



How to get involved in...
***The national rewards
platform for young people***



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What is the **rewards** platform?



Young Scot, supported by the Scottish Government and other partners, has developed the national rewards platform for young people in Scotland.

It 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.

For partners, the rewards platform provides a **practical tool** to communicate and engage with young people, as well as recognise and celebrate their participation.

With around **400,000** Young Scot National Entitlement (NEC) cardholders aged 11-26, it has the potential to have considerable impact on young people in Scotland.

The rewards platform can also help you to achieve objectives related to engaging young people and getting involved **costs nothing**.



How does it **work**?

Young people participate in positive activities...



They collect points for participating...



They get recognition and rewards...

... such as healthy eating, exercise, volunteering, recycling, getting involved with projects, informal learning, having their say on issues that affect them and lots more.

... in a number of different ways, including doing activities online, collecting voucher codes at activities and by swiping in with their Young Scot card.

... based on the number of points they've accumulated.. Points and rewards will be managed on a new Young Scot website.



Recognition and rewards

'Badges' will be acquired when a young people hit a target points level (e.g. 500 points) or complete a combination of specific activities (e.g. the 'Rockstar' badge for completing a series of music workshops)



Young people will be able to **share** their 'badges' and achievements with friends on Facebook and Twitter



Some 'badges' will unlock access to **rewards**. These will include discounts and experiences (e.g. tickets to events or meeting a footballer). Some badges will be exclusive (e.g. first 10 people to reach 500 points) and others will be available to all.



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What are the **benefits**?



For **young people**, the rewards platform provides a way of being recognised and rewarded for the positive activities they are involved in – and receive good stuff in return for their efforts! Additionally, it will:

- Increase awareness of the opportunities available to them
- Provide a way of recording their non-formal achievements in a simple way
- Improve health and wellbeing, by encouraging young people to try new things, meet new people and participate in activities which improve their health

For **partners**, the scheme provides a unique tool for engaging young people and encouraging them to participate in the positive opportunities available to them. Additionally, it will:

- Provide a route to promote opportunities to young people
- Encourage participation and support retention
- Enable communication to be more effectively targeted
- Generate insights from information on the uptake of activities
- Provide partners with a way to recognise and celebrate participation

How can I get involved?



You can get involved in a number of different ways:

Promotion to young people

- Do you already work with young people and want to connect them to a wide range of opportunities?
- **Get involved by encouraging young people to sign-up.**

Become a points provider

- Do you offer activities positive activities for young people contribute to their personal development or benefit communities or the environment?
- **Get involved by offering points for participation in your activities.**

Become a rewards provider

- Do you want to provide recognition and support to young people?
- Do you want to raise your profile amongst young people?
- Do you want to attract new customers?
- **Get involved by offering a reward to young people.**

Get involved... in **promotion**



It's really easy to get involved in promotion.

To encourage young people to sign-up, we can issue you with vouchers which provide instructions for young people on how to sign-up.

These vouchers also entitle them to their first 100 points free.

To request vouchers and promotional materials, simply complete the form at:

<http://tiny.cc/youngscot>



Get involved... as a **points provider**



What can I provide points for?

You can provide points for any positive activity for young people to get involved with. This could be something small, like completing a survey, or a much more significant achievement, such as raising funds for a charity. Generally, a points providing activity should be something which:

- Contributes to the young person's personal, social or educational development;
- Improves their health or wellbeing;
- Engages them as active citizens; and/or
- Benefits other people, communities or the environment.

Activities that will not be eligible for points include behaviour, attendance and attainment at school and avoiding crime, as these are activities which young people suggested in our consultation that they 'should be doing anyway'.

Get involved... as a **points provider**



Some examples of activities young people could collect points for

Personal development

- Reading information articles on the Young Scot website
- Sharing information with friends through social networks
- Using interactive careers self-help tools
- Taking out a book at a library
- Visiting museums and participating in cultural activities

Health and wellbeing

- Eating healthy school meals
- Going to the gym / swimming pool
- Participating in events (e.g. 5k run)
- Doing an interactive health assessment online
- Signing a non-smokers declaration
- Setting personal goals
- Buying fruit and vegetables at retail partners
- Visiting local sports hubs

Active citizenship

- e-Voting
- Responding to consultations and research
- Being involved in a youth forum
- Participating in an opportunity listed on Young Scot WOW

Benefiting others

- Volunteering (one off or long-term)
- Submitting articles, reviews or podcasts to Young Scot website
- Recycling and environmental activities

Get involved... as a **points provider**



Who can provide points?

Any organisation providing an appropriate service or activity for young people can participate and provide points, including local authorities, health boards, other public sector bodies, voluntary organisations and the private sector.

