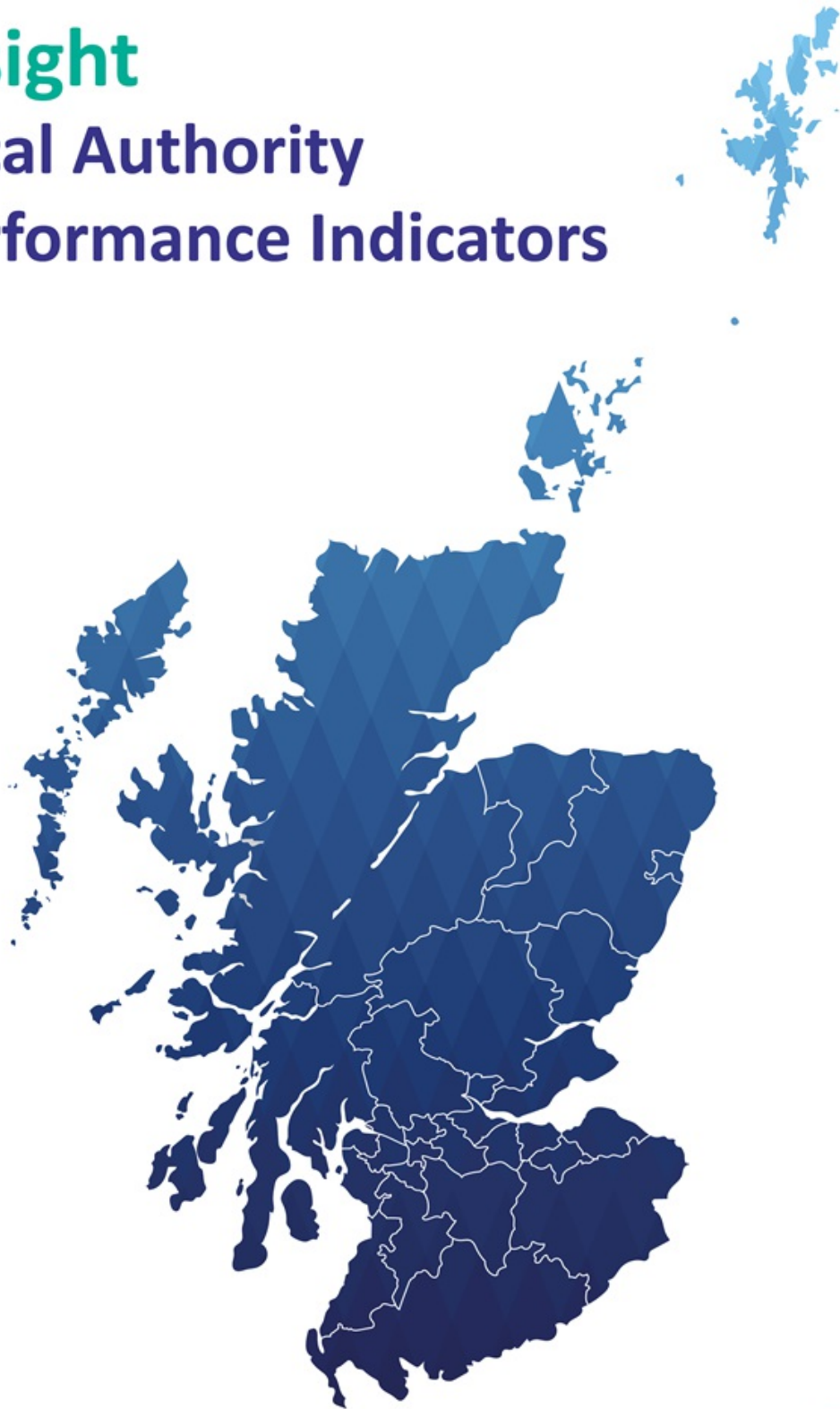


September 2018

**Insight**

**Local Authority**

**Performance Indicators**



# Young Scot Partnership

## Data Insight Report

**Local Authority**

**September 2018**

Welcome to your Young Scot Partnership Performance Indicator Report for the period April to September 2018.

As you will see, we have upgraded the format of the PI report. We hope that a combination of responding to partner suggestions and our own data gathering expertise will make this document more useful to you. If you have any questions, concerns or comment about the data in the report – please contact us.

