
Cashback for Creativity Phase 3

Interim evaluation of
the programme

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EXECUTIVE SUMMARY

Introduction

Cashback for Creativity is delivered by Creative Scotland as a strand of the Scottish Government's Cashback for Communities programme - a unique initiative, which takes funds recovered through the Proceeds of Crime Act 2002 and invests them back into communities.

This is the third Phase of Cashback for Creativity funding that Creative Scotland has managed. Creative Scotland was awarded £3m for this Phase, which runs from October 2014 to March 2017.

This Phase of the Cashback for Creativity Programme has three linked but distinct Funds. Each Fund has specific targets and outcomes which jointly contribute toward the achievement of the Programme objectives and outcomes. The Funds are as follows:

- **Open Arts Fund** (Fund allocation: £600,000 + £24,074 of unclaimed CashBack funds from Phase 1 and 2. The Fund was distributed over three rounds, with awards of up to £10,000 to projects of a duration of up to 12 months.) The CashBack for Creativity Open Arts Fund is delivered in partnership with YouthLink Scotland. This Fund is designed to allow local organisations across the country to apply for funding of up to £10,000 to deliver a range of high quality arts activities (dance, drama, film, literature, music, visual arts) in areas where there is identified need.
 - Round One: October 2014 – June 2015
 - Round Two: July 2015 – June 2016
 - Round Three: January 2016 – December 2016
- **Strategic Fund** (Fund allocation: £1,470,000 distributed over two rounds, for projects of a duration of between 9-18 months) The CashBack for Creativity Strategic Fund delivers a programme of learning and developmental activities which improve skills and confidence, but also raise aspirations and provide pathways for further learning, training, education and employment. This fund is delivered through a portfolio of a maximum of 20 projects in partnership with a range of carefully selected organisations.
 - Round One: October 2014 – March 2016
 - Round Two: April 2016 – December 2016
- **Training and Employability Fund** (Fund allocation: £500,000 of which £414,734 has been allocated so far. Distributed over 2 rounds, for projects of duration between 9-18 months) The CashBack for Creativity Training and Employability Fund will support the development of specially tailored Creative Industries training programmes in partnership with a maximum of four FE and HE institutions.
 - Round One: October 2014 – March 2016
 - Round Two: April 2016 – December 2016

The Creative Scotland funding allocation process is now complete although only the projects delivered under the Round One allocations have so far completed. Other elements of spend in the programme include an External Evaluation, a Research Project,

a series of Learning and Networking events for project partners and Creative Scotland management of the programme, making a total programme spend of £3m.

This evaluation:

- reviews the outputs and outcomes delivered between October 2014 – March 2016 of the programme,
- identifies the challenges in the management of the programme and how Creative Scotland has addressed these challenges,
- reviews the allocations over the entire programme, and comments on the extent to which the portfolio of projects funded through Cashback for Creativity has the capacity to achieve the programme level outcomes and the targets set for the programme.

Achievements from Round One of the programme

Between October 2014 and March 2016, Cashback for Creativity has engaged 9,452 young people in arts and learning opportunities.

The Cashback for Creativity programme demonstrates very strong targeting on inequalities:

- 68% of young people engaged through the Strategic Fund partners are either from SIMD areas, from BME communities, have a disability or additional support needs, or are from other vulnerable and at risk groups.
- 73% of the funding allocated through the Open Arts Fund was specifically directed at these Cashback target groups, with the remaining 27% filling recognised gaps in provision and tackling rural exclusion.

Open Arts Fund achieved:

- Increased participation in positive activities for 3,417 young people.
- Evidence of participants gaining new skills and positive changes in behaviour.
- Some evidence of young people sustaining participation* in arts activities.
- Some projects also provided learning opportunities:
 - o Evidence of young people achieving accreditation* for their learning, and
 - o Young people progressing into other learning opportunities.

* Currently there is no quantitative measure for sustained participation or number of young people achieving accreditations. Creative Scotland has been working with Youthlink to begin development of new project reporting mechanisms for gathering this data for future rounds of the Open Arts Fund.

Strategic Fund achieved:

- Engaging 5,314 young people in positive activities.
- 2,979 young people sustained their engagement in learning, and increased their skills and confidence.
- 1,269 young people (43% of those who sustained engagement) progressed onto other learning or development opportunities.

Training and Employability Fund achieved:

- 721 young people engaged in learning opportunities.
- 448 have developed skills, confidence and aspirations.
- 33 young people have progressed into jobs or further education.

Outcomes from Round One of the Programme

In the first round of funding, Creative Scotland allocated £1,386,435 across the three Funds of the programme between October 2014 and March 2016.

Round One aimed to deliver across six outcomes and this evaluation provides evidence of how each of these outcomes have been realised.

Outcome 1: Increased participation in positive activities

In total, 9,452 young people engaged in positive creative activities across 25 of the 32 Local Authority areas. The programme demonstrates very strong engagement with people who would not normally have access or who are considered to be vulnerable or at risk of offending, with over two thirds of projects specifically targeting these groups.

Outcome 2: Increased opportunities to develop interests and skills

The programme created new opportunities for 9,452 young people to develop skills and interests across the three strands. Evidence from the case studies (see Appendix 4) demonstrate that many of the young people involved in Cashback for Creativity projects had no previous experience of participating in arts activities.

Outcome 3: Participants demonstrate new skills and positive changes in behaviour

Qualitative evidence from projects across each of the strands demonstrates that young people have increased skills and confidence, and improved their team work and communication skills.

Outcome 4: Sustained participation in positive activities

In total, nearly 3,000 young people involved in Strategic Fund projects sustained their engagement in learning activities. Evidence from the case studies of the Open Arts Fund found that young people sustained their participation in 21 of 30 projects funded in Round One.

Outcomes 5 and 6: Participants develop confidence in their skills and develop aspirations for further learning and development

More participants progress onto further learning, training and personal development opportunities

Many of the case studies highlight success in building young people's confidence and the springboard effect on developing their aspirations to take on new challenges and further learning.

So far 1,269 young people have progressed into other learning and development opportunities through the Strategic Fund. For some young people this was moving on to a mainstream learning opportunity; for others it was achievement of a job or full time further education place.

Review of Programme Management

A review of the programme (October 2015), highlighted two challenges:

- the alignment of project level outcomes to programme level outcomes, and
- the quality of monitoring and evaluation data being collected by projects.

This review led to the implementation of:

- a new application process for Round Two of the Strategic and Training and Employability Funds (October – December 2015),
- new guidance for applicants for Round Two,
- a retrospective manual data collection phase for Round One (March – April 2016) to inform this evaluation and future development of the programme,
- a new data collection process and a new programme level monitoring and reporting system to be implemented in Q1 2016/17.

Learning from the Programme

This evaluation has also highlighted a number of key learning points for the programme.

Lead in time to develop programme management processes.

There was a short lead in time to Phase 3 of the programme and Creative Scotland would have benefited from a longer lead in time before the start of the programme. While the timing issues were not within Creative Scotland's control, a key lesson from the Phase 3 programme is the need for time to develop programme management procedures prior to launch of the programme.

Realigning the outcomes focus for the programme

The short lead in time did not allow for a review of the programme management processes prior to launch and Creative Scotland has identified the need for improvement to the outcome focus and the monitoring process.

Short term vs long term funding commitments

For any future funding programme, Creative Scotland should consider funding on a three year basis to enable projects to design progression routes for excluded young people, with all funding being subject to annual review based on the achievement of agreed targets and outcomes.

Clear programme outcomes

Projects in the Strategic Fund and Training and Employability Fund have identified that the programme level outcomes are too similar, which results in confusion in reporting.

This reflects the findings of the recent evaluation of the Cashback for Communities programme¹ which identified that many of the outcomes in the logic model were too similar and recommended that the outcome framework be improved.

¹ Impact evaluation of the Cashback for Communities programme 2014/15, Research Scotland, February 2016

Conclusion

The outstanding successes of the Cashback for Creativity programme has been its focus on tackling inequalities and the high number of young people that have been introduced to high quality arts and creative activity for the first time. Across each of the funds, the focus for projects has been on engaging young people who are typically excluded from arts and creating access to further learning activities.

Partners have designed 'progression routes' in to their project activities to encourage young people to sustain their involvement in learning and to create pathways towards positive destinations.

