



To: **Community Planning Partnership Board**

On: **24 June 2015**

Report by:

Renfrewshire Council, Chief Executive:

OPPORTUNITIES TO DEVELOP THE YOUNG SCOT NATIONAL ENTITLEMENT CARD ACROSS RENFREWSHIRE

1. Summary

The purpose of this report is to outline proposals to develop the Young Scot National Entitlement Card, and a package of associated Young Scot services, in order to engage, inform and empower young people in Renfrewshire. The development of the Young Scot offer in Renfrewshire is an opportunity to deliver enhanced universal services as well as improve outcomes for targeted groups of young people, including young people disadvantaged by poverty or looked after and accommodated young people.

2. Recommendations

It is recommended that the Board:

- a) Agree to support the establishment of a CPP Young Scot Project, tasked with development of the Young Scot National Entitlement card and associated services across the Community Planning Partnership.
- b) Note the proposal for resources of £70,000 to be made through the Tackling Poverty Action Plan response to support the development of the Young Scot National Entitlement card and provide targeted services for children and young people from low-income households.
- c) Provide feedback on the draft proposals and note the draft action plan will form the basis on which the partnership response will be developed.

3. Background

Young Scot is the national youth information and citizenship agency for Scotland. It is a Scottish Charity funded through central and local government. For over 30 years the



organisation has been providing young people, aged 11 to 25, with a mixture of information, ideas and information to help them become positive and active citizens. The package of services available through Young Scot includes:

- **Young Scot National Entitlement Card** – this multi-application youth smart card brings the following benefits to young people: a proof of age card; recognised proof of ID to open a bank account; 1,400 discounts on products, services and activities across Scotland; 100,000 discounts in 38 other countries around Europe; national travel concessions for 16, 17 and 18 year olds; support for local authorities to develop their own localised services on the card, such as school meals, leisure, libraries, eVoting; earn enhanced benefits and access unique experiences through the Young Scot Rewards Scheme
- **National youth information portal** – the young.scot website and associated social media channels gets 700,000 unique visitors a year. The portal provides a wide range of relevant and reliable information on local youth activities and services, things to do, discounts and information on a wide range of topics; for example, employment, relationships, mental health, money and legal rights
- **Information line** - Young Scot provides a free and confidential telephone line service for young people. It has information on a range of topics including money, health and card-related enquiries.
- **Young Scot Rewards** - Young Scot administer a national reward scheme, where young people can accumulate points through participation in positive activities that benefit themselves, and then redeem the points for unique experiences and opportunities.
- **eVoting and Democratic Participation** - Young Scot provide an e-voting platform that can be used by local authorities for Scottish Youth Parliament elections and other democratic purposes.
- **Other Services** - Other services include: 1) opportunities for young people to participate through ambassador and commissioner roles; 2) youth information publications and merchandise; 3) a digital youth information app; 4) young scot branding; 5) information literacy workshops; 6) a digital consultation toolkit; and, 7) the annual Young Scot Awards

Renfrewshire Council's Youth Services Team is responsible for developing and promoting the Young Scot National Entitlement Card and associated services. The team also maintains the local Renfrewshire content in young.scot website. Youth Services also administer the process by which Young Scot National Entitlement Card is made available to young people.

4. **Development Opportunities**

Renfrewshire lags behind other council areas in Scotland in terms of take up and the provision of Young Scot services. Targeted action in Renfrewshire schools has led to improvements in the number of applications made by school age pupils over the last year, however there is much more that could be done to provide Renfrewshire's young people aged 11 to 25 with access to services that offer the potential to provide a proof



of age card, transport concessions, discounts, a dedicated young information portal and a reward scheme that incentivises participation.

The package of services available also provides a mechanism to target services at young people from specific groups including looked after children and young people from low income families. This could include free or subsidised travel, free or subsidised leisure services and free experiences and opportunities like work shadowing and driving lessons. An initial workshop involving key council services, and facilitated by the Tackling Poverty team and Youth Services identified a range of actions to develop, add value and make greater use of the package of services available through Young Scot. These actions form a draft action plan set out in Appendix 1. Early discussions have also taken place with University of West of Scotland and West College Scotland to seek their involvement and support, with input from other partners anticipated as the project rolls forward.

5. **Resources**

Subject to approval by Renfrewshire Council, the Tackling Poverty action plan includes a proposal to allocate one-off resources of £70,000 to the development of Young Scot Services in Renfrewshire. The resources would be utilised to pay for discounts, concessions and other opportunities to improve outcomes for targeted groups of young people as well as develop the processes and infrastructure to enable more young people to sign up for the card and take advantage of the benefits.

Going forward, support from community planning partners will be required to develop, and implement the agreed partnership action plan.

6. **Next Steps**

Subject to the proposals receiving CPP support, a workshop involving partner representatives will be arranged to test the approach in the draft action plan with partners, refine the proposals, agree partner input and resources and set timescales for implementation.

