

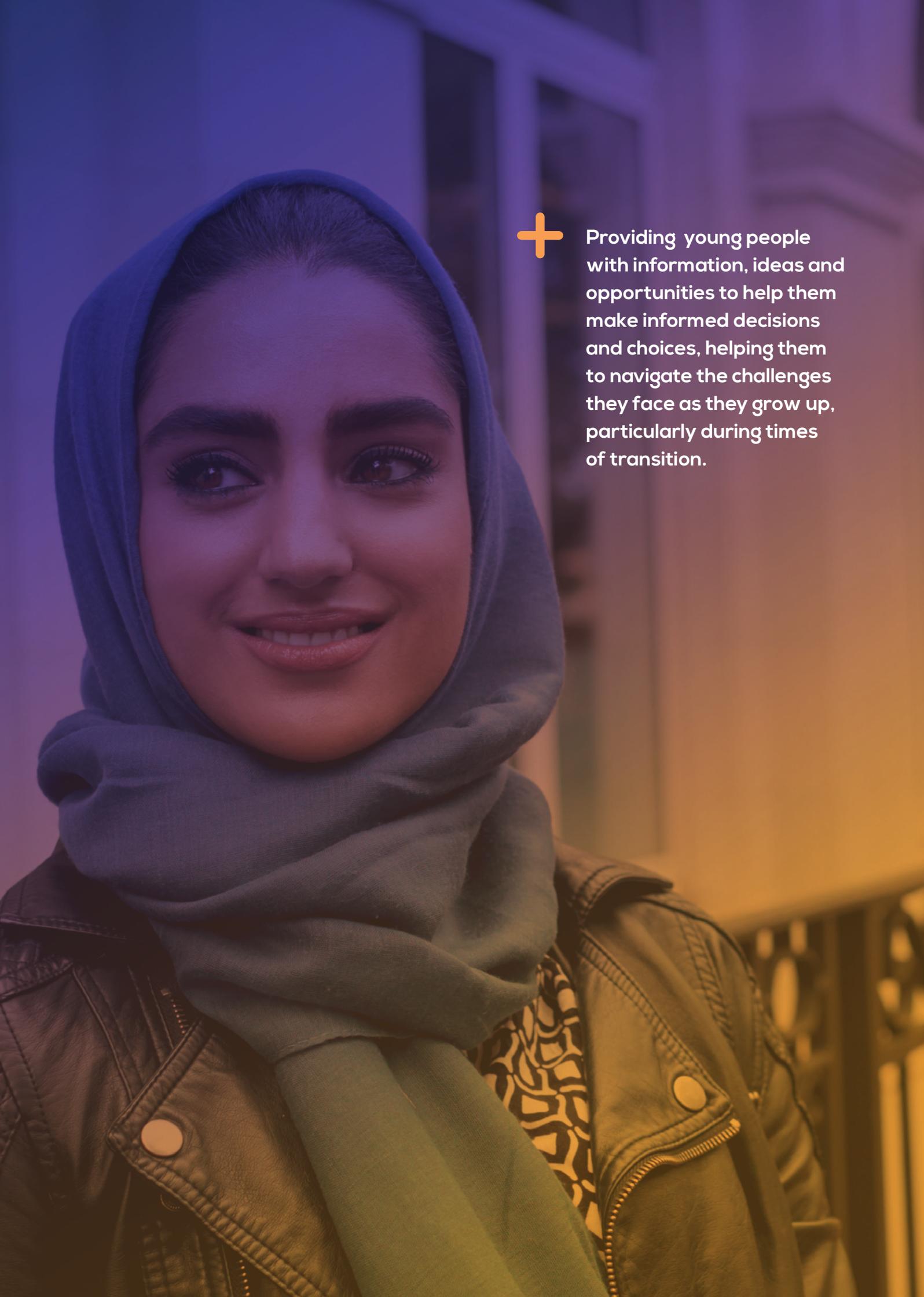


# Young Scot Strategic Plan 2019-22

Young Scot is the national youth information and citizenship charity for 11-26 year olds in Scotland

# #YSThree





Providing young people with information, ideas and opportunities to help them make informed decisions and choices, helping them to navigate the challenges they face as they grow up, particularly during times of transition.

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# Welcome

From Elma Murray, Chair

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Scotland, as a country, has demonstrated that it values our young people. It led the way in dedicating a whole year to celebrating the diversity, creativity and contribution that our young people bring to our nation.



As we emerge from 2018, the Year of Young People, we are more conscious than ever that we continue to strive to make Scotland the best place in the world to grow up.

This means that expectations are higher than ever for what young people want from their society. At Young Scot we are ambitious for the young people of Scotland – and I believe that this three year strategic plan reflects this. The plan was codesigned with young people. They sit at its very heart. We have listened, and we are taking forward their voice, their wishes.

As we face the future, we are looking into the unknown and I know how frightening that can be. We want all young people to know that when they need impartiality, when they need honesty, and when they need a constant companion through their youth – Young Scot is there for them and is working as hard as we can to make young people's present, and future, the best it can possibly be.

Young Scot cannot create a more positive Scotland alone. Everything we work to achieve as a charity is in partnership, and we will continue to work closely with partners across the public, voluntary, and private sectors.

Young Scot works across the whole of our nation, and we want to continue connecting with all young people, wherever they may live. Our investment in our membership scheme, our digital platforms, and the Young Scot card, will allow us to do this.

The next three years will be hard work, but with your support and enthusiasm, we will continue to create the best circumstances to support and empower our young people to be the very best of themselves.

