

Annual Report

Impact of Schools of Basketball
partnership between
CashBack and
basketballscotland



2017/2018

PARTICIPANT BREAKDOWN



2/3 participants are male



156 PARTICIPANTS

53% of participants are from SIMD 1 & 2:



1/12 participants are young carers:



1/10 participants have a disability or long term illness (LTI):



20% of participants are from an ethnic minority



PROGRAMME IMPACT

% PARTICIPANTS BEING IMPACTED BY THE PROGRAMME:



100%
IMPROVED ATTENDANCE



100%
IMPROVED ATTAINMENT



95%
INCREASED ASPIRATIONS



87%
IMPROVED HEALTH & WELLBEING



85%
INCREASED CONFIDENCE

122

COMPLETING
DYNAMIC YOUTH
AWARD



6
SCHOOLS

789
SESSIONS DELIVERED



13,838
CUMULATIVE ATTENDANCES

Partnership History

CashBack For Communities and **basketballscotland** have enjoyed a socially impacting partnership since investment was granted to the governing body for the sport of basketball back in 2008.

In previous phases of Cashback for Communities, the investment has centred around additional resource to enhance our community basketball initiatives through a regional approach. The impact this investment had in our communities was significant. It was clear that there were more coaches and players involved in local and regional basketball in Scotland. Young people were also successfully brought together through our Regional Development Leagues and National Challenge programmes.

In 2017 we were pleased to progress into phase 4 of CashBack for Communities. The change in our programme delivery expected from phase 3 was considerably different to phase 4. With the new phase and investment, **basketballscotland** were tasked with exclusively supporting disadvantaged young people through the CashBack Schools of Basketball programme.

Our investment over the 3 years of phase 4 will be spent on embedding basketball within the school curriculum for pupils at risk of disengagement, anti-social behaviour or with low aspirations. We will focus on the launch of 16 new schools all in areas of high deprivation.



The CashBack School of Basketball Programme

Through the CashBack School of Basketball Programme, we create an environment where sport makes a significant contribution to the development of disadvantaged young people. The programme supports the delivery of the Curriculum for Excellence and plays a central role in the life of the school by engaging disadvantaged young people within their school environment.

CashBack Schools of Basketball provide a context for learning inside and outside of the classroom. It allows pupils to experience basketball and helps to improve the fitness and physical literacy of players which contributes to an enhanced educational experience.

CashBack Schools of Basketball give selected pupils aged 11-14 the opportunity to train in a sporting environment daily, including a minimum of 2 basketball sessions as part of their school week. This programme is designed to not only improve participant's basketball skills and physical competencies, but to also develop their social skills such as confidence, communication, discipline and respect.

The programme is delivered by a coach who ensures that all participants have the opportunity to enjoy curricular and extra-curricular basketball and play basketball at their local community club if they wish.

Overall, 156 young people across 6 schools have taken part in the programme in year 1. Each school is linked to a local basketball club to provide an outlet for young people to participate in basketball.



Outcome 1: YP Build their Capacity and Confidence

Building confidence will allow a person to achieve more. We aim to build confidence through basketball which in turn allows disadvantaged young people to do and experience new things in life.

Young people who are disadvantaged by living in areas of deprivation, at risk of being excluded from school or at risk of being involved in antisocial behaviour often have life experiences resulting in low confidence levels. This lack of confidence puts them off experiencing and achieving new things.

"Now I am more confident to talk to other people... because of basketball"

Through the CashBack School of Basketball programme, we are building confidence in young people. Confidence of young people in a school setting can be different compared to outside of school, which is completely normal. In school, young people are surrounded by different people, and it can be difficult for them to speak up and be themselves.



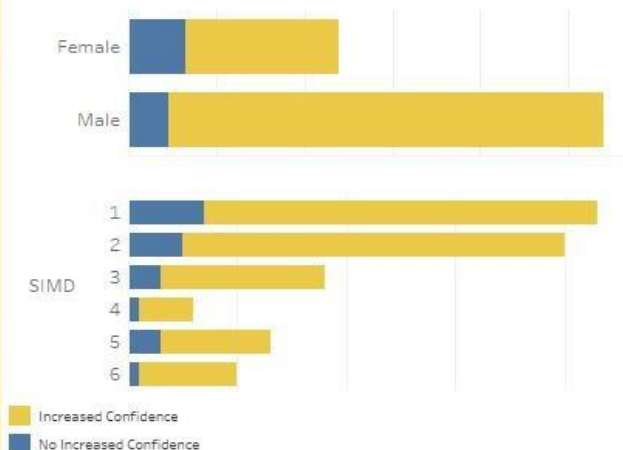
We have reached this successful outcome by evaluating the young people themselves alongside key stakeholders who are able to identify levels of confidence.

