

# **#YSAttain:** Improving young people's attainment in Dundee



During 2019/20, Dundee City Council partnered with Young Scot to support local young people facing barriers to their attainment. Together, we offered the young people free travel, meals and Young Scot Rewards – all accessed using their Young Scot National Entitlement Cards (Young Scot NEC).

# **Objectives:**

- Improve the health and wellbeing of young people living in Dundee who are facing barriers to their attainment.
- Take away the financial barriers when engaging in education, extra-curricular activities and employment.
- Give access to free services and support without stigma.

# #YSAttain is part of the 'Attainment

**Challenge: National Strategic Partnership'** – a collaboration between the Scottish Government, Young Scot, Local Authorities, Transport Scotland, the Improvement Service and the National Entitlement Card Programme Office. Since 2017, we've been partnering and using the Young Scot NEC to improve young people's lives.

Over the year, Dundee City Council gave **345** young people free travel, meals and Young Scot Rewards – all accessed using their Young Scot NEC. The young people included young parents, care experienced young people, and young carers.

#### **Bus Travel**

Young people saved nearly £6,000 on over 750 tickets (April 19 – August 20). They visited local bus provider Xplore Dundee who added smart travel tickets for free bus travel across Dundee to their Young Scot NECs.

### **Community Meals**

Over 60 young people received free meals in the Ardler Centre and Menzieshill Community Centre cafes. Staff in the venues had a list of Young Scot NEC numbers for the young people taking part in #YSAttain. They cross-checked these against the young people's Young Scot NECs to confirm their eligibility. During the October holidays in 2020, Dundee City Council also extended this offer to any young person who needed a free meal.





#### Young Scot Rewards

Young people taking part in #YSAttain accessed vouchers for supermarkets, mobile phone top-ups, clothes and entertainment via a 'Closed Group' on young.scot – accessed via their Young Scot NEC. The young people earned Young Scot Rewards points for completing surveys, attending workshops, youth groups and extra-curricular activities and then exchanged these for rewards. When lockdown restrictions allowed, the young people were also able to exchange their points for local leisure facility passes and tickets for local attractions including Camperdown Wildlife Park and Dundee Science Centre.

#### Impact:

- Financial barriers to travel and food removed or reduced.
- Increased engagement with school, employment and wider community.
- Young people's mental health and wellbeing supported.
- Young people provided dignity and choice around access to food.
- Increased awareness of universal Young Scot services.

"Having a bus pass helped me come to the young mum and baby group and visit my family and friends."

## Join #YSAttain

The delivery of products and services using the Young Scot NEC is a practical and non-stigmatising way of supporting young people. Are you interested in introducing a similar initiative in your area?

#### Here are some questions to consider:

- O How is the Young Scot NEC currently used in your area?
- What is the local need for young people in your area?
- O How can you involve young people in designing entitlements?
- Is there an existing funding stream which could be utilised to deliver entitlements? (If not, Young Scot will support you to explore these avenues).
- Which staff team has capacity to support delivery of entitlements?

"When we were ever short on food in the house it was comforting to know there was a place we could go to get food without having to worry about it."



To find out more and get involved, please contact us at attainment@young.scot