



Working in partnership with Norfolk and Suffolk County Councils, Futures for Business has launched Pathways 50+, a programme supporting local SMEs (Small and Medium Sized Enterprises) in Norfolk and Suffolk, as well as individuals aged 50+ looking for quality paid work placements.

Organisations and businesses based in Norfolk or Suffolk are able to access a funding grant worth £1,950 to support the recruitment of a person aged 50+ with the creation of a work placement.

Pathways 50+ is part funded by the European Union through the European Social Fund (ESF).



To access support as an SME, the organisation or business must:

- Have a headcount fewer than 250
- Show a balance sheet below €50million
- Have a turnover below €43million
- Be based in Norfolk or Suffolk



Pathways 50+ can help organisations to grow and create jobs in the current economic climate and address challenges faced by diminishing resources and access to a section of the working age population able to offer a rich blend of work-readiness, stability and experience.

The Pathways 50+ team will provide a free recruitment service enabling organisations to dip into a talent pool of candidates aged 50+ who are actively seeking work. The £1,950 grant will help support a paid work placement. The placement must:

- Consist of no fewer than 25 hours per week (it can exceed this)
- Have a total duration of at least 13 weeks (duration can be longer or permanent)
- Pay an hourly rate of at least the National Living Wage

Pathways 50+ offers a number of benefits for businesses and participants:

- Organisations and businesses can benefit from the knowledge, experience and expertise offered by employees aged 50+
- Employees aged over 50 often provide a sense of stability and a steady presence to others within an organisation
- People aged over 50 can offer greater reliability and commitment to employers, also enhanced flexibility and a willingness to acquire new skills
- Participants aged over 50 will benefit by way of increased social and economic inclusion, enhanced wellbeing and greater financial independence
- Pathways 50+ is an effective and economical way for businesses to address and fill areas of skills shortages and sometimes hard to fill job vacancies. It also enables employers and participants to undertake a 13-week placement before deciding to continue on a permanent basis

To find out more about Pathways 50+ and how it can support your business please email pathway50@futuresforbusiness.com

