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**The Age-friendly Employer Pledge**

**We all know the UK labour market is changing and employers are facing huge challenges.** There are skills and labour shortages with vacancy rates hitting record highs. Workers in their 50s and 60s can be key to filling these gaps - now, more than ever, the older workforce is a vital workforce. We also know that multigenerational workforces drive productivity and innovation and, as the Centre for Ageing Better, we recognise that employment at this stage of life can bring long-term benefits both to employers and individuals. This is why we are launching an Employer Pledge.

The Age-friendly Employer Pledge is a nationwide programme which can help employers address skills and labour shortages while improving work for people in their 50s and 60s (and beyond). As an employer, by taking decisive action to help individuals flourish you will demonstrate a leading commitment to the 50 plus worker.

**The pledge:**

*As an employer we are committed to exemplary practice in the recruitment, retention and support of workers in their 50s and 60s. We understand the benefits of a multigenerational workforce, and pledge to take action that will ensure that all workers have equitable access to opportunities within our organisation.*

*This means we will:*

* *Identify a senior sponsor for age-inclusion in our workforce – and publicly state our commitment to the pledge*
* *Ensure that age is specifically addressed within our Equality, Diversity and Inclusion policies*
* *Take a specific action from the areas listed below to improve the recruitment, retention and development of workers over 50:*
  + *Create an age-friendly culture*
  + *Hire age-positively*
  + *Be flexible about flexible working*
  + *Encourage career development at all ages*
  + *Ensure everyone has the health support they need*

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

The Centre for Ageing Better will support this growing network by: providing an Action Framework (a list of suggested, specific actions that employers can take in each of the above areas); sharing a communications pack to use to talk about the pledge with your colleagues and teams; publishing case studies and best practice guidance; and promoting the pledge and its membership.

The Centre for Ageing Better is planning to publicly launch the Age-friendly Employer Pledge at the end of November.

Whilst we finalise the branding, website and other materials, **we would like to ask you to lead the way by signing up now. We know your commitment will not only encourage others to follow suit but help us to shine a light on good practice.**

**To register interest and find out more about the age-friendly employer pledge follow / share this link:** [Pledge – register interest](https://ageing-better.us11.list-manage.com/subscribe?u=148d006f4133eac09bdc78005&id=8cbbc3cc04)

(or email: [employerpledge@ageing-better.org.uk](mailto:employerpledge@ageing-better.org.uk) for enquiries or if you prefer for the form to be sent to you for completion)

**Nationally…**

* **The UK is facing skills and labour shortages**. Vacancy rates have hit record highs – and even pre-pandemic, the skills gap was costing organisations an estimated £6.6 billion annually.[[1]](#endnote-2)
* **Workers in their 50s and 60s will be key to filling these gaps.** In the last ten years, the UK population age 50-69 has grown by 1.7 million people – while the population of 20-49s has fallen.[[2]](#endnote-3) Meanwhile, the state pension age has risen to 66. Now, more than ever, the older workforce is the workforce.
* **Multigenerational workforces drive productivity and innovation.** Businesses with a 10% higher share of workers over 50 than average are 1.1% more productive – and multigenerational teams are the most innovative.[[3]](#endnote-4)
* **UK employers are not capitalising on these opportunities.** There are nearly 1 million people aged 50-64 who are not in work but would like to be.[[4]](#endnote-5) Many more might consider returning to work if the right jobs and workplaces were available. But only half of employers cover age in their ED&I policies, and only one in six have firm plans to introduce policies on age inclusion in the next year.[[5]](#endnote-6)

1. Open University (2020), Business Barometer. Survey of 1000 business leaders. Available at: <https://www.open.ac.uk/business/sites/www.open.ac.uk.business/files/files/OUBB-Methodology.pdf> [↑](#endnote-ref-2)
2. Office of National Statistics, Census data 2011 and 2021. Available at: <https://www.ons.gov.uk/census> [↑](#endnote-ref-3)
3. Organisation for Economic Development (2020), Promoting an age-inclusive workforce. Available at: <https://www.oecd.org/employment/promoting-an-age-inclusive-workforce-59752153-en.htm> [↑](#endnote-ref-4)
4. Department for Work and Pensions (2021), Economic labour market status of individuals aged 50 and over, trends over time: September 2021. Available at: <https://www.gov.uk/government/statistics/economic-labour-market-status-of-individuals-aged-50-and-over-trends-over-time-september-2021/economic-labour-market-status-of-individuals-aged-50-and-over-trends-over-time-september-2021> [↑](#endnote-ref-5)
5. Centre for Ageing Better (2021), Employer attitudes survey of 2,247 employers. Results available at: <https://ageing-better.org.uk/resources/employer-attitudes-evidence-cards> [↑](#endnote-ref-6)