

Attracting the over-50s back into the workforce

Following the 'Back to work Budget', there is a clear appetite from the government to encourage people back to work, including the over-50s. Centre for Ageing Better reports that by 2025 there will be an extra one million workers over the age of 50 in the UK. This body of workforce can begin to address the vacancy rates of 10% that continue to persist within the sector, with hospitality vacancies close to around 50% higher than they were pre-pandemic (ONS).

Government have set out their ambitions, including:

- New measures set to help quarter of all jobseekers get back into work
- Multi-million package will increase jobcentre support for over 50s including those thinking about retirement
- Long term unemployed will be referred to the multi-billion-pound Restart Scheme

Jobseekers over the age of 50 will have more one-to-one support at jobcentres to help them get into, and progress in work, boosting their earnings ahead of retirement.

This increased support will be boosted by 37 50PLUS Champions covering every district across England, Wales and Scotland who will work with local employers to help them realise how their recruitment could benefit from the talent of older workers.

Resources to support businesses employing this age group:

UKHospitality developed a tailored [guide](#) for the sector. UKH's guide aims to debunk myths about employing this group, adaptations that can be made to recruitment processes, and the unique strengths and benefits they offer. The BBPA has also published a simple [guide](#) to recruiting older workers.

Organisations such as the [Centre for Ageing Better](#) have developed resources providing guidance to businesses on how to support this age group back to work. This includes their [Good Recruitment For Older Workers](#) guide shared in 2021.

On the DWP's 'help and support for older workers' webpage, there are resources for both workers and businesses. Their guidance for employers includes [factsheets, research and guidance](#) which support the retention, retraining and recruitment of older workers.

Age Scotland have developed a tailored resource for the tourism sector in their '[Age inclusion in tourism](#)' website. This includes four fully-funded programmes to support Scotland's tourism sector attract and retain older workers.

[55 Redefined](#) supports businesses on age inclusivity offering products and services which include Data Insight and Consulting, Age Inclusive Accreditation, Training and Assessment to help attract, engage, retain and retrain older workers. They also host a jobs site for over 50's.

There are several over-50s job sites such as [Rest Less](#) and [Working Wise](#).

Rest Less for example is already being used by a number of member businesses. For a fee, they allow businesses to share an unlimited number of listings per annum.