While progression outcomes have not yet been met by some projects within the Strategic Fund, this was due to a stronger focus on access and participation and the need for longer term engagement with vulnerable young people.

Creative Scotland has taken a proactive approach to programme management primarily to refocus Round Two of the Strategic Fund (and Training and Employability) to deliver stronger Learning and Progression outcomes.

1.0 INTRODUCTION

1.1 Purpose of this evaluation report

This is an interim evaluation of the Cashback for Creativity programme (Phase 3). Cashback for Creativity is a three year programme which will deliver over the period 2014 to 2017.

Creative Scotland has now allocated all of the funding, but only the projects delivered under the Round One allocations have completed and are therefore included in this evaluation.

This evaluation:

- reviews the outputs and outcomes delivered from October 2014 – March 2016 of the programme,
- identifies the challenges in the management of the programme and how Creative Scotland has addressed these challenges, and
- reviews the allocations over the entire programme, and comments on the extent to which the portfolio of projects funded through Cashback for Creativity has the capacity to achieve the programme level outcomes and the targets set for the programme.

Methodology

The methodology has included:

- a review of the application process, the allocation data and the reports from the Open Arts Fund,
- review of the applications, interim reports and final reports for projects funded under Round One of the Strategic and Training and Employability strands,
- analysis of the data on outputs and outcomes produced by projects,
- interviews with a sample of projects to develop case studies,
- review of programme management processes, and
- interviews with the Programme Manager at Creative Scotland.

1.2 Background to the Cashback for Creativity programme

The Cashback for Communities programme

Cashback for Creativity is delivered by Creative Scotland as a strand of the Scottish Government's Cashback for Communities programme.

The Cashback for Communities programme is a unique Scottish Government initiative, which takes funds recovered through the Proceeds of Crime Act 2002 and invests them back into communities.

It focuses largely on providing opportunities for young people aged 10 to 25 years old to take part in free sporting, cultural, youth work and employability activities.

The programme has three aims:

- to use the proceeds of crime in a positive way to expand young people’s horizons and increase their opportunities to develop interest and skills in an enjoyable, fulfilling and supportive way;
- to provide activities which are, where possible, open to all children and young people, while focusing resources in those communities suffering most from antisocial behaviour and crime; and
- to increase levels of participation to help divert young people away from ‘at risk’ behaviour, and increase positive long term outcomes for those who take part.

The Cashback programme is freely accessible to all young people throughout Scotland – although there is a targeting towards those areas where there is the greatest incidence of antisocial behaviour, crime and risks. The programme is designed to focus on positive outcomes for young people and communities.

In August 2012, an outcome-focused logic model for the Cashback programme was developed by the Scottish Government. The model was intended as a tool by which projects could identify and track the outcomes they delivered and demonstrate how their activities contributed to the Cashback for Communities outcomes.

The purpose of the Cashback for Creativity programme

Cashback for Creativity is the cultural strand of the Cashback for Communities programme and provides opportunities for young people to participate in a variety of arts and creative activities.

This is the third phase of Cashback for Communities funding that Creative Scotland has managed. In this phase of the programme, Creative Scotland was allocated £3 million. The current programme (known as Phase 3) runs from 2014 to 2017.

The programme has two key objectives:

Access and Participation: to create high quality experiences for the hardest to reach young people and break down barriers to participation.

Learning and Progression: to provide programmes which create pathways for further learning and development, including nurturing excellence.

In order to align the Cashback for Creativity programme outcomes to the Cashback for Communities programme, Creative Scotland has chosen six outcomes from the Cashback for Communities programme Logic Model. The outcomes for Cashback for Creativity are:

Access and Participation

Outcome 1: Increased participation in positive activities.

Outcome 2: Increased opportunities to develop interests and skills.

Outcome 3: Participants demonstrate new skills and positive changes in behaviour.

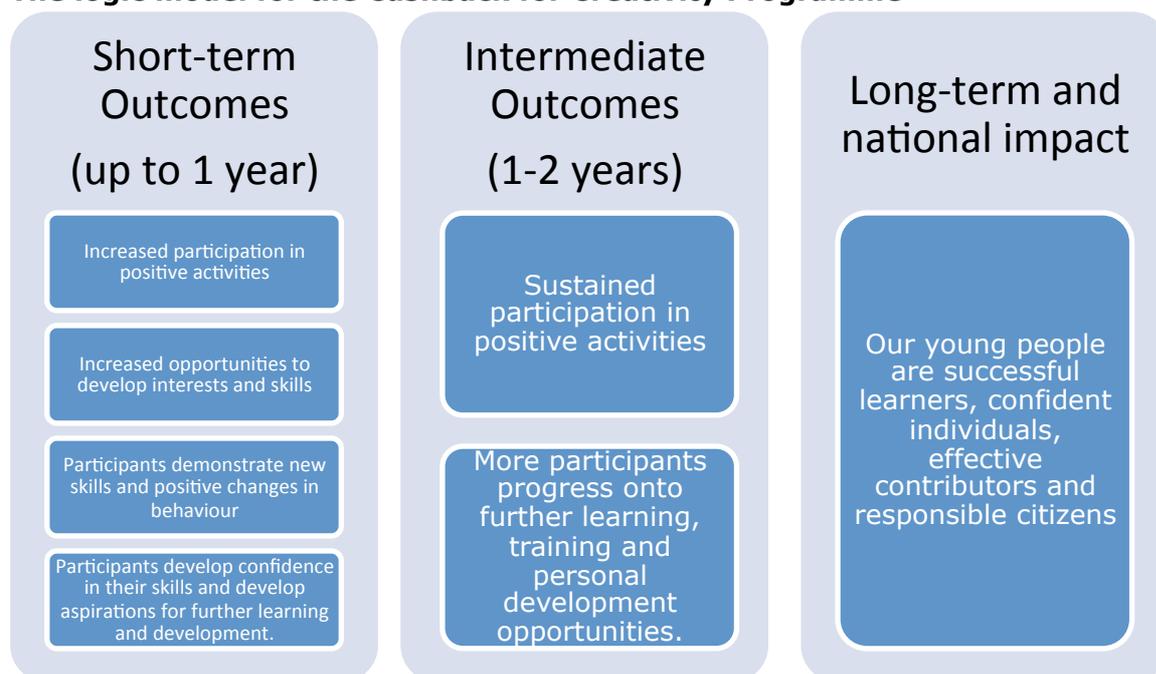
Outcome 4: Sustained participation in positive activities.

Learning and Progression:

Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development.

Outcome 6: More participants progress onto further learning, training and personal development opportunities.

The logic model for the Cashback for Creativity Programme



The delivery model

It is important to note that Creative Scotland does not directly deliver the Cashback for Creativity projects, but is the manager of the programme.

Creative Scotland disburses funds to a range of expert delivery partners who deliver activities and outcomes on its behalf. In Phase 3 of the programme, Creative Scotland has allocated £2,508,808 through the Cashback for Creativity programme. Funds have been disbursed through three distinct strands.

- Open Arts Fund (Fund allocation: £600,000 + £24,074 of unclaimed Cashback funds from Phase 1 and 2. The Fund was distributed over three rounds, with awards of £10,000 to projects of a duration of up to 12 months.)
 - Round One: October 2014 – June 2015
 - Round Two: July 2015 – June 2016
 - Round Three: January 2016 – December 2016
- Strategic Fund (Fund allocation: £1,470,000 distributed over two rounds, for projects of a duration of between 9-18 months)
 - Round One: October 2014 – March 2016
 - Round Two: April 2016 – December 2016
- Training and Employability Fund (Fund allocation: £500,000 of which £414,734 has been allocated so far. Distributed over 2 rounds, for projects of duration between 9-18 months)
 - Round One: October 2014 – March 2016
 - Round Two: April 2016 – December 2016

Each of the funds has specific targets and outcomes which jointly contribute toward the achievement of the programme level outcomes.

It is important to note the diversity of the projects delivered by the Cashback for Creativity programme. Each strand funds a range of different providers who deliver a diverse range of projects.

Open Arts Fund

The purpose of the Open Arts Fund as outlined in the grant offer letter from the Scottish Government is *'increasing the level of provision and accessibility to high quality creative opportunities for young people nationwide'*.

'These will be short/medium term projects (up to a year) aimed at developing skills and interests and motivating young people to engage and sustain participation in positive activities.'

