

## Common Purpose assists marketing of ID Cards for Scottish Kids

The **Glasgow Young Scot Card** links in with the new **National Entitlement Card (NEC) Smartcard**, which offers concessionary travel for 16 to 18 year olds.

[http://www.youngscot.org/local/city\\_of\\_glasgow/](http://www.youngscot.org/local/city_of_glasgow/)

### The new **National Entitlement Card (NEC)**

*An electronic smart card that's being introduced by the Scottish Executive, Young Scot, local councils and other organisations with the aim of enabling you to access all kinds of services with just one piece of plastic. In Glasgow, the card will have a Glasgow City Council logo and **PASS (Proof of Age Standard Scheme) Hologram** on the front, along with your photo, name and date of birth. On the back, it'll display the new Glasgow Young Scot logo, a magnetic stripe (for use in School Fuel Zones) and a barcode (for use in Libraries).*

<http://www.youngscot.org/smartcards/?sr=1603>

### The Sweetener

- Free swimming at any Glasgow City Council pool.
- Reduced Glasgow Club - GYM Membership (14 to 18 year olds).
- Use of Glasgow's Libraries and Real Learning Centres.
- Use of cashless catering (Fuel Zone) in Glasgow Schools.
- Free or reduced rate Holiday Programme activities.
- Food and fashion discounts at many big names on the high street.
- Discounts on many National Express tickets and Scottish Citylink Coaches.

<http://www.youngscot.org/smartcards/?sr=1603>

## Young Scots cards link with the Euro<26 and the European Youth Card Association

The **Euro<26 youth card** offers great discounts for young people across Europe. But **it is so much more than just a card. It is the key** for young Europeans to information, mobility, culture and participation. Through a range of services, discounts and advantages, the Euro<26 card encourages young people under 26 to make informed life choices, explore their world, and play a full part as citizens of Europe in today's society.

### The British Council & Connect Youth

Connect Youth is a department of the Education and **Training Group of the British Council** and is **national agency for administering the Youth for Europe programmes of the European Union**. They manage programmes that enable young people to develop international experiences. Connect

Youth believes that bringing young people together allows them to learn about each other and teaches them more about themselves.

In total, 58 Euro<26 organisations are issuing cards in 40 countries, and they are all members of the European Youth Card Association (EYCA).

Each EYCA member arranges discounts, advantages, services and information in their own country for their young cardholders. The Euro<26 logo ensures that these discounts are automatically accessible to all cardholders throughout Europe.

## **Who else is involved in the scheme?**

More Information from

International Office

**The Scout Association**

Gilwell Park

Chingford

London

E4 7QW

<http://www.scoutbase.org.uk/library/hqdocs/facts/pdfs/fs260028.pdf>

If you are a Young Scot cardholder then you automatically are a EURO<26 card holder. If you want to see for yourself then you can check on your card by looking for the Hercules symbol. You know, the logo with a funny looking man holding a ring of little stars! <http://www.youngscot.org/euro26/>

Legal basis of the scheme

COUNCIL OF EUROPE

COMMITTEE OF MINISTERS

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RESOLUTION (91)20

**INSTITUTING A PARTIAL AGREEMENT ON THE YOUTH CARD FOR THE**

**PURPOSE OF PROMOTING AND FACILITATING YOUTH MOBILITY IN EUROPE**

*(adopted by the Committee of Ministers on 13 September 1991  
at the 461st meeting of the Ministers' Deputies)*

<http://conventions.coe.int/Treaty/EN/PartialAgr/Html/Youth9120.htm>

## **Consultation Results from Common Purpose Group**

Young Peoples feedback on **how to make the Glasgow Young Scot Card more appealing to 15-18 year olds**. The event took place on the 19th March at The Bridge in Easterhouse. 20 Glasgow schools participated in the 'Your Turn' programme and

about 60 young people participated in the actual event and the open focus group consultation.

**Consultation results from the Common Purpose "Your Turn Conference".**

**Challenge set for Young People**

**Challenge Title** - Help us make the Glasgow Young Scot Card more appealing to 15 – 18 year olds?

**Your Challenge in brief sentence** - How do we make the Glasgow Young Scot card more appealing to young people aged 15 – 18?

Ideally we want every 15 – 18 year old in Glasgow to have a Glasgow Young Scot card and to always use it without any embarrassment. We want them all to look forward to finding out about the new offers and discounts and enjoy using their card in and around Glasgow.

- Is it the range of offers and discounts that make the card more appealing? If so what offers and discounts?
- Is it how it is marketed to this target group? If so how should we market it?
- Any other suggestions?

