SPFL Trust’s Youth Engagement League (YEL) Programme

Adapted from the European Football for Development Network Street League Programme.
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1. Executive Summary

Prior to delivering the Youth Engagement League (YEL) programme, the SPFL Trust had little experience of delivering a football led project and as a result, the test model was adapted to suit project conditions agreeable with all four delivery clubs. The programme was rebranded as the ‘Youth Engagement League (YEL) Programme’ to avoid confusion with the Scottish FA’s ‘Street League’ project.

It was agreed the YEL project should focus mainly on addressing attainment/attendance issues for primary/secondary pupils. A strong emphasis was placed on the community activities the young people participated in as well as their behavior on and off the pitch. Anti-social behavior was tackled inadvertently through working with this client group and by teaching them the importance of adopting the correct attitude in all environments. Players were recruited using existing links but no player was engaged on any of their community teams/afterschool programmes.

Each of the clubs utilized established links with local primary/secondary schools in order to recruit the young people and sought advice from teachers to identify those who were considered the most suitable with low attainment/attendance. However, the decision to attend was a choice made by each young person given that all activities were to be delivered out with school hours (evenings/weekends).

In summary, it is evident from the videos, case studies and feedback those who have fully engaged with the programme have benefited greatly. The project has provided 74 young people with the opportunity to learn new skills, increase their confidence and instill a sense of pride in the areas they live. One of the most successful parts of the project was that the young people were able to see for themselves the positive impact they were having upon their local community.

Going forward, should the SPFL Trust consider running a similar programme, we would look to allocate additional funding to delivery to account for the significant in-kind donations made by each Club. In addition, the age ranges of those involved would be reevaluated to maximize all possible engagement. Additional funding would help alleviate some of the issues that had arisen during match play, specifically the lack of referee provisions.
2. Project Background

The Erasmus+ project consisted of four project phases. To date, three out of the four phases have been completed.

Phase 1: Assessment and Analysis of Existing Practice

The Scottish Professional Football League Trust (SPFL Trust) attended the first Erasmus+ partner seminar on 22nd April 2015 at Milton Keynes to agree the best approach to ‘data gathering’ in the following targeted social policy outcomes areas;

- Reduced anti-social behavior and youth offending.
- Improved educational attainment and attendance.
- Reduction in the number of young people who are not in employment, education or training (NEET)

Identification of projects, agreement of data sets and target groups for consultation was agreed.

In order to assess existing activities in the Scottish community landscape, a pro-forma was issued to three SPFL Clubs who had sound knowledge and experience in delivering projects designed to help address the three policy outcomes areas detailed above. These Clubs were;

1. Falkirk FC (Falkirk Foundation)
2. Stenhousemuir FC
3. Rangers FC.

The results of these findings (appendix A) demonstrated that no Club was able to easily assess the financial value of the project they deliver i.e. the cost saved to the state as a result of their project being in operation.

Phase 2: Development and Dissemination of Effective Practice Models

Findings from the club pro-forma in phase 1 were presented at the English Football League Trust Conference held in Manchester on the 14th September 2015. To identify effective dissemination practice models in each of the targeted social policy outcome areas, all consortium partners were asked to issue a survey to their associated football clubs.

In Scotland, the survey was issued to all 42 SPFL Clubs requesting their comment on effective project models, venue, approach, timing, staff and activities.

Out of the six consortium partners involved, Scotland received the highest number of responses (32 out of a possible 42 Club response rate) demonstrating a willingness from SPFL Clubs to assist in this research. A summary of Scotland’s results was presented to key stakeholders at our annual All Club Conference on the 16th March 2016 at Hampden Park (appendix B).

Phase 3: Testing of Effective Practice Models

In phase 3, the SPFL Trust received confirmation they had been selected as one of the six consortium partners to test the practice model outlined by Substance; the Dutch ‘Street League’ model. The findings from phase 2 (appendix C) were used to form the basis of Scotland’s test model. The results of this model are detailed in full in this report.

Phase 4: Practitioners Resources

Phase 4 is currently ongoing and will be used to design practitioner’s resources in the form of an online toolkit and an impact measurement tool that will assess the financial value saved to the state as result of a Club’s project being in operation.
3. Overview of ‘The Youth Engagement League (YEL)’ Programme

Recruitment, Communications & Marketing

The Youth Engagement League (YEL) programme was delivered by the SPFL Trust in partnership with four SPFL Football Clubs each experienced in dealing with disadvantaged groups;

1. Celtic FC (Celtic FC Foundation)
2. Clyde FC (Clyde FC Community Trust)
3. Livingston FC (West Lothian Youth Foundation)
4. Motherwell FC (Motherwell FC Community Trust)

The original Dutch Street League model was adapted to meet delivery conditions in Scotland through consultation with Community Managers/Coaches from these four Clubs. The programme was rebranded as the ‘Youth Engagement League (YEL) Programme’ to avoid confusion with a programme already in existence in Scotland; the Scottish FA’s ‘Street League’ project.

The Clubs were given a short lead in time with roughly one month to recruit participants. For the purposes of this project, each Club was asked to recruit two teams; 1) 9-12 (mixed sex group) 2) 12-14 (single sex group) with a minimum of 7 players in each team.

The mixed sex group would consist of an equal number of boys to girls. In total, there would be eight teams/four Clubs delivering the pilot over a ten week period.

It was agreed players were to be recruited using existing links but no player would be currently engaged on any of their community teams/afterschool programmes.

The Clubs issued recruitment guidelines and project information to the local primary/secondary schools from which they had an established connection with. Young people with low attainment and/or poor attendance at school were identified as being those who would benefit most from participating in the project. Advice sought from teachers helped identify those who were considered the most suitable. However, the decision to attend was a choice made by each young person given that all activities were delivered out with school hours (evenings/weekends).

The test model stated that young people from both affluent and deprived areas should participate in the programme to encourage cohesion. The extent to which each young person was identified as being either socially or economically disadvantaged was based on the geographical area of the school they attended.

The information below shows the school’s decile/quintile rankings according to the ‘Scottish Index of Multiple Deprivation 2016’ (Scottish Government 2016).1

The information shows that two out of the four clubs worked with schools from the most deprived areas as seen in the 1,1 grading.

Key:  Decile (1 min/10 max)
       Quintile (1 min/5 max)

Celtic:
- St Benidicts Primary: 1,1

• St Andrew’s Primary: 1,1

**Clyde:**
• Cumbernauld Academy: 3,2
• Cumbernauld PS: 9,5
• Glencyran School: 6,3 (additional support needs school)

**Motherwell:**
• Mossend Primary School: 3,2
• Our Lady’s High School: 10,5

**Livingston:**
• Broxburn Academy: 5,3
• St Margaret’s Academy: 6,3
• Inveralmond Community High School: 2,1
• St Kentigern’s Academy: 1,1
• Meldrum Primary School: 7,4
• St John Ogilvie Primary School: 6,3
• Broxburn Primary School: 3,2
• Peel Primary School: 5,3
• Harrismuir Primary School: 2,1
• Knightsridge Primary School: 2,1
• Toronto Primary School: 4,2

The younger age group was reduced from 9-12 to 9-11 years of age to take into account the primary/secondary divide in Scotland.

