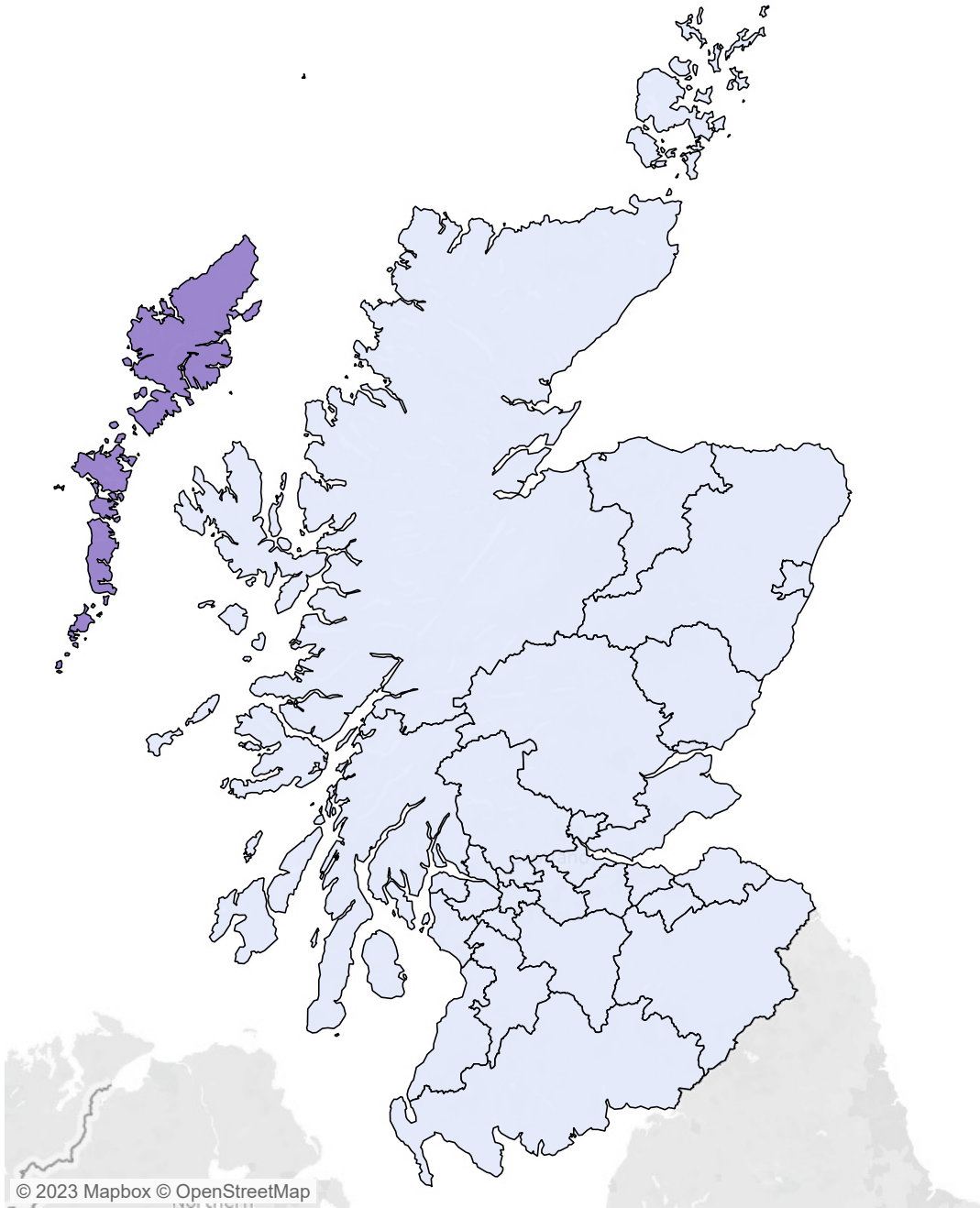
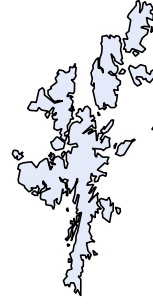