100%

YP REPORT THEY ARE ABLE TO DO NEW THINGS

85%

YP DEMONSTRATE AN INCREASE IN CONFIDENCE



100%

YP REPORT AN INCREASE IN THEIR SKILLS

Shooting
Dribbling
Tactics skills
management Time
Communication
Passing Rules Drills
Leadership Organisation

122

PARTICIPANTS COMPLETING DYA



Over 200 SCQF credits awarded through the DYA

Outcome 2: YP Develop their Physical and Personal Skills

A school's focus is developing young people's core academic skills in literacy and numeracy within a range of curriculum subjects. There are other skills which are increasingly seen as important to a young person's wider development, such as working with others, leadership, personal planning and communication.

These skills play a core part in learning, as well as contributing to young people's wider development, well-being and readiness for life progression in and out of school.

Those who are at risk of exclusion from school subjects are likely to miss out on these essential development experiences. Engaging these young people in the CashBack School of Basketball programme has reconnected young people to these development opportunities through our programme delivery.

"Helping them develop as people as well as basketballers"

The Dynamic Youth Award (DYA), managed by Youth Scotland, has been embedded within our programmed schools. The award peer assesses how young people develop skills for learning, life and work. The Award fully supports the aims, values, purpose and implementation of the Curriculum for Excellence.



Outcome 3: YP Behaviours and Aspirations Change Positively

The Scottish Attainment Challenge aims to achieve equity in educational outcomes, with a particular focus on closing the poverty-related attainment gap. Increased aspirations and positive behaviours towards learning has shown to relate to increased educational achievement.

We are achieving this outcome by including and educating young people from deprived backgrounds in alternative but effective curricular methods.

“What I’ve learnt is to work with teammates...as a team”

We have measured impact by evaluating the young people themselves and asking how they feel their confidence levels have developed through the year. We have also assessed the stakeholders who work with the participants directly on the programme to gauge how they feel the participants behaviour has improved.

In our programme young people are surrounded by peers from similar backgrounds and are building relationships with fellow participants.



This in turn is building confidence to meet new people and face challenges outside and inside their school environment. Not only are sporting aspirations increasing but also academic ones.

95%

YP POSITIVELY CHANGE BEHAVIOURS



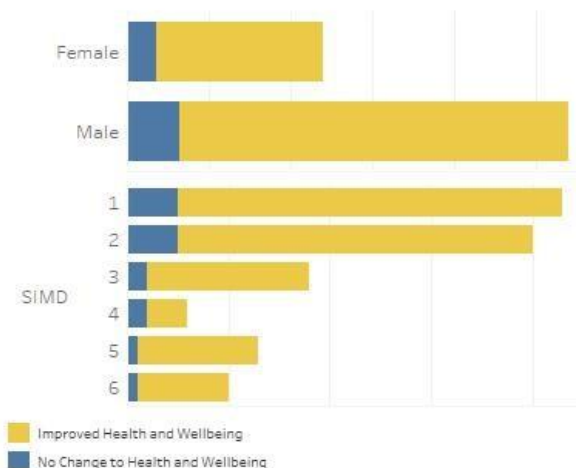
95%

YP REPORT INCREASED ASPIRATIONS



87%

YP REPORT IMPROVED HEALTH AND WELLBEING



Outcome 4: YP Wellbeing Improves

The Children and Young People (Scotland) Act 2014 is about improving the wellbeing of children and young people in Scotland. The CashBack School of Basketball programme offers a way for each young person to reach their full potential. We describe wellbeing of young people through the **SHANARRI** indicators:

Safe - Young people learn in an environment where they feel safe, away from any conflicts they may face in the classroom or at home.

Healthy - Young people are engaged in physical activity through basketball. This in turn contributes to positive mental wellbeing.

Achieving - Young people are supported through guidance to achieve accredited learning in an environment which promotes their self-esteem.

Nurtured - We offer a place of nurture where young people feel included.

