

**OLDER WORKERS
= GOOD
FOR BUSINESS**



**NATIONAL
LOTTERY FUNDED**



European Union
European
Social Fund

SEK
Social
Enterprise
Kent



Swale Community & Voluntary Services



Employability

Employability
Development Association

“There is nothing better in life than being a late bloomer. I believe that success can happen at any time and at any age.

A stylized, handwritten signature in white ink, appearing to read 'Salma Hayek', positioned above the printed name.

Salma Hayek

ACTOR, PRODUCER, DIRECTOR, WRITER, ACTIVIST

Loyalty Wisdom Life experience Multi-industry skills

Why miss out?

Older workers are enthusiastic, mouldable and keen to learn. Whilst the young may be ambitious, older workers prefer job satisfaction and quality over high pay and benefits. Older workers have acquired more skills and are focused and determined.



“By 2020, one in three
workers will be over 50”

Dan Jones

DIRECTOR OF INNOVATION AND CHANGE, CENTRE FOR AGEING BETTER

“Increasing the numbers of people over 50 in fulfilling work is good for society, good for business, and most importantly good for people themselves.

A handwritten signature in white ink on a blue background. The signature is written in a cursive, flowing style and reads "Dan Jones".

Dan Jones

DIRECTOR OF INNOVATION AND CHANGE, CENTRE FOR AGEING BETTER

“We’re not over the hill yet!”



Outdated stereotypes and unconscious bias can all lead to age discrimination, whether intentional or indirect, and prevent older people finding or retaining work.

Along with confidence and health issues, age is cited as one of the biggest barriers facing today’s potential workforce.

By 2022 the number of people in the UK workforce aged 50 to State Pension age will have risen to 13.8 million and the number aged 16-49 will have reduced by 700,000.



Evidence shows that keeping more older people in work actually improves employment prospects for younger generations.

“You get better as
you get older. You
gain experience,
you gain
knowledge.”

A stylized, handwritten signature in white ink on a blue background. The signature is cursive and fluid, reading 'Kristin Scott Thomas'.

Kristin Scott Thomas

ACTOR, DAME, CHEVALIER DE LA LÉGION D'HONNEUR

Retain

Keep older workers and their skills in the workplace through, for example, flexible working.

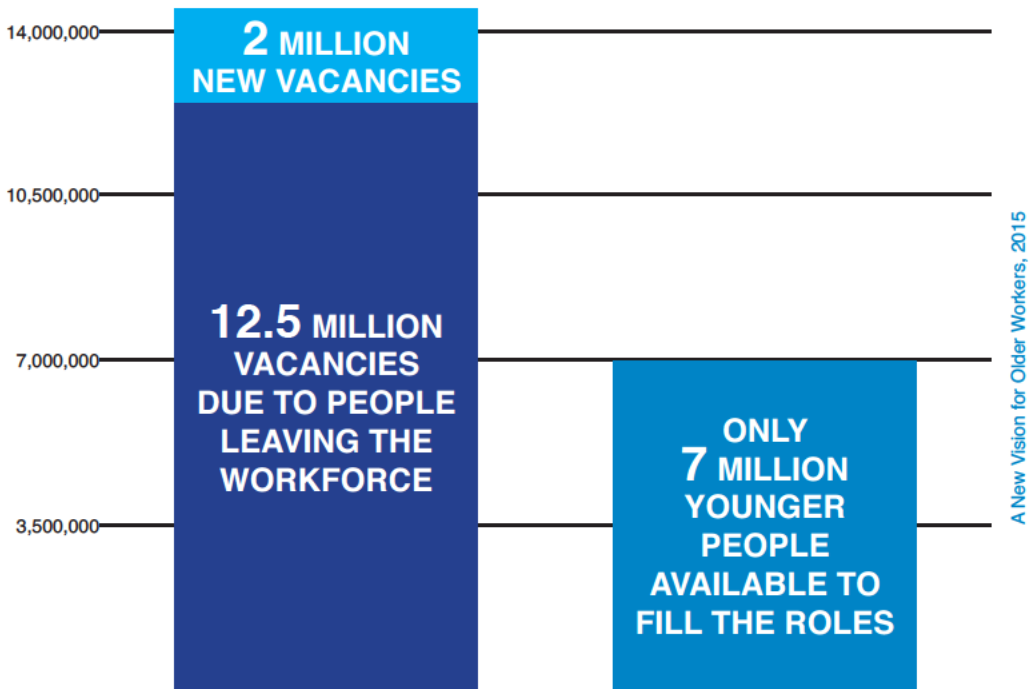
Retrain

Offer ongoing workplace training irrespective of age, and opportunities for Mid-life Career Reviews.