September 2023

# Young Scot Insight

## Comhairle nan Eilean Siar

### Performance Indicators



# Young Scot Partnership Insight Report

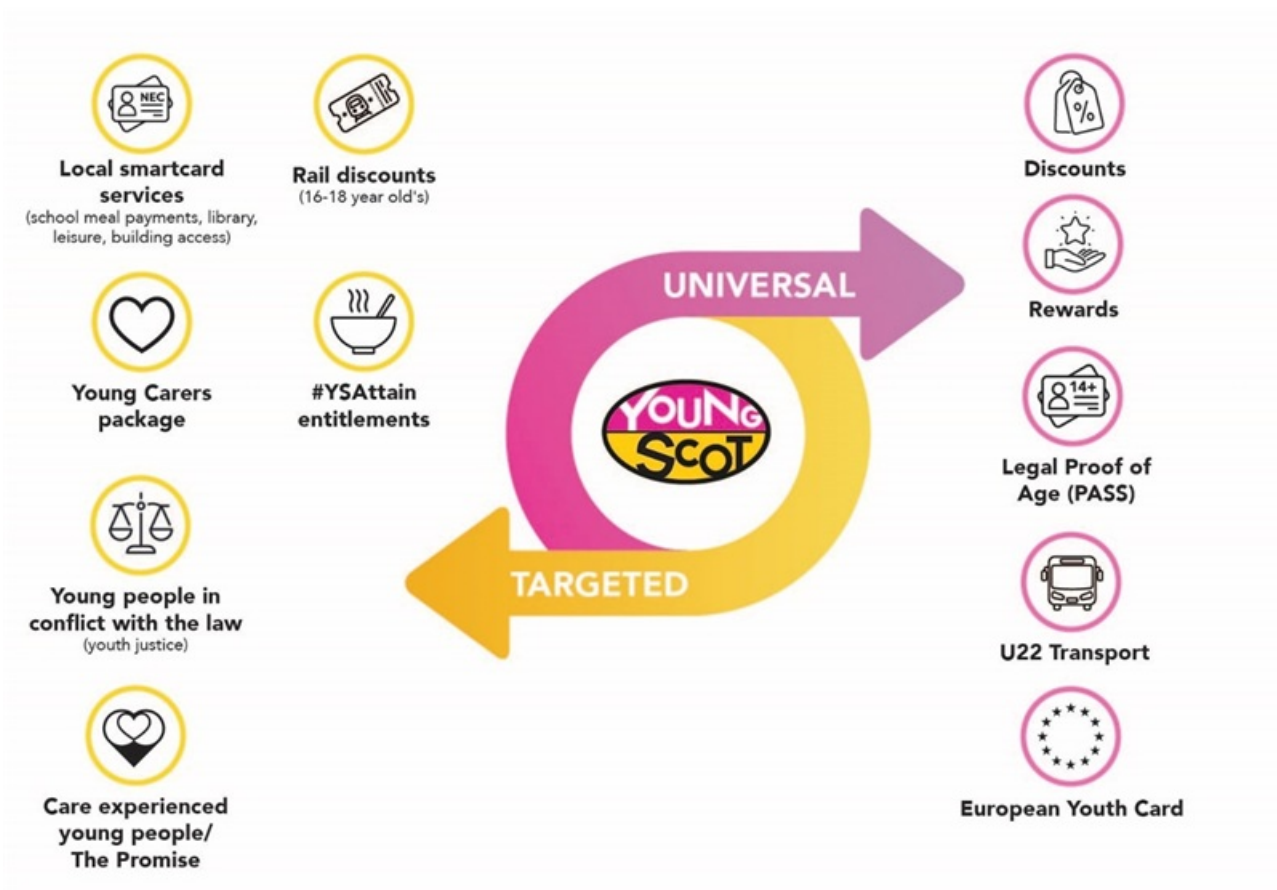


## Comhairle nan Eilean Siar

Welcome to the Young Scot and Comhairle nan Eilean Siar Council performance indicator report which covers activity and impact between 1 April to 30 September 2023. We are pleased to supply this data around our national and local activity and we hope that this will be useful to you when reporting – but also when planning new services in your area.

### Targeted and universal services for young people

We support our local partners to deliver targeted services to young people at the greatest need. We achieve this through a large range of universal services. This means that young people from all communities understand and trust Young Scot. And, when a targeted service is required and delivered via the Young Scot National Entitlement Card (Young Scot NEC) or through our youth information, it means it's delivered stigma-free, – supporting young people to receive an enhanced service or entitlement using the same brand as their peers.



# Young Scot Partnership Insight Report



## Comhairle nan Eilean Siar

### Services on offer via the Young Scot NEC

#### **Young Persons' Free Bus Travel Scheme**

Since January 2022, young people have made over **91 million** bus journeys for free. The entitlement is now a key social mobility tool for young people – supporting them to study, work and socialise. The entitlement also encourages young people to carry their Young Scot NEC every day making it even easier for them to access the other free Young Scot services. **125,016** journeys have been made between January 2022 and September 2023 by young people using cards issued in your local authority.

#### **Young Carers Package**

The Young Carers Package rewards young carers for the contribution they make to our communities and supports them in their caring roles. The package provides a balance of fun activities and life skills. Over the last four years, we have supported over 4,000 young carers.

#### **Support for Young Scot services across Scotland and locally**

Our Young Scot universal offer, delivered through the Young Scot NEC, our digital platforms and our face-to-face services, grows all the time. All these entitlements and services are available to young people across Scotland, many of them available 24/7.

At Young Scot, we provide universal services for all young people, with partnership working within local authorities to tackle inequalities. Our funding agreement with local authorities allows us to deliver bespoke services for young people and young people benefit from these services in lots of different ways. This work supports them to claim their rights in alignment with the UNCRC.

These services for young people are a powerful way to provide reassurance in times of challenge, help build confidence and resilience, and support them to have fun! Investment in Young Scot ensures the sustained provision of these services for all young people. This has never been more important as we navigate the post-pandemic impact and the current cost of living crisis. We are acutely aware of the funding pressures that face all of Scotland's local authorities – and we thank you for your support for Young Scot which allows us to continue to support young people locally and across the country.

# Young Scot Partnership Insight Report



## Comhairle nan Eilean Siar

### Local partnership working and support

We work with our local authority partners to ensure that young people get the very best from their Young Scot NECs and our other services. All of this work is focused on making sure young people connect with their peers, their communities and the wider world. We aim to support the sense of place that young people develop through school, study, work and into their adult lives. As always, our local partnership team is available to take part in meetings, deliver training and attend events – to ensure your area is getting the best out of Young Scot. We are able to respond to your local needs and ensure that young people are accessing both universal and bespoke services.

Young people save money by showing their Young Scot NEC to get discounts at **1000s** of places across Scotland and Europe. They also access **100s** of online discounts tool

Young carers get support from our Young Carers Package #YSCarers to make the most of their leisure time!

Young people get essential information that's created especially for them at **young.scot** or on our social media channels.

Young people use their Young Scot NEC as free proof of age when buying age-restricted goods and services or to prove their age when going to films, gigs and festivals.

Young people volunteer for #YSHive to be system changers by sharing power with organisations and tackling society's challenges.

Young people use their Young Scot NEC as their European Youth Card for discounts in 36 countries.

Young people use their Young Scot NEC for free bus travel if they're under 22, and some young people can also get cheaper transport on trains and ferries too.!

Young people make a change to the things that matter by getting involved in our surveys.

Young people connect with fantastic opportunities, exclusive rewards and money-can't-buy experiences with Young Scot Rewards.

Young people can use their Young Scot NEC to take part in local participatory budgeting votes.

Our regular (Online) local partner meetings are also a fantastic way to keep up to date on the latest Young Scot offers for local young people. In the past six months, **1** representatives from your local authority have attended our Local Partner meetings. Further, **1** strategic and operational meetings have been held during this time.

We welcome attendance at our fortnightly informal partner meetings from your local authority. These meetings are for any staff with an interest in Young Scot and our services and are a great chance to keep up to date with the latest opportunities. To discuss how we can further support your work, please get in touch with Gavin Crosby, Local Partnership Development Manager  
[GavinC@young.scot](mailto:GavinC@young.scot)

