



Preventative Spend

June 2020

Table of Contents

- Executive Summary
Club CEO, Colin McGowan
- Introduction
Tackling Socio-Economic Deprivation
- Evidence of Preventative Spend 2012-2020
- Conclusion/Recommendation
- Appendix & References
[NOTE: Appendices attached individually]

Executive Summary

It is my intention and privilege to share with you the community work of Hamilton Academical FC along with both charities housed within the club; the children's charity Blameless and Hamilton Academical Community Trust.

Both charities are fully regulated by OSCR and after more than a decade of working directly within local and wider communities, identifying and addressing the social and emotional challenges brought about from social economic deprivation, the aims and strategic objectives of both charities are in alignment within Scottish Government's "National Performance Framework"

<https://nationalperformance.gov.scot/> i.e.

- Create a more successful country
- Give opportunities to all people living in Scotland
- Increase the wellbeing of people living in Scotland
- Create sustainable and inclusive growth
- Reduce inequalities and give equal importance to economic, environmental and social progress.

Indeed, with the attraction of our football club encouraging investment from stakeholders, community engagement and the creation of both charities, we have been able to contribute towards the aims of the national performance framework; statistical evidence (SIMD 2020) underpinning these achievements, will follow in the main body of this document.

While reading the information and data derived from our collaborative approach on the forthcoming pages, I would like to ask you to be mindful of the fact that should Hamilton Academical FC cease to exist in the near future, the negative impact would be catastrophic.

2020, marks the club's 7th year in top flight Scottish football, this alone allows us to offer local employment and volunteering opportunities, generate income and promote marketing for businesses; including the hotel and leisure industry, encourage positive community engagement and financially support public services, while retaining our historical position in Scottish football since 1874.

Therefore it is critical we have the support of the community planning partnership to allow our club and associated charities the optimum chance of being able to continue to work in tackling deprivation, poverty and inequality. All of which are clearly identified as key outcomes in our existing projects and support groups which wholly contribute towards our efforts to deliver sustainable inclusive economic growth.

Yours in sport

Colin McGowan, CEO, Hamilton Academical FC

Appendix: Letters of endorsement

Motion in Scottish Parliament

Introduction

Tackling Socio-Economic Deprivation

“The Community Empowerment (Scotland) Act 2015 requires community planning partners to secure the participation of community bodies in community planning, in particular those that represent the interests of people who experience inequalities of outcome from socioeconomic disadvantage”.

<https://www.gov.scot/policies/community-empowerment/>

For the past decade, our Club has evolved to become one of the most celebrated not only in sport but in our charitable services throughout the community. Tackling social and economic inequalities head on. Through implementing our support programmes, we have successfully embedded cultural change in key areas, which in turn has removed the need from direct investment from public services.

Our broad range of support and services affords our charities the opportunity to be a recognised contributor towards the Scottish Governments **“Fairer Scotland Action Plan: 5 Ambitions and 50 Actions”**. We have outlined below each of our in-house and external programmes of support, a community engagement model, which hopefully you will agree, are key in helping to make Scotland a fairer place.

There can be no doubt that the continued success of our established community work is vital in helping to realise the 5 ambitions and to help shape the Scottish Governments plans for 2030.

<https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2016/10/fairer-scotland-action-plan/documents/00506841-pdf/00506841-pdf/govscot%3Adocument/00506841.pdf>

1. Work and Living Standards
2. Homes and Communities
3. Early Years, Education and Health
4. Community Participation and Public Services
5. Respect & Dignity

Our community engagement model focuses on the following key areas; **Addiction, Equality & Inclusion, Mental Health & Wellbeing, Education, Rehabilitation and Reducing Poverty.**

Tackling Socio-Economic Deprivation

Blameless Charity SCO38464

Key Area of Support (Addiction)

Service Users: Families, Adults, Children, Kinship Carers

Blameless was established and granted charitable status in 2012 with core objectives to provide fun times, happy memories and a vision of hope for the future for children and families affected by alcoholism and addiction. Our offices and premises are located within the stadium grounds of Hamilton Academical FC.

