Thinking of becoming an Age-friendly Employer?

Get the advantage.
Be age-friendly.

Centre for Ageing Better

Age-friendly Employer Pledge



Don’t miss out on what older workers have to offer

Commit to improving work for those in their 50s and 60s with the Centre for Ageing Better’s Age-friendly Employer Pledge.

Employers are experiencing huge skills and labour shortages as the job market changes and vacancy rates hit record highs. Workers in their 50s and 60s are key to filling these gaps. **Yet many employers are missing out on all that older workers can offer.**

Older workers are often overlooked or face prejudice, with over half stopping work before state pension age. But more people want, or need, to work later in life, and we know that multigenerational workforces drive productivity and innovation. Sign the Pledge and find out how older workers can benefit your organisation.

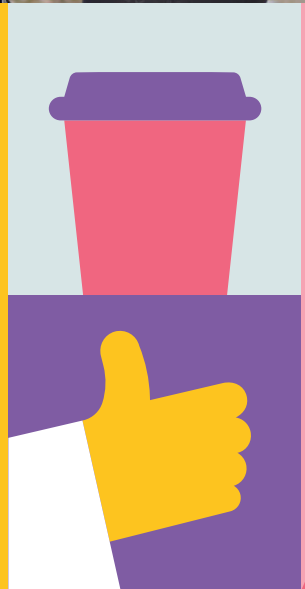


Dentsu

Through our commitment to the ‘Age-friendly Employer Pledge,’ we're cultivating a culture that warmly embraces and supports older workers.

£6.6bn

The skills and labour shortage is costing UK businesses up to £6.6 billion annually





Multigenerational workforces drive productivity and innovation

Who is the Pledge for?

The Age-friendly Employer Pledge is a nationwide programme for employers who:

- **Recognise** the importance and value of older workers
- Are **committed** to improving work for people in their 50s and 60s (and beyond)
- Are prepared to **take action** to help them flourish in a multigenerational workforce

> **Osborne Clarke LLP**
>
> The Age-friendly Employer Pledge is a great framework and tool for identifying and progressing opportunities for age-inclusion.

The Pledge

As an Age-friendly Employer, we will...

1. Identify a **senior sponsor for age-inclusion** in our workforce – and publicly state our commitment to the Pledge

2. Ensure age is specifically named within our **Equality, Diversity and Inclusion policies**

3. Take action to improve the recruitment, retention and development of workers over 50 from one of the following areas:

- [x] Create an age-friendly culture
- [x] Hire age-positively
- [x] Be flexible about flexible working
- [x] Encourage career development at all ages
- [x] Ensure everyone has the health support they need

We will commit to take action in at least one area every year and will report back on our activities and achievements annually.



Imperial London Hotels

We found we just couldn't recruit using our traditional approach...

I realised that more mature people could be the answer to our prayers, but I had to change minds internally first, because young people have always been the mainstay of the hospitality trade.

Joining the Age-friendly Employer Pledge network has taught us a lot. Among our staff of 750 people, 30% are aged 50 or over. Creating an age-friendly culture has done wonders for our business."
Read the full story **here**.

Dave's voice – unretiring with Ipsos

Dave worked at Ipsos, an international market research organisation, for 11 years before returning.

When Dave decided that he wanted to retire from work after going part-time, Ipsos supported the transition.

But after a few months of retirement, Dave realised he missed the travel and working with people of all ages.

Since then, Dave has been involved in mentoring a group of colleagues under 25 with their training qualification.

With the support of Ipsos, Dave has been able to 'give back' after years of training, development and progression.

Why sign the Pledge?

Signing the Pledge signals your commitment to improving work for older employees by taking action towards making your workplace more age-inclusive.

There are many benefits to recruiting and retaining older workers, and to signing the Pledge.



Parental Education Growth Support

The Pledge has helped us to improve our recruitment, interviews and employment of those in the older community.

1. **Use the Pledge logo on your website and recruitment materials:** This signals to prospective employees that you actively recruit and value older workers.
2. **Attend our exclusive Pledge network webinars**: These are held regularly, often in partnership with experts, and cover a range of topics from age-inclusive recruitment to flexible working.
3. **Monthly newsletter:** Our inspiring newsletter is full of success stories from network members, useful tips and resources, and news about the Pledge.
4. **Six – and 12 – month check-ins:** An opportunity to share the progress you have made in taking meaningful action in one of the framework areas, ask any questions and get support. The 12-month review form is mandatory, and we ask that you take time to let us know in detail about the action you have taken and the specific effect this action has had on your 50+ workers or job applicants.

Getting support from your organisation

Build support for the Pledge internally by sharing this pack.

Here are some key facts to get others on board.

Recent analysis by the Organisation for Economic Co-operation and Development (OECD) shows that a firm with a **10% higher share of workers aged 50 and over is 1.1% more productive.**

Staff turnover is **4% lower at firms that have a 10% higher share of workers aged 50+.**

Age-inclusion benefits all of us and doesn't compete with other diversity efforts. **Age-friendly policies like flexible working and open conversations about health help everyone.**

Get it right for older workers, you get it right for everyone.



Benefits of signing the Pledge

- **Age-positive recruitment** means you draw on a wider pool of applicants for each job.
- Research shows multigenerational workforces drive **innovation and productivity.**
- Older workers can continue to **thrive and contribute** in your organisation.



What happens next?

1

Share this pack with your colleagues and other key stakeholders.

If you have any questions or need more information, then please get in contact with us at **employerpledge@ageing-better.org.uk**, and a member of the team will arrange a call with you.

2

When you're ready to commit to taking meaningful action towards improving work for 50+ employees, you can formally **sign the Pledge.**
You will need to provide:

- The senior sponsor who will sign the Pledge
- A designated person who we can follow up with
- Your corporate logo

You will then appear on our website as an employer that has signed the Pledge.

Sign the Pledge

Read our Terms and Conditions

3

You will then receive:

- A **communications pack** to help you spread the message including a logo that you can use on your website to publicise your commitment
- Regular newsletters with tips, guidance and inspiration
- Invitations to **peer calls and webinars,** to learn from employers like you and help you move forward on your age-friendly journey
- A six-month **follow-up call** and 12-month review where you can share the meaningful action you're taking.

About the Centre for Ageing Better

The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone, including challenging ageism and building an Age-friendly Movement, creating Age-friendly Employment and Age-friendly Homes.

We're a charitable foundation funded by The National Lottery Community Fund and part of the government's What Works Network.

Stay in touch

ageing-better.org.uk/enews

@Ageing_Better

Centre for Ageing Better

Age-friendly Employer Pledge

Sign up to the Age-friendly Employer Pledge and show you recognise the value of older workers.

Register your interest today