We hope that this document will act as a tool for Local Authority staff. You can use the data in this report as evidence of young people's needs and services they are utilising. This can back up your local self-evaluation and help you to both prioritise services and allocate resources within the authority and from partners.

Each Local Authority area has their own challenges and priorities, and no two authorities are directly comparable. Where appropriate we have given a comparison to the national average data, or from authorities of a similar size to yours. From the national data, it is clear that those authorities that have carried out work in any one area of Young Scot card use (E.g. Smart travel, Young.scot web content, local discounters) have seen benefits across all areas of Young Scot provision. If young people have the card in their pocket every day, they are likely to use more of their entitlements.

It's worth noting that some of the data is within our control, whilst other data is taken from government statistics, such as population estimates and SIMD data. Although this Government data is valuable, it can never be 100% up to date and this can sometimes cause discrepancies with the report – the most notable example being when there appears to be more than 100% of young people who have a Young Scot Card. If you are in any doubt about whether a growth or drop in any statistic is relevant or not – please let us know.

*TEXT PERSONALISED TO LOCAL AUTHORITY*



### Cardholder Numbers\*

9,782

young people have a Young Scot card in  
Local Authority

75%

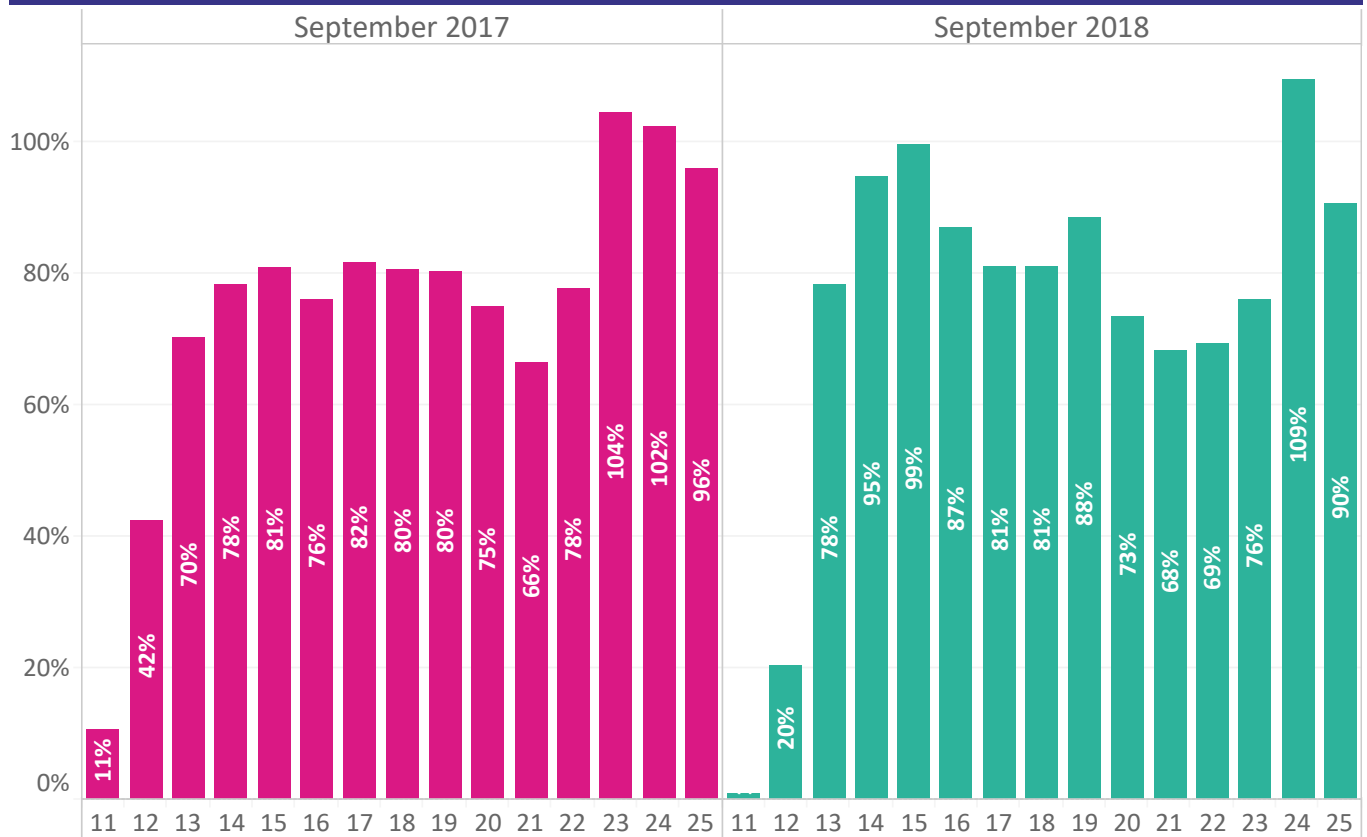
of the estimated population of 11-25 year olds in the area