## Comhairle nan Eilean Siar

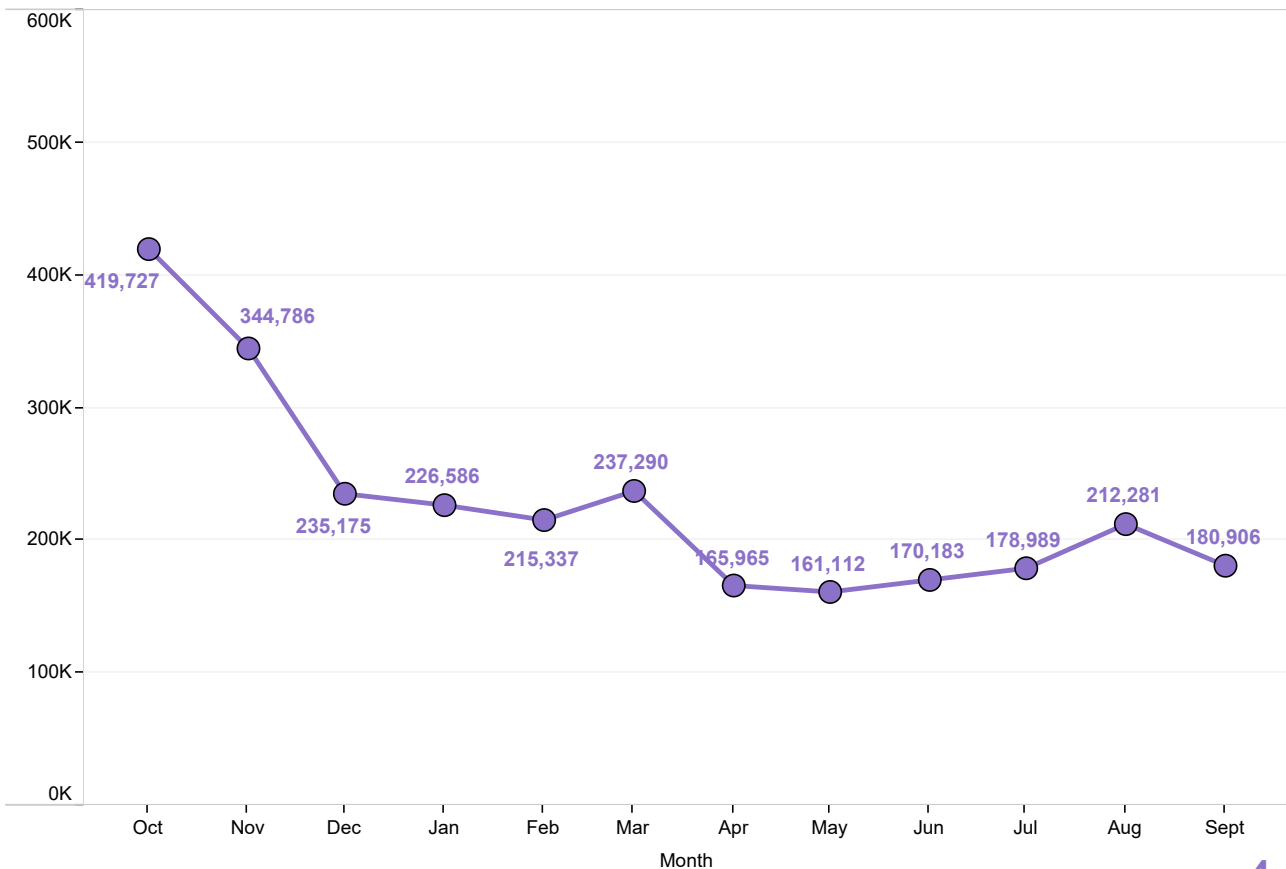
Throughout the past year, young people have been accessing reliable information tailored especially for them on [young.scot](https://www.young.scot) and our social media channels. Our information output also aligns with the European Youth Information and Counselling Agency 'European Quality Label' for youth information.

In December 2022, we launched a new version of our [young.scot](https://www.young.scot) website to ensure that the information we publish is as accessible as it can be. The new website allows young people to access a wider range of accessibility and language support tools to customise their digital experience through 'Recite Me' assistive technology.

As well as an updated format making it easier for young people to access information, our website now provides an inclusive online experience to young people to access online content and services barrier-free, in a way that best suits their needs. The assistive toolbar includes screen reading functionality, multiple reading aids, customisable styling options an on-demand live translation feature with over 100 languages including 65 texts to speech and styling options.

### Monthly Page Views to [young.scot](https://www.young.scot)

In previous reports, we included estimates on traffic to [young.scot](https://www.young.scot) from your local authority area. However, changes to Google's tracking means this is no longer possible. This section of the report now shows total visits to the website across Scotland. There were a total of **2,748,337** page views to the [young.scot](https://www.young.scot) site in the past 12 months.

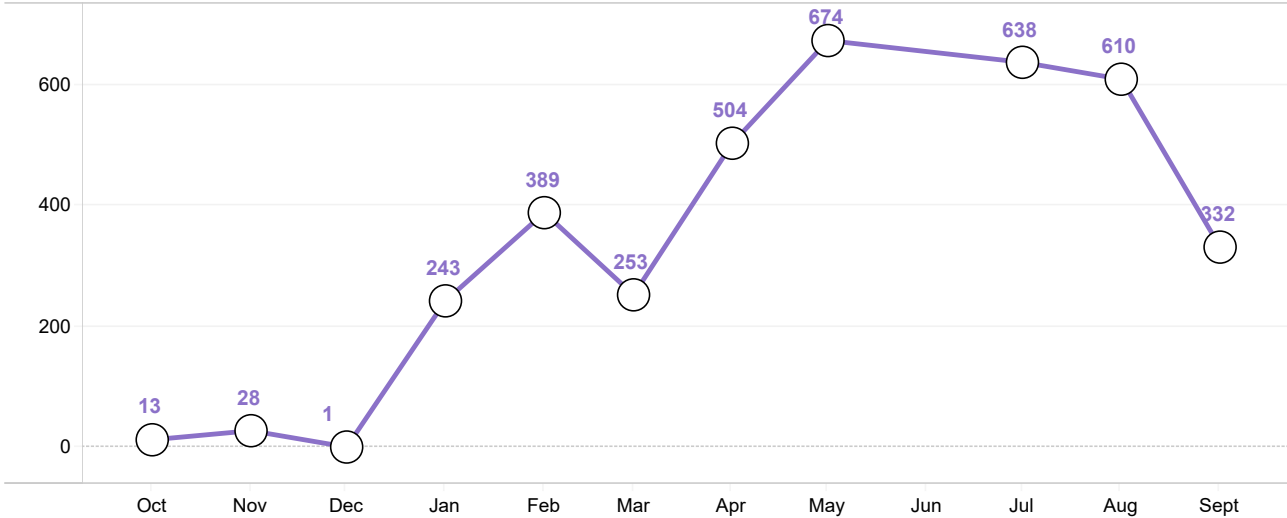




# Comhairle nan Eilean Siar

## Monthly Page Views to Local Page

Changes to the way we have localised our website have resulted in increased visits to the improved local pages. Overall, there were **3,685** visits to your local page in the past 12 months.

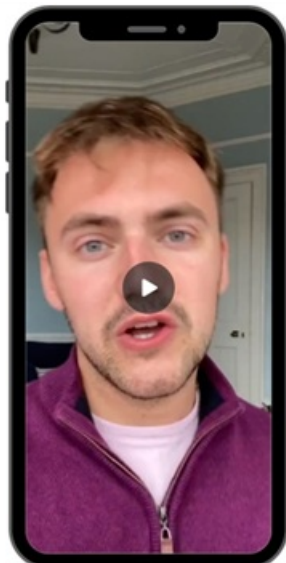
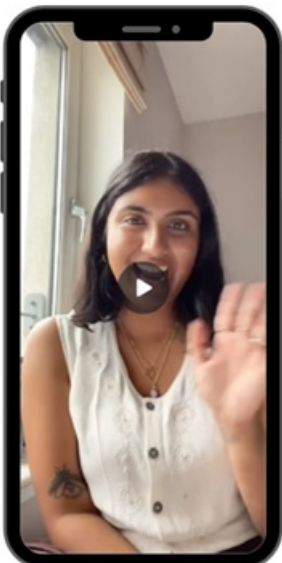


## Digital Information Campaigns

We use social media campaigns to reach as many young people as possible with our digital information. The following page highlights the reach of our most popular campaigns from the past year.