**+** **Young Scot works across the whole of our nation, and we want to continue connecting with all young people, wherever they may live.**



From

# #YSThree

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We're #YSThree, a group of young people who have been co-designing this new Strategic Plan. Young people have always been at the heart of Young Scot and having the opportunity to co-design the new strategy has been an amazing experience.



The purpose of #YSThree is simple - a diverse group of 17 individuals, empowered and supported to share our experiences and ideas and to engage other young people, partners, stakeholders and the wider public to do the same with the aim of helping to shape the work of Young Scot over the next three years.

We launched in June 2018 and have been responsible for leading on all stakeholder engagement around the new Strategic Plan – whether that was designing the national surveys for young people and stakeholders, delivering face-to-face insight sessions across the country or conducting interviews with CEOs, MSPs and influencers from across Scotland. We've engaged with everyone from the Scottish Government to Local Authorities, third sector organisations, youth groups and schools.

The premise of our activity has been this: a group of inspiring young people, engaging in co-designing Young Scot's new three-year strategic plan. Three is a big theme here: three years (2019-22), three young people delivering each session, and all built around three key questions focusing on the top issues affecting young people in Scotland, the key milestones in young people's lives from age 11 to 26, and asking young people how they engage with Young Scot's current services. For stakeholders, this question focused on how Young Scot can align with their organisational priorities. The responses we received and conversations we had were insightful and at times challenging.

It has been a privilege speaking to people up and down the country to find out what Young Scot means to them, the role Young Scot plays in their lives, the issues most affecting them, their families, their communities and how Young Scot can continue to support them. It has been enlightening to hear about the themes and priorities affecting young people in Scotland, whether it's mental health, our future with Europe, employment, poverty to name just some of the top issues.

It is so important young people are involved in shaping the future strategy of Young Scot, simply because Young Scot as an organisation exists to serve, promote and support us, Scotland's young people. Young people should always be involved in leading on processes like this because we are who this plan is designed to benefit.

It has been amazing to be given such freedom to lead the way and so powerful to see young people taking an active role in shaping the future of Scotland's national youth information and citizenship charity. We have been encouraged by the level of engagement and commitment we have seen from young people and stakeholders across Scotland; their willingness to speak up, share their views and provide valuable insight into what it is like growing up and living in their communities.

We hope #YSThree has shown what young people can achieve and will inspire other organisations to give young people opportunities like this.

**+** **Young people and stakeholders have told us their priorities and this plan outlines how Young Scot will provide young people with information, ideas and access to opportunities to help them make the most of their lives. It's just the start and our hope is that over the next three years Young Scot can play a vital role in Scotland being the best country in the world to grow up in!**

# Who we are and why we do what we do...

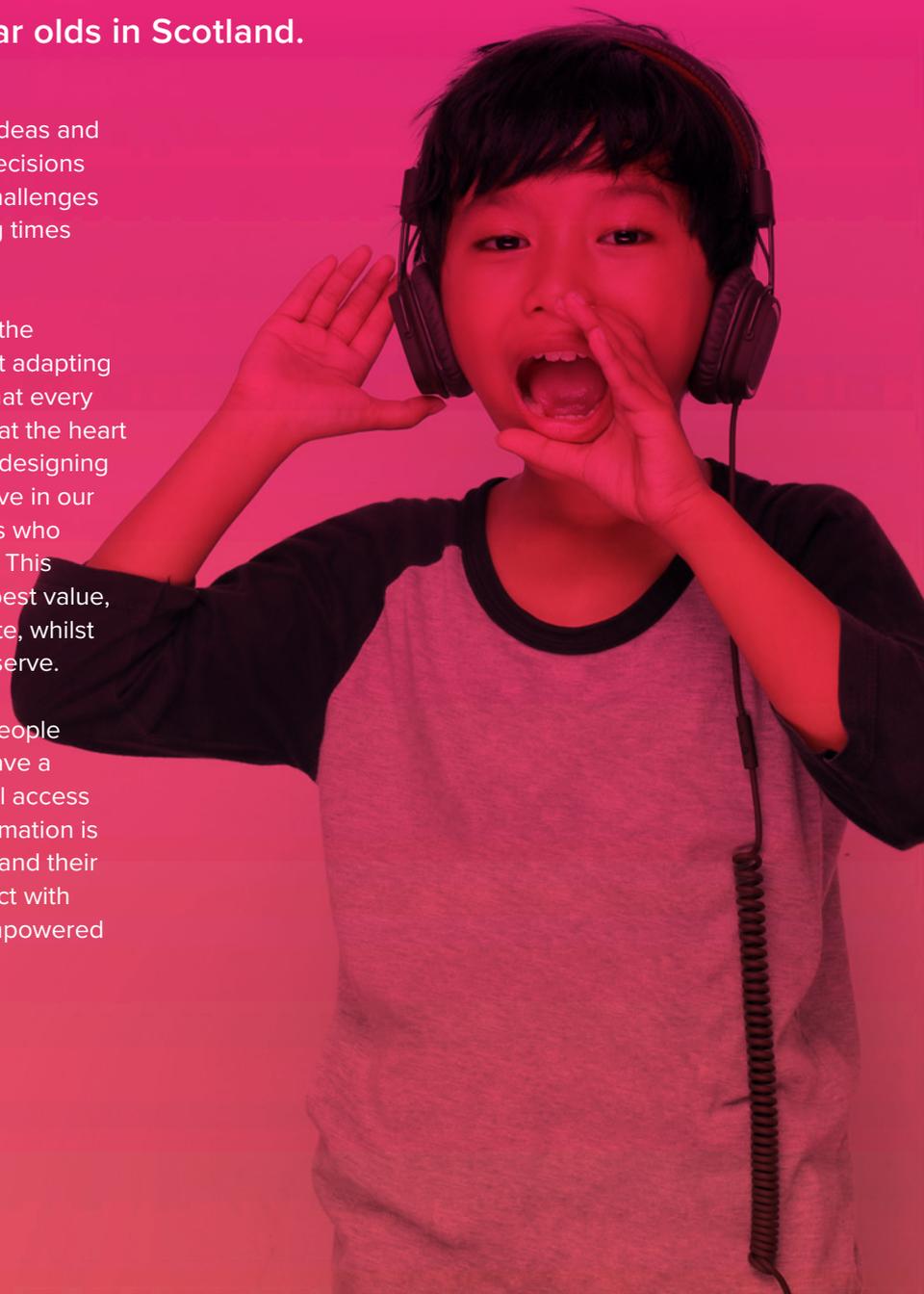
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**Young Scot is the national youth information and citizenship charity for 11-26 year olds in Scotland.**

