



20 Top Tips for Reaching and Working More Effectively with Over-50s

The following is a distillation of the input we gathered from attendees at the 'How can ESF help Older Workers through the Recession?' conference in Birmingham in November 2009. To see the full input please go to <http://taen.org.uk/esf/events/conference/3> (Ideas for providers)

Reaching Over-50s

- 1) Specifically target this age group by using good, clear and tailored marketing.
- 2) Target your engagement – go to places and forge links with organisations where 50+ customers are likely to be (e.g. libraries, GPs surgeries, JCP, employers, supermarkets, DIY stores, garden centres, bus stops, railway stations etc).
- 3) Network with existing 'age' organisations (including TAEN and Help the Aged/Age Concern); local JCP office(s); community and faith groups; employers; other ESF and non-ESF employment service providers; local colleges; sports and social clubs and societies; nextstep; local trade union learning reps; Business Link; U3A and WEA etc.
- 4) Put on specific events to attract 50+ audience.
- 5) Outreach and delivery using community, Faith based and third sector groups and premises.
- 6) Hold sessions in Jobcentres as regularly as possible.
- 7) Support employers when redundancies or retirements are happening.
- 8) Work with local media, newspapers and broadcasters to get knowledge of your project, its activities and achievements (case studies) across.
- 9) Build reputation for working with over-50s.

Working with Over-50s

- 10) Give older individuals enough time, treat them as individuals, keep it personal.
- 11) Use 'tailored' approach – 'one-size fits all' unlikely to work.
- 12) Use face-to-face, one-to-one and group sessions and exercises as appropriate.
- 13) Use over-50s as part of your own organisation and delivery team.
- 14) Offer bite-size sessions and training courses.
- 15) Establish a 50+ Job Club and / or local working group(s).
- 16) Use proven skills assessment tools and techniques such as Neural Linguistic Programming to help identify transferable skills and build confidence.
- 17) Use mentoring of others as a way to improve the individual's or group's self-confidence and self-esteem.
- 18) Use voluntary work and work trials as ways to help boost self-confidence and polish up work and employability skills.
- 19) Raise self-employment awareness and options.

Working With Employers

- 20) Actively engage with local employers (SMEs as well as large private and public sector organizations) and sell the business benefits of retaining, training and recruiting older workers.