



year of young people  
bliadhna na h-óigridh  
2018

# Guide

Top tips for event  
organisers



# Hello!

The Year of Young People 2018 (YoYP 2018) has been co-designed with young people right from the very beginning and co-design is central to all aspects of the year.

Preparation work started over two years ago, and young people have been co-designing their year with partners since then. Everything from the year's six themes to the logo and website were co-designed with young people, and we want to ensure that co-design continues throughout partner's planning and preparation of their activities. We're here to help!

This document is aimed at event organisers and should be read alongside the Co-design Blueprint. It highlights some key things that you might not have considered for example the Young Scot Card, working with key organisations, safeguarding young people and the UNCRC.

If this guide doesn't answer your specific question, please don't hesitate to contact us on [2018yoyp@young.scot](mailto:2018yoyp@young.scot) (for questions with regards to involving young people or Young Scot's services). For all other queries, please contact [yoyp2018@gov.scot](mailto:yoyp2018@gov.scot).



# Planning for your event with young people

## A Co-design Blueprint

Young people have worked with Children in Scotland, Scottish Youth Parliament and Young Scot to develop 'A Co-design Blueprint'. The Blueprint is a ten-point guide for any partner which sets out young people's expectations of their year and how they should be involved. The Blueprint has been endorsed by The Scottish Government's Themed Years Team and should be strictly adhered to. You can access the Blueprint by going to > <http://yoyp2018.scot/wp-content/uploads/2017/02/Codesign-Blueprint.pdf>.

## Support with developing your idea with young people

Communic18 is a group of young people working with us to support partners and ensure the Blueprint is followed. Commuic18 are a trained group of young people who will be able to expertly advise partners and event organisers on all things co-design for YoYP 2018. Communic18 are a fantastic asset to Scotland! If you would like to find out more about how you can work with Communic18, please email us on [2018yoyp@young.scot](mailto:2018yoyp@young.scot).

## YoYP 2018 Ambassadors

We will be recruiting young people from all over Scotland to become Ambassadors for YoYP 2018. Please get in touch with us if you would like to know who the local Ambassadors are in your area (or the area where your event will be held) – Ambassadors are there to support local activity around YoYP 2018 and can't wait to get involved! Follow #YOYP2018 for more on what Ambassadors are getting up to around Scotland.

## The perfect partnership?

We are establishing a 'Co-design Expert Group' made up of a range of public and third sector organisations from around Scotland.

This group will also work with young people from the length and breadth of Scotland. If you'd like to discuss how you can engage young people during the lifecycle of your event, from concept to delivery, then this group may be able to help. To get in touch, send an email to [2018yoyp@young.scot](mailto:2018yoyp@young.scot).

# Connect with over 660,000 young people

Our partnerships with businesses and organisations - from The Co-op to Scottish Ballet - support young people in leading active, positive lifestyles

Our team are specialists at listening to and communicating with young people. We're with you every step of the way to make sure our collaboration is a success. If you want to engage more young people in your events and get them through the door, we can help you!

The Young Scot card is a free smartcard issued to young people through schools and local councils. It offers a great range of features including access to school meals, discounted travel, library services, proof of age and discounts. It's an essential item in any young person's pocket. It's completely free to have a Young Scot Card.

- » Young Scot is part of the [European Youth Card Association \(EYCA\)](#). All discount partners agree to accept all cards featuring this logo. That's an extra four million extra international customers!
- » Featuring the **PASS hologram** and a tamper-proof date of birth, the Young Scot card is recognised by Police Scotland as proof of age
- » Every card has a **Unique Number**

By working with Young Scot you can offer a range of:

- » **Discounts** – An ongoing offer – might there be opportunities to offer a discount to Young Scot cardholders at your event, making it even more accessible and affordable to all young Scots?
- » **Rewards** – An activity, experience or opportunity – could there be potential to offer an amazing time to a young person (or young people)?

Best of all, it's **free** to partner with us! We want Scotland to be the best place in the world to grow up, where all young people thrive, achieve and are given opportunities to be the best they can be.

We work with partners across the public, private and voluntary sectors including hundreds of organisations offering discounts as well as Rewards offers for young people.



## Creating a partnership is simple!

- » **Contact us:** We will talk you through creating an offer to suit your needs
- » **Register your details:** Complete our simple form at > [www.youngscot.net/newpartner](http://www.youngscot.net/newpartner)
- » **Check your offer:** We will share a draft listing for your team to check
- » We'll be here to help make our partnership a success.

*"Young Scot Rewards are literally REWARDING. Having never won anything for free before, entering the competition has proved to be a very positive experience. My very first music event and it was the MOBO Awards. Young Scot Rewards really do keep you up to date and offer a variety of interests. It's enjoyable, fun and free to take part. I am glad that I have taken part."*

With over 660,000 cardholders aged 11-26 and Scotland's only dedicated online content platform for all young people there is no other organisation quite like Young Scot > [www.young.scot](http://www.young.scot). We can promote your event on our platform for all young Scots to see!

Give us an email: [rewards@young.scot](mailto:rewards@young.scot), or pick up the phone: 0131 313 2488.

## Other important considerations

In addition to industry guidance, below are some key questions to consider during your planning stages

- » Do you have necessary policies and procedures in place to protect young people and vulnerable adults from harm? Children > <https://www.nspcc.org.uk/preventing-abuse/child-protection-system/scotland/legislation-policy-guidance/> Adults > <http://www.gov.scot/Topics/Health/Support-Social-Care/Adult-Support-Protection>
- » Do you have necessary Protecting Vulnerable Groups (PVG) checks in place for the role your staff will be carrying out at the event? <https://www.mygov.scot/pvg-scheme/?via=https://www.disclosurescotland.co.uk/disclosureinformation/pvg-scheme.htm>
- » Do you have robust policies and procedures in place for informing participants and audiences about photography and/or videography at events? <https://www.nspcc.org.uk/preventing-abuse/safeguarding/photography-sharing-images-guidance/>

## Young people's rights and wellbeing

The following resources are available to organisations to ensure that children and young people's rights and wellbeing are considered, reflected and embedded. These resources complement the Co-design Blueprint.

- » United Nations Convention on the Rights of the Child: A Guide for Children and Young People (useful for essential understanding on the Rights) > <http://www.gov.scot/Publications/2015/10/4572/downloads#res486690>
- » Children and Young People's Commissioner Scotland: '7 Golden Rules for Participation' > <https://www.cypcs.org.uk/education/golden-rules#>.
- » Scottish Government: Common Core of Skills, Knowledge and Understanding and Values for the "Children's Workforce" in Scotland > <http://www.gov.scot/Publications/2012/06/5565/0>



# Get in touch.....



Visit us on the web at [www.youngscot.net](http://www.youngscot.net)



Call us on 0131 313 2488



Email us at [info@youngscot](mailto:info@youngscot)



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Follow us on Instagram at [youngscot](https://www.instagram.com/youngscot)

## Or pop in for a cuppa and a hobnob...

We are happy to consider requests for this document to be produced in other languages or formats.



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Rosebery House,  
9 Haymarket Terrace,  
Edinburgh, EH12 5EZ

