



INFORM > ACCESS > ENGAGE

Delivering for Young People

The current economic climate has had a significant impact on us all. Young people have been particularly hard hit, with fewer opportunities available and choices constrained. We must ensure that whatever challenges we face, we do not miss out on the potential to capitalise on the aspirations, inventiveness and entrepreneurship of young people in Scotland, recognising their significant contribution to Scotland's economy, environment and society.

Young Scot is the national youth information and citizenship agency for Scotland. We provide young people, aged 11-26, with a mixture of information, ideas and opportunities to help them become positive and active citizens. At Young Scot we believe that information gives young people confidence. The confidence to make informed decisions, increase their skills and make the most of their lives.

This document presents Young Scot's response to extensive consultation with Community Planning Partners and with young people themselves, and sets out what we are doing in response. We have re-focussed our organisation to ensure we are fit for purpose, and have further developed and adopted the Young Scot: Active priorities, endorsed by the Scottish Government and COSLA, as our focus for our Strategic Plan 2010-2013. It also outlines our shared priorities and continued commitment to support partners to achieve the best outcomes for young people in Scotland in 2011 and beyond.

We have a long and trusted history of delivering positive outcomes for young people and have worked closely with the Scottish Government, COSLA and all 32 local authorities on developing adaptations of our services to support their own provision and opportunities for young people at a local level, through the Dialogue Youth partnership network.

Young Scot is privileged to work with a wide range of partners working across the public, voluntary and private sectors, in support of national priorities such as the National Performance Framework and Single Outcome Agreements, as well as key policy drivers relating to Health & Wellbeing, Equally Well, Justice and A Curriculum for Excellence.

We would not be able to achieve the impact we have without the support of our partners, including NHS Health Scotland, Creative Scotland, sportscotland, ACPOS, Learning and Teaching Scotland, the Improvement Service, Sunday Mail, YouthLink Scotland, the Scottish Youth Parliament and many, many more.

There may never be a more important time to support our young people in terms of their learning, employment and independent living, seeing them as part of the solution rather than part of the problem.

We believe the actions in this document are practical, realistic and achievable. They have been developed by listening to our local authority colleagues, their Community Planning Partnerships, voluntary organisations and the young people we are all committed to supporting.



FOLLOWING OUR ENGAGEMENT WITH LOCAL AUTHORITIES, COMMUNITY PLANNING PARTNERS AND YOUNG PEOPLE, OUR FOCUS IN 2011 WILL BE...

MAXIMISING YOUNG SCOT'S SUPPORT TO COMMUNITY PLANNING PARTNERSHIPS' SOA IN ARRANGEMENTS FOR SHARED SERVICES DELIVERY BY:

- Supporting the content of local pages on www.youngscot.org and www.youngscotextra.org
- Providing training opportunities for young people to develop information and consultation services locally
- Working with Community Planning Partnerships on coordinated approaches to information access for young people
- Targeted joint activities with Community Planning Partnerships and lead officers
- Promoting standards of youth information developments and provision through the National Youth Information Framework (NYIF)

INCREASING OPPORTUNITIES FOR CO-PRODUCTION BY:

- Supporting localised versions of the Young Scot information handbook
- Developing access through digital platforms e.g. www.youngscot.org and www.youngscotextra.org
- Promotion and enhancement of the local dimension of the *WOW* youth opportunities search engine
- Joint consultations at national and local levels using the *Young Scot Says Who* Consultation Toolkit
- Involvement in joint national initiatives e.g. Youth Investigation Teams which contribute to local and national outcomes
- Targeted and coherent approach to the Young Scot National Entitlement Card (NEC) including the Proof of Age Standards Scheme (PASS)

ENHANCING OPPORTUNITIES FOR YOUNG PEOPLE TO INCREASE THEIR CAPACITY TO ACCESS INFORMATION AND DEVELOP COMPLEMENTARY SERVICE PROVISION WITHIN A CLIMATE OF REDUCING OR RE-DIRECTED RESOURCES BY:

- Working with the Scottish Government, LTS and others to address issues of information literacy
- Contributing to A Curriculum for Excellence and the GLOW initiative
- Supporting information providers to ensure quality through the National Youth Information Framework
- Delivering high quality information on health and justice, tackling inequalities and building the capacity of young people
- Further developing training opportunities for young people through the Young Scot Academy
- Supporting schools, colleges and youth work providers in enabling young people to access quality information through dedicated Youth Information Points



ACTIVE IMPACTS



1 A NATION OF INFORMED YOUNG PEOPLE

Using the latest technology young people will access quality youth-friendly information on the issues and interests that impact on their lives empowering them to make informed choices and decisions.



