

# The London ESF Story

Celebrating the legacy of the  
European Social Fund 2000-2006  
London Programme

4<sup>th</sup> June 2008  
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Director of Projects  
Third Age Foundation

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# TAF Background

- Concept 1993 (European Year of the Older Person)
- Set up as a 'trial think tank' to Increase 40+ Employability & Fight Ageism
- 90% of TAF's work is 45% funded by ESF
- Funding - Initially directly from GOL  
- Currently Co-Financing

# ESF Projects 2000-2006

Total Value : ca £2 million

- Opportunities for Older People (GOL)
- Opportunities for Older Workers (GOL)
- Fighting Ageism (GOL)
- OOPS 50+ (LDA)
- WRENS 40+ (LSC)
- London WRENS 40+ (London Councils)
- IMPACT 40+ (LDA)



# OOPS 50+

## **Project to realise investment in 50+ to:**

- Develop skills for employability/SME ICT needs
- Support 300 long term unemployed 50+
- Resident pan London – LW/LC/LS
- Fight multiple barriers
- Fight Age discrimination
- TAF holistic programme – PD & ICT
- 12 month client support – routes to FE/Jobs/LLL
- ICT Basic Skills-SfL/Level 1/Level 2

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# OOPS 50+ Achievements

## Beneficiaries:

- 303 Beneficiaries helped plus 101 in class progressions
- 44% Male
- 56% Female
- 25 % BAME
- 20% Disabled (self declared)
- 53% Unemployed for 2+ yrs
- 30% Lacked confidence at start
- 40% Suffered age discrimination
- 45% Suffered depression/health related & mental problems

