

# Ageing in Rural Environment: *Voice of Older Workers*



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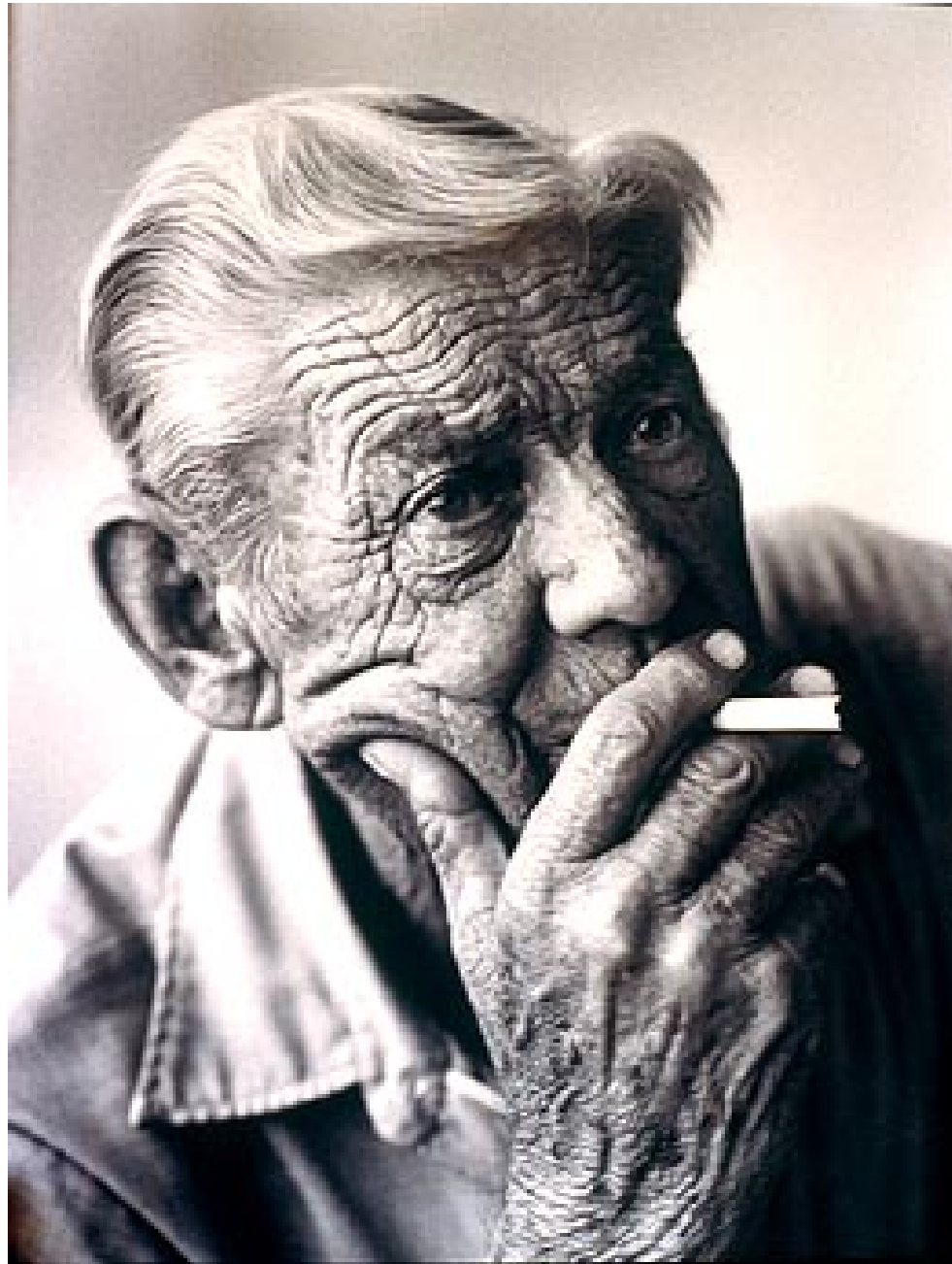
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# Who is the older worker?

- How do we hear their voices?
- Do they all speak the same language?
- Have the same needs?
- The same life experience?
- Age, class, gender



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# Feelings about working longer

- How do we feel about the work?
- How much do we need the money?
- What do the alternatives look like?
- How physically demanding is it?
- Hours and working conditions
- Travel
- Housing
- Social contact v Isolation
- Career and role choices – are they available?
- Am I still needed?