Activities which have little or no cost for young people are preferable, although paid for activities will be considered for inclusion where they contribute towards the aims of the scheme and are not provided primarily for the purpose of generating income.

All points providers must comply with the Protecting Vulnerable Groups Scheme and all applicable health and safety regulations. We may undertake checks of applicants to ensure compliance with relevant regulations before considering activities for inclusion.

Get involved... as a **points provider**



It's really simple to get involved as a points provider:

1. Identify your activities.

Decide what activities you would like to award points for.

2. Submit your points partner request.

Complete the points partner request form with details of all your activities.

3. We'll confirm your points allocation.

We'll confirm your activities are eligible and allocate points to these.

4. We'll issue you with voucher codes.

We'll issue you with unique voucher codes for each of your activities.

5. Start issuing points to young people.

You can issue the vouchers to young people who participate.

6. We'll get in touch to find out how things are going.

We'll contact you periodically as part of our evaluation activity.

Get involved... as a **points provider**



1. Identify your activities.

Decide what activities you would like to award points for.

You first need to decide what activities you would like to award points for. The best activities for inclusion are those that are relevant to a wide range of young people and are activities which you would like to attract a new audience to or encourage greater participation. There are three main types of activities you could award points for:

Type of activity	Examples
1. One-off activity <i>Points are awarded when one task is completed</i>	<ul style="list-style-type: none">• Completing a survey• Participating in a workshop
2. Repeat activities or attendance <i>Points are awarded each and every time a task is completed</i>	<ul style="list-style-type: none">• Gym visit• Healthy school meal purchase• Weekly participation in a youth club
3. Milestones <i>Points are awarded for reaching key milestones in a regular activity</i>	<ul style="list-style-type: none">• 1st attendance at a youth forum, completion of training and 1 year's involvement• 1st, 5th and 25th hour of volunteering

Get involved... as a **points provider**



1. Identify your activities.

Decide what activities you would like to award points for.

Start with a small number of core activities. You can add additional activities at any time.

Points can be awarded easily by issuing voucher codes to young people who complete one-off activities and milestones.

For repeat activities or attendance, where points will be issued on a weekly basis or more frequently, it is recommended to seek a solution using the Young Scot NEC to make the process of collecting points easiest for the young person, avoiding the need to regularly redeem voucher codes online.

Get involved... as a **points provider**



2. Submit your points partner request.

Complete the points partner request form with details of all your activities.

Once you have decided which activities you wish to provide points for, complete the points partner request form with the relevant details.

This form can be completed online at <http://tiny.cc/youngscot>

3. We'll confirm your points allocation.

We'll confirm your activities are eligible and allocate points to these.

The team at Young Scot will review your submission, confirm your activities are eligible for inclusion and allocate points to these.

We will use the guide points tariff to decide the number of points to allocate to each of your activities (see the appendix for more details)

We may contact you if we require further information.

Get involved... as a **points provider**



4. We'll issue you with voucher codes.

We'll issue you with unique voucher codes for each of your activities.

We will issue you with six-digit codes for each of your activities, which can be redeemed by young people on the Young Scot portal to add points to their account. Depending on the activity, this may be:

- One code which can be issued to all young people who complete your activity (e.g. 'XC1234') – for one-off tasks only; or
- Multiple unique codes which can only be redeemed once, by one person (e.g. 'AB1234', 'BC3456', etc.) – for high value tasks and tasks which can be completed more than once.

These codes can be issued to young people in the form of a paper voucher or, alternatively, you could display them online in an appropriate place, on the final page of an online survey for example.

Get involved... as a **points provider**



Using the Young Scot NEC to award points

If you already have infrastructure to read the Young Scot NEC – for example for cashless catering, leisure or library services – we have developed a mechanism to allow you to send points to the portal automatically every time the card is used.

In the future, we will also be developing mechanisms to allow young people to collect points using a mobile app for iPhone, Android and Blackberry.

Please contact davidm@youngscot.org for more information.



Get involved... as a **points provider**



5. Start issuing points to young people.

You can issue the vouchers to young people who participate.

Once you have the codes, you can start issuing them to young people who participate in your activities. Young people can choose whether to sign-up and start collecting points. However, we will provide you with information and materials to promote the benefits of getting involved.

6. We'll get in touch to find out how things are going.

We'll contact you periodically as part of our evaluation activity.

Every year, we will ask you to confirm whether you still wish to provide points for your activities. You are free to add new activities or withdraw from the scheme at any time.

We may also contact you periodically to evaluate the success of the scheme. We will ask you to identify whether you have seen an increase in uptake of your activities and will therefore ask you to share any information you have on participation levels over time.

We will provide you with an aggregated report on the number of young people who have claimed points for participating in your activities. However, we will not be able to share personal details of individuals.