### Tenancy

We partnered with the Scottish Government to deliver an information campaign on tenancy rights. The campaign was designed in response to insight showing that young people were unaware of their rights and the legal protections in place when renting in the private sector.



Clicks	5,988
Engagements	44,499
Impressions	1,290,181
Page views	792
Reach	652,395
Video views	70,853

## Comhairle nan Eilean Siar

### Gaelic

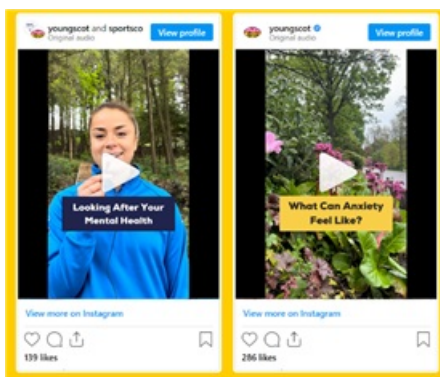
We share digital information and content in Gaelic for fluent speakers and learners.



Engagements	5,335
Impressions	831,193
Reach	179,522
Views	238,128

### Ayefeel

This campaign delivers mental health information and content throughout the year.



Clicks*	394
Engagements	1,954
Impressions	32,230
Reach	41,434
Video Views	45,353

### Young Carers

In September 2023, we ran a marketing campaign to encourage young carers to sign up for our Young Carers Package #YSCarers. The campaign generated **273** registrations across Scotland.



Clicks*	378
Engagements	1,005
Impressions	19,845
Page views	13,687
Reach	36,762
Video Views	101,485

## Comhairle nan Eilean Siar

### Young Carers Package

Young carers get help to make the most of their free time with the Young Carers Package #YSCarers, which was co-designed by young carers and includes opportunities to help them in their caring role and to make the most of their free time.

#YSCarers is part of the Scottish Government's commitment to recognising the contributions of young carers. It's free for anyone aged 11 to 18 who cares, unpaid, for a family member, friend or member of their community, regularly and on a long-term basis. The package includes digital vouchers, access to subscriptions and exclusive opportunities. The data presented covers people aged 12-18 year olds due to different sign-up process for 11 year-olds.

**5** young carers have signed up for the Young Carers Package in your area. These young people have claimed/entered to win Carer entitlements **23** times.

These entitlements have included claiming a range of gift vouchers and entering to win big ticket items such as Sony Headphones and an Apple watch.

### Young people with Care Experience

In 2024, alongside Children and Young People's Centre for Justice (CYCJ), we are launching a new package of entitlements for children and young people with care experience who are in/have been in conflict with the law. We are working with young people to codesign the package which will be delivered utilising the existing Young Scot NEC infrastructure. The entitlements will help to improve the young people's financial stability and support them at crucial times in their life.

### Young Scot National Entitlement Card (Young Scot NEC)

Hundreds of thousands of young people use their Young Scot National Entitlement Cards for free bus travel, and others are using them for discounted trains and ferries. They also save money with discounts at 1000s of in person and online local and national outlets across Scotland and Europe. Their card is also free legal proof of age.

**3,388** young people have a valid Young Scot NEC in your area. This represents **89%** of the estimated population of 11 to 25 year olds in the area. This is a percentage difference of **7%** compared with September 2022.

Some 'legacy' Young Scot NECs are still in use across Scotland. These cards can still be used for proof of age and our discounts, however, the data given only includes cards which are newer and are valid for travel entitlements.

### Proof of Age Standards (PASS)

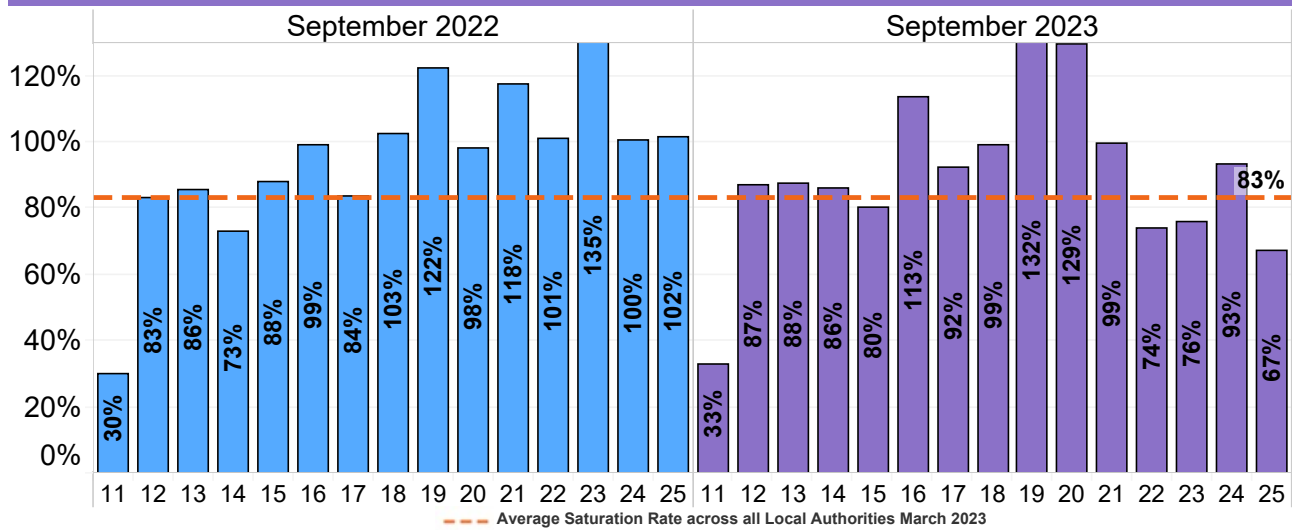
The PASS proof of age hologram is an important element of the Young Scot National Entitlement Card, ensuring that young people can access services appropriate to their age. We carry out audits of your PASS process every two years - your last PASS audit was **25 September 2023**. We can also give training to your staff on PASS standards, your last training was **10 January 2021**. Please contact us to arrange training or ask about your next audit.



# Comhairle nan Eilean Siar

## Saturation rate of Young Scot NEC Holders

% of eligible population who are Young Scot NEC holders



This graph is based on data from NECPO. The shape of this graph reflects the timing of the bulk school issue and the historical saturation in your area. Population estimates are based on the 2021 Mid-Year Estimates. These figures will be updated in early 2024 when the 2022 Census figures are released.