'This fund will ensure that resources are targeted at communities of greatest need, including geographic targeting as well as targeting young people at risk of offending or re-offending and other vulnerable, marginalised groups including young people in residential care and young people from minority ethnic groups.'

The Open Arts Fund is administered by YouthLink Scotland on behalf of, and in partnership with, Creative Scotland. The fund had a target of 5000 opportunities per annum, with a focus on targeting young people in communities of need.

In the previous phase of Cashback for Creativity, YouthLink Scotland managed the Dance Open Fund (small grants programme providing sums of up to £5,000) which aimed to extend opportunities for young people to engage in dance in communities where there were gaps in provision. The Phase 3 Open Arts Fund is an extension of this successful programme model ensuring combined expertise across the youth work and arts sectors.

Strategic Fund

The Strategic Fund aims to deliver:

'a programme of learning and developmental activities which improve skills and confidence, but also raise aspirations and provide pathways for further learning, training, education and employment.'

The target for the Strategic Fund is to engage 1,750 young people per annum, with an anticipated 80% progressing into positive destinations including volunteering, further education qualifications and employment.

The Strategic Fund is disbursed through a managed process. Creative Scotland invited applications from organisations with proven experience in and track-record of delivering high quality arts, learning and developmental opportunities to targeted young people.

Training and Employability Fund

The Training and Employability Fund aims to develop specially tailored Creative Industries training programmes in partnership with FE and HE institutions across the country. The programme seeks to engage a total of 350-500 participants in programmes which build employability skills and awareness of job opportunities available within the creative and cultural industries.

2.0 OUTCOMES DELIVERED IN ROUND ONE

This chapter outlines the approach to each fund and reports on the activities and outcomes delivered by the projects funded in the first round of allocations (known as Round One) which have now completed their delivery.

2.1 Open Arts Fund

Key results for Round One

Outcome 1: Increased participation in positive activities

- Created opportunities for 3,417 young people to participate in positive activities.

Outcome 2: Increased opportunities to develop interests and skills

- The Open Arts Fund was targeted to deliver to young people who are often excluded from provision.
- 73% of the Fund was allocated to projects which engaged young people from communities of greatest need (SIMD, BME, disabled young people and other vulnerable and at risk groups).
- The remaining 27% delivered activities in areas where there were recognised gaps in provision including areas of rural exclusion.

Outcome 3: Participants demonstrate new skills and positive changes in behaviour

- Substantial evidence of participants gaining new skills and positive changes in behaviour through qualitative data analysis.

Outcome 4: Sustained participation in positive activities

- Some evidence of young people sustaining participation in arts activities, but no quantitative measure for this in Round One.

Some projects also provided learning opportunities:

- Evidence of young people achieving accreditation for their learning, and
- Young people progressing into other learning opportunities.

The intent of the Open Arts programme was to increase access to and participation in the arts by young people who would not normally have access, or who are considered to be vulnerable or at risk of offending. The fund provides allocations up to £10,000 per project. The Open Arts Fund is primarily focused on delivering the Access and Participation outcomes:

- Outcome 1: Increased participation in positive activities
- Outcome 2: Increased opportunities to develop interests and skills
- Outcome 3: Participants demonstrate new skills and positive changes in behaviour
- Outcome 4: Sustained participation in positive activities.

Applicants were invited to apply for projects addressing the following criteria, which include delivery of Learning and Progression outcomes:

- Increase the number of opportunities for young people who are from areas which demonstrate need e.g. geographic isolation, lack of cultural opportunities, and/or areas within the top 15% on the SIMD index.
- Increase the numbers of young people participating in high quality arts programmes, increase the access to arts programmes for young people who would not normally have access, or who are considered to be vulnerable or at risk of offending.
- Young people build their confidence and self-esteem, and develop positive behaviours.
- Young people develop confidence in their skills and develop aspirations for further learning and development.
- Young people progress onto further learning, training and personal development opportunities.

There were three rounds of awards. YouthLink Scotland convened an assessment panel to assess all applications. The assessment panel combined knowledge and expertise in youth arts, youth work, and art form sector specific knowledge to assess effective project models. It included strategic partners in the Cashback for Creativity programme representing a range of arts forms and community based arts organisations, Creative Scotland art form representatives and YouthLink Scotland representatives.

The Cashback for Creativity Open Arts Fund was awarded in three separate rounds, with a total of £200,000 assigned for each round of applications.

Outputs

In the first round of funding, the Open Arts Fund allocated funding to 30 projects.

- The total funding allocated was £199,991.
- The fund achieved spend and activity in 18 of 32 Local Authority areas.
- The 30 projects projected that they would engage 2,758 young people.

The investment of £199,991 in youth arts in the first round of allocations levered a further investment of £75,934 in match funding.

Appendix 1 shows the spend through Round One of the Open Arts Fund and the number of participants engaged in each Local Authority area.

Outcomes

Monitoring and reporting for the Open Fund is relatively light touch, proportionate to the investment level ranging from £500 - £10,000. YouthLink Scotland has developed an online system for projects to record monitoring information. Projects also provide a short case study to highlight the outcomes. The case studies have provided the source of much of the evidence in this section.

Outcome 1: Increased participation in positive activities

The funded projects exceeded their projections - the projects engaged 3,417 young people in total.

Projects were also successful in engaging young people who would not normally have access or who are considered to be vulnerable or at risk of offending.

- 14 projects specifically targeting young people from the most deprived communities (as defined by the SIMD)
- Three projects targeting young disabled people
- Two projects targeting young people in BME communities
- Three projects targeting young people who were in care, or otherwise vulnerable and excluded groups

Other projects provided opportunities for young people from areas whether there were gaps in provision including rural or remote areas which are excluded by geography (two projects were delivered in the island communities, and one in a remote Highland community).

Outcome 2: Increased opportunities to develop interests and skills

The project provided 3,417 opportunities to develop new skills and interests. These are new and additional activities. Evidence from the case studies demonstrate that many of the young people had no previous experience of arts activities, so the fund has increased opportunities to young people who would not otherwise engage.

"I wouldn't be doing anything if I wasn't doing this – I have met new people and gained dance skills." Participant in Barrowland Ballet

"I find it interesting to do something new, that we wouldn't properly get the chance to do if we didn't actually look for it. So, getting the chance for it to come to us and saying, you know, 'do you want to try?' yeah, you're more likely to do it if someone asks you 'do you want to try?'" Participant from a Young Carers Project, Edinburgh

"You don't get drama at my school and I wanted to do drama." Participant from Rusty Boat Theatre Company

Outcome 3: Participants demonstrate new skills and positive changes in behaviour

Case studies demonstrate that young people have developed new skills and confidence.

"I think we learned that it's not always click, click, click – you have to sometimes organise and plan what you are going to do about it instead of just taking photos" Participant from Stills Centre for Photography

"Being part of the Red School Music project has built my confidence and helped me gain skills I did not have before" Participant, Red School Music Project

Outcome 4: Sustained participation in positive activities

Based on case study evidence, 12 of the 30 projects reported that young people sustained their engagement with the organisation or moved onto activities with other organisations. Again, the data collection system does not provide a detailed quantitative measure of those who sustained participation.

Hot Chocolate (Dundee) reports that 43 of the 49 young people who completed the project, sustained their involvement in Hot Chocolate after the end of the project.

Although not the primary focus of the fund, evidence from the first round of the Open Arts Fund demonstrates that some projects have also been successful in delivering Learning and Progression outcomes for young people.

Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development

Nine projects provided evidence in their case studies that young people had achieved Dynamic Youth Awards, Youth Achievement Awards and Saltire Awards through their participation.

Outcome 6: More participants progress onto further learning, training and personal development opportunities

A small number of projects report that young people have progressed in to further learning, volunteering and other positive outcomes.

'I've helped with the wee ones in the baby classes and I'm going to go to college now to study childcare.' Participant in Centrestage Communities Ltd. (See the case study for Centrestage Communities in Appendix 4).

2.2 Strategic Fund

Key results for Round One

Outcome 1: Increased participation in positive activities

The Strategic Fund has engaged 5,314 young people in positive activities.

Outcome 2: Increased opportunities to develop interests and skills

The fund demonstrates very strong targeting on inequalities:

- 68% of young people engaged through the Strategic Fund partners are from groups which are typically excluded from opportunities: young people from SIMD areas, from BME communities, young people with a disability or additional support need or young people who are vulnerable and at risk.

