The Prince's Responsible Business Network

Ageing Population: meeting needs through Innovation

A million more:

Retaining, retraining and recruiting older workers

Anne Willmot Age at Work Director,

Business in the Community

The missing million…….

How do we enable longer, fuller working lives where age does not limit an employee's success in the workplace?

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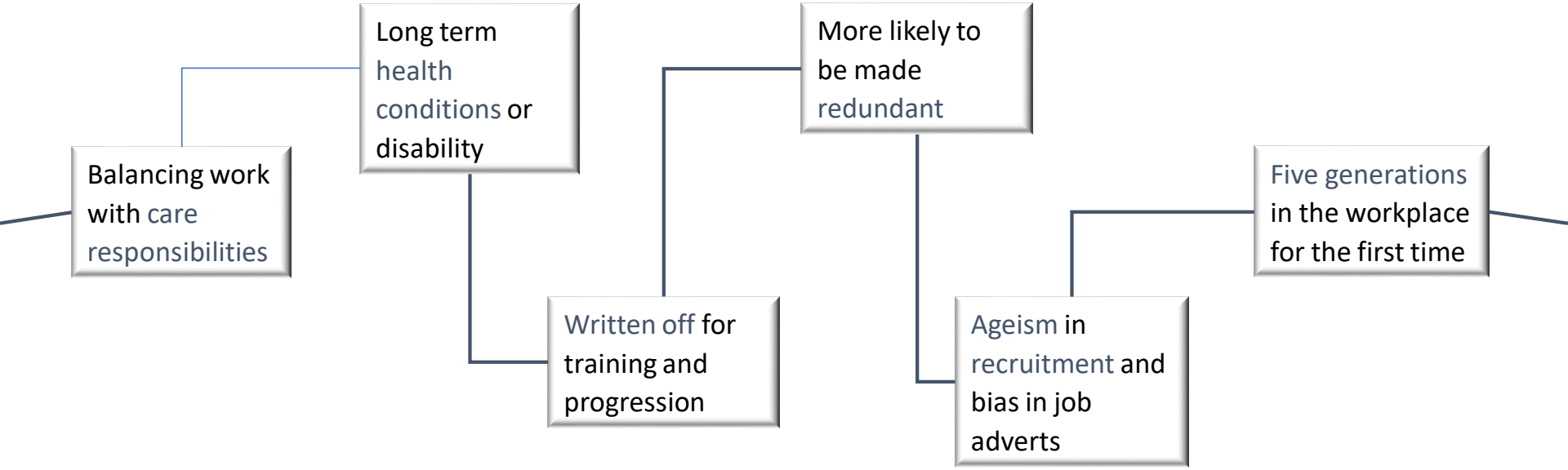
The missing million……



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Business in the Community's age at work campaign is here to support business to retain, retrain and recruit older workers, to tackle the dramatic drop off in labour market participation, and make the most of the talent and knowledge of our ageing population and ageing workforce.

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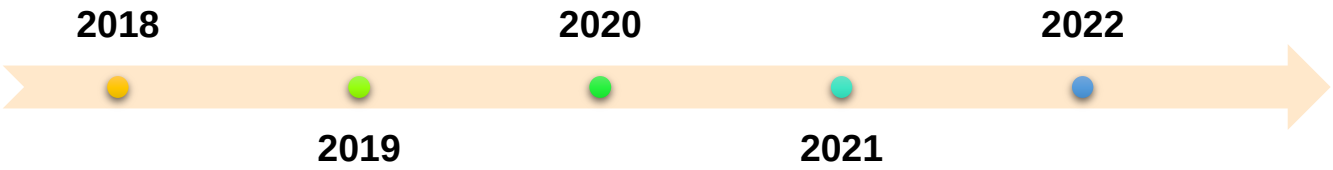
We need to enable longer, fuller working lives

One million more older workers by 2022 = 12% more older workers



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Business case

- Improve customer service and product development
- Increase team productivity
- Encourage cross-generational insight and ideas
- Gain and retain skills, networks, experience and knowledge
- Reduce turnover costs and skills gaps
- Improve brand as an employer of choice

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We need to enable longer, fuller working lives

Retain

- Carers Leave
- Agile working from day one
- Empower line managers to be age inclusive through training
- Remove age bias from the redundancy process

Retrain

- Skills development for people of all ages
- Different formats of training
- Work experience and shadowing in mid-late career
- Sideways and upwards progression for all ages

Recruit

- Review job adverts and recruitment campaigns for bias
- Remove upper age limits in graduate schemes, apprenticeships and traineeships.
- Use recruitment channels that have an older audience
- Value transferable skills and experience.

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What are the priorities for your company on Age at Work?

Creating a more age-inclusive culture	62%
Supporting employees with informal caring responsibilities	59%
Supporting employee with long term health conditions and disabilities	51%
Removing age bias and discrimination from recruitment processes	39%
Implementing agile working	39%

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What are companies doing?

AVIVA

- **Bias proofing recruitment**
- **Offering flexible working and advertising it in all new vacancies.**
- **Significant support and paid leave for informal carers**

What are companies doing?

BARCLAYS

- Bolder apprenticeship programme
- Mid-career colleague proposition

Home Instead SENIOR CARE®
To us, it's personal.

- Using local networks and community groups to attract older workers.
- Actively encourage cross-generational skills sharing.
- 7,500 employees in the UK – 45% of whom are 50-69 years old.

For more info……..

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Resources and toolkits
www.age.bitc.org.uk

Information about partnership
www.age.bitc.org.uk/partnership/join-us-0

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