



#YSAttain Package of Support



#YSAttain




In 2018, Young Scot launched the Attainment Challenge: National Strategic Partnership (#YSAttain) alongside Scottish Government, Local Authorities, Transport Scotland and the National Entitlement Card Programme Office to help close the poverty related attainment gap and improve the health and wellbeing of young people.

#YSAttain is delighted to have been funded by the Scottish Attainment Challenge for a further four years to continue to work with partners to explore how the smart-enabled Young Scot National Entitlement Card (Young Scot NEC) can be used in innovative ways to support young people experiencing barriers to attainment, food insecurity and other inequalities.

Since 2018 we have been working with Local Authority partners to pilot ways in which the Young Scot NEC can be used to deliver smart-entitlements in a non-stigmatising way. Entitlements have included smart travel, access to leisure centres, meals in community and leisure centre cafes and school breakfasts. Partners have also been able to use the functionality of the Young Scot Membership platform to deliver bespoke rewards to targeted groups of young people. Delivering entitlements and opportunities through the Young Scot NEC and Young Scot Membership platform helps to ensure that young people are able to access these opportunities free from stigma.

[Find out more about #YSAttain](#)

As part of this new phase of work we are delighted to offer partners an updated package of support to adapt and implement #YSAttain models of delivery to support young people facing inequalities and barriers to attainment. Support available includes;

- Starter kit of Rewards provided by Young Scot
 - Extensive knowledge and experience in establishing smart entitlements and opportunities within the community
 - Access to the #YSAttain Learning Community
 - Support to develop new local Young Scot Discounts
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Bespoke Rewards

Young Scot Membership is the home of Online Discounts, Rewards and Bespoke Opportunities. The Membership platform allows partners to provide targeted and bespoke rewards to young people being supported through programmes of work. Young people are given unique access to these rewards which ensures that the items will go to the young people identified.

Where appropriate, Young Scot will provide a **Starter Kit of Rewards** to help kick start their new entitlement group on the Membership platform. #YSAttain will support partners to co-design these rewards with the young people ensuring that what is made available is what is most needed and wanted by the young people.

Previous rewards provided to entitlement groups have varied from supermarket vouchers and mobile phone top-ups to shopping and entertainment vouchers and family days out.


Knowledge and Advice


With over four years of experience, #YSAttain has a wealth of knowledge and advice that can support partners to establish entitlements and opportunities. Partners will be supported to engage with relevant stakeholders, including the National Entitlement Card Programme Office, regarding the Young Scot NEC and wider services. Advice and support can be provided to partners to negotiate entitlements with relevant parties whether that is with colleagues at Local Authority level or other third parties including arms-length organisations or local businesses.

Partners will also have access to engage with wider Young Scot services to create a holistic offer to young people including through localised digital information available on young.scot, #YSSchools, Localities support and #YSHive – our recently updated approach to co-design.

#YSAttain Learning Community

The #YSAttain Learning Community is a space for new and existing partners to connect and share their knowledge and experiences. Through the #YSAttain Learning Community partners will be able to access a range of digital resources including process





manuals, project management materials as well as case studies highlighting impact of #YSAttain on young people.

Partners will also have the opportunity to engage with the #YSAttain Reference Group. This group is made up of partners across the sector including Scottish Government, Local Authorities, and other Third-Sector organisations such as Child Poverty Action Group. The Reference Group provides a space for partners to share experience, knowledge and advice relevant to #YSAttain and work in supporting young people experiencing barriers to attainment.

Development of Local Young Scot Discounts


Young Scot discounts help young people and their families maximise their income and improve their wellbeing. There are currently over 800 discounts across Scotland that young people can access with their Young Scot NEC. These include both in-store show and go discounts and online discounts.

Local discounts are a great way for young people to be able to save money in the places they visit most frequently as well as support local businesses. Our [Local Discount Toolkit](#) helps to support partners and young people to develop new discount opportunities in their local area. Partners will be supported to train colleagues and/or young people to engage with local businesses and secure new opportunities. If needed, #YSAttain can also support partners to engage with young people to find out how they spend their time locally and where they would like to access discounts and other opportunities.

Evaluation and Data Tools and Support

Gathering insights from young people is important to ensure #YSAttain and local programmes of work continue to best support young people. Support will be provided to run pre and post evaluation with young people involved in the programme to track what impact #YSAttain entitlements have had on the young people being supported.

Partners will also be provided with support to gather impact stories and other qualitative data through a range of Young Scot tools and assets.





Promotional Materials

A range of Young Scot promotional materials will be made available to help raise awareness of the Young Scot NEC and Young Scot services including through posters and social media assets. Key to ensuring that young people are able to access additional entitlements and opportunities free from stigma when using their Young Scot NEC is ensuring that all young people are aware of the Young Scot NEC and wider services and accessing opportunities available to them. We have seen when partners have taken the time to improve general awareness, young people involved in #YSAttain have been more likely to engage with entitlements available to them.

Where needed, #YSAttain can support partners to create social media assets to promote entitlements and bespoke opportunities that can be used on partners' social media channels.

E-Voting and Participatory Budgeting Tools

Partners interested in running e-votes or Participatory Budgeting votes can be supported to run these via the newly updated Young Scot E-Voting platform.


Our online voting platform has been successfully supporting young people to make democratic decisions for over 12 years. Our new online voting platform will make it even easier for young people to have their say on key decisions, such as funding and priorities. The platform will use the Young Scot NEC number to create a system for these decisions, allowing young people to take part without having to share personal details.

Youth Participation

Expert advice, findings and feedback will be provided to partners through an established group of young people who have experienced barriers to attainment and #YSAttain. Youth Voice will be vital to partners to establish and/or improve #YSAttain delivery in their area.

Access to new developments

Partners will have access to the latest Young Scot developments that will support in the delivery of #YSAttain and young people supported as part of the programme.





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