



The Prince's
Responsible
Business Network



Presentation for Community Housing Cymru

PROVIDING EMPLOYABILITY, DIGITAL SKILLS AND CAREER PLANNING SUPPORT FOR YOUR TENANTS

22 June 2022



The Prince's
Responsible
Business Network



Age at Work Programme in Wales

HELPING OVER 50S PLAN FOR A POSITIVE FUTURE

22 June 2022

AGE AT BITC

Our vision is...

to create workplaces where age does not limit an employee's success

to support businesses to realise the massive benefits of a multigenerational workforce and retain the valuable talents and skills of older workers



AGE AT WORK PROGRAMME

Aims:

- **Raise awareness** of the ageing workforce and need for age inclusion
- **Support employers** to be more age inclusive in recruiting, retaining and retraining older workers and benefit from skills and experience they bring
- **Support individuals aged 50+** to remain in or return to work



WHAT IS A MID-CAREER REVIEW WEBINAR?

- Opportunity to **reflect** and take **holistic** view on life
- **Review** current circumstances and options
- Help **inform choices** for the future
- Start thinking about **planning for the future** and later life
- Provides **overview** on work, health & wellbeing and finance
- Equips attendees with some **tools**
- Encourages attendees to **take action**



WHAT DO THEY COVER

Career, Health & Wellbeing covers:

- Career planning model
- Transferrable skills and work values
- Impact of sedentary lifestyle
- Work-life balance
- Mental health and managing stress
- Carers rights in the workplace
- Menopause
- Sleep

Finance covers:

- Budgeting and saving
- Types of pensions and ways to take pensions
- How much money is needed for retirement
- Understanding credit reports
- Wills
- Power of attorney

BENEFITS OF ATTENDING

- **Take time out** to consider wants and needs for the future
- **Better informed** about where to go to get further information
- **Develop resilience** to deal with personal and professional challenges
- **Improved health & wellbeing**
- **Enhanced confidence** to focus and make plans for change
- **Equip attendees** with resource directory, tools and templates to take action

MID-CAREER REVIEW PARTICIPANT COMMENTS

*“I now **feel much more focused, with renewed confidence**, that I still have much to contribute in the workplace. This renewed vigour for paid work is important for my health and wellbeing, and also for improving my financial situation.”*

*“I thought the Mid-career review webinar on Finance was **very informative** and gave me all the information I needed. I now feel a lot more confident in organising my financial affairs.”*

*“The webinar **provided me with additional direction**, particularly around preparation for interview and gave practical and helpful hints which I used to secure employment.”*

*“I loved the webinar on Career, Health & Wellbeing and got so much out of it. I liked the **focus around taking small actions, and then building upon them**.”*

*“The webinar **gave me some food for thought and the opportunity to reflect** on where I am and safeguards to put in place. It has also given me confidence to set-up one to one coaching sessions with colleagues at crossroads between work and caring responsibilities.”*

*“I feel more **confident** about what steps I need to take to develop. The webinars made me **reconsider and re-evaluate** my professional and personal life and take action. ”*

*“The webinars were a positive experience as they served as a **catalyst** to look at things relating to both my finances and my health and wellbeing and gave me a **nudge to take action**.”*

DETAILS OF MCR WEBINARS

- Eligibility – aged 50 or over and living in Wales
- Monthly
- About one hour online
- Two separate webinars
 - Career, health & wellbeing
 - Finance
- Register online – www.bitcni.org.uk/age-at-work-wales-mid-career-review
- Complete short pre-survey and post survey

JILL SALTER

AGE AT WORK PROGRAMME MANAGER

JILL.SALTER@BITC.ORG.UK

ANNA.NASH@BITC.ORG.UK

WWW.BITCNI.ORG.UK/AGE-AT-WORK-WALES



The Prince's
Responsible
Business Network



CLICKSILVER CONNECTIONS

March 22



covid-19 HAS left older people lonely and isolated



STEEP RISE IN LONELINESS

Number of older people 'often lonely' set to increase to 2 million by 2026 (Age UK)



LACK OF DIGITAL SKILLS

More than half of over 65s have none of the foundational digital skills they need (Lloyds)



LACK OF SUPPORT NETWORKS

1 in 2 older people (equivalent to over 5 million individuals) say the television or pets are their main form of company (Age UK)

WITH MANY STRUGGLING TO STAY CONNECTED TO FRIENDS & FAMILY

“He lost his wife after 50 years of marriage [...] and is now living alone and isolated day to day”

Rachel Marshall, Methodist Housing Association

“Around a third of our clients are struggling to use technology, but struggle to ask for help.”

Yvette Harte, Peabody Housing

“She used to go to Bingo and social outings, but the pandemic and deteriorating health mean she has no way of connecting with friends.”