We provide young people with information, ideas and opportunities to help them make informed decisions and choices, helping them to navigate the challenges they face as they grow up, particularly during times of transition.

We provide a universal service which meets the ever-changing needs of young people, whilst adapting bespoke services because we understand that every young person is different. Young people are at the heart of everything we do, taking a leading role in designing and shaping our services. We are collaborative in our approach, working with cross-sector partners who share our values and belief in young people. This joined-up approach ensures we deliver the best value, including targeted services where appropriate, whilst meeting the needs of the young people we serve.

During their transition to adulthood, young people must make decisions and choices that will have a significant impact on their lives. Having equal access to high quality, relevant, timely and free information is vitally important for young people to understand their rights, to make informed decisions, to connect with opportunities available to them and to be empowered to actively participate in society.





## Informed Young People

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Access to quality assured information helps to build resilience, confidence and a sense of community in young people. At Young Scot our belief is there can be no effective participation without information; the right to quality assured and factually accurate information and having the information literacy skills to identify, evaluate and use that information are of particular significance now due to the growth of fake-news and post-truth narrative in society.



## Connected Young People

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Once armed with the information they need, young people are equipped to turn their knowledge into action and opportunity. Through the Young Scot National Entitlement Card (YSNEC) - Scotland's youth smartcard - young people can access a range of opportunities, experiences and services, including discounts, rewards, proof of age, concessionary travel, local authority services and e-voting/participatory budgeting.



## Empowered Young People

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At Young Scot we want to provide young people with opportunities for them to be confident and active citizens, contributing to and influencing decision-making at local, national and global levels; sharing their knowledge, agency and power to develop new ideas and solutions and create and drive positive change. We do this through our service design experience and participation opportunities, and maximise opportunities for young people to be involved in European and global initiatives through partnerships with the European Youth Card Association (EYCA), the European Youth Information and Counselling Association (ERYICA) and Eurodesk and the British Council.

# Our vision and ambition for 2022

By 2022 we will be providing young people in Scotland with high quality, relevant and timely information through a multi-platform approach, connecting them to the services and opportunities they need, and empowering them to design and influence services, systems and policy; sharing power with decision-makers and service providers.

To achieve this vision Young Scot will focus on three stretch goals over the next three years:

## **Inform:**

A re-energised national youth information service for young people in Scotland, using a multi-platform approach, and supporting the information needs of young people in an AGILE and adaptable way.

## **Connect:**

The transformation of the Young Scot National Entitlement Card (YSNEC) programme into the new smartphone YSNEC wallet/app and rewards membership platform.

## **Empower:**

An evolution of our codesign approach to enable young people to participate more effectively in society; design services and policy and share power as Systems Changers and Influencers.

## Our mission

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Is to support young people to make informed decisions and choices, connecting them to opportunities and empowering them to share and hold power in the design of services and policy.





## Responsive

We have a strong customer focus; we get the job done, committed to providing reliable quality at all times and ensuring young people are at the heart of everything we do.



## Supportive

We value everyone and we work as one flexible team. We nurture talent and celebrate success. We deliver everything that we do with integrity and we are proud of our organisation and the work we do.



## Passionate

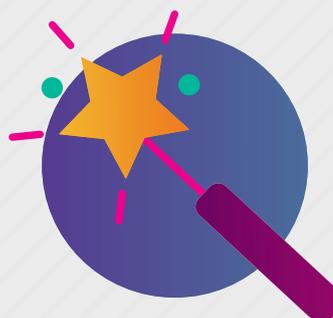
We are positive and ambitious for young people and for our organisation. We have a “can do” and “will do” attitude and demonstrate leadership in our thoughts and actions.

# Our values



## Innovative

We embrace and welcome change; enjoy meeting new challenges and opportunities head-on. We work hard to meet the continually evolving needs of young people and fully recognise the value of working in partnership.



## Inspirational

We are enthusiastic in our actions, welcoming of people and new opportunities. We communicate effectively with each other and with stakeholders, sharing our passion and integrity.

# The Story So Far

## Developing a strategy for young people by young people

This strategic plan has been developed and led by young people. Young people were at the heart of the whole process from start to finish through our innovative programme #YSThree. Using the number three as a key theme, we used an open recruitment process to engage a group of 17 diverse young people from across Scotland to form #YSThree. Using our service design approach, #YSThree engaged with young people and key stakeholders from across Scotland to help us to understand the direction of travel Young Scot needs to go in and to shape our priorities and plans for the next three years – 2019-2022 - asking three key questions:

**+** Young people were at the heart of the whole process from start to finish through our innovative programme #YSThree.