**Feedback from young people**

**What do you think of the Glasgow Young Scot Card?**

- Viewed as being for Young Teenagers, can be slightly embarrassing for the older age group 16 – 18 years olds, as they would prefer to have a student card or a card that is more for older teenagers and young adults. Maybe a card that looks slightly different from the 12 – 15 year old card.
- Don't think it is promoted well enough in general and in the shops who offer a discount – need to have posters, stickers within the store telling you that you can get a discount with your card.
- It does look better than it used to.

**What do you think of the Current offers and benefits?**  
**What other offers, discount would you like?**

- The majority of the young people did not know about the travel discounts.
- Gym, swimming, fitness classes are really good. The GYM membership is fantastic. However the range of things you can do should be promoted

better. I.e. The fitness classes, gym, health suite and swimming should be promoted as a package to 16 – 18 year olds as a way to get fit, look good, improve self esteem, get ready for your summer holidays etc (same as adults). Go swimming after hitting the gym and fitness classes as a way to cool down and end your workout – rather than as a fun activity to do.

- Promote it more as an ID card.
- Promote the benefits associated with PASS more – Internal flights, opening a bank account etc.
- More fashion discounts for better retailers – River Island, USC, maybe a department store – such as Debenhams, New Look stores throughout Glasgow.
- Better Cinema discounts.
- Being able to get a discount off concert tickets, or book concert tickets with their card for the Barrowlands, SECC, Carling Academy and ABC etc.
- Suggestion for Points with your Plastic – redeem your points for I tunes.
- Get a discount on I tunes with your card.
- More discounts of CDs, DVD – Maybe HMV or Zavvi.

### **What factors prevent young people from having a Glasgow Young Scot Card or using their card?**

- Young People who attend Private Schools do not receive any information on the card and its benefits. They do not get any school visits to sign people up.
- Some schools still use Q cards – St Thomas Aquinas.
- Can be embarrassing as mentioned above if none of your friends are using it or if a shop or entertainment outlet have not promoted it and you have to ask if they offer a Glasgow Young Scot Card discount.
- Market it to groups of young people rather than individuals - like a card that lets you and your friends go out and shop together, get fit at the Gym together, socialize at different entertainment events together.

### **What about the Marketing materials? The Grid, Info booklets etc**

- The marketing materials are better than they used to be.
- The Grid needs to be distributed better. Schools are not displaying in well, young people have not seen many of the editions. Suggestions for distribution:
  1. On transport like the metro
  2. Central Station
  3. Newsagents next to schools/colleges
  4. Promotions teams (made up of young people) 2 within each school who are paid to hand it out within their school and who are responsible for ensuring all young people see it and are aware of it. At weekends and evening they could go out and about in Glasgow handing out the Grid to other young people and promoting the card. They would be branded up with the Glasgow Young Scot Logo and the Grid Magazine logo.
- Put the full Grid Magazine online on THE Grid Bebo site and a My Space site, allowing you to move through the pages and zoom in and out on the articles/pictures etc.

- The Grid Bebo site needs to be dramatically improved as at the moment there is nothing appealing on it. Feature more competitions:  
Examples of comps that the young people liked:
  1. Front cover Photo competition – You could be the cover girl or boy of the Grid Magazine.
  2. Battle of the Bands feature – Tie in to a competition where young people who are in a band can win a spot to perform at a one off Glasgow Gig and where other young people can win tickets to attend.
  3. Young people would vote online for their favourite for both the Front cover photo comp and the Battle of the bands night.
- Feature a singer or band where you can read about them and download their song for free or at a discount.
- Invite young people to be a friend. Bebo – Share your love is a good way to promote it.
- Add all new discounts and main discounts. Have new offers and discounts flash up.
- Email alerts should just promote new offers, main offers and highlight the main features of the grid mag – inviting young people to log onto the website where the full magazine is available online – maybe as a downloadable PDF.
- Have a celebrity as the face of Glasgow Young Scot – like the milk adverts.
- The grid looks more like a booklet rather than a mag – increase size to A4.
- The sports section within the Grid needs to feature more sport like Scottish football, basketball at Braehead rather than the commonwealth in every edition.
- More celebrity pictures, gossip and stories who's dating etc
- More info on colleges and Uni's – fresher's dates, enrollment days, courses etc
- For every edition select a school to assist – a small editorial team. Competition between schools as every school will want to view their work and make it better than the rest of the schools.
- Info booklets would be better if looked more like a snap fax.
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<http://www.glasgow.gov.uk/en/YoungGlasgow/12to18/RaveReject/commonpurposeconsultation.htm>