

---

<b>Report To:</b>	<b>Education &amp; Communities Committee</b>	<b>Date:</b>	<b>3 September 2019</b>
<b>Report By:</b>	<b>Corporate Director: Education, Communities &amp; Organisational Development</b>	<b>Report No:</b>	<b>EDUCOM/77/19/HS</b>
<b>Contact Officer:</b>	<b>Hugh Scott Service Manager</b>	<b>Contact No:</b>	<b>01475 715450</b>
<b>Subject:</b>	<b>Young Scot</b>		

---

## 1.0 PURPOSE

- 1.1 The purpose of this report is to update the Education & Communities Committee on the Young Scot offer to local authorities and to present the most recent Inverclyde report on usage and card uptake.

## 2.0 SUMMARY

- 2.1 Inverclyde Council works in partnership with Young Scot, the national youth information service for Scotland, to deliver a range of services to young people in our authority.
- 2.2 Young Scot has worked with Councils to encourage as many Local Authorities to sign a partnership agreement between Young Scot and each Authority. This partnership agreement outlines Young Scot's commitments to provide a suite of services and meet the expectations of the respondent local authority. At present, Inverclyde Council is signed up to the agreement and pays an annual contribution to Young Scot for its services.
- 2.3 Young Scot offers a range of services and products aimed at supporting young people and the youth work sector. These resources are varied and include:
- Young Scot NEC Card;
  - Young Scot Online;
  - Infoline;
  - Young Scot outreach team;
  - Consultation services; and
  - Young Scot Rewards

More information on each of these resources is provided in section 4 below.

- 2.4 Whilst the quality of services on offer from Young Scot is good, we recognise that these are not all utilised locally. There are a number of factors for this, such as the capacity of the local Youth Work Team, other service delivery commitments and our use of other resources and techniques which deliver similar or better results. For example, Inverclyde Council plans and delivers our own Clyde Conversations events to consult with young people. We also utilise the Youth Council to engage meaningfully with young people and we run the elections to the Scottish Youth Parliament using our own staff. We also employ a team of Outreach staff to engage with the hardest to reach young people on the streets.
- 2.5 There has been an increase in the usage in Young Scot resources since last year and the service continues to engage with Young Scot to increase further the opportunities for young

people in Inverclyde.

### **3.0 RECOMMENDATIONS**

3.1 It is recommended that the Committee:

- notes the offer from National Young Scot;
- notes the current usage of the NEC Young Scot and its benefits;
- otherwise notes the content of this report.

**Ruth Binks**

**Corporate Director: Education, Communities and Organisational Development**

## **4.0 BACKGROUND**

- 4.1 Young Scot is the national youth information and citizenship charity for Scotland. It provides young people, aged 11 – 26, with information, ideas and opportunities to help them become more confident, informed and active citizens.

Young Scot does this in a variety of ways: mobile apps, online, phone etc., so young people can access information in a way they are comfortable with. Since 2002, Young Scot has been working closely with the Scottish Government, COSLA, the Improvement Service, all 32 Local Authorities and their community planning partners on Dialogue Youth. Dialogue Youth was Young Scot's local authority partnership network, and gained both national and international recognition as best practice in informing and engaging young people. Dialogue Youth principles and ethos of informing and engaging young people have now predominately been absorbed into normal operating practices of Community Learning & Development Services or Youth Work Teams rather than being separate units/projects.

- 4.2 The annual fee for Young Scot services is £8,228 including VAT. This is currently paid for from the CLD Youth Work Services core budget.

- 4.3 The range of services Young Scot provides are detailed below:

### **4.3.1 Young Scot National Entitlement Card**

The Young Scot National Entitlement Card (NEC) is provided in partnership between the Scottish Government, the Improvement Service, Young Scot and all 32 Local Authorities in Scotland. The card is accredited by the Proof of Age Standards Scheme (PASS) and the Euro<26 network offering young people access to discounts across 42 countries.

The card is a free smart card available to all young people aged 11 – 26 who are living in Scotland. The technology capability of the card has allowed local authorities to choose whether they wished the card to link to cashless catering, library borrowing, and leisure services access systems, etc.

The NEC card is currently processed through schools, for those young people of school age, and in local offices for those young people who are above statutory school age. Inverclyde CLD currently has the role to promote the card but does not have a staff member to take this remit on.

The National Entitlement Card is not a Young Scot card and young people are able to access the card and its benefits with or without the Young Scot logo on the card. Our uptake of the card is high but establishments need to continue to encourage their pupils to take up this offer.

### **4.3.2 Young Scot Online**

Redesigned in 2011, the new Young Scot Portal ([www.youngscot.org](http://www.youngscot.org)) is the national information portal for Scotland for those in school. The portal is designed to give young people access to high-quality, up-to-date and reliable information and opportunities. Contained within this site is a dedicated section for each local authority to contribute content relevant to the Local Authority area.

The uptake of the [youngscot.org](http://youngscot.org) local pages by young people is low. In addition the navigation through the site can be complex. CLD Youth Work staff have access to the local pages on the website but the number of hits per month means that CLD youth work staff are deployed elsewhere. Young People can still access the main youth information on a national context giving them high quality, reliable information.

### **4.3.3 Infoline**

The Young Scot InfoLine is a free and confidential information phone number for young people across Scotland. It can give the answers needed on all sorts of topics, including health, money,

relationship, etc. Young Scot's Information Advisors are fully trained to listen and offer relevant information to callers.