### Questions:

**1**

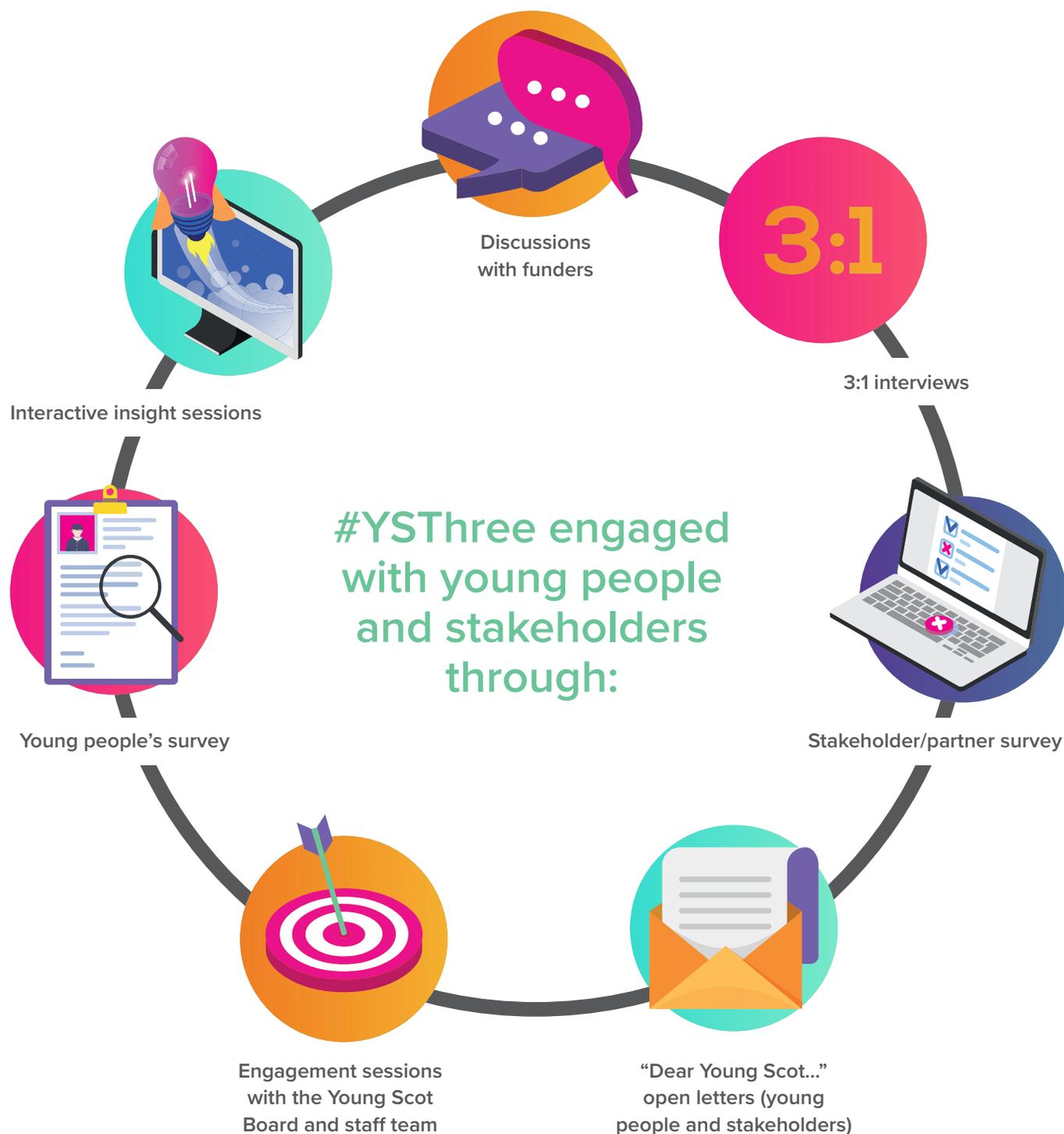
What do you think will be the top three issues facing young people in Scotland over the next three years?

**2**

Imagine you fell asleep, woke up in five years from now and everything you have ever hoped for young people has come true. What do you see? Please describe your vision.

**3**

From your perspective, where does Young Scot fit within your organisation's priorities and what can Young Scot do to help support you to achieve these?



**This engagement allowed #YSThree to:**

- Gather feedback on Young Scot’s existing work and priorities
- Identify the key issues young people will face over the next three years
- Think about how Young Scot might align its new strategic plan with young people’s priorities
- Ensure young people are at the heart of Young Scot’s strategic planning process.

# What young people said...

94%

of the young people engaged with said they would recommend Young Scot to a friend



Young people said that the top five issues for young people over the next three years will be:

1. Mental health
2. Drugs
3. Money
4. Future with Europe
5. Unemployment

Young people told us what they want Young Scot to specifically do to help tackle these issues:

- ⦿ More information, support and signposting (particularly on mental health, drugs, careers and job opportunities, and Brexit)
- ⦿ Targeted information and support at times of transition, particularly when moving on from school and into independent living
- ⦿ More information content created by young people themselves
- ⦿ More opportunities to discuss issues with experts, face-to-face and online
- ⦿ More discounts and opportunities available through the Young Scot National Entitlement Card, particularly in rural areas and transport
- ⦿ Create more opportunities for young people to be rated, have their voices heard, influence issues and make positive change.



