

# Generation Cashback

## Child Rights and Wellbeing Impact Assessment (CRWIA)



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## Generation CashBack and the UNCRC

The Generation CashBack programme is delivered by a consortium comprising of: Scouts Scotland, Girlguiding Scotland, The Boys' Brigade and Youth Scotland. All four organisations are committed to upholding children's rights, both at an organisational level and as part of the Generation CashBack consortium. The desired outcomes of the Generation CashBack programme are to support young people to:

- divert from antisocial, criminal behaviour and involvement with the justice system
- participate in activity which improves their learning, employability and employment options (positive destinations)
- have improved mental health and wellbeing
- contribute positively to their communities
- build their personal skills, resilience, and benefit from strengthened support networks and reduce risk taking behaviour

As a result, many of the articles in the UNCRC are inherent to Generation CashBack's design. Since the overall objective of the programme is to improve outcomes for children and young people, **articles 3 and 6** underpin all activities. The best interests of children and young people are considered in every decision, and the aim to support children to develop to their full potential is foundational to the Generation CashBack programme. The programme works particularly with children and young people from areas of higher deprivation who may be at a higher risk of involvement with the criminal justice system. As such, Generation CashBack also upholds **article 40**, treating any young people in the justice system with dignity and respect.

### ***Providing diversionary activities and personal development opportunities for children and young people:***

The Generation CashBack programme provides many different opportunities for young people to learn and develop. Through the 'Lead' strand of work, young people have access to youth work sessions and training which support them to develop new skills which improve their educational and employability options. They are also able to undertake a range of youth awards through the different consortium partners. Through the 'Grow' strand, local youth groups can improve and expand the activities on offer to children and young people. This gives participants a space to express themselves, meet new people, make friends, access information, and feel supported by trusted adults.

**Articles 12, 13, 14, 15, 17, 28, 29 and 31.**

### ***Providing opportunities for children and young people to develop leadership skills and have their opinions heard:***

A key tenet of the Generation CashBack programme, and the youth awards that young people undertake through it, is supporting young people to develop leadership skills and put these into practice in their communities. Through this, young people learn the importance of their opinions, see that their input is valued, and go on to become more active members of society. As well as championing youth leadership, the Generation CashBack programme is committed to co-production with young people. The cross-consortium events, Reach, are co-produced by an advisory group of young people, recruited from Generation CashBack groups across Scotland. A range of youth participation programmes are available across the consortium including: a Youth Scotland opportunity for young people to become Young Grantmakers; most recently involved in the Corra Way Forward for Families Partnership Fund; leadership and participation training through the iLead Pathway; Scouts Scotland's Young Leaders and Rights Challenge Badge; and many more.

**Articles 12, 13, 14, 15, 28 and 29.**

***Protecting children and young people from harm and ensuring that their fundamental needs are met:***

All four organisations in the Generation CashBack consortium have robust policies and procedures in place to protect the rights of children and young people, to ensure their fundamental needs are met while engaging with the programme, and to protect them from harm. The consortium partners also undertake due diligence on their member groups to ensure standards are upheld by them. Each consortium partner has a Child Protection Policy and requires all staff and volunteers who work directly with children and young people to be members of the PVG scheme, provide suitable references, and attend regular Child Protection Awareness training. Consortium partners also have Equality and Diversity Policies to ensure all staff are working to combat discrimination, and support children and young people equally. Health and Safety Policies and Risk Assessments are in place to ensure all activities are appropriate, and necessary safety precautions are taken. Data Protection Policies are implemented to ensure young people's data is kept securely, and data protection regulations are followed. All staff working for the consortium partners are fully briefed on these policies and procedures and disciplinary action will be taken where staff are in breach of the rules. The consortium partners also support their member groups with key policy development by providing policy templates, risk assessment templates and support from development workers (DOs) thereby supporting the sector more widely to have robust and live policies and procedures to protect the rights of young people. **Articles 2, 14, 16, 19, 23, 30, 33, 34 and 36.**

## **Generation CashBack's impact on children's rights**

Phase 6 of the Generation CashBack programme runs from 1 April 2023 to 31 March 2026. During those three years the programme aims to reach 8,000 children and young people living in areas of higher deprivation and work across all 32 Local Authorities in Scotland. Generation CashBack will have a positive impact on the rights of those children, in particular on the following articles: 2, 3, 6, 12, 13, 14, 15, 16, 17, 23, 28, 29, 30, 31, 33, 34, 36 and 40.

