

YEAR OF YOUNG PEOPLE 2018



Nae Limits, River Garry

Chelsea Charles, Themed Years Communications Manager



IN A NUTSHELL


An opportunity to celebrate and showcase the amazing young personalities, talents, and achievers that make up Scotland

Inspiring our nation through our young people's ideas, attitudes and ambitions

Everyone can support (young or young-at-heart)

Led by the Scottish Government, working in collaboration with a core group of delivery partners including VisitScotland and EventScotland

Target age range for the year is 8 – 26 years

 Kiloran Bay, Isle of Colonsay



year of young people
bliadhna na h-òigridh
2018

 Visit
Scotland | Alba

OVERARCHING OBJECTIVES

- Provide a platform for young people to have their views heard and acted upon
- Showcase the amazing talents of young people through events and media
- Develop better understanding, co-operation and respect between generations
- Recognise the impact of teachers, youth workers and other supporting adults
- Provide opportunities for young people to express themselves through culture, sport and other activities.



 Castle Kennedy Gardens



year of young people
bliadhna na h-òigridh
2018

 Visit Scotland | Alba

Key Themes



Participation



Education



Equality and Discrimination



Health and Wellbeing



Enterprise and Regeneration



Culture





“

**CO-DESIGN AND CO-PRODUCTION WITH
YOUNG PEOPLE IS AT THE HEART OF THE
YEAR OF YOUNG PEOPLE 2018**

”

VISITSCOTLAND'S ROLE

1. Develop public-facing celebratory events programmes (Signature, Open, Create18 and tourism focused event partner programme).

2. Develop a tourism marketing strategy and opportunities for collaboration



year of young people
bliadhna na h-oigridh
2018

Visit Scotland | Alba

Diverse CiTay **FESTIVAL**

23 June 2018 • 12 noon to late

Perth City Centre



TARGET AUDIENCES



**FAMILIES WITH
CHILDREN**



**YOUNG SCOTS
AND UK
MILLENNIALS**



**YOUNG
INTERNATIONAL
TRAVELLERS**



1. CELEBRATION

Celebrate the contribution of young Scots to the cultural and creative life of Scotland.



2. PARTICIPATION

Inspire young people and families with children to engage with the activities and experiences Scotland has to offer.



3. SOCIAL INCLUSION

Work with partners to ensure that Scotland is an inclusive, welcoming destination where holidays can be enjoyed by all.



4. FUTURE FOCUS

Engage young people directly in the development of the Themed Year programme and, more widely, work to highlight tourism as a career path.



5. COLLABORATION

Encourage the tourism and events industry, and key sector partners to work collaboratively in support of YOYP 2018

CORE CHANNEL ACTIVITY

- VISITSCOTLAND.COM DEDICATED LANDING PAGE ON YOYP2018
- SOCIAL CHANNELS
- CONTENT/ BLOGS
- ENEWSLETTERS
- IKNOW COMMUNITY FORUM
- OUTREACH EVENTS
- STAFF INTRANET
- INDUSTRY EVENTS
- IKNOW LOCATIONS



ure
...
fill'
ton



NEWSLETTER SIGN UP

Subscribe now for inspiration, travel tips, news and visitor offers!

TOURISM MARKETING NEW ACTIVITY



**INCLUSIVE TOURISM
CAMPAIGN**



**NEW GENERATION
CAMPAIGN**



**CELEBRATING SCOTLAND'S
VIBRANT CONTEMPORARY TRAD
MUSIC SCENE**



PARTNERSHIP WITH CONTIKI



**FUTURE FOCUS – CONTENT
GENERATION**



year of young people
bliadhna na h-òigridh
2018

Little things matter



Perth City Centre @PerthCityCentre · Mar 9

It's the Year of Young People this year and there is plenty going on in Perth to celebrate the talented young people of **Perthshire!**

Take a look here: perthcity.co.uk/yearofyoungpeo...

#YOYP2018 #Perthshire



Crieff High School @CrieffHigh · Mar 21

Pupils now explain about the Year of Young People to our Danish visitors.

#YOYP2018



Blair Castle @Blair_Castle · Mar 14

Countdown to doors opening for the season! 30th March 9.30am the season begins.... **#countdown #VisitScotland #blaircastle #Scotland #bestdayout #dayout #perthshire #OpeningDay #March #YOYP2018 #ScotSpirit**



Black Watch Museum @museumbw · Feb 17

To celebrate the Year of the Young Person we are offering free entry to The **Black Watch** Museum to holders of a Young Scot Card throughout 2018 **#YOYP2018**

#visitbwmuseum



DYW Perth & Kinross @DYW_PandK · Jan 31

@perthshirehour quick plug for the Jobs and Careers Fair for senior pupils in **#Perthshire** schools and their parents to meet employer who are recruiting now and in the future! **#YOYP2018**

JOBS AND CAREERS FAIR

Academy of Sport and Wellbeing, Perth College UHI
Thursday 1st March 2018 - 3.00pm to 7.30pm



Pitlochry Theatre @PITLOCHRYft · Mar 14

CHILDREN'S EVENT! Join us on Saturday for circus, puppetry and song in a fantastical true story of a family of acrobats and their adopted tiger cub! A Tiger's Tale begins at 11.30am.

Tickets: bit.ly/TigersTale_PFT
#perthshirehour #YOYP2018



PRACTICAL TIPS

- Promote the year across your own website and marketing material
- Check out our tourism industry guide to YOYP2018 on dedicated toolkit at visitscotland.org/yoyp2018.aspx
- Join the conversation #YOYP2018 @YOYP2018
- Follow @VisitScotNews and @EventScotNews



year of young people
bliadhna na h-oigrìdh
2018

Visit Scotland | Alba

PRACTICAL TIPS

- Are there opportunities to celebrate young people within your own business?
- Are there opportunities to place young people at the heart of your own activity, delivery and decision making?
- Any opportunities to target new markets? VisitScotland Growth Fund supports collaborative tourism projects.
- Signpost to visitscotland.com/yoyp2018



year of young people
bliadhna na h-òigridh
2018

Visit Scotland | Alba

JOIN THE PARTNER PROGRAMME

- Inclusive approach
- Promotional opportunity
- Public facing events
- Online application
- Potential inclusion in VS PR and Marketing Activity
- Sign up at eventscotland.org



year of young people
bliadhna na h-òigridh
2018

Visit Scotland | Alba

LIVE FUNDING OPPORTUNITIES

100 Disrupters

30 April deadline (awards for 26 and under with big idea) £1000

www.thehunterfoundation.co.uk/

National Lottery Fund


Funding of between £3 - £10k to heritage, community and sports projects run for and by young people aged eight to 26 years old focusing on health and wellbeing.

www.national-lottery-yoyp.org.uk/

#YOYP2018
@YOYP2018

VISITSCOTLAND.COM/YOYP2018
VISITSCOTLAND.ORG/YOYP2018.ASPX
WWW.YOYP2018.SCOT



 **Dunnottar Castle**

USEFUL CONTACTS



year of young people
bliadhna na h-òigridh
2018

 **Visit Scotland** | *Alba*