

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

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| <p style="text-align: center;">DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE <i>included in Compendium of Quality Initiatives/Projects prepared for the European Seminar</i></p> |
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Organisation: **Young Scot**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Scotland): Young Scot Portal

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

Young Scot is the national youth information and youth card agency for Scotland. For over 20 years, its aim has been to provide young people with a mixture of information, ideas and incentives to enable them to:

- ? Make informed decisions and choices
- ? Turn their ideas into action
- ? Take advantage of the opportunities available to them in Scotland and across the rest of Europe
- ? Have the knowledge and confidence to become active citizens in their communities.

The Young Scot Portal (www.youngscot.org) is now one of the main methods of communication Young Scot has with its members. In addition to nearly 3,000 pages of information, it hosts discussion boards, consultation toolkits, and will soon allow for “rich media content” to be downloaded, e.g. band demos, film trailers, etc.

It is based on a bespoke content management system, meaning information can be updated instantly.

The portal also hosts local pages for each of the 32 Local Authority / Young Scot partnership “Dialogue Youth Units,” in which young people are trained to be web-journalists and given passwords and permissions to publish features, etc, on their local pages.

The Young Scot Portal is funded through a mixture of Local Authority, central government and national agency / business funding, and with in-kind support from Microsoft and Fujitsu.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative :**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**

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| <p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input type="checkbox"/></p> |
| <p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Young Scot Address: Rosebery House, 9 Haymarket Terrace, Edinburgh, EH12 5EZ, UK</p> |
| <p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Graeme Robertson E-mail Address: graemer@youngscot.org</p> |
| <p>6. Who Participated in This Initiative ?</p> <p>Young Scot, all 32 Scottish Local Authorities through the Dialogue Youth Initiative.</p> |
| <p>7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)</p> <p>Local <input checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input type="checkbox"/></p> |
| <p>8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):</p> <p>The Young Scot Portal was launched by the First Minister of Scotland in May 2002.</p> |
| <p>9. What Were the Results Obtained by This Initiative?</p> <p>The Young Scot Portal receives an average of 1.75 million hits per month, or 250,000 page requests per month.</p> <p>Independent research recently carried out by the Scottish Executive with young people found that those who knew about the portal rate it extremely highly – the issue facing Young Scot is to ensure that more people know about and can get access to the portal to discover for themselves how good it is.</p> <p>In addition, we are in the process of commissioning our own independent research into the attitudes of young people towards the Young Scot Portal, the results of which should be available towards the end of the summer.</p> |
| <p>10. Report – Publication – Other Product (if there is a report, publication or other “product” relating to this initiative, please state where it can be obtained or consulted, and in which language):</p> <p>The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)</p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title:</p> <p>Language(s):</p> <p>Can be consulted / downloaded at this web-site:</p> <p>Can be obtained from (address of organisation):</p> |

11. Additional Information:

In addition to the “serious” youth information pages, the portal also contains large sections for cinema, music and book reviews (we have our own team of young people that are regularly sent publisher’s promo copies to review), as well as horoscopes (one of the most popular sections!).

This description form has been completed by:

Name of Person: Graeme Robertson

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Name of Organisation: Young Scot