

Coop Food offer discount to Young Scot



Young Scot, the national youth information and citizenship charity for Scotland, has agreed a major deal with The Co-operative Food to offer Young Scot NEC (National Entitlement Card) cardholders a 10% discount on their shopping.

Young Scot cardholders, aged 11 to 25, qualify for the discount when they shop at any of The Co-operative Group's 400 stores across Scotland, from Shetland in the north to Annan in the south.

It is the first time Young Scot has partnered with a major food retailer to offer discounted shopping.

The new initiative provides over 570,000 Young Scot cardholders with 10% off food, household products, newspapers and magazines, when they present a valid Young Scot card at any Co-op store.

Young Scot has conducted research which shows a fifth of young people highlight life expenses, such as food shopping, as a top priority.

John McNeill, Regional Stores Director for The Co-operative Food in Scotland, said: "Young people are facing increasing financial pressures, and by working with Young Scot to develop this initiative we've found a way to help them make their money go further while being able to shop conveniently.

"We're a community retailer, with Co-op Food stores across the length and breadth of Scotland, and by offering a discount to Scotland's young people we're giving them a great incentive to make good, healthy choices about the food they eat."

✘ Louise Macdonald, chief executive, Young Scot says: “Our research shows that lunch items such as sandwiches and fruit are the most readily purchased products by young adults, with price being one of the top motivating factors when food shopping. We are delighted to be working with the Co-operative Food to support this demand from young people and give them greater opportunities to buy healthy, ethical, and locally sourced food, while saving them money.”

In addition to the Co-operative Food offer, the Young Scot card gives young people access a wide range of benefits which support them to lead active, positive lifestyles. Cardholders can claim over 1,500 discounts for services such as money off public transport, driving lessons, and study guides.

The card carries the PASS hologram which provides young people with a trusted and credible way of proving their age. It also gives young people access to a host of other benefits including cashless catering, leisure and library services and e-voting.

✘ Furthermore, its Young Scot Rewards programme encourages young people to earn points for activities such as volunteering and arts opportunities which they can exchange for unique experiences which benefits their learning and broadens their experiences outside of school.

In addition to Co-operative Group food stores, the Young Scot discount will also available from Monday 17 November in Scotmid Co-operative food stores.

Photos by Jane Barlow for Young Scot