It is unknown as to the uptake of this service by young people within Inverclyde as these statistics are not shared with local authorities.

#### 4.3.4 Outreach

The Young Scot Outreach team are trained youth engagement workers. Its InfoMobile and Mobile Units are deployed throughout Scotland creating Mobile Youth Information Zones with access to laptops and a plasma screen.

Inverclyde CLD Youth Work Services currently employ a number of staff to carry out detached and outreach work as well as a member of staff to oversee our Youth Consultation and Representation agenda. The role of national Young Scot's Outreach team is to assist with consultations, elections to the Scottish Youth Parliament etc. all of which we manage internally. To date, we have not utilised the Outreach service from Young Scot.

#### 4.3.5 Consultation Services

Young Scot: Says Who? ([www.youngscotsayswho.org](http://www.youngscotsayswho.org)) is an online consultation toolkit which has methods to help partners to gather the opinions of young people. It provides a rich interactive mixture of surveys, video, audio and a range of background resources to allow our partners to consult with young people on a chosen topic.

#### 4.3.6 Young Scot Rewards

Young Scot, supported by the Scottish Government and the Improvement Service, operates the national rewards platform.

Young Scot Rewards builds on lessons learned from the success of private sector loyalty schemes to use the concept of points and rewards, managed through an online portal, to encourage young people to participate in positive activities which benefit themselves and their communities.

5.0 Young Scot produces a quarterly Performance Report to each Local Authority that works in partnership with them. Attached to this report is the most recent report, published in March 2019. (Appendix 1). Key messages from the performance report are outlined below:

- 9,728 young people have a Young Scot Card which is 74% of the estimated population of 11-25 year olds in the area;
- This shows a 1% increase in the number of cardholders compared to the previous year;
- The number of reward users has averaged 1,500 per month which is approximately 15% of the number of cardholders;
- There has been a 51% increase in the number of reward activity completions compared to the previous year;
- The average reward redemptions is around 150 per month but this has slipped recently to 122;
- There are 19 discount opportunities in Inverclyde which are open to Young Scot cardholders. One of the main discounters is the Co-Op and young people made 3,223 transactions in 5 shops across Inverclyde in the last 9 months;
- Young people have saved a total of £1,713 by using their Young Scot Card in the Co-Op, an average saving of £0.52 per transaction;
- 44 young people have engaged in Young Scot surveys in the past 3 months and in the past 9 months, 15,432 page views have been recorded on the Young Scot page.

**6.0 IMPLICATIONS**

6.1 Financial Implications:

One off Costs

<b>Cost Centre</b>	<b>Budget Heading</b>	<b>Budget Years</b>	<b>Proposed Spend this Report £000</b>	<b>Virement From</b>	<b>Other Comments</b>

Annually Recurring Costs/ (Savings)

<b>Cost Centre</b>	<b>Budget Heading</b>	<b>With Effect from</b>	<b>Annual Net Impact £000</b>	<b>Virement From (If Applicable)</b>	<b>Other Comments</b>
00517	CLD		£8000		

7.0 **Legal**

None

7.1 **Human Resources**

None

7.2 **Equalities**

Has an Equality Impact Assessment been carried out?

YES (See attached Appendix)

NO - This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy. Therefore, no Equality Impact Assessment is required.