Active - Young people have the opportunity to take part in activities which contribute to healthy growth and development in school.

Respected - Young people get a voice in our programmes as we develop their leadership skills.

Responsible - Young people have the opportunity to play an active and responsible role within school.

Included - Young people overcome social, educational and physical inequalities and develop relationships with peers on the programme.

"I get to teach other people wheelchair basketball skills. They also teach me what they have learnt"

Outcome 5: YP School Attendance and Attainment Increases

There is unmistakable evidence of a link between poor attendance at school and low levels of achievement. The evidence underlines the fact that every day of attendance at school counts.

Schools reported that attendance among CashBack School of Basketball participants in S1-S2 was higher than the average for their age group. Teachers and pupils gave us examples of their school attendance improving as a result of the programme.

"We have fun. We have a lot of fun, kids and teachers"

Missing school has a significant impact on achieving in the subjects that transform young people's lives. The Casback School of Basketball programme achieves higher school attendance from our participants as they are embedding themselves into the school setting. The participants are attending curricular and extra-curricular school subjects which give them the opportunity to advance their learning and achievement.

Prior to the programme starting, secondary schools worked closely with their feeder primary schools to understand and get the know the disadvantaged young people who will be attending their secondary school. They did this to determine which individuals would benefit most from embedding themselves in an environment which they would thrive in, leading to higher school attendance from which they demonstrated at primary school.

The CashBack School of Basketball programme has demonstrated in its first year that participants' school attendance improved, as did their attainment. This was aided through the targeted approach to recruitment.

100%

SCHOOL ATTENDANCE
IMPROVED
ON AVERAGE



100%

SCHOOL ATTAINMENT
IMPROVED
ON AVERAGE



100%

YP HAVE PROGRESSED
TO TRAINING



Outcome 6: YP Participate in Activity which Improves their Learning, Employability and Employment Options

The CashBack School of Basketball programme helps young people from deprived backgrounds gain experiences, undertake training and participate in learning to progress their employment and volunteering opportunities. This is known as the participant finding themselves in a positive destination, post school education.

We are using basketball to transform lives, increase motivation, encourage learning and support personal development. This is leading to participants undertaking further learning and volunteer opportunities which is advancing employment skills.

"We even have events coming up on Wednesday and this lot are volunteering to get the next generation in of the next CashBack School of Basketball at St Andrews"

The programme is instilling work-based skills into each of our participants and values which are vital when seeking future employment. Skills which are being demonstrated by our young people are team-work, cooperation and leadership.

The participants are undertaking new volunteering opportunities through basketball which they weren't prior to the programme. These opportunities are advancing the employment related skills and values desired by employers. The participants are taking ownership to advance their own skills within and outwith the programme. There are numerous examples of young people in the programme furthering their basketball education through officiating and coaching qualifications. The young people are then advancing their employment skills by volunteering at regular weekend basketball events outside of school.

Outcome 7: YP Participate in Positive Activity

The CashBack Schools of Basketball programme provides a context for learning inside and outside of the classroom. This allows all pupils to positively experience basketball, helping them improve their fitness and physical literacy. This in turn contributes to an enhanced educational experience.

Our impacting case studies demonstrate that the experiences gained from the programme are positively impacting lives.

A young person within our programme suffered emotional and physical scars following a traffic collision when he lost the use of his legs and lost his family.

Together with the school, we saw an opportunity to connect the young person to a School of Basketball programme. We aimed to make an impact on his emotional wellbeing, building up his confidence and life skills as a result. The school utilise a game model which allows both running and wheelchair participants to share the same court and play equally on the same team.

Another participant from our CashBack School of Basketball programme originates from the Hama Province in Syria. When the war came, the family moved to Lebanon but immediately she felt alone, isolated and excluded from school life. Fast forward to 2016 and the family had been granted refugee status in Scotland.

Neither the young person or her family spoke any English. Her confidence was at an all time low. Since engagement in the programme she has found a support network in the School of Basketball. This has given her the confidence to connect with people and develop her language skills in an environment where she can be herself.

156

PARTICIPANTS



128

YP NEW TO BASKETBALL

"Before I am not that good at basketball. Now I like it because I am enthused...I am improving my skills"



Case Study

Hussain Ahmad



"Before I started at the School of Basketball I used to be less confident in myself. I feel much more confident than before, I think I'm a better player now, which has also increased my confidence. I have developed a lot of new skills, the way the coach has taught me how to use a chair means I am more independent, I do not rely on other people so much and I can do things for myself".