During the ten week period, each young person would be expected to participate in the following activities;

• Attend a ‘kickoff’ event at the Club designed to launch the programme.

• Design, plan and deliver 1 social action project of their choosing that will help address local issues important to the young people taking part. 3 sessions to conduct the planning and 1 for delivery.

• Participate in 6 football matches in a league set up with 4 SPFL Clubs. YEL matches will be played on home and away ground against opposing teams.

• Receive 3 educational workshops designed to teach young people about bullying and cyber bullying, health and wellbeing, social responsibility.

• Participate in 4 (minimum) training sessions that will precede matches.

• Participate in a celebration event post-programme held to recognize the hard work and commitment shown by each young person throughout the programme and to announce the winners of the overall YEL League.

The Club also issued letters to all parents/guardians to inform them fully about the project.

**Fixtures & Training Sessions**

All training session/matches were played at home and away grounds at the stadiums as well as facilitates
located on school grounds.

The results from phase 2 stated that project delivery was most effective when delivered on a Friday evening between 17-19:00 in Scotland. However, two out of the four delivery Clubs stated that Friday would not be suitable for them due to staffing issues/venue hire. Three out of the four Clubs stated that Sunday would be their preferred option based on staffing and venue availability.

It proved extremely difficult for the Clubs to decide upon a suitable day to delivery training/matches. The proposal to run the fixtures on several days throughout the week was not feasible on an administration level and we felt this would further complicate matters for the young people.

Consideration was given to the travel time to/from matches as the Clubs were being asked to transport the young people collectively by pre-arranged transport. A Saturday or Sunday match day proved most suitable to avoid returning the young people home late.

One Club stated they had concerns with the Sunday due to the young people having pre-arranged religious commitments. However, this proved not to be case and the Club were able to recruit the required numbers.

It was agreed that match play would take place on a Sunday *sporadically* during the ten weeks with training, workshops or social action meetings being delivered throughout the week.

**Fair Play Points System**

It was the view of Club staff that the current programme awarded the majority of points to match scores/play and therefore an additional points system was required to recognize behavior away from football activities.

Coaches were asked to assess each young person’s behavior at all activities they attended incl. social action projects, training sessions and workshops. The SPFL Trust devised using the Views system, specifically the ‘engagement scores’ section, to record this data.

Guidelines on behavior attitudes were grouped into ‘bands’ to allow the coach to make an assessment of each player *(appendix D)* and helped create a more consistent approach to this process.

This system became a key element of the YEL programme as coaches were able to use the reward of points to incentivize the young people. Across the board, all coaches reported an improvement in the young people’s behavior. The Club’s thoughts on the engagement system as an effective tool are stated below:

**Andrew Dearie – Project Executive at Celtic FC Foundation:**

*I think the engagement scores were a good idea in theory. The matrix of scoring was clear and easy for the coaches to go through. Through this there was a clear way to track the young people’s progression as well.*

*My only issue would be that for large scales project it’s difficult/time consuming to score every young person with the hope of then writing additional comments.*

**Tom Elliot – Community Manager at Clyde FC Community Foundation:**

*I thought the scoring system was a great idea but only if you had an extra staff member to record the scores and data onto the system.*

Additional points (on top of the existing engagement scores) could be earned for exceptionally good behavior and similarly points could be deducted for negative behavior. However, no Club chose to award these points.
Graeme McArthur – Manager at Motherwell FC Community Trust:
‘Motherwell staff found the system to be extremely time consuming to be honest and not the most user friendly.’

Andrew Cowan – Coordinator at West Lothian Youth Foundation:
‘I felt the idea behind the engagement scores was excellent, however, the criteria for each score was quite in depth and difficult to judge at times. I personally felt I may have been quite harsh on my participants at times where as someone else may have scored them differently.

It did however, make the participants think more about how they acted and performed whilst taking part in the programme which is a real positive.

When it came to the football side of the programme I found it really hard not to award 5 points for each person because it’s what they wanted to do and I could never see any faults with them. However, it was definitely applicable in the classroom parts of the programme (workshops & social project), as some participants true colours showed during these parts!

Again in the games, it could be the job of the other team to award points for each of their opponents. This could also have its flaws I guess.’

All participants and coaches were made aware that the engagement points were to be tallied at the end of the project. The team with the most points overall (match points + engagement scores) remained unknown and would only be announced at the presentation event at Hampden Park on the 2nd April 2017. Section 5 within this report provides further information about this event and the awards that were available.

We hoped this approach would incentivize the young people to remain involved in the project and assist the coaches as an effective tool that could improve the young people’s behavior both on and off the pitch.

Monitoring & Reporting Arrangements

As each of our Clubs had not used the Views system previously, training was required in order to up skill staff. The Clubs were asked to update their weekly activities (incl. engagement scores) within one week of the activity taking place.

The SPFL Trust chose not use the fixtures table on Views and instead created our table (appendix E) to detail the weekly match scores and mimic a professional football league. This became useful in ensuring the project remained up-to-date for participants as the information could be obtained easily from coaching staff on a weekly basis.

Data collection and monitoring tools were created by the SPFL Trust to ensure all data was being recorded consistently across all four Clubs.

Educational Workshops

The SPFL Trust designed workshop materials which reflected issues relevant to the young people and their ages. These workshops were delivered by the coaches themselves with no outside agency involvement. The workshops were;

✔ social responsibility
✔ bullying, anti-social behavior and cyber bullying
✔ health and wellbeing.
All Clubs stated the lesson plans could have been delivered in a more interactive manner.

However, each Club agreed the workshops became a significant part of the programme as the topics were relevant to the age groups on the project.

Celtic FC Foundation stated the content in the ‘health and wellbeing’ workshop was reinforced during the delivery of the social action project; working to help one of Glasgow’s local food bank.

The staff at the food bank explained that chocolate – represented by a small proportion on the eat well plate – is a luxury item to those in need of the food supplies.

One participant stated they felt ‘lucky to be able to get a bar of chocolate from the shops whenever [they] wanted.’
Social Action Projects

Another key element of the YEL programme was the social action projects delivered by all four Clubs.

All YEL teams were supported by coaches to design and deliver a social action project selected and chosen by them. It was explained to the participants that the project should help increase their involvement with their local community and help improve the local environment. The concept of social action was introduced at the outset of the programme to allow enough time for the young people to research various ideas, design the project and finally deliver the session. No Community Captains were appointed for this task.

Each Club was issued with a survey (appendix F) that was to be completed by an external partner to assess the ‘effectiveness’ of the community project being delivered. The introduction of an external survey helped create a more independent assessment of each project and was reviewed by a panel selected by the SPFL Trust for the purposes of the awards ceremony. The team with the most ‘successful’ community project were announced as winners of the ‘Most Socially Involved Team;’ an award on offer at the presentation event on the 2nd April 2017. Teams collected evidence of their work throughout using photographs and/or video diaries which were then presented at the awards ceremony prior to the winners being announced (appendix G-I).

Match Play

The four Clubs agreed 7-a-side rules were to be adopted at all matches and a Club Coach would act as referee. Each team consisted of 10 players (7 players/3 substitutes). The majority of learning was had in relation to football matches.