7.3 **Repopulation**

None

**8.0 CONSULTATIONS**

8.1 None

## **9.0 BACKGROUND PAPERS**

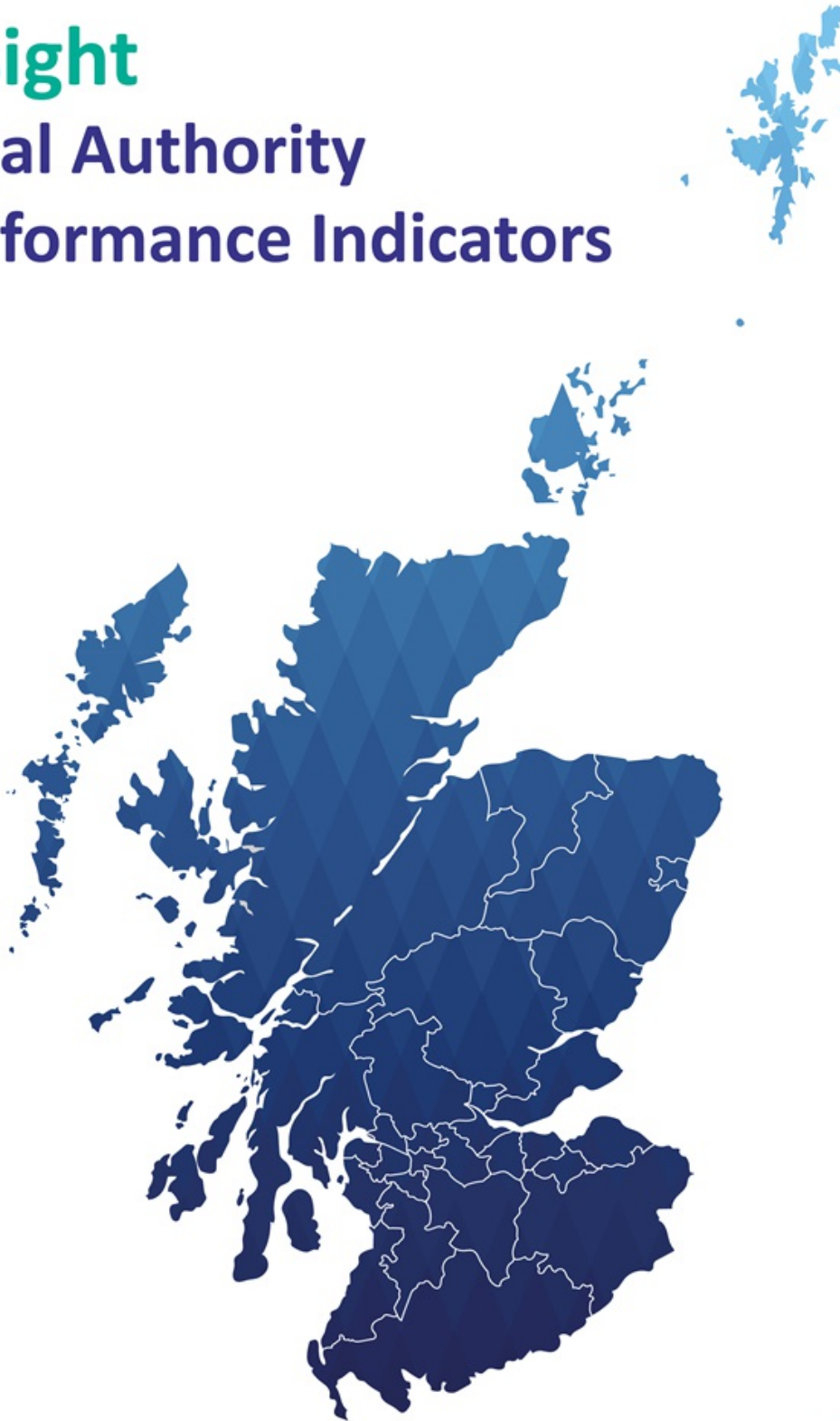
9.1 Young Scot “Insight” Local Authority Performance Indicators March 2019

March 2019

**Insight**

**Local Authority**

**Performance Indicators**



# Young Scot Partnership

## Data Insight Report

**Inverclyde Council**

**March 2019**

Welcome to your Young Scot Partnership Performance Indicator Report for September 2018 – March 2019. Note that after some requests from partners, some of the data in this report also covers a whole financial year.

We have more valuable data than ever before to share with you and have tailored the format of the report after feedback from partners. We hope that this new data is clear as you read through – but please contact us if you have any questions about the quality or relevance of a particular piece of information.

As with all general data of this type, some of this will be more relevant to you than others. We give the same set of data to all 32 Scottish Local Authority areas.

Where appropriate we have given a comparison to the national average data, or from authorities of a similar size to yours. This is not to compare areas between each other, we know that each area faces different challenges, but the national or regional averages give you some indication when it comes to allocating resources.

The one thing that is clear across all of the reports is that those areas that carry out work around the Young Scot card see benefits in increased statistics across these performance areas. Work includes issuing the cards, adding entitlements (particularly Smart services such as cashless catering) or promoting services online. If young people have the card in their pocket every day, they are likely to use more of their entitlements.

It's worth noting that some of the data is within our control, whilst other data is taken from government statistics, such as population estimates and SIMD data. Although this Government data is valuable, it can never be 100% up to date and this can sometimes cause discrepancies with the report – the most notable example being when there appears to be more than 100% of young people who have a Young Scot Card. If you are in any doubt about whether a growth or drop in any statistic is relevant or not – please let us know.

Inverclyde Council have an excellent relationship with Young Scot. Young people from the area can access most of the universal services available to Young Scot cardholders. Young Scot work closely with a range of Inverclyde staff to ensure that services are available. Right now, young people in the area are voting in the Scottish Youth Parliament elections using the Young Scot electronic voting platform.