# What stakeholders said...

Stakeholders said that the top five issues for young people over the next three years will be:

1. Mental health
2. Money
3. Brexit
4. Employment
5. Poverty

Stakeholders told us what they want Young Scot to do to help tackle these issues:

- ⦿ Look at ways the Young Scot National Entitlement Card can support young people who experience poverty
- ⦿ Provide more information in digestible and appealing ways, particularly on employment and mental health
- ⦿ Provide information support to young people on Brexit
- ⦿ Encourage young people to vote in all elections that they can
- ⦿ Continue to celebrate young people's achievements, promoting a positive image of young people and creating role models
- ⦿ Continue to offer opportunities outside school to build experience and confidence.

Young people and stakeholders also said that over the next three years Young Scot should:

Be more visible by contributing to key local engagement structures, including offering workshops and sessions with young people in schools, youth groups and other locations where young people are to learn more about what Young Scot does.



**Increase the awareness of the breadth of the Young Scot offer to young people and stakeholders.**

## Legacy of Year of Young People 2018

The Year of Young People 2018 (YoYP 2018) provided a platform for young people across Scotland, giving them a stronger voice on issues which affect their lives, showcasing their ideas and talents, creating a more positive perception of young people and challenging and influencing decision-making, policy and services affecting young people in Scotland. Young people led on the design and delivery of the year, with Young Scot supporting Communic18 – a core group of 35 young people who worked with their peers and key stakeholders to ensure young people were at the heart of the year. Over 500 young Ambassadors were also recruited to raise the profile of YoYP 2018 in local communities and showcase opportunities for young people to get involved.

Activity for the YoYP was based around six key themes (culture, education, enterprise and regeneration, equality and discrimination, health and wellbeing and participation). In the delivery of this strategic plan, we will ensure the legacy of the YoYP 2018, and particularly in relation to these themes, influences the work that we do across our strategic objectives.

# 2019-22

# What we will do...

To tackle these issues and achieve our vision over the next three years, we will deliver on three key strategic objectives:



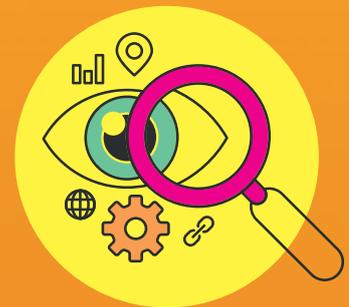
## Informed Young People

A re-energised, multi-platform national youth information service for young people in Scotland providing a one-stop shop, aligning to the European Youth Information Charter, empowering young people to make informed decisions and choices.



## Connected Young People

The transformation of the Young Scot National Entitlement Card (YSNEC) programme to give young people personalised enhanced entitlements, opportunities, incentives and services in a non-stigmatising way.



## Empowered Young People

An evolution of our empowerment approach to enable young people to participate more effectively in society; design services and policy and share power as Systems Changers and Influencers, locally, nationally and globally.



# Our Strategic Plan - Overview

## Informed objectives and goals

- ⦿ A re-energised national youth information service providing a one-stop shop for young people in Scotland, aligning to European Youth Information Charter, empowering young people to make informed decisions and choices
- ⦿ Refresh of Young.Scot, Scotland's one-stop shop youth information digital platform including information architecture co-designed by young people
- ⦿ Align Youth Information to ERYICA European Youth Information Charter and youth information principles
- ⦿ 10 new strategic information partnerships
- ⦿ Exploration of innovative technology such as Augmented Reality to deliver information and opportunities
- ⦿ 25% increase in digital information content and social media content engagement
- ⦿ Implementation of live chat functionality to InfoLine service.

## Connected objectives and goals

- ⦿ The transformation of the Young Scot National Entitlement Card (YSNEC) programme to give young people personalised enhanced entitlements, opportunities, incentives and services in a non-stigmatising way
- ⦿ 175,000+ Young Scot Members using new Young Scot/My Account login through the enhanced Young Scot Rewards/Membership platform
- ⦿ 50% Young Scot Members accessing entitlements, information and services through the new digital smartphone Young Scot National Entitlement Wallet/App
- ⦿ 50% Local Authority partners offering a smart-enabled service using Young Scot National Entitlement Card or Young Scot smartphone wallet, and localised enhanced entitlements/discounts/rewards to targeted groups of young people to tackle inequalities, support wellbeing and raise attainment.

## Informed outcomes

- ⦿ Young people have increased access to high quality, relevant and timely information
- ⦿ Young people have more opportunities to improve their ability to make informed decisions and choices.

## Connected outcomes

- ⦿ Young people have increased access to entitlements, opportunities and services to support their wellbeing and realise their ambitions
- ⦿ Young people have greater choice and parity of access to entitlements, opportunities and services (including proof of age/verification) via Young Scot National Entitlement card and smartphone wallet app.

## Empowered objectives and goals

- ⦿ An evolution of our empowerment approach to enable young people to participate more effectively in society; design services and policy and share power as Systems Changers and Influencers, locally, nationally and globally
- ⦿ 75% increase in young people engaging with Young Scot Service Design Service (previously co-design)
- ⦿ 100% increase in number of BAME young people and young people with disabilities participating in Young Scot participation and service design partnership initiatives
- ⦿ 75% increase in engagement with young people whose voices are seldom heard.

## Empowered outcomes

- ⦿ Young people, and particularly those whose voices are seldom heard, have more opportunities to design services and policy and share power by becoming Systems Changers and Influencers
- ⦿ Young people have increased opportunities to participate in decision-making at the highest levels.