Following the opening weekend fixtures, it came to light that there were differing levels of ability across the YEL teams in relation to match play. This difference resulted in match scores being heavily in favor for one team as evidenced by some of the score lines.

This was something we had not considered when planning the programme with the Clubs. We knew that by the very nature of the league there would be an element of competitiveness involved, however, felt the divide between primary and secondary was enough to overcome this.

One Club reported that their younger team (9-11 years of age) consisted mostly of 9/10 year olds and in hindsight they felt it would been more advantageous to recruit a mix of ages to aid their performance on the pitch. They stated the difference between a 9 and an 11 year old was significant both in terms of match play, maturity and attitude.

Should the Trust choose to deliver the programme again, the age brackets would need reevaluated to maximize participation and help create a more even playing field.

To overcome some of these issues, each Coach was asked to adapt match play to ensure there was a ‘fair-play’ attitude adopted by participants, parents and guardians. Some Clubs reduced their scores particularly in cases where there was a significant goal difference.

Through taking this approach, it prevented teams either losing interest in the programme and/or not attending for the duration of the programme. All Coaches regular instilled the concept that performance both on and off the pitch was equally as important.

Another issue which had arisen was the need for an independent referee. Due to the funding available, payment of qualified referees was not feasible. However, some Clubs felt that the majority of match
disagreements that had arisen could have been resolved more effectively with the assistance of an independent referee – particularly in cases where parents/guardians had disagreements with the points being awarded. Further learning’s in relation to match play can be found in Appendix J.

**Kick Off Events**

The SPFL Trust decided it would not be appropriate to hold a ‘Squad Selection event’ as described in the test model as it was not in keeping with the organizations ethos around inclusion. Instead, each Club held a ‘Kick Off Event’ at their Club to launch the programme as well as explain the concept/format to the young people and their parents/guardians.

The importance of good behavior both on and off the pitch was stressed by all 4 Clubs at their event.

It was suggested each Club draw up a “contract” that the Club Manager/Player would witness; a technique that has worked well on other community programmes and succeeded in getting the buy-in from the young people. Registration forms were completed by parents/guardians at this event. The information below details all four kick off events.
4. Kick Off Events

Celtic FC Foundation – Youth Engagement League Kick Off Event

Friday, 20th January 2017
Written by Keiron McAneny – Coach at Celtic FC Foundation

We invited the pupils and teachers from St Benedict’s Primary school and St Andrews Secondary, into Celtic park for an initial meet and greet before the project started officially the following week. We had all 20 young people who are taking part in the project in attendance and this was a day they all thoroughly enjoyed.

We met the participants at the front doors of Celtic park and immediately took them through the stadium and into the home changing room. The young people got to sit in the seats where their idols sit and ask questions about where previous legends of the club had sat before. The teachers took some photos before we left and moved into our two squads to make our way down the tunnel, and into paradise.

The teams lined up behind their respective captains and walked down the tunnel, feeling as though they were walking out in front of 60,000 roaring Celtic fans. The young people then got their photos taken on trackside, with most choosing to put their Celtic top on and hold the green and white bar scarf proudly in the air, as if this was the day they signed for the hoops.

After all the formalities were done, we took the young people up to the director’s box to see where Billy Connolly and Rod Stewart sit when they attend matches at Celtic park. Following this we moved into the media room to watch the official tour DVD, which gave the young people a sense of what Celtic is about and what they were about to become part of. The pupils then left to head back to school suitably excited about the project ahead and getting the opportunity to don the hoops and represent the club, their communities and their families.
West Lothian Youth Foundation – Youth Engagement League Kick Off Event

Sunday, 22nd January 2017
Written by Andrew Cowan – Coordinator at West Lothian Youth Foundation

We had a fantastic start to our YEL programme; we had all 20 participants in attendance along with 30 parents coming along to our Kick-Off meeting. We held the meeting in Livingston FC’s Ferranti Suite and created a presentation. We presented to all the players and parents about all aspects of the programme.

Both parent and participants engaged well with the presentation asking questions about what we were planning to do. We got the participants to discuss and agree on their team names and also to pick their community captains.

We presented the participants with their match strips and tracksuits which they are to wear and every event we hold throughout the 10 week programme. We were then joined by Livingston First Team players Keaghan Jacobs and Kyle Samson who assisted us with the players signing their YEL “contracts”. We also had a photo shoot in the LFC board room with the two LFC players and one of community coaches.

We made it very professional to make the participants feel they were signing professional contracts which the participants loved being part of. We then had a team photos taken again with the full squad, before they were dispersed.

We were delighted with the turn out on the day and how smoothly the event ran and can’t wait to get going for the rest of the programme.

West Lothian Youth Foundation arranged for each YEL participant to sign a ‘YEL contract’ with the Club
Clyde FC Community Foundation – Youth Engagement League Kick Off Event

Sunday, 22nd January 2017
Written by Tom Elliot – Manager at Clyde FC Community Foundation

All players, parents & carers were directed to the Club 58 hospitality suite at Broadwood Stadium for a meet and greet with the Clyde FCCF coaches and volunteers.

Tom introduced all the staff and gave a presentation on what the programme is about and some further information that people might find useful.

Each player signed a contract giving them a sign of identity to Clyde FC and included what we expect of them during coaching and playing in the games.

Q&A followed the presentation and then the players went outside to get a team picture. Examples of questions raised by parents were 1) were do the other teams play and 2) What does the community event consist of?

All players were asked to report to the Stadium on Friday 27th January to participate in their first training session ahead of their first match on Sunday 29th January.

In attendance were;
- 14 participants
- 20 parents
- 3 carers

Clyde FC Community Foundation’s YEL participants were provided with kit to match their favourite players.
Motherwell FC Community Trust – Youth Engagement League Kick Off Event

Tuesday 24th January 2017
Written by Graeme McArthur – Manager at Motherwell FC Community Trust

Motherwell FC Community Trust’s YEL Kickoff event took place on Tuesday the 24th of January at Fir Park Stadium.

Upon arrival, the children were welcomed to Fir Park and the Davie Cooper Stand where they were then taken up to the Trusts classroom facilities overlooking the Fir Park pitch.

The participants and their parents were then taken through the breakdown of the programme, what to expect and what would be required of them throughout. The participants were all administered with kit provided by the trust to wear over the course of the programme and for their fixtures.

From there, the participants were taken on a stadium tour where they were shown the boardroom, the players’ lounge and also, the first team dressing room. Following on from the tour, the participants changed into their training kit and were then taken through their paces by programme coaches Ian McKnight and Laurie McGinley on the Fir Park Astro Turf facility in preparation for their first fixture against West Lothian.

17 participants were in attendance for the event and project delivery timetable can be found in further attachment.

Motherwell’s YEL participants were taken through their first training session during their kickoff event.
5. Social Action Projects

Celtic FC Foundation – Social Action Project ‘North East Foodbank’

Author: Andrew Dearie – Project Executive

1. Please provide a brief overview of the social action project that was delivered (incl. delivery dates).
The young people working with Celtic FC Foundation decided that they wanted to work with the Glasgow North East Foodbank.

The idea was that the young people engaged with work the foodbank do on a daily basis, through research and conversations with Tara McGuire - the foodbank manager. They then spent a half day on the 22nd of March acting as a volunteer for the foodbank.

