



# What steps are you taking to support older workers?

## Your workforce is ageing. How will you manage it?

There is a greater number of older people in employment than ever before, but many people over the age of 50 are at risk of leaving the workforce early, and not necessarily because they want to.

As the UK workforce ages and fewer young people enter the labour market, employers will increasingly need to rely on the skills and experience of older workers if they are to remain competitive, increase productivity and growth, and avoid skills shortages in the future.

With this in mind the National Careers Service, is offering a free service to businesses to support you and your staff with information, advice and guidance to retain, retrain and recruit older workers.

**National  
Careers  
Service**

Helping you take  
the next step



Figures from the Office of National Statistics show for the first time that there are more than 10 million people aged over 50 in employment.

1/3

By 2020 over 50s will comprise almost 1/3 of the working age population.<sup>1</sup>

1 DWP Framework For Action  
Background Evidence



## The Benefits of Retaining, Retraining and Recruiting Older Workers

Older workers are fundamental to the future of the economy, and their retention will be vital.

### By supporting older workers you benefit from:

- Increased staff loyalty and retention.
- Improved productivity.
- Reduced recruitment costs (the average cost of recruiting and training a new member of staff is estimated by CIPD at £6,000).
- A workforce that reflects your customer demographics - giving valuable insight into the products and services that will be most successful.
- The range of experiences, skills, ideas and ways of thinking that come with age diversity.

### A Free Service to Support Your Needs

National Careers Service offers a free service to support employers and their staff to retain, retrain and recruit an older workforce.

- Benefit from on-site visits to discuss how we can help you to manage and skill an ageing workforce.
- Receive free advice on retaining, retraining and recruiting older workers, including employment legislation.
- Receive support reviewing and developing your HR policies for older workers

**Employees receive in-depth information, advice and guidance sessions on a variety of subjects, including:**

- Skills health check
- Mid-life career review to explore options
- Information about training courses available to them
- Information about Apprenticeships, including Higher Apprenticeships
- Receive support to explore flexible working approaches and practices that encourage retention, in-work progression, improved work-life balance and improved productivity.

To find out more call **01233 224 244**  
or email us at [nationalcareers@cxk.org](mailto:nationalcareers@cxk.org)  
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