0%

increase compared to September 2017

### Saturation Rate of Cardholders

% of eligible population who are cardholders

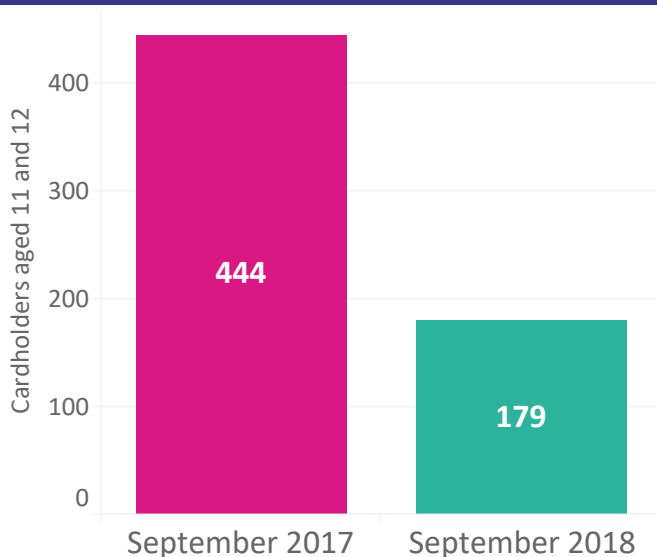