2 INCREASED OPPORTUNITIES FOR YOUNG PEOPLE

Through harnessing, accessing and sensitising existing services young people will be able to turn information into positive opportunities and action.



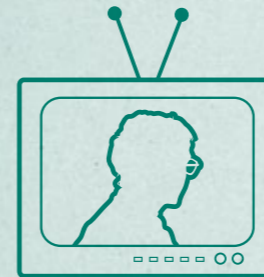
3 INCREASED YOUTH PARTICIPATION LEVELS IN PROJECTS, ACTIVITIES AND DECISION-MAKING PROCESSES

Through rewards, incentives and campaigns to stimulate greater participation as individuals and as members of families and communities.



4 YOUNG PEOPLE AS CAPACITY BUILDERS AND ACTIVISTS

Confident and competent citizens contributing towards economic growth, community cohesion and increasing social capital and civic engagement.



5 A STEP-CHANGE IN THE PUBLIC, MEDIA PERCEPTIONS AND IMAGE OF YOUNG PEOPLE

Challenging, through high profile events and balanced media representation, the negative portrayal of young people with a focus on their positive contributions to society.

"I WANTED TO BE INVOLVED WITH THE YOUNG SCOT TRAINING ACADEMY TO HELP CREATE A CENTRAL HUB OF HELPFUL INFORMATION FOR THE YOUNG PEOPLE, IN MY LOCAL AREA OF INVERCLYDE. THE ACADEMY WAS A GREAT OPPORTUNITY FOR ME TO GAIN EXPERIENCE OF WORKING WITH A RESPECTABLE ORGANISATION, LIKE YOUNG SCOT. I BELIEVE IT IS A FRIENDLY, APPROACHABLE, AND INFORMATIVE ORGANISATION THAT OUTREACHES TO EVERY SCOTTISH YOUNG PERSON AGED BETWEEN 11-26."

Andrew McCullagh

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Young Scot Academy Participant



6 SCOTLAND AS LEADERS IN EUROPE

At the cutting edge of European developments in youth information and engagement through investment in building the capacity of young Scots to be confident, valued and active contributors in creating a stronger and sustainable future locally, nationally and globally.

WHAT STAKEHOLDERS SAY... ABOUT YOUNG SCOT: ACTIVE

Alex Salmond, MSP

First Minister



"THE TIME IS RIGHT FOR YOUNG SCOT: ACTIVE AND I AM DELIGHTED FOR GOVERNMENT TO SUPPORT ITS POTENTIAL. I WELCOME THE SUPPORT OF THE OTHER PUBLIC AND PRIVATE SECTOR PARTNERS WHO ARE BUILDING BETTER PARTNERSHIP WITH YOUNG PEOPLE THROUGH THE OPPORTUNITIES THAT YOUNG SCOT OFFERS."

"WE BELIEVE YOUNG SCOT: ACTIVE IS A CULTURE CHANGING INITIATIVE WHICH SEIZES A GENUINELY ONCE IN A LIFETIME OPPORTUNITY TO FUNDAMENTALLY CHANGE YOUNG PEOPLE'S VIEWS OF THEMSELVES, THE REST OF SOCIETY'S VIEW OF THEM AND EUROPE'S VIEW OF SCOTLAND AS LEADERS IN YOUTH INFORMATION AND ENGAGEMENT."



Pat Watters

CBE

President, COSLA

Sandy Watson

OBE

Chair, NHS Tayside Health Board



"YOUNG SCOT IS ABOUT CHANGING THE WAY IN WHICH SCOTLAND RELATES TO ITS YOUNG PEOPLE; AND ABOUT GIVING YOUNG PEOPLE THEIR PLACE AS THE CITIZENS OF TODAY, AND NOT JUST OF TOMORROW"

"ACPOS FULLY ENDORSES YOUNG SCOT: ACTIVE. WE LOOK FORWARD TO WORKING IN PARTNERSHIP WITH YOUNG SCOT TO DELIVER IMPROVED OUTCOMES FOR THE YOUNG PEOPLE OF SCOTLAND AND WELCOME THE OPPORTUNITY TO CONSULT WITH THEM IN THE DEVELOPMENT OF AN ACPOS YOUTH STRATEGY."



