprise training suite
- Sustained and proactive engagement from participants in the programme with 90 % completion (18/20), and all who completed demonstrating improved IT skills, allowing them to access applications including Zoom, email, Word and social media networks

- Each participant received strengths awareness and development, one to one mentoring, involvement in a range of small group and individual activities supporting their development, building routine and resilience, all marked at a graduation event.
- Increased awareness of the Fair Work Framework and the Business Pledge in Ayrshire across partners, participants and CentreStage staff

Influencing

CentreStage are implementing a more inclusive workplace based on their experience of delivering ReConnect, and with an improved awareness and understanding of flexible working practices. They also intend to apply for the Business Pledge and plan to share their learning more widely as the programme progresses.

Impact

Wow that was brilliant.
Can't wait for next week.
Thank you for letting me
join this exciting journey.

Visitor

Thank you for listening to
me and being so helpful,
kind and understanding.
Very much appreciated.

Visitor



Street Soccer • ‘Aberdeen Coach’

Summary

Street Soccer work in the communities that need them most by providing support to help people achieve their potential, providing relationship-based support to young people (10-16) and adults of all ages experiencing social exclusion through the provision of free football. They work with those experiencing poverty and disadvantage as well as anyone facing social exclusion and aim to level the playing field for them. Through their 2nd year of funding as a Large Project, Street Soccer have been able to replicate their highly successful approach in Aberdeen. Despite COVID-19 Street Soccer have continued 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

Achievements

- Overall attendance has more than doubled from March to June (53 to 140), with significant increases in their woman's only provision.
- 80% increase in attendance at 16+ sessions.
- Secured funding to provide young people and adults with computer devices and internet connection.
- A partnership with WorkingRite has led to several participants gaining employment.

Burness Paull LLP providing significant in-kind support which enables better partnership working, networking and reduced overheads

Influencing

Street Soccer believe that relationship-based project delivers better and longer lasting results than more transactional based counterparts and are working to develop a network of projects that will deliver similar outcomes across Scotland.

Impact

The phone that I have been given is a huge help to me because I can go on video calls with my friends from Street Soccer and the food parcels that I have been given is really helpful.

Young person

The support will be very vital for this family.

Teacher



Youth Scotland • ‘Growing Community-based Youth Work’

Summary

STVCA recognise and value the critical role youth work plays in reaching and supporting young people and communities who face additional barriers to achieving their full potential. We wanted to support the growth of youth work in Scotland and approached Youth Scotland and set them this challenge, this project is a result of this innovative collaboration.

Through delivering the ‘Growing Community-based Youth Work’ programme, Youth Scotland aspire to create 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. The programme is being delivered to new and existing youth groups in 6 local authorities across Ayrshire and Forth Valley.

By taking a place-based approach and accompanying it with nationwide support, the project aims to identify and address local needs which improve outcomes for young people. Youth Scotland continues to take an active role in the CLD COVID-19 Recovery Leadership Group and Youth Work / Education Recovery Group.

Key Themes

Youth Engagement • Employment • Community Capacity Building / Resilience

Achievements

The programme supported:

- the creation a BAME cycling project which enabled young people to develop bike maintenance skills and increase their fitness.
- Youth groups to use their outdoor space more effectively by providing outdoor sports and games, and gardening equipment, helping tackle digital fatigue and lack of physical activity.
- Several groups to deliver school holiday programmes over Easter that enabled young people to come together outdoors and re-connect in person.
- Several groups to purchase essential health and safety equipment to allow them to undertake face-to-face delivery.
- Youth groups in Scotland through their partnership with UK Youth, where they secured £70,000 to deliver a Youth Work Support Fund to help youth groups implement their COVID-19 Recovery plans.
- 389 youth groups in Ayrshire and Forth Valley to complete the Youth Scotland Leadership and Participation programme – with hundreds more groups attending a suite of other training sessions.

Impact

The adventure group were talking with some other youth club members last night and were telling them about how they managed your hot chocolate challenge last week. They were telling them about how they had to learn to use the flint and steel and how hard that was. What was really nice was to see and hear their excitement a week later about what they had done and so proud of telling everyone that they had managed it. It was lovely to see.

Youth Worker



Our Board of Trustees



Paul Reynolds

Chair, STV Children's Appeal Board

Paul was appointed Chair of STV Group Plc and became Chair of Trustees of the STV Children's Appeal in 2021. Born and raised near Glasgow, after graduating from Strathclyde and London Universities his career over 30 years has included tenures as CEO of BT Wholesale and Executive Director of BT Group plc, where he led the development of broadband and internet in the UK, including one of the world's first video-on-demand services and the creation of Openreach. Until 2012 he spearheaded the fibre-internet revolution down-under as CEO of Telecom New Zealand Ltd. He is currently a non-executive Director of TalkTalk Telecom, and was previously Chair of its subsidiary, FibreNation Ltd. Paul is also active in financial services, as a non-executive director at Computershare Ltd and Chair of 9Spokes Ltd. He has held previous roles as a non-executive Director at Eircom Ireland Limited, XConnect Global Networks and Japan-based internet company, eAccess Ltd.



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.



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