

# SCCR 2017-2018 ANNUAL IMPACT REPORT

Cyrenians

We are delighted to present our 2017-18 highlight impact report.<sup>1</sup> Cyrenians' **Scottish Centre for Conflict Resolution (SCCR)** is a national resource centre promoting and supporting best practice in mediation, family conflict resolution and early intervention, with a particular focus on young people and families, in order to improve relationships and improve lives. Through a series of free accredited training, events and digital psychoeducational resources, we aim to nurture people to develop conflict resolutions skills and change the culture of conflict in Scotland. Our sincere note of gratitude to Scottish Government for continued funding under the CYPFEIF & ALEC Fund.

## PROJECT FUNDING - MEET YOUR EMOTIONAL HOMUNCULUS (launched Jan 2018)

Building on the success of our digital quizzes and educational resources **MonkeyVsLizard** and **#KeepTheHeid**, the SCCR secured additional Scottish Government CYPFEIF and ALEC Project Funding. This enabled us to develop a series of new psychoeducational digital resources, animated films and national events distilling scientific knowledge and making it accessible, informative and engaging to young people, families and those working with them across Scotland.

This 18 month project was in response to the needs outlined by young people, parents/carers and professionals in our 2016 National Survey. They wanted a better understanding of the emotional and anger cycles that lead to conflict and additional insight into the brain chemistry that drives communication and conflict. Parents felt they could benefit from a better understanding of the teenage brain and young people wanted to know more about mental health and conflict.

## #CranialCocktail

[scottishconflictresolution.org.uk/homunculus](http://scottishconflictresolution.org.uk/homunculus)

Within the first month of the Project launch...



OVER 3,800  
ENGAGEMENTS (PAGE  
VIEWS & MEDIA PLAYS)  
WITH THE NEW DIGITAL  
CONTENT

OVER 60 RESOURCE PACKS  
DISTRIBUTED TO YOUNG  
PEOPLE AND FAMILIES  
ACROSS SCOTLAND



OVER 55,000  
SOCIAL MEDIA  
ENGAGEMENTS &  
IMPRESSIONS



*"I commend the Scottish Centre for Conflict Resolution for developing high-quality, innovative resources, and making them freely available. I have no doubt these valuable digital tools will help families across Scotland deal with conflict and form nurturing relationships."*

**MAREE TODD MSP**

Minister for Childcare and Early Years  
January 2018

## PROJECT EVENTS

We welcomed **158 beneficiaries: 128 professionals, 14 parents/carers and 16 young people**, to our launch event (Jan 2018) and a workshop at The Gathering (Feb 2018). Five further workshops, and an end of Project event, will be delivered across Scotland by September 2018.

**100% of Young People** agreed SCCR digital resources (e.g. The Emotional Homunculus) are innovative and engaging.

**67% of Parents/Carers** feel they are now able to deal with and manage the negative impact of conflict in positive ways.

**76% of Professionals** agreed SCCR digital resources will benefit the young people and families they work with.

## 1 DAY ACCREDITED TRAINING

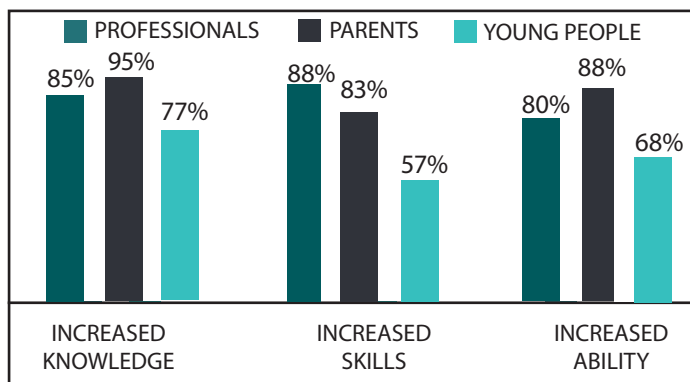
We delivered **40 sessions** to **200 organisations** from **28 Local Authorities**.

Of the **752 beneficiaries**, **307** were **professionals/practitioners**, **298** were **young people** and **147 parents/carers**.

*"The learning points I will take away are the strategies in how to deal with conflict and how not to escalate it. Always communicate."*

**Parent/Carer training attendee,**  
June 2017

## POST TRAINING OUTCOMES REGARDING FAMILY CONFLICT



## UNTANGLING THE KNOTS - 3 DAY ACCREDITED TRAINING

We delivered our three-day skills course in **Edinburgh, Glasgow** and **Dundee** to assist practitioners working with young people and families to further develop their knowledge and skills in conflict resolution with a particular focus on assisting families to manage difficult relationships. **57 participants** from **40 different organisations** across **15 Local Authorities** attended.

**91% Agreed** the course will help them to make changes in the way they manage conflict.

**89% Agreed** the course increased their ability in supporting families in conflict.

**96% Agreed** the course will support them in applying conflict resolution tools/techniques.

## SEMINARS AND WORKSHOPS

By working collaboratively with a broad range of partner organisations across Scotland we developed and co-delivered **10 unique events** with over **190 beneficiaries**. Thank you to all who assisted in the development and delivery of these events.

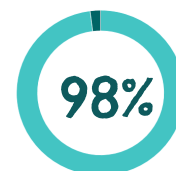
## NATIONAL CONFERENCE 2018

Our 8th National Conference '**Conflict, it's all about the brain...or is it?**' was held in conjunction with our Project Launch in January 2018. **102 delegates** representing **40 organisations** came together to creatively explore the interconnected relationships between conflict and the brain. To mark the **Year of Young People 2018** we were also delighted to welcome young musicians from **Douglas Academy** and **Milngavie Primary School** to open the event.



**Agreed** the conference was an important resource that will support delegates in their work

**Would recommend** the SCCR events and resources to other staff and agencies



## WEBSITE REACH AND DIGITAL IMPACT

**8,693** UNIQUE VISITORS **76,022** PAGE VIEWS **201,370** SOCIAL MEDIA IMPRESSIONS **2,950** MEDIA PLAYS

## MEDIA REACH AND PUBLIC AWARENESS

The importance of our work has resulted in **1,530,802** opportunities for the public to hear or read about our work, events and digital developments in both local, specialist and national mediums including print, online and radio broadcasts. Highlights include:

### Herald Scotland

Open letter to the Herald in response to the new Scottish Governments' Action Group for Homelessness

### Edinburgh Evening News

In collaboration with GameChanger, and as part of our Christmas campaign, an article with top tips for avoiding family conflict at Christmas

### BBC Radio Scotland

Interview with Diane Marr, SCCR Network Development Manager, on BBC Good Morning Scotland the morning of the Project Launch

## VOLUNTEERING AND GIFTING OF TIME

Through our events and the ongoing development of the service, dedicated individuals have very kindly gifted us over **260 hours of their time**. We extend our note of sincere thanks to all.

<sup>1</sup>Highlight impact results from SCCR evaluations between April 2017 - March 2018

Contact us for more information:

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