Centre for Ageing Better

Upskilling employability workers

Summary of the impact of self-led 50+ training
for frontline delivery staff on the Working Well
Work and Health Programme (WHP) in Greater
Manchester in 2021

ageing-better.org.uk

About the training pilot

Work and Health Programme (WHP)

Centre for Ageing Better

Context

The project piloted training for Key Workers (KWs) on the Work and Health Programme (WHP) in Greater Manchester (GM) on how to better support clients aged 50+

This cohort historically fares worse on employment support and less well on WHP

28% of 50+ clients aged on WHP for 15 months+ achieve Earnings Present (signifying a job start) vs 40% of under 50s

Analysis of WHP found age has a large effect on outcomes – only length of unemployment and confidence have a larger effect

Report focus

Evaluation of 50+ employability training for frontline staff delivering the Working Well Work and Health Programme (WHP)

A partnership between:

– Centre for Ageing Better

– Institute of Employability Professionals

– APM/Ingeus

– Greater Manchester Combined Authority

Prepared by SQW, an independent social development research consultancy

About the Working Well Work and Health Programme (WHP)

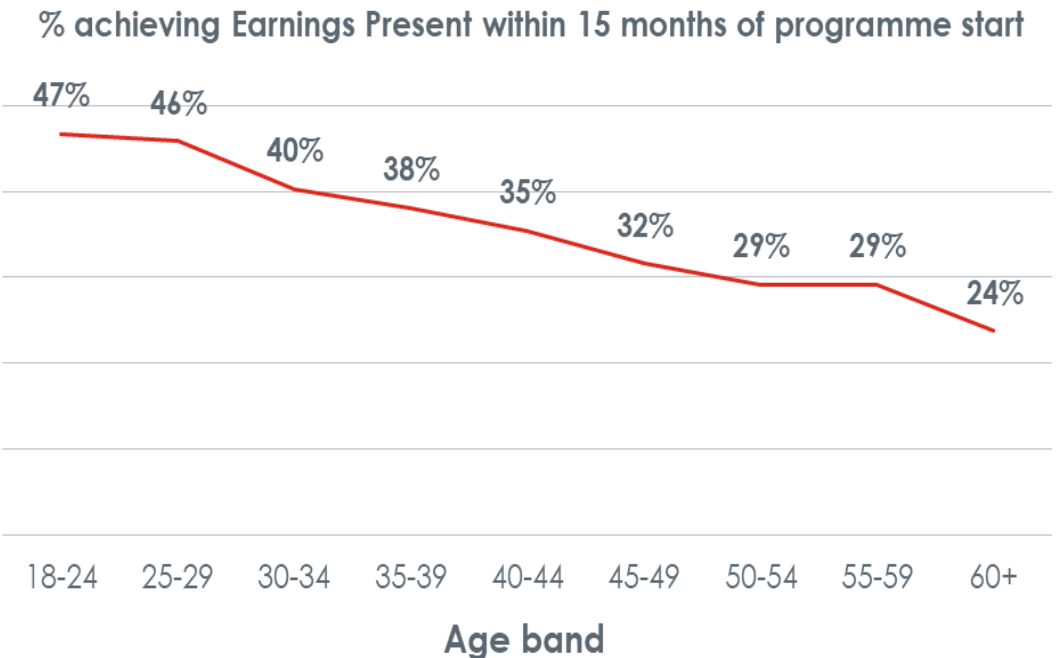Designed for long-term unemployed people in Greater Manchester

Addresses barriers to employability e.g. health conditions, low skills

Delivers 15 months out-of-work support and six months of in-work support

Under 50s on WHP supported into work (Earnings Present) = **40%**

50+ on WHP: Earnings Present = **28%**

Employability challenges for 50+

% achieving Earnings Present within 15 months of programme start

47% 46% 40% 38% 35% 32% 29% 29% 24%

18-24 25-29 30-34 35-39 40-44 45-49 50-54 55-59 60+

Age band

DWP, Stat Xplore. Data covers starters up to May 2020 who completed WHP

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Training content and cohort

– Training developed by the Centre for Ageing Better, the Institute of Employability Professionals (IEP) and APM/Ingeus

– Based on research by the Centre for Ageing Better and input from WHP Key Workers (KWs)

– Four online modules self-completed by Ingeus KWs

– Intended to lead to changes in practice and attitudes – and so improve outcomes for 50+ clients as a result