### Month with the most Young Scot NEC Holders

FY 22-23	March 2023	3,642
FY 23-24	September 2023	3,388

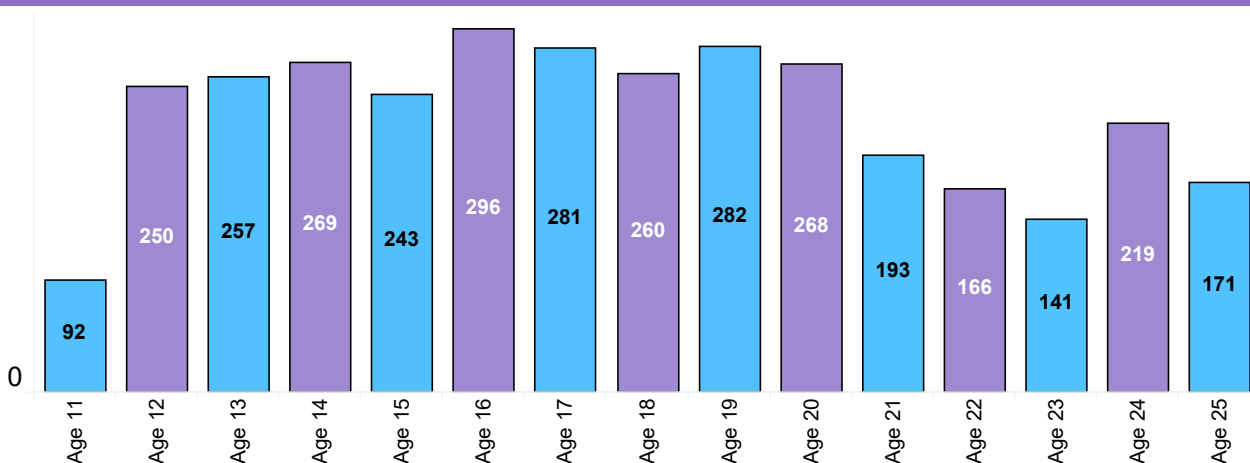
### Bulk Issue Young Scot NEC Holders

NEC Holders aged 11 and 12

September 2022	321
September 2023	342

% difference from previous year: **7%**

### Young Scot NEC Cardholders by Age in your Area

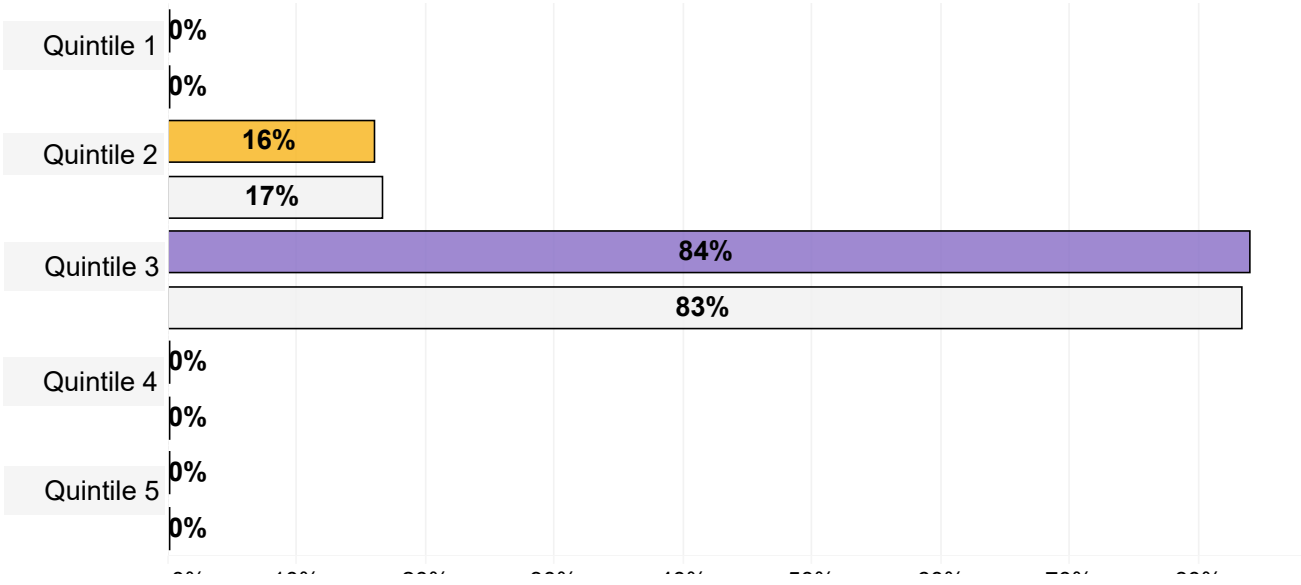


#### Notes

1. The population figure used to calculate card saturation is sourced from **Mid-Year Population Estimates (2021)** from National Records of Scotland.
2. Young people are entitled to the card from age 11 but most receive their card at the time of moving to high school (aged 12). The numbers presented are expected to have experienced a considerable rise with the introduction of free bus travel for under 22s.
3. Some areas may have inflated card numbers (e.g. over 100% saturation). This is due to movement - young people may have registered in one area but reside in another.

# Comhairle nan Eilean Siar

## Young Scot NEC Cardholders by SIMD



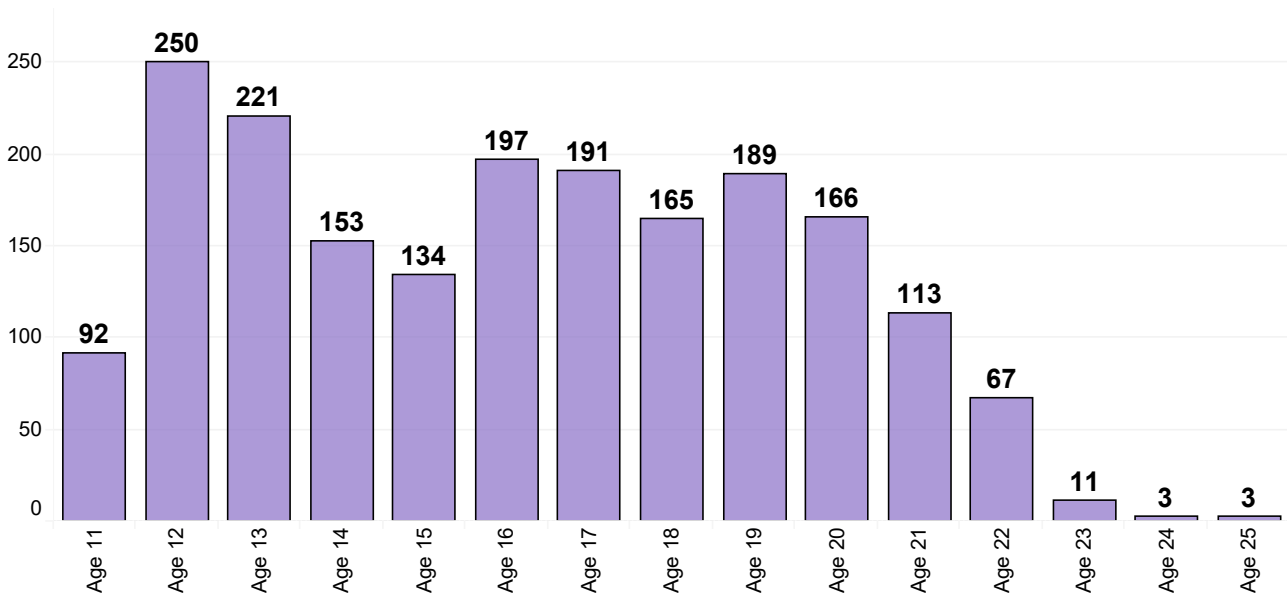
The grey bars in the graph above demonstrate the SIMD split of the entire population within each Local Authority. The SIMD data provided does not specify the age range of the population in these areas. The data in the graph is therefore not directly comparable.

