



# #YSAttain: Tackling food insecurity using the Young Scot National Entitlement Card

Groups of young people in Paisley have used their Young Scot National Entitlement Cards to access free daily breakfasts at a local cafe.

As part of the Young Scot and Scottish Government Attainment Challenge: National Strategic Partnership, Renfrewshire Council Youth Services worked Homelink to improve the health and wellbeing of young people by providing free breakfast meal deals.

Using their Young Scot National Entitlement Card (YSNEC), young people were given access to local hot breakfasts before school, at weekends and during holidays.

## Objectives:

- ⦿ Provide access to free breakfasts outside of school hours for young people.
- ⦿ Save young people and their families money on hot meals at weekends and during the holidays.
- ⦿ Increase the use of the YSNEC in Renfrewshire.

## The project:

Renfrewshire Council's Youth Services Team and Homelink worked together to identify young people who are disengaged with education or living in areas of high deprivation. Then, their YSNEC details were shared with local coffee shop, Bianco Nero.

Every Young Scot cardholder is entitled to a £3 meal deal at Bianco Nero. However, the young people were given access to the meal deal for free. This partnership created a non-stigmatised way of providing additional entitlements to target groups. Since then, new discount partnerships have been developed across Paisley at venues popular with local young people.

## The impact:

- ⦿ New discounts secured at popular Paisley eateries for all Young Scot cardholders.
- ⦿ More young people accessing breakfast when they normally wouldn't.
- ⦿ Increased numbers of young people using their YSNEC in Renfrewshire.



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Providing a choice for young people was an important aspect of the project as it helped to reduce any risk of stigmatisation, particularly when accessing free breakfasts with their peers. By ensuring that each young person could pick their own breakfast from the discounted meal deal options, the group was offered the same choices as their friends who pay for their meal.

Feedback has been positive, with the majority of young people agreeing that:

**“It helped me concentrate during school”  
and all participants agreeing the breakfast  
offer was “definitely a good idea”.**

**“People were really nice in the cafe and they  
knew from my Young Scot card why I was  
there, so it was easy”**



### Why this matters:

Renfrewshire Council and Homelink’s use of the YSNEC is a fantastic example of how youth services teams can use the Young Scot card to tackle inequalities experienced by young people who are disengaged with education or living in areas of high deprivation.

Over 40% of Young Scot cardholders in Renfrewshire are living in SIMD 1 and 2\*. Using their cards as a proof of entitlement is an effective way for local authorities to tackle attainment through additional food entitlements.

\*Based on SIMD data collection from NECPO – October 2018

### Get started:

Interested in introducing a similar initiative in your school or local authority? Here are some questions to consider before implementing a new entitlement;

- ⦿ What local food providers are popular with young people and offer healthy hot meals?
- ⦿ Are Young Scot discounts available for all young people to reduce any stigmatisation?
- ⦿ Have you decided which groups of young people would benefit most from the entitlement?
- ⦿ Can use of the YSNEC be tracked to demonstrate impact?

To find out more and get involved, please contact us at [attainment@young.scot](mailto:attainment@young.scot)