Study geography and groups
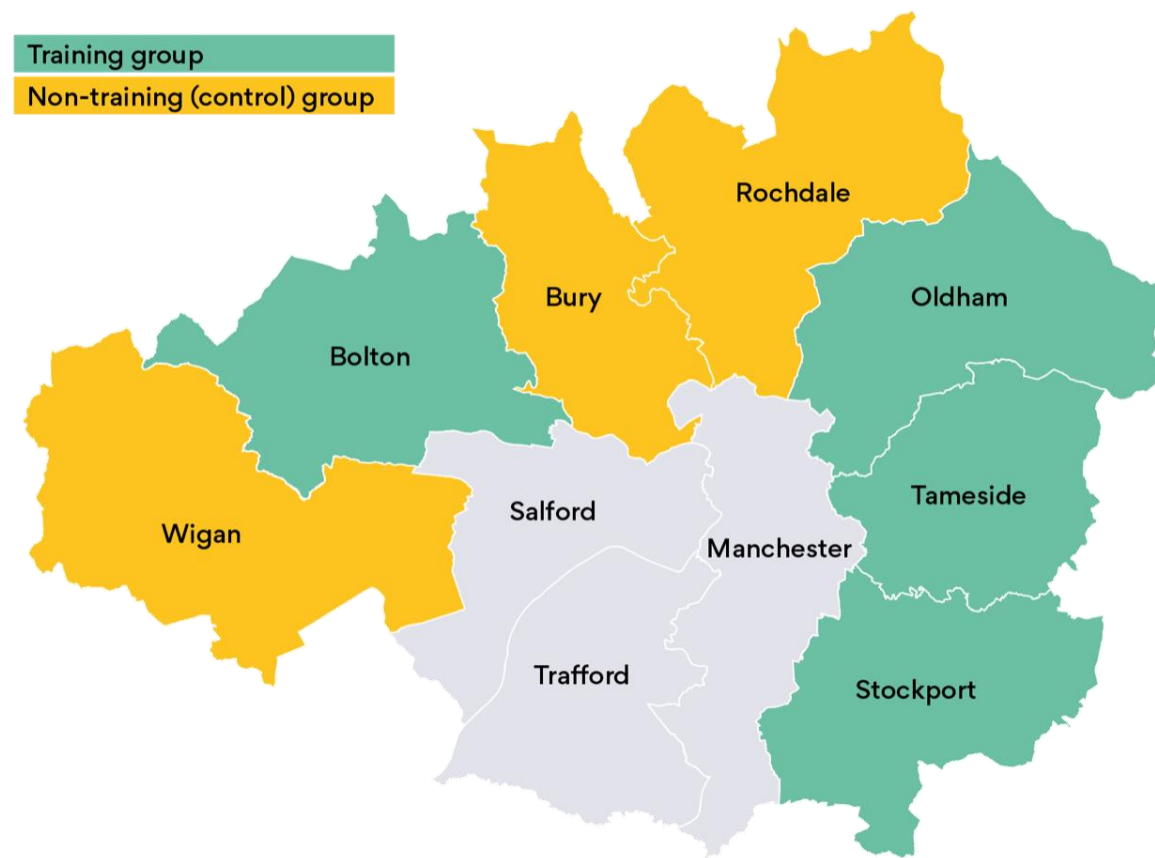
Note that WHP also covers Manchester, Salford and Trafford, but delivered by a different provider

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Evaluation methods and model

To answer whether the evaluation led to changes to KW practice/attitudes and client outcomes, SQW used:

Baseline and follow-up surveys to capture changes and 'distance travelled' in the short-term for KWs and medium-term for clients

Focus groups with KWs and clients to explore changes to practice over the medium-term

Analysis of WHP data including 'hard outcomes' (starting/retaining jobs, reaching an earnings threshold) and soft outcomes (e.g. health ranking as a barrier to work)

The Kirkpatrick Model for evaluating training programmes was used in the design of research tools, which comprises four levels:

– Reaction to training: satisfaction, suggestions for refinements, intentions for implementation

– Learning: what has or has not been learnt, including 'distance travelled'

– Behaviour: how learning is put into practice

– Results: impact of changes in behaviour

Research approach

Key Workers

KW survey group sizes and age

1. Baseline for KWs **receiving training**: 22 responses (out of 26 - some non-respondents subsequently left)

2. Follow-up for KWs **receiving training**: 20 responses (= attrition of 2) four to eight weeks after training

3. Baseline for KWs **not receiving training:** 13 responses in July 2021

Non-training group more likely to be 40-49

Training group ages more broadly spread

SQW conducted three KW surveys

Age	1. Baseline survey (w/ training)		2. Follow-up survey (w/ training)		3. Baseline survey (no training)	
	Count	% of respondents	Count	% of respondents	Count	% of respondents
20-29	1	5%	1	5%	1	8%
30-39	7	32%	7	35%	1	8%
40-49	6	27%	6	30%	9	69%
50-59	7	32%	5	25%	2	15%
60+	1	5%	1	5%	-	-

Survey questions for KWs

KWs were asked about the barriers to work clients face and how well equipped they felt to support the 50+ cohort

KWs receiving training were asked about training need, expectations (baseline) and learning/changes to practice (follow-up)

Questions were repeated to measure 'distance travelled' from baseline to follow-up

Surveying KWs about 'older clients' drew attention to age as an employability factor, which presented a risk that KWs would give the 'right' answers rather than their actual beliefs

KW focus groups: composition

Six groups in Dec 21/Jan 22

–   Group 1-4: KWs from the intervention areas

–   Group 5: KWs who could not attend

–   Group 6: Team managers from three intervention areas

Attended by 18 out of 19 KWs who had completed the training

Facilitated by SQW, an independent social development research consultancy

Facilitator tested the medium-term training impact, covering:

– Extent of retained knowledge and changes to practice

– Improved understanding and awareness/mindfulness

– Impact on clients (KW relationship, engagement and outcomes

– Other reflections on the training

Focus groups drew out learning and encouraged deeper reflection than surveys

Research findings

Key Workers

Pre-training KW survey responses

To what extent do you agree with these statements? (1=strongly disagree and 10=strongly agree)*

Statement	4	5	6	7	8	9	10	Number of responses	Average scores
I'm looking forward to training	0	1	2	1	4	4	5	17	8.4
I understand the need for training	0	3	1	2	4	3	4	17	7.9
Training will make a real difference to working practices	1	2	2	1	4	2	5	17	7.8
Training is required	1	2	2	1	5	1	5	17	7.8

Most KWs were in strong to mild agreement that they were looking forward to the training, saw the need for it and expected it would make a difference to their practice. A small number neither agreed or disagreed, or mildly disagreed with the statements. One manager noted that KWs did not understand the rationale for focusing on 50+ before the training.

