



SCOTCH WHISKY
ACTION FUND

MANAGED BY



Glasgow Girls Football
Club



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Organisation: **Glasgow Girls Football Club**

Date of Award: **2022**

Amount Awarded: **£19,700**

Project Name: **Tackled**



Glasgow Girls Football Club is a community-based charity established in 2011 located adjacent to the Shettleston Ward in Glasgow, which comprises a high number of neighbourhoods experiencing significant poverty, deprivation and disadvantage. The Club provides opportunities for disadvantaged and marginalised young females from Glasgow's East End to engage in organised football activities to improve their inclusion and physical and mental wellbeing. There are 291 club members ranging from 7-30 years old, who attend football-focused activities for around 12 hours weekly. They also deliver a schools football coaching programme and community football programme accessed by 120 young people weekly.

The Project:

In 2022, Glasgow Girls FC received a grant of £19,400 from the Scotch Whisky Action Fund (SWAF) to deliver the 'Tackled' project, a peer-led alcohol education and awareness mentoring programme to young people aged 11-16 in the communities of the Shettleston and adjacent communities of Budhill, Springboig and Greenfield. The aim of the mentoring programme is to improve young people's awareness, knowledge and understanding of the potential dangers and implications of the misuse of alcohol, and to engage them in the range of diversionary activities, supporting their health and wellbeing by steering them away from risk taking, anti-social behaviour, and criminal activity. The grant contributed to the Peer Mentor Co-ordinator, tutors, volunteer expenses, training and accreditation for eight volunteer peer mentors, and alcohol education training workbooks and resources.

The Impact:

Glasgow Girls FC delivered sixty-four alcohol information and awareness workshops across ten female football teams (12-16 year olds), three local schools, and local football/sports clubs. A total of 856 young people attended the workshop sessions.

The Club also delivered five alcohol information and awareness sessions to twenty-three local adults who are parents of the female football team(s) players. They have also worked with and supported eight local youths to complete various training and learning programmes to prepare them to support staff members in the delivery of alcohol information and awareness workshops to their peers across The Club's football teams, local schools, and local football and sports clubs.

Training and learning programmes delivered to the young people included:

- 10 peer mentoring learning workshops together with an on-line peer mentoring course (SCQS Level 2) which was accredited by The Scottish Mentoring Network.
- 8 alcohol education learning workshops, eight communication skills learning workshops.
- 4 group communication skills learning workshops.
- 5 team working skills learning workshops.
- 5 presentation skills learning workshops.



The Club has been particularly active in St. Andrews secondary school, working with over sixty young pupils aged 14-16 who have behavioural issues, poor attendance records and histories of continuous temporary exclusions from school. The school identified that most of these young pupils have experienced personal issues relating to alcohol misuse and low-level alcohol fuelled anti-social behaviour.

The Club has been working with these young pupils on a weekly basis engaging them in several activities inclusive of football, community art, multi-media, and peer mentoring learning. This approach has proved to be extremely successful in enabling staff members and volunteer peer mentors to develop strong trusting relationships with many of the young pupils and to enter open discussions with them regarding their use/misuse of alcohol and the reasons why. This has also enabled The Club to significantly increase this target groups awareness and knowledge of the dangers of “binge drinking” and alcohol misuse in respect of personal health and personal safety.

Twelve of the cohort of pupils have taken active steps to address issues relating to their alcohol misuse by enrolling in various activities at the Club on weekday evenings and at weekends. Seven of the young pupils participating in these activities over the past months have reported they have made new friends and broken away from “street groups” and other groups where alcohol use and misuse was prevalent. They also reported feeling happier and have improved relationships with parents and schoolteachers. Two of these young people have completed the alcohol peer mentor training and learning programmes and are supporting staff members in the delivery of alcohol information and awareness workshops to peers across the community.

Young people reported the following additional outcomes:

- 42 increased skills and knowledge
- 34 improved engagement in education/learning
- 20 improved social networks
- 38 increased resilience and/or selfcare
- 42 improved physical health and wellbeing
- 34 improved mental health and wellbeing
- 188 increased confidence in keeping themselves safe



"We are extremely grateful to The Scotch Whisky Action Fund for giving us the funds required to deliver this important project to young people across our community."

- David McDermott, Development Manager

Case Study

Deyna* is a pupil at St. Andrews secondary school and was one of sixty pupils that Glasgow Girls FC engaged with through the alcohol information and awareness raising programme.

Deyna attended weekly sessions on a regular basis, but she did not participate in any of the activities, and she proved to be disruptive, continuously being negative towards staff members, occasionally acting aggressively, and criticising her peers for participating in activity sessions. Two volunteer peer mentors had known Deyna from her involvement with female football teams across Glasgow's east end and they both agreed to try to spend some time with her to try to encourage her to participate in activity sessions. In spending time with Deyna and befriending her, the volunteer peer mentors discovered she was experiencing problems with her parents due to poor behaviour and regular truancy from school.

Deyna disclosed she was involved with a group of "casual" friends who regularly participated in "binge drinking" and alcohol misuse. They drifted around streets in their community and were regularly in trouble with the police for group focused anti-social behaviour and low-level criminality. Deyna gradually spent more and more time with the mentors, attending football coaching and practice sessions and multi-media activities at the Club's premises at Budhill Park.

Over a period of several months Deyna was attending activities three evenings a week and at weekends. She has gradually broken away from the group of "casual" friends who were involved in street activity and alcohol fuelled anti-social behaviour and she had not been involved in "binge" drinking sessions or alcohol misuse. During the recent summer holidays period Deyna joined the volunteer activities project and participated in grounds maintenance activities three days per week and football coaching activities two evenings per week.

She is currently working towards SFA level 1 & 2 football coaching badges. She is also playing regular football matches on weekends with the under 16s female football team. Deyna's relationship with her parents has greatly improved and she is attending school on a regular basis and making new friends who share her interests. She feels her life is better and is happy with life.

*name has been changed