



Glasgow
Council
for the
Voluntary
Sector



Monitoring Response Round 3

Analysis Summary

Projects in 2024-25



Overview

The Glasgow Wellbeing Fund has been the conduit for distributing the Scottish Government's Community Mental Health and Wellbeing Funding for adults in the city since 2021.

In Round 3, 2024-25:

- £1.8 million was distributed to 202 projects in Glasgow.
- 190 (94%) of awarded organisations responded to our monitoring for Round 3 to show the impact of the fund.
- Almost 18,000 wellbeing activities were planned, although nearly 19,000 were delivered.
- 31,000 citizens in Glasgow benefited from improved wellbeing, at a cost of just £58.06 per person.
- Activities to support wellbeing focused on access to arts, culture, outdoor activities, peer support, addressing poverty and isolation, food provision, health improvement, and supporting people who have faced hardship and trauma.
- Almost 1,300 new volunteers were recruited across this phase of the Fund.
- The majority of successful applicant organisations developed stronger links with their local communities as a result of the work supported by the Fund.
- Over half of successful applicants said they were in a stronger position to secure other funding as a result of Fund activity.

Looking at the demographics of people supported by the Fund, the majority of successful organisations focused on people facing socio-economic disadvantage and poverty, which mirrors the specific challenges facing families in Glasgow.

One third focused on the needs of BME communities.

This report provides insight into the feedback gained from successful applicants and Fund beneficiaries, alongside some high-level statistics.



"This group gave me my voice back. I used to feel invisible. Now I feel that I belong, and I have something to offer others too."



Awaz FM project participant



Case studies demonstrate how the fund has helped people reconnect with their communities, gain confidence, and develop a sense of self-worth. Some of these are provided below.

Wellbeing Fund Delivery

1. Activities

Many projects exceeded their plans, with over 1,000 additional wellbeing activities delivered. One project outlined how it delivered additional support over Christmas, recognising that this was a particularly tough time for the families it assisted.

A community garden project described how it had to operate a waiting list of people who wanted to participate in activities, and a community football club outlined that successful outreach activity increased the number of people who connected with them. In response, the project developed activities targeted to people who were beginners to football or who had experienced isolation and specific trauma.

A disability charity outlined how feedback from families led to the planning and delivery of additional events:



“In response to participant feedback, asking for more opportunities to socialise in the evening, we scheduled a new Adult Social ... for June 2025...to provide a friendly and inclusive setting for adults with cerebral palsy to gather, relax...”

Cerebral Palsy Scotland



Lastly, a charity working with refugees and asylum seekers provided additional walking opportunities in response to demand for outdoor wellbeing activities, and as planned walks became oversubscribed.

Activities



**Sum of activities
planned**



**Average of
activities planned**



**Sum of activities
undertaken**



**Average of activities
undertaken**

A wide range of activities have been funded in Round 3. Offering food or growing food provided a way to draw people into local organisations; it helped people improve their physical or mental health, and was often provided in response to community/family need:

2. Types of Activities



“We supported local residents and people with mental health problems to attend therapeutic weekly growing sessions at our community garden, where they met others in the community, shared food together, and helped with the development of our nature-friendly food growing space. Volunteers learnt new skills, connected with nature, got some exercise in the fresh air, built community connections, improved their well-being, and grew fresh fruit and veg to take home.”



Alexandra Park Food Forest

Meals prepared for and shared with the community also featured in the work of successful applicants. A church-based project estimated that through its Warm Welcomes work and men’s and women’s groups, it had provided:



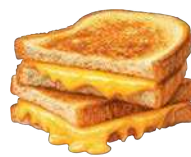
960

**Bowls of
Soup**



1,344

**Homemade
Ready Meals**



1,920

**Sandwich
Toasties**



2,592

**Rolls and
Sausage**



7,680

**Wrapped
Bisuits**



Thousands

**Cups of Tea
& Coffee**

This was made possible through the work of volunteers. People coming to the groups and café hadn’t eaten for days in some cases.

Commonly, activities focused on physical and mental wellbeing, offering support and social connections through art, music, dance and culture, and fitness and social wellbeing activities such as walking groups, mindfulness and anxiety-reduction techniques, and peer support.

There was a strong focus on **tackling loneliness and making social connections**, e.g.:

- Conversation cafes targeted towards older people, with wider wrap-around support on offer for those who needed it
- Men’s groups to tackle isolation and give people a sense of belonging, e.g. for asylum seekers

Information and training were commonly provided, e.g. on diet and nutrition, hate crime, and more unusual activities included equine therapy for disabled adults.

