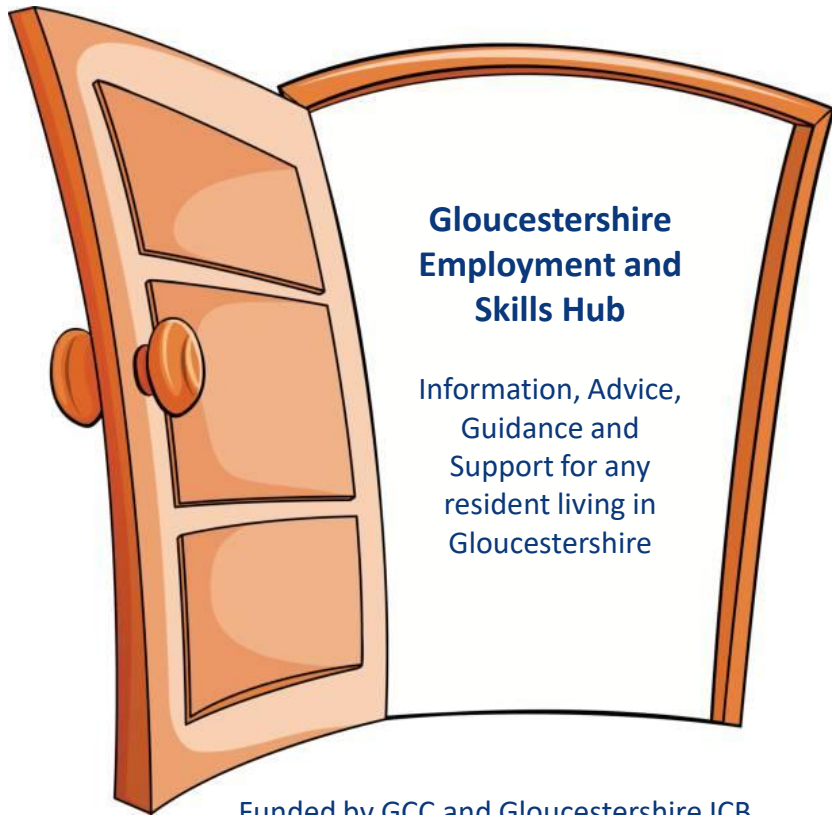


The 50/50 Challenge

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Gloucestershire Employment and Skills Hub

Information, Advice,
Guidance and
Support for any
resident living in
Gloucestershire

Funded by GCC and Gloucestershire ICB

- Specialist support available:
- People with disabilities or health conditions including mental health
- People with caring responsibilities
- Young people not in education, employment or training
- Young people who are care experienced
- Young people with special education needs and disabilities
- People who are aged over 50
- Veterans
- People who are economically inactive
- People living in areas of deprivation

What is the 50/50 Challenge?

50

Employers to offer

50

People aged 50+

50

Hours of Work
Placement

Why do we want to do this?

- Unprecedented numbers of vacancies across all sectors – currently twice the level than in February 2020
- Increase in the number of people aged 50 or over who have left the labour market
- 58% of people aged over 50 who left the labour market surveyed by the ONS said they would like to return
- Aging population and people are working later into life (2021 census showed a rise of 25.6% in the 65+ population)
- To eliminate the stigma that can exist around older workers

The Benefits

For individuals

- Better health outcomes
- Wealth
- Increased confidence
- Valued contribution
- Connections and relationships
- Social inclusion



For employers

- Loyalty
- Breadth of knowledge
- Experience
- Transferable skills
- Resilience
- Mentoring
- Life experience



What do you need to do?

- Pledge an opportunity and register it with the Employment and Skills Hub Admin team
- Let us know what it is, where it is and your selection process
- We will circulate details to within the Hub and to our partners asking for prospective participants to contact the Hub (we will not pass your details on)
- We will then let you know when someone is interested and you can make the necessary arrangements at your convenience
- We will keep in touch with you to make sure everything goes smoothly and to ask for feedback
- There is no commitment to offer paid work, unless you wish to
- The opportunity can be “carved” or an existing opportunity, be in one place or across multiple jobs

Make your pledge and we will do the rest



More information

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[Employment and Skills Hub - Gloucestershire County Council](#)
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