**+ 25%**  
increase in digital information  
content and social media  
content engagement

**+ 50%**  
Young Scot Members accessing  
entitlements, information and services  
through the new digital smartphone Young  
Scot National Entitlement Wallet/App

**+ 75%**  
increase in engagement with  
young people whose voices  
are seldom heard.



# Informed Young People

A re-energised national youth information service providing a one-stop shop for young people in Scotland, aligning to European Youth Information Charter, empowering young people to make informed decisions and choices.



## Informed Objectives

- We will work with the Scottish Government and other new strategic partners to re-energise our existing multi-platform information service for young people in Scotland, providing a one-stop shop of youth information, supporting the information needs of young people in an AGILE and adaptable way, inclusive information services for young people during key transitions in their lives
- We will align our youth information work to the EYRICA Youth Information Charter, as the Scottish member organisation. The principles of this Charter seek to guarantee the right of young people to access reliable information and constitutes a basis for minimum standards and quality measures applicable to all countries as elements of a comprehensive, coherent and coordinated approach to youth information
- We will explore the use of emerging digital technologies, such as Augmented Reality, to provide place-based, real time content, providing young people with hyper-local information in relation to key topics and local support services such as health and wellbeing.

## Informed Goals

By 2022 we will aim to achieve:



Enhanced and refreshed one-stop shop youth information digital platform



Increased usability and findability of information on the Young Scot digital platform and extended reach across search engines and social media platforms

25%

increase in digital information content and social media content engagement

10

New strategic information partnerships



Implementation of Live Chat into InfoLine enquiry service.



Full alignment to EYRICA Youth Information Charter principles

## Informed Activities

- ⦿ Enhancing our youth information provision through collaborative information content made available on [www.young.scot](http://www.young.scot), connecting young people to the information, support, signposting and guidance they need via the national youth information hub for Scotland
- ⦿ Review and audit of all youth information, aligning to EYRICA European Youth Information Charter principles
- ⦿ Review of digital platform information architecture, utilising usability data and co-designed with young people
- ⦿ Supporting young people to co-create information content, including establishing a young people's health panel to ensure we are meeting the health information needs of young people
- ⦿ Establishing strategic information partnerships with quality assured information partners and leading sector experts to develop information content related to key themes/issues identified by young people in our research, such as mental health and wellbeing, housing, environment, money, employment, drugs and alcohol
- ⦿ Exploring opportunities such as Augmented Reality to provide young people with hyper-local information
- ⦿ Implementation of Live Chat functionality to InfoLine enquiry service.

## Why is this important?

For young people to make informed decisions, understand their rights and to actively participate in society, it is vitally important that they have equal access to quality and free information, have the ability to know when there is a need for information, and be able to identify, locate, evaluate, and effectively use that information. Increasingly, young people also report that it can be extremely difficult to find out about all of the services and opportunities in their communities either due to multiple sources or barriers to participation. Working with our partners, our comprehensive and holistic approach to youth information is an effective tool for connecting young people to opportunities in their communities.

## Informed Outcomes for Young People

- ⦿ Young people have increased access to high quality, relevant and timely information
- ⦿ Young people have more opportunities to improve their ability to make informed decisions and choices.

# Connected Young People

The transformation of the Young Scot National Entitlement Card (YSNEC) programme to give young people personalised enhanced entitlements, opportunities, incentives and services in a non-stigmatising way.



## Connected Objectives

- ⦿ We will develop the next evolution of the YSNEC programme through a new smartphone YSNEC wallet/app and rewards membership platform to give young people personalised enhanced entitlements, opportunities, incentives and services in a non-stigmatising way
- ⦿ We will continue to support and develop the Proof of Age Standards Scheme (PASS) and emerging Scottish Government online identity assurance programme to provide young people verified access to targeted/ age-restricted entitlements and services, providing choice and parity of access to young people via the YSNEC
- ⦿ We will develop new strategic and purpose-led partnerships to support the delivery of smart-enabled services for young people, connecting them to personalised opportunities and services based on geography, experience and circumstance.

## Connected Goals

By 2022 we will aim to achieve:

# 175,000+

Young Scot Members signed up using new collaborative Young Scot/My Account login through the enhanced Young Scot Rewards/ Membership platform

# 50%

Young Scot Members actively using functionality to digitally access entitlements, information and services through the new digital smartphone Young Scot National Entitlement Wallet/App

# 50%

Local Authority partners offering a smart-enabled service using Young Scot National Entitlement Card or Young Scot smartphone wallet, and localised enhanced entitlements/discounts/rewards to targeted groups of young people to tackle inequalities, support wellbeing and raise attainment

## Connected Activities

We will focus on:

- ⦿ Local and national purpose-led partnerships to offer enhanced entitlements for young people experiencing inequalities including transport, food poverty and health and physical activity
- ⦿ Extending Young Scot National Entitlement Card programme functionality to smartphone wallet app
- ⦿ Engaging Proof of Age Standards Scheme (PASS) and online identity assurance programme to provide online/offline verification and authentication to access entitlements at a local and national level
- ⦿ Development of smart-tech models to support local partners to deliver enhanced entitlements and Rewards using Young Scot National Entitlement Card/Wallet infrastructure
- ⦿ Leveraging the collective asset of the Young Scot National Entitlement Card infrastructure to support targeted-intervention/prevention and cost-efficiencies at a local and national level
- ⦿ Establishing new universal discounts, entitlements and opportunities for all Young Scot members supporting their health, wellbeing, learning, life and work, as well as fun and friendships
- ⦿ Developing a campaign to recruit more local discounts throughout Scotland, especially in rural areas
- ⦿ Exploring the use of Augmented Reality to provide place-based, real time content on discounts, enhanced entitlements, Rewards and opportunities.