We have facilities to accommodate our community with recovery open days, festivals, fun days, play days and provide positive experiences around difficult periods such as festive periods and school holidays.

Our childrens recreational area consists of a man made beach with 150 tonnes of sand, swing park, BBQ area, football facilities, recording studio, Castle of Hope, Crazy Golf and serenity gardens to keep the families and children entertained on special events, birthdays etc.

Courtesy of Hamilton Academical FC, we access a team of volunteers, who meet, greet and co-ordinate Blameless families to allow them to enjoy complimentary match games. Various away day outings are offered, allowing vulnerable and disadvantaged children to enjoy activities such as Go-karting, Cinema nights, Carnival, Circus visits, Pantomimes and Theatre productions etc all over Scotland.

Blameless families experience residential retreats away to Eden Village and enjoy living 'A Day at a Time' in a well-structured and organised programme which focuses on family bonding and rebuilding relationships.

A recently identified and new approach Blameless now offer is a befriending service run by volunteers offering peer support, this is an invaluable service to anyone who may be needing that bit of extra one to one support. Volunteers are experienced and undergo the relevant training/suitable qualifications.

The Shed Men Lanarkshire

Key Area of Support (Mental Health & Wellbeing)

Service users: Males aged 50+

Men's Sheds are community run workshops with a social area.

Our men's shed is a place to

- work and relax
- pursue hobbies
- share skills
- have a cuppa and a chat
- get out of the house for a while
- get practical help with your projects

Safari Walk

Key Area of Support (Education)

Service Users: Children, Schools, Youth Groups, Vulnerable Adults, Community

A fundamental part of our aims and ambitions is to engage with and involve the people of Lanarkshire in our initiatives to build a community spirit and enjoy the experience a sense of belonging can bring.

Our latest development is the completion of our 'Safari Walk' at the Accies, where our aim is to offer a combination of learning, exercise, bonding, social awareness and fun.

Tackling Socio-Economic Deprivation

Open Community Events

Key Area of Support (Equality & Inclusion)

Service users: Community

Annual Events and Activities for the Community, Easter Egg Hunt, Summer Holiday programme, Halloween Tours, Fireworks Night and Christmas Party.

Community Justice Payback

Key Area of Support (Rehabilitation)

Service users: Offenders

We work with the Community Justice Service, allowing offenders to pay back to the Community and carry out their service here at Hamilton Academical FC. **Appendix: GM Case Study**

Complimentary Match Day Tickets

Key Area of Support (Equality & Inclusion)

Service users: Third sector organisations, schools, charities, local boys clubs.

Over 200 tickets distributed fortnightly among charities and organisations such as Universal Connexions, Chris' House among others.

Bi Annual Children's Football Tournament

Key Area of Support (Reducing Poverty)

Service users: Individuals and families who access our local Foodbank

We host a bi-annual football tournament where around 600 players attend. Entry is by food donation which is then given to the Hamilton & District Foodbank. We are now in our 5th year of this hugely successful twice yearly event.

Community Café

Key Area of Support (Equality & Inclusion)

Service users: Open to all

Hamilton Academical FC opens its doors to anyone in the Community to join them in the Community Cafe one day per week for a relaxed coffee/lunch and chat often signposting people to in house supports that the Club offer, most weeks we have stalls from third sector agencies providing information. We offer complimentary treatments such as reiki, reflexology for a small donation.

Community Gardens/Sensory Cabin:

Key Area of Support (Education & Inclusion)

Service users: Open to all

Our Community Garden are open to all however each Sunday our Gardens are made exclusive to the ASN/ASD Community from 11am to 3pm. The Gardens offer a safe and secure place for families to come along to play and allowing parents to relax and enjoy a cup of tea/coffee from our wee sweetie shop at affordable prices. Our Community Gardens has been a great success predominately for families who are raising children/young people with additional support needs. It has been quoted as being "a safe haven with peer support for adults and wonderful space for children to play without being judged".