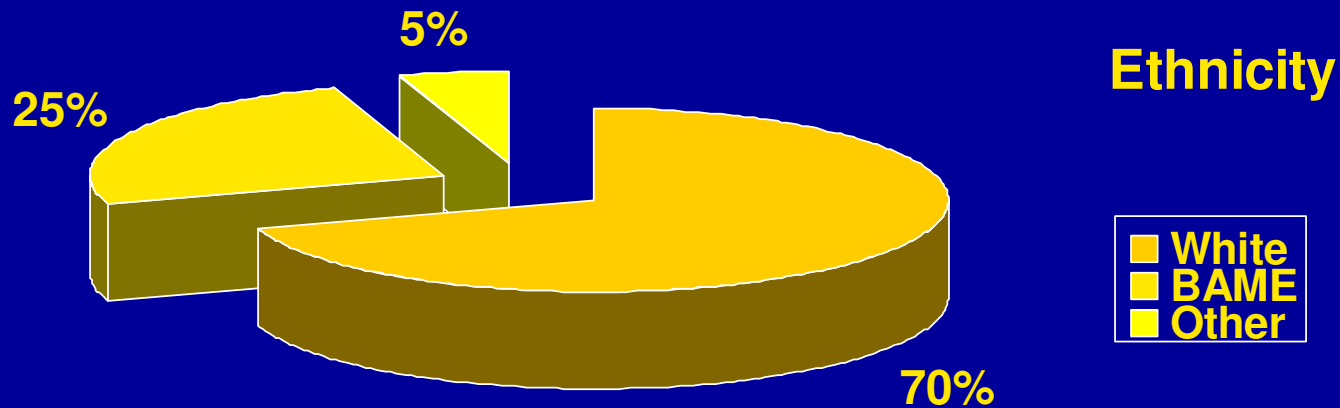
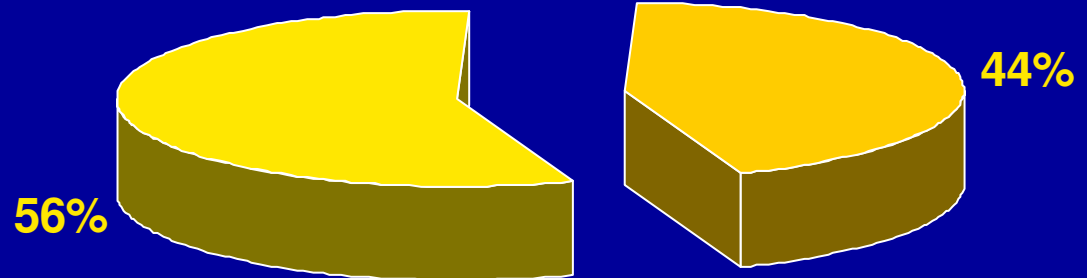
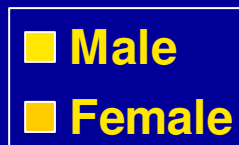
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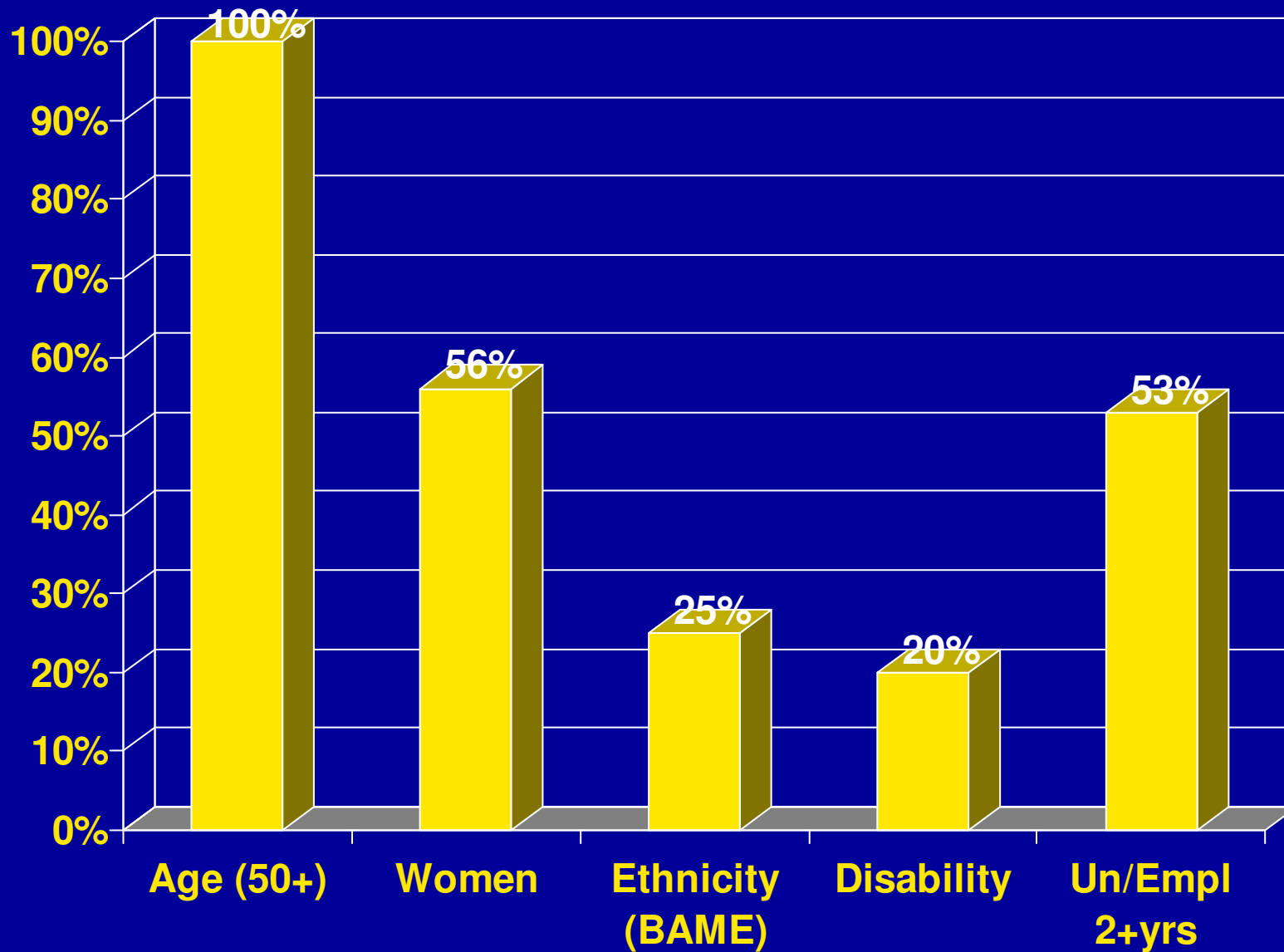
# OOPS 50+ Actual

## Gender 40+



## Ethnicity





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# OOPS 50+ Achievements

## Learning:

- 70% had out dated skills & lack of ICT
- 96% learnt more than 30 hrs of ICT
- Level 1 80% retention – Level 2 86% retention

## Qualifications:

- 41% did BS/SfL (55% achieved full qualifications)
- 45% did Level 1 (78% achieved full qualifications)
- 14% did Level 2 (61% achieved full qualifications)

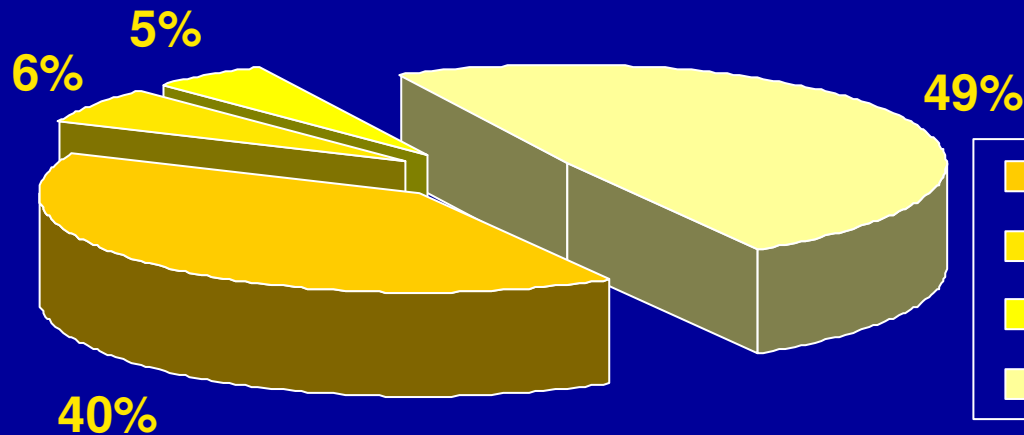
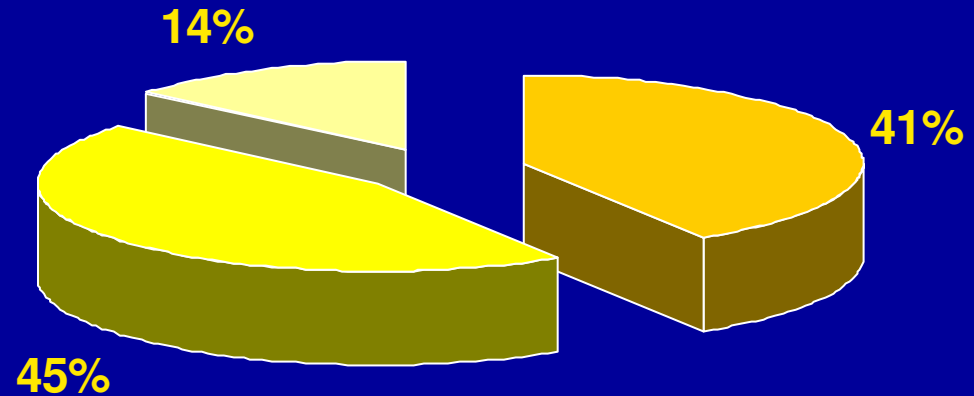
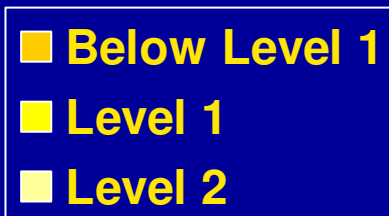
## Outcomes/Work:

- 21% f/t work; 19% p/t work; 6% self-employment; 5% volunteering; & 49% had other positive outcomes



# OOPS 50+ Actual

## Qualifications gained



## Economic Activity



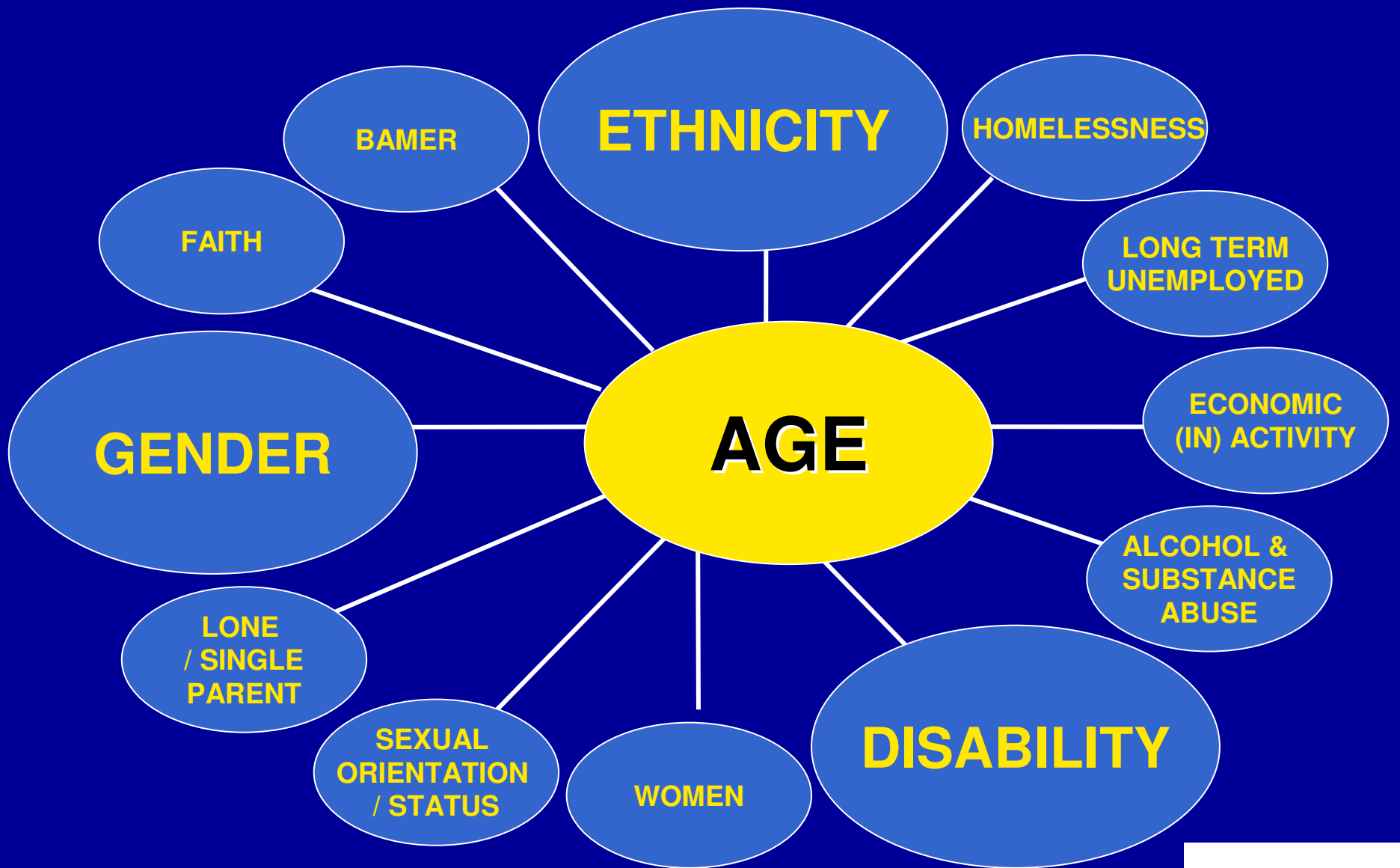
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# Beneficiary Achievements

- Confidence & Motivation (NLP)
- Better qualified (certificates)
- Tools for job seeking (personality type, interviewing techniques & CV's)
- Communication IT skills e.g. e-mailing
- Budgeting for base line income
- How to become self employed



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# ESF Projects 2007-2013

- FORCE 50+ (London Councils)
- Bidding for more funding in new programme

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# TAF Staff at the House of Commons

5<sup>th</sup> October 2006

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# TAF Students - Hackney



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# TAF Students - Hayes



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# Participatory Working & Thanks

Thanks to ESF funding programmes over the past 10 years TAF has worked with many other organisations in the community, voluntary groups, statutory bodies and businesses as well as at strategic levels, including government, to help older people develop skills through training, confidence/motivation, for employability and to come out of poverty/social exclusion.

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