*5 KWs in the treatment group completed the wrong baseline survey hence the lower number of responses to baseline questions about training

Pre-training KW survey responses

What is the main thing you hope to get out of the training?

Outcomes sought from training	Count	% of KWs
Improved knowledge of approaches to supporting older customers	11	65%
knowledge of older people's needs	6	35%
Improved skills in supporting customers	2	12%
Share experiences with other KWs	1	6%

Responses to this question show KWs were most likely to be hoping to learn new approaches to supporting older clients or a better understanding of needs – showing an appetite for improving their practice

KW voices: what are your pre-training expectations?

" Some customers don't feel they can or want to work. Age can be a factor of this mindset. I'd like to gain knowledge that helps our clients with this mindset."

" Better understanding and more skills to work with older people to support them with moving into employment."

" To widen my knowledge on the barriers older participants face when moving into the workplace."

" Greater depth of understanding of issues facing older job applicants and practical advice on supporting them into employment."

" Looking at ways we can offer extra support especially to those who are coming of retirement age."

Post-training KW survey responses

To what extent do you agree with these statements? (1=strongly disagree and 10=strongly agree)*

Statement	5	6	7	8	9	10	Number of responses	Average scores
I understand why I received the training	1	0	4	6	7	2	20	8.2
I found the training useful	1	1	3	8	5	2	20	8.1
I found the training interesting	1	1	4	8	5	1	20	7.9
The training materials made sense	1	1	4	9	4	1	20	7.9
The training materials were easy to use	1	0	6	6	5	1	20	7.7
I would recommend training to a colleague	3	2	6	3	4	2	20	7.5
The training has made a real difference to the way I work with older customers	7	0	7	3	2	1	20	6.8

The vast majority agreed that the training was useful, interesting, made sense and easy to use. Most agreed they would recommend the training to a colleague. But the perceived impact on practice was more limited, as 7 out of 20 KWs neither agreed or disagreed with the statement.

Answers reflected limited impact or limited time/opportunity to implement changes for these KWs, or lack of clarity about what, if anything, to do differently.

The findings overall were positive but suggested scope for greater impact on practice.

KW focus group feedback

Strengths – KWs liked

Online format and platform

Interactivity to sustain engagement

Quizzes for testing knowledge

Added value of statistics on:

- Statistics on barriers faced by 50+ cohort

- Rationale underlying guidance provided

Areas for future consideration

Some KWs preferred self-directed online leaning at their own pace

Others (slightly more) preferred face-to-face training and group sessions

KWs felt there was more focus on challenges faced by the 50+ cohort than practical solutions to addressing the challenges

Contextual factors to consider

Factor

KWs and managers felt training was rushed due to workload, diary clashes, remote working and summer leave

Focus groups did provide an opportunity for group discussion at a later date

Variety of age, length of role experience and pre-existing perceptions of age as a barrier

Training was considered novel

Ages of KW caseloads differ, so some had limited opportunity to put learning into practice

Consequence

Insufficient time for group reflection on the training to reinforce its impact

Factors influenced level of pre-existing knowledge and response to training

KWs had no previous issue-specific training

KWs with few 50+ clients have limited opportunity to implement training. Some reported that their 50+ clients were not disadvantaged

Knowledge gained

Key Workers

KW post-training survey feedback

The follow-up survey asked for KW's top three learnings from the training

Half of KWs did not identify new learning or did not want to answer

Those who identified learning noted a better understanding of the 50+ cohort's health and care needs and how to support them

In practice, a better understanding of needs is likely to result in more tailored and effective support

Lessons learned from training	Count	% of KWs
Don't know / N/A	10	50%
Better understanding needs of older customers	9	45%
How to provide appropriate support	7	35%
Older customers can have lower confidence	2	10%
Built on existing knowledge	1	5%
How older customers feel when changing work goals	1	5%
Age discrimination	1	5%
How older customers are made to feel	1	5%

KW voices: lessons learned

"Very informative. It gave me more in-depth understanding and knowledge of the barriers older participants may face to work. I learned some things I didn't know previously, but also confirmed my knowledge on things I did know."

"It was based on common sense. If you work in employability, you do know these things. It was a nice reminder."

"For me it was a refresher of how to do deal with those of an older age. Because I am older, I don't always like to consider age as an explicit barrier."

"Very informative. It gave me more in-depth understanding and knowledge around background to the barriers older participants face. I learnt things I didn't know, but also confirmed my knowledge on things I did."