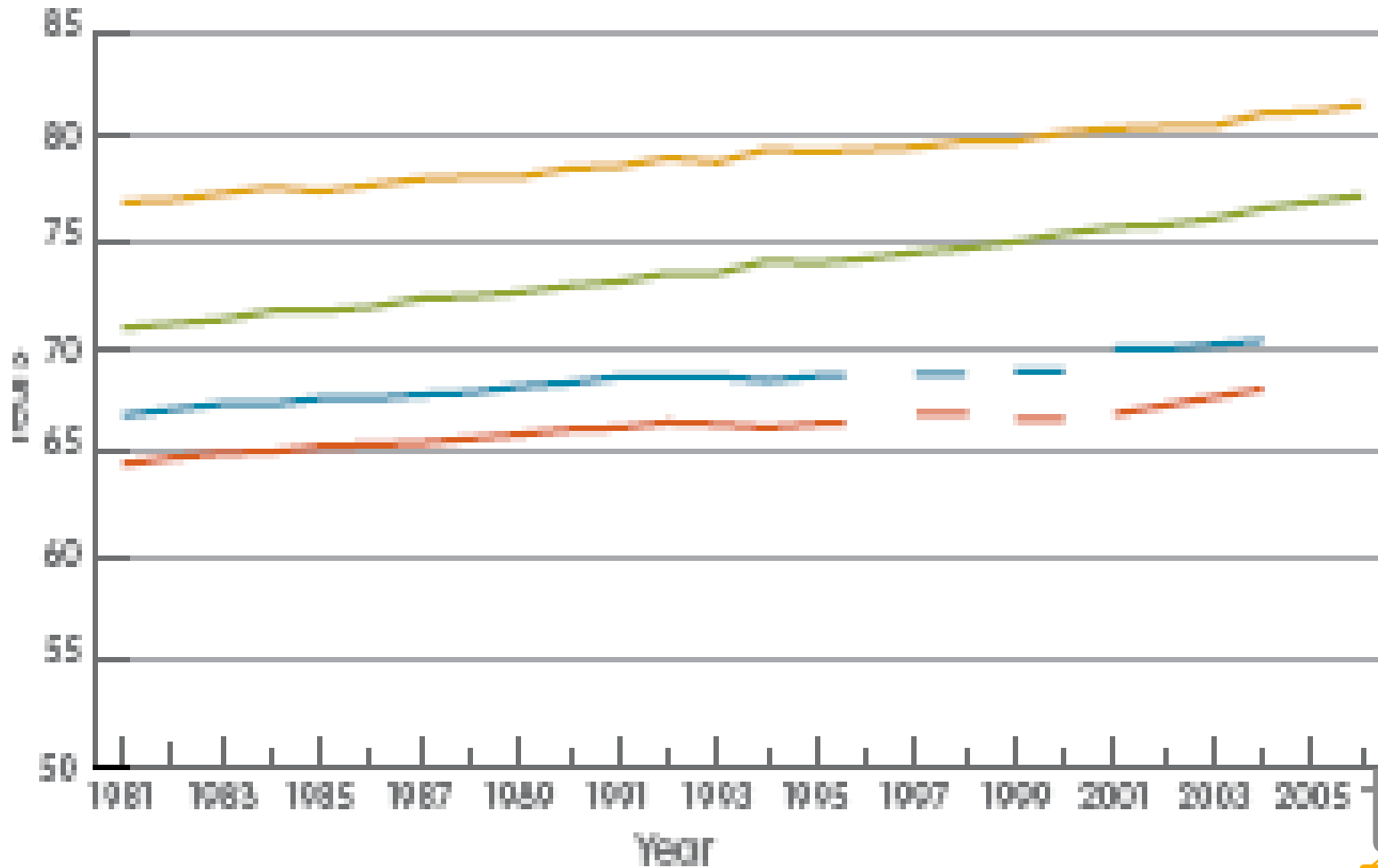
# The Health Impact of Work

- Worklessness – debilitating and negative
- People say they work for “more than the money”
- *Bad work* - can cause stress, physical and mental health injuries, range of illnesses
- *Good work* – financial security, remain in contact with others, engage in intellectual and physical activity, sense of well being



# Male and Female, life and healthy life expectancy at birth UK

(Source Working for a Healthier Tomorrow 2008)



# Experience of Discrimination

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- “ “Age discrimination is hard to prove. I am not getting interviews but do get the odd ‘kind’ letter telling me how impressed they were with my application. I can only assume my age is the problem.” Female aged 59 (2008).

# Example of Older Workers

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- Still actively working
- Healthy Lifestyle
- Excellent access to
- Health Care

# Example 2 of Older Workers



- All over 60 years
- Still working
- Control over working time
- Will not comment on lifestyle
- Excellent access to health care
- Not many vacancies for this type of work





# What should employers do?

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- Make the job fit for the worker and the worker fit for the job.
- Be age aware, but don't be obsessed with *chronological age*. Don't discriminate but be *age positive*.
- Learn how to manage age and age successfully your self.
- Have an age management strategy for your organisation.

# Issues for Older Rural Workers

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- Availability of suitable and varied work
- Travel to work
- Casual nature of many jobs
- Small businesses, vulnerable, uncertainty
- Working conditions, pay
- Exodus of young
- Skills, training, health
- Attitudes of employers
- Other ways of working/ self employment