During their spell as volunteers they helped to prepare food parcels for the food bank opening and helped to prepare the food bank materials for Celtic FC Foundations healthy hoops day.

2. Who was involved in this project (incl. participants/delivery staff/volunteers/organisations)? Please detail your reasons for working with these partners.

We worked closely with Glasgow North East food bank, in particular, Tara McGuire. This allowed the young people to gain firsthand experience of what volunteering at a food bank would be like and get some insight from Tara about the volume of people they support in both the local community and further afield.

3. State the aims of your project and why it chosen by the young people?
The young people chose this project as they identified that they all knew someone who had needed or still need to use foodbanks to survive. They were very aware that poverty and food poverty are a vital issue in Glasgow and they all have a connection to it.

The aim of the project was to support the food bank in preparation. The young people felt a strong need to tackle poverty and they seen foodbanks as a productive way to do it.

4. Add a brief description of the problem/need that exists?
The number of people getting help from food banks in Glasgow has increased in the last year according to new figures. The Trussell Trust, the biggest food bank provider in the city, has reported an increase of 8% in food packaged given out in the city.

The charity’s annual report shows that in Glasgow between April and September this year there were 10,896 people given a three day supply of food and essentials.

5. Please detail the challenges your Club/Trust/Foundation faced during planning and delivery?

As Celtic FC Foundation already have a partnership with the North East food bank it made planning and implementation of the young people’s ideas fairly straightforward.

6. Outline the strategy you used to implement the social action project (i.e. how you as the Club and the young people designed and delivered the project)?
The project was designed completely by the young people.

During one of our workshops, the young people had a discussion around the concept of poverty and from there it developed into the plan of working with Glasgow North East Foodbank.

From there, the young people researched the work the food bank do, contacted Tara directly and planned...
when and what they would like to do in the food bank. From Celtic FC Foundations side, all that was needed was to provide staffing and book taxis.

7. **Explain what types and amount of resources were required.**
   Transport: Return taxi journeys from school to foodbank.
   Food: Donations made by young people to the foodbank

8. **What was the end result? Describe the results of your project and how you believe it has impacted upon the local community.**
   The young people packed over 200 ‘survival bags’ for the food bank which would go out to families and people in need. For confidentiality reasons, the young people were not permitted to hand out food parcels but had a direct impact on the community who came to collect them.

9. **Please describe as fully as you can a young person who you believe has benefited from being involved in the project? We would like to ensure that good news stories - which are often lost in stats - are collected in this section.**
   Devin is currently in his first year at St Andrews secondary school in Greenfield, Glasgow and he was handpicked through his school to participate in the above programme.
   Devin McAllister has worked tirelessly hard every Tuesday on the various sessions that we have rolled out and was a big leading factor in one of the outcomes that we decided to aim for - poverty within the east end of Glasgow. He massively contributed to the idea of helping with a local food bank and spent a lot of time and effort to research all the different centres that we could contact within the east end of the city.
   He wasn't as confident at the start of the programme to go express himself. However, when the group decided what topic they wanted to work on and how it was going to help the community then Devin has played a huge part in how this has run successfully. His time and effort and personal ambition to succeed in this task is what has stood him out.
10. In your opinion, do you believe the YEL project has been a success? Please provide an explanation for your answer.
I believe the Youth Engagement League has been a success.

Feedback from the schools we have worked with indicate that the young people taking part have flourished. Many of the young people have been removed from behavior cards and focus during class has been vastly improved.

Another key indicator is, simply, young people were engaging with school. We found that the young people we have been engaging with weren’t regular attendees and over the course of the project this changed dramatically as evidenced by teacher feedback and the pupil’s attendance records. Over the project they have moved from coming in to class late to now being on time and prepared for their day. In terms of the young people, it was across the board that the young people became more engaged with School; Devin in particular because we nominated him for community Champion.

I think the regular attendance to the project, meeting coaches and staff who spoke about how school can have a positive influence later in life. Everything we worked on with the young people was linked to a positive general approach. For example, the attitude that going to school isn’t enjoyable but positive aspects of seeing their friends outweighs that.

11. Is there anything you would do differently if you were to deliver the project again?

Fixtures/Days
- Fixtures changed from Sunday to Friday night. The aims of the project were to engage with young people who are at risk of anti-social behaviour. The figures shown at the Youth engagement league set up meeting show that most criminal, anti social behaviour and violence happen on Friday/Saturday nights.
- Having the young people come straight out of school and into a match on a Friday keeps them positively engaged in the project.
- After the project has ended, young people can be signposted into other projects, which run Friday/Saturday nights, and compliment the work done on the Youth Engagement League.

Views
- I understand the need for data collection and the views system became easier to use. However, there are a couple of issues I encountered surrounding the system.
- Time consuming, both for coaching staff and administrative staff
- There was no option to delete a session which meant mistakes or cancelled session were still kept on screen
- Using dates as titles for matches or sessions made it difficult to access data quickly. For example, if fixtures could go in as Celtic v Clyde and so on it would be quicker to access.

Participants
- Guidelines on selection process – who will benefit from the project? How do we identify this and make project fair?
- Can we engage with schools/local clubs to make sure we get YP who will most benefit from the project i.e. those with low confidence, difficult family backgrounds, young carers, YP in care, those not engaging with school etc
- The project offers more that winning football matches/leagues can we make sure this impact is felt by those in need rather than picking “best” players to win football matches.
- Make sure the criteria are met regarding players i.e. 5 boys/ 5 girls in squad.
1. Please provide a brief overview of the social action project that was delivered (incl. delivery dates).
Clyde FC Foundation and YEL participants held a Cycling Celebration Event at Broadwood Stadium, Cumbernauld on Sunday 12th February 2017. The event was attended by just fewer than 1000 people across all ages. We are various areas set out around the stadium including cycling, football, owls, and seed bombing; face painting, balloon art, snack areas and arts and crafts.

The idea was to hold a celebration event to encourage local people to engage in physical activity and enjoy a family friendly day out. Karen Welsh, Project Manager said, "We are excited about this event as there are many activities to get involved with on the day. It's our aim to encourage more people onto their bikes and by holding the event we will give them the opportunity to try bikes of various styles, take part in a cycle treasure hunt which will cover three different levels while allowing you the chance to enjoy some of the countryside around Broadwood and further afield.

"Phil and Paul have been working alongside me as we set down the plans for this event and we are also lucky to have the participants from our YEL (Youth Engagement League) funded by the SPFL Trust. The YEL teams are part of our planning committee and will also help with the promotion of our event. I'm delighted that NL Leisure is also working with us to bring you a spectacular event and there might even be a few VIPs attending.

"I have also spoken to a friend of mine, Hannah Dines who competed in the Rio Paralympics in 2016. Hannah is looking forward to joining us on the 5th March bring her training trike so she can join one of the treasure hunts prepared by Phil at Recyke-a-bike. This event will not only encourage us all to get on our bikes but if we continue to cycle it also helps our health and well-being by getting outdoors but also helps to reduce our carbon footprint."

2. Who was involved in this project (incl. participants/delivery staff/volunteers/organisations)? Please detail your reasons for working with these partners.
We worked with a diverse range of partners for this project.