In Phase 6 Year 1 of Generation Cashback young people achieved the following outcomes:

- 99% of young people reported increased confidence
- 99.6% of young people reported feeling more resilient
- 94% of young people improved their wellbeing against SHANARRI indicators
- 99% of young people report positive, supportive networks including improved relationships with family, friends and peer mentors
- 97% of young people report that their mental health has improved and they have a more positive outlook on life

## **Groups benefiting from Generation CashBack**

The Generation CashBack programme supports young people who live in areas of higher deprivation and other disadvantaged young people, and Phase 6 prioritises support for young people, parents and families impacted by Adverse Childhood Experiences and trauma. Generation Cashback primarily supports youth groups based in the geographical areas that score in the lowest 20% in each council area against the Scottish Index of Multiple Deprivation (SIMD). The programme will have a direct positive impact on these groups and the young people that attend them. Generation CashBack focusses on supporting young people aged 10 – 25. However, by increasing the capacity of the youth groups, it will leave a legacy that will impact positively on children and young people attending the group in the future, and on younger, current attendees.

There are no competing impacts between different groups of children and young people. Each group participating in Generation CashBack is supported with an individual needs analysis and receives tailored support to build capacity in the areas that are most useful to them. All groups are offered Lead sessions delivered by Generation CashBack DOs across a range of different topics.

## Consideration of negative impacts

No negative impacts have been assessed from the Generation CashBack programme for children and young people.

## Furthering the implementation of the UNCRC

While the Generation CashBack programme does not explicitly make reference to the UNCRC, the principles are embedded in the outcomes of the programme. Consortium partners also support member groups to follow these articles by providing direct support and training.

Youth Scotland offers 'Young People's Rights: Creating a Rights Based Practice' training to our network of member groups.

Scouts Scotland have introduced a Rights Challenge Badge in partnership with the Children and Young People's Commissioner Scotland and has supported Generation CashBack groups to access this. The badge features a range of activities and resources to empower Scouts (and their leaders) to learn about and understand their rights.

All partners further Article 12 of the UNCRC by offering youth participation projects where young people's views are heard and respected. This includes the Young Leaders Network at the Boys' Brigade and Citizen Girl resources provided by Girlguiding Scotland.

Generation CashBack will further the effect of the following articles:

- Article 2 – nondiscrimination – Generation CashBack provides children and young people with equal access to positive, non-discriminatory youth activities
- Article 3 – best interests of the child – all Generation CashBack activities are designed and delivered with the best interests of the child in mind
- Article 6 – right to life – all activities are designed to support young people to thrive and reach their full potential
- Article 12 – respect for the views of the child – Generation CashBack gives young people the opportunity to develop leadership skills and take action in their communities. It also listens to feedback from young people taking part and offers opportunities for co-production of activities
- Article 13 – freedom of expression – young people are encouraged to share their opinions and develop their individual perspectives
- Article 14 – freedom of thought, belief and religion – Generation CashBack is open to young people from all religious and secular backgrounds

- Article 15 – freedom of association – young people have the opportunity to meet new people, make friends and join different sessions and groups that interest them
- Article 16 – right to privacy – consortium partners have Data Protection Policies in place to ensure young people’s data is stored securely and any images or videos are only shared with child and parental consent
- Article 17 – access to information from the media – Generation CashBack groups support young people to research causes they are passionate about and incorporate this into their leadership and awards activities.
- Article 23 – children with a disability – consortium partners have Equality and Diversity Policies in place to ensure member groups consider how best to make activities accessible to children with disabilities, and that those children are adequately supported
- Article 28 – right to education – Generation CashBack provides a range of opportunities and awards that complement children’s school learning and enhance personal development
- Article 29 – goals of education – the range of activities and awards available through Generation CashBack ensures that young people can develop the talents and abilities they are most passionate about to the full
- Article 30 – children from minority or indigenous groups – consortium partners have Equality and Diversity Policies in place to ensure young people from minority groups are adequately supported and activities are accessible
- Article 31 – leisure, play and culture – Generation Cashback offers young people many opportunities to take part in fun leisure activities
- Article 33 – drug abuse – member groups of the consortium partners offer issue-based sessions covering topics such as drug education
- Article 34 – sexual exploitation – all consortium partners have a Child Protection Policy in place, including mandatory training for staff, in order to prevent or recognise any forms of harm against children
- Article 36 – other forms of exploitation - all consortium partners have a Child Protection Policy in place, including mandatory training for staff, in order to prevent or recognise any forms of harm against children
- Article 40 – juvenile justice – Generation CashBack supports young people in youth offending institutions and treats them with respect and dignity



## Consulting with young people

Generation CashBack was first developed in response to young people's views. Theirs' and youth workers' on-going feedback has helped the consortium to learn and refine the approach throughout Phase 6, having already run as part of previous phases. This means an even bigger focus on leading in the community and empowering young people to play their part:

**"I want to help the community, keep it safe and clean – and this [Generation CashBack] has helped. I feel more confident and made more friends" (Young person, Glasgow)**

As the consortium moved into Year 1 of Phase 6, the high demand for Generation Cashback support was consistent with previous years. With an already established list of interested groups, we were able to begin Grow and Lead support earlier in Year 1, exceeding our participation target by 128%.

Feedback from both practitioners and young people on the positive impact of Generation Cashback suggests that the high demand for support will continue.

**"I found that I can really be myself at this group but also support others. I feel listened to and respected."**

The evaluation from previous years also demonstrated that skilled and knowledgeable DO support enables youth groups to reach more disadvantaged young people, more quickly than possible without their support.