## Connected Outcomes for Young People

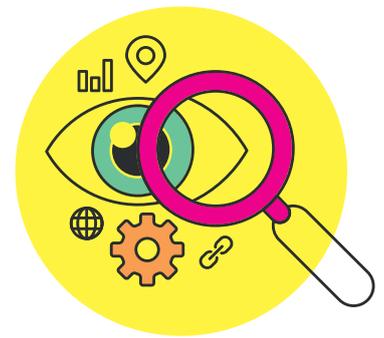
- ⦿ Young people have increased access to entitlements, opportunities and services personalised to their geography, experience and circumstance to support their wellbeing and realise their ambitions
- ⦿ Young people have greater choice and parity of access to entitlements, opportunities and services (including proof of age/verification) via Young Scot National Entitlement card and/or smartphone wallet app.

## Why is this important?

Creating a level playing field for young people to access the opportunities and services that they are entitled to, regardless of geography, experience and circumstance, is important to ensuring the development, growth and wellbeing of young people in Scotland. Leveraging and further developing the existing collective asset of the Young Scot National Entitlement Card at a local and national level can achieve these goals effectively and efficiently.

# Empowered Young People

An evolution of our empowerment approach to enable young people to participate more effectively in society; design services and policy and share power as Systems Changers and Influencers, locally, nationally and globally.



## Empowered Objectives

- Building on the legacy of the Year of Young People, we will create the next evolution of Young Scot’s service design experience to respond to shifts in power and create young Systems Changers and Influencers. This will involve an even bigger shift in power to young people when designing Young Scot products and services, and those of partners and stakeholders. Using improvement methodology, service design models and systems theory, we will bring together young people to explore, uncover, develop insights, design prototypes, test ideas and share learning and experiences
- We will develop a new Outreach Service to ensure young people and stakeholders are increasingly aware of the breadth of the Young Scot membership offer and the participation and service design opportunities available to young people.

## Empowered Goals

By 2022 we will aim to achieve:

**75%**

increase in young people engaging with Young Scot Service Design Service (previously co-design)

**75%**

increase in engagement with young people whose voices are seldom heard

**100%**

increase in number of BAME young people and young people with disabilities participating in Young Scot empowerment opportunities

## Empowered Activities

We will focus on:

- ⦿ Evolving and enhancing our codesign programme into a Service Design model for young people, using improvement methodology and service design tools to empower more young people to shape and influence policy and services
- ⦿ Creating a new and bespoke Recruitment, Training and Support model to build the capacity of young people to participate and contribute confidently and effectively to empowerment initiatives
- ⦿ Supporting partners to have greater depth of engagement with young people in the governance and strategic direction of their organisations, building the capacity of organisations to embed co-design with young people into business as usual
- ⦿ Creating a new interactive Young Scot Outreach service to deliver Young Scot sessions in schools, youth groups and places where young people are to increase members' awareness and visibility of the breadth of the Young Scot offer, and to encourage young people to get involved in empowerment opportunities
- ⦿ Maximising opportunities for young people to continue to participate in, and connect with Europe through our partnerships with EYCA, ERYICA and Eurodesk
- ⦿ Building on the Year of Young People 2018 My365 and Ambassador programmes, we will continue to explore how young people can act as connectors and influencers to create social change
- ⦿ Continue to celebrate young people's achievements and challenge negative perceptions through the Young Scot Awards.

## Why is this important?

Young people have told us that they want to know how they can be involved in opportunities to make positive change, to be involved in decision-making at the highest levels, and to have more agency to design, create and influence policy and services which affect their lives.

They have told us that they want to know more about the variety of services that Young Scot can offer them.

Through our Service Design and Outreach experiences, we want to encourage young people to engage and interact more with Young Scot and the opportunities we provide, and empower them to share their knowledge and experience, and work in partnership to create positive change.

Young people are also curious and concerned about their place and their future in Europe. Through Young Scot's membership and partnerships with EYCA (European Youth Card Association), ERYICA (European Youth Information and Counselling Association), Eurodesk and the British Council, we can support young people to connect with and maximise youth information and mobility opportunities available to them.

## Empowered Outcomes for Young People

- ⦿ Young people, and particularly those whose voices are seldom heard, have more opportunities to design services and policy and share power by becoming Systems Changers and Influencers
- ⦿ Young people have increased opportunities to participate in decision-making at the highest levels.

# Our Strategic Fit

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This strategic plan will ensure Young Scot's work has a significant contribution to make to the outcomes and priorities of both Scotland Performs – the National Performance Framework and Public Health Priorities for Scotland.

Specifically, we will support the following national outcomes:

- + We respect, protect and fulfil human rights and live free from discrimination
- + We are creative and our vibrant and diverse cultures are expressed and enjoyed widely
- + We value, enjoy, protect and enhance our environment
- + We are healthy and active
- + We are well educated, skilled and able to contribute to society
- + We grow up loved, safe and respected so that we realise our full potential
- + We live in communities that are inclusive, empowered, resilient and safe.

Through our information provision, the opportunities provided through the YSNEC and our service design and participation work, we will also ensure close alignment to the Public Health Priorities:

- ⦿ A Scotland where we live in vibrant, healthy and safe places and communities
- ⦿ A Scotland where we flourish in our early years
- ⦿ A Scotland where we have good mental wellbeing
- ⦿ A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs
- ⦿ A Scotland where we eat well, have a healthy weight and are physically active

We will also ensure that the principles of Getting It Right For Every Child (GIRFEC) are embedded in our approach, one which is young person centred, preventative and holistic, and that we support the actions outlined in the Scottish Government Progressing Children's Rights in Scotland Action Plan 2018-21, including raising awareness of the UNCRC and children and young people's rights, and supporting the new Participation Framework for Children and Young People.