Anne Linth, NHS Nottinghamshire Trust

OUR AMBITION

Building thriving communities to live and work in

IMPROVED DIGITAL SKILLS

- ✓ 500 participants equipped with improved digital skills in the first virtual year

IMPROVED SOCIAL CONNECTIONS

- ✓ Making connections between older/vulnerable people, and employees wanting to make a difference.
- ✓ 95% of participants report improved ability to stay in touch with friends and family.

REDUCED LONELINESS

- ✓ 90% of participants reporting a reduction in loneliness.



HOW it works

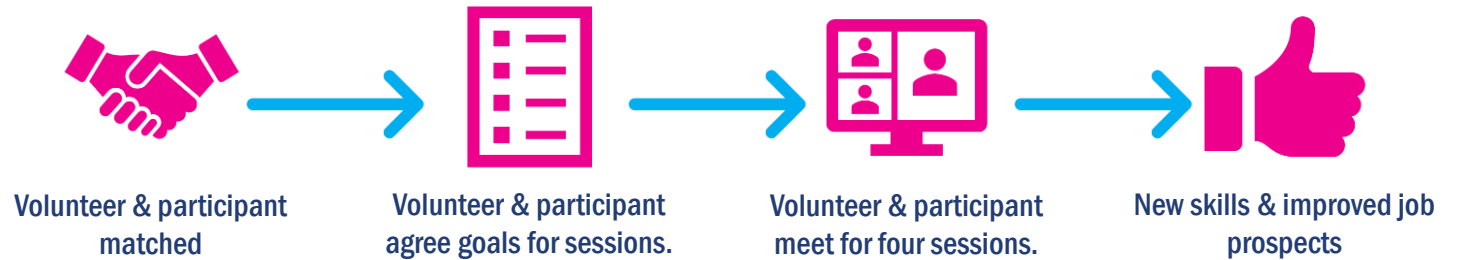
The CLICKSILVER programme



INDIVIDUALS

BENEFITS FOR PARTICIPANTS

- ↑ Improved digital skills
- ↑ Improved wellbeing
- ↑ Improved independence
- ↑ Improved confidence
- ↑ Improved social networks
- ↓ Reduced loneliness



BUSINESS

BENEFITS FOR BUSINESSES

- ↑ Employee coaching skills
- ↑ Employee problem solving
- ↑ Employee empathy
- ↑ Brand positioning & awareness.
- ↑ Employee engagement

Impact

From the information provided through the registration forms, the top three skills participants were looking to improve were:

1. Accessing video calling software, such as Zoom, Google Meet, Facebook (95%).
2. Confidence in using one's device safely (82%).
3. Sending emails (75%).

In terms of **isolation indices**, the feedback given at the end of the sessions shows a decrease in participants feeling isolated from the outside world, with **80% showing an improvement** in their circumstances.

Looking at the **confidence in using technology indices**, at the point of registration, 90% of the participants reveal that they have little to very little confidence (scoring 1, 2, 3 and 5 out of 10) in using technology. At the exit point, **85% of them provide high scores** of 7 and above.

JULIE CULLEN
CLICKSILVER CONNECTIONS
PROGRAMME MANAGER
CLICKSILVER@BITC.ORG.UK
BUSINESS IN THE COMMUNITY
JULIE.CULLEN@BITC.ORG.UK



The Prince's
Responsible
Business Network



BITC's job coaching programme

BOOSTING JOB PROSPECTS THROUGH COACHING

Referral Partner Briefings - 2022





WHAT IS BITC'S JOB COACHING PROGRAMME?

Clients are **referred by their specialist advisers** and join our online platform.

Clients are **matched to a suitable volunteer coach** to help them improve their employability prospects.

They receive **1:1 support** from a business coach for up to **six sessions**, by phone or online.

They gain **access to further resources**, information and other **opportunities** to help build skills and improve chances of success.

ESSENTIAL SKILLS – SKILLS BUILDER FRAMEWORK

DIGITAL - LINKEDIN, VIDEO CALLS, ONLINE JOB SEARCH, MICROSOFT OFFICE

EMPLOYABILITY – CV, INTERVIEWS, JOBS MARKET, APPLICATIONS

WELLBING – CONFIDENCE, RESILIENCE, ENERGY, RAPPORT BUILDING

COACHING AND CONNECTIONS TO INCLUSIVE EMPLOYERS



The Prince's Responsible Business Network



ABOUT OUR JOB COACHES



69% OF CLIENTS WHO COMPLETED THE PROGRAMME WENT INTO EDUCATION OR “ EMPLOYMENT

“I’ve had three sessions with [my client] and she has already found a job. I’ve thoroughly enjoyed supporting Victoria, and I think the job coaching programme is fantastic and will help so many people.”

