



INTRODUCING THE AGE FRIENDLY EMPLOYER CHALLENGE

BITC's Age Friendly Employer Challenge is an evidence-based approach to becoming an age friendly employer based on a 5 point call to action

Why take action on age?

The UK is ageing. By the mid-2030s, half of UK adults will be over 50. There are already record numbers of people over 50 in work – now 10.6 million, representing a third of the UK workforce.

But BITC's 2015 Missing Million research showed that there were one million workers between 50 and state pension age who would like to work if the right opportunity was available. Many felt they had been forced out by factors outside their control - health issues, redundancy, caring responsibilities and the changing nature of work.

In the current economic situation, furloughing and redundancy is a reality for many and our analysis shows that the greatest impact is seen at both ends of the working age spectrum - younger workers have been most severely affected, but older workers are impacted too.

As we move into recovery, the value of employees of all ages should be recognised. In 2017, before the COVID-19 crisis, the CIPD predicted that young people leaving education would fill only half the vacancies opening over the next 10 years. Older workers represent an untapped reserve of skills to meet any shortfall. And diversity is good for business. Teams which are diverse in terms of age, gender, race and geographical location make better decisions 87% of the time according to research by Forbes.

10.6 MILLION

people aged 50 and over in work, a third of the UK workforce by end 2020

1 MILLION

over 50s not working who would like to work if the right opportunity was available

5 CALLS TO ACTION

1. **Flexible work** – make sure all workers know what options are available and how to ask about them.
2. **Health and wellbeing** - ensure that all employees have the health support they need and know how to access it.
3. **Career development** – encourage career development at all ages in your workforce.
4. **Recruitment** – make sure recruitment policies and procedures do not discriminate against older or younger candidates.
5. **Age inclusive culture** – support the development of an age inclusive culture across all levels in your business.



SIGNATORIES TO THE AGE FRIENDLY EMPLOYER CHALLENGE WILL COMMIT TO:

1 Look at your data – analyse the age profile of your workforce. BITC will send you a guide on how to do this when you sign up.

2 Listen to your employees – get people talking about age in your business and listen to what they say. You might ask questions via a survey, focus groups or lunch & learns etc.

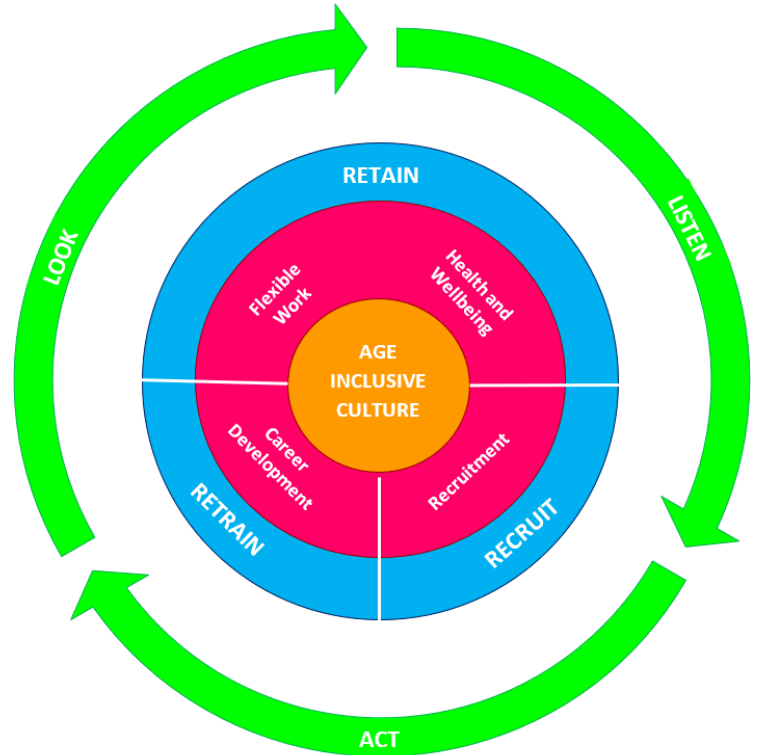
3 Take action on age in your business – agree an action plan to include taking action over the next 2 years in at least one material area from our 5 calls to action and identified from the Look, Listen, Act process.

This approach uses the BITC Look, Listen, Act method. More details of how to take action will be shared in our Welcome Pack for new signatories. The pack will include a Guide on using the Age Friendly Employer framework to take action on age in your business and a factsheet showing you how to analyse your data.

Possible age friendly actions could include:

- offering flexible working from day one in employment.
- a mid-life MOT or review programme to help older employees make plans for their futures.

Businesses will be able to sign up to the Age Friendly Employer Challenge via our website. Commitment should be signed off at Board level or with a Senior Director.



Businesses which want to proceed further can identify more areas in which to take action or repeat the process to identify further areas of action after the first implementation phase.

At the end of two years, BITC will assess the campaign and produce a review which will share evidence of actions taken by signatories and the impact achieved.

You can find out more about how to sign up to the Age Friendly Employer Challenge by contacting the BITC Age team:

**Anne Willmot, Age Campaign Director on anne.willmot@bitc.org.uk
Angela Watson, Age Campaign Manager on angela.watson@bitc.org.uk**



WHAT DO SIGNATORIES GET?

Signatories to the Age Friendly Employer Challenge will receive the following support from BITC:

Offer 1: Non-members in England	Offer 2: Employability programmes	Offer 3: BITC Members	Offer 4: BITC Age Partners
<p>Non-member businesses can sign up to the campaign and access introductory resources via the website.</p> <p>Resources at this level:</p> <ul style="list-style-type: none"> • Age Friendly Employer Starter guide • Publicly available material via the BITC website • Selected signatories may be invited to member events as part of business development to support the customer journey to membership 	<p>Signatories who are participants in funded BITC Employability programmes, (Age at Work in NI, Scotland, Wales and Accessing Experience in England) will receive:</p> <ul style="list-style-type: none"> • Funded toolkits • Advisory or diagnostic support (depending on the programme) • Invitations to a series of scheduled events covering the elements of the programme • Access to participation in programme events providing employee volunteering engagement opportunities 	<p>Businesses which are BITC members, and signatories which become members, will benefit from the membership proposition. Member signatories will receive:</p> <ul style="list-style-type: none"> • Potential for one day of Advisory time on age via the core package • Access to member resources on the website including factsheets and impact stories • Invitations to issue-based member webinars and other member events • Access to the RB Tracker with which they can benchmark/assess their performance as a Responsible Business and access the BITC Awards 	<p>BITC Age partners, and signatories which become partners, will additionally receive resources under the partnership offer.</p> <ul style="list-style-type: none"> • Access to partner resources on the BITC website, including toolkits and other 'how to' guidance • Invitations to practitioner and peer learning events • Advisory services via the partnership offer – 1 day for core partners/5 days for champion partners. Scope for bespoke advisory, diagnostics, gap analysis and support for shaping and implementing age friendly actions.

HOW TO SIGN UP

1 **Learn about the campaign from BITC webinars, events and media stories, your Relationship Manager or Diversity Advisor**

4 **Receive welcome pack together with listing of your company name on the BITC website**

2 **Sign up Contact us to find out more and commit to take action to become age friendly**

5 **Anniversary review will let you know about the impact of the campaign one year on**

3 **Briefing from BITC campaign staff explaining further details of the campaign & support available**