Sensory Cabin

Our Full sized Sensory Cabin can be accessed by all who feel it would benefit their respective groups, it is used by Support Groups, Primary and Secondary mainstream, base classes and local ASN schools Other groups who have enjoyed the use of our Cabin are the Brownies, Guides and several Youth Groups. To our knowledge there is only one bookable Sensory Cabin within the community we serve.

Tackling Socio-Economic Deprivation

Male Support Group

Key Area of Support (Mental Health & Wellbeing)

Service users: Males

Founded in 2014, this well-established male only support group, focuses on improving mental health, supporting each other in the roles within their families and having a weekly meet to socialise. Many of the men are parent/carers to children with additional support needs or have suffered from poor mental health themselves.

Fibromyalgia Support Group

Key Area of Support (Mental Health & Wellbeing)

Service users: Fibromyalgia sufferers

Founded in 2015 after having identified there was no other emotional/social support groups online or meeting groups for sufferers and their families. The group focuses on peer support, education, understanding and accessing support to bring much needed positive mental health and wellbeing. Due to conditions of the illness, isolation and poor confidence can be common and the group benefits from many social outings and fun days.

Autism & ADHD Parent/Carers Support Group

Key Area of Support (Mental Health & Wellbeing)

Service users: Parents/Carers of children and young people who have been diagnosed with Autism and/or ADHD.

Founded in 2015, the group contributes to society by providing peer support, education, sign positing and fund raising to help parent/carers mental health and wellbeing. The group focuses on addressing the many difficult issues faced when raising a loved one with additional support needs and provides much needed relaxation and friendship.

Matthew Craig Community Football Coaching & Camps

Key Area of Support (Equality & Inclusion)

Service users: Children aged 5-12yrs

An integral part of the Community Trust's activities is the continual development and success of our Community Coaching programme. This allows our coaches to reach into all areas of society and thereby create a conduit back to our Community Outreach Team of staff and volunteers who can meet, provide counselling and sign post to any of our in-house and external support groups/agencies to help, assist and guide those who may be experiencing difficulties across the spectrum.

Children and young people may find it difficult to trust and share issues they have including, i.e. family abuse and poverty. Yet, while the main benefits of team participation programmes inevitably lead to improved fitness levels, greater communication skills, enhanced discipline and a general feeling of emotional wellbeing as a result of being an important member of our initiative. This outlet can ultimately help many feel secure and confident to cope with difficulties faced at home, school, social and familial wider areas of their lives. Children and young people can then have the best opportunity to fulfil their potential assisting them to succeed and achieve the best results they can in their lives.

Our successful Community Coaching programme operates 3 days per week and is aimed at offering sporting skills to children and young people age 5-12 years. With an average footfall around 80-120 children joining our Programme per week and numbers are continually growing.

Tackling Socio-Economic Deprivation

Community camps offered during Easter & Summer holiday periods support the health and wellbeing of children in the community. Annual attendance at both camps have seen in excess of around 250 children accessing our specialist programme.

Our Community Trust Football programmes were Finalists in the **Business Football Industry Awards, London, 2016 for the "Best Community Football Scheme"**

ASN Football Training

Key Area of Support (Equality & Inclusion)

Service users: Age 9 +

In 2015, it was identified a lack of services available to those with Additional Support Needs following engagement with local primary and secondary schools, it was highlighted that a large percentage of children had no choice of inclusive play once school was finished and during the holiday period despite showing interest in this and in particular many of them enjoyed playing football.

From this we were fortunate to be given funding to pilot a twelve month programme to enable those with additional support needs to participate in weekly football coaching, exclusive to meet their needs. Following intense support from coaches and dedication from parents, our HAFC ASN Football Team was established in 2015 and our players entered their first competitive game along with other ASN Football team across Scotland, this was a huge turning point from many who suffer from a variety of difficulties which has prevented from feeling included or part of any external group activity and the team are now part of the disability and inclusion league.

