

# Flexible working

Getting started guide



 Centre for  
Ageing Better

Age-friendly  
Employer  
Pledge



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# Flexible working

Enabling more flexible and part-time work might be the most impactful thing you can do to improve the recruitment and retention of workers in their 50s and 60s. However, since only 1 in 4 job ads advertise flexibility, people often find it difficult to know how a flexible working request would be received.

Flexible working can enable us to manage the challenges of life that are more likely to crop up as we age: such as acquiring a long-term health condition, or a caring responsibility. It can also keep people in the workforce who are seeking a different balance in life as they approach retirement. You don't need 50+ specific flexible working policies, you just need good ones.

## Where to start?

1

### **Advertise flex working options up front.**

Make clear exactly what flexible working options are available when recruiting, and where possible advertise all roles as flexible from day one – for everyone and for any reason. Push yourself to think as flexibly as possible.

2

### **Support your line managers to manage flexible working.**

Tell line managers they are empowered to create flexible arrangements, offer 1:1 support from HR to help them do it, and give them our [toolkit](#) to help structure the conversations.

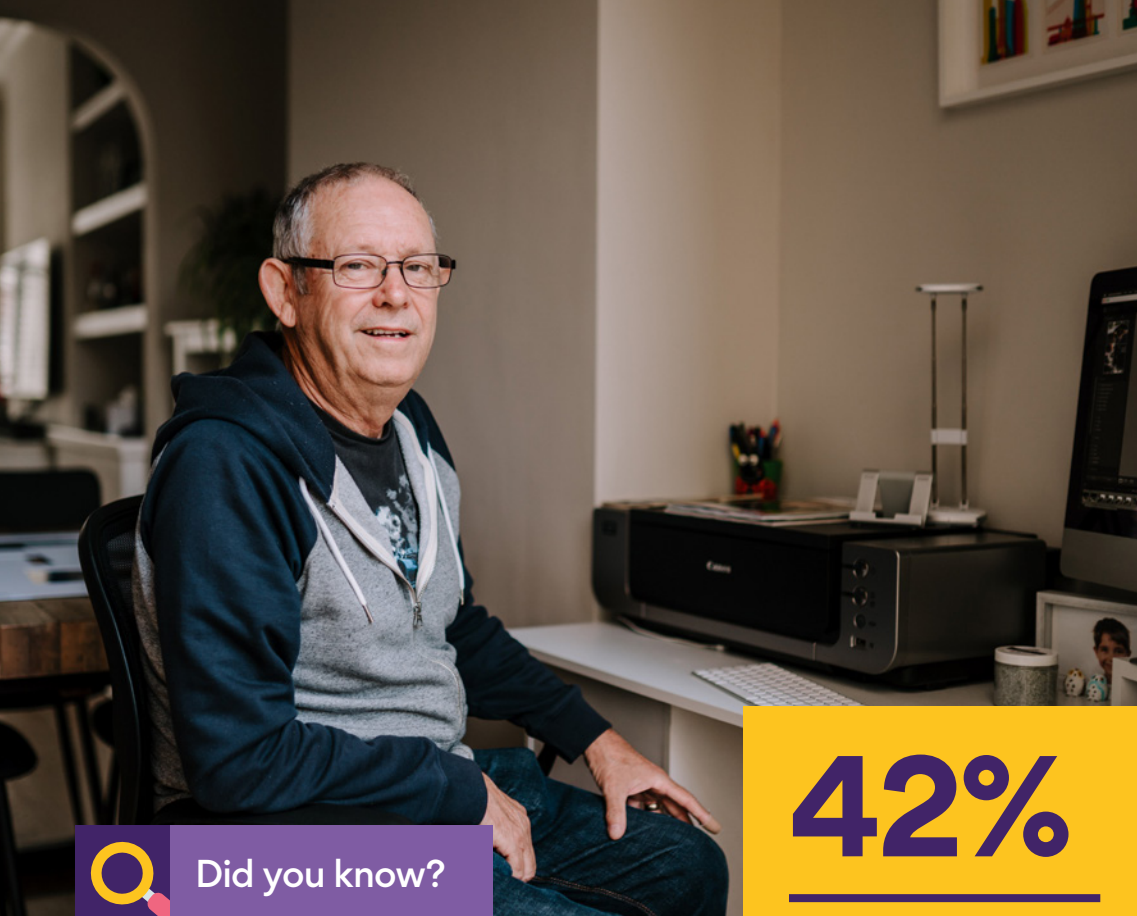


# You could also...

- ✓ **Actively promote flexible working to workers in their 50s and 60s.** Make it clear in your communications about flex work that it is not just for parents of young children, but for anyone with a caring responsibility, health conditions to manage, or who just want a different pattern to their life.
- ✓ **Ensure those working flexibly or part-time don't miss out on opportunities.** Track training and promotions to ensure that workers with flexible working patterns are given the same opportunities as others.
- ✓ **Support your carers.** Introduce a 'carer's passport' which details the working arrangements and flexibilities carers have, so that these arrangements are easily transferred when they change role or line manager.

You can find out more information on the Age-friendly Employer Action Framework [here](#).





### Did you know?

- Advertising a role as flexible could increase applications by up to 30%.
- From 6 April 2024, employees will be able to request flexible working from the first day of a job.

# 42%

The peak years for caring are our 50s and 60s. Nearly half (42%) of all workers aged 50-69 report being a carer.



# “

## Success stories

### Phoenix

“We value people over places and we prize performance over hours spent,” says Claire Cook, Head of Transformation (Phoenix Flex). “So, once customer and team needs are met, it’s up to our colleagues to decide how they split their time in different places and when they work during the year.”

**We value people over places and we prize performance over hours spent.**

Phoenix employees have the option to work from home, from the office or in hybrid fashion, depending on the needs of their role – and in some cases, they can even work for short periods of time working abroad!

Read the full story [here](#).

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Have you signed up to the  
Age-friendly Employer Pledge?  
Show you recognise the value  
of older workers.

