



EAST RIDING

OF YORKSHIRE COUNCIL



We're an
**Age-friendly
Employer**

We support older workers

We've signed the Age-friendly Employer Pledge, recognising the importance and value of the older workforce.



A GREAT PLACE TO WORK

EMPLOYEE WELLBEING SERVICE





Caring.



WORKING IN CARE

The people



WORKING IN CARE

Useful skills



EVENTS

Upcoming events

Becoming an Age-friendly Employer

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**Why become an Age-
friendly Employer?**

These are the main reasons people age 50-64 give for being out of work.

**Unemployed
and actively
jobseeking**

1 in 9

**Sick,
injured or
disabled**

1 in 3

**Looking
after
family/home**

1 in 8

Retired

1 in 3

People who fall out of work in their 50s and 60s are more likely than younger people to become long-term unemployed. And, when they access employment support, their outcomes are worse.

Caring responsibilities and long-term health conditions create structural barriers which prevent many people in their 50s and 60s from accessing work.

Retirement can be a positive choice.

But overconfidence about financial security is a problem.

And retirees may have stayed in the workplace if it was more welcoming to older workers...

Age-bias in recruitment is rife

Almost **1 in 3** (29%) workers age 50-70 who left work during the pandemic said they had experienced age discrimination when looking for work.

Research from Anglia Ruskin University shows that gender and ethnicity compound the effect of ageism: a young White British man was **3 times** more likely to be invited to interview than an older Black British women.



Age-bias shuts skilled workers out of jobs, and shrinks confidence

Too much experience

Older workers'
perceptions of
ageism in the
recruitment process

Part of the Good Recruitment for
Older Workers (GROW) project

February 2021



Participants in our research had been told by prospective employers...

“[You are] a little **too experienced**, really, to be coming into the role...on this occasion we were going to find somebody that we can train into the position”

“[We are] looking for **someone younger** because we actually feel they would fit more to the job”

in partnership with:

DEMOS



Why do we need a pledge?

- The UK is facing a skills and labour shortage
- Workers in their 50s and 60s are key to filling these gaps
- Multi-generational workforces drive productivity and innovation
- UK employers are not capitalising on these opportunities



£6.6bn

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



**What is the Age-friendly
Employer Pledge?**



**Multigenerational
workforces drive
productivity and
innovation**

What is the pledge?

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.


It's part of a journey for employers....and is easy to get started.



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

Why sign the pledge?

Age-friendly employment benefits all of us. We all want to know that we will not be marginalised as we age.

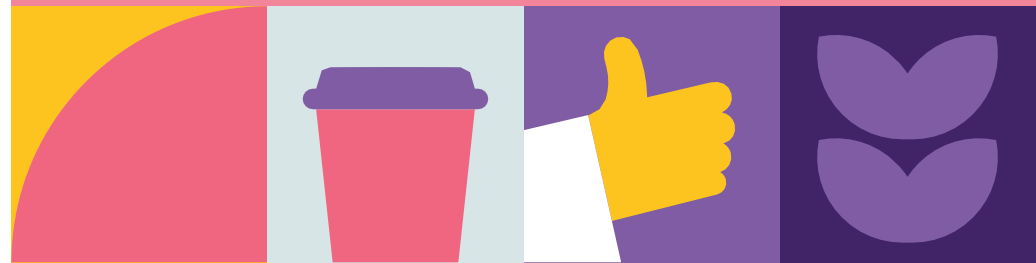
Age-inclusion does not compete with other diversity efforts. Age-friendly policies – like flexible working, open conversations about health, and de-biasing recruitment processes – help everyone.

The Age-friendly Employer Pledge is a small, but tangible, commitment. Age-friendly employers commit to taking just one action a year towards being more age-friendly – and they can decide what that is.



Positive effects of signing the pledge

- ✓ **Age-positive recruitment** means we draw on a wider pool of applicants for each job.
- ✓ Research shows multigenerational workforces drive **innovation and productivity**.
- ✓ Our older workers can continue to **thrive and contribute**.



What are the benefits of joining the network?

By signing the Pledge you become part of a developing and growing network of employers committed to learning from each other and sharing their experiences.



Benefits include:



Monthly newsletter sharing latest news and links to resources



Invites to regular webinars covering all areas of the Pledge



6- and 12-month review calls with team



Future opportunities to help get involved and shape the work



A chance to share your story and examples of good practice