Tom, coach

“

“The last 18 months haven’t been easy, especially for those of us without the comfort of job security, but I’ve found interactions with my coach to be motivating and particularly helpful for planning next steps.”

Don, participant

“

"Sessions are going great and my coach has been brilliant. We've been working to look at skills from a different perspective and applying them in different ways."

Derek, participant



WHO CAN THE PROGRAMME SUPPORT? (1)

I have no work history. I'm a refugee who is currently at college.



I need help with mock interviews and interview techniques. I've attended interviews in the past, frozen and stuttered.



I haven't worked since 2011.



Returning to work after having a child, I have worked in a betting office and supermarket, I'm now looking to have a career.



I have difficulties with digital skills, particularly emails and online applications.



I spent 20 years in publishing and journalism as a picture editor and researcher.



I have a brand strategy and marketing background (marketing director) and client service director.



I was made redundant in March having been employed for 10 years as an Events Coordinator



WHO CAN THE PROGRAMME SUPPORT? (2)

ONBOARDING



Jobseeker registers for the Job Coaching programme via referral partner



Jobseeker creates online profile and outlines areas for support



Jobseeker selects a coach out of a choice of three based upon their location



Request is accepted by coach

ELIGIBILITY CRITERIA

This programme is aimed at those who:

- are aged 18+
- are unemployed and ready for work;
- speak good conversational English (level 1);
- have access to an email address and a phone;
- would benefit from the support of a 1:1 volunteer coach to support them to build their skills, enhance their wellbeing and improve chances of progressing into employment.

COACHING

Coach reaches out to jobseeker to book in first session



Sessions are prepared and delivered by coach



Jobseeker and coach reflect upon progress and complete Exit Survey



Jobseeker accesses signposting opportunities for further development and employment



3 STEPS TO REFER YOUR CUSTOMERS TO BITC'S JOB COACHING PROGRAMME


Business in the Community's Job Coaching platform

Supporting jobseekers with business-led coaching

Welcome to our job coaching platform, a space for volunteer business coaches and jobseekers from across the UK to connect. This tool allows you to communicate, track the progress of your coaching relationship and draw on the resources you need to help support your coaching journey.

How job coaching works

Job Coaching is designed to provide jobseekers with 1:1 support through six business led coaching sessions, helping to build back an inclusive workforce by supporting people who are unemployed.



How to use our job coaching platform

Coaches: Create a profile, complete your training with BITC experts and login to view your client matches

Jobseekers: Create a profile to connect with a coach, develop your skills and improve your employment prospects

"I've had two job coaching sessions with [my client] so far, during which we prepared a new CV for her to apply for jobs. She already has three interviews lined up and is very excited. I'm really enjoying it too!"
Victoria, job coach, Eversheds Sutherland

Let's get started

Our ambition is to connect the experience and skills of business volunteers with jobseekers to ensure nobody is left behind as we recover from the COVID-19 pandemic. Login below to access our job coaching platform.

[Get Started](#)

Not got an account yet?

[Create account now](#)

ACCOUNT LOGIN

Email

Password

Keep me signed in

[Login](#)

[Forgotten password?](#)

1. Register an account
2. Complete a profile
3. Select a coach

To complete this, either:

- Take a few minutes to support your customer to do this during their appointment, or
- Offer them the link to complete in their own time



STEP 1: Register an account

- Go to <https://bitcjobcoaching.onpld.com>
- Click on 'Get Started'
- Complete the registration form and the four declarations.

If you are completing it on behalf of the customer, input a random password on the first page, as the customer will receive an email enabling them change it at their convenience.

Declaration of consent

I consent to all of the information which I disclose on this form (including sensitive information relating to my physical or mental health) being used and shared for the purposes set out in the data protection statement above.

I understand that if it is subsequently discovered that any statements from me are false or misleading, I may no longer be eligible for the programme.

- Please confirm you agree to the **declaration of consent**
- Please confirm you are **18 years or older**
- Please confirm you are **currently unemployed** and actively looking for work or work alternatives (apprenticeships, traineeships, work placements)
- Please confirm that you speak **good conversational English** (can hold a conversation with a BITC coach for an hour)

Create Account

The information you enter on the system will only ever be used as part of the mentoring platform. [Read more](#) about how we handle and protect your personal information.



STEP 2: Complete the profile form

To help us track your referrals and provide you with feedback, please give your name, email address and connection to the customer.

PROFILE

Are you completing this on behalf of someone else?

Yes No

Which organisation referred you?

Please select organisation

Name of contact at organisation Email or phone of contact

Optional

Which part of the UK do you live in?

Please select your region

If you live in Wales, would you require a Welsh speaking coach?