Fellowships: Alcohol Anonymous, Cocaine Anonymous Families Anonymous, Gamblers Anonymous

Key Area of Support (Addiction)

Service users: Individuals and families facing addiction issues.

Alcoholics Anonymous: Alcoholics Anonymous is an international mutual aid fellowship with the stated purpose of enabling its members to "stay sober and help other alcoholics achieve sobriety." AA is nonprofessional, self-supporting, and apolitical. Its only membership requirement is a desire to stop drinking.

Cocaine Anonymous: Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others recover from their addiction.

The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances. Anyone who wants to stop using cocaine and all other mind-altering substances (including alcohol and other drugs) is welcome.

Hamilton Meeting Established: 2010 only Cocaine meeting in South Lanarkshire

Gamblers Anonymous: Gamblers Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to do the same.

Tackling Socio-Economic Deprivation

Family Anonymous: Established 2015: It was identified the lack of services specifically for the family and friends affected by the alcoholism or addiction of a loved one, the group is peer support lead sharing experience, strength and hope. Two Support groups at the Stadium and a further group established due to growth in FA.

Families Anonymous is a world-wide fellowship of family members and friends affected by another's abuse of mind-altering substances, or related behavioural problems. FA has groups, spread throughout the country, which meet regularly. Any concerned person is encouraged to attend the meetings, even if there is only a suspicion of a problem. The Fellowship is a self-help organisation with a programme based on the 12 Steps and 12 Traditions first formulated by Alcoholics Anonymous.

Appendix: Fellowship Testimonies

Go Kids Drama Classes

Key Area of Support (Mental Health & Wellbeing)

Service users: Children aged 5-17 yrs

Go Kids performance class works on all round performance training, the focus is to create the best work possible and to learn new skills, building confidence, co-ordination and social skills. Accessed by both neurotypical and non-neurotypical children and young people.

"Talking Drugs"

Key Area of Support (Addiction)

Service users: Primary & Secondary School Children

Children aged 5-17 yrs

Primary & Secondary School Children, Community Groups, Employers

The attraction of the game can be inspirational to all walks of life, regardless of their age, race, health and abilities. We deliver our "Talking Drugs" presentations out within main stream local schools, special needs schools, community groups, employers and statutory organisations to raise awareness about the dangers attached with drug and alcohol addiction.

We use staff and volunteers with lived experience of alcoholism and addiction to deliver the workshops. They are able to give a full account of their lives caught up in alcoholism and addiction and share from personal experience.

We work in partnership with the schools, groups and organisations by being invited in to deliver the awareness raising presentation to everyone and work tirelessly at breaking the stigma attached with addiction, while opening up the channels of information to everyone as we are fully aware that addiction can impact on anyone regardless of social classification or status.

Using the field of sport as a focus on health and wellbeing and offer stadium visits to all that participate in the workshops. We have been successful in delivery of these sessions over the last six months and many positive comments and outcomes via questionnaire feedback has been received.

Appendix: Talking Drugs Feedback

In addition, we feel a rise in the number of individuals seeking information about accessing groups for peer support with addictions (which are currently housed at the HAFC Stadium) may be due to a higher profile being raised via our Talks. Peer support is always available at the Stadium as many of the staff and volunteers have a personal lived by experience of addiction.

Tackling Socio-Economic Deprivation

Cinema Experience

Key Area of Support (Equality & Inclusion)

Service users: Additional Support Needs Children & Adults/Vulnerable Adults/Elderly

Our in house Cinema offers a safe space for Children and Vulnerable Adults who normally could not access the Cinema due to Sensory Needs or simply not having the funds to visit the Cinema. The Cinema offers 14 full sized Cinema seats with drink and popcorn holders for a full Cinema experience without any judgement. After consultation with our in house Autism Support group many parents stated that they were unable to take their children to a Cinema due to varying needs. This was the catalyst to help realise their ambitions of being able to participate and enjoy such experiences, which others take for granted as being accessible.