The following partners were present on the day:
- Recyke-a-Bike
- Cumbernauld Living Landscape
- Belles on Bikes Cumbernauld
- The Animal Man
- Police Scotland

The above partners are all firmly based in local communities and are passionate about using physical activity and sport as a tool to engage local communities and bring positive and lasting change to members within those communities and across Scotland. We have previously worked with many of the partners and have experienced their professionalism, commitment and enthusiasm.

3. State the aims of your project and why it chosen by the young people?
The project aimed to get more physically active, try cycling and think about sustainable methods of travel. The project was chosen by the young people as it was seen as a great way to encourage the local community to take part in physical activity, raise awareness of the cycling routes available locally, showcase the participant involvement in the YEL project and experience running a family friendly event.
4. **Add a brief description of the problem/need that exists?**
   High rates of physical inactivity, car journeys used when walking or cycling could be an alternative and a lack of community cohesion.

5. **Please detail the challenges your Club/Trust/Foundation faced during planning and delivery?**
   We spend a lot of time trying to get the message out there that the event was taking place. We used social media to target schools and organisations that could help promote the event. The YEL participants took flyers and posters into their schools and volunteered to distribute them safely within the community.

   Organising the layout of the event on the day and prior planning took place with NL Leisure to ensure areas were kept clear of vehicles for the health and safety of everyone involved.

6. **Outline the strategy you used to implement the social action project (i.e. how you as the Club and the young people designed and delivered the project)?**
   We held several planning meetings. Firstly a brainstorming session to gain ideas on projects the young people were interested and once we settled on the cycling celebration we held further discussions to ascertain the types of activities people there age would be interested in and also what the young people would like to get involved with on the day.

   They team put some great ideas forward and were very excited about the project. On the day we held a briefing with the teams, assigned jobs ensuring they also got to enjoy the activities. Various roles included bike demonstrators, smoothie bike assistants, ball collectors, mascot buddies and café assistants.

7. **Explain what types and amount of resources were required.**
   Resources were vast and varied.

   Initially we needed production, printing and laminating of flyers and signs.

   PA system, tables for café area plus refreshments, bands for players, tablet for photos and videos plus stall specific items such as bikes, balloons etc.

8. **What was the end result? Describe the results of your project and how you believe it has impacted upon the local community.**
   The end result was a great family day out enjoyed by the local community and our YEL teams. Several young people learned to ride a bike for the bike time and some got back on a bike for the first time in years. The
promotion of cycling and cycle routes on the day highlighted the benefits of cycling and there was several bikes that families brought on the day to be maintained thus allowing them to use the bikes.

9. Please describe as fully as you can a young person who you believe has benefited from being involved in the project? We would like to ensure that good news stories - which are often lost in stats - are collected in this section.

For us, we have seen positive outcomes in all of the young people taking part but in particular in one of the players from the older team. He was very shy to begin with and had little experience of playing team football. However he constantly arrived to training and games early and participated in all aspects of the project; growing in confidence both on and off the park. He always gave 100%. It was a joy to see such a good attitude. This player won an award at the end event at Hampden and was delighted to be recognised. It truly meant a lot to him.

10. In your opinion, do you believe the YEL project has been a success? Please provide an explanation for your answer.

We believe the YEL project has been a success. From the coaches perspective many of the young people involvement have demonstrated a high level of commitment to the programme with most attending all sessions and matches. The young people engaged well with the workshops and grew in confidence each time fully contributing to discussions. The football was obviously a key draw for the young people and there was a clear improvement in attitude and fitness/skill development. The young people commented that they enjoyed taking part in all aspects of the project. One player has been recruited into the Clyde Academy with others aiming to continue with their football.

11. Is there anything you would do differently if you were to deliver the project again?

Overall, we were happy with the project.

25th May 2017
Motherwell FC Community Trust – Social Action Project ‘Improving Our Local Community’

Author: Graeme McArthur – Community Manager

1. Please provide a brief overview of the social action project that was delivered (incl. delivery dates).
Motherwell FC Community Trust YEL Group, undertook a community clear up project which looked to maintain and look after the local Dalziel Estate Health Walk route which is used frequently by locals.

The project was delivered on the 26th of February and saw the young participants clearing litter and making the walkways more user friendly.

2. Who was involved in this project (incl. participants/delivery staff/volunteers/organisations)? Please detail your reasons for working with these partners.
The project was led by Ian McKnight who was the head coach for Motherwell FC CT YEL programme with all participants taking part.

For delivery the Trust worked closely with the North Lanarkshire Open Access Forum to enable the project to be undertaken.

3. State the aims of your project and why it chosen by the young people?
The aim of the project was to ensure that the walkway would be friendlier for users and tidier than it has been left to be. By doing this, the YEL group was able to actively encourage locals to walk more in a cleaner and safer route.

4. Add a brief description of the problem/need that exists?
It was clear that the problem with the route was the amount of rubbish which had been left by the public

5. Please detail the challenges your Club/Trust/Foundation faced during planning and delivery?
There were no real challenges faced with the planning of the project. This was due to the ease of the partnership plan between the trust and the Open Access Forum despite it being the first time we had worked together.
6. Outline the strategy you used to implement the social action project (i.e. how you as the Club and the young people designed and delivered the project)?
The young people decided that they would like to make a positive difference to the community and from there, researched areas which required care and attention and the thought was to look after the set walkway at Dalziel estate.

From there, the young people designed a plan for them to undertake the clean up and how they would do so. After this was decided, they spoke with the lead coach to the Open Access Forum asking for permission which was granted for them to carry this out.

7. Explain what types and amount of resources were required.
The only resources required were materials such as bin bags and litter pickers which were obtained through the football club.

8. What was the end result? Describe the results of your project and how you believe it has impacted upon the local community.
The end result saw a total of 270 litres of rubbish being collected from the walking route, 6x45 litre bins were filled as a result of the young people’s hard work and dedication to the project.

The feedback which was received from the North Lanarkshire Open Access Forum stated the following – “The removal of litter has been acknowledged and commented on by our health walk groups and has made the route a more attractive and pleasant walk for all our participants.”

Our elderly participants greatly appreciated the work done by the young people involved in the YEL programme.

From the start, the project was extremely well planned, risk assessed and completed to a high standard.

9. Please describe as fully as you can a young person who you believe has benefited from being involved in the project? We would like to ensure that good news stories - which are often lost in stats - are collected in this section.
One participant involved within the YEL project at Motherwell FC Community Trust was recommended by his teacher due to the problems he had been facing at school and the fact that he was becoming more and more disengaged as each day passed.
By handing the opportunity to him to attend the programme, he was made aware of some changes that he may have to make in order for him to take part.

From this, he attended every single session and in turn his school retention and discipline greatly improve off the back of this. He now engages well in class, his marks have improved and has a much more positive attitude towards school.

10. In your opinion, do you believe the YEL project has been a success? Please provide an explanation for your answer.
   I feel that the YEL Programme has been a success due to retention rates and the difference it has made to not only the local community, but to the participants who engaged well with the project.