Outcome 3: Participants demonstrate new skills and positive changes in behaviour

- All of the young people who sustained their engagement (2,979) can demonstrate improved skills or confidence.

Outcome 4: Sustained participation in positive activities

- Of the 5,314 young people who were engaged, 2,979 young people sustained their engagement in learning, and increased their skills and confidence.

Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development

- 166 young people have achieved recognition for their learning (Arts Awards, Youth Achievement Awards etc), but many more have demonstrated confidence in their skills and aspirations for further learning and development.
- This is evidenced by the number of young people who have progressed (see Outcome 6).

Outcome 6: More participants progress onto further learning, training and personal development opportunities

- 1,269 young people (43% of those who sustained engagement) progressed onto further learning or development opportunities.

The Strategic Fund is primarily focused on delivering the Learning and Progression outcomes.

- **Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development.**
- **Outcome 6: More participants progress onto further learning, training and personal development opportunities.**

However, applicants were invited to make applications for projects which would contribute to the wider outcomes of the programme (i.e. to deliver Access and Participation outcomes).

Creative Scotland allocated the funding for the Strategic Fund in two rounds. This section reports on the outputs and outcomes delivered by the projects funded in Round One.

Outputs

In the first round of funding, £940,944 was awarded to 16 projects.

- The 16 recipients projected that they would engage 6,125 young people in learning opportunities.
- The projects in the Strategic Fund delivered activity in 17 Local Authority areas across Scotland.

The list of delivery partners, the level of awards and projected number of participants is summarised in Appendix 2.

The portfolio of projects provide opportunities in a variety of art forms (film, writing, dance and drama).

Outcomes

This section provides a summary of the performance of the portfolio in delivering the programme outcomes.

Appendix 4 provides a number of case studies which demonstrate the outcomes delivered by individual projects in the Strategic Fund.

Outcome 1: Increased participation in positive activities

In Round One, the Strategic Fund has engaged 5,314 young people in positive activities (some young people participated in more than one opportunity).

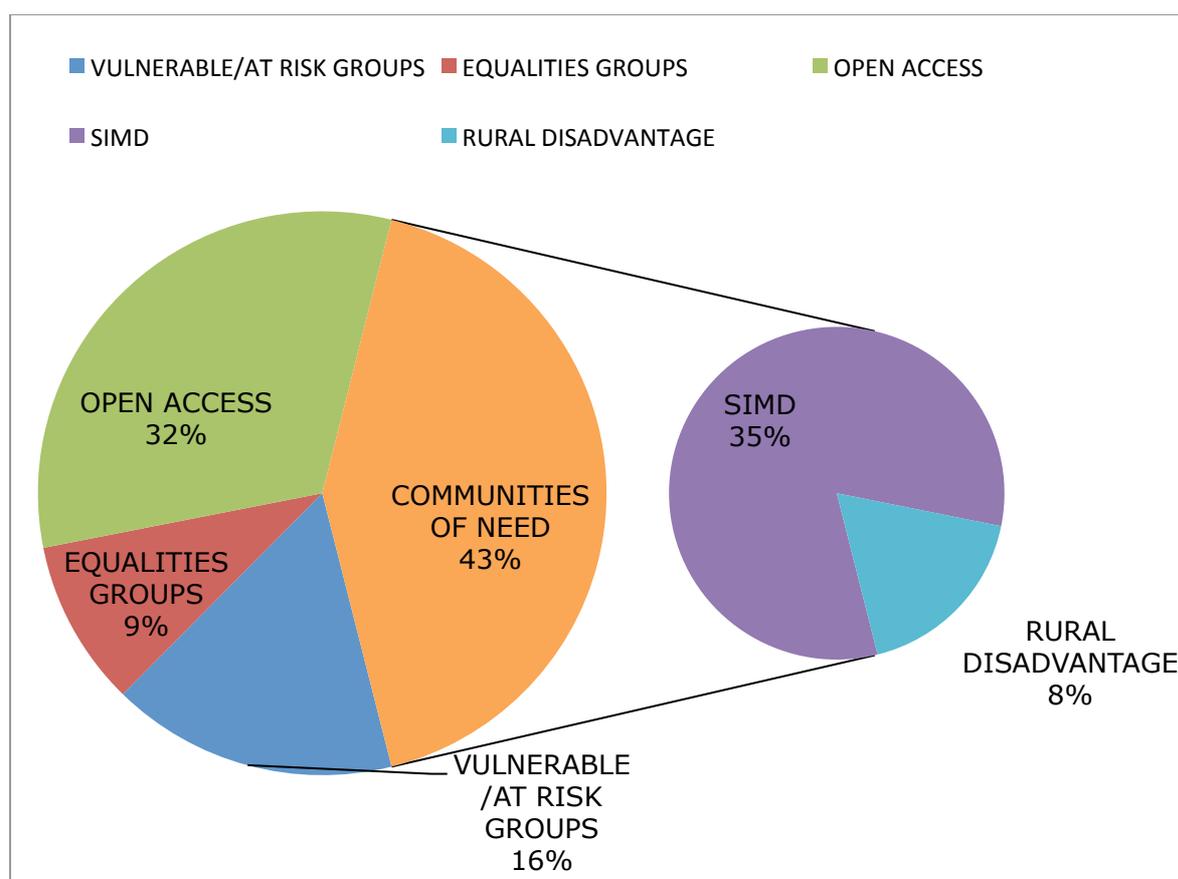
An analysis of monitoring data provided by the projects demonstrates that the projects have been very successful in engaging young people who are excluded or are vulnerable or at risk of offending.

- 68% of the total number of participants are from excluded groups.
 - 43% of participants are from communities of greatest need: 35% from communities in the most deprived 20% of SIMD, and 8% from areas where young people are excluded from services due to rurality.
 - 16% of the participants were young people who were identified as vulnerable or at risk. This included young people in care, young people not in mainstream education, young carers etc.
 - 9% of participants were from equalities groups including young disabled people, ethnic minority young people, LGBT.

Outcome 2: Increased opportunities to develop interests and skills

The Strategic Fund delivered opportunities for 5,314 young people to develop new skills and interests. These opportunities ranged from 'taster activities' aimed at engaging the hardest to reach groups in informal learning to intensive learning interventions which have provided young people with qualifications and skills for employment.

Figure 1: Targeting of Strategic Fund Round One



Outcome 3: Participants demonstrate new skills and positive changes in behaviour

2,979 young people sustained their engagement in learning activities and increased skills and confidence.

- Projects demonstrate that young people have developed a range of practical skills.
- Projects also demonstrate that young people have developed confidence and soft skills such as communication and team work as a result of their participation.

'It has built up my courage and I can communicate better with people' Participant in Screen Education Edinburgh Introduction to Film (see full case study in Appendix 4)

'I would have nothing to do if I didn't have SHMU to come to. I've made so many new friends and it's helped me improve so much at school.' Participant in Station House Media Project (SHMU) (see full case study in Appendix 4)

Outcome 4: Sustained participation in positive activities

Of the 5,314 participants who engaged in activities, 2,979 young people sustained their engagement in learning.

Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development

Qualitative information provided by projects demonstrates that young people have developed skills, confidence and aspirations for further learning.

"The group has made a difference in my life by making me more confident.....It also made me think about applying for the NC art course at college" Participant in Creativity in Care, a project delivered by Kibble Care and Education for young people in care. (See full case study in Appendix 4).

"I learnt new things as I never had the opportunity to produce a play before. The skills I've learnt I will be able to carry on elsewhere." Participant in project delivered by Youth Theatre Arts Scotland (YTAS) Youth Arts Leader. (See full case study in Appendix 4)

'SHMU has given me so many opportunities to develop as a person and the confidence to do things I never would never have attempted before'. Participant in Station House Media Unit (SHMU) (See full case study in Appendix 4).

Young people involved in Screen Education Edinburgh's project (see full case study in Appendix 4) reported their aspirations as:

'to gain experience and move forward in the film industry'

'to attend the Royal Conservatoire of Scotland to study directing and filmmaking'

'looking to attend the UWS (University of West of Scotland) for a practical filmmaking and screenwriting course'.

This is also evidenced by the number of young people who have progressed onto other learning opportunities (see Outcome 6).