### Cardholder Numbers

**9,728**

young people have a Young Scot card

**74%**

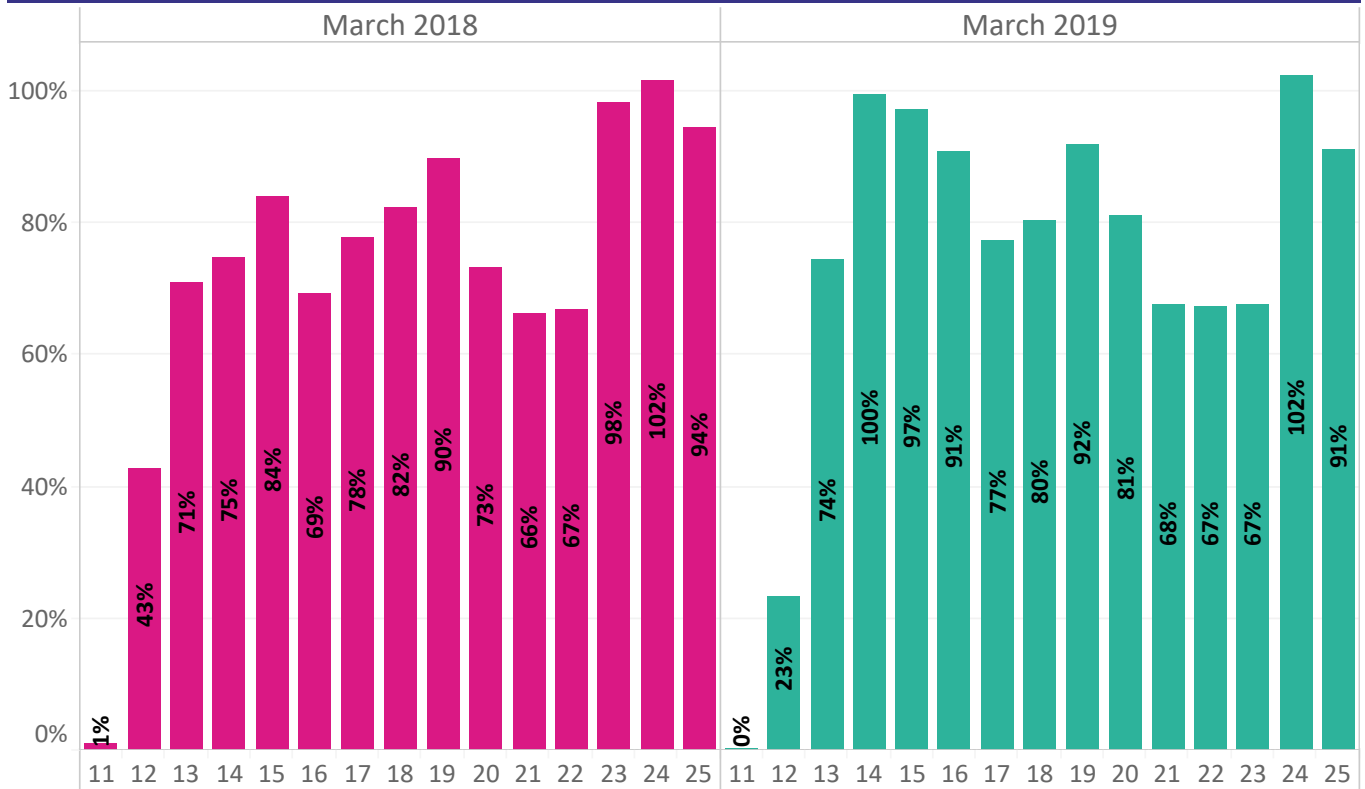
of the estimated population of 11-25 year olds in the area

**1%**

increase compared to March 2018

### Saturation Rate of Cardholders

% of eligible population who are cardholders



### Month with the most Cardholders

April 2017 - March 2018

October 2017

**9,859**

April 2018 - March 2019

July 2018

**9,534**

### Bulk Issue Cardholders

Number of cardholders aged 11 and 12

**373**

March 2018

**200**

March 2019

**-46%**

decrease compared to March 2018

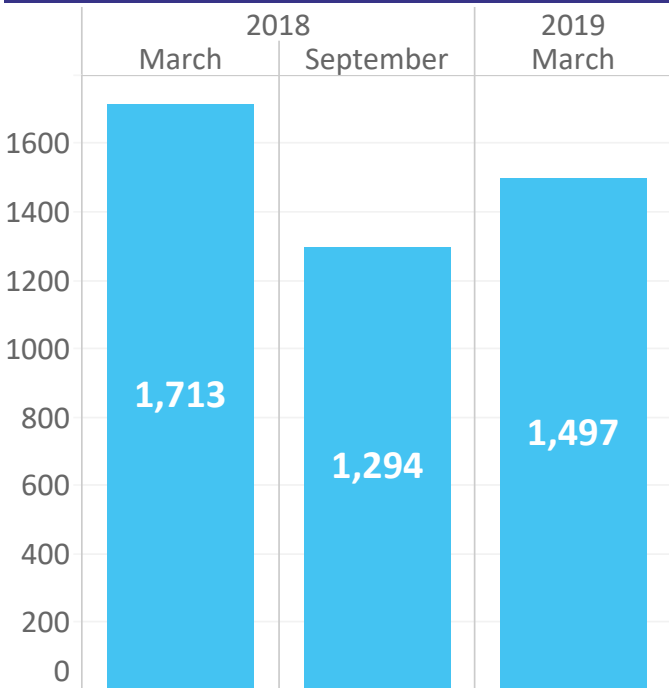
### Caveats

1. The population figure used to calculate card saturation is only an estimate and can never be fully accurate.
2. Young people are entitled to the card from age 11 but most receive their card at the time of moving to high school (aged 12)
3. Some areas may have inflated card numbers (e.g. over 100% saturation). This is due to the movement - young people may have registered in one area but reside in another.
4. Some groups of young people may miss out on bulk card issues: young people moving to Scotland after S1, Gypsy Traveller communities, private school pupils and families who have opted out of the card.