## Travel Entitlements

The Young Scot NEC can also provide cardholders with travel entitlements. This primarily involves the under 22s bus travel entitlement as well as several disability travel entitlements.

There are now **1,955** young people in your local area who have a travel entitlement on their YS NEC.

*Note: this number includes all travel concessions.*



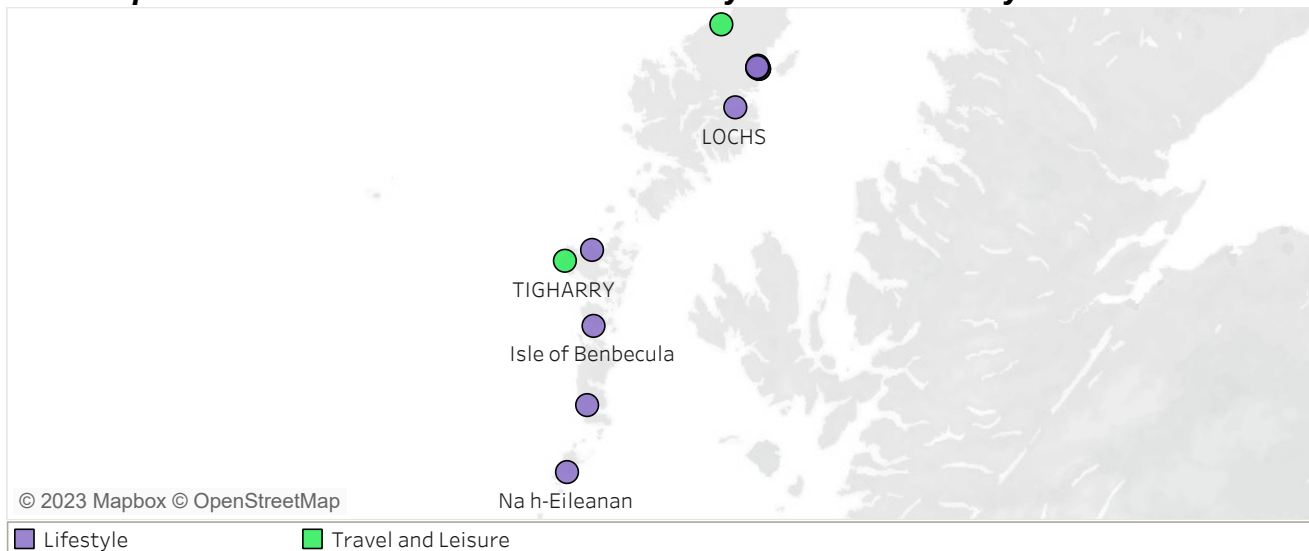
## Comhairle nan Eilean Siar

### Discounts in your area

We now offer young people **347 in-store discounts** that are available in **984 locations** – this includes discounts in multiple locations such as at Co-op, local authority gyms and money off at different activity centres.

There are also **167 online discounts** and **75 discounts** that can be accessed online and in-store.

***This map shows the location of discounters in your local authority area.***



### New Discount Partners

In April – September 2023 we developed new discounts and partnerships that help young people save money while having fun, including: Earth and Nature Adventures; Blue Coast Surf and Paddle; Brechin Golf Club; Golf It; Cumbernauld Theatre; Orkney Science Festival; Skello Shop – Orkney; Glasgow Museums Retail; Slanj Kilts; and Reverence Music.

We also worked with national organisations including National Galleries Scotland, National Museums Scotland and The National Theatre to introduce new cultural and educational discounts, such as the Grayson Perry: Greatest Hits exhibition.

### Historical Environment Scotland

Historic Environment Scotland along with other heritage partners National Trust for Scotland and Historic Houses offers a **£1** entry to young Scot cardholders, an offer in place since the Year of Young 2018. Since April 2022 young people in Scotland have made **25,000** visits to HES sites saving an estimated **£320,000**. Of these, **221** visits were in your area saving young people an estimated **£1,211.08**. In addition, young people from your area can visit national heritage sites such as Doune Castle, Edinburgh Castle, Linlithgow Palace and Stirling Castle for **£1**.

These sites alone have made an estimated saving for young people and their families/carers of over **£270,728** with **18029** visits made. Through this heritage offer young people can access Scotland's history at a reduced rate and visit a wide range of national sites of interest.

### Local Discounter

An example of a local discounter is the **Harry Gow** chain of bakeries in the Highlands. Since April 2022 there have been **21,513** transactions using the Young Scot discount, saving young people a total of **£15,551.58**

