

TOOLKIT

Supporting Local Partners to Deliver For Young People

Young Scot is the national youth information and citizenship agency for Scotland. We provide young people, aged 11 – 26, with a mixture of information, ideas and opportunities to help them become positive and active citizens. At Young Scot we believe that information gives young people confidence. The confidence to make informed decisions. The confidence to increase their skills. The confidence to make the most of their lives.

Young Scot has a long and trusted history of delivering positive impacts for young people. Since 2002 we have been working closely with Scottish Government, COSLA, The Improvement Service and all 32 Local Authorities via the Dialogue Youth partnership network on a localised adaptation of Young Scot services. This has resulted in some ground-breaking information and engagement work in local communities across the country.

Young Scot works with a range of other partners across the public, voluntary and private sectors to ensure young people get the information they need and have the opportunity to influence services. This includes NHS Health Scotland, ACPOS, Learning & Teaching Scotland, Creative Scotland, sportscotland, Sunday Mail, YouthLink Scotland, Scottish Youth Parliament, Youth Scotland and many others.

As a contribution to achieving the ambitions of Single Outcome Agreements and the National Performance Framework, we believe that this joined-up way of working has more advantages than ever before.

This document outlines how, by contributing to the localisation of our services, Young Scot can support partners to deliver their Single Outcome Agreements. We want to hear from those in Local Authorities and their Community Planning Partners, such as Health Boards, Police, Fire & Rescue and those from the voluntary sector, to discuss how we can work together to deliver the outcomes needed to make sure Scotland's young people, particularly those in need of 'More Choices, More Chances', have the ability to thrive. If you think Young Scot can support you, then drop us a line via the contact details at the back of this document, or email me personally at louisem@youngscot.org. It's only by working together we can deliver the best services that our young people deserve.

Warmest wishes,

Louise Macdonald

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..... Chief Executive, Young Scot



Alex Salmond, MSP

First Minister



"I WELCOME THE SUPPORT OF THE OTHER PUBLIC AND PRIVATE SECTOR PARTNERS WHO ARE BUILDING A BETTER PARTNERSHIP WITH YOUNG PEOPLE THROUGH THE OPPORTUNITIES THAT YOUNG SCOT OFFERS."

1 YOUNG SCOT NATIONAL ENTITLEMENT CARD

The Young Scot NEC is a partnership between Scottish Government, The Improvement Service, Young Scot and all 32 Scottish Local Authorities. There are already over 380,000 young people across Scotland carrying the card, enabling them to access over 1,200 discounts at shops and services across Scotland and a further 100,000+ in 42 European countries. The inclusion of the PASS hologram on the card means young people can use it as a voluntary proof of age.

Councils can use the card to add their own functionality, such as offers at leisure centres and libraries, evoting, cashless catering at schools, etc, which has led to an increase in the uptake of key services in many areas. The flexibility of the card to coincide with local priorities means the potential to have a positive impact on young people's lives is enormous.

2 CONSULTATION

Co-production of policy and services is crucial and giving young people the chance to share their views is at the heart of Young Scot's work. *Young Scot: Says Who?* is our online Consultation Toolkit with methods to help us, and our partners, gather the opinions of young people. It provides a rich interactive mixture of surveys, video, audio and a range of background resources to allow you to consult with young people on a chosen topic.

Another proven consultation methodology, Youth Investigation Teams, encourages informed participation by supporting young people to organise themselves into research teams to explore and report on issues that are important to them and their peers, making recommendations for policy and practice.

Young Scot's consultation services are there to be accessed by local partners who want to ensure young people's voices are heard in community planning and policy making processes.

3 YOUNG SCOT OUTREACH

Young Scot's Outreach work enables us to come face-to-face with our most valued partners, young people, through visits to schools, colleges, Freshers' Fayres, youth groups and events all over Scotland. The aim is to engage with young people in their own environment with relevant information. Our trained youth engagement workers and our branded "InfoMobile" trailers, can travel to anywhere in Scotland, delivering information sessions or promoting local or national projects and services, in partnership with local agencies.

Our Outreach service can be utilised by local Community Planning partners. For instance, if you are running a local event or festival and would like the team to attend to support the work you are doing, then they can be booked in advance.

4 YOUNG SCOT ONLINE

We all know young people are increasingly using digital technology to access information and Young Scot provides online platforms to suit their information needs, with topic specialisms in health and financial capability. Our websites receive more than 500,000 page requests every month.

The national youth information portal, www.youngscot.org, is our main online destination for young people at school, while www.youngscotextra.org has been designed as a "transition support package" for those who have left school, especially those in need of "More Choices, More Chances". Young Scot's groups on Glow also offer an avenue for connecting both young people AND educators with relevant information, produced to complement the Curriculum For Excellence.

All these digital tools offer a multitude of ways for local partners to communicate and reach young people. Both our core sites include 32 'local sites', one for every council area in Scotland, and these, as well as our SMS and e-mail newsletter systems, are there to be utilised by local partners and populated with relevant info and signposting, often written by young volunteers.



John McKnight

Chair, Community Learning and Development Managers Scotland



"COMMUNITY LEARNING AND DEVELOPMENT MANAGERS SCOTLAND FULLY SUPPORTS THIS LATEST DEVELOPMENT IN WORKING WITH YOUNG PEOPLE TO EQUIP THEM WITH THE RANGE OF SKILLS, KNOWLEDGE, AND EXPERIENCES TO TAKE THEIR PLACE IN SHAPING SCOTLAND'S FUTURE."