KW post-training focus group feedback

Value of focus group feedback

The focus groups provided opportunities to:

− Capture reflections on lessons learned five to six months after training

− Test knowledge retention

KWs reflected more deeply than when the survey issued after training completion

Findings around lessons learned were noticeably more positive than the survey suggested

Feedback

KWs were positive about training impact

KWs had mixed views on the impact of training on their level of knowledge:

− Most felt it confirmed their knowledge and practice

− Less experienced KWs said it offered new or deeper knowledge

KW post-training focus group feedback: learnings

KWs reported knowledge gained or confirmed related to:

– Barriers older clients face in finding employment (e.g. low confidence due to age)

– Identifying resources to support older clients (such as the No Desire To Retire website)

– How employment support programmes can fail to support older clients effectively

– Common prejudices/biases

– Employer age discrimination and approaches to counter it

Perceptions of barriers to work

Key Workers

KW perceptions of employability barriers

Barrier	Baseline (w/ training		Follow up (w/ training	
	Count	% of KWs	Count	% of KWs
Age	12	60%	16	80%
Limited skills, experience and/or qualifications	9	45%	15	75%
Health	14	70%	14	70%
IT skills/access	15	75%	12	60%
Low confidence	13	65%	9	45%
Caring responsibilities	3	15%	7	35%
Nature of available jobs	-	-	4	20%
Job searching - access, skills, CV	-	-	2	10%
Financial responsibilities	1	5%	1	5%
Unable to access support	-	-	1	5%
Motivation	5	25%	-	-
Knowledge of job market/transferable skills	3	15%	-	-
Willingness to train/retrain or switch sector	3	15%	-	-
Access to job market	3	15%	-	-
Job searching knowledge/skills	1	5%	-	-
Willingness to accept lower wages	12	5%	-	-

KWs listed up to five barriers to work older clients are more likely to face than younger clients

Age was more frequently identified barrier after training

Limited skills, experience and/or qualifications were more commonly identified after training

Low confidence / motivation was seen as less important after training

KW perceptions of older clients

KWs rated their agreement with statements about support needs and prejudices older people face compared with younger people.

Comparing baseline and follow-up responses suggests:

– Improvements in perceptions about 50+ motivation, attitude and capabilities

– Increased recognition of age discrimination by employers, barriers such as care, and the need to consider other sectors

Impact on practice

Key Workers

Impact on KW practice

Most KWs thought they needed to change their practice, but mostly "a little" rather than "a lot". A sizeable proportion reported no need to change to their practice

Those who said 'No' were more likely to feel better equipped in the baseline (average score of 7.4) than those who said 'Yes, a little' (6.6) and 'Yes, a lot' (5.0)

Did the training make you think you need to change your practice with older clients?

Response	Count	% of KWs
No	8	40%
Yes, a little	10	50%
Yes, a lot	2	10%

Training was more impactful for those who felt less equipped to support older clients beforehand

Changes in practice (survey)

KWs were asked how they have changed their practice since the training

45% provided no response

Common responses related to greater awareness, mindfulness and/or understanding of older clients

Other comments were on changes to practice in specific areas of need

One KW said they needed 'refresher' training

How have you changed your practice as a result of the training?

Response	Count	% of KWs
No response	9	45%
More mindful/aware/understanding of needs	9	45%
Better equipped around age discrimination	1	5%
Focus on motivation	1	5%
More creative approach	1	5%
Need more training	1	5%

Changes in practice (focus groups) 1

Focus groups uncovered more post-training impacts on practice than surveys, related to:

– Higher confidence and assuredness about existing practices

– More explicit focus on existing good practices

KWs saw training as a 'refresher' rather than a call to adopt entirely new practices

KWs more confident to raise and address issues e.g. changes in labour markets, IT skills and the benefits of working

Training reinforced the need for:

– A personalised service approach

– Empathy, understanding and consideration

– Fewer assumptions about clients

– More focus on personal employability barriers rather than work and skills

– More emphasis on building confidence, self-worth, and motivation

– Better communication using the appropriate language and terminology

Changes in practice (focus groups) 2

Younger KWs used their increased understanding to allay nervousness and challenge "I'm too old" attitudes

Higher confidence and assuredness about existing practices

More focus on existing good practices

Training reminded some to signpost clients to the 'No Desire to Retire' website

Better awareness of employer ageism among a few KWs, who were

– More confident engaging employers

– More focused on targeted job search and employers who actively employ 50+

Impacts were generally greater for younger, less experienced KWs with fewer older clients on their caseload

KW voices: changes in practice

"To be more mindful of the potential barriers older clients face and to dig a bit deeper to try and find out any underlying reasons for how they feel."

"Previously I may have had bias to think that older clients could be written off."

"Be more open minded and consider more options working with over 50s."

"I think the training makes you understand the background to the negativity clients bring to their job application process."

"Brought home for me why it is important to be a lot more empathetic with older people. These people can be quite deflated and get knocked back really quickly. They think their age is a real barrier, and I don't think it is."

KW voices: changes in practice

"I learnt how to better communicate with older people. More on their level, actively listening to their experience and drawing out all the transferable skills. It built my confidence up."

"I think the training makes you understand the background to the negativity clients bring to their job application process."