Gordon Samson

Assistant Chief Constable, ACPOS

Sue Bruce

Chief Executive, Edinburgh City Council/ SOLACE



"YOUNG SCOT: ACTIVE WILL MAKE A REAL DIFFERENCE TO SCOTLAND'S YOUNG PEOPLE BY PROVIDING THEM WITH AN INCREDIBLE RANGE OF OPPORTUNITIES AND INCENTIVES THROUGH THE SIX IMPACTS. I AM PROUD TO BE ACTIVELY INVOLVED IN SUPPORTING ITS IMPLEMENTATION."

"FIRE & RESCUE SERVICES ARE UNDERTAKING SIGNIFICANT WORK IN RELATION TO YOUNG PEOPLE, WITH OUR PRIORITIES FOCUSSED ON REDUCING FIRE-RELATED CRIME AND ANTI-SOCIAL BEHAVIOUR, REDUCING ROAD ACCIDENTS AND INJURIES, IMPROVED CITIZENSHIP, LIFE SKILLS AND EMPLOYABILITY. WE BELIEVE YOUNG SCOT: ACTIVE CAN HELP US ENSURE YOUNG PEOPLE HAVE A VOICE ON FIRE & RESCUE SERVICE POLICIES AND PRACTICE."



Jimmy Campbell

Chief Fire Officer, Lothian and Borders Fire and Rescue

Derek Couper

Chair, Scottish Youth Parliament



"THE SCOTTISH YOUTH PARLIAMENT CONTINUES TO BE EXCITED BY THE DEVELOPMENT OF YOUNG SCOT: ACTIVE. WE BELIEVE THE YOUNG PEOPLE OF SCOTLAND WILL BENEFIT GREATLY FROM THE ENTHUSIASM, ENERGY AND COMMITMENT DISPLAYED IN THE PRINCIPLES AND PRIORITIES OF YOUNG SCOT: ACTIVE. WE WILL CONTINUE TO SUPPORT YOUNG SCOT THROUGH OUR PASSIONATE BELIEF IN A STRONG PARTNERSHIP WORKING BETWEEN OUR TWO ORGANISATIONS."

"CREATIVE SCOTLAND FULLY SUPPORTS THE DEVELOPMENT OF YOUNG SCOT: ACTIVE. THE OPPORTUNITIES AND ENCOURAGEMENT FOR YOUNG PEOPLE THAT WE ARE ABLE TO PROVIDE IN PARTNERSHIP WITH YOUNG SCOT ARE DESIGNED TO NURTURE THE WONDERFUL CREATIVE TALENT THAT EXISTS IN SCOTLAND. CREATIVITY IS A CORE SKILL FOR THRIVING AND SURVIVING IN THE 21ST CENTURY, YOUNG PEOPLE ARE NATURALLY CREATIVE AND YOUNG SCOT ACTIVE GIVES US THE OPPORTUNITY TO ENSURE THAT CREATIVITY PERMEATES ALL AREAS OF SERVICE PROVISION FOR YOUNG PEOPLE."



Joan Parr,

Head of Learning, Creative Scotland



CONTRIBUTING TOWARDS THE NATIONAL PERFORMANCE FRAMEWORK AND SINGLE OUTCOME AGREEMENTS

SMARTER

- > Involvement in programmes for A Curriculum for Excellence including information literacy, and the National Youth Information Framework
- > Dedicated GLOW Development Officer, supporting content for young people and educators
- > Training Academy offering courses to young people including MCMC target group
- > Digital information platforms
- > Young peoples' evaluation of 16+ Learning Choices Activity Agreements
- > Partnerships with Creative Scotland, Skills Development Scotland and Learning + Teaching Scotland

