

During 2019/20, North Lanarkshire Council partnered with Young Scot to support local young people facing barriers to their attainment. Together, we offered the young people free travel, meals, leisure access 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 North Lanarkshire who are facing barriers to their attainment.
- Take away the financial barriers to opportunities during school holiday periods.
- 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, North Lanarkshire Council gave 436 young people free travel, meals, leisure access and Young Scot Rewards during school holidays – all accessed using their Young Scot NEC. The young people, from two high schools in Bellshill, included those receiving free school meals or clothing grants, care experienced young people and others facing barriers to opportunities.

Bus Travel

Young people made over 900 journeys throughout holiday periods (June 19 – August 20). Their Young Scot NEC was loaded with First Bus tickets in school by North Lanarkshire Council staff.

Leisure Access

Almost 300 activities were completed by young people including swimming, ice skating and gym classes at North Lanarkshire Leisure facilities (during holiday periods June 19-August 20). Young people could swipe into leisure facilities using their Young Scot NEC, reducing any stigma they may face.

Meals

Young people claimed over 220 meals, saving over £1000, at local café, Coffee Cabin (during school holiday period June 19 – August 20). Using their Young Scot NEC as proof of entitlement, they could access a free meal deal whilst their peers were able to access a 20% discount.



#YSAttain:



Improving young people's attainment in North Lanarkshire

Young Scot Rewards

Young people taking part in #YSAttain accessed vouchers for supermarkets, 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 physical items such as stationary sets and a one-year bundle of sanitary products.

Impact:

- Financial barriers to travel and leisure facilities removed or reduced.
- Young people provided dignity and choice around access to food.
- Increased engagement with community activities during school holiday periods.
- Young people's mental health and wellbeing supported.
- O Increased awareness of universal Young Scot services.

"It has changed my life as I have now been able to travel to different places and go out with my friends"

"I've been to the coffee cabin every single day, their food is brilliant. My mum says it saved her a fortune during lockdown" "During the summer holidays I was able to do loads of stuff because of my young scot card. The bus pass meant I could do stuff with my pals that I wouldn't have been able to afford to do because my mum and dad don't drive. I loved getting a wrap from the coffee cabin too"

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?