Recruit

Stamp out age discrimination from the recruitment process.

By 2022 there will be:



MYTH

**“They are
too set in
their ways”**

TRUTH

Older people are just as flexible as other workers. One survey shows 85% of employers saying older workers are open and able to adapt to change.

BITC & ILC, 2015

MYTH

**“They want
to get paid
too high a
salary”**

TRUTH

Older people want an equal interview and fair pay based on the job role, not their age. 90% of Fortune 400 bosses value the return on investment of older staff.

BITC & ILC, 2015

MYTH

**“They will
just coast
and not try
to achieve”**

TRUTH

Older people want to improve and grow as much as younger people and will work to do so. 91% of older people still want to progress in their careers.

ILM, 2015

TRUTH

Older people are half as likely to take sick days compared to younger workers. Over 50s take half the time off compared to those aged 20-30.

RIAS, 2014

MYTH

“They will take more sick days and have problems”

TRUTH

Older people are still relevant and 90% are internet users. Research shows there is no overall job performance difference between older and younger workers.

BITC & ILC, 2015

MYTH

“They are out of date”

TRUTH

Older people perform to an excellent standard 71% of the time, according to the Bureau of Business Management, and their quality is ranked excellent 82% of the time.

DISE & CO, 2014

MYTH

“They are not good workers”

“Changes are
urgently required to
overcome the many
barriers to later life
working.

Ros Altmann

Dr Ros Altmann CBE

BUSINESS CHAMPION FOR OLDER WORKERS

“We just want the chance!”

Harvard Business Review, 2011

Studies conducted by Harvard University and Babson College show that diverse age-ranges in workplaces improves innovation.

Younger managers have strong misconceptions about managing older workers, but as long as workers are treated fairly, their age is without consequence.



If all over-50s worked just one year longer, this would increase GDP by 1% per year. DWP analysis shows that if half the current unemployed over-50s worked, GDP would increase by £25bn.

If people worked an extra three years, this would add up to 3.25% in real Gross Domestic Product per year by 2033. In today's terms, that would be the equivalent to an extra £55bn.



Ray Barrell, Simon Kirby and Ali Orazgani, NIESR

“Talented people
are written off once
they hit their 50s
and 60s, and the
saddest thing is, we
just get better as we
get older.

A white, stylized handwritten signature on a blue background. The signature is fluid and cursive, with a large loop in the middle and a long, sweeping line extending upwards and to the left.

Kim Cattrall

ACTOR, BUSINESS-PERSON

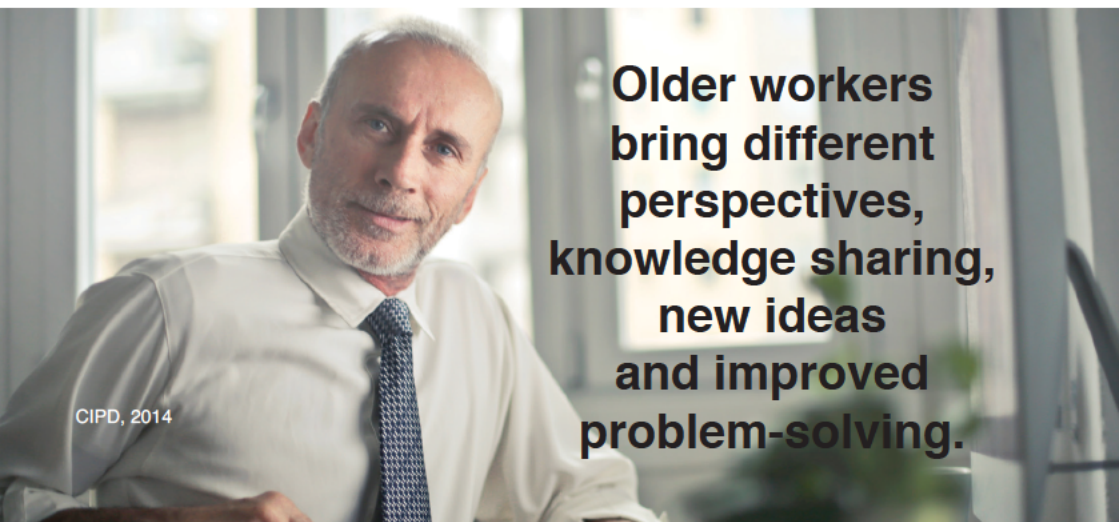
You can make a difference by hiring an older worker

It's worth it

Older workers bring tangible benefits to businesses: retaining experience, reducing skills shortage, lower costs of recruitment and training, increased staff loyalty, meeting customer desires for an age-diverse workforce as the customer base ages, higher customer satisfaction levels, improved staff morale, higher profits.