### Bulk Issue Cardholders

Number of cardholders aged 11 and 12

-60%

decrease compared to September 2017

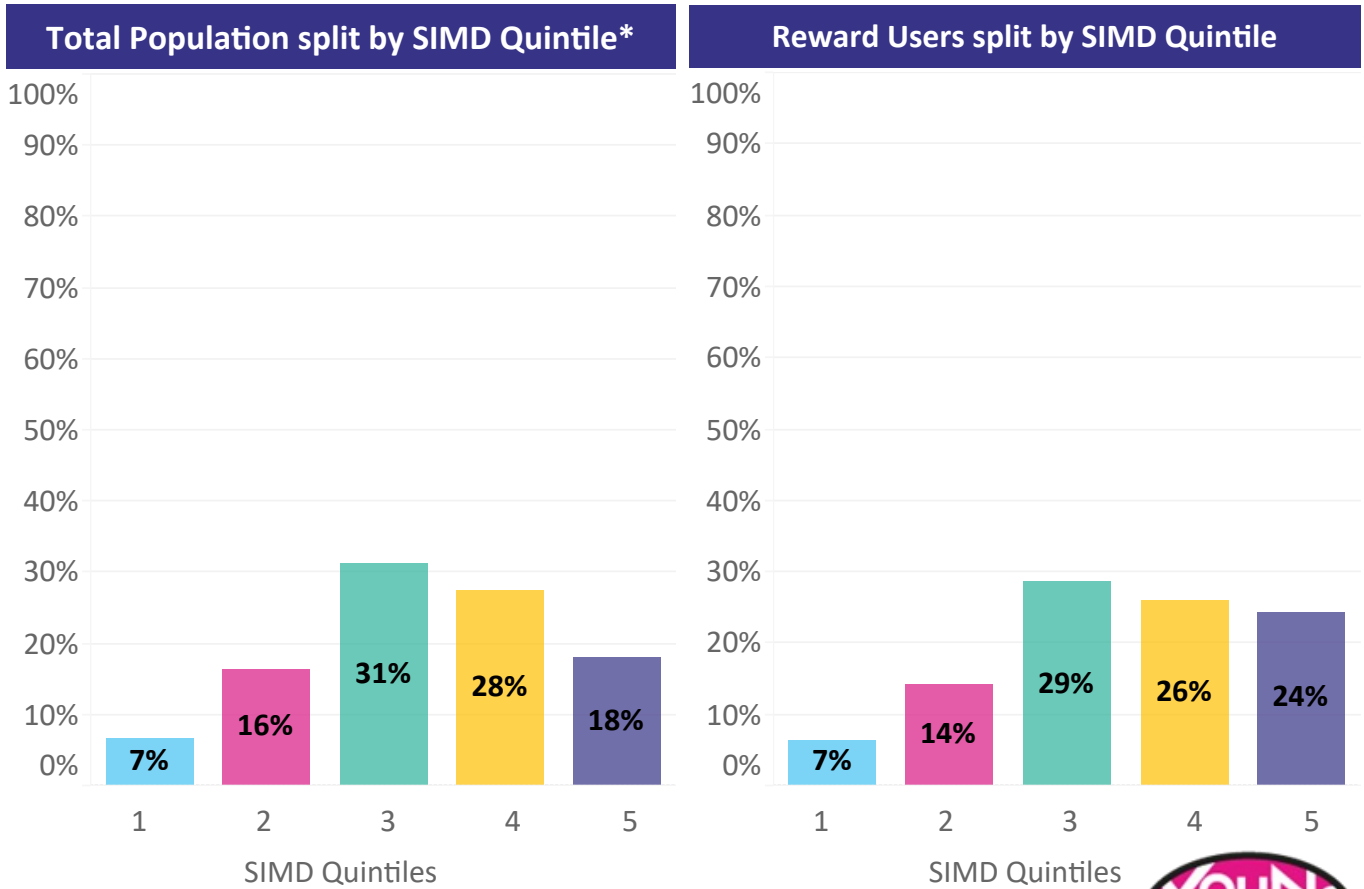
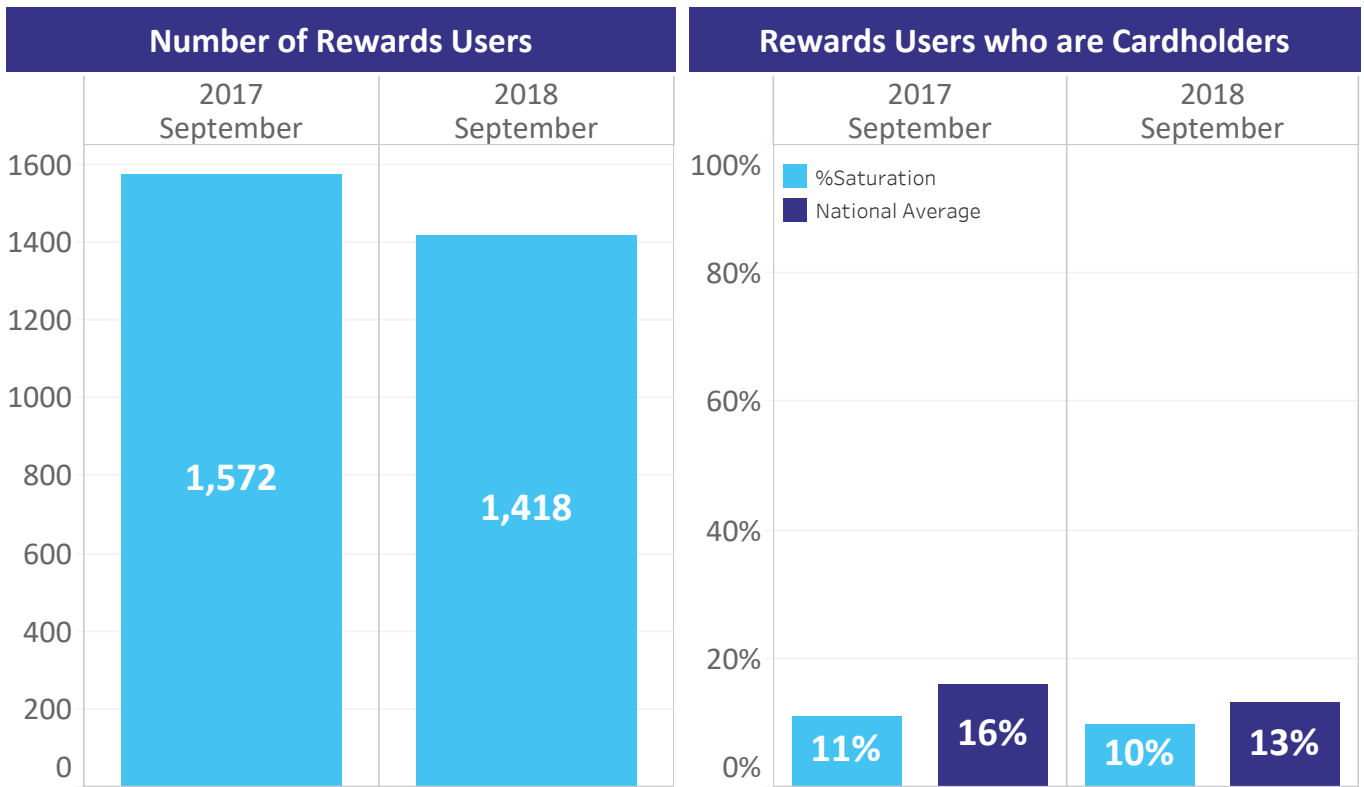