"I have rarely been in those situations with older people before, so the training is useful for building my confidence and preparing for when they do come around."

"Before the training, I wouldn't dig as deep into older peoples career history. I really examine this now and look into the history and draw out every transferable skill I can. Then try and sell this to employers."

Impact on clients

Key Workers

Impact on clients

Changes to practice after training more incremental than revolutionary

Hard to identify client impact directly attributable to training

Even so, around half of KWs reported:

– Greater assuredness to challenge mindsets and build confidence, including clients identifying age as a barrier

– Clients more engaged, more likely to progress and achieve employment outcomes

KW voices: impact on clients

"I had a participant who was 59 who worked in café. She left work due to cancer, and came back to us after that, and her confidence was low, so I focused on her confidence. I used elements of the training to build that approach, and it worked well. The participant is now really confident... She's now in another job.

"After communicating better with clients, I notice they have increased engagement and are more likely to come back and be more positive with us."

"I had a client who was 'fast click' applying on Indeed but [the job opportunities] weren't the best. With the training I felt comfortable to show him a different way: you can do 100 garbage applications, or three really good ones… The training enabled me to support them and provide theory."

Equipped to support older clients

Key Workers

Centre for Ageing Better

How well equipped KWs feel to support clients

KWs asked how well equipped they felt to support older clients across specific issues before and after training

All statements saw a positive movement on average score (see following slide)

Largest increases shown in supporting older clients to:

– Be more confident

– View their age differently

– Stay motivated

Good levels of impact from baseline to follow-up across a range of areas

For all statements, some KWs reported a decrease, which may reflect greater recognition of need but a lack of support/guidance to address the need

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How well equipped KWs feel to support clients

To what extent do you agree with this statement (1=strongly disagree and 10=strongly agree)

I feel well equipped to…	Average score (baseline w/ training)	Average score (follow-up w/ training)	Difference (post - pre)	% with higher score	% with same score	% with lower score
Support older customers to be more confident in their abilities, skills and experience	6.6	7.8	1.2	65%	10%	25%
Support older customers to view their age differently	6.7	7.8	1.2	70%	15%	15%
Keep older customers motivated to keep applying for jobs	6.7	7.8	1.1	70%	10%	20%
Support older customers with caring responsibilities	6.7	7.5	0.9	55%	30%	15%
Approach employers about older customers	6.9	7.7	0.8	50%	30%	20%
Support older customers to sell themselves to employers	7.4	8.0	0.6	55%	15%	30%
Support older customers to see the benefits of continuing to work	7.7	8.2	0.5	50%	30%	20%
Support older customers with physical health issues	7.1	7.6	0.5	50%	25%	25%
Identify jobs that are appropriate for older customers	7.3	7.7	0.4	55%	20%	25%
Support older customers to see the benefits of continuing to work	7.8	8.2	0.4	55%	20%	25%
Support older customers with financial issues	7.3	7.7	0.4	50%	25%	25%
Support older customers to identify their transferrable skills	7.7	8.0	0.4	50%	20%	30%
Support older customers to take up training opportunities	7.5	7.8	0.4	50%	25%	25%
Support older customers with mental health issues	7.5	7.8	0.4	50%	30%	20%
Support older customers to consider different job roles	7.6	7.9	0.3	50%	15%	35%
Support older customers to be more confident around starting a job	7.9	8.1	0.2	50%	25%	25%

Suggested improvements

Key Workers

Suggested training improvements

60% of KWs had no improvement suggestions, indicating a good level of satisfaction

Improvements suggested by KWs included:

− More face-to-face and group work

− More multi-media and interactive elements (which were well received)

− Advice on communicating, influencing mindset, spotting warning signs, and supporting health and skills

− Follow-up resources e.g. fact sheets

What more would you have liked from the training, or how would you improve it?

Suggestions to improve training	Count	% of KWs
N/A / nothing	12	60%
Face-to-face training	3	15%
Clarity of content	1	5%
Offer more practical solutions / more detail	1	5%
Tutor led training	1	5%
Provide real life examples/stories	1	5%
Exposure to new learning	1	5%
Look at wider job opportunities	1	5%

KW voices: suggested improvements

"I'd prefer to do face-to-face. Helps with the feel of participants, getting quicker responses, and you can see development of person. Body language can tell you a lot. Digital doesn't work for the older participants. It creates lots of barriers before we have even started."

"On one side of the fence, we can build participants up, but we need to target employers as well and change their attitudes."

"Additional workshops for over 50s."

"More contact with employers who prefer taking on older employees. We do get a lot of jobs that are more suited for younger participants where they require lots of digital skills."