Other organisations focused on target groups where, e.g. mental ill health or suicide risks were higher:



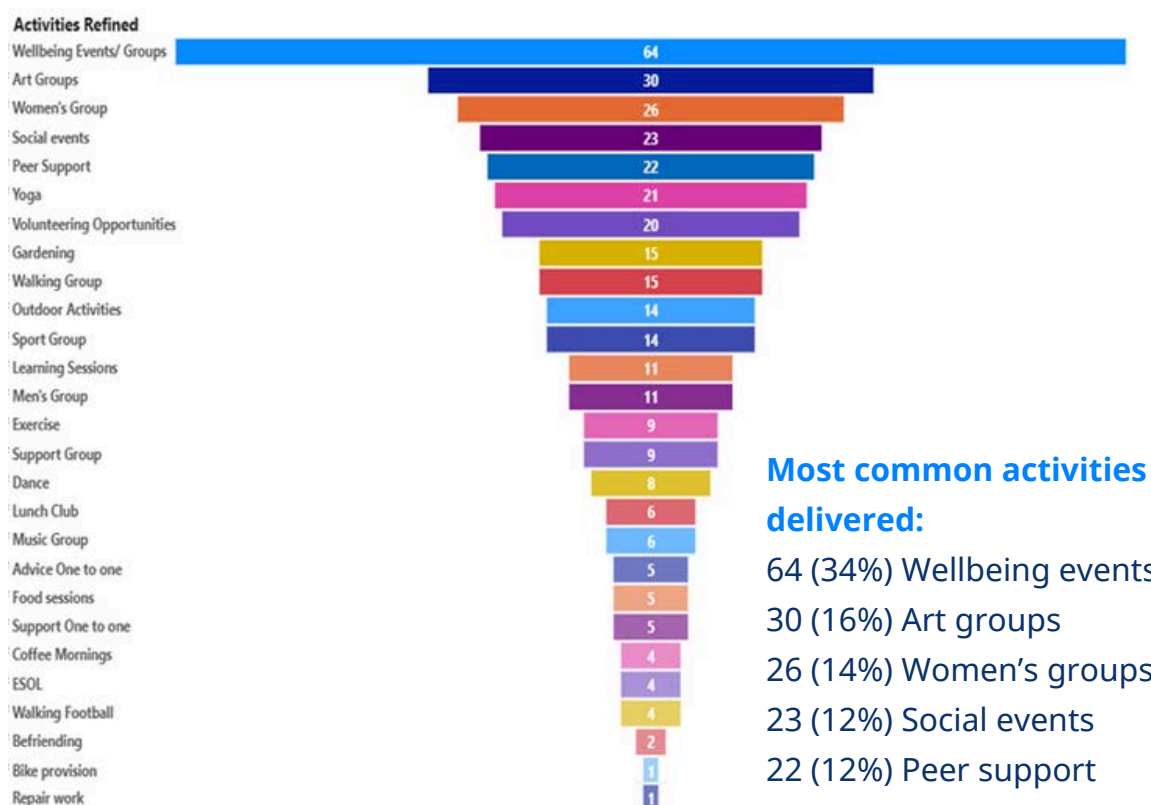
Maryhill Integration Network

“..both people seeking asylum and refugees come to MIN presenting a number of mental health problems....surrounding pre and post-migration trauma ... so that many people arrive at MIN with very complex needs. (The) Men's Group is an essential project giving people a chance to come together to overcome the challenges they face collectively.

Group members come from various different countries including, Afghanistan, El Salvador, Eritrea, Iran, Malawi, Nigeria, Sierra Leone, Sri Lanka, Syria and Yemen, making the group very diverse. There is also a range of different ages attending the group, almost intergenerational, adding to a family feeling between members of the group who describe one another as brothers and uncles.”

Several organisations described how they were working with community partners to support delivery, e.g., a local football club, a refugee group, and a mental health charity.

A wide range of activities were funded in this round. The list below is not exhaustive and comes from the information provided by successful organisations:



Most common activities delivered:

- 64 (34%) Wellbeing events/groups
- 30 (16%) Art groups
- 26 (14%) Women's groups
- 23 (12%) Social events
- 22 (12%) Peer support

A community trust organisation in the east of Glasgow shared the full range of activities supported by the Fund:



“Throughout the project we offered a wide range of services and activities. These ranged from chair yoga, music, singing, sewing and knitting, a reading group, local history circle, art and crafts, puzzles and quizzes, bingo and a small pantry. We also provided direct access to our welfare rights officer, who attended every 2 weeks. We delivered 'soft touch' digital inclusion sessions, assisting participants with accessing the internet and use WhatsApp and how to access online services (this was specifically requested by participants during the project).”