11. Is there anything you would do differently if you were to deliver the project again?
   No, the project was successful and extremely well received.
West Lothian Youth Foundation – Social Action Project ‘Elderly Resident Sunday Lunch’

Author: Andrew Cowan – Co-ordinator

1. Please provide a brief overview of the social action project that was delivered (incl. delivery dates).
On Sunday 19\textsuperscript{th} March 2017, the participants invited a number of residents at local care homes along to a lunch held at Livingston FC, Tony Macaroni Arena.

Prior to the event the participants discussed various options during their planning sessions before settling for putting on a lunch for the elderly.

To plan the event the participants had to do the following jobs:
- Choose a venue and make contact with the venue for availability
- Find someone to cook
- Research local care homes
- Create a suitable menu
- Write invitations letters to local care homes
- The participants decided that it would be suitable for the lunch to be held at Livingston FC. They asked us to make contact with the club to see if we could use one of the suites at the stadium. As well as asking the club chef to create the food.

They decided to work in groups, to do the following things:
- Research local care homes
- Create a suitable menu
- Write invitations letters to local care homes
- They then asked us to make contact with the care homes to invite them along.
- They proposed a menu which we would take to the club chef for her approval or if she wanted to make any changes.
- They also created invites to send out to the care homes explaining on what will be taking place on the day.

Once everything was confirmed the participants then started thinking about what would need to be done on the day.

They decided that they would need to do the following:
- Set the tables
- Serve the food
- Arrange games to play
- Wash the dishes & tidy up
- They then agreed on jobs that each person would do on the day.
- They would arrange games to play on the day such as bingo for example.

2. Who was involved in this project (incl. participants/delivery staff/volunteers/organisations)? Please detail your reasons for working with these partners.
- Participants – Plan and deliver the event both prior and on the day
- Delivery Staff/Coaches – Make sure arrangements were suitable make contact with partners at participants request. Make sure event ran smoothly.
- Livingston FC – Provided the venue, staff (Chef) and food for the day
- Local Care Homes – Brought residents to the event
3. State the aims of your project and why it chosen by the young people?
Prior to the event the participants discussed various options during their planning session. These included:
- setting up a community car wash to raise money for charity
- Doing a litter pick at the football club after a match day
- Visiting a care home to play games with the residents
- Holding a homeless person event

The participants discussed each of the suggestions above and details and went through the pros and cons for each. They discussed items such as costs, ease of access and how difficult it would be to arrange in the amount of time they had.

After much consideration, the participants weren’t getting anywhere as the above suggestions as good as they were, became unrealistic to complete. However, they looked to see if they could combine and of the ideas, which is where they got the ideas for putting on a lunch for the elderly people living in local care homes.

The YEL participants were happy to proceed with this as it met their aims of interacting face to face with other members of the community and to provide them with something they may be lacking in their lives. In the case of the residents our participants thought that could provide them with some different company, which some don’t have.

4. Add a brief description of the problem/need that exists?
There are a number of issues within this client group, in terms of elderly people living in care homes. A lot of bad press has been given about the state of care homes nationally in terms of treatment and quality of care. We do not believe the care homes chosen are included in this however this is a general feeling in the press.

There have been stories of poor care, residents being left in bed all day, not being fed properly etc. There are also some members who do not receive any visits from anyone. Perhaps they don’t have any family or that the family find it difficult to find the time to come visit. This leaves residents feeling isolated and alone which can turn affect their condition/illness.

5. Please detail the challenges your Club/Trust/Foundation faced during planning and delivery?
Challenges we face during planning was getting residents to the stadium from the residential care homes as many residents were in wheel chairs and care homes didn’t have the resources to transport them.

This meant the participants had to research local taxi firms to see the availability of wheelchair accessible vehicles. The delivery staff then contacted them on their behalf to make arrangements. Participants also had to make sure of any dietary requirements the residents had before creating a menu.
6. Outline the strategy you used to implement the social action project (i.e. how you as the Club and the young people designed and delivered the project)?

To plan the event the participants had to do the following jobs:
- Choose a venue and make contact with the venue for availability
- Find someone to cook
- Research local care homes
- Create a suitable menu
- Write invitations letters to local care homes

The participants decided that it would be suitable for the lunch to be held at Livingston FC. They asked the coaching to make contact with the club to see if we could use one of the suites at the stadium. As well as asking the club chef to create the food.

They decided to work in groups, to do the following things:
- Research local care homes
- Create a suitable menu
- Write invitations letters to local care homes

They then asked the coaching to make contact with the care homes to invite them along and provide them with the invitations they wrote for them. They proposed a menu which we would take to the club chef for her approval or if she wanted to make any changes. They thought about what the residents might like to eat and discussed various options as they were unsure which residents would be attending. For example; what sort of diet they would be on at the home. Should the food be soft to prevent damage to their teeth.

This was important for the participants as they wanted to make sure that there would be no barriers preventing any residents from attending. The club chef looked at the menu and gave it her approval. So, the next was that the participants had to research local care homes that they could invite along.

Using the internet, a list of local homes was found and the participants asked the coaching staff to make contact with them. The coaching staff had to remind them that there would be a limit on numbers and also that they had to thing about how they would get the participants to the football club.

The coaching staff also informed the participants of the close links WLYF had with some of the local care homes and advised they would probably be the best to speak to first.

The participants wanted to know the following:
- How many participants would be available to come on the day?
- Does the care home have transport available?
- An email address to send the information over to (menu etc.)
- What food the residents would like.
- The 3 chosen care homes responded quickly and all the information was sent out.

The participants had an idea to bring in the ingredients for the meal themselves, however, the coaching staff and chef thought it would be easier for the Football Club to deal with that, due to the time constraints and also if someone was off and a vital ingredient was missing.

They decided that they would need to do the following:
- Set the tables
- Serve the food
- Wash the dishes & tidy up

On the day, the participants arrived at the stadium and began to set up tables, with help from Sandra from Livingston FC’s catering team. She showed the kids how a table should look before leaving them to do it themselves for the remaining tables.

They then had a briefing with club chef Maureen about how things would be running during the event,
which included health and safety issues in and around the kitchen, where to put dirty dishes and how to carry the plates.

When the residents started to arrive, a few participants greeted them at reception and took them to the suite. They asked if they could take their jackets to hang up and if they would like a tea or coffee.

Once everyone had arrived, the chef dished up the food. Our servers carried the food to the residents. Some engaged in conversation during the meal, however, participants tried to leave them in peace when they were eating.

Again, once everyone was finished, dishes were removed from table and taken back into the kitchen for washing! Participants made sure that all the residents were comfortable and were very attentive.

They played bingo which went down well with the residents as it was something different. The participants also spent a lot of time chatting about various things and all were enjoying themselves.

When it was time to leave, the participants assisted them to leave the ground and into their bus/taxis. They then tidied up the suite before heading home themselves!

7. Explain what types and amount of resources were required.
   - Online Research - find out care home details
   - Telephone Calls
   - Chef Resources
   - Financially – cost of venue and cost of food.

8. What was the end result? Describe the results of your project and how you believe it has impacted upon the local community.