Research approach

Clients

Centre for Ageing Better

Evaluation: context

Ingeus conducted a baseline survey with clients aged 50+ by phone in July/Aug 2021

Follow-up in Dec/Jan 2022 to measure 'distance travelled'

Survey targeted WHP starters between October 2020 and April 2021

Respondents on WHP long enough to have a view on support received and likely to be on WHP for the follow-up survey

Questions covered: perceptions of barriers to work; motivations and confidence; and views on the support available via WHP

Survey results show that:

– Satisfaction fell between the baseline and follow-up survey on average and most of surveyed clients in the training areas

– Many barriers were perceived to have worsened, perhaps as a result of greater self-awareness

133 baseline responses   39% of clients in scope
66 follow-up responses   19% of clients in scope

Evaluation: challenges

Respondents to surveys were on the WHP for four to nine months at the baseline and 9-14 months by the follow-up

If they had not found work, they more likely to have more complex barriers to work and be less satisfied with WHP

If they had moved into work, they were unlikely to respond to the follow-up survey

Numbers reached were small: 66 respondents split across the training (43 responses) and non-training (23), so comparisons were sensitive to individual clients

Only seven clients participated in the interviews and focus groups in the training areas, despite efforts to engage them

Research findings

Clients

Training impact not detected

Suggested reasons

Training impact on KWs was positive but small to moderate in scale

As a result, changes in practice were hard to detect by clients

Numbers reached were fairly small, so comparisons (baseline/follow-up, (treatment/non-treatment) were sensitive to individual client responses

Clients surveyed who had not found work by the follow up were likely to be less satisfied

Clients who found work were unlikely to respond to the follow up survey

Client focus groups were held after training but not before, with no real-time 'before and after' responses

Barriers to employability faced by 50+ cohort

Good match of issues identified by clients and issues covered in training

Health was the top barrier identified by clients, who cited:

- Bad back, lost use of an arm, repetitive strain injury

- Stroke, arthritis, cataract

- Depression, trauma and anxiety

Age and age discrimination were cited by one in three client respondents

What are your top three barriers to work?

Reasons given	All clients	
	Count	%
Health	90	75
Age	42	35
Limited skills/experience, qualifications or long-term unemployed	22	18
Location	19	16
Nature of available jobs	12	10
Confidence	9	8
IT skills/access	6	5
Other	5	4
COVID	4	3
Job search: access, skills, CV	4	3
Caring responsibilities	4	2
Motivation	1	1

Personal barriers to work

Clients rated six barriers to work

Personal circumstances and health were the most significant barriers

Age was relatively highly rated as a barrier

Caring responsibilities were the least significant barrier

How much do the following make it harder for you to secure work
(1 = very difficult, 6 = no problem)

Statement	Average score - all clients
Caring responsibilities	5.3
Financial situation	3.8
My Skills	3.7
How customer views their age	3.3
My Health	2.8
My Personal Circumstances	2.8

Client voices: what barriers to work do you face?

"Age – they may choose a younger person."

"Area as needs to be in five mile radius due to health."

"Anxiety due being out of work for a while."

"Skills need to be updated."

"Possibly overqualified for some jobs."

"Skills need to be updated."

"I was employed for many years so skills set, as only I know hospitality employment."

"On the employer's side, they are more likely to employ younger people so they can get trained up."

Client voices: what barriers to work do you face?

"I do have lots of experience, but employers I am speaking to seem to lose interest and conversations stop. I think that I question whether age is a barrier and I think I could add a lot to their sector due to my employment history."

"The type of work I have done, like hospitality, your appearance and personality is very important. And I am finding ageing as a process is really hard. I don't fit in the way I used to and I'm not as valuable. I am lost for what I am going to do."

"I don't think age is a barrier in my sector. There are jobs for me like HGV driving and logistics. I could get a job in a company I have worked with before. They don't have an age limit, I just need a CSCS card."

Switching job and reskilling

Clients rated their willingness to change jobs or reskill for new opportunities

The 50+ cohort was:

– Reasonably open to trying new jobs

– Open to reskilling

For some clients, responses reflected:

– Feelings that they were no longer desirable or competitive in their previous industries

– A need to switch job due to health issues that made them ill suited to previous jobs

How willing are you to …?
(6 = fully, 1 = not at all)

Consider a job different from what you did before

4.5

Train in new skills to secure work

4.8

Confidence

Clients rated their confidence in searching for and securing a job

The 50+ cohort was:

– Reasonably confident about securing a job

– More confident about being successful in work

However, :

How confident are you about…?
(6 = fully, 1 = not at all)

Your success in a job if you took one today	4.6
Your level of job search skills	4.3
Your ability to sell yourself to an employer	4.3
Your ability to find and obtain work	3.7

Findings from WHP monitoring data analysis

About the WHP monitoring data

WHP collects data on clients, including:

Extensive data on characteristics and barriers to work

Support provided – including referrals to external support

Intermediate 'soft' outcomes

'Hard' employment outcomes, covering:

- Job starts

- Earnings thresholds met within 21 months of starting WHP (15 months of support + six months) based on HMRC data.