HEALTHIER

- > Partnership with NHS Health Scotland and sportscotland re: youth information and active lifestyles
- > Young Peoples' Health Panel
- > National mapping of youth health services
- > Commonwealth Games 2014 Legacy Youth Lead – including Youth Legacy Ambassadors programme
- > Young Scot National Entitlement Card (NEC) Rewards
- > Consultation on substance misuse education
- > Youth Commission on Alcohol
- > Young Scot InfoLine freephone service
- > Membership of Scottish Government Ministerial Groups (smoking, alcohol etc)
- > Lowdown – dedicated information for vulnerable young people at risk of poor health outcomes

WEALTHIER & FAIRER

- > Young Scot NEC Discounts
- > Scoping for potential Online Credit Union for young people
- > Expertise re: financial capability and financial inclusion with Scottish Government and the Consumer Finance Education Body (CFEB)
- > *Truth about Youth* Project in partnership with the Cooperative Foundation
- > *Access All Areas* project supporting excluded groups to engage with Community Planning

Rosie Carroll

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Young Scot Academy Participant



“AS THE YOUNG SCOT REPRESENTATIVE AT MY HIGH SCHOOL, I HAVE GAINED AN INSIGHT INTO THE GREAT SERVICES YOUNG SCOT OFFERS YOUNG PEOPLE, SUCH AS THE NEC CARD AND ALSO THE VOLUNTEERING OPPORTUNITIES AVAILABLE. I TOOK PART IN THE DEAL MAKERS TRAINING, WHICH INVOLVED TRYING TO PERSUADE LOCAL DISCOUNTERS TO JOIN THE NEC CARD FOR MY LOCAL AREA. THE PROGRAMME GAVE ME CONFIDENCE. THE CONFIDENCE TO MEET NEW PEOPLE, AND IN YOUNG SCOT’S BRILLIANT, FUN AND INTERESTING SERVICES THAT ARE AVAILABLE FOR YOUNG PEOPLE.”

SAFER

- > Young Scot NEC PASS Scheme
- > Young Scot NEC Rewards
- > Member of the Scottish Government Enforcement Group on Underage Sales
- > Partnership work with Scottish Retail Consortium, Scottish Grocers Federation and National Federation of Retail Newsagents
- > Supporting Local Authority Licensing Boards and ADPs re PASS
- > Young Scot NEC Retailers Awareness campaign and pack
- > Youth Commission on Alcohol
- > Support for ACPOS Youth Issues Sub-Group
- > Pro-Social Behaviour Project in partnership with Scottish Government Community Safety Unit
- > Promotion of all Cashback Opportunities on *WOW*, the national youth opportunities search engine

GREENER

- > Provision of key information re environment and climate change via digital platforms
- > Young Scot NEC Rewards programme
- > Partnership work with BTCV, WWF Scotland, Oxfam in Scotland and FoE
- > Support for Scottish Government Climate Change Public Engagement Strategy

COMMUNITY PLANNING PARTNERSHIP SEMINARS

SPRING 2010

The discussions at the Spring 2010 Community Planning Partnership Seminars jointly delivered by Young Scot, COSLA and the Improvement Service were very positive, with unanimous support to explore the potential role of Young Scot in supporting Community Planning Partnerships across Scotland. Delegates identified the following priorities for action at a local level to promote and adopt *Young Scot: Active*.

CPP PRIORITIES

Young people should be actively involved in the development of the next round of Single Outcome Agreements. Need to explore with Young Scot how this could be achieved

Linkages should be developed between Young Scot and Community Planning Partnerships to support innovative approaches to engaging young people

Positive approaches should be made to the local media to address the negative image of young people in partnership with Young Scot working at a national level

Community Planning Partnerships should work with Young Scot to establish dynamic youth-led youth information points in schools and community settings to act as a focal point for engagement

WHAT WE ARE DOING

We are working with COSLA, SOLACE, local authorities and their Community Planning Partnerships to build on the existing mechanisms for youth engagement and offer experience and expertise e.g. Youth Investigation Teams, Youth Commissions etc.

We will contact and offer to meet with every Community Planning Partnership to discuss potential linkages enhancing the Dialogue Youth Network. We will also offer our support to the Community Planning Officers Network.