Connect Community Trust



The organisation also provided a case study showing how the life of a woman on her own had improved as a result of taking part in the planned activities:

Case Study

A woman had been living alone since the death of her sister 3 years before.

Though still independent, she began experiencing feelings of loneliness, isolation, and mild depression. She spent most days watching television or reading, with minimal social interaction.

During our initial 1:1 discussions with her, the woman told us that before she joined our group, she could go days without speaking to anyone, and her health started to decline. Her housing officer recommended the group to her.

Outcome: After just a few weeks, the woman reported feeling significantly better. Her mood improved, and she began to smile and laugh more.

Participating in group discussions and helping organise some of the activities gave her a sense of being included, and engaging in conversations and games helped keep her mentally active. She participated in the weekly (short) walk, and said that her sleep had improved. She also developed a good friendship with a neighbour, who also attended.



3. Things done differently from the original application

Applicants were asked whether and how they had delivered their project or activities differently from the plans outlined in their applications. Several themes emerged from the monitoring information we gathered:

- Providing more face-to-face time for community connections and peer support, e.g. to replace online activities or in response to requests from participants.
- Adding informal 'social time' onto planned activities to allow participants to build friendships.
- Building in more activities focused on physical wellbeing.
- Having to respond to increased demand; more people/families coming forward for support/assistance.
- Recruiting and training more volunteers than initially planned, as a result of local partnerships.
- Providing information sessions and working with other charities to meet specific community requests or needs, e.g. immigration/visas; rape crisis.
- Changing the times of delivery to meet specific needs.
- Providing hot food and snacks or offering more opportunities to access food, e.g. to help with the cost of living or to bring people together.



"...The Staff at the Centre were approached by members of the AA community asking if there would be any way of bringing some physical activity to the Centre that would allow them to work on their mental health and physical fitness. With that in mind we were able to pilot 4 weeks of Recovery Rhythms Dance Classes. These classes are choreographed in a way that helps healing through movement and music. It was well attended every week and the feedback was so positive that we are now looking for funding opportunities to have this as a regular activity."

St Matthew's Centre



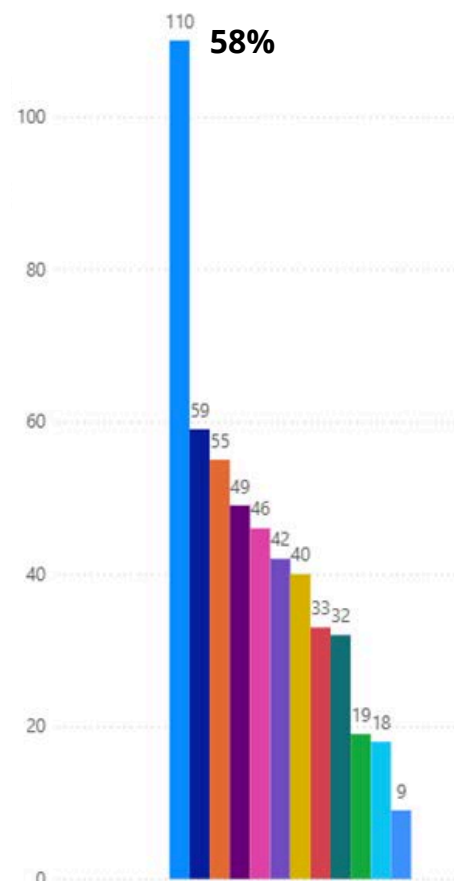
4. Target Groups

Projects were asked to identify the demographics of people who were supported through the project in Round 3 of the fund:

- 110 (58%) - Socio-economic disadvantage/poverty
- 59 (31%) - Minority ethnic backgrounds
- 55 (29%) - Experiencing severe/multiple disadvantages
- 49 (26%) - Disabled people/long-term conditions
- 46 (24%) - Older people
- 42 (22%) - Women (particularly gender-based violence)
- 40 (21%) - Refugees / no recourse to public funds
- 33 (17%) - Diagnosed mental illness
- 32 (17%) - Affected by psychological trauma
- 19 (10%) - LGBTQ+ People
- 18 (9%) - Neurological conditions/ learning disability
- 9 (5%) - Experienced bereavement or loss

Target Groups (3 options)

- Count of Socio-economic disadvantage / poverty
- Count of Minority ethnic background
- Count of Experiencing severe / multiple disadvantage
- Count of Disabled people/ long term conditions
- Count of Older people
- Count of Women (particularly gender-based violence)
- Count of Refugees / no recourse to public funds
- Count of Diagnosed mental illness
- Count of Affected by psychological trauma
- Count of LGBTQ+ People
- Count of Neurological conditions/ learning disability
- Count of Experienced bereavement or loss



The wide range of groups reached reflects the diversity of the Glasgow population. We are seeing more of a focus on dealing with poverty and destitution, as well as mental ill health and trauma in the applications.