Challenges for the monitoring data analysis

- Data collection was exploratory and not specifically to evaluate training

- Clients were at different WHP stages: early, mid-stage, near completion, so the impact of training in KW practice differed

- Limited numbers (328 starters in treatment areas, 174 n non-treatment areas)

- Many were recent starters, with little time to deliver support and achieve work outcomes

- Local labour markets and the effect of pandemic influenced outcomes

- Client group characteristics, barriers and level of need differed by area

- Shifts between remote, face-to-face and hybrid support

- Adoption and roll-out of a new referrals system to external support

Extra time would give a more robust analysis of larger cohorts, but the risk of staff changes (esp. untrained joiners) may temper impact
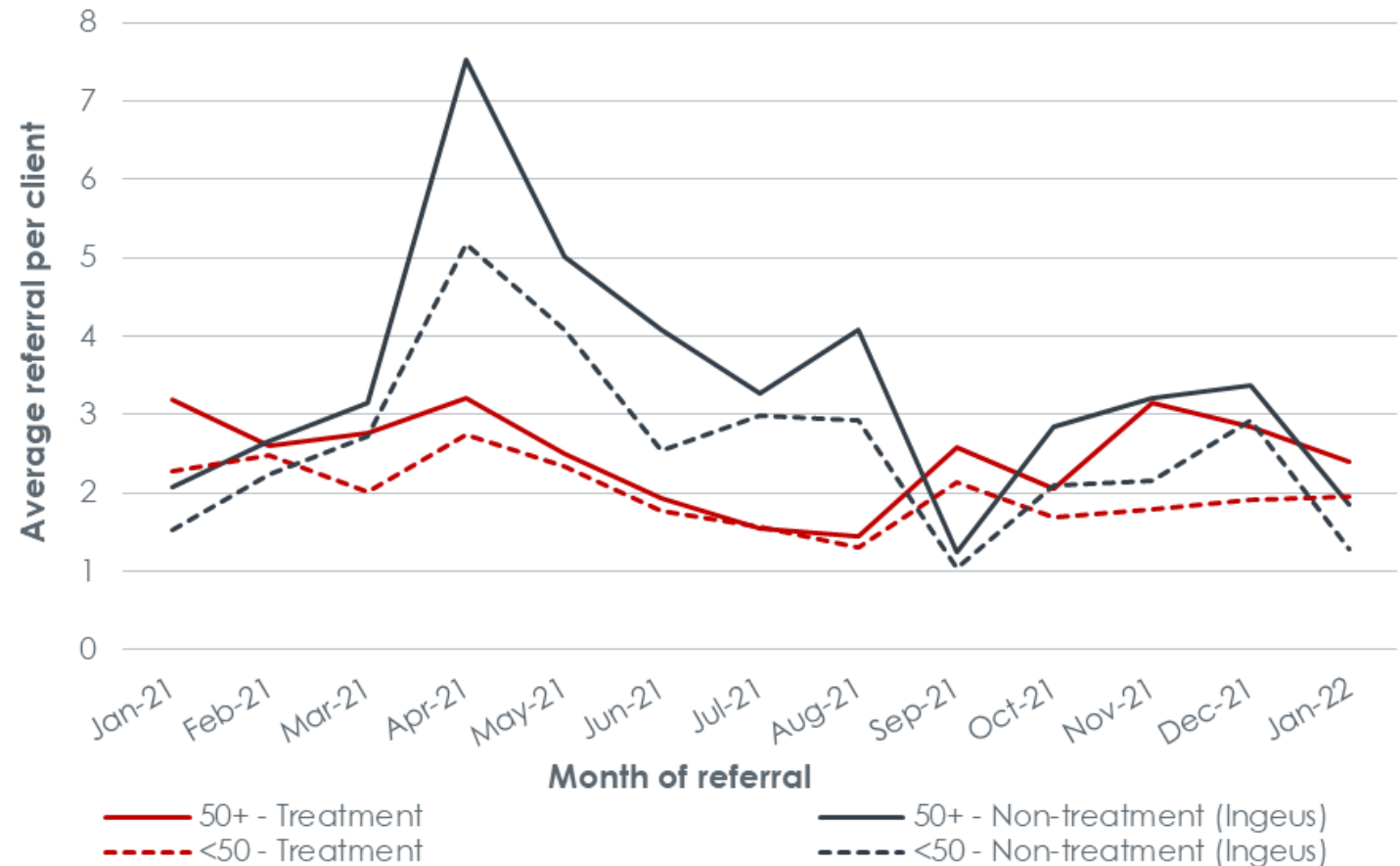
Referrals to external support

During the study period, we saw a general increase in referrals for 50+ clients in both the treatment and non-treatment areas.

The two areas are now more closely aligned than before the training, but is more due to fewer in referrals in the non-treatment areas, where a new referral system is bedding down.

Referrals to external support per WHP client

Legend:
— 50+ - Treatment
- - - <50 - Treatment
— 50+ - Non-treatment (Ingeus)
- - - <50 - Non-treatment (Ingeus)