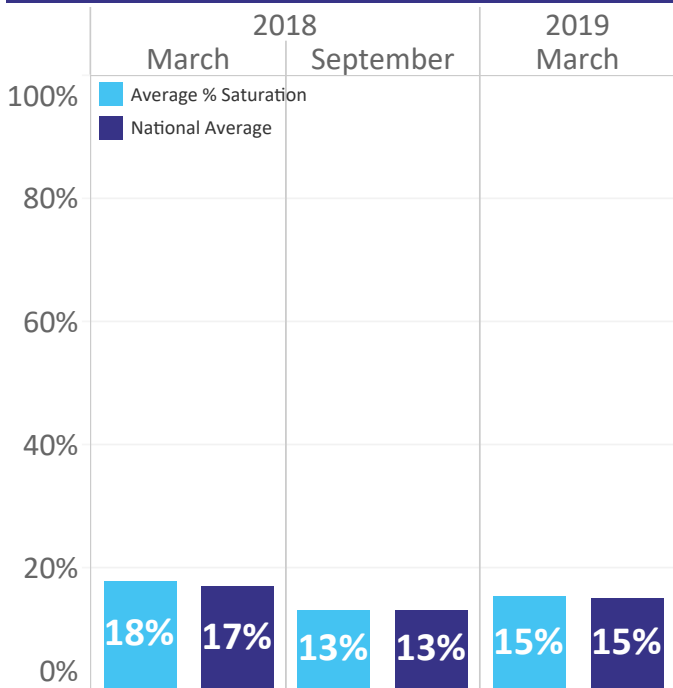


**Rewards**

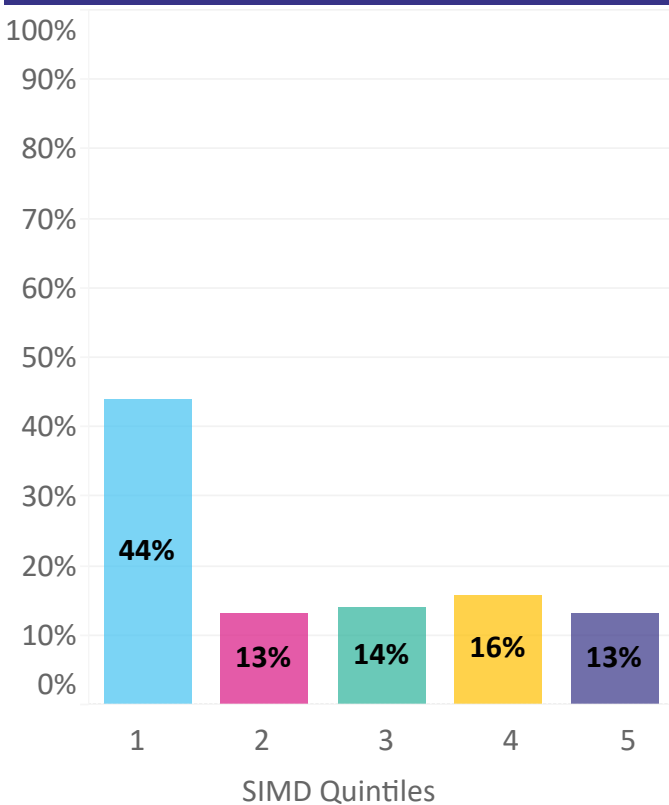
**Number of Rewards Users**



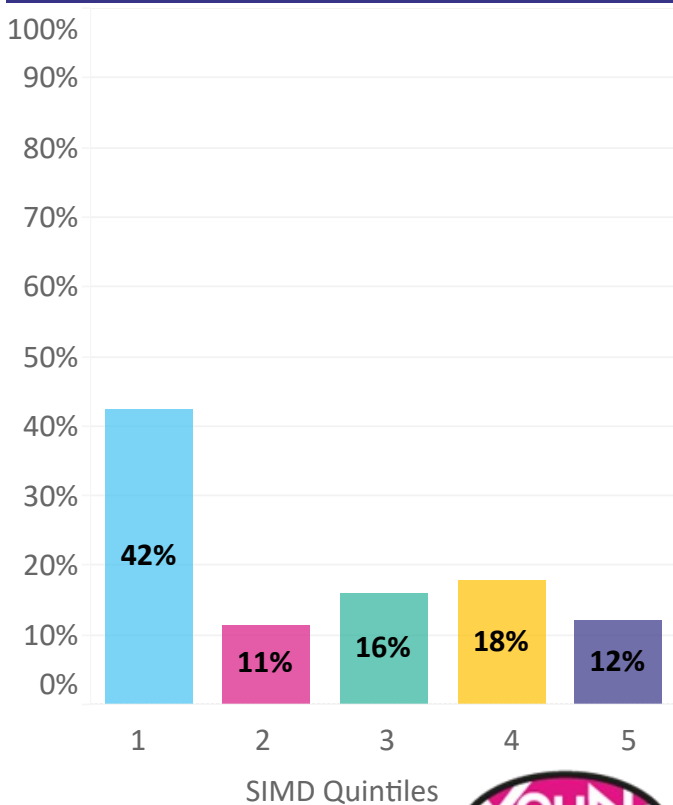
**Rewards Users who are Cardholders**



**Local Authority Population split by SIMD Quintile\* (latest available data)**



**Reward Users split by SIMD Quintile (latest available data)**

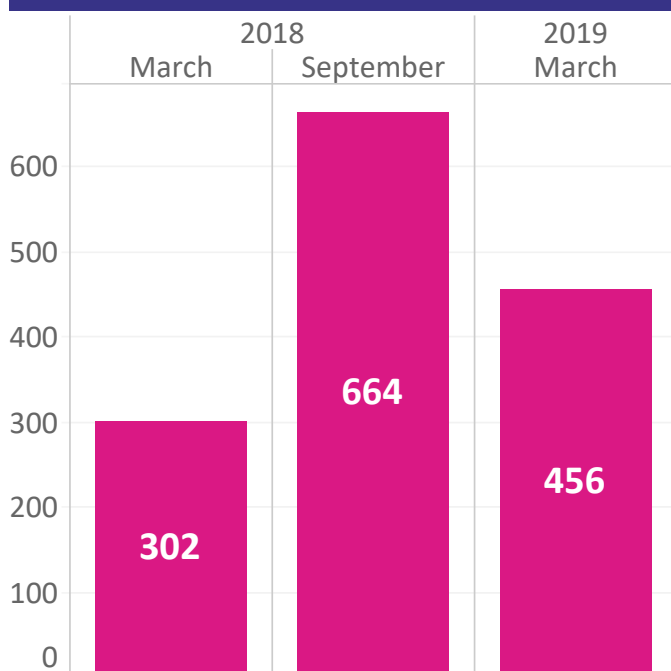


\*This is a demonstration of the SIMD split of the entire population within each Local Authority. The SIMD data provided does not specify the age range of the population in these areas. These two graphs are therefore not directly comparable.

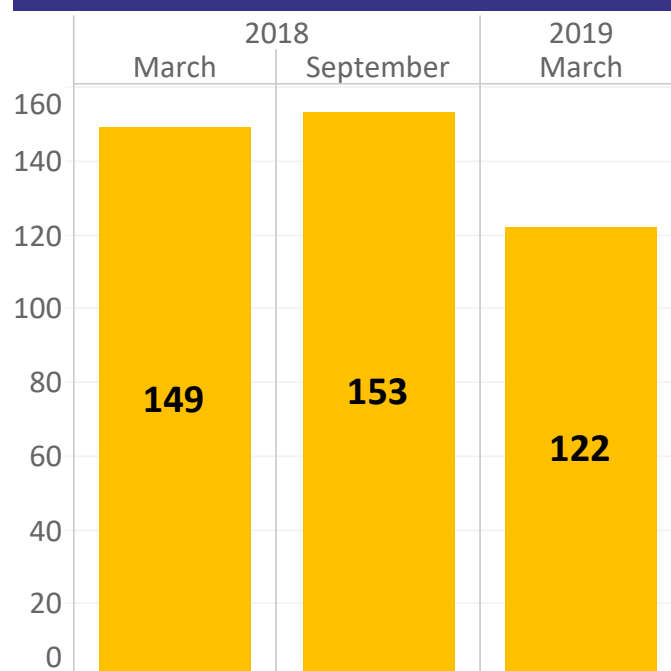


**Rewards**

**Activity Completions**



**Reward Redemptions**



**51%** Percentage difference in activity completions compared to previous year

**-18%** Percentage difference in reward redemptions compared to previous year

**Top 10 Activities (Apr 18 - Mar 19)**

Register for Rewards	<b>374</b>
Newsletter code	<b>80</b>
SURVEY: Education & Careers Abroad ..	<b>18</b>
READ: Stress Busters	<b>16</b>
QUIZ: Staying Healthy Outdoors #Active	<b>14</b>