5 YOUNG SCOT WOW

Young Scot WOW ("What's On Where"), www.youngscotwow.org, is THE youth opportunities search engine for Scotland, providing young people with a "one stop shop" to find out about things to do in their area. Opportunities include youth groups, sports clubs, volunteering, training courses, events and much more. All events funded via the Cashback for Communities programme are also listed. Since its launch in 2008, over 4,000 opportunities have been added to the site.

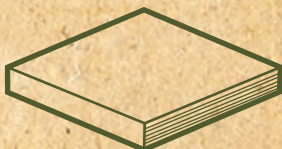
Do you have events and services you want to promote to young people? Young Scot can support and train those in local areas to add their own events, meaning you can reach large numbers of young people using a tool which has been created and tested in partnership with them.



6 YOUNG SCOT INFORMATION HANDBOOK

Information is at the heart of everything we do and our Information Handbook has long been one of our key services. Aimed at young people in the S1 – S3 age range, it provides information on a range of issues, including health, travel, careers, financial capability and much more. The book is carefully checked by experts at partner agencies to ensure it remains a reliable and trustworthy source of information.

The Information Handbook can also be localised to fit the needs of Local Authorities. The first 16 pages can be filled with any local information and signposting, with 23 council areas taking up this opportunity in 2010 /11, to give young people a great mix of local and national information.



7 YOUNG SCOT ACADEMY



The Young Scot Academy is our package of training courses, designed specifically to support the co-production of local content by young people, helping to support the work of Community Planning partners. All the courses can be used towards attaining a Youth Achievement Award or Dynamic Youth Award, run by Youth Scotland. Courses available include *Deal Makers* (discount negotiation), *Digital Voice* (making podcasts), *Hack Pack* (writing for the web), *Media Savvy* (influencing the media) and *Video Bloggers* (producing videos).

The courses are available to any youth group in a Local Authority area and are flexible so that they can be adapted to the needs and requirements of the groups and individuals taking part.

8 YOUNG SCOT INFOLINE



The Young Scot InfoLine is a free and confidential phone service. Open 10am to 6pm, Monday to Friday, it is manned by trained Information Advisors who can access the most up to date information via our Knowledge Management System.

The InfoLine offers information on a range of topics including money, health and the arts, as well as answering questions like 'How do I get my first passport?', "Where's the nearest health centre?", "How can I open a bank account?" and the ever popular "I've lost my Young Scot card – what should I do?". By working with us, the InfoLine can be used by partners to signpost young people in your area to the correct local services and information.

9 NATIONAL YOUTH INFORMATION FRAMEWORK



If we are to build a future in which Scotland is wealthier, fairer, healthier, safer and stronger, smarter and greener, we need to support young people to be involved and see themselves as active citizens. To that end, Young Scot has developed the National Youth Information Framework, in partnership with the Scottish Libraries and Information Council (SLIC) and a range of other organisations.

The Framework recognises the need for information to be in a variety of formats and to provide opportunities to develop the information literacy skills required to find and evaluate the quality of information. Young Scot has also developed resources which aims to help school pupils (or 'Young Scot Info Agents'), set up and run their own Youth Information Points.

By signing up to implement the Framework locally, partners can offer those who develop and provide information for young people a key Continuous Professional Development opportunity, also helping to ensure that all young Scots are able to access accurate and up-to-date information on issues of interest to them.

Sue Bruce

Chief Executive,
Edinburgh
City Council



"I BELIEVE THAT YOUNG SCOT CAN SUPPORT ORGANISATIONS WHO WANT TO ENGAGE AND COMMUNICATE WITH YOUNG PEOPLE IN AN EFFECTIVE AND RELEVANT MANNER. THIS CAN BE HELPFUL TO POLICE, FIRE AND HEALTH BOARDS AND OTHER COMMUNITY PLANNING PARTNERS. THE TOOLS AND SERVICES YOUNG SCOT PROVIDES HAVE BEEN DEVELOPED IN CO-CREATION WITH YOUNG PEOPLE THEMSELVES AND HAVE THE POTENTIAL TO DELIVER REAL AND POSITIVE IMPACTS TO YOUNG PEOPLE THROUGHOUT SCOTLAND."

Carol Downie

MBE

Youth Scotland



“YOUNG SCOT SHARES YOUTH SCOTLAND’S PASSION FOR MAKING SURE THAT YOUNG PEOPLE MAXIMISE THEIR POTENTIAL. THE OPPORTUNITIES THAT YOUNG SCOT OFFERS, TO BOTH YOUNG PEOPLE AND THOSE WORKING WITH THEM, HAVE THE POTENTIAL TO MAKE A REALLY POSITIVE IMPACT ACROSS SCOTLAND.”

Sandy Watson

OBE

Chair, NHS Tayside Health Board



“YOUNG SCOT IS ABOUT CHANGING THE WAY IN WHICH SCOTLAND RELATES TO ITS YOUNG PEOPLE; AND ABOUT GIVING YOUNG PEOPLE THEIR PLACE AS THE CITIZENS OF TODAY, AND NOT JUST OF TOMORROW”

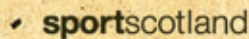
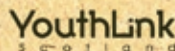
Pat Watters

CBE

President, COSLA



“WE BELIEVE YOUNG SCOT IS A CULTURE CHANGING INITIATIVE WHICH SEIZES A GENUINELY ONCE IN A LIFETIME OPPORTUNITY TO FUNDAMENTALLY CHANGE YOUNG PEOPLE’S VIEW OF THEMSELVES, THE REST OF SOCIETY’S VIEW OF THEM AND EUROPE’S VIEW OF SCOTLAND AS A DELIVERER OF EXCELLENCE.”



CONTACT:

If you want more information on how Young Scot can partner you to deliver for young people in your area, please contact us on:

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INVESTOR IN PEOPLE