This phase of the Fund also saw groups focusing specifically on the well-being needs of men:



“Before Men Matter my life was dark and horrible. I was an angry wee guy who (was) confused and very emotional. I came to MMS because I needed help, I needed to change my whole way of thinking.

I felt safe when I was here. I learned how to control my thoughts and breathing. I got rid of the voice in my head, and I learned how to be a better person. I changed the way I think, I now meditate 3 times a day.

And now, if I do have (a) blip, I know how to cope. MMS means everything to me. It is a happy place to be, I owe it a lot as it turned my life around. It is a brotherhood, an outstanding community. It is a place to be safe and watch people grow.”

Men Matter



We also had a number of successful applications from community organisations focused on the physical and mental well-being of LGBTQ+ people, providing opportunities to connect through sport, gardening, and creative activities. The applicants often highlighted the importance of providing safe community spaces:



“We are ... proud of our very well-attended open days/community meals, including our Pride Unwind Event, in March, July and October. These events were attended by local people, neighbours of the garden, volunteers, people curious to hear more about us and other organisations and therefore offered a great place to meet new people and to connect with each other.

We are proud that we have managed to create a space particularly for the LGBTQ+ community to feel safe and learn skills together and are looking forward to deepening our work within this area in 2025.”

The Wash House Garden



A significant number of organisations concentrated on supporting isolated older people. This included one project which worked with older adults who were deafblind. In some cases, participants were seeing a loss of or reduction in formal social care support.

The feedback from this service shows how the Wellbeing Fund, alongside other funding, helped them deliver a more holistic set of services to participants:



“We are particularly proud of the outcomes delivered through this project and the meaningful connections we have fostered with our members. Through a combination of text messages, phone calls, and home visits, we successfully engaged in 291 interactions with 47 individuals, ensuring tailored support and guidance.

... we also facilitated signposting to other relevant projects designed to enhance participants' quality of life, broadening their access to vital services. Many members have raised concerns...about the rising cost of living and changes to the benefits system. We have been able to refer them to our in-house welfare rights department ... alleviating financial anxiety and helping members navigate these challenges with greater confidence.

Additionally, thanks to separate funding for ... one-to-one counselling services, we identified ...members from this project who required specialised support. These individuals were successfully referred for counselling focused on grief and trauma, significantly improving their coping abilities. Notably, one referred participant had initially been placed on a 2.5-year waiting list after their GP recommended counselling. However, through our intervention, they completed a 12-week counselling block, leading to a remarkable improvement in their overall well-being and daily life.

Furthermore, we identified a significant challenge during the festive period, when some members experienced acute loneliness due to a lack of social interaction over a two-week break. To proactively address this, we created a priority list of individuals facing isolation ... ensured they received personal outreach on both Christmas Eve and New Year's Eve, providing reassurance and comfort during a time that can be particularly difficult.”



Deafblind Scotland

This came from a community football project:



"One participant with learning difficulties who attends with a carer now feels part of something / a team mate - after feeling excluded from community life for years. His confidence levels in speaking with other men have been transforming.

Established an over 60s walking football team who now compete in a league and cup competitions as part of Walking Football Scotland. These participants have a sense of local pride representing the community of Castlemilk . ."

Castlemilk Community Football Trust



5. Achievements the organisations were proud of

Finally, we wanted to share some of the achievements described by successful applicants to demonstrate the real and positive difference the Fund is making here in Glasgow – for individuals, families and the voluntary sector:



“We are particularly proud of the meaningful transformations we’ve witnessed in individuals who were previously isolated, struggling with confidence, or dealing with mental health challenges. One of our greatest achievements has been creating a safe, supportive space where people from BME communities feel seen, heard, and empowered to take steps toward positive change.”

Awaz



“We feel incredibly proud to have offered families a space where they feel that it is safe to talk about their mental health and their grief without feeling judged. The building of peer relationships and feedback from the participants has been one of our biggest achievements to date.

