

RECRUITING OLDER WORKERS



INTRODUCTION

**Contracted by:
European Social Fund
Learning Funding Agency**

**Hardest to Help
Recruiting Older Workers
Voluntary Programme
13 week on Course Development
6 Months Aftercare Service
2 years project Duration – 2008 - 2010**

**Client:
Unemployed 50 + clients**

**Purpose:
To hence and Develop clients skill base – giving them increase
opportunities to sustainable employment**

This ESF/SFA project is unique within the Southeast Region

Geographic Locations of Delivery



- Berkshire
- Buckinghamshire
- Oxfordshire
- Surrey

Usage of A4e marketing tools:

- ROW leaflet

Localise Engagement Process

Engaging with Local communities,

Residential housing estates

Charities

Local Authorities

GP Surgeries

Community projects

Job Centre Plus



Client Engagement Process

Induction pack consist of the following:

Initial Assessment
Row assessment
Eligibility
Individual learning plan
Progress & Exit review

Identifying existing Barriers

- Lack of I.T skills
- Lack of qualifications (career change)
- Lack of motivation & confidence
- Interview techniques

Training / Courses

SIA/CSCS/Sage Line 50 & Payroll/Health & Safety in the Work-place/ Customer Service/
Food Hygiene/PTLLS/First Aid/I.T all levels (Word & Excel)



ROW Deliverables (12)

- **Participants assessment, planning and support = 530**
- **Start on non-accredited learning = 287**
- **Completion of non-accredited = 235**
- **Start on accredited learning = 150**
- **Achievements of accredited = 123**
- **Start on programme including work placement = 93**
- **Completion of work placement = 66**
- **Participants into job search activity = 106**
- **Progression into employment within 6 weeks of leaving ESF project in a job that's lasts for 8 hours or more per week = 118**
- **Progression into voluntary work = 26**
- **Progression into further learning = 105**
- **In work 6 months after leaving programme = 137**



Client Journey

- Introduction – once signed up onto the programme – in their 13 week programme we would go through the following:
- Action plan – individual learning plan
- Training or work placements
- Update CV's and covering letters
- Clients reviews every 2 weeks
- Job search
- Employment Opportunities
- Further learning or voluntary work
- After care service
- Sustainability



ROW's future to success

The ROW Project will conclude on the 31st December 2010

It is unclear as to what might take the place on the ROW project,

Below are the main reasons why we were successful:

Good resources & facilities

Funding opportunities for specific courses (Sia, CSCS etc)

The right team

Good relationships with JCP

STRUCTURE & ORGANISATION

SYSTEM IN PLACE

1-2-1 support

Dedicated volunteers!