READ: Community Councils	<b>14</b>
TELL US: The Digital World And Your Di..	<b>14</b>
READ: A Day of Suffragettes, Sisterhoo..	<b>13</b>
READ: Discover Scotland's Historic Sites	<b>13</b>
READ: Peace First UK Challenge	<b>13</b>

**Top 10 Rewards (Apr 18 - Mar 19)**

WIN: Lenovo Laptop with SCQF	<b>31</b>
WIN: Ryze VIP Pass	<b>19</b>
WIN: Sony Cybershot Compact Digital C..	<b>15</b>
WIN: iPad Pro	<b>14</b>
WIN: Scratch Map	<b>13</b>
WIN: £100 Ticketmaster Voucher	<b>12</b>
WIN: £100 IKEA Voucher	<b>11</b>
WIN: Travel Hamper	<b>10</b>
WIN: Ukulele	<b>9</b>
WIN: Scrapbook Bundle	<b>8</b>

**Caveats**

1. Some activities can be completed multiple times.
2. Not all points that are earned are claimed by young people. For example, if a code is generated for an event not all young people will claim their points.

*If you require figures in reference to specific awards these are available upon request.*



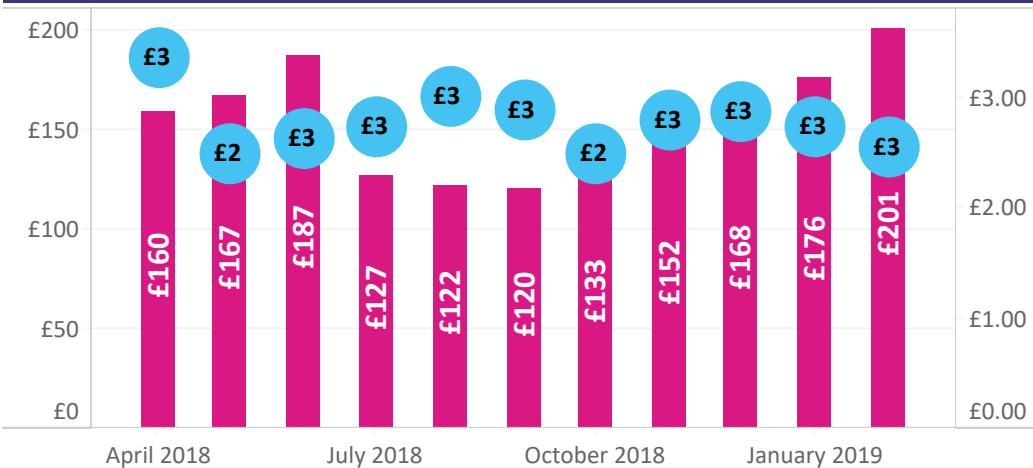
**Discounts**

**19** discounts provided by **19** discounters are currently live in Inverclyde Council  
**73** online discounters are currently providing **76** discounts