Additionally, 166 young people achieved accreditation for their learning (Arts Awards), of which seven are Gold Arts Awards.

Some projects also provide opportunities for young people to achieve other qualifications to recognise their skills:

- 21 young people at Station House Media Unit (Aberdeen) achieved SQA qualifications in Radio Production and seven achieved SQA qualifications in film production
- Screen Education Edinburgh has supported six young people to achieve a GCSE in film production and a further four to achieve an A-level.

Outcome 6: More participants progress onto further learning, training and personal development opportunities

1,269 young people progressed into other learning or personal development opportunities. These progressions included:

- another learning opportunity delivered by the same delivery partner (internal progression routes delivered by the partner organisation)

- a learning opportunity in another organisation,
- volunteering,
- work experience, work placements or mentoring to support their employability,
- some young people progressed into further education or employment.

43% of the participants who sustained their engagement in learning activities have progressed into further learning, training or personal development opportunities.

These results aggregate the outcomes delivered by the portfolio of projects, and while there is evidence that each of the projects has delivered outcomes which contribute to the Cashback for Creativity programme level outcomes, it is important to differentiate the diverse project models within the portfolio to examine the capacity to deliver the Strategic Fund outcomes.

While some of the project models had a strong focus on delivering 'progression outcomes' and provided an intensive level of support to a small number of participants, the majority of project models have a dual focus on Access and Participation and Learning and Progression outcomes.

An analysis of the applications to the Strategic Fund shows that the majority of delivery partners (all except one) projected that they would deliver Access and Participation outcomes as well as deliver Learning and Progression outcomes.

These project models are designed to address barriers to access: engaging young people initially in positive activities, and building their skills and confidence to sustain their engagement and to progress into further learning opportunities.

- Many projects have delivered targeted outreach activities to engage the 'hardest to reach' young people.
- Many of the projects also work with partner organisations (who engage specific target client groups such as young people in care) to reach young people who would not otherwise engage with arts activities.
- Many of the projects have designed 'pathways of progression' into their project models, providing opportunities for young people who sustain their engagement to progress into further learning opportunities.
- A number of these projects have also designed progression routes for those young people who have developed aspirations to work in the creative industries, by providing opportunities for advanced training, volunteering placements, work experience placements, etc.

A small number of projects have had a greater focus on Access and Participation rather than Learning and Progression outcomes. These projects have been successful in engaging excluded young people, but they have delivered fewer opportunities for progression outcomes.

2.3 Training and Employability Fund

Key results for Round One

The Training and Employability Fund exceeded its target of 526 and engaged 721 young people in learning opportunities in Round One.

Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development

- 448 have developed skills, confidence and aspirations through their participation
- 30 achieved qualifications (NPA Web design)

Outcome 6: More participants progress onto further learning, training and personal development opportunities

- 33 young people have progressed into further education or employment

Creative Scotland worked with three Further Education institutions to develop programmes which would support young people into the creative industries.

The fund has been disbursed in two rounds. Round One disbursed £248,500 to three delivery partners.

- Dundee and Angus College was awarded £90,000
- Glasgow Clyde College was awarded £100,000
- Forth Valley College was awarded £58,500

Outputs

The three Training and Employability projects aimed to engage 526 young people. A total of 721 have participated in Round One.

Table 1: Number of participants - Training and Employment Fund Round One

Delivery organisation	Estimated number of participants	Actual number participants
Dundee and Angus College	40	34
Glasgow Clyde College	450	658
Forth Valley College*	36	29
TOTAL	526	721

*Forth Valley College will deliver the second summer school in summer 2016, aimed at 2017 college entrants.

Outcomes

The project models are diverse and while each of the projects can demonstrate that it delivered outcomes which contribute to the Cashback for Creativity programme level outcomes, the outcomes from each are very different

Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development

- Dundee and Angus College
 - 34 young people participated in a goal-setting programme which helped to raise aspirations

'It made me look at myself and my attitude to myself'

- 30 achieved a National Progression Award (NPA) in Web Design
- Forth Valley College Summer School
 - 36 young people have developed skills and confidence
- Glasgow Clyde College
 - 378 young people have developed skills and confidence

Outcome 6: More participants progress onto further learning, training and personal development opportunities

- 24 young people progressed into further education or employment from the Dundee and Angus College programme
- Six young people have progressed into college or other learning opportunities from the Forth Valley College Summer School
- Three young people who engaged in the Glasgow Clyde College project have progressed on to college.

2.4 Summary of outputs and outcomes from Round One

In the first round of funding, Creative Scotland has allocated £1,386,435 over the three strands of the programme. As a result:

- 9,452 young people have engaged in positive activities.
- Cashback for Creativity has delivered opportunities in 25 of the 32 Local Authority areas (See Appendix 3 for the breakdown of the number of participants from each Local Authority area).

Table 2: Funding allocation and total participants (Round One)

Strand	Funding allocation	Projected number of participants	Actual number of participants
Open Arts Fund	£199,991	2,758	3,417
Strategic Fund	£940,944	6,125	5,314
Training and Employability Fund	£248,500	526	721
TOTAL	£1,389,435	9,409	9,452

Outcome 1: Increased participation in positive activities

The Cashback for Creativity programme demonstrates strong targeting on inequalities:

- 68% of young people engaged through the strategic partners are from SIMD areas, from BME communities, have a disability or additional support needs or are from other vulnerable and at risk groups.
- 22 of 30 projects funded under the Open Arts Fund specifically targeted the above groups (representing 73% of the funding allocated by the Open Arts Fund).

Outcome 2: Increased opportunities to develop interests and skills

The programme has engaged 9,452 young people in opportunities to develop skills and interest across all three strands.

Outcome 3: Participants demonstrate new skills and positive changes in behaviour

Qualitative evidence from projects across each of the strands demonstrates that young people have increased skills and confidence. Many of the projects report that young people have improved their ability to participate in group activities (teamwork) and communication skills.

Outcome 4: Sustained participation in positive activities

Data from the Strategic Fund projects shows that 2,979 young people sustained their participation. Evidence drawn from case studies indicate that young people sustained their participation in 21 of 30 projects funded in Round One.

Outcome 5: Participants develop confidence in their skills and develop aspirations for further learning and development.

Achievement of this outcome can be measured by the number of young people who have achieved accreditation for learning through the Strategic Fund and the number who have progressed into further learning opportunities (see Outcome 6).

Open Arts Fund projects have also supported young people's learning and development. This is evidenced by the number of young people who have achieved accreditation for their learning (Youth Achievement awards, Arts Awards etc). Nine projects provided evidence in their case studies including:

- Rusty Boat report 13 young people completed Dynamic Youth Awards
- Sandveien Neighbourhood Centre report that 10 participants received Youth Achievement Awards
- Z1 Girls Group report that four participants received their Saltire awards
- Reeltime Music report that seven participants have progressed to weekly groups and are on course to complete a bronze Youth Achievement Award
- Toonspeak report that participants achieved the Arts Award
- Falkirk Community Trust report that nine young people achieved a Youth Achievement Award
- Arthritis Care report four first aid certificates
- In Aberdeen Foyer, the young people in the group want to apply for further funding to keep the project going and for the current group members to become mentors for a new group.

Outcome 6: More participants progress onto further learning, training and personal development opportunities.

The Strategic Fund: 1,269 young people have progressed into other learning and development opportunities. The fund has engaged a diverse client group and the progressions are diverse. For some young people a progression was moving into a mainstream learning opportunity; for others it was achievement of a job or full time further education place.

The Employability and Training fund has delivered 33 progressions into positive destinations (young people moving into employment or education).

3. REVIEW OF PROGRAMME MANAGEMENT

The 2014/15 Annual Review of Cashback for Creativity identified two challenges for the programme.

- Project outcomes were not sufficiently aligned to achieve the programme level outcomes
- The quality of monitoring and evaluation data being collected by projects.

This chapter provides a summary of the challenges and the action that Creative Scotland has taken to address these challenges.

It also identifies learning and recommendations for future funding programmes.

3.1 Aligning project and programme level outcomes

The Annual Review identified that projects in the Strategic Fund could demonstrate effective mechanisms to engage with young people from excluded groups and engage them in informal learning opportunities, but there was a number of projects which did not provide an adequate pathway of learning and progression. The outcomes from these projects contribute to the Access and Participation objectives of the programme and resulted in the under-delivery of the Learning and Progression target numbers.

