

Best Recruitment and Retention Strategy for Age 50+ Workforce

Please note: Achievements outlined in the entries should have occurred between **1 July 2022 and 1 September 2023**.

This relates to the development and ongoing improvement of a strategy by an in-house recruitment team and/or recruitment agency that successfully recruits and retains engaged, motivated, productive and diverse staff, focused in this category specifically on individuals over the age of 50. The category looks at the strategy/ies developed and used by recruiters (and the company) to attract and retain members who are over the age of 50, the recruitment and retention strategy details, how they worked, the results and impact on the full organisation. This award recognises demonstrated action and achievement in this specific arena while also providing outstanding recruitment services and retention support to the rest of the organisation.

Please provide the following information, using the headings provided below.

Entrant Details

Nominated by (name and job title)
Organisation name:
Number of employees company-wide
Estimated population of age 50+ employees before strategy was implemented
Estimated current population
Average length of stay within the business of this population and of full company population

Entry Details

1. What was the strategy for 1) recruitment and 2) retention of this specific population?

Maximum length 250 words

2. How did you implement 1) and 2)?

Maximum length 250 words

3. Describe the results

Maximum length 250 words

4. What have been the lessons learnt?

Maximum length 250 words