Get involved... as a rewards provider



Overview

Already there are over 1,400 discounts across Scotland which can be accessed by young people, simply by showing their Young Scot card at participating outlets. This basic level of reward will still be accessible to everyone with a card, and the discounts closest to their location will be highlighted when they log-in to the portal.

Building on this, Young Scot will secure additional rewards for young people which can be unlocked based on the number of points they have collected. The more points they have, the better the rewards they will be entitled to. This will include enhanced discounts, offers and short-term deals, as well as a limited number of exclusive 'money can't buy' experiences.

Partners will also be able to offer rewards to young people who have reached a particular level of points or completed specific activities.

Get involved... as a rewards provider



Why should I become a rewards provider?

Providing a reward is a great way to provide recognition to young people, but it also helps to raise the profile of your services.

As well as contributing to social responsibility objectives, there is a strong business case to be made for providing rewards. Benefits include:

- A high profile route to promote the activity / service to young people;
- Engaging a new market and attracting people who may otherwise not have participated; and
- Making the best use of spare capacity (e.g. filling seats at an event which might not otherwise have been used).

Importantly, there is no direct cost associated with becoming a rewards provider.

Get involved... as a rewards provider



What type of rewards could I offer?

There are a number of different types of rewards which could be offered:

A discount or offer on a product or service available to all Young Scot cardholders at any time – *such as 20% off or 2-for-1 entry*

A discount, offer or free product or service for a limited period – *such as 50% off in January*

A discount, offer or free product or service for young people who have reached a particular points level or completed specific activities – *such as 50% off gym membership for everyone who has reached 250 points or a free recording studio session for everyone who has completed a series of music workshops*

Access to an activity or experience for young people who have reached a particular points level or completed specific activities – *such as a free trip to Alton Towers for everyone who has reached 1,000 points*

An exclusive 'money can't buy' experience for young people who have reached a particular points level or completed specific activities – *such as backstage tickets to a concert or the opportunity to meet a sports team.*

Get involved... as a rewards provider



Existing activities

You may already be providing a service for young people which could be offered as a reward (e.g. free activities, trips or discounts). These existing offers can be presented to young people through the rewards scheme as a way of raising their profile, as well as framing them as something earned, rather than 'something for nothing'.

How can I manage the availability of my reward?

It is possible to attach conditions to the reward, including geographical availability and maximum number of redemptions.

Get involved... as a rewards provider



How do young people claim rewards and how will I know they are eligible?

Young people 'unlock' badges when they reach pre-defined points levels or meet specific conditions (for example, when they reach 1,000 points or go to the gym ten times). They can then choose to redeem one or more rewards associated with that badge, depending on their availability.

When they choose to redeem a reward, they will be given a instructions on how to claim along with a unique reference number. They may claim the reward by:

- Simply presenting their Young Scot card – for rewards which are available to everyone;
- By printing a voucher, containing their Young Scot card number and the unique reference number, and showing it to you;
- By contacting you with the unique reference number and their Young Scot card number – at which point you can make arrangements for the person to claim their reward (e.g. book on to an activity); or
- By contacting Young Scot who will validate the claim and pass the details on to the reward provider – for high value and unique experience rewards.

Next steps



Register your interest

If you are interested in becoming a points or rewards provider, please complete the online form at:

<http://tiny.cc/youngscot>

We'll then get in touch to let you know the next steps to becoming involved.

Contact us

To discuss strategic partnerships, please contact:

David McNeill
Entitlements & Rewards Director
E: davidm@youngscot.org
T: 0131 313 2488



If you would like to keep up-to-date on the most recent developments, please join the Rewards Community of Practice: <http://tiny.cc/rewardscop>

Appendix: points tariff guide



Category	Activity	Points
Be Healthy	Eat a healthy school meal	5
Learning	Read information articles	5
Be Healthy	Participate in an exercise class or activity (e.g. dance class)	25
Be Healthy	Use a leisure facility	25
Creative and Cultured	Visit a library	25
Get Involved	Attend a youth group	50
Get Involved	Complete a consultation or research survey	100
Creative and Cultured	Attend a cultural event	150
Learning	Register on a partners website (e.g. My World of Work)	150
Get Involved	Participate in a focus group	150
Go Green	Sign up / pledge to an environmental project or campaign	150
Creative and Cultured	Join a cultural group (e.g. arts group)	250
Learning	Complete a self-assessment tool (e.g. CV builder)	250
Get Involved	Get involved in Youth Forum / Panel / Committee	250
Get Involved	Submit content for magazines or newsletters (e.g. article, review)	250
Be Healthy	Participate in a sporting event (e.g. 5k run)	300
Be Healthy	Participate in a sports activity with charity sponsorship	500
Volunteer	Volunteering Activities TBC	TBC

*A more detailed guide is available on request.