Actions taken

In light of these findings, Creative Scotland carried out a review of the Strategic Fund prior to the allocation of the second round of funding.

To support the portfolio review and realignment, Creative Scotland carried out the following:

- a systematic review of its application process for the fund,
- the application form was redesigned to improve the focus on outcomes (and alignment with programme outcomes). Applicants had to describe in detail their project model and theory of change – in effect demonstrating how the proposed activities would support young people to progress,
- the application form was revised to improve the collection of data on the number of participants, the level of engagement and the progression routes,
- the requirement for successful applicants to complete a Monitoring and Evaluation Template was introduced to provide a clear evaluation framework for their project and to demonstrate that they were collecting appropriate data to evidence both participation and progression, and
- the Interim, End of Project and Quarterly Reports were reviewed and reformatted to create a new suite of reporting tools which were outcomes-focused and would collect cumulative data on numbers of participations, on sustained participation, and on outcomes.

Creative Scotland assessed the submissions for Round Two of the Strategic and Training and Employability Fund and found three that did not demonstrate adequate fit with the outcomes of the programme. These projects did not receive funding to continue their projects.

The actions taken as a result of the review have significantly improved the projects' outcome focus and alignment of project outcomes to programme outcomes. The

portfolio in Round Two has been realigned to provide a greater focus on delivering progression opportunities for young people.

- Projects models can better demonstrate pathways of progression for young people.
- Projects models can better demonstrate how proposed activities will deliver the Strategic Fund outcomes.

3.2 Improving the quality of data collection from projects

Data Collection Methods

The 2014/15 Annual Review highlighted a number of weaknesses in the data collected by the projects and the capacity of that data to enable a robust evaluation of the programme.

All partners in the Cashback for Creativity programme submit a Quarterly Report and an Interim and End of Project Report. The Quarterly report is the main basis of programme level assessment of the portfolio. The reports are collated to create a programme level Quarterly Report for submission to the Scottish Government.

The review identified the following weaknesses in data:

- Ability to aggregate data: it was not possible to aggregate the data from Q1 to Q2 in the original data collection sheet as in many cases the same young people are participating in the project in both quarters.
- Meaningful outcomes data: the data collection sheet collected numbers of outcomes rather than outcomes for individuals. There needed to be space for partners to report on both with more clarity – outwith the excel spreadsheet but on a quarterly basis.
- Gaps in data: the data collection sheet introduced at the beginning of the programme created confusion for partners on the level of detail in data to be collected and how to present it. An example of this was collection of SIMD data – the data collection sheet reported on *where* activity took place rather than the SIMD status of participants. A new quarterly report now asks projects to report on what the primary target group for the project is eg SIMD, and how many participants are within this primary target group.

Actions taken

Creative Scotland has developed an alternative monitoring and recording system for the Cashback for Creativity programme. The system enables Creative Scotland to collect key data on participation and on the achievement of outcomes from projects. This will provide meaningful programme management data on a quarterly basis which will allow Creative Scotland to report to Scottish Government, and to manage the performance of the projects and portfolio. It will also enable Creative Scotland to aggregate data across the programme. Actions taken include:

- Creative Scotland has created a new suite of monitoring and reporting templates which aligns quarterly reporting with the data required for the End of Project Report.
- A facilitated learning day to introduce the new reporting process to projects and the Programme Manager has also provided additional one-to-one support to

projects to assist them to align their own data collection processes and to meet the needs of the programme reports.

- A revised End of Project reporting system for the Open Arts Fund will improve the quality of data collected from projects funded under Rounds Two and Three.
- A retrospective collection of data from Round One projects to gather evidence for this interim evaluation: the quality of the data which has been provided by projects for the interim evaluation is a significant improvement on data which could be extracted from the original data collection sheets.

3.3 Recommendations for the future

Some recommendations for the future are highlighted below.

- Projects in the Strategic Fund, and Training and Employability Fund have improved their data recording systems to collect participant data and to record outcomes for participants. They can demonstrate project level outcomes. However, there are still some challenges in demonstrating the achievement of outcomes at the programme level. Projects have reported that it has been difficult to allocate project outcomes to the programme level outcomes, because the outcomes seem similar and often overlap. This was also reflected in the findings of the evaluation of the Cashback for Communities programme². This evaluation identified that many of the outcomes in the Cashback for Communities programme logic model were too similar and recommended that the outcome framework be improved. A recommendation for the future is that programme level outcomes should be clearly defined and measurable.
- A key lesson from the Phase 3 programme is the need for time to develop programme management procedures prior to launch of the programme. The short timeframe prior to the launch of Phase 3 did not allow for a review of the programme management processes for the Open Arts Fund. Therefore, it is recommended that sufficient time is allocated prior to the implementation of a further Cashback programme to ensure robust monitoring and evaluation processes are in place and communicated to all project partners.
- Continuation of 'light touch' evaluation processes for small projects, but projects over £5,000 should produce more robust quantitative and qualitative evaluation data. The light touch evaluation is appropriate and proportionate for projects under £5,000 but all projects over £5,000 should be required to produce more robust qualitative and quantitative data.
- Projects intended to deliver longer term outcomes need longer term funding. For any future funding programme, Creative Scotland should consider funding on a three-year basis to enable projects to design progression routes for excluded young people, but all funding should be subject to annual review based on the achievement of agreed targets and outcomes.

² Impact evaluation of the Cashback for Communities programme 2014/15, Research Scotland, February 2016

4. WILL THE PROGRAMME ACHIEVE ITS OUTCOMES AND TARGETS?

This chapter reviews the design of the programme and the extent to which the portfolio has the capacity to deliver the programme level outcomes and targets.

4.1 Open Arts Fund

Funding allocation

The Cashback for Creativity Open Arts Fund has been awarded in three separate tranches, with a total of £200,000 assigned for each round of applications. Demand for this fund has been extremely high. The number of awards in each funding round, the total sum awarded and the projected number of participant opportunities delivered is shown in Table 3.

Table 3: Number of awards made by Open Arts Fund

Funding round	Number of awards made	Total amount awarded	Projected number of participants
Round 1	30	£199,991	**3,417
Round 2	32	£200,178	2,047
Round 3	30	£223,905	2,357
TOTAL	92	*£624,074	7,821

* The additional £24,074 was unclaimed funds from the 2011-2014 Cashback for Creativity programme.

** This figure is the actual number of participants.

The panel made approximately 30 awards per annum and provided in the region of 2500 opportunities per annum.

Over the three rounds of funding the Open Arts Fund will invest £624,074 in 92 projects which will provide opportunities for 7,821 young people to participate in the arts.

The Open Arts Fund has been very successful in targeting communities of greatest need and young people who are vulnerable or at risk. Table 4 shows the proportion of the funding and the number of opportunities which were targeted at addressing inequalities.

Table 4: Targeting achieved by the Open Arts Fund

	Number of projects	Total amount awarded	% of total funding	Number of young people
Communities in greatest need (SIMD)	38	£260,639	42%	2,751
BME	3	£26,876	4%	938
Disabled people	11	£88,735	14%	541
Other vulnerable groups	14	£77,511	13%	718
Filling gaps in provision and rural exclusion	26	£170,313	27%	2,873
TOTAL	92	£624,074	100%	7,821

Figure 2: Open Arts Fund - distribution of funding to target groups

Total funding allocated is £624,074.