The project was very successful with the participants receiving positive recognition from the football club staff and care homes that attended. You could the benefit on the residents face when they left that they had an enjoyable meal and day with us. Many of the residents are living with dementia however, care homes have reported a number of residents have been talking about the day and wanting to come again. This is fantastic news for our participants that we have made a positive impact of the valuable community members lives.
We also created a bond between young and old as many of our participants hadn’t experienced this in their lives, as their grandparent’s aren’t in this situation. So it made them aware of issues that they did not know about beforehand.

9. Please describe as fully as you can a young person who you believe has benefited from being involved in the project? We would like to ensure that good news stories - which are often lost in stats - are collected in this section.
A participant who has benefitted from the YEL Project is Abbie Charles. Abbie has played in a number of different positions throughout the 6 matches without any complaints even though she hasn’t played in the positions before. She always does her best and is full of energy.

She wasn’t afraid to make her opinions felt when others weren’t pulling their weight or messing around during the programme. She would happily tell the group to stop wasting everyone’s time which really helped the coaches! Always keen to help out others, for example to carry equipment, assist in demonstrations and is more than happy to ask questions where others would shy away.

Abbie completely took to the programme and could see the benefits of what we are doing. She bought into the programme and understands that it is more than just a normal football programme. At the beginning of the programme Abbie was very shy and reserved compared to her teammates.

However, as the programme went on she grew in confidence which was particularly prominent in the Sunday Lunch as she comfortably spoke with the residents without any prompting and took tasks into her own hands! Credit to herself, the programme and the WLYF!

10. In your opinion, do you believe the YEL project has been a success? Please provide an explanation for your answer.
For the West Lothian Youth Foundation, it has been a great success! We have a group of 20 participants who we have brought together and modelled in to a self respecting, confident group! Before hand some of the participants would have been reluctant to get involved and hide in the back ground.

New friendships have been made and new skills have been learnt. The football side looked after itself as the participants are very talented. However, the main success took place in the Social Action Project.
The participants were fantastic and received excellent feedback from the care homes and Livingston FC staff. It made our jobs much easier on the day and they controlled everything with ease!

We hope to have made some young role models!

11. Is there anything you would do differently if you were to deliver the project again?

We feel the programme ran very smoothly at our end and all our participants took a lot out of it. We may look to make the workshops a bit more interactive as sometimes the participants felt them a bit dry apart from that we were happy with how our project ran.
6. Presentation Event at Hampden Park – Sunday 2nd April 2017

To recognise the hard work and commitment shown by each young person, the SPFL Trust hosted a YEL presentation event on Sunday 2nd April 2016 at Hampden Park where four awards were on offer.

1. **Football Points + Social Action Points = 1st Place League Winners (team award)**
   The football points and social points were combined to work out who were the winners of the overall league. There were two awards available in recognition of the young/older categories.

2. **Social Action Survey Results = Most Socially Involved Team (team award)**
   There were four awards available (one allocated to each Club). To judge this award, the responses provided in the social action survey were reviewed by a panel selected by the SPFL Trust.

3. **Nomination from Club = Best Community Champion (individual award)**
   The ‘Best Community Champion’ award was used to acknowledge the great work carried out by one individual as well as highlight the positive work they carried out for their local community, their Club and/or their peers. There were four awards available for this award (one for each Club).

4. **Nomination from Club = Best Fairplay Award (individual award)**
   There were four awards available for this award also (one for each Club). Recognition of exemplary behaviour and compassion throughout the programme.

The overall winners of the league remained unknown by coaches and pupils involved in the project – only those in the SPFL Trust staff team were aware of this information. When each of the teams arrived at Hampden, many of the young people approached SPFL Trust staff asking if they knew who the winners were.

The event at Hampden was used to highlight the end of the 10 week project with an award ceremony and presentation of each club’s community work for the project.

We had asked for some of the young people to share their experiences of the programme by presenting alongside the coaches. Some of the young people felt confident enough to share their experiences and talk through some of the presentation slides explaining more about what they had learnt; community, social responsibility and healthy eating.

During the ceremony there were individual awards for Fair Play and Best Community Champion, with a winner from each team. Celtic took home the football league award in the 9-11 age group with Livingston winning the older group.

The award for the Most Socially Involved Team went to the participants from the West Lothian Foundation. Their community project involved having the Club chef cook a meal for residents in a care home where the young people set the table, serve the food, clean the dishes and afterwards played games with the residents.

The young people, their families and their coaches then had the chance to have their picture taken with the SPFL trophies before going on a private stadium tour of the National football stadium. Attendance figures (incl. parents/guardians) for this event were as follows;

- Celtic: 19
- Clyde: 25
- Livingston: 36
- Motherwell: 28

*Overall total: 108*
‘What we really like about the project is that it has to do with the community and not just football because it’s taught them about bullying and healthy eating & fitness and mental health and it’s just been really good.’

– Hazel McMartin (Mum of Harry, Livingston YEL Player)

‘It teaches them so much about team spirit and how to work together. It is such a great programme.’

– Karen Rankin (Mum of Sean, Celtic YEL Player)

‘Football has the power to change things for the better - it is not just a game - it can bring people together and that is why it is the best game in the world.’

– Jack (Livingston YEL Player)

Due to the significant number of activities delivered throughout the programme, the engagement scores were heavily weighted compared to the low match points. Using the Views engagement scores we ranked the teams from 1st to 8th then awarded the points based on those positions 16-2. This provided us with the total scores and overall positions (as shown below).

### YEL League Winners

<table>
<thead>
<tr>
<th>TEAM</th>
<th>Age Bracket</th>
<th>Engagement Scores</th>
<th>Order #</th>
<th>Football Points</th>
<th>Order #</th>
<th>Order #</th>
<th>Order #</th>
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<td>516</td>
<td>3</td>
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<td>2</td>
<td>1st</td>
<td>16</td>
<td>1st</td>
<td>16</td>
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<td>6</td>
<td>5</td>
<td>2nd</td>
<td>14</td>
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<tr>
<td>Livi All Stars</td>
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<td>659</td>
<td>1</td>
<td>18</td>
<td>1</td>
<td>3rd</td>
<td>12</td>
<td>3rd</td>
<td>12</td>
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<tr>
<td>Celtic East Juniors</td>
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<td>10</td>
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<table>
<thead>
<tr>
<th>TEAM</th>
<th>Age Bracket</th>
<th>Total Points Awarded (Engagement Scores + Football Points Combined)</th>
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</thead>
<tbody>
<tr>
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<td>26</td>
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<td>Livi Lions</td>
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<td>Clyde B</td>
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<table>
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<tr>
<th>TEAM</th>
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<th>Winning Order</th>
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<td>Easterhouse United</td>
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<td>Clyde B</td>
<td>Older</td>
<td>12</td>
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</table>
Winners of the YEL League in the 9-11 category: Well done to Easterhouse United on behalf of Celtic FC Foundation

Some of the young people felt confident enough to share their experiences and talk through some of the presentation slides.
Winners of the YEL League in the 12-14 category: Well done to Livi All Stars on behalf of West Lothian Youth Foundation

The SPFL Trust awarded medals to all participants to recognize their hard work and commitment
7. Project PR

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WLYF @wlyf4football · Jan 22
All set for our YEL League Kick Off event this morning! @SPFLTrust @LivFCOfficial @ClydeFoundation @community_micc @FoundationCFC