We will explore the potential for a seminar for local authority media and communications officers to explore and agree opportunities to promote positive local stories at a national level. We will offer training in media skills for young people and we will continue to highlight and honour young people through the Young Scot Awards. We will also share good practice from the Young Scot Truth About Youth programme in Glasgow.

We will seek to establish over 200 Youth Information Points in schools and community settings. We will support Community Planning Partnerships to build the capacity of local young people to organise and maintain these Information Points, where possible as part of accredited learning to support A Curriculum for Excellence.

Michael Tai

15

ELREC Participant



"YOUNG SCOT IS A FRIENDLY, YOUTH ORIENTATED AND INNOVATIVE ORGANISATION. IT FOCUSES ON TRYING TO MAKE YOUNG PEOPLE FEEL VALUED IN SOCIETY, AND GIVES THEM OPPORTUNITIES TO PROMOTE OTHER YOUNG PEOPLE IN A POSITIVE MANNER TO THE WIDER COMMUNITY. I CONTRIBUTED TO THE "WE ARE HERE" CONFERENCE WHICH ALLOWED ME TO RAISE ISSUES OF RACISM TO MY PEERS, AND IN DOING SO, I FEEL MY GROUP CONTRIBUTED TO MAKING YOUNG SCOT SERVICES EVEN MORE INCLUSIVE."

CPP PRIORITIES

Continued and enhanced support for existing formal youth engagement structures such as youth forums, the Scottish Youth Parliament etc

Priority discussions should be held at council and Community Planning Partnership levels to explore the current and potential development of the Young Scot National Entitlement Card and the shared services agenda

The *Young Scot Says Who?* Consultation Toolkit and joint developments on GLOW should be widely promoted and used

Community Planning Partnerships should encourage the local development and use of the *Young Scot WOW* search engine promoting positive activities etc in their area.

WHAT WE ARE DOING

We will increase our offer of practical support to enhance the Dialogue Youth Partnership Network.

We will work with local authority colleagues and their Community Planning Partners to maximise the use of Young Scot's consultation and engagement approaches.

We will work with the Scottish Youth Parliament to support local and national electronic elections using the Young Scot NEC and the Young Scot Portals.

We will work with the Improvement Service and NECPO to ensure local authorities and Community Planning Partnerships are aware of the potential of the Young Scot NEC and associated programmes as part of the shared services agenda. We are also working towards the development of new applications on the Young Scot NEC in partnership with the Improvement Service.

We will seek opportunities to promote Says Who? And GLOW to partners across Scotland, and offer support for their locally adapted use.

We will seek opportunities to promote WOW across Scotland, and ensure all Community Planning Partnerships are aware of its potential as part of a shared services agenda, as well as supporting local diversionary and engagement activity.



THE DIFFERENCE WE MAKE



GIVING YOUNG PEOPLE IMPROVED ACCESS TO LOCAL SERVICES AND DISCOUNTS THROUGH THE YOUNG SCOT NATIONAL ENTITLEMENT CARD.

ENGAGING YOUNG PEOPLE THROUGH OUR CUTTING-EDGE PACKAGE OF CONSULTATION TOOLS, INCLUDING YOUNG SCOT SAYS WHO?



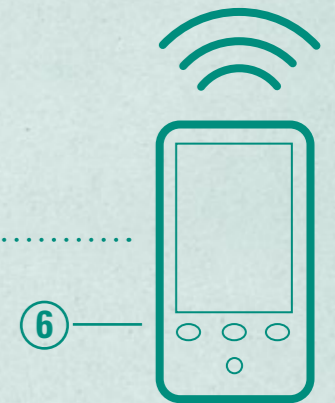
REACHING YOUNG PEOPLE WITH LOCAL INFORMATION VIA YOUNG SCOT'S INFORMATION HANDBOOKS, WEBSITES, INFOLINE AND LOCAL INFO POINTS.

EMPOWERING YOUNG PEOPLE THROUGH THE TRAINING OPPORTUNITIES PROVIDED BY THE YOUNG SCOT ACADEMY.