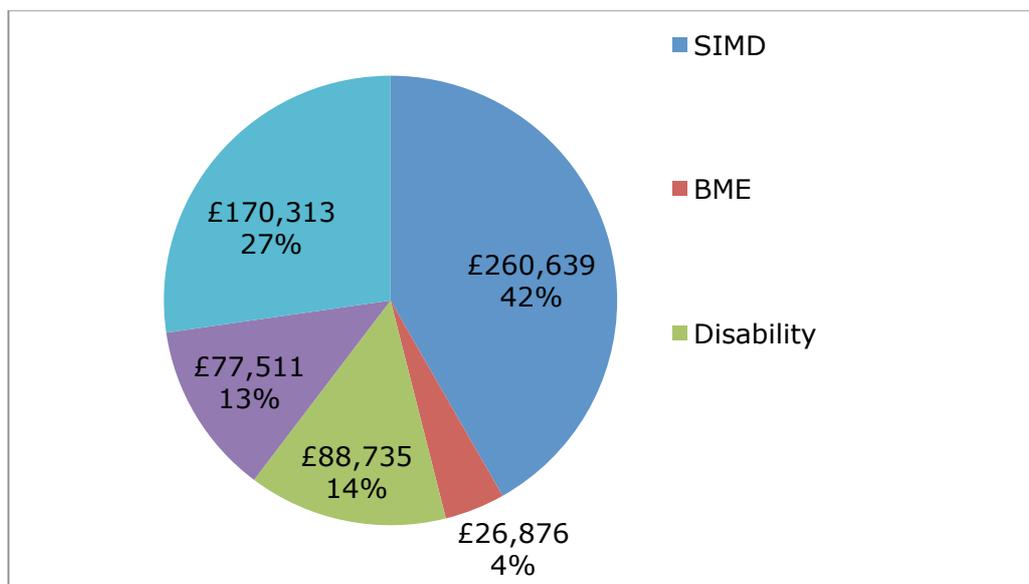
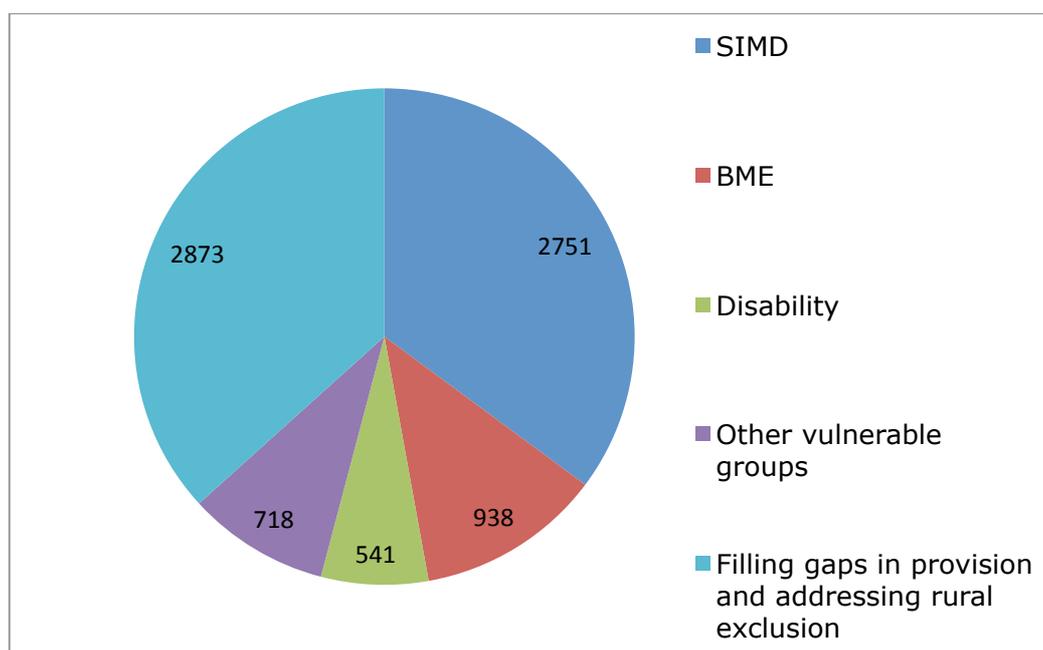


Figure 3: Open Arts Fund – numbers of opportunities created for target groups

Total number of opportunities created is 7,821



Purpose of the Open Arts Fund

The purpose of the Open Arts Fund as outlined in the offer letter is:

"The programme will deliver a diverse programme across Scotland, through a wide range of art forms and partner organisations, increasing the level of provision and accessibility to high quality creative opportunities for young people nationwide. These will be short/medium term projects (up to a year) aimed at developing skills and interests and motivating young people to engage and sustain participation in positive activities."

- The management of the fund will ensure that resources are targeted at communities of greatest need. This will include geographic targeting as well as targeting young people at risk of offending or re-offending and other vulnerable, marginalised groups including young people in residential care and young people from minority ethnic groups.

Will the Open Arts Fund achieve its purpose?

Over the three year programme, it will:

- provide 7,821 new opportunities for young people to participate in the arts.
- deliver activities in 26 of the 32 Local Authority areas and targeted at communities of greatest need:
 - 73% of the total funding is targeted on vulnerable or excluded young people (SIMD, BME, disabled, young people in care etc.)
 - 42% of the total funding is targeted on SIMD communities alone.

The breakdown of investment and the number of opportunities supported by the Open Arts Fund in each Local Authority area is shown in Appendix 1.

Target

The target for the Open Arts Fund was to fund approximately 50 successful projects per annum from across Scotland, providing opportunities for approximately 5000 young people annually, in communities of need.

- Table 5 shows that the number of applications each year exceeded 50.
- The number of funding applications received was 381 over 3 years.

Demand from the sector for the Open Arts Fund was high and considerably outstripped supply of funds.

Table 5: Number and value of applications to the Open Arts Fund

Funding round	Number of applications submitted	Total amount applied For	Projected number of opportunities	Average cost per opportunity
Round 1	149	£1,157,704	12,445	£93
Round 2	143	£1,070,351	12,838	£83
Round 3	89	£756,048	9,154	£83
TOTAL	381	£2,984,103	34,437	£87

Table 5 shows that the average cost of an opportunity (averaged across the three rounds of the programme) was approximately £87. Based on this average cost, the level of funding required to deliver 15,000 opportunities for targeted young people would have been in the region of £1,299,750.

This suggests that Creative Scotland underestimated the cost of delivery of targeted activities through the Open Arts Fund in its application. This information provides useful learning for Creative Scotland for future programme development.

Can the Open Arts Fund achieve its targets?

The target for the Open Arts Fund was to create arts led opportunities to vulnerable young people in communities of need over three years.

- The Fund has already evidenced success in delivering a range of opportunities to the specified target groups of young people.
- Over the three rounds of funding, the Fund will create 7,812 new opportunities, approximately half of the target.
- The information on the real cost of delivery shows that the target of 15,000 participants could not have been achieved within the budget. Creative Scotland maintained the focus on delivering opportunities to vulnerable young people, which was the main objective of the programme.

4.2 Strategic Fund

Funding allocation

Creative Scotland disbursed the funding in two rounds.

- In the first round of funding, £940,944 was awarded to 16 organisations.
- A second round of funding was disbursed in early 2016 - a further £529,056 was allocated to 12 of the strategic partners.

The list of partners, the amounts awarded and the art forms is appended in Appendix 2.

Purpose of the Strategic Fund

The Strategic Fund aims to deliver:

'a programme of learning and developmental activities which improve skills and confidence, but also raise aspirations and provide pathways for further learning, training, education and employment.'

Will the Strategic Fund deliver the purpose and outcomes?

The primary focus for the Strategic Fund was to deliver the Learning and Progression outcomes.

While the review of the Round One portfolio demonstrated that number of the projects in the portfolio did not have a primary focus on the delivery of progression outcomes, Creative Scotland successfully restructured the portfolio in Round Two to realign the projects outcomes to better reflect the purpose and outcomes of the Strategic Fund.

- Projects can better demonstrate pathways of progression for young people
- Projects can better demonstrate how proposed activities will deliver outcomes which contribute to the Strategic Fund outcomes.

It is important to note that some of the projects will continue to work with young people who engaged in Round One, and continue to support their progression in Round Two. Therefore, for many young people, the outcome will be delivered in Round Two.

Targets

The target for the Strategic Fund was to *'engage 1750 young people per annum, with an anticipated 80% progressing into positive destinations including volunteering, further education qualifications and employment.'*

The target over the three years of the programme is:

- To engage 5,250 young people
- 4,200 progressing into positive destinations including volunteering, further education qualifications and employment.

Can the Strategic Fund achieve its targets?

An analysis of applications shows that the projects funded by the Strategic Fund will engage 8,196 young people over the programme, significantly exceeding the target of 5,250 (1750 per year).

The larger number of opportunities delivered by partners in this strand reflects the project models which initially deliver 'engagement' activities to break down barriers to access for the most excluded groups of young people.