- Hussain

In 2016, Hussain Ahmad and his family were involved in a traffic collision where his life was thrown into chaos. Hussain lost everything that day. At 9 years old he was the sole surviving member of his family. Hussain also lost the use of his legs. The emotional and physical scars left on Hussain impacted his confidence. He spiralled into a period of loneliness and self-imposed social isolation.

basketballscotland had the opportunity to meet Hussain and saw a chance to benefit him by making a positive impact on his emotional wellbeing, confidence and life skills.

A series of meetings were held with his school to create a partnership with Hussain's Aunt (who is now his primary carer), the Head of PE (Physical Education) and the coaching staff. We agreed that the CashBack School of Basketball would have great benefit to Hussain.

We agreed on the IZB (Inclusive Zone Basketball) model for the programme delivery, which is a unified format of the game. This allows both running and wheelchair players to share the same court and play equally on the same team. Funding was accessed through 'Neils Wheels' & 'Wheelwrights 2020 Fund' to build Hussain a bespoke sports chair. Using our CashBack funding we also provided additional equipment in the form of chairs for other pupils to use in sessions and games. This gave a unique opportunity to provide Hussain the platform to not only participate in the sessions but lead the 'chair skills' element of the CashBack School of Basketball programme.

As a result of these sessions, the school are entering the Regional Junior Wheelchair Basketball Championships with an U13 and U19 team. This will see a mix of wheelchair and non-wheelchair users competing in Wheelchair Basketball.

"The additional sports chairs have opened the running players eyes to the different kinds of basketball, and definitely put them out of their comfort zone, which is a great learning curve for them. I also think it has helped them strike up a good friendship with Hussain. He has shown some great leadership and communication skills; teaching his team mates how to use a chair and it has given them a great appreciation of just how difficult life can be for Hussain – this has built a lot of empathy in the group. "

- Rebecca Lonsdale, Larbert Casback School of Basketball Coach

Case Study

Sidra Bakdash

Sidra attends the CashBack School of Basketball programme at Tynecastle High School.

Sidra and her family originate from the Hama Province in Syria and lived in its capital city Hama where Sidra lived a happy settled life.

As part of the wider wave of the 2011 Arab Spring, Syria was caught in the grip of civil war and Hama became one of the main opposition centres of the popular uprising. To escape the violence Sidra's parents took the family to Lebanon.

Sidra began schooling in Lebanon in 2012 and immediately felt alone, isolated and excluded from school life. As the only Syrian refugee at her school Sidra was stigmatised and bullied by her peers. This, coupled with leaving her old life behind, had a negative impact on her wellbeing and engagement in school.

Fast forward to 2016, Sidra and her family were granted refugee status in Scotland. Neither Sidra nor any of her family spoke any English on their arrival in Scotland. Her confidence was at an all time low and this was now compounded by a desire to feel a sense of belonging.

"I was in P7 and I didn't speak any English, it was hard to make friends so I just stayed on my own"

Sidra attended a school transition day as part her EASL (English as a Second Language) programme at Tynecastle High School where she met Louise Moyes. Louise is the driving force behind the coordination of the CashBack School of Basketball at Tynecastle. Sidra jumped at the chance to participate in the programme.

"I really loved playing basketball and getting to do it as part of school would make me happy so I wanted to do it"

Since engagement in the programme Sidra has found a support network in the School of Basketball. This has given her the confidence to connect with people and develop her language skills in an environment where she can be herself.



"I was never very confident or comfortable speaking English in primary school but the School of Basketball makes me feel really happy. Much happier than my school in Lebanon. Thanks to the programme I look forward to coming to school and I feel my language skills have improved a lot. I now translate for my parents which helps them do basic things like shopping or when we recently moved home"

Plans and Priorities for the Year Ahead

More Live CashBack Schools of Basketball

By the end of the phase 4 funding, we will have 16 live CashBack Schools of Basketball with participants from areas of deprivation. During year 1, we had 6 live CashBack Schools of Basketball. We will focus on getting new schools live in order to reach our target. An area which we need to assess and explore delivery for a CashBack School of Basketball is in the local authority of Dundee.