#### \*Caveats

- The population figure used to calculate card saturation is only an estimate and can never be fully accurate.
- Young people are entitled to the card from age 11 but most receive their card at the time of moving to high school (aged 12)
- Some areas may have inflated card numbers (e.g. over 100% saturation). This is due to the movement - young people may have registered in one area but reside in another.
- Some groups of young people may miss out on bulk card issues: young people moving to Scotland after S1, Gypsy Traveller communities, private school pupils and families who have opted out of the card.



**Rewards**

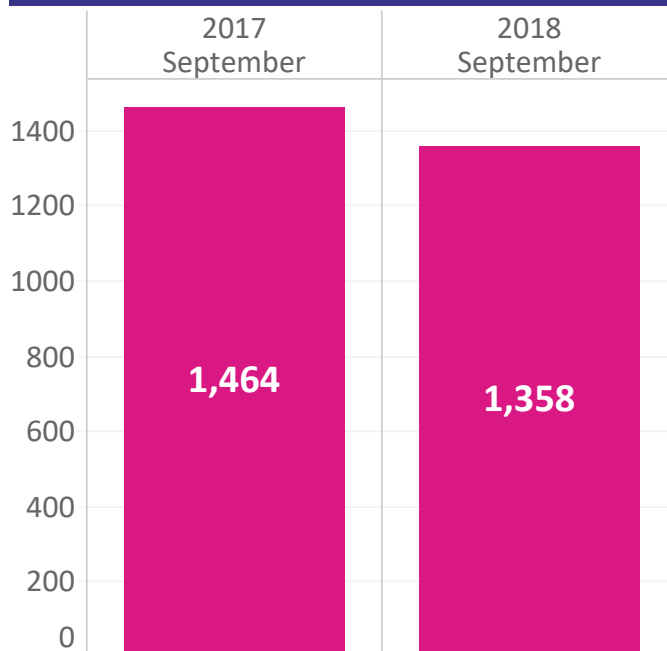


\*This is a demonstration of the SIMD split of the entire population within each Local Authority. The SIMD data provided does not specify the age range of the population in these areas. These two graphs are therefore not directly comparable.