Johan Cruyff Court

Key Area of Support (Equality & Inclusion)

Service users: Community Children & Young People

Established in 2016, it was identified that many children and young people within the community, including the vulnerable and disadvantaged were more likely to be disruptive within their communities or find themselves charged with an offence due to not having access to playing areas. These offences normally take place in the evening after other leisure amenities have closed. Our football courts can be accessed until around 10pm each night, or later if required. The courts have been a great success, so much so that we only have limited availability weekly to offer as many diverse clubs and community groups now reap the benefits of our partnership with the Johan Cruyff Foundation.

Hamilton Academical Ladies Football Club

Key Area of Support (Equality & Inclusion)

Service users: Females aged 10+

Our hugely successful women and girls squad.

Season 2019

SWPL 2 Runners Up

U15 League and League Cup winners

U13 League, League Cup and Scottish Cup winners

Season 2020

WPL2 – 1 league and 3 League cup group matches played (3 wins)

Performance section

SWPL – 23 players (players born 2001 and later)

U19 – 20 players (2004/2003/2002/2001)

U15 – 16 players (2005/2006)

Academy Section

U13 – 20 players (2010/2009/2008/2007)

U11 - 13 players

U9 - 15 players

International Games:

Players:

U19 Scotland – Kirstie McIntosh

U15 Scotland – Sophia Martin

Coach:

U19 Scotland – Fiona Dainty (Match Analyst)

Appendix: Accies Project June 2020

Tackling Socio-Economic Deprivation

Hamilton Academical FC Youth Academy

Key Area of Support (Health & Wellbeing)

Service users: Males aged 8-18yrs

Since the reorganisation of the Academy in 2003, the club have strived to provide high quality coaching and development delivered by suitably qualified staff (in relation to coaching, physiotherapy, medical and analysis), we offer high quality pitches and training facilities to all players within the academy, from age 10 upwards. We currently have 170 players within our Youth Academy; 16 Professional Coaches, a first class Sports Science Medical Team, and a number of student volunteers sourced from University of the West of Scotland where we have a strong relationship with our local university.

Our Youth Academy has been successfully accredited Platinum level by SFA Club Academy Scotland, just one of nine other Clubs across Scotland to possess such an elite status within Scottish Football.

We are proud to have held this position concurrently for the past 5 years.

Our Academy for the first time in its history, qualified for the **UEFA Youth Champions League in 2018**, which was without doubt one of our most celebrated victories and the positive and memorable experiences offered to players, staff, our Club and community as a whole will be one we will never forget. The support by fans and all across our Lanarkshire community was spectacular with an audience capacity of 2,460, enjoying the European experience on their doorstep.

In addition, we were crowned **Reserve League Champions 2019-20** ending on highest points of all league games at a total of 2,0769. The reserve league games provide a much needed platform for our young emerging Scottish talent to gain experience of competitive football, at a crucial stage in their player development. This title is a true reflection of the hard work, dedication and ambition which our players and coaches possess.

Successful transfers towards Hamilton Academical FC 1st Team & other Clubs.

This is a key aim of the academy - to produce players of a standard who are capable of playing at a high level; primarily for our own first team. Going forward the club will look to build on its excellent record of producing players through the Academy.

Four graduates have been sold to the English Premiership; two of whom have since moved on within the Premiership (James McCarthy and James McArthur) plus Stephen Hendrie (July 2015 to West Ham) and Brian Easton.

As a result, this has generated significant funds for the club to reinvest in facilities and the academy.

An additional 50+ players have come through the academy and moved on to other Scottish Professional Football League teams, making 50+ appearances.

In addition, many other players have been sold on while still within the academy - principally to Celtic FC, amongst others. Academy games, at all age levels, regularly attract interest from many English Premiership and Championship clubs.