Young Scot Action Plan, 2015

Area for Development	Progress	Action	Key Action Points	Partner Input
1. Increase the number of Young people with a Young Scot Card in Renfrewshire	For the first time a P7 bulk process was established – in Spring 2015. Outreach at secondary schools and other venues have led to increased uptake of the card too. The number of young people with the card has increased by 78% to 5,842. 17% of all young people in Renfrewshire now have the card. More requires to be done to ensure processes for offering the card to young people are sustainable.	Establish a bulk process that enables all P7 pupils to get the card each year. Extend opportunities, through outreach at schools, homelessness units and other establishments, for young people to apply for the card.	• One off catch-up in September 2015 to target all pupils who do not yet have a card • S4 refresh process to update the photograph on cards. This will take place in September 2017. • Continue with P7 bulk process every year. • Explore opportunities to increase take up and consider integration, with University and West College Scotland. • Schools to develop capacity to replace lost cards and issue new cards to those coming in from other authorities or who missed the bulk process. • Target young people	• Continued support from RC Business Support and schools for the bulk process and increasing availability of card in schools. • Continued support from libraries and Customer Contact Unit for individual applications. • University of West of Scotland and West College Scotland support for take up activities • Community Planning Partners support targeting hard to reach young people

Young Scot Action Plan, 2015

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			who don't engage in the process and those Services for young people who may not be in mainstream education and develop an application process with them. • Maintain relationship with libraries and the Customer Contact Unit to maintain the individual application process	
2. Increase local youth information content, particularly information on what's on.	Awareness of the website has been increased among partners attending the Education, Diversion and Engagement group (a sub-group of the Safer and Stronger Thematic Board). This should lead, in time, to Streetstuff activities being promoted through the site. Further engagement with statutory and voluntary sector organisations is	Engage with statutory and voluntary sector partners to increase their awareness of the national youth information website and support and encourage them to use the site to engage and cascade information to young people.	• Establish a process for partners and Council departments to supply information to go on the local pages of the Young Scot portal and raise general awareness of the value of the portal.	• Community Planning Partners supply youth information to Youth Services

Young Scot Action Plan, 2015

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3. Increase the range of local discounts available through the card in Renfrewshire to incentivise participation.	required. The Young Scot Card gives young people access to a range of nationally arranged discounts and benefits. There is scope to add local discounts too. The range of local discounts is currently limited.	Engage with partners to identify an increased number of local discounts for young people. Explore possibility of discounts through Renfrewshire Leisure.	• Work with community planning partners to identify potential discounts • Work with commercial partners to buy discounts, particularly transport. • Establish a youth forum to help identify and negotiate potential local discounts and offer training	• Community Planning Partners offer discounts and experiences • Commercial Partners provide potential bought discount deals. • Trading Standards raise awareness of card to local vendors as a Council supported proof of age scheme • Young Scot provide training materials for discounters, to be delivered by Youth Services
4. Increase the use of the Young Scot Reward Scheme	The reward scheme provides a means of incentivising youth participation. The low numbers of young people with a Young Scot card and the low number of organisations offering point generating activities limit young people's access to the Reward scheme.	Engage with partners to increase their awareness of the Reward scheme and encourage them to offer point generating activities. Also increase the number of young people that have the card.	• Identify projects to pilot with Rewards eg StreetStuff, Youth Services, Youth Corp, Invest in Renfrewshire. • Purchase mobile readers for partners to use and offer training on the benefits and potential of the	• StreetStuff, Youth Services and Invest in Renfrewshire offer rewards for engagement in positive activities • Young Scot offer guidance on mobile readers

Young Scot Action Plan, 2015

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5. Increase the functionality of the Young Scot card	The Young Scot Card is a smart card that enables it to be used as a library card, cashless catering card, leisure membership card etc. The technology in the card also enables specific groups of young people, for instance young people entitled to free school meals or residing in a certain area, to benefit from discounts and benefits.	Engage with partners to develop additional functionality.	Reward scheme - With support from the Improvement Service, link the current libraries and Renfrewshire Leisure system to the card so that it may be used to access their services - Explore opportunities to increase take up and consider integration, with University and West College Scotland. - Explore the possibility of including cashless catering functionality. - Work with Young Scot and partners to discover potential new applications for the card and follow best practice of leading local	- Improvement Service offer guidance on matching Libraries and Renfrewshire Leisure IT systems to the NEC - University of west of Scotland and West College Scotland support for take up activities - Young Scot share any new practices taking place with regards to functionality of card and offer any available piloting of projects

Young Scot Action Plan, 2015

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6. Increase engagement with young people through social media	The opportunity to engage with young people from Renfrewshire through Young Scot's social media channels is limited by the absence of a Renfrewshire Social Media presence for young people.	Establish social media channels for engaging young people from Renfrewshire (e.g a Renfrewshire young person's Facebook page) that partners can use to post news, youth information and events. This can then be linked to and cascaded through Young Scot's social media and digital channels.	Development of a social media presence aimed at young people that will promote the card and Young Scot information as well as the services and opportunities for young people in Renfrewshire from various partners. This will be done with guidance from Renfrewshire Council's Communications team and also Young Scot.	- Young Scot to offer guidance on innovative use of new social media and embedding it within the portal - Renfrewshire Council Communications Team to offer guidance on using social media effectively and within Council guidelines - Community Planning Partners to offer information to push through social media platforms and link up/friend any existing profiles to support sharing of information
7. Targeted benefits	The applications of the NEC can be used to better effect to target benefits in order to support themes around tackling poverty, raising community awareness, improving employability and supporting healthier lifestyles for example.	Use Rewards to target specific groups eg transport discounts for group and individuals taking part in particular activities	- Develop discounts and reward experiences from Community Planning Partners that will benefit specific groups. - Work with partners to identify groups to target offers. - Offer targeted youth	Community Planning Partners support identification of targeted benefits

Young Scot Action Plan, 2015

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			information and themed articles on the local pages of the Young Scot portal	