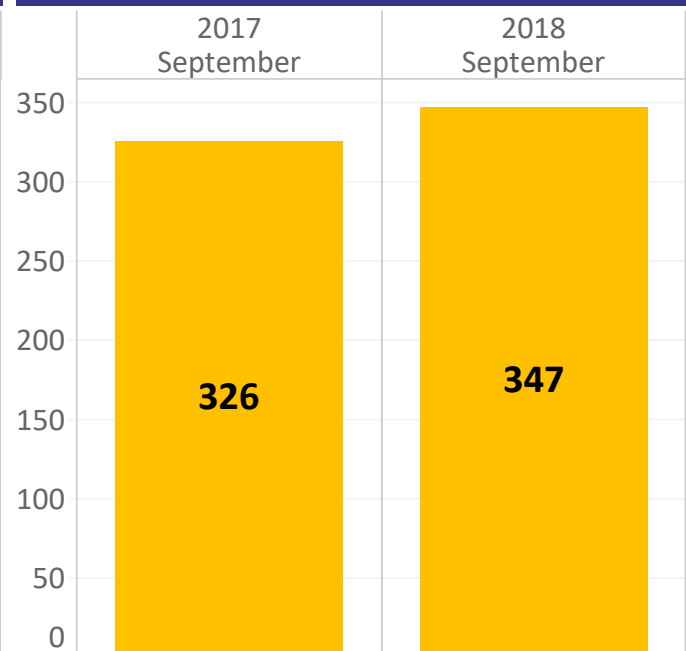
## Rewards

## Activity Completions

**-7%**

Percentage difference in activity completions compared to previous year

## Reward Redemptions

**6%**

Percentage difference in reward redemptions compared to previous year

## Top 10 Activities in last 6 months

Register for Rewards	<b>704</b>
Newsletter code	<b>49</b>
READ: Stress Busters	<b>30</b>
READ: Discover Scotland's Historic Sites	<b>22</b>
READ: Scottish Government Consultation	<b>20</b>
READ: Peace First UK Challenge	<b>18</b>
QUIZ: Staying Healthy Outdoors #Active	<b>14</b>
READ: Visit Top Destinations with Citylink	<b>12</b>
QUIZ: Spot The Scam	<b>11</b>
READ: Meet Ping #PING	<b>11</b>

## Top 10 Rewards in last 6 months

WIN: Sony Cybershot Compact Digital C..	<b>44</b>
WIN: iPad Pro	<b>27</b>
WIN: Lenovo IdeaPad Laptop #YOYP2018	<b>27</b>
WIN: Berghaus Backpack #PING	<b>19</b>
WIN: £100 Ticketmaster Voucher	<b>18</b>
WIN: Ryze VIP Pass	<b>17</b>
WIN: 4 Person Picnic Backpack	<b>16</b>
WIN: £20 Book Token	<b>14</b>
WIN: £50 Love2Shop Voucher	<b>14</b>
WIN: Columbia Waterproof Jacket #Acti..	<b>13</b>

## Caveats

- Some activities can be completed multiple times.
- Not all points that are earned are claimed by young people. For example, if a code is generated for an event not all young people will claim their points.

