

# Government encourage youth employment policies



*New initiative calls on Lothian employers to employ young people and introduce youth policies in 2013.*

With only 25% of businesses in Scotland recruiting straight from school, college or university, youth employment remains one of the key challenges facing our modern society. Yet the many employers who do take on young people find that they bring enormous benefits to their business, even in today's tough economic times.

'Make Young People your Business' was launched today by the Scottish Government at Diageo in Edinburgh. The initiative, supported by Skills Development Scotland and the UK Commission for Employment and Skills promotes the value of employing young people and highlights a range of companies across Scotland who have found benefit from bringing young people into their business.

Youth Employment Minister Angela Constance MSP said:

"I have spent much of the last year selling the benefits of taking on young people to businesses in Scotland and today marks a significant step forward. Make Young People Your Business highlights, in the clearest possible terms, the benefits that a young person can bring to all types of business, both large and small, and how businesses can go about recruiting them.

"In Scotland, we have a talented, enthusiastic generation of

young people, many of whom need assistance in finding work. In the current economic climate, young people can bring enormous enthusiasm, fresh ideas and creative modern thinking to help drive businesses and the Scottish economy forward.

“The same young people can be nurtured, trained and could very well become the future of whatever company they join. In truth, young people are the business of all of us, right across the public, private and third sectors, but today it is Scotland’s enterprise community that I am calling upon to Make Young People Your Business.”

Many employers, including the world’s leading premium drinks company Diageo already appreciate the value of a younger perspective, particularly where markets are changing rapidly. Diageo’s global reach means that it operates in a rich, diverse community and the business and its people reflect this.

“As an employer, we are passionate about partnering with all our people to help them grow and realise their full potential said Pamela Scott, HR Direct (Europe Supply).

“We recognise that our success in the future will depend on the quality of the young people we attract now, and therefore recruiting some of the best and brightest young people is a key part of our strategy. We are totally committed to supporting our young people and giving them the opportunity to grow and flourish within our business”.

Scott Johnson, UKCES Commissioner & Chief Executive of Chas Smith Group Ltd said:

“In today’s competitive environment, investing in young people can bring business returns on commitment and loyalty.

Nurturing and unlocking young people's talent will motivate and engage them even further. Young people bring creativity, innovation and a willingness to learn".

Damien Yeates, Chief Executive of Skills Development Scotland added:

"This initiative outlines the benefits of investing in young people and encourages businesses of all type and size across Scotland to introduce a youth policy for 2013. Employers seeking to develop a youth employment policy should visit Our Skillsforce, which offers practical support to help businesses recruit young people through a variety of support packages".

The 'Make Young People Your Business' initiative spells out the role that young people can play in a business and what employers can do to support them. An information leaflet can be downloaded at:  
<http://www.ourskillsforce.co.uk/content/make-young-people-your-business>

Photograph shows:- left to right Diageo's young employees Steven Stewart, Jack Dowie and Nicola Maitland are shown with Youth Employment Minister Angela Constance.