X-axis: Month of referral
Y-axis: Average referral per client

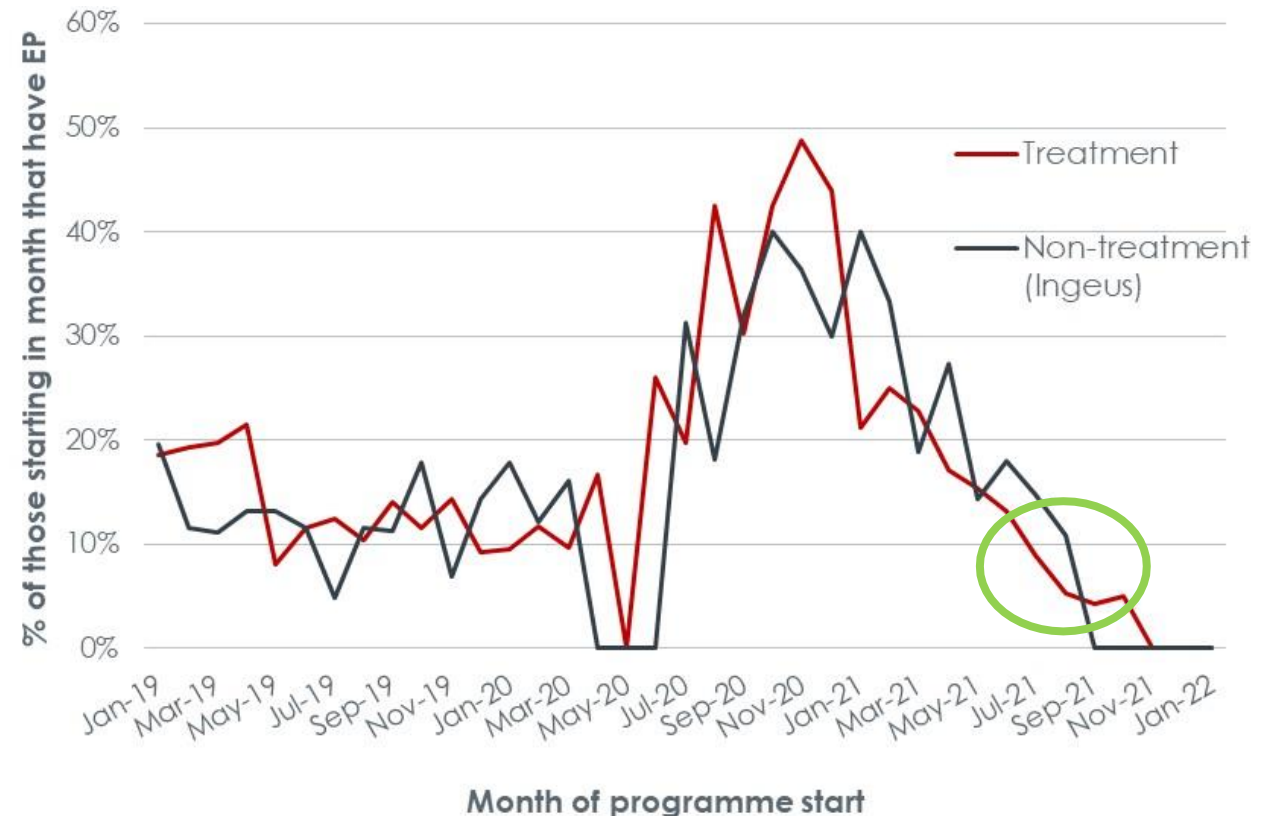# Earnings Present (EP) during and post-training

From July 2020 onwards, 50+ clients recording earnings with HMRC within 21 months of WHP start rose considerably due to:

 – More work-ready clients

 – Changes in labour markets

50+ cohort EP outcomes were better in all areas vs non-treatment areas

Post-training outcomes (after July 2021) suggest improvement

Clients with 'Earnings Present' (EP) notifications

Month of programme start

Earnings Present (EP) post-training

EP data for client on WHP post-training suggest a possible improvement for recent starters, but:

– Analysis is of small numbers

– Lag in notifications from HMRC means no EPs have yet been recorded for Nov-21 onwards

EP rate from July-Oct 2021 shows:

– 50+ performing better in all areas

– Increased gap for treatment vs non-treatment areas

Clients with EP notifications

Jul-Oct 2021 starters with EP	50+	<50	Difference
Treatment	5.9%	5.6%	0.3%
Non-treatment (Ingeus)	6.6%	6.5%	0.1%
Non-treatment (TGC)	5.3%	2.9%	2.4%

Conclusions and recommendations

Training was well received
Postive influence on KW behaviour
Conclusive impact on clients harder to discern
Training could be augmented

Reaction

Findings

Training format and content were generally well received

Reflections

A significant number of KWs favour a face-to-face element and group discussions as part of the training, reflecting different learning styles

Learning

Findings

Training confirmed existing knowledge and practice for man

Some recognised new learning around understanding age as a barrier to work and how to support older clients

Issues covered were in line with the barriers to work identified by clients in the fieldwork

Reflections

Even if learning was not 'new', instilling confidence and reminding KWs what is important (e.g. personalised approaches) had value

Opportunities to discuss training content together enhanced KWs' learning and could be built into future programmes

Follow-up resources may reinforce learning

Behaviour

Findings

Around half of the KWs saw a need to change their practice, particularly les experienced and younger KWs who felt less equipped to support the 50+ cohort

Changes related to:

- Greater awareness and understanding of older clients

- More focus on building confidence and identifying transferable skills

Reflections

Provide training during induction to support less experienced KWs

Experienced KWs valued a 'refresher'

Explicit awareness of what good practice is will benefit older clients (and others on the WHP as well)

Impact

Findings

Positive KW feedback

Positive change in client outcomes harder to detect

Tentative positive signs, but the analysis is constrained by:

- Low client numbers

- Timescales

- Small nature of changes in support

Reflections

Impact may become more apparent over time, if the analysis could focus on a group who started after the training was delivered

Scale of impact may be too small to be discernible

KWs suggested the training for the Employer Services Team to inform their practices when dealing with employers