



GETTING STARTED ON AGE: LOOK, LISTEN, ACT

Why age should be on your agenda

The population is ageing: by 2030, half of all adults in the UK will be over 50 years old. The workforce is also becoming more age-diverse, with up to five generations working alongside each other for the first time. Generations have different ways of making sense of the world, due to coming of age in different social, political, economic and technological contexts, and therefore they may have different ways of approaching problems and decisions. This diversity of thought can be leveraged for business success.

