



**European Union**  
**European Social Fund**  
 Investing in jobs and skills



# How Can ESF Help Older Workers through the Recession?

A conference for all organisations involved in the 2007-2013 European Social Fund programme that have people aged 50+ as one of their target groups.

**24 November 2009, 10.00-15.00, Birmingham, The International Convention Centre**

## Programme

<p><b>09.15-10.00</b> Registration, coffee</p> <hr/> <p><b>10.00-10.10</b> <b>Welcome</b>        Ken Lambert, Head of England European Social Fund Managing Authority, DWP</p> <hr/> <p><b>10.10-10.25</b> <b>Context</b>        Chris Ball, TAEN Chief Executive</p> <hr/> <p><b>10.25-10.45</b> <b>What happened to older workers in previous recessions, its impact and legacy</b>        Professor Sarah Vickerstaff, Head of the School of Social Policy, Sociology and Social Research, University of Kent</p> <hr/> <p><b>10.45-11.05</b> <b>Government policy responses and initiatives</b>        Christine Ashdown, Policy on Skills, Regions and ESF relating to Older Worker Employment, DWP, Pension Ageing Society Directorate, Extending Working Life</p> <hr/> <p><b>11.05-11.20</b> <b>Morning coffee</b></p> <hr/> <p><b>11.20-12.00</b> <b>How employers are responding (case studies)</b>        Rachel Krysz, Campaign Director, The Employers Forum on Age / Carole Willsher, Recruitment and Diversity Specialist, British Gas</p>	<p><b>12.00-12.15</b> <b>ESF performance on over-50s</b>        Simon Marlow, Head of European Social Fund Evaluation, DWP</p> <hr/> <p><b>12.15-12.30</b> <b>How we are achieving our 50+ targets</b>        Jan Townsend, Business Manager, Kennedy Scott Ltd</p> <hr/> <p><b>12.30-13.15</b> <b>Buffet Lunch</b></p> <hr/> <p><b>13.15-</b> <b>Facilitated table discussion: How can our projects more effectively support the over-50s?</b></p> <hr/> <p><b>-14.35</b> <b>Brains trust session</b>        Panel to be advised</p> <hr/> <p><b>14.35-14.50</b> <b>ITM Demographic Change projects</b>        Lloyd Broad, Head of ESF ITM Unit Coordinating Body, Birmingham City Council</p> <hr/> <p><b>14.50-15.00</b> <b>Closing remarks</b>        Ken Lambert, Head of ESF Managing Authority</p> <hr/> <p><b>15.00</b> <b>Conference ends</b></p>
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Vox-pop interviews with delegates will be filmed by **ESF-Works**

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TAEN's aim is to help create an effective labour market which works for people in mid and later life, for employers and for the economy.

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