Appendix: Academy Minutes: Project Brave

Tackling Socio-Economic Deprivation

Hamilton Academical FC Youth Academy Modern Apprenticeships

Key Area of Support (Education)

Service users: Academy Players aged 16-18yrs

In association with our Youth Academy Education and Welfare policies, with particularly thought given to players at the U17-U20 transition phase, these players participate within our modern apprenticeship programme. An overview of the success of our Modern Apprenticeship programme follows:

Working in partnership with Skills Development Scotland our modern apprenticeship statistics are as follows:

Year	Number of Apprentices	Qualified	Total
2014	8	5	5
2015	5	5	5
2016	5	4	4
2017	6	6	6
2018	9	9	9
2019	5	Not yet complete	
	Total number of Apprentices Participated 33		Total Number of Apprentices Qualified 29

In addition, our Academy Management team and CWPO (Child Welfare Protection Officer) are in regular dialogue with the SFA Child Welfare Manager re guidance and implementation of policies and keep open communication with many local schools over players' pathways, educational needs, and community involvement.

Academy players are also provided with suitable CPD opportunities to enhance knowledge across a variety of facets of the game including, but not exclusive to, diet and nutrition, the laws of the game, alcohol/drug counselling and training on appropriate use of social media. All in keeping with our Child Welfare Policies and Procedures.

Tackling Socio-Economic Deprivation

Hamilton Academical FC Community Trust SC038553

The Trust was established and granted charitable status in August 2007 and is administered by both staff and volunteers from the Community Trust office within the stadium.

Our Trustees recognise the significant importance of the role of our Club and its ongoing potential within the local and wider community. The attraction of the game can be inspirational to all walks of life, regardless of their age, race, health and abilities. We are able to offer our Trust as a robust and integral part of the community and offer a platform for fostering a community spirit between all statutory and non-statutory services and support. We are incredibly proud to have a close association and working relationship with many organisations across the local and wider community.

Hamilton Academical FC are the only SPFL registered Club within South Lanarkshire and who actively provide the Trust with a unique focal point to allow the vision and practice of the Trust to become the reality of readily identifying and supporting those who are in need.

Children and young people can be regularly faced with many obstacles in life, this is more evident in families who are exposed to the stressful consequences of addiction, alcoholism, abuse, poverty, suicide and caring for a loved one with additional support needs or ill health, to name but a few.

Our varied network partnerships including the SFA and SPFL who share our common goal of working with and supporting communities via football, which includes those who are at a disadvantage, ie, the elderly, isolated, mental health issues, additional support needs or vulnerable. Our focus and emphasis is always upon increasing confidence, feeling included and work towards helping achieve a balanced, healthy and more fulfilled happier lifestyle regardless of what barriers they may face. Our work so far is evident from both the **community engagement model** and **evidence of preventative spend**.

Evidence of Preventative Spend 2012-2020

Each of our programmes, evolve from respective charities ultimately **reducing inequalities** and **improve the wellbeing throughout the community**, and in particular those suffering from persistent inequality.

Having identified and previously highlighted key areas of support and desired outcomes for our community engagement from Hamilton Academical FC and its associated charities; the following data will give you a true statistical account of the success achieved in just under a decade of this collaborative approach; between stakeholders and partnership networks.

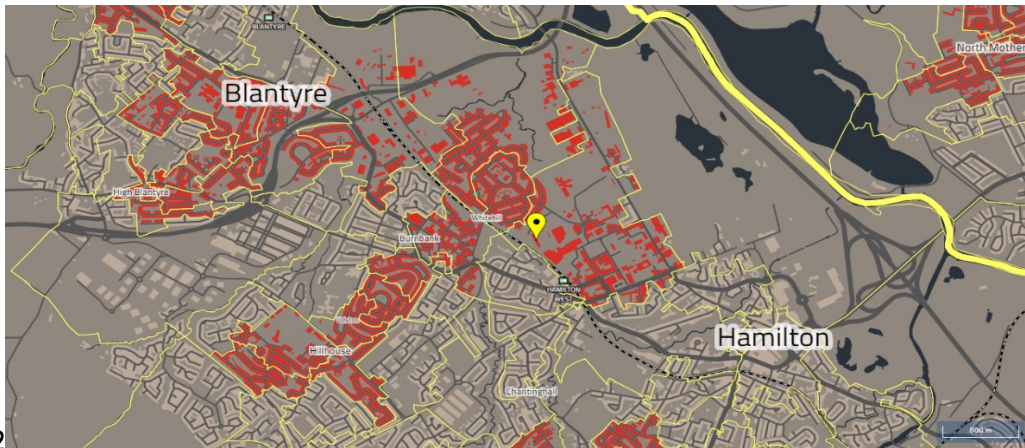
Figures researched within the SIMD 2020 (Scottish Index of Multiple Deprivation)