At a local level, we will continue to work closely with COSLA and the 32 local authorities to help create improved and new local structures and opportunities to connect with young people, through schools, youth groups, health structures; supporting informed choices, wider opportunities and healthy lifestyles.

Using our data and intelligence, we will monitor and evaluate our work over the next three years to demonstrate the contribution we are making to these priorities and tackling health inequalities.

Through our Attainment Challenge national strategic partnership with the Scottish Government we will continue to capitalise on the potential for Young Scot services to have a valuable contribution in helping to close the poverty related attainment gap between the most and least disadvantaged children in Scotland.



# Young Scot logic model



## Situation/Need

Young people need improved access to information and opportunities to allow them to participate effectively in society and to become system changers and influencers.

## Activities

Multi-platform information and support

Strategic information partnerships

Information literacy

Hyper local information



Smartphone YSNEC wallet/app

Rewards membership platform

Proof of Age

Smart-enabled services



Service design experience

Participation opportunities

Outreach



## Our strategic outcomes

### Informed

Young people have increased access to high-quality, relevant and timely information

Young people have more opportunities to improve their ability to make informed decisions and choices



### Connected

Young people have increased access to entitlements, opportunities and services to support their wellbeing and realise their ambitions

Young people have greater choice and parity of access to entitlements, opportunities and services



### Empowered

Young people, and particularly those whose voices are seldom heard, have more opportunities to design services and policy and share power by becoming Systems Changers and Influencers

Young people have increased opportunities to participate in decision-making at the highest levels



## Long-term outcomes

Young people make informed decisions and choices that support them to grow, thrive and achieve

Young people are connected to entitlements opportunities and services to realise their ambitions in learning, work and life

Young people, including those whose voices are seldom heard are empowered to influence, design, create and produce policy and services

## National outcomes/priorities

We respect, protect and fulfil human rights and live free from discrimination

We are creative and our vibrant and diverse cultures are expressed and enjoyed widely

We value, enjoy, protect and enhance our environment  
We are healthy and active

We are well educated, skilled and able to contribute to society  
We grow up loved, safe and respected so that we realise our potential

We live in communities that are inclusive, empowered, resilient and safe

# Our approach

To support us in meeting our objectives and goals and to achieve our outcomes, we will focus on:

## Being inclusive

- ① We will ensure our approach continues to be inclusive and our services are accessible to all young people, including those who face particular barriers (such as young people from black and minority ethnic backgrounds, young disabled people, young carers, young parents, LGBTQI young people, young travellers and young people with experience of the care system)
- ① We will develop and implement new partnerships where appropriate to ensure that we listen to the voices of the seldom heard, and our products and services are accessible and meet the changing needs of young people
- ① We will work to ensure we remain locally connected to young people, both in rural and urban areas of Scotland.

## Our People

- ① We will continue to invest in our Board and staff team, providing development and capacity building opportunities and providing the right tools, training and support to deliver the work set out in this strategic plan
- ① For our staff we will continue to deliver on the aims of Our People strategy and will also place a key emphasis on nurturing and developing leadership, working to create the next generation of leaders for Young Scot and the wider sector
- ① For our Board and Advisory Forum we will continue to have representation from our strategic partners to remain at the cutting edge, while working towards 50:50 by 2020 – Working for Diversity in the Boardroom. The Board will continue to ensure compliance with best practice, including the new Scottish Governance Code for the Third Sector, OSCR and Companies House.

## Our support services

- ⦿ We will continue to develop our key internal support services to ensure we operate effectively and efficiently as an organisation (Communications, Finance, Human Resources and Administration).

## Our Data and Insight

- ⦿ We will develop and evolve our data and insights service - the Young Scot Observatory - to produce valuable and shareable insight and intelligence into the behaviours and needs of young people across Scotland from the data we gather across our services

- ⦿ Using this data and intelligence, we will create a new Impact Assessment Framework to monitor and evaluate our work over the next three years, with a particular focus on:

- Understanding impact and opportunities for improvement
- Designing and creating processes, models and systems that will improve outcomes
- Implementing changes that will lead to improvement
- Evaluating the impact of any changes and disseminate learning

- ⦿ We will also strive to ensure we are reflecting the Public Health reform principles in all that we do, namely:

- Reducing inequalities
- Prevention and early intervention
- Fairness, Equity and Equality
- Collaboration and Engagement
- Empowering people and communities
- Intelligence, evidence and innovation.



## From young people

**+** "I'm very grateful for the information posted on the website on a whole variety of topics. It always gives me peace of mind to read non-judging information on whatever I need to know about."  
(Young person, aged 16)

**+** "The Young Scot card is a great multiuse tool; it gives you the chance to get great rewards, saves you money in real time, and does so much more. As a new user it seems great to me."  
(Young person, aged 14)

## From stakeholders

**+** "Great work generating positive feelings and perceptions about young people in Scotland as they really are."  
(Scottish Book Trust)

**+** "Young Scot's national campaigns, keeping up with trends and changing ways that young people access information have been great. Working with Young Scot has also supported information sharing at a national level, being able to find out about good practice from local authorities and partners."  
(Renfrewshire Council)

# Get in touch

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We are happy to consider requests for this document in other languages

Young Scot Enterprise is a Scottish registered charity (SC029757) and is a company limited by guarantee (202687) with its registered office at:

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