

For Local Authorities - a guide to the Age-friendly Employer Pledge



Age-friendly
Employer
Pledge



Guidance to support your local authority to sign the Pledge

The aim of this document is to help support your proposal to sign the Pledge with the key information you might need in any internal case. It covers answers to common questions and provides links to useful resources.

What is the Age Friendly Employer Pledge?

The Age-friendly Employer Pledge is a nationwide programme for UK employers who recognise the importance and value of older workers. Employers commit to improving work for people in their 50+ age workforce and in taking the necessary action to help them flourish in a multigenerational workforce. The commitment is submitting a form each year demonstrating your specific action for older workers.

The key detail is summarised in our information pack which you will receive after registering for the Pledge here:

[Register your interest in the Age-friendly Employer Pledge | Centre for Ageing Better](#)

You can use this pack as a resource to share with colleagues in progressing your case forward.



What would be the benefits to our local authority?

Every signed organisation gets access to resources including a monthly newsletter, webinars with subject matter experts, case studies and the opportunity to connect and network.

The local authorities that have signed have discussed some specific benefits including:

- The Pledge and its **Action Framework** provide a focus on areas to improve on age inclusion
- It stimulates new ideas to help on new policy and processes across the recruitment, development and retention of workers over 50.
- Communicating good practice across the range of teams and roles in an authority.

What would be the benefits to our local authority?

Some reference case studies to help are shown below:

- [Epping Forest District Council on autonomy](#)
- [East Riding on putting the Pledge into practice](#)
- [Isle of Wight on recruitment and apprenticeships](#)

What is the cost?

There is **no** cost involved.





How many other local authorities have signed?

Many authorities have seen the value in signing with close to 40 in the network. The authorities are the biggest sector in the Pledge network, and is growing by the month. It is a mix of metropolitan area, county, and district-based authorities. You can see who has signed via this page:

[Signed employers: Age-friendly Employer Pledge | Centre for Ageing Better](#)

There is also a thriving local authority peer group within the Pledge network. This meets quarterly to discuss key challenges and share good practice.



Useful facts and stats to help in the case for the Pledge

- According to the Local Government Association (LGA), the median age of staff in the local government workforce is now **47** with **67%** of council staff are in the **40-64 age range**.
- **94%** of councils have stated that they have recruitment and retention difficulties.
- Please see more data from [this page](#)
- The Local Government Association also has a [useful resource page](#) on Age Inclusion.

Some of the key factors include:

- A focus on the benefits of a multi-generational workforce. Many organisations are highlighting the combined effect of different generations on innovation and productivity in the workplace.
- Age is a protected characteristic under the Equality Act, but has not been addressed in many employers. The case for establishing and improving ED&I practice is key for all local authorities.
- How local authorities can manage and utilise the best value from an ageing employee base is vital for good workforce planning and organisational development.

By signing this Pledge, what commitments or actions do we need to do?

You return an online form summarising your actions 12 months after signing, and then after 2 years and so on. The form has approximately 15 questions with the focus being on your specific actions against one or more of the five Pledge principles:

- Create an age friendly culture
- Hire age-positively
- Be flexible about flexible working
- Encouraging career development at all ages
- Ensuring everyone has access to the health support they need

To support each network member there is an action framework with more detail on these principles and ideas on potential actions.

For more on the Action Framework – go here:

[The Age-friendly Employer action framework | Centre for Ageing Better](#)



Who needs to sign it?

The main signer, or senior sponsor, should be someone who has the authority to create or make changes to workplace policy and processes. Typical roles would be in HR, ED&I or Organisational Development. We also ask for the name of a day-to-day contact person to help with our regular communications with you.

Where do I sign the Pledge?

You can sign the Pledge directly from the Information Pack on Page 7, or from the link below:

[Age-friendly Employer Pledge form](#)



What happens after signing?

You will receive a welcome email with links to download our comms pack, so you can use the Age Friendly Employer logo on your materials. The pack also has links to our Getting Started guides so you and your team can assess your position and plan ahead.

Each month you will receive our newsletter which will have links to our latest resources and also highlight our upcoming webinars. After six months, you have the option of a call with the Employer Pledge team. This is recommended so that you can discuss your progress and also ask questions about the process.

**Age-friendly
Employer
Pledge**



Can I/we ask some further questions with the Employer Pledge team?

Yes, we are happy to help, so you can book an introductory call by emailing:

employerpledge@ageing-better.org.uk

There is also a useful FAQ list at this page

[FAQs: Age-friendly Employer Pledge](#)

**Age-friendly
Employer
Pledge**