<https://simd.scot/#/simd2020/BTTFTT/9/-4.0000/55.9000/> show that both communities which sit adjacent to our Club, Whitehill and Burnbank North, have improved dramatically from 2012 -2020, thus reinforcing evidence that providing a platform such as our community engagement model has helped towards eradicating poverty and deprivation in some areas while helping to reduce exposure in existing or further risks in others.

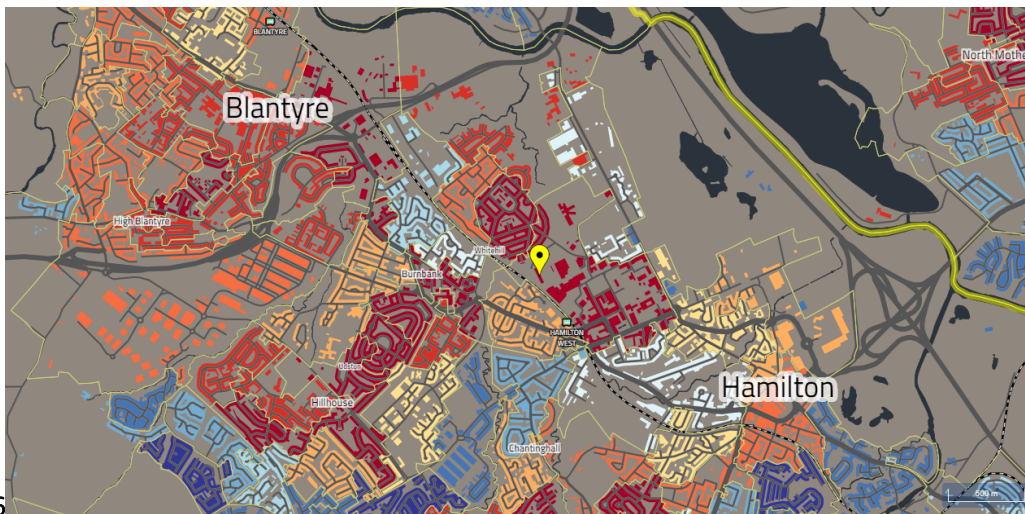
Note: Rank 1 is most deprived and Rank 6976 is least deprived