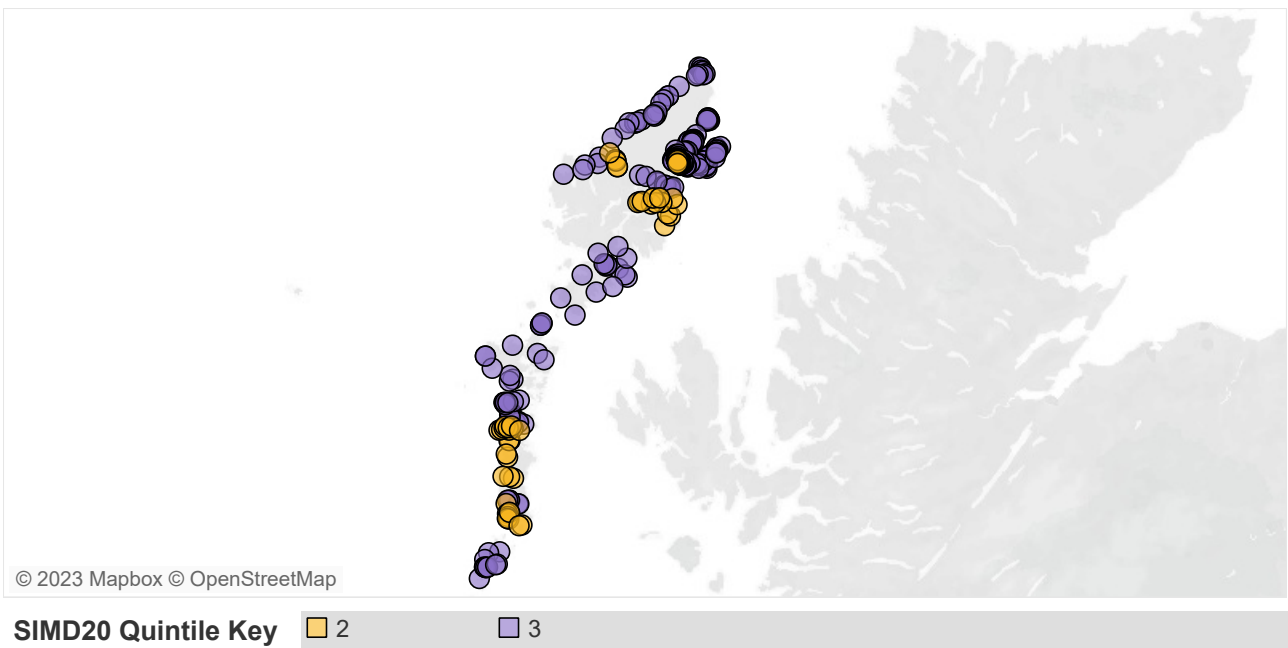
# Comhairle nan Eilean Siar

## Young Scot Membership and Rewards

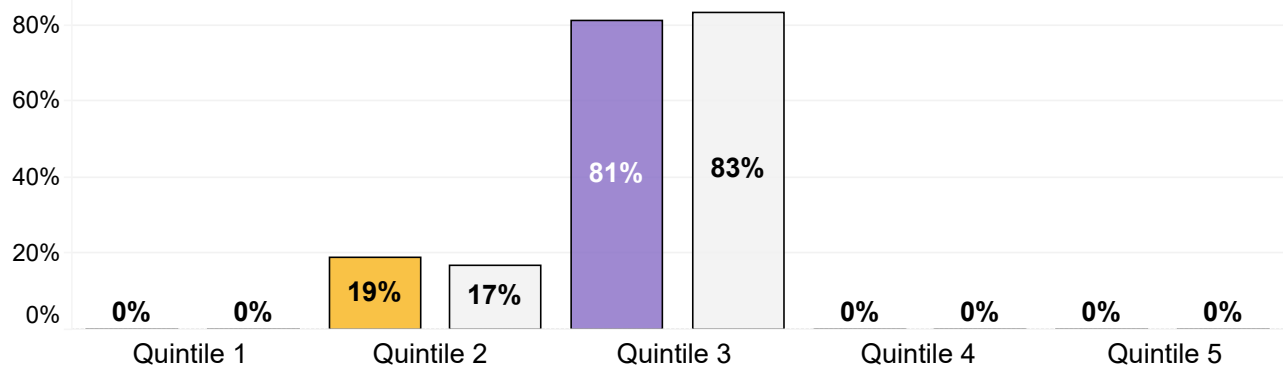
Young people can collect points and have fun by volunteering, attending workshops and events, completing surveys, reading information articles, and more. Once they've taken part and collected their points, they can exchange these for exciting rewards. To access Young Scot Rewards, young people create an account at [young.scot/rewards](http://young.scot/rewards) which also gives them access to our 100s of online discounts. Once they're signed up, they can take part in lots of different types of activities online and in the community to earn points.

There are currently **429** young people signed up as a member in Comhairle nan Eilean Siar. This represents **11%** of the estimated population of 11 to 25 year olds in the area. This is a percentage increase of **39%** compared with September 2022.

*The map below shows the distribution of Young Scot Members in your area coloured by SIMD Quintile. The percentage of Young Scot Members within each SIMD Quintile is shown in the acco..*



## Comhairle nan Eilean Siar Membership split by SIMD Quintile



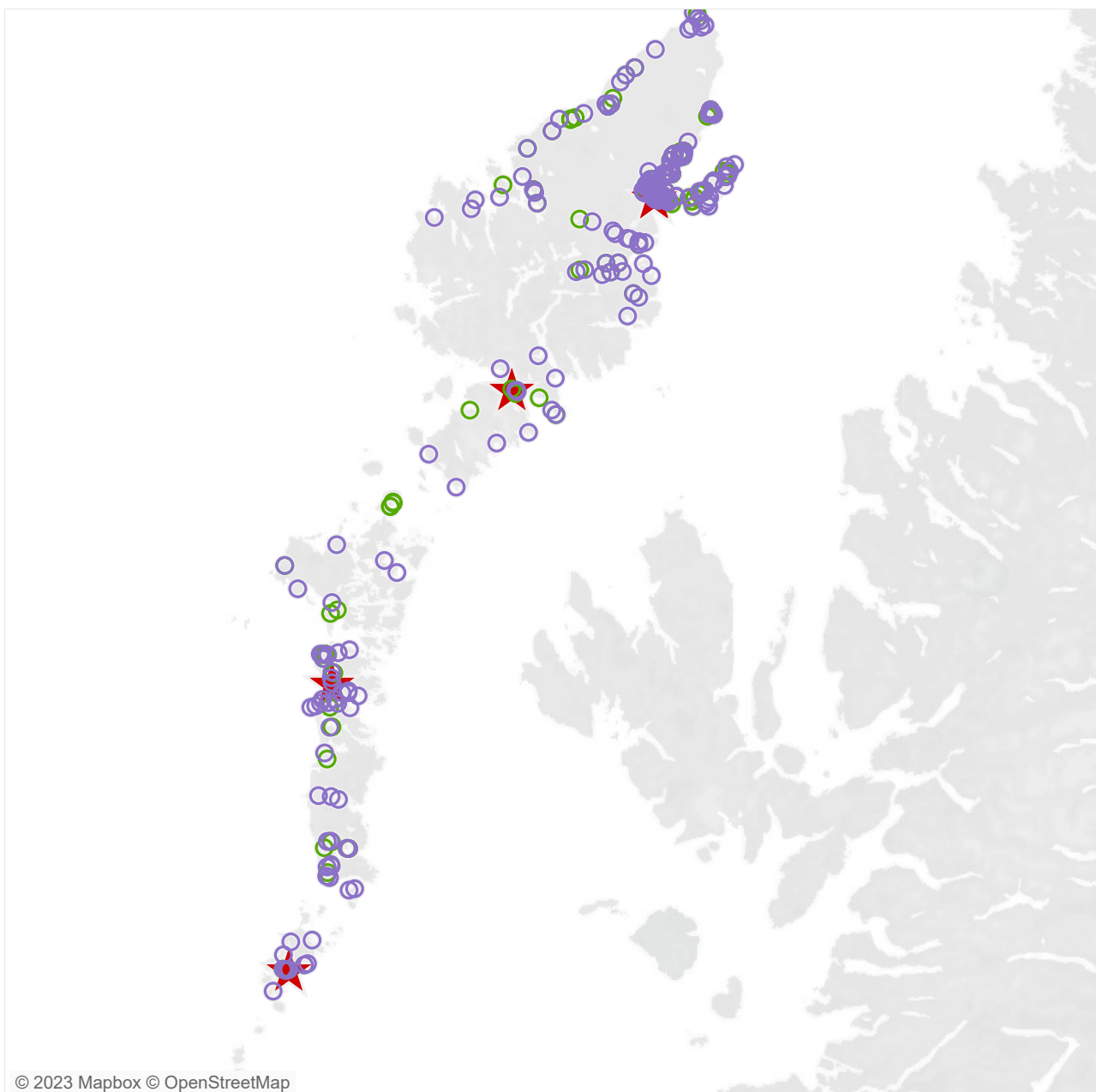
The grey bars in the graph above demonstrate the SIMD split of the entire population within each Local Authority. The SIMD data provided does not specify the age range of the population in these areas. The data in the graph is therefore not directly comparable.