Out of the 83 participants who have attended, this was the first that 57 of them had spent time and shared experiences with another bereaved parents, sibling or grandparent. “

Brightest Star



“One of our proudest achievements has been creating a safe, welcoming, and consistent space where women felt truly seen, heard, and supported. The sense of community that developed over the 10-week programme was incredibly powerful, with participants building strong friendships and support networks that continued outside of the sessions.

We saw real growth in confidence and wellbeing. Participants who were initially quiet or hesitant began actively engaging in group discussions, leading activities, and encouraging others. One woman, who had experienced significant anxiety and isolation, shared how the group became her “lifeline” during a difficult period.



Young at Heart Club

“It’s not just the activities, it’s the company – it’s like therapy but with laughter and toast.”



6. Spread of projects across Glasgow

The map below shows the locations of funded organisations across the City of Glasgow, giving a sense of the city's scale and the spread of funded projects.

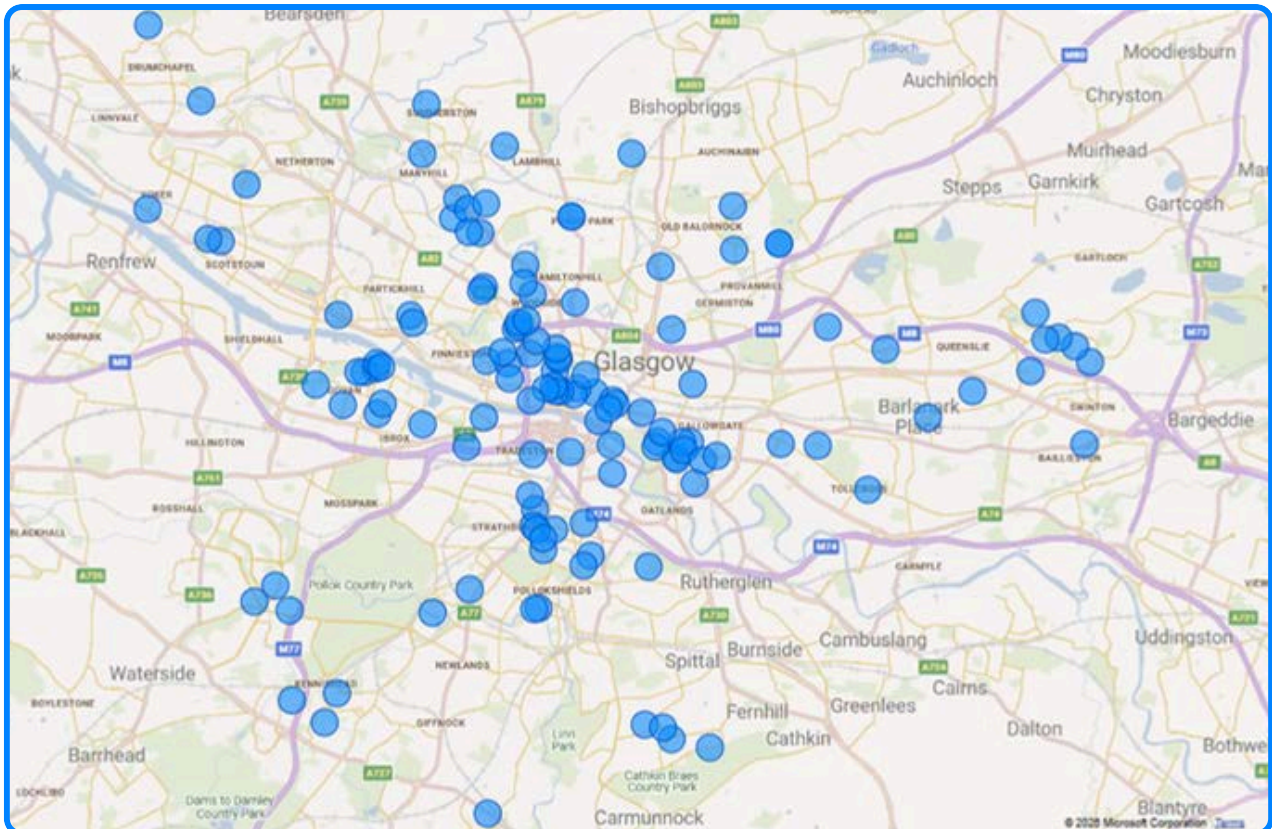


Image based on organisational address, not service delivery location.

GCVS, December 2025