**Co-op Discount Usage**

Young people made a total of **3,223** transactions in **5** local Co-op stores since April 2018

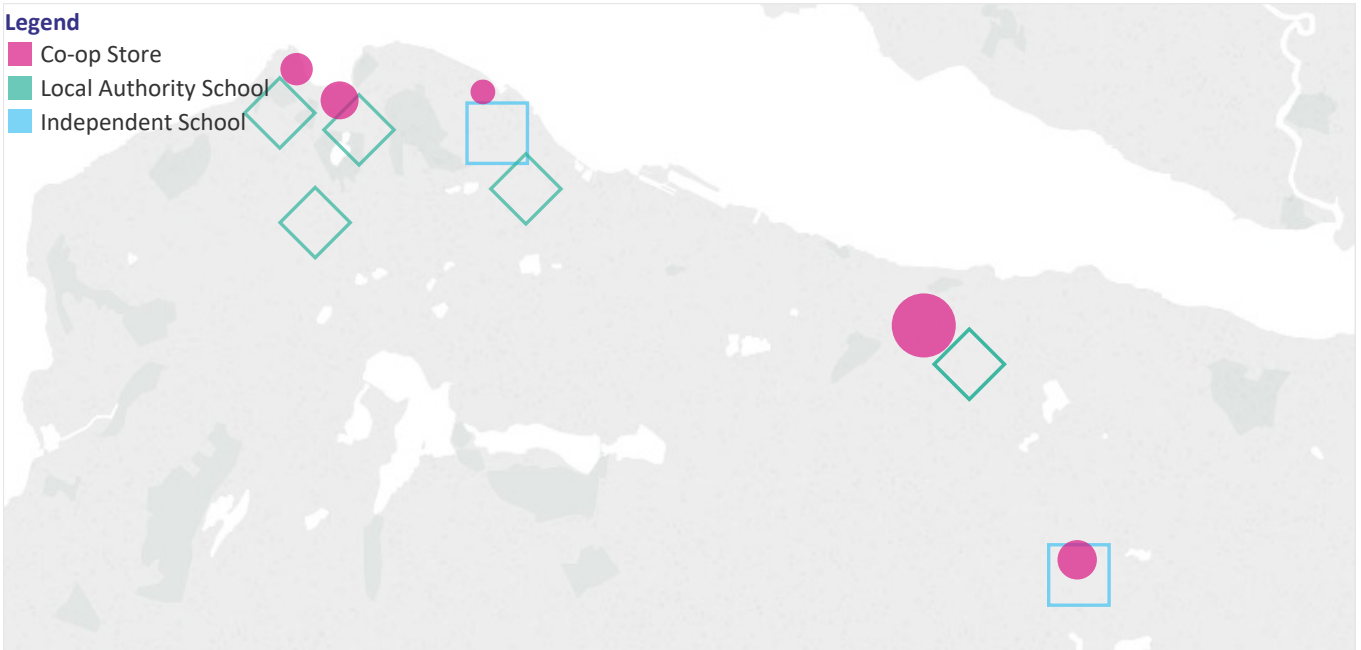
**Monthly Savings in Co-op Stores**



**£1,713**  
Total Saved

**£3**  
Average saving per transaction

**Map of Co-op Stores and Secondary Schools: February 2019**



Total amount of money saved in Inverclyde: **£201**

Average amount of money saved per store in Inverclyde: **£40**

**Caveats**

1. Map demonstrates proximity of Co-op stores (circles) to secondary schools (diamonds and squares).
2. The size of the circle depicts the amount of money that was saved in that Co-op store as the result of the Young Scot discount. The bigger the circle, the more money was saved.
3. Data is updated monthly. The current maps depict data from February 2019.

Individual Co-op maps can be produced upon request.



Other Volunteering and Participation

**0** young people have volunteered a total of

**0** hours in the past six months, as well as

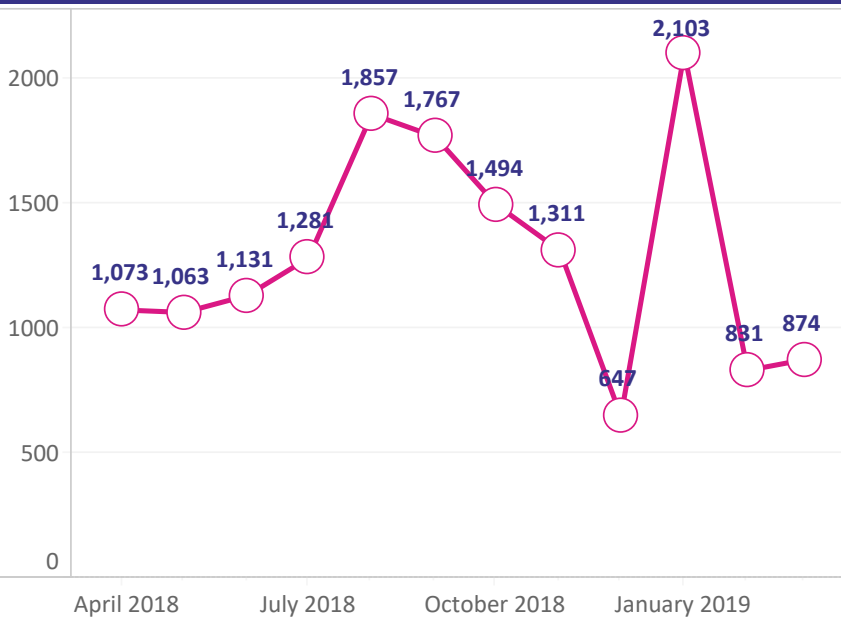
**44** instances of engagement in Young Scot surveys