Older people have the highest percentages of job satisfaction and the highest chance of job retention.

A New Vision for Older Workers, 2015



**Older workers
bring different
perspectives,
knowledge sharing,
new ideas
and improved
problem-solving.**

“We all need to rethink our support for older workers. It will not only benefit more than 1 million over-50s but will pay dividends for the UK economy, businesses and local communities.

A handwritten signature in white ink on a blue background. The signature is written in a cursive, flowing style and reads "Stephen Howard".

Stephen Howard

CHIEF EXECUTIVE, BUSINESS IN THE COMMUNITY

Advertise your jobs to older workers for free

lotsmoretooffer.org.uk

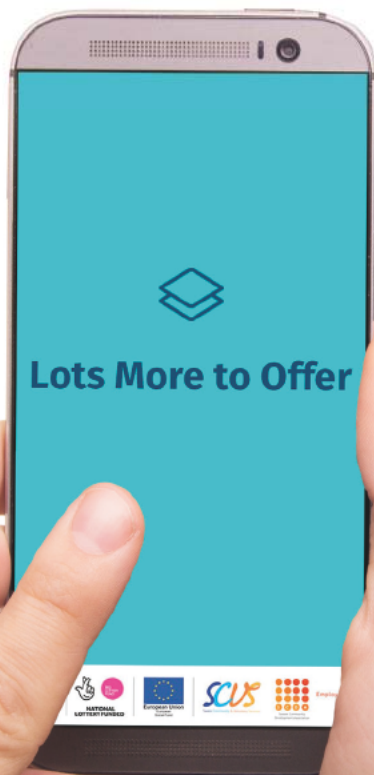


The **Lots More to Offer** job board is custom-built and tailored for over-45s in Kent, Sussex and Medway who are looking for new employment opportunities.

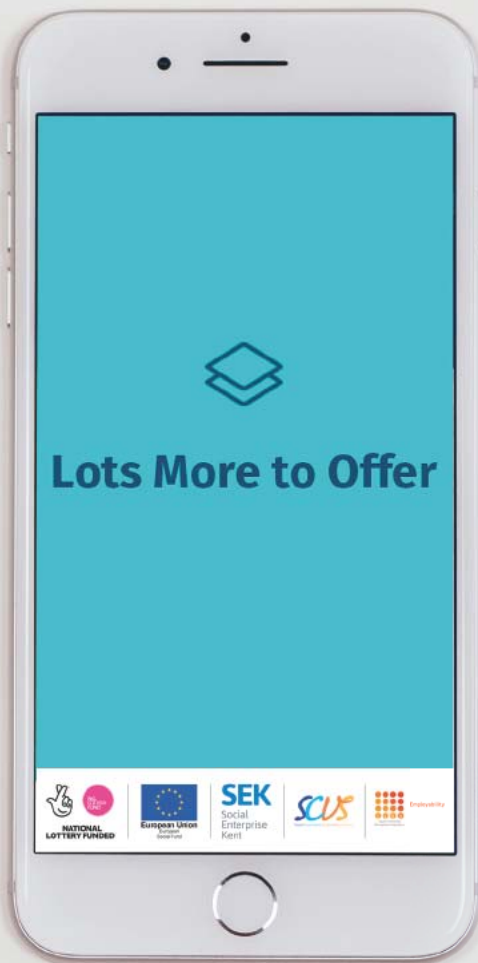
Employers can advertise jobs for free through the website or app.

Sign up for free today by downloading the Lots More To Offer app or going to lotsmoretooffer.org.uk

Simply create a company profile and start advertising your vacancies to a whole new group of experienced workers!



Social Enterprise Kent is committed to protecting and respecting privacy and complies with obligations under GDPR and the Data Protection Act 2018.



GET IT ON
Google Play

Download on the
App Store

Social Enterprise Kent, together with partners Sussex Community Development Association and Swale Community and Voluntary Services, are proud to be delivering the Big Lottery and European Social Fund programme, Building Better Opportunities, across Kent, Medway and East Sussex.

To advertise jobs for free to over-45s in Kent, Sussex and Medway, download the Lots More To Offer app or go to lotsmoretooffer.org.uk

Medway & Swale
01795 473828

Rest of Kent
01227 469972

East Sussex
01424 400681

Social Enterprise Kent
2nd Floor Mill Lane House
Mill Lane, Margate, Kent CT9 1LB
bbo@sekgroup.org.uk

lotsmoretooffer.org.uk

