

**ANGUS COUNCIL**  
**EDUCATION COMMITTEE**  
**21 APRIL 2011**  
**YOUNG SCOT NATIONAL REWARD SCHEME**  
**REPORT BY THE DIRECTOR OF EDUCATION**

**ABSTRACT**

This report outlines proposals for the Council to cooperate with Young Scot in implementing a new national reward scheme for young people in Scotland.

**1 RECOMMENDATIONS**

- 1.1 It is recommended that the Education Committee:
- (i) note the terms of this report
  - (ii) note the collaboration that currently exists between the Council and Young Scot
  - (iii) notes the expression of interest that the Council has already given to explore the potential for implementing the proposed new national Young Scot Reward Scheme in Angus
  - (iv) approve the proposal to engage with Young Scot with a view to adopting the scheme in Angus.

**2 BACKGROUND**

- 2.1 Young Scot is a national youth information and citizenship agency for Scotland. It provides young people between the ages of 11 and 26 years with a mixture of information, ideas and opportunities to help them become positive and active citizens.
- 2.2 Angus Council has worked in partnership with Young Scot since 2002, within the context of the Dialogue Youth Partnership Network, to deliver locally adapted Young Scot services. The Council currently collaborates with Young Scot to:
- provide access to the Young Scot branded national entitlement card for all young people between the ages of 11 and 26 years. There is a particular focus on issuing cards to young people at the point of transition from primary school to secondary school and during S4.
  - issue a locally adapted Young Scot information resource to all young people entering S1 and S4. This resource contains a mix of nationally and locally relevant information
  - maintain the Angus Young Scot Portal, which provides young people in the area with access to a broad range of information, including information on local services and opportunities. The Angus Young Scot portal is consistently popular and receives a high number of hits. In 2010-11, the number of hits on the Angus Young Scot portal placed it within the top 7 local portals in Scotland.
- 2.3 In addition to these core activities, the Council has cooperated with Young Scot on a number of specific initiatives to support youth information and youth engagement work. This is achieved through regular negotiation and liaison and ensures that Young Scot resources are deployed as and when appropriate to meet Angus development needs.

### 3 SCOTTISH GOVERNMENT: PROPOSAL FOR A NATIONAL REWARD SCHEME

- 3.1 Young Scot has been invited by the Scottish Government to work in partnership with the Improvement Service, Customer First and COSLA to begin the development of a Young Scot National Reward Scheme. The aim of the National Reward Scheme is to ensure that young people are recognised and rewarded for the positive contributions they make to communities. In addition, the reward scheme will seek to:
- increase young people's awareness of the opportunities available to them
  - provide a straightforward mechanism for recording informal and non-formal achievements
  - support young people's personal development through practical goal setting
  - improve health and wellbeing by encouraging young people to try new things, meet new people and participate in a range of activities.
- 3.2 The reward scheme will involve a tiered approach to rewards for young people. It will have four levels; bronze, silver, gold and platinum. It will build on the existing Young Scot discount scheme, with the current discount package repackaged as the bronze level award. Additional rewards will be provided through a mix of in kind services, direct financial contributions and public/private sector subsidies. The reward scheme will have a focus on providing experiential rewards which have the potential to further support the ongoing personal development of young people.
- 3.3 Young people will engage with the scheme through Young Scot's online portal, which will become the main national Young Scot digital platform. This new platform will retain the existing range of health, employability and financial capability information available through Young Scot, with the addition of facilities to support the operation of the reward scheme.
- 3.4 Young Scot is seeking to deliver the national reward scheme through partnerships with local authorities and other community planning partners.
- 3.5 Each local authority is to be offered a menu of participation options ranging from an entry level option which carries no cost or resource implications, through to higher levels of participation within which local authorities would be expected to:
- actively encourage and support young people to sign up for the scheme
  - award reward points for the services they provide
  - provide local rewards for young people
  - generate news and content to appear on the portal.
- 3.6 The projected benefits of the Young Scot Reward Scheme lie in enhanced personal and social development for young people. The scheme has the potential to provide other stakeholders with a tool for engaging young people and encouraging them to participate in a range of social, leisure and engagement activities that will contribute to achievement of key national and local outcomes. More specifically, the reward scheme could support local authorities and their partners in:
- delivering on key Scottish Government policies across Education, Enterprise, Health and Justice
  - providing a mechanism for local authorities to recognise and reward young people's achievements
  - providing a mechanism for culture, sport and leisure activity providers to encourage young people's participation
  - add value to the Young Scot nation entitlement card through the provision of a smart application
  - provide a vehicle for the promotion of public and voluntary services
  - provide volunteer engaging organisations with the opportunity to thank their young volunteers
  - support the development of a shared services agenda
  - provide a tool to monitor the attractiveness of activities to young people.

## 4 PROPOSAL

- 4.1 Young Scot has sought from Angus Council an interest in participating in the national reward scheme and joining the new digital platform.
- 4.2 It is proposed that this invitation be taken up, in the first instance, by nominating an officer to engage with Young Scot to explore ways in which the reward scheme might be implemented in Angus.

## 5 FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications arising from the terms of this report.

## 6 HUMAN RIGHTS IMPLICATIONS

- 6.1 There are no Human Rights implications arising from the consideration of this report.

## 7 EQUALITIES IMPLICATIONS

- 7.1 The issues dealt with in this Report have been the subject of consideration from an equalities perspective (as required by legislation). An [equalities impact assessment](#) is not required.

## 8 SINGLE OUTCOME AGREEMENT

- 8.1 This report contributes to the following local outcomes contained within the Angus Single Outcome Agreement:
- Young people and adults in Angus maximise their potential through learning opportunities (National Outcome 3)
  - Children and young people in Angus will have access to positive learning environments and opportunities to develop their skills, confidence and self-esteem to the fullest potential (National Outcome 4)
  - Children and young people in Angus will be active with opportunities and encouragement to participate in play and recreation including sport (National Outcome 6)
  - Children and young people in Angus will be involved in decision that affect them, have their voices heard and be encouraged to play an active and responsible role in their communities (National Outcome 11)
  - People play an active role in how health and community care services are designed and delivered (National Outcome 11)

## 9 CONSULTATION

- 9.1 In accordance with the Standing Orders of the Council, this report has been the subject of consultation with the Chief Executive, the Director of Corporate Services, the Head of Finance and the Head of Law & Administration.

## 10 CONCLUSION

- 10.1 The National Reward Scheme proposed by Young Scot would appear to have the potential to enhance personal development opportunities for young people in Angus and provide community planning partners with another vehicle to support engagement with young people in order to develop services and encourage their participation in communities.
- 10.2 In light of the potential of the national reward scheme and the opportunities it may bring to children and young people in Angus, and the absence of any immediate cost implication, the Council should enter into dialogue with Young Scot to explore the practical implications of adopting the national reward scheme in Angus.

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**BACKGROUND PAPERS**

**Note:** No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information), were relied on to any material extent in preparing the above report.