SIMD Data



SIMD Data

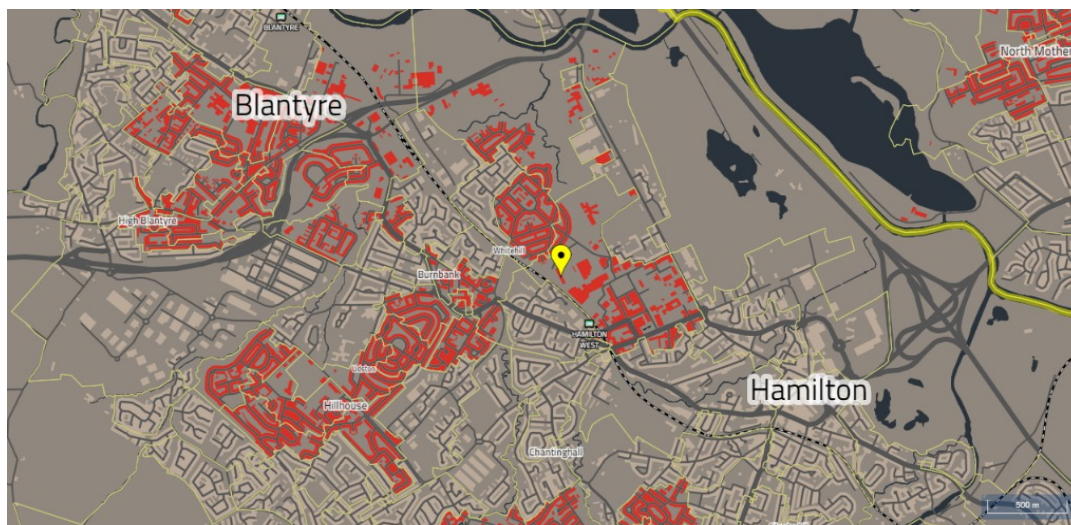


Evidence of Preventative Spend 2012-2020

Note: Rank 1 is most deprived and Rank 6976 is least deprived



SIMD Data 2020



Year	Community	Lowest Overall Rank	Decile	Quintile	Total Population
2012	Burnbank North	505	1	1	872
2012	Whitehill	492	1	1	3,259
2016	Burnbank North	4660	7	4	993
2016	Whitehill	554	3	1	3,273
2020	Burnbank North	4798	7	4	975
2020	Whitehill	645	6	3	2,513

According to the data provided from **SIMD 2020, Burnbank North**, with a total population of 2,840 over the eight year period, there has been an upward trend in both 2016 (993 of the community population) and in 2020 (975 of the community population) both years achieving Decile 7 and Quintile 4 status.

In summary, between 2012 and 2020 there was a total of 69.3% of the population of Burnbank North removed from serious deprivation.

According to the data provided from **SIMD 2020, Whitehill**, with a total population of 9,045 over the eight year period, there has been an upward trend in both 2016 (587 of the community population) and in 2020 (810 of the community population) both years achieving a range of 1-6 Decile and Quintile 3 status.

In summary, between 2012 and 2020 there was a total of 15.5% of the population of Whitehill removed from serious deprivation.

Conclusion/Recommendations

While it can be said that there has been vast improvement in term of statistics in both Whitehill and Burnbank North, resulting in all and some areas of both communities being no longer associated with severe socio-economic deprivation. A remainder of Whitehill does still sit within the 5% most deprived in Scotland and also large areas of other communities, example; Burnbank, Udston and Hillhouse.

However with continued effective planning, implementation and monitoring of the community work undertaken now and in the future across South Lanarkshire, this will no doubt realise the same marked improvement in the coming years.

Despite this, it must be stated that current climate conditions have recently resulted in increasingly complex, changing and uncertain environments, especially due to the effects now and in the future of the COVID-19 virus. This places different and further demands on our outlook towards support and of course that of the expectations of public bodies within our communities.

Indeed, with fluctuating levels of resources to support and address the needs of local communities, and as we have identified, more challenging in areas with high levels of deprivation. We now need to ensure our established working model continues to develop within our communities and that it is formally recognised and supported by the community planning partnership to aid transparency, improve understanding, enabling us collectively, to continue **tackling deprivation, poverty and inequality** within the local areas surrounding Hamilton Academical FC and across our local authority as a whole.

Appendix & References

Appendix:

Letters of Endorsement

Motion: Scottish Parliament

GM Case Study

Fellowship Testimonies

Talking Drugs (schools) Feedback

Accies Project June 2020

Academy Minutes: Project Brave

[Attached separately]

References:

<https://simd.scot/#/simd2020/BTTFTT/9/-4.0000/55.9000/>

<https://nationalperformance.gov.scot/>

<https://www.gov.scot/policies/community-empowerment/>

<https://www.gov.scot/binaries/content/documents/govscot/publications/strategy-plan/2016/10/fairer-scotland-action-plan/documents/00506841-pdf/00506841-pdf/govscot%3Adocument/00506841.pdf>