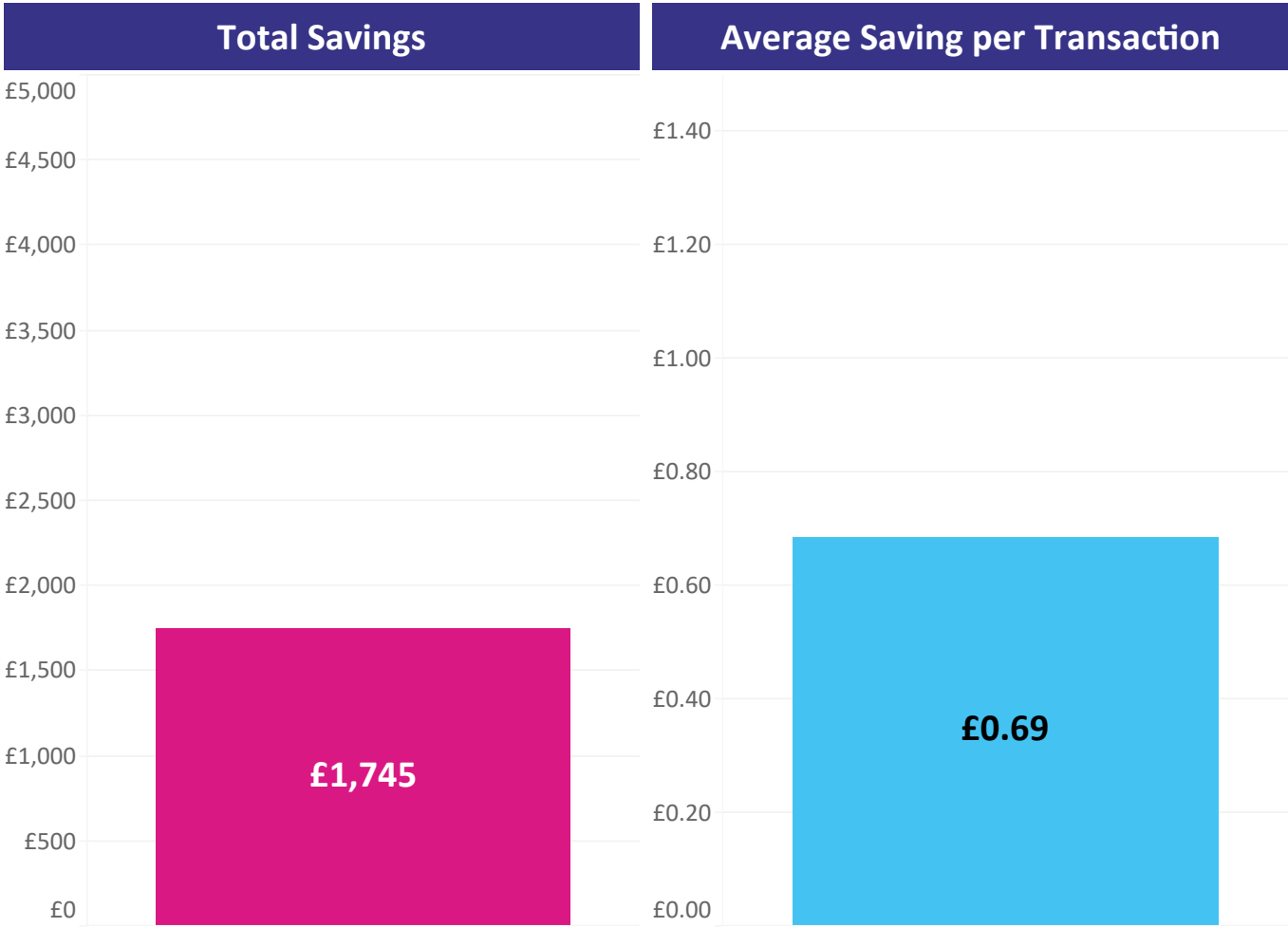


## Discounts



## Co-op Discount Usage

Young people made a total of 2,546 transactions in 24 local Co-op stores in the last six months