Equalities Focus

We are exploring the possibility of a girls only CashBack School of Basketball. The purpose of this would be to attract girls who are significantly disengaged from PE. This school would still meet the outcomes we have been set for phase 4 and would increase female participation numbers in the programme. We will explore an appropriate location and school to launch.

We will prioritise operating an ASN (additional support needs) CashBack School of Basketball next year. There would be an added focus on engaging these pupils who are at risk of social exclusion and who have additional barriers to learning.

Time-Out Sessions

We will continue to develop the 'Time-Out' sessions delivered to participants. These sessions are a part of our wider learning programme and are often carried out in classrooms. These sessions have been designed and will be further developed to improve participant's personal, social and life skills. Personal and social development topics such as bullying, sectarianism, smoking and mental health are discussed. The aim of this is to provide a wide spectrum of subject learning for our participants.



 **CASH
BACK**
FOR COMMUNITIES

Blake Stevenson

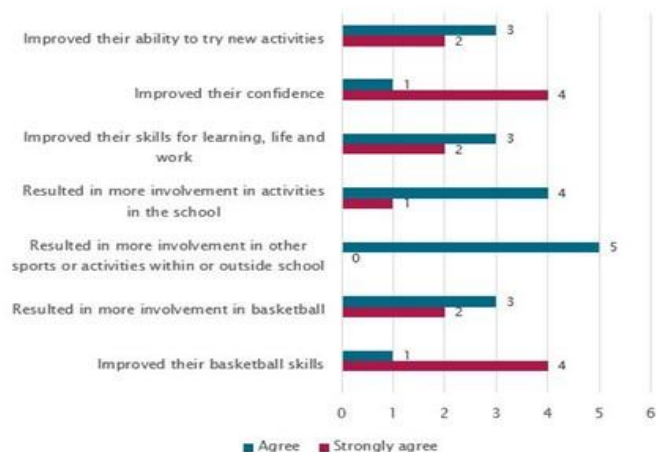
Blake Stevenson were appointed as our external evaluators for the programme. We have incorporated findings from the Blake Stevenson Evaluation Report into this impact report.

Blake Stevenson completed additional research and field work to further investigate the impact of the programme on participants. The methods they used are as follows:

- HSBC baseline survey (to be repeated annually)
- Survey of lead contacts at schools
- Survey of Head Teachers at schools
- Interview with a **basketballscotland** staff member
- Interviews at two schools with participants, parents, staff and coaches

Blake Stevenson's evaluation work provides added value to the data gathered by **basketballscotland** and also additional anecdotal evidence of the impact of the programme.

Improved behaviour, confidence and aspirations were a key finding in their report and the following graph indicates this:



A coach described participants who really struggle at school "really buy into the School of Basketball" and try harder in other areas of school to ensure they continue in the programme

As one coach said, "they come to speak to us because they don't see us as teachers". This coach said that young people often talk to him about how they are getting on in other classes and this gives him the opportunity to provide informal guidance to them about their behaviour.

Operational Summary 2017/2018

Local Authority Financial Breakdown*

Aberdeen £30,421 Project Spend	Edinburgh £35,804 Project Spend <hr/> 38 Participants	Falkirk £15,805 Project Spend <hr/> 33 Participants	Glasgow £38,306 Project Spend <hr/> 47 Participants	Inverness £29,375 Project Spend	North Ayrshire £15,803 Project Spend <hr/> 38 Participants
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Staffing Changes

April 2018 saw the departure of **basketballscotland's** Head of Development.

In his absence a plan has been put in place and a handover completed to the following people within **basketballscotland**:

- Adam Szymoszowskyj
- Amy Kirkhouse

Partner Collaboration

Through the DYA training provided to young people we have worked with Scottish Sports Futures (SSF), The Prince's Trust and Youth Scotland. We will continue to develop these relationships to strengthen the programme.

We worked with clubs and local authorities to partner delivery and additional basketball services outside the programme.

Communications Summary

basketballscotland have a Communications Manager who, alongside the coaches, is responsible for the development of digital content.

The past 12 months have seen us showcase content through:

- Social media channels: visits into schools, participants interviews
- External organisations: BBC coverage demonstrating our impact

*there is an underspend that will be carried over to year 2.

*basketballscotland contributed matched funding. This funding was invested in added value activities associated to the project, such as the evaluating and monitoring software used and additional equipment for schools.