You Retweeted

WLYF @wlyf4football · Jan 22
Again huge thanks to @FNTeamwear for supplying and sponsoring our YEL kit! Participants love it and looks great! @LivFCOfficial @SPFLTrust

You, FNTeamwear, Football Nation and 4 others
StBenedict's Primary @StBenedictsPS · Jan 20
Some of our P6 and 7s enjoyed their visit today to Celtic Park to take part in the youth engagement league @FoundationCFC @SPFLTrust

WLYF
@wlyf4football

First @SPFLTrust YEL training session tonight as we prepare for matchday 1 against @community_mfcct on Sunday.

m.facebook.com/story.php?stor ...
YEL | Fantastic morning with @community_mfcct taking part in @SPFLTrust @EUErasmusPlus YEL League.
YEL | Our players arriving for their match this morning @SPFLTrust @FoundationCFC #teambus##yel @ClydeFoundation @community_mfcct

3:41 PM - 12 Feb 2017

Motherwell FC CT @community_mfcct

 ambos BANK Great collection for @clydesdaleFB through our community contribution in our @SPFLTrust YEL project.
Two excellent games today at Broadwood, great effort from players, parents & coaches 🤝⚽️⚽️ #YEL @SPFLTrust @FoundationCFC #gameday @ClydeFC
Teams line up ahead of their games today 🏆 @SPFLTrust #YEL @EUErasmusPlus @FoundationCFC

YEL | well done to both squads from ourselves and @ClydeFoundation! Thanks for your hospitality! All the best for the rest of the programme
YEL | Tonight was the final Workshop of the @SPFLTrust programme. Tonight's Workshop discussed diet & nutrition and the body!

YEL | Community Engagement project planning this morning for our teams! Keeping plans under wraps for the time being! 🐼 @SPFLTrust
MATCHDAY We kick off our involvement in the @EUErasmusPlus @SPFLTrust YEL programme this afternoon. Good luck to Ian, Laurie & the teams.

8. Finance

Each Club was issued with £5k to deliver the pilot. As shown below, all Clubs contributed a significant amount of in-kind donations in order to make delivery possible.

Youth Engagement League (YEL) Programme
Period: 22.01.17 - 02.04.17

<table>
<thead>
<tr>
<th>Club</th>
<th>Delivery Costs</th>
<th>In-Kind Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celtic FC Foundation</td>
<td>£5,000.00</td>
<td>£9,129.00</td>
</tr>
<tr>
<td>Clyde FC Community Trust</td>
<td>£5,000.00</td>
<td>£2,450.00</td>
</tr>
<tr>
<td>Motherwell FC Community Trust</td>
<td>£5,000.00</td>
<td>£1,020.00</td>
</tr>
<tr>
<td>West Lothian Youth Foundation</td>
<td>£5,000.00</td>
<td>£704.99</td>
</tr>
<tr>
<td>TOTAL</td>
<td>£20,000.00</td>
<td>£13,303.99</td>
</tr>
<tr>
<td>OVERALL TOTAL</td>
<td><strong>£33,303.99</strong></td>
<td></td>
</tr>
</tbody>
</table>
9. Conclusion

In short, the Erasmus+ project presented us with an opportunity to influence change, promote the work of Scotland’s SPFL Clubs with partners at a local level and share best practice with key European partners internationally to benefit and progress community activities in Scotland.

The Clubs were given a short lead in time, roughly one month, to recruit participants. The younger age group was reduced from 9-12 to 9-11 years of age to take into account the primary/secondary divide in Scotland. All Clubs recruited males for their single sex group stating there was a higher level of interest from males than females. One of the four Clubs had struggled to recruit the required number of females (male:female/5:5 ratio) for the mixed sex group during the first two weeks of delivery. The opposing Clubs had cited the recruitment of more males to females in this group as unfair advantage in relation to match play. The SPFL Trust decided it would not be appropriate to hold a ‘Squad Selection event’ as described in the test model as this not in keeping with the organizations ethos on inclusion. As a result, the young people were selected based on the criteria of the project and not upon their football ability.

The results produced in phase 2 of the Erasmus+ research showed that delivery on a Friday evening would be most effective to deliver a project that focused on the three social policy outcome areas prescribed for this programme. However, due to staffing/venue availability, three out of the four Clubs were not able to adhere to this condition. As a result, it was agreed that all matches were to be held on a Sunday with workshops, training and social action planning session being delivered in the evenings to keep the young people involved in positive activities throughout the week.

The test model stated young people from both affluent and deprived areas should participate in the programme to encourage cohesion. The extent to which each young person was identified as being either socially or economically disadvantaged was based on the geographical area of the school they attended. Two out of the four Clubs worked with schools from the most deprived areas according to the ‘Scottish Index of Multiple Deprivation 2016.’

The introduction of the social action projects and a scoring system that would incentivize the young people became two key aspects of the project. Without these, we believe the project would not have been as successful.

All social action projects were delivered by each club within four sessions; three for planning and one for delivery. The majority of these sessions were delivered after school. All project themes were chosen by the young people and helped address an issue that was important to them in their own neighborhoods. The projects that had the greatest impact were those that involved the young people in all aspects; from planning through to delivery. These young people appeared to invest a great deal into the project and were keen to see the project develop into fruition.

Through delivery of the social action projects, it is hoped the young people have become more aware of how their actions can have either a positive/negative impact upon their local community. Following the delivery of their social action project, a number of Celtic’s participants had asked to revisit the local food bank during their Easter school break to provide further assistance – a testament to how invested each person became.

Motherwell’s participants carried out their community project the day after ‘Storm Doris’ had hit and caused severe weather damage in local areas. All four Clubs received excellent feedback following the delivery of their community projects which made it extremely difficult for trust staff to select only one winner as part of our YEL Presentation event.

When the young people arrived at the YEL Presentation event on Sunday 2nd April 2017, it was evident they
were excited to find out which team would be crowned as winners. Many of the young people had approached SPFL Trust beforehand to try and find out this information. Support from parents/guardians was evident in the numbers that attended. Two out of the four Clubs had arranged for their young people to speak during the presentations in order to share their experiences. Overall, each of the coaches reported an improvement in the young people’s behavior and in a number of cases, an improvement in their attainment at school.

In summary, it is evident from the videos, case studies and feedback those who have fully engaged with the programme have benefited greatly. The project has provided 74 young people with the opportunity to learn new skills, increase their confidence and instill a sense of pride in the areas they live. One of the most successful parts of the project was that the young people were able to see for themselves the positive impact they were having upon their local community.

Going forward, should the SPFL Trust consider running a similar programme, we would look to allocate additional funding to delivery to account for the significant in-kind donations made by each Club. In addition, the age ranges of those involved would be reevaluated to maximize all possible engagement. Additional funding would help alleviate some of the issues that had arisen during match play, specifically the lack of referee provisions.

9. Appendix

All documents enclosed:
A. Phase 1 Results & Club Pro-formas
B. All Club Conference 2016 Report
C. Phase 2 Test Model Results
D. Engagement Scores Guide
E. Fixtures Table
F. Social Action Surveys (External Assessment)
G. 2nd April 2017: Club Presentations
H. Club Video I
I. Club Video II
J. Match Play Lessons