



**National Older
Workers Week**
21–25 November 2022

Why Now is the Time for #AgeDiversity

Join us and other pioneering organisations
to help influence change

Sponsored by

workingwise

 **Phoenix**

Introduction

The workforce is ageing and older workers now make up a large proportion of the labour market. Yet, in a workingwise.co.uk survey, 46% of over 50s said they had faced age discrimination, with 73% saying employers don't appreciate their experience.

'Over half of workers over 50 still describe themselves as ambitious and half plan to work beyond retirement.'

As a progressive employer you know that a multigenerational, diverse workforce is good for business as it brings different ideas and viewpoints to the table and better reflects your customers and clients. We need your help to change the narrative.

Our Mission

Our mission is to show all organisations the true value of older workers and help them develop policies and practices that attract and retain this valued pool of talent and experience.

As an age-friendly organisation, will you help us achieve our mission? We would like you to be part of our campaign and help us disseminate best practice and spread the word.

'Experience is an asset and the value of human beings does not diminish over time.'

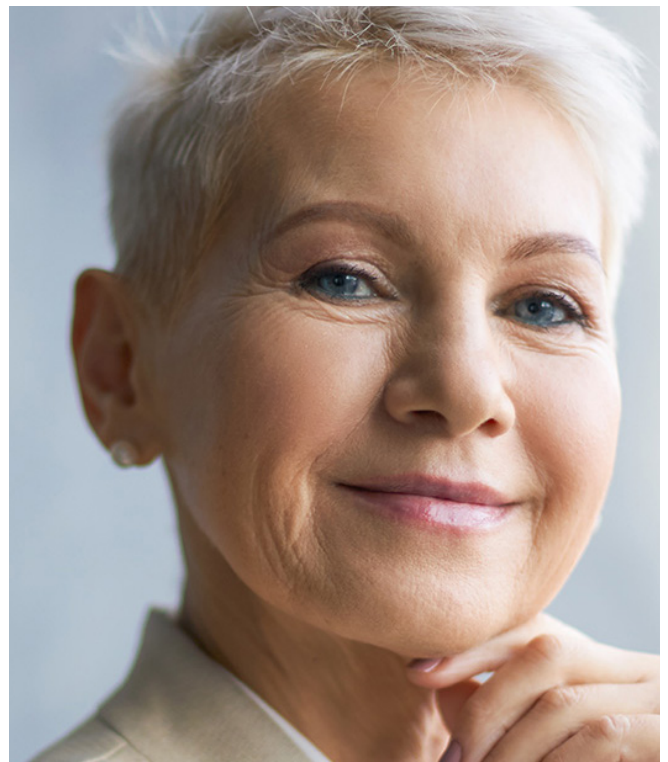
Our Campaign

#AgeDiversity

Workingwise.co.uk will be looking at where biases in the recruitment process and in the workplace come from and how we can reset the narrative. Through research, a series of interviews, polls, surveys and events our campaign will focus on:

1. Why now is the time for age-diversity in the workplace (building the case)
2. Changing the mindset
3. Next steps: What employers can do to attract and retain this valuable workforce.

Our campaign incorporates National Older Workers Week.



National Older Workers Week

#NationalOlderWorkersWeek

National Older Workers Week, which runs from the 21st – 25th November 2022 and is sponsored by Phoenix Group, aims to put a spotlight on the current issues older workers are facing and will highlight what

employers can do to address them.

We will also be celebrating older workers and encouraging employers to showcase their valued employees on their websites and/or through social media during the week. We are also encouraging employers to showcase their policies and the benefits of a multigenerational team across their websites, internally and across social media.



Phoenix Group is delighted to be supporting National Older Workers Week 2022 because we want to do more to celebrate older workers and to inspire others to join us in taking action to support them. From flexible working to Midlife MOTs, from menopause support to challenging ageism, there are so many things we can all do as individuals, colleagues, managers and leaders to make workplaces more inclusive, productive and enjoyable across all ages. As the UK's largest long-term savings and retirement business we want to help people secure a life of possibilities. As a nation many of us are living longer and with over a third of the UK workforce already aged 50+, we hope this week will generate new ideas and drive more momentum for positive change.

Catherine Foot, Director of Phoenix Insights

Events

In addition, we will be running four [online] events throughout the week. Three for employers and one for candidates. The events are outlined below:

Older Workers: Challenges & Insights *Sponsored by City & Guilds*

21st November, 1pm until 2pm

The first employer focused event aims to give organisations an up-to-date view on the current situation to help them implement and improve age diversity policies and practices.

