



#YSAttain: Localised and Targeted Discounts

Working with Local Authorities to offer localised discounts for targeted groups to tackle inequalities and improve attainment.

Young Scot discounts are a key part of our work to help young people to thrive. Our discounts encourage young people to experience more and helps their money go further in a non-stigmatising way.

Scottish Government, Young Scot and Local Authority partners aim to tackle the poverty-related attainment gap using the Young Scot National Entitlement Card (NEC) and the Young Scot platform of information, Rewards and discounts.

Phase One partners – Highland Council, Renfrewshire Council and North Ayrshire Council – worked with Young Scot to secure new discount partners to provide localised discounts for young people facing the greatest barriers to opportunities.



Objectives/Process

- ⦿ To find out from targeted young people what local discounts would be important and useful to them
- ⦿ Encourage local business to offer local discounts
- ⦿ Secure additional free entitlements for targeted group across local authority Targeted groups and partners through focus groups and surveys told Young Scot what businesses would be of most value to offer a discount.

The Young Scot Attainment team engaged directly and supported Phase One partners to identify and secure new local discount partnerships. Discounts focused on overcoming barriers to attainment by improving health and wellbeing and providing more opportunities for young people to spend their leisure time locally.

Some of the businesses were also asked if they were willing to offer additional entitlements to a targeted group chosen by the Local Authority partner. Targeted groups received additional entitlements through identification of their Young Scot NEC number, ensuring they received these entitlements in a non-stigmatising way.

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Impact

- ⦿ 20 new businesses with over 45 stores have been secured as new discount partners across three local authorities
- ⦿ These businesses include; food and drink providers, leisure activities, school uniform shops, and 20% off at Highland bakery chain, Harry Gow
- ⦿ The new discounts have been used over 2,600 times and saved young Scots over £2,000 *
- ⦿ Young people face fewer financial barriers in their local area
- ⦿ Data captured from six new discount partners from December-March 2019

Conclusion

Young people want to spend their money in their local communities. Offering localised discounts and targeted entitlements puts more money back in the pockets of young people and their families. Local discounts and targeted entitlements empower young people to engage with their local community and overcome financial barriers to accessing the same opportunities as their peers. Overall, these new opportunities for young people offer the ability to improve health and wellbeing in line with overcoming attainment barriers.

For more information and if you are interested in collaborating with Young Scot please contact:

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