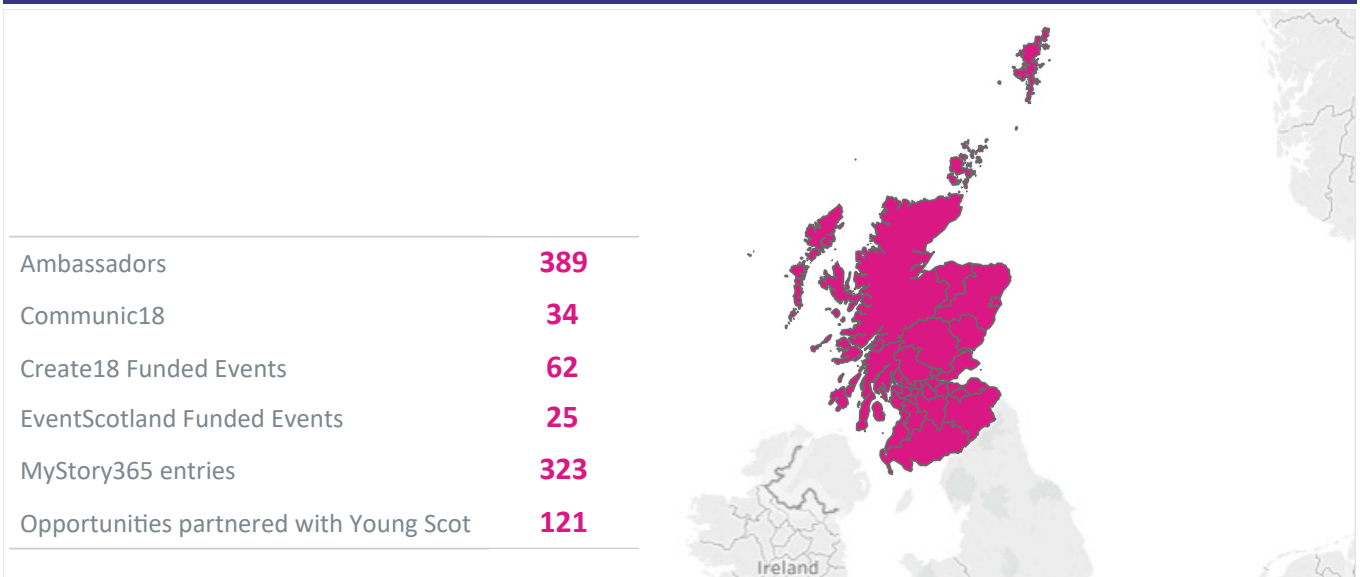


### Caveats

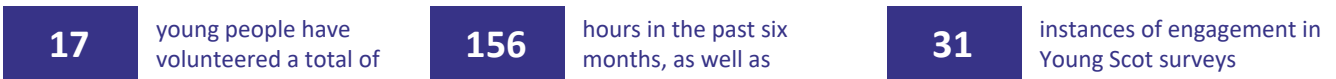
- These figures are for Co-op stores **only** and do not include Scotmid figures.
- We have begun receiving monthly data direct from the Co-op which has been backdated to January 2018. We will be able to provide YOY comparison for this data from 2019 reports onwards.



Year of Young People Engagement by Local Authority



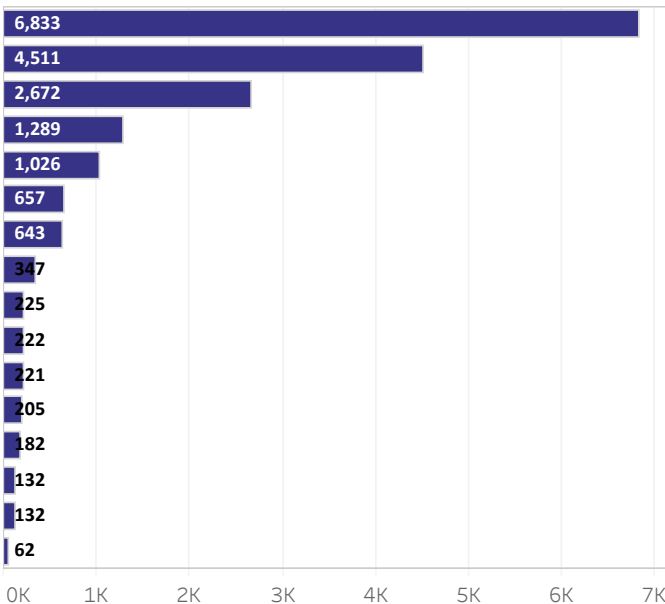
Other Volunteering and Participation



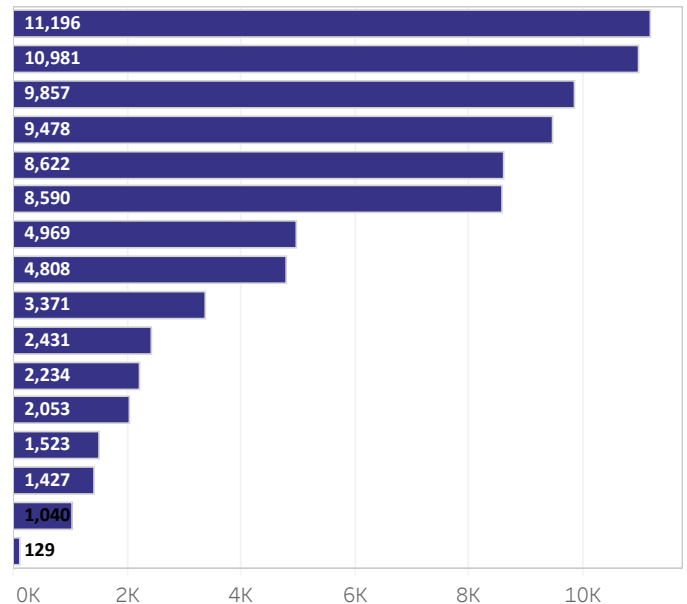
Online Engagement



Local site views compared to other Local Authorities: Group 1



Views to young.scot compared to other Local Authorities: Group 1



All 32 Local Authorities have been split into groups based on the estimated population of people aged 11-25 in the area:

- Group 1: population of 11-25 year olds <20,000
- Group 2: population of 11-25 year olds >20,000 <40,000
- Group 3: population of 11-25 year olds >40,000 <60,000
- Group 4: population of 11-25 year olds >60,000 <80,000
- Group 5: population of 11-25 year olds >80,000

Caveats

- There is no way to distinguish between a young person or an adult view.