Table 6: Projected number of young people engaged by Strategic Fund

	Funding allocated	Number of strategic partners	Projected number of young people
Round One	£940,944	16	*5,314
Round Two	£529,056	12	2,882
Total	£1,470,000	28	8,196

*This is the actual number of young people who participated in Round One

The Fund target, as included in the offer letter from the Scottish Government is:

'80% progressing into positive destinations including volunteering, further education qualifications and employment'

However, while the majority of projects in the portfolio can demonstrate that they are delivering progression outcomes (i.e. that more young people progressed in to further learning, training and personal development opportunities), this outcome will not always contribute to the achievement of the target.

There are two factors which influence the disconnect between the programme outcomes and target:

Age group of the participants

The target is more appropriate for young people in the post-school phase (over 16 years of age). However, the Cashback for Creativity programme engages young people between the ages of 10-25.

Across the Strategic Fund portfolio, approximately one fifth (18.5%) of all projected participants are under the age of 12 (and there are individual projects with a significantly higher percentage of children under the age of 12), for example:

- Eden Court projects 515 participants of which 70% are under 12
- Firefly Arts application states that of the anticipated 500 participants, over half are under 12 years old.
- GMAC projects that 40% of the participants will be under 12.

While these projects can demonstrate that they are delivering progression outcomes for these young people (progressions into other learning and development opportunities), the target of '80% progressing into positive destinations including volunteering, further education qualifications and employment' is clearly inappropriate for this age group.

Positive outcomes Vs positive destinations

While projects can demonstrate that they have achieved the programme outcome for young people, progression into 'onto further learning, training and personal development opportunities' can mean that a young person has progressed onto another opportunity which is on a 'pathway' toward a positive destination, but is not a positive destination in itself.

Therefore, the achievement of Outcome 6 might not contribute towards the achievement of the target:

'80% progressing into positive destinations including volunteering, further education qualifications and employment'

Whilst the Strategic Fund can demonstrate a high percentage of positive outcomes it will not achieve 80% positive destinations for the reasons cited above.

4.3 Training and Employability fund

Purpose of the Fund

The Training and Employability Scheme aims to develop specially tailored Creative Industries training programmes in partnership with FE and HE institutions across the country.

The programme seeks to enhance participants' employability and awareness of job opportunities available within the creative and cultural industries through introductory courses and training specific to the Creative Industries.

Activities and outputs

Table 7: Training and Employability Fund – projected number of participants

Delivery Organisation	Award Round One	Actual participants	Award Round Two	Projected participants
Dundee and Angus College	£90,000	34	£66,234	24
Glasgow Clyde College	£100,000	658	£50,000	108
Forth Valley*	£58,500	29	N/A	30
Princes Trust	N/A	N/A	£50,000	65
	£248,500	721	£166,234	227

*This project was funded in Round One but will deliver into 2016.

Targets

The offer letter from the Scottish Government required the Cashback for Creativity Training and Employability Fund to involve around 350 to 500 young people.

- Across both rounds, the Training and Employability strand will deliver 948 opportunities.

The offer letter does not include outcome targets for the fund. However, the projects within the portfolio are a good fit with the 'purpose' of the fund, and will deliver outcomes that will contribute to the Cashback for Creativity programme level outcomes.

4.4 Conclusion

This section provides an overview of the outputs and outcomes from the entire programme and comments on the extent to which these, collectively, will deliver the Cashback for Creativity programme level outcomes and targets.

Output targets

Cashback for Creativity had a target of engaging around 20,000 young people over a three year period.

- The programme is currently projected to engage with 16,965 young people across each of the three strands.
- Cashback for Creativity will deliver activity in 29 of the 32 Local Authority areas in Scotland. (See Appendix 5)

Table 8: Projected number of participants - programme total

Strand	Funding Available	Funding Allocated	Projected number of participants*
Open Arts Fund	£600,000	£624,074	7,821
Strategic Fund	£1,470,000	£1,470,000	8,196
Training and Employability Fund	£500,000	£414,734	948
TOTAL	£2,570,000	£2,508,808	16,965

*Includes actual figures from Round One (completed) and projected figures for current Rounds.

The total sum allocated to Creative Scotland to deliver the Cashback for Creativity programme was £3,000,000.

- The total funding allocated to date is £2,508,808
- This sum includes an additional £24,074 allocated through the Open Arts Fund which came from underspend in previous phases of the Cashback for Creativity programme.

Currently, there is an unallocated underspend of £85,266 for the Training and Employability Fund.

Other elements of spend in the programme include an External Evaluation, Research Project, series of Learning and Networking events for project partners and Creative Scotland management of the overall programme bringing a total programme spend to £3m.

Capacity to deliver the programme outcomes

The application for Phase 3 of Cashback for Creativity presented a model in which the different strands (or funds) had a discrete but linked purpose and would deliver different elements and outcomes of the Cashback for Creativity programme.

The Funds have not focused exclusively on delivering the separate elements of the programme, but have delivered a more integrated approach to engagement, learning and progression.

Open Arts Fund

The Fund has successfully delivered arts opportunities to vulnerable young people in communities of need across Scotland. This was the main objective of the fund.

It has delivered a lower number of opportunities than expected: 7,821 against a target of 15,000.

The allocation of the Fund shows very strong targeting on inequalities:

- Across the three rounds of funding 73% of funding has been targeting on engaging young people from SIMD areas, disabled young people and other young people who are vulnerable and at risk. The remaining 27% of funding has been targeted at filling recognised gaps in provision and tackling rural exclusion.

It was anticipated that the Open Arts Fund would deliver the projects which focused on increasing access and participation in the arts.

- Projects can demonstrate that they have contributed to the achievement of the Access and Participation outcomes.
- Additionally, many of the projects have delivered Learning and Progression outcomes as well as Access and Participation outcomes.

The purpose and longer term outcome of the Open Arts Fund was to sustain engagement in positive activities.

- The data from Round One of the Open Arts Fund does not provide a quantitative measure of this outcome, although evidence from case studies demonstrates that young people have sustained their participation.
- Creative Scotland has improved the data collection process to provide quantitative measures for this outcome from Round Two and Three of the Open Arts Fund.

The Strategic Fund

The strategic fund is projected to engage over 8,000 young people against a target of 5,250 over three years.

- The numbers of opportunities offered significantly exceeds the targets for the fund.
- This results from project models which have delivered access and participation activities in order to engage the targeted client group in learning opportunities.

The Strategic Fund Partners have demonstrated their capacity to engage young people who are typically excluded from arts and learning activities, sustain their engagement in positive activities and support them to progress into learning opportunities.

- 68% of young people engaged through the strategic partners are from SIMD areas, areas of rural exclusion, from BME communities, have a disability or additional support needs or are from other vulnerable and at risk groups.

However, the programme is not going to meet the programme target of 80% of young people progressing into further learning, training and employment opportunities. So

what has Creative Scotland done to address this? A review of the programme in October 2015 highlighted two challenges:

- the need to align project level outcomes to programme level outcomes, and,
- the quality of monitoring and evaluation data being collected by projects.

Creative Scotland took the following improvement measures for Round Two of the programme:

- Re-focused the criteria for applications in Round Two to increase the delivery of the learning and progression outcomes in the newly awarded Strategic and Training and Employability partners
- Worked one-to-one with partners to review project models and ensure the capacity to deliver progression outcomes
- Developed an 'outcome-focused' application form
- Developed a new reporting system for Round Two of the programme to facilitate the gathering of outcomes and outputs data that could be aggregated across the programme and gather essential data
- Delivered further training to partners and on monitoring of outputs and outcomes

The Strategic Fund is now better aligned to deliver the outcomes which will contribute to its strategic purpose and outcomes.

The percentage of young people progressing into further learning opportunities in Round One was 43%.

- It is anticipated that the percentage will be higher in Round Two due to the realignment of the portfolio with the Learning and Progression outcomes.

It is also important to note that for many of the young people who engaged in Round One of the programme, these are still 'interim outcomes'. Delivering outcomes for excluded young people takes time. Previous evaluations of the programme have shown:

- Many of the young people continue to engage with the Cashback for Creativity projects and continue on a learning journey.
- Many of the young people will progress onto other learning opportunities and onto 'hard outcomes' outwith the timeframe of this evaluation.

The Training and Employability Fund

The projects are diverse but their models are focused on achieving the Fund purpose and on delivering the Learning and Progression outcomes of the programme.

- The strand is anticipated to achieve its purpose and target.

The target for this strand was to engage 350-500 young people in programmes which introduced young people to the Creative Industries.

- The strand is projected to create 948 opportunities.