Along with revealing the results of our annual [workingwise.co.uk](https://www.workingwise.co.uk) candidate survey, we will also be discussing common issues that older workers face within the workplace.

Chaired by Gillian Nissim, Founder, WM People, we will be joined by experts in this field including: Kirstie Donnelly MBE, Chief Executive Officer at City & Guilds; Caroline Waters, Deputy Chair of the EHRC and Vice President of Carers UK; Patrick Thomson, formerly from the Centre for Ageing Better, now Head of Research Analysis and Policy at Phoenix Insights and Mandy Garner, Managing Editor at [workingwise.co.uk](https://www.workingwise.co.uk).

[Register here.](#)

Creating an age inclusive workplace

23rd November, 1pm until 2.30pm

We will be talking to pioneering organisations, and experts in this field about policies and practices organisations

can implement to retain and develop older workers to ensure organisations are age inclusive.

Examples of policies and practices that may be covered include:

- > Retraining/upskilling/lifelong learning
- > Redeployment
- > Menopause policies
- > Carer policies
- > Reverse mentoring
- > Midlife MOTs
- > Returner programmes

Chaired by Gillian Nissim, Founder, WM People, we will be joined by experts in this field including: Alistair McQueen, Head of Savings and Retirement at Aviva; Kim Chaplain Specialist Adviser for Work from Centre for Ageing Better; Duncan Forbes, Capability and Place Director for People Strategy from DWP People, and Laurence Gouldbourne, Head of Diversity & Inclusion at DEFRA.

[Register here.](#)

Older Workers: The Action Plan *Sponsored by Phoenix Group*

24th November, 1pm until 2pm

The final employer event during National Older Workers week will focus on concrete steps employers can take to ensure that they are truly age-inclusive and that they tap into all the talent and experience on offer. The event will cover:

- > Key learnings from NOWW
- > How employers can commit to taking action on age diversity
- > Specific actions employers can take from recruitment through to developing an age-inclusive culture

Attendees will have access to an Action Plan Toolkit that will highlight best practice and give some practical suggestions of how to improve age diversity in their organisation and ensure they are not overlooking talent.

Chaired by Gillian Nissim, Founder, WM People, we will be joined by Catherine Foot, Director at Phoenix Insights; Andrew Armes, Director, emei consulting and Mandy Garner, Managing Editor, workingwise.co.uk.

[Register here.](#)

Get the Job You Want: A Masterclass *Sponsored by David Lloyd Clubs*

22nd November, 12.30pm until 1.30pm

This candidate focused event aims to help older workers stand out in the application process, covering:

- > CV writing skills
- > How to negotiate Applicant Tracking Systems
- > How to write winning application forms
- > How to impress in interviews

Chaired by Gillian Nissim, Founder, WM People, we will be joined by career

coaches Liz Sebag-Montefiore Director and Co-Founder, 10eighty; Martin Garrity from Your Career Reimagined and our sponsors David Lloyd.

[Find out more here](#)

How you can get involved

We would like your support in helping us share best practice and spread the word. Below highlights how you can help us:

1. Share social media posts about #NationalOlderWorkersWeek. Our workingwise.co.uk social media accounts include:



2. Communicate National Older Workers Week internally. The events are highly valuable to line managers and senior staff. They can register above. Alternatively, you can share this [link](#).

3. Promote National Older Workers Week to clients and/or to partners.

4. Share your best practices with us so we can showcase them on workingwise.co.uk.

5. We would also love to hear from your employees too for our Working Life Stories series. We are looking for case studies from older workers to help inspire our audience. For example, Denise Turnbull

from Phoenix Group talks about being a 'sandwich' carer and about how she is using that experience to help other carers at her workplace [here](#). Last year we heard from an employee at Corbin & King about his experience working for this age-inclusive employer - read more [here](#).

6. Get involved during National Older Workers Week by posting positive case studies on social media using hashtag #NationalOlderWorkersWeek. For example, Sharon Paula Allchild from The Wolseley Hospitality Group talked [here](#) about the value of working in a diverse team during National Older Workers Week 2021.

7. Get involved during National Older Workers Week by posting about your policies for older workers on social media using hashtag #NationalOlderWorkersWeek. John Lewis Partnerships talked about the benefits of a multigenerational team [here](#) in 2021.

We would really value your support.

If you have any further questions about National Older Workers Week, or would like to become more involved, please contact us:

Contact Us

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About us:

WM People exists to improve the world of work for everyone. We deliver recruitment services, best practice insights and events to support employers with their ED&I strategy, and connect jobseekers to work that matches their situation.



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