The consortium collectively supports over 192,700 young people which evidences their commitment to listening to and meeting young people's needs. Young people's views are essential to the Generation CashBack project successes; from young people co-designing project ideas for the small grants scheme (Phase 3) to national youth-led events (Phase 3 and 4).

**'I even learned more about myself, like personal development, more skills... and friends I met. It really gave me a boost, it made me feel great about myself, to know I was feeling heard.'**



## Further evidence to inform this assessment

As Phase 6 is in its second year of delivery, we have already collected evidence from children and young people to evaluate the impact of the programme. In Phase 5, The Lines Between were contracted to conduct an independent evaluation on Generation CashBack, providing quarterly and annual reports on outcomes and impact achieved, as well as case studies. These reports were consistently positive and therefore reflective of the impact of the programme. Phase 6 builds on the work delivered in previous phases of Generation CashBack, which were also independently evaluated and found to have a positive impact on children and their rights. Further reports on the impact of previous phases of Generation CashBack are available on the Youth Scotland website.

In Year 1 of Phase 6 - 3,401 children and young people benefited from Generation CashBack activity. Between them they completed 1,998 qualifications. Some highlights of their progress against outcomes were as follows:

- 94% report improved wellbeing against SHANARRI indicators (articles 2, 3, 6, 12, 13, 14, 15, 19, 28, 29, 31)
- 99% report increased confidence (articles 6, 12, 13, 14)
- 93% report that they had participated in a positive activity (articles 15, 28, 29, 31)
- 99% young people report a heightened sense of belonging to a community (articles 12, 13, 14, 28, 29)
- 99% report positive supportive networks (articles 6, 12, 19, 33, 34, 36)

Below are some direct quotations from young people who benefitted from Generation CashBack support in Year 1 of Phase 6, taken from the last annual report.

**“It’s changed the way I want to see myself in the future. I would love to continue on to more volunteering, doing more youth work sessions and workshops with Youth Scotland. I feel like I could still learn more, and I feel very encouraged to do that as well.”**

(Articles 3, 6, 15, 31)

**“I feel like it teaches a lot of people respect... because it gives you responsibility as well. It shows you how to do stuff, how to be self-sustaining and capable of going out and doing something, and if you don’t know how to do it, capable of going out and learning how to do that.”**

(Articles 3, 6, 17, 28, 29, 31)

**“It’s definitely helped my decision-making, because in Scouts and Explorers we get a lot of opportunities to make our own decisions and think about things. It’s helped me develop the skill**

**to think about things rationally and make a decision for myself instead of just trusting someone else to do it all the time.”**

(Articles 3, 6, 12, 13, 28, 29)

**“I’d say that it’s a great way for people who maybe aren’t as sociable to come along and meet new people in a friendly space that includes everybody, because no one is excluded, no matter what.”**

(Articles 2, 3, 12, 15, 23, 30, 31)

## **Monitoring the impact of Generation CashBack**

Generation CashBack reports on the agreed targets and outcomes listed above. The consortium reports to the Scottish Government, who fund the programme through the CashBack for Communities initiative. The Lines Between is contracted to conduct an independent evaluation of the programme. Reports are submitted on a quarterly and annual basis. Reports cover:

- Number of children and young people reached by Generation CashBack
- Number of children and young people gaining youth awards through Generation CashBack
- A summary of participants’ progress against outcomes agreed with CashBack for Communities
- Detailed case studies conducted across member groups of all four Generation CashBack consortium partners

Annual reports and case studies are made available to the public on the Youth Scotland and Cashback for Communities websites.

Young people’s progress against outcomes is tracked through evaluation forms that they complete after participating in Generation CashBack activities, as well as from stakeholder reporting. The consortium supports member groups to execute their evaluations by hosting training sessions to build youth worker capacity and confidence in this area, as well as directly collecting evaluation forms when delivering Lead activities.

## **Communicating the impact of Generation CashBack to children and young people**

Children and young people hear about Generation CashBack opportunities primarily through their youth groups. These would be explained to them by a DO from Generation CashBack, or a youth worker at their group. Young people can choose whether or not they want to engage with Generation CashBack opportunities using the information available to them.

There are case studies and reports available on the Youth Scotland website that are presented in a clear, user-friendly and visual way. There are also films and animations about the CashBack for Communities project on the Youth Scotland website, and the CashBack for Communities website. To develop a Young Persons Version of the CRWIA, we facilitated an interactive session with young people. The session used discussion, games, drawing, and rapid idea generation to explore how best to present information in an engaging and accessible way and how our existing CRWIA could be improved. Furthermore, we explored how the group would go about assessing the impact that the activities they do in their own youth groups would have on children's rights. The Young Persons Version is now available on the [Youth Scotland website](#) as of Feb 2025.

Sign & Date

***Policy Lead Signature & Date of Sign Off:***



Head of Impact and Business Development 19/2/2025