Yes No

Work history

In a few words, please tell us about any previous work experience / history. We will share this with your BTC Coach to help them understand what support you will need and what job opportunities to look for with you during the session (no more than 240 characters).

What type of employment/sector would you like to go into?

Please select one or more sectors or choose 'Not sure/looking for something else'

Have you faced any barriers in accessing employment?

Please select one or more, or 'I have not faced barriers...'

This information will be shared with your coach

The programme covers 4 key areas: essential skills, employability skills, digital skills and wellbeing. Please take a moment to consider the areas and identify where you feel would benefit most from the support of a coach. Please select all that apply. This information will also be shared with your coach.

Support needed

Please select one or more areas of support

Device access

Please select one or more devices

Internet access (data / wifi)

Device with internet access No device with internet access

How would you prefer your coach to make contact with you?

Please select a contact method

Below are some statements about your wellbeing. Please select the option that best describes your experiences relating to your employment journey, or select 'Prefer not to say'. This information is not shared with your coach.

I feel optimistic about my chances of finding work

I feel motivated in looking for work

I can cope with rejections and knock backs on my job seeking journey

Any additional supporting needs you would like us to know about

Optional

No more than 240 characters

We would like to monitor the equal opportunities within this programme, please help us by completing the following questions or selecting 'Prefer not to say'. Your answers are not shared with your coach.

Age **Sex**

Please select your age Please select your sex

Ethnic group

Please select your ethnic group



STEP 3: Select a coach

The client chooses the coach they want to work with from three coach profiles.

View their titles, job titles, company they work for and the region they live in.

Click 'View Details' to see what particular skills or experience the coach has.




Follow the on-screen instructions to send a request to a coach.

Then log out from the platform.

For the client, further engagement with the platform is optional.

To choose a coach you have to **View Details** and then **Send Request**. You can only choose 1 coach.

MATCHING COACHES

	Miss Sarah Test IT Manager Jaguar Land Rover England - North West	Regions I can coach people from: England - North West	View Details
	Mr Bob Test Medical Writer Pfizer England - North West	Regions I can coach people from: England - North West	View Details
	Mrs Amy Test Accountant Lloyds Banking Group England - North West	Regions I can coach people from: England - North West	View Details



The Prince's
Responsible
Business Network



WHAT HAPPENS THEN?

- Client receives an email notification when the coach accepts the request.
- The coach will then get in touch within a short period.
- If no coach is currently available for the client, they will be asked to contact coaching@bitc.org.uk where the programme team will match them with a coach as soon as one becomes available.



The Prince's
Responsible
Business Network



ADDITIONAL RESOURCES AVAILABLE TO YOU

BITC Job Coaching Team:
Coaching@bitc.org.uk



The Prince's
Responsible
Business Network

COACHING TO DEVELOP SKILLS, WELLBEING AND IMPROVED CHANCES OF SUCCESS

Get **FREE 1:1 SUPPORT** from a business volunteer to build your skills, confidence and improve your chances of successfully applying for jobs.

What is BITC's Job Coaching programme?

As a result of the pandemic and the impact on employment, Business in the Community

In addition to the six sessions, coaches can link you to further resources, information, and other opportunities to help you build your skills and improve your chances.



The Prince's
Responsible
Business Network

BUSINESS IN THE COMMUNITY'S JOB COACHING PROGRAMME: COACHING TO DEVELOP SKILLS, WELLBEING AND CHANCES OF SUCCESS

Our business volunteers offer 1:1 coaching - developing skills, increasing confidence & supporting positive wellbeing.

What is the Job Coaching Programme?

As a result of the pandemic and the impact on unemployment levels, Business in the Community aims to connect trained business volunteers to offer tailored support to jobseekers with:

- Be motivated and willing to spend time outside of coaching sessions to reflect and continue working
- By taking part in BITC's Job Coaching Programme, clients will:**

Client / Referral Partner Instructions

The process to request a coach has 3 stages and should be completed by the client, the referral partner alongside a client, or on a client's behalf.

Requesting a Coach

1. Register an account

Go to <https://bitcjobcoaching.onpld.com> and click on 'Get Started':

Business in the Community's Job Coaching platform

Not got an account yet?



The Prince's
Responsible
Business Network



NEXT STEPS

Contact the Programmes team at BITC for additional support to refer your clients and customers to our job coaching programme:

coaching@bitc.org.uk

Continuing throughout the summer, we are running these sessions twice a week:

- Mondays 1.30 – 2pm – [click to join](#)
- Thursdays 2 – 2.30pm – [click to join](#)

We look forward to helping you to support your clients.

Supported by:



CHRIS GOPAL

EMPLOYMENT PROGRAMME MANAGER

JOB COACHING WALES

BUSINESS IN THE COMMUNITY

COACHING@BITC.ORG.UK