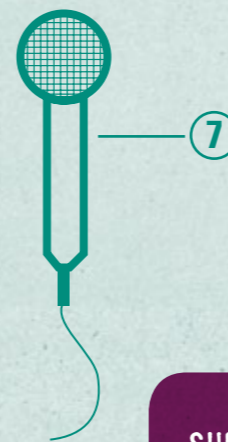


SUPPORTING PROMOTION OF NATIONAL AND LOCAL OPPORTUNITIES AND ACTIVITIES TO YOUNG PEOPLE VIA THE UNIQUE YOUNG SCOT WHAT'S ON WHERE SEARCH ENGINE WWW.YOUNGSCOTWOW.ORG.

REACHING YOUNG PEOPLE VIA DIGITAL COMMUNICATION TOOLS SUCH AS SMS, SOCIAL MEDIA PLATFORMS, PODCASTS ETC.



PROVIDING AN OUTREACH SERVICE WITH TRAINED YOUTH ENGAGEMENT WORKERS AND BRANDED INFOMOBILES TO SUPPORT WORK IN LOCAL AREAS.



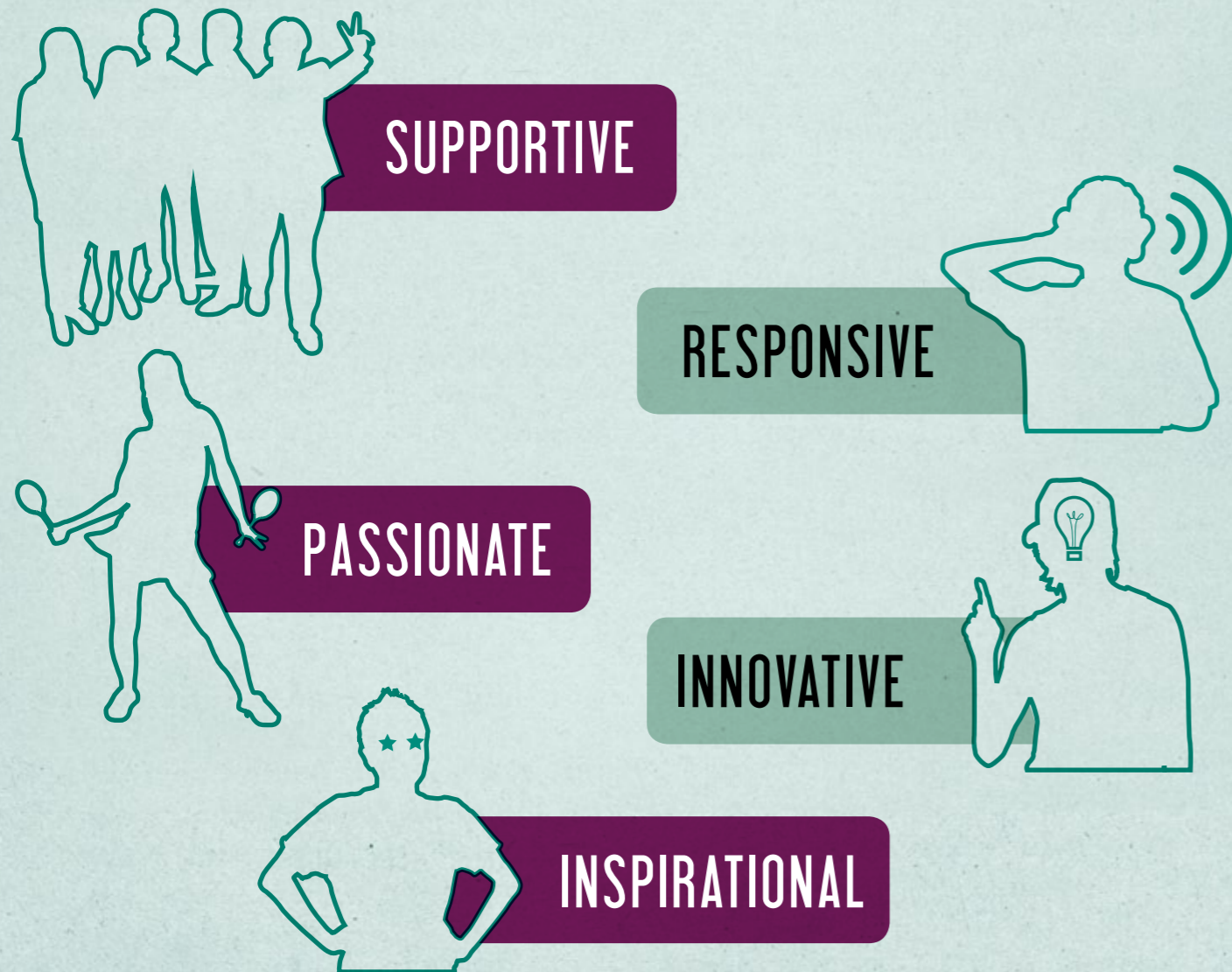
SUPPORTING AND DEVELOPING EXCELLENCE IN YOUTH INFORMATION THROUGH THE NATIONAL YOUTH INFORMATION FRAMEWORK.





