



Sue Newton-Brown
York College

and

Judith Taylor
Prime Initiative



Project Overview

■ Partners:



Bavidge Consulting



Back to Work Company



Equality Foundation (Hungary)





Project Overview

- Region: Yorkshire and Humber
(excluding South Yorkshire)
- Timescales: Delivery until December 2011
Project end May 2012
- Individuals: Age 50 and over,
Unemployed, Employed, Inactive
- Employers: Any size, Any industry sector,
Private, Public, Third Sector



Background Context

Yorkshire and Humber Region

	Under 50	Over 50 - SPA
Workless	27.91% (26.69%)	31.40% (28.99%)
Self-Employed	10.45% (10.95%)	15.67% (17.71%)
Employment Rate	72.08% (73.31%)	68.61% (71.01%)

Source: ONS Annual Population Survey, July – Sept 09
Figures in () are UK based.

Older Individuals

- Skills Assessment Programme
 - Self Assessment Activities
 - Skills Assessment Tool
 - Confidence Building workshop
 - Future Planning and Goal Setting workshop
 - Optional – Investigating Self Employment Opportunities Workshop

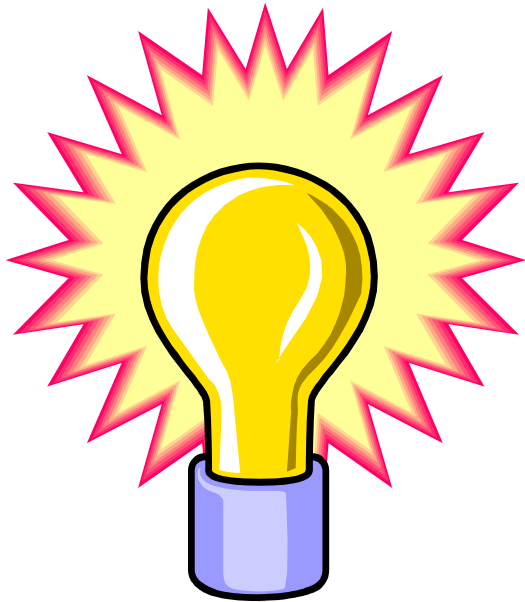


Employers

- Bespoke package to support Age Management
 - Audits
 - Strategies / Policies
 - Training



‘Light Bulb Moments’



‘My perspective was that I had lost touch with the latest equipment in my field. I forgot about all my knowledge, experiences and skills.’

‘Given me insight into maybe starting my own business as an electrician.’

‘Made me realise that it is up to me to find a job and not up to the employer to give me one.’

‘I must believe in myself and project a more positive image.’



Anita Moore

Anita holds the WorkAge Project responsible for helping her to assess her skills and giving her the confidence to believe in herself.

“At my time of life I want a job that is rewarding. My new business called ‘**Computer Start**’ is underway, which is scary but exciting at the same time. would urge others in my position to take advantage of the WorkAge Project as it really helped me to define my skill and interests as well as focus on my future.”



Developing the Project

- Meeting the emerging and changing needs of individuals and employers.
- Marketing and recruitment development
- Programme development.
- Supporting and signposting individuals.

Feedback and referrals welcome

Thank you for listening
Any Questions?



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European Union
European Social Fund
Investing in jobs and skills