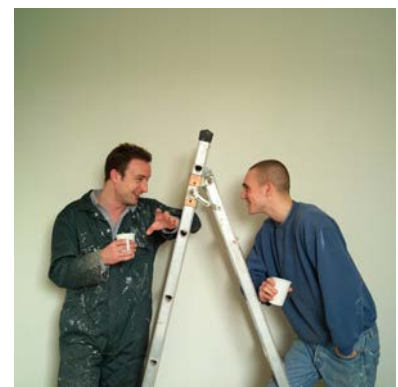


/ Introduction

We believe in realising the potential of people. Giving people the opportunities to succeed is at the heart of our ethos and we recognise the value Young People can bring. One of the biggest challenges businesses face is finding the right people to help them develop. We've learned from the best that recruiting and developing Young People is a great way to build a dynamic and productive workforce.

Investors in People knows that Young People are creative, ambitious and inventive. They take the initiative, motivate others and offer fresh perspectives to take your organisation to where it wants to be.

We are now seeing unprecedented levels of Young People graduating from university. While this is a good thing in itself, there are currently insufficient positions in certain sectors for graduates to take. When this is combined with the lack of focus, clarity and planning for those that do not attend higher education, we can see that in the future there may be a generation of Young People who do not have the relevant skills to hold skilled positions.



/ The youth employment landscape

The Commission for Developing Scotland's Young Workforce has highlighted the fact that there are 53,000 Young People not in education, employment or training (NEET) in Scotland. This figure of 18.8% is three times that of all combined age groups at 6.4%.

When this is combined with the fact that only 27% of employers offer work experience, 29% recruit directly from school, and only 13% take on apprentices, youth unemployment continues to be a major social, political and economic challenge for Scotland.

Scotland currently has the 9th lowest youth unemployment rate in Europe. However, when taken into consideration against other countries, particularly from the Nordic regions, it remains high.



/ The business case

This results in a Catch 22 situation for Young People – can't get a job without experience, can't get experience without a job. Young People need us and we need Young People.

Opening up your business to Young People is worth it.

Help you enter new markets

Young People often bring fresh ideas and approaches which open up new and emerging customer groups and markets. A younger perspective is valuable where markets are rapidly changing or rely on a youthful customer base. Young People often shed light on current trends, helping you keep up with the latest technology or working practices within the sector.

Reduce staff and recruitment costs

Young People are cost effective to recruit and to train.

Improve staff retention

Investing in Young People brings you returns in commitment and loyalty. Remember, they are with you because they want to be. Nurturing and unlocking Young People's talent and realising their potential will motivate and engage them even further.

Succession planning

By investing in Young People you reduce the risks associated with unplanned retirements, staff absences and skills shortages. It's also an effective and simple way of developing a talent pipeline. Opening your business up to Young People will make working for you attractive to other bright young minds and their networks.

Understanding your future customer needs

Future customer needs and future technologies may not be identified by the older generation. You may be investing in technologies or markets that will soon be obsolete. We need a currency of ideas that Young People can bring.

Improve your skills gaps

Skills shortages have been identified in most Skills Development Scotland skills investment plans, especially those related to STEM and the hospitality and tourism sectors.

Support your change management

Young People are more resilient and agile – change is going to continue to be an issue for all of us.



/ Benefits of investing in Young People

There are many business benefits to working beside Young People. These include:-

- Professional development for managers, particularly for those looking to gather first-hand experience
- A talent pool of future recruitment can be created and sustained
- Young People bring a fresh pair of eyes and a different mind-set so providing fresh insights
- Young People can bring a new and positive feeling into any organisation and help to increase morale and engagement
- Employing Young People will increase life skills for all employees including the young person
- Young People have skills such as IT and social media that may not be readily available elsewhere
- Young People have been often identified as hard to reach and uncommunicative. By bringing them into your organisation, you provide an opportunity for Young People and your organisation to learn about each other



/ A new award for changing times

Currently, many organisations implement Young People initiatives but unless they are focused on the outcomes they want to achieve, these can become stand alone exercises that do not achieve significant change.

Investors in People Scotland has designed a bespoke framework to support and develop your capabilities around recruitment and development of Young People.

Investors in Young People (IIYP) will be very similar to the Investors in People Accreditation in focus and feel. It will be outcome focused. IIYP will begin by examining your future business needs, including skills, talent and expertise levels and your capacity to deliver on that need. IIYP will also consider whether this need could be best served through the recruitment and retention of Young People, whilst recognising that there is a difference in recruiting Young People and recruiting “normally”.

Investors in Young People (IIYP) will also:

- Challenge and encourage you to consider the capacity and capabilities you need to achieve your goals and objectives
- Provide a clear link between organisational need and the recruitment and development of Young People
- Offer guidance and encouragement to you so you can access the range of support services available
- Provide recognition to you demonstrating you are effective in your approach to recruiting, retaining and developing Young People



/ Case study



ACE Winches is a global leader in the design, manufacture and hire of winches, marine deck machinery and the provision of associated hire personnel for the offshore oil and gas, marine and renewable energy sectors.

Based in Turriff, the company has grown its workforce from 80 to 400 since 2008. Within that, 20 per cent of the workforce is in training including 60 Modern Apprentices and 15 graduate engineers. The company's motivation for its investment in training young recruits is strongly linked to its business growth and development.

With an aging workforce in the sector and the search for qualified and experienced professionals hindering companies worldwide, developing and investing in a pipeline of talent coming into the company is a business imperative.

ACE Winches starts that process through direct engagement with primary schools where they support engineering challenges and organise site visits for pupils. In partnership with 17 secondary schools they offer work experience, Saturday jobs and CV and interviewing and coaching sessions as well as contributing to the curriculum, again through engineering challenges as well as marketing projects. The company also offers work placements for college and university students.

Beyond its own employment of Modern Apprentices, the company also makes the recruitment of Modern Apprentices a feature of its approach to procurement. For example, when building its new Towie Barclay Works campus, ACE Winches actively sourced contractors employing apprentices.

Ace Winches has been a major part of the IYYP pilot and has found it a very worthwhile initiative.

“ACE Winches is fully committed to engaging with Young People through schools, work experience and apprenticeship opportunities and is a core element of the company's Corporate Social Responsibility Strategy. Investors in Young People will assist ACE Winches to implement a nationally recognised framework with the aim to engage and develop a talent pipeline for the future. ACE Winches was delighted to be part of the Investors in Young People pilot and would strongly encourage other industry leading companies to become involved in this worthwhile initiative”

Shirley Butcher, HR Manager



/ Next steps

This framework responds to a need to bring Young People into the workplace and the difference in recruitment, support, management and development that Young People require.

Are you an organisation that wants new ideas, modern viewpoints, and energetic minds? Employ a young person, achieve IYYP accreditation and your organisation will reap the rewards.

Are you already employing Young People and seeing the rewards it brings? We want to hear from you. Call 0131 625 0155 today or email IYYP@iypscotland.co.uk the team today.