OUR COMMITMENT TO QUALITY & CONTINUOUS IMPROVEMENT

We are committed to being an effective organisation, developing and delivering high quality services and products to all young people. Our staff team is focussed on ensuring that in all that we do – with young people, with stakeholders and with each other - we live our values:



This commitment to our values is demonstrated through our achievement of the Investors in People Gold status.



SUPPORTING CO-PRODUCTION AND DEMOCRATIC ENGAGEMENT

- > We have established a 'Hot 500' Online Citizens Jury, engaging 500 young people from across Scotland as "co-producers" to inform and shape Young Scot in terms of our products and services.
- > We promote youth engagement and citizenship in every aspect of our work, with an ethos of supporting young people to think, question, connect and act on all of the youth information we provide.
- > We have extensive consultation tools, including our online platform Says Who?, and work with a range of partners at national and local level to ensure young people have the opportunity to inform and influence services.
- > We work with the Scottish Youth Parliament and others, ensuring young people know about how they can get involved, and also providing a platform for voting in the SYP local elections.



OUR COMMITMENT TO INCLUSION AND EQUALITIES

Young Scot is a universal service open to ALL young people aged 11- 26. We work hard with partners across the statutory and voluntary sectors to ensure we reach young people from all parts of our communities.

We operate Young Scot *All In* – an audit programme where young people from equalities groups scrutinise our services, and report on their findings, including recommendations for improvement.

We have increased our capacity around inclusion and equalities, including work with very excluded groups such as young travellers and homeless young people, supporting them to connect with Community Planning, as well as developing our own Equalities Action Plan.

Ensuring we reach young people who need more choices and more chances is key to our work, and we have specifically developed services and approaches which are relevant, accessible and engaging for this group.

Nicola Rougvie

15

Youth Commission
on Alcohol
Commissioner



“YOUNG SCOT PROVIDES YOUNG PEOPLE WITH THE OPPORTUNITY TO VOICE AND MAKE THEIR OPINIONS HEARD IN SOCIETY. IN FACT, THIS WAS THE MAIN REASON I GOT INVOLVED IN THE YOUTH COMMISSION ON ALCOHOL. I FEEL YOUNG SCOT PRESENTS RELEVANT INFORMATION THROUGH A WIDE VARIETY OF METHODS THAT ENGAGE YOUNG PEOPLE IN A FUN, HELPFUL AND INSPIRING WAY.”

“YOUNG SCOT SERVICES ARE REALLY VALUABLE AND RELEVANT FOR YOUNG PEOPLE ACROSS SCOTLAND. THEY ARE VERY USEFUL, FOR EXAMPLE THE NEC CARD IS EXCELLENT FOR TRAVEL DISCOUNTS AND PROOF OF AGE, HOWEVER YOUNG SCOT IS ALSO EDUCATIONAL. I VOLUNTEERED WITH THE ABERDEEN INTERNATIONAL CENTRE FOR THE ACCESS ALL AREAS PROJECT AND ALONG WITH LEARNING TECHNICAL COMPUTER SKILLS I ALSO LEARNED VALUABLE LIFE SKILLS SUCH AS UNDERSTANDING AND WORKING ALONGSIDE PEOPLE WITH DIFFERENT EXPERIENCES AND BACKGROUND THAN MYSELF.”



Sanjeevan
Anandavijayan

16

Access All Areas
Participant

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Follow us on Twitter: Search for '@youngscot'

Find us on Facebook: Search for our fan pages
'Young Scot/Young Scot Extra'



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