Online Engagement

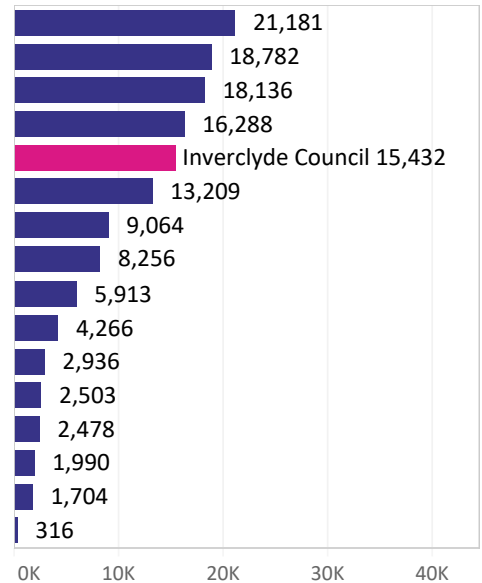
**15,432** page views to the young.scot site from your area between April 2018 and March 2019

**1,189** page views to your local Young Scot site between April 2018 and March 2019

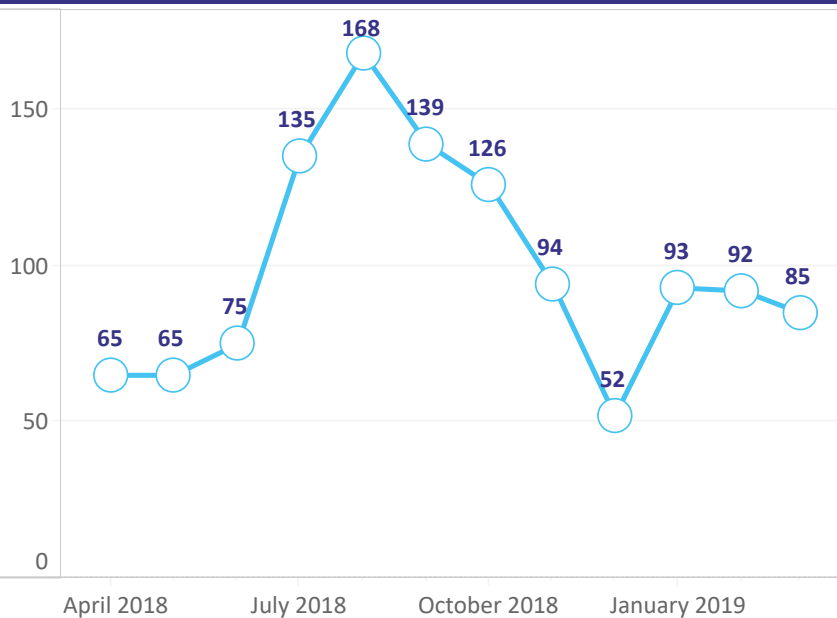
Monthly Page Views to young.scot



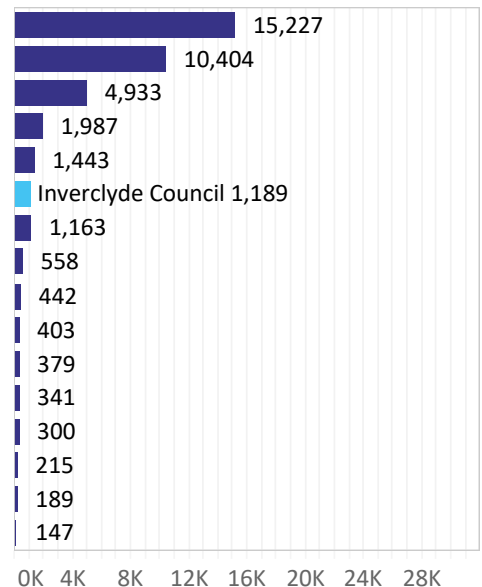
Views compared to other Local Authorities: Group 1



Monthly Page Views to Local Pages



Views compared to other Local Authorities: Group 1



Caveats

- There is no way to distinguish between a young person or an adult view.

More detailed website stats can be produced upon request.

All 32 Local Authorities have been split into groups based on the estimated population of people aged 11-25 in the area:

- Group 1: population of 11-25 year olds <20,000
- Group 2: population of 11-25 year olds >20,000 <40,000
- Group 3: population of 11-25 year olds >40,000 <60,000
- Group 4: population of 11-25 year olds >60,000 <80,000
- Group 5: population of 11-25 year olds >80,000

