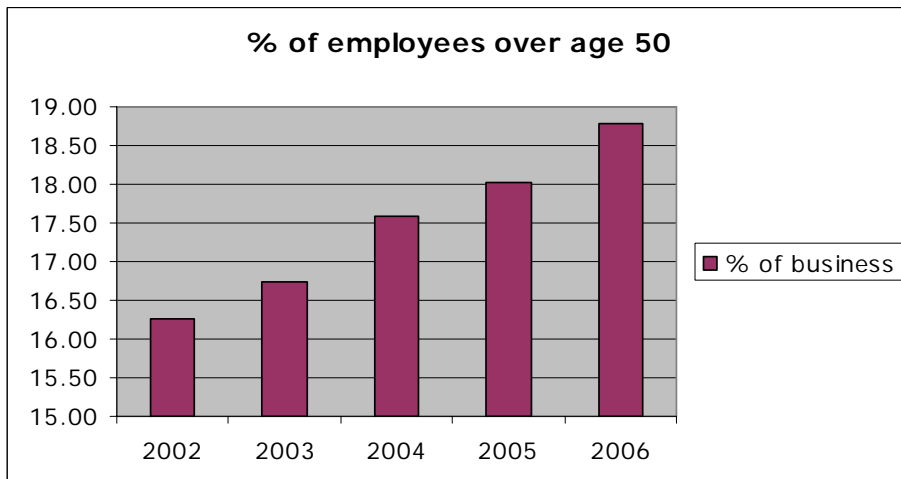


Category: Recruitment**Case Study: ASDA****Date: October 2007****EFA overview**

ASDA has been an industry leader for a number of years in the recruitment of over 50s.



To support this, and to send out an important message that age is irrelevant when applying for jobs at any level, Asda decided to remove the date of birth from all employment application forms.

In addition to this, the company standardised processing of management applications on a web sifter (again not asking for the date of birth) and no longer accepts CVs from this group.

Initiative

Removing the date of birth from all application forms and no longer accepting CVs ahead of the age legislation.

Aims and purpose

ASDA operates without a retirement age and has employees aged from 16 to over 80. The company wanted to make it clear that it did not matter what age you were when applying to ASDA.

Business drivers

Simplicity is at the heart of everything ASDA does and this initiative gave more focus to the important facts around behaviour and compatibility with the organisation.

The approach taken

The colleague relations team worked closely with the resourcing team to remove the date of birth and update the application form at the lowest cost.

Barriers

The main barrier was resolving how stores and depots could manage the change in practice: since the company policy is not to deploy under 18s on checkouts, the business queried how could this be established without knowing employees' ages? This was overcome by pre-screening applications for checkout staff using an equal opportunities monitoring form but then removing the section on date of birth/age before applications were screened.

Impact

This initiative reinforced ASDA's age neutral policies and raised the profile of the age legislation in the public arena: ASDA led the way as an organisation and received huge press coverage for their work.

To monitor the success of the campaign

ASDA track data on their recruitment of employees in different age groups.

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