## Comhairle nan Eilean Siar

### Young Scot Membership: New Sign-ups

There have been **123** new Membership sign-ups in your area since October 2022.

**The map below shows the distribution of new Young Scot Members in your area. The red stars indicate the locations of secondary schools in relation to your members.**



■ Members before October 2022   ■ New members since October 2022..   ■ Secondary school location



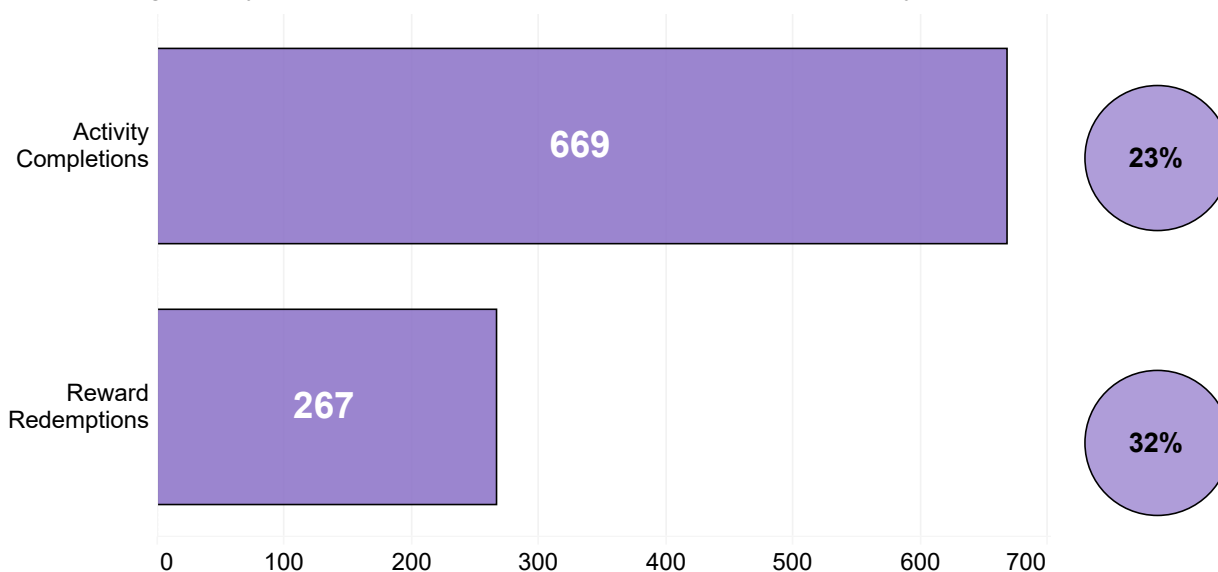
## Comhairle nan Eilean Siar

### Top Searches on Membership by People from Your Area

Discounts	7
Rewards	4
Lost Card	4
Sports	3
Airpods	3

### Activity and Reward Redemptions

The following activity and reward redemptions have occurred to date in your local area.



### Young Scot Hive #YSHive Volunteering Opportunities

Young people help to design policy and services on behalf of local and national organisations through our volunteering opportunities. By taking part, they develop specialist skills around their areas of interest including climate change and rights – and have their voices heard about things important to them.

**Since April 2023,**

**117** young people volunteered nationally and gave us **590 hours** of their time

**18** had a long-term illness, impairment or disability

**21** said they were a Black young person or young person of colour

**2** young people were care experienced

**1** young person was a young carer

**18%** of the young people live in the Scottish Index of Multiple Deprivation most deprived areas in Scotland.

## Comhairle nan Eilean Siar

### Surveys

Young people have their voices heard by participating in our surveys and e-voting projects that help influence decision-making at a local and national level.

We have gathered over 12,700 responses to surveys this year – of which **12** of these responses have come from young people in your area. These surveys have focused on topics such as the cost-of-living crisis, engaging with Gaelic, and mental health & wellbeing. (Not all surveys ask respondents to give their Local Authority. The **12** responses stated above only includes surveys that have done so which account for around 7,700 responses)

### Online Voting

We re-launched our Young Scot online voting platform in January 2023. During the year, we have hosted several participatory budgeting votes. Young people can vote with their unique Young Scot NEC number, making it quick and easy to organise and host a vote on your behalf. Using our new e-voting website and consultancy on how to run successful local votes is included in our package of support for local authority partners.

Our partnership with the Scottish Youth Parliament means that we have been supporting the elections that took place in November 2023. This sits outside of the period covered in this report and will be included in the next PI report shared. However, we want to reiterate our apologies for the inconvenience and challenge that the failure of our online voting platform has caused at a local level. Our technical providers are still actively working to provide us with a suitable fix for the mobile/smartphone version of the online voting platform, and we have a provisional date to go 'live' on 12th January, ahead of being able to launch new votes from the 15th January. Our technical providers have stated that they believe this is a reasonable amount of time to get the fix in place and test thoroughly. As with all of these developments, these are subject to satisfactory completion of further rigorous testing by us.

If you would like to discuss options relating to the online voting platform, we would welcome the opportunity to speak with you to discuss individual local requirements. We will require some lead in time ahead of setting up new votes and can discuss this in relation to your specific requirements. We are happy to look to set up meetings with you at a time that is convenient for you.