

HELP FOR MATURE JOB SEEKERS **David Edwards**

2old.co.uk has been founded to help correct the imbalance that exists between the younger and the mature job seeker.

The mature job seeker has many obvious advantages over their younger counterpart, they also more likely to be lifestyle orientated and therefore willing to work for less, in exchange for meaningful employment.

Local employers, particularly small and start-up businesses, would be more willing to employ mature job seekers, if they knew they were willing to work for less.

2old.co.uk is an innovative website that brings together the mature job seeker, willing to work for less and the local employer.

2old.co.uk was founded by David Edwards, himself a mature job seeker, who knows how hard it is for the 55+ to

find work. After an unsuccessful period of job hunting, he realised, that in exchange for meaningful employment in the local community, he would be more than willing to work for less than 'the going rate'.

He thought that nationwide, there must be many people like him and many local employers who would willingly employ experienced staff, if they were willing to work for less.

He decided to found an organisation that would bring the two together. A website would be the most suitable vehicle and 2old.co.uk, a memorable domain name.

While 2old.co.uk was to be a National website, it would remain very much rooted in small-town England.

Start-up funding, which would enable the design and launch of the website was provided by UnLtd, a branch of The Millennium Trust.

'UnLtd supports social entrepreneurs like 2old.co.uk - people with vision, drive, commitment and passion who want to change the world for the better.'

Design and construction of the web site was carried out by a local company; PC Webshop of Minehead, Somerset.

A database was constructed, which contained more than 1,300 occupations and more than 2,500 locations.

If 2old.co.uk was to be useful to mature job seekers it would need to be attractive to employers.

Use of 2old.co.uk is therefore completely free to all employers, with no hidden charges. Employers can list up to five vacancies and will have unlimited free access to Job Seeker's CVs. They will automatically receive an E-mail alert when a jobseeker matching their requirements registers with 2old.co.uk.

The Chartered Institute for Personnel and Development estimates that on average, it costs £4,333 to recruit an employee.

When an Employer selects an occupation and location, 2old.co.uk automatically searches for a matching Job seeker at all locations within commuting distance.

2old.co.uk is of course also free to all jobseekers.

When a Job Seeker selects an occupation and location, 2old.co.uk automatically searches for a matching Employer at all locations within commuting distance.

Whilst 2old.co.uk was founded to promote the mature jobseeker, it is of

course be open to jobseekers of all ages.

2old.co.uk was formally launched on 9th March 2009 with the support of The Rt Hon Theresa May MP, The Shadow Secretary for Work and Pensions, who said:

"Many mature job seekers find it difficult to get back into work after a redundancy or a period away from the workplace. I welcome the launch of 2old.co.uk and hope that it will provide a valuable resource for mature job seekers."

Since the 9th March 2old.co.uk has obtained many supporters, including:

- Age Concern.
- CAB.
- Chambers of Commerce.
- City & Guilds.
- Equality North East.
- Experience Matters.
- TAEN (Experts in Age and Employment).
- The Equality and Diversity Forum.

You may register as an Employer or as a Job Seeker at:
<http://www.2old.co.uk>

If you have any comments or questions about our site, please do not hesitate to contact us at info@2old.co.uk.