



European Union
European Social Fund
Investing in jobs and skills

Barbara Watkins

Attracting Older Clients

October 2010

© TAEN 2010

Who are we – the 50+?

- Aged 50-69
- Current employees
- Job seekers may be:
 - at risk of redundancy
 - redundant
 - semi-retired / down-sizers
 - career/job changers
 - returners to labour market
 - longer-term unemployed
- Hidden unemployed.

Who are we – the 50+?

- All of us and more of us than ever before
- Complex family structures; care responsibilities
- Living longer but (mainly) healthier lives
- Uncertain financial security in later life.
- Re-thinking transitions from work into retirement
- Past recessions left many long term unemployed
- Survivors of past recessions with a reputation for reliability and loyalty



Who are we – the 50+?

- Frustrated by age discrimination barriers – real and perceived
- Perhaps de-motivated and lacking self confidence; job loss leads to self image loss – do not feel valued
- Unprepared for job seeking; the current labour market is confusing
- Skills grown from experience, less from qualifications
- Value opportunities to match aspirations to real jobs through training routes

Attracting the older jobseeker & employee

ESF 2007/13: 50+ Targets:

- Priority 1 (& 4)
Outside the labour market - target 18%
- Priority 2 (& 5)
Sustaining in work - target 20%

Your programme

- How do you attract and recruit older people to your programme?
- Do you make any specific provision for older clients ?
- What else might you do ?

Pointers: Attracting the older jobseeker & employee:

- Marketing materials-conveying the message?
- Segmentation – hidden unemployed/JCP
- Outreach – locality/groups/ gatekeepers
- Success stories and role models – old dogs can learn new tricks
- Valuing experience and skills
- Age diverse programme staff – welcome
- Peer group support – job clubs – job trials
- Quality information on changing labour markets and live engagement with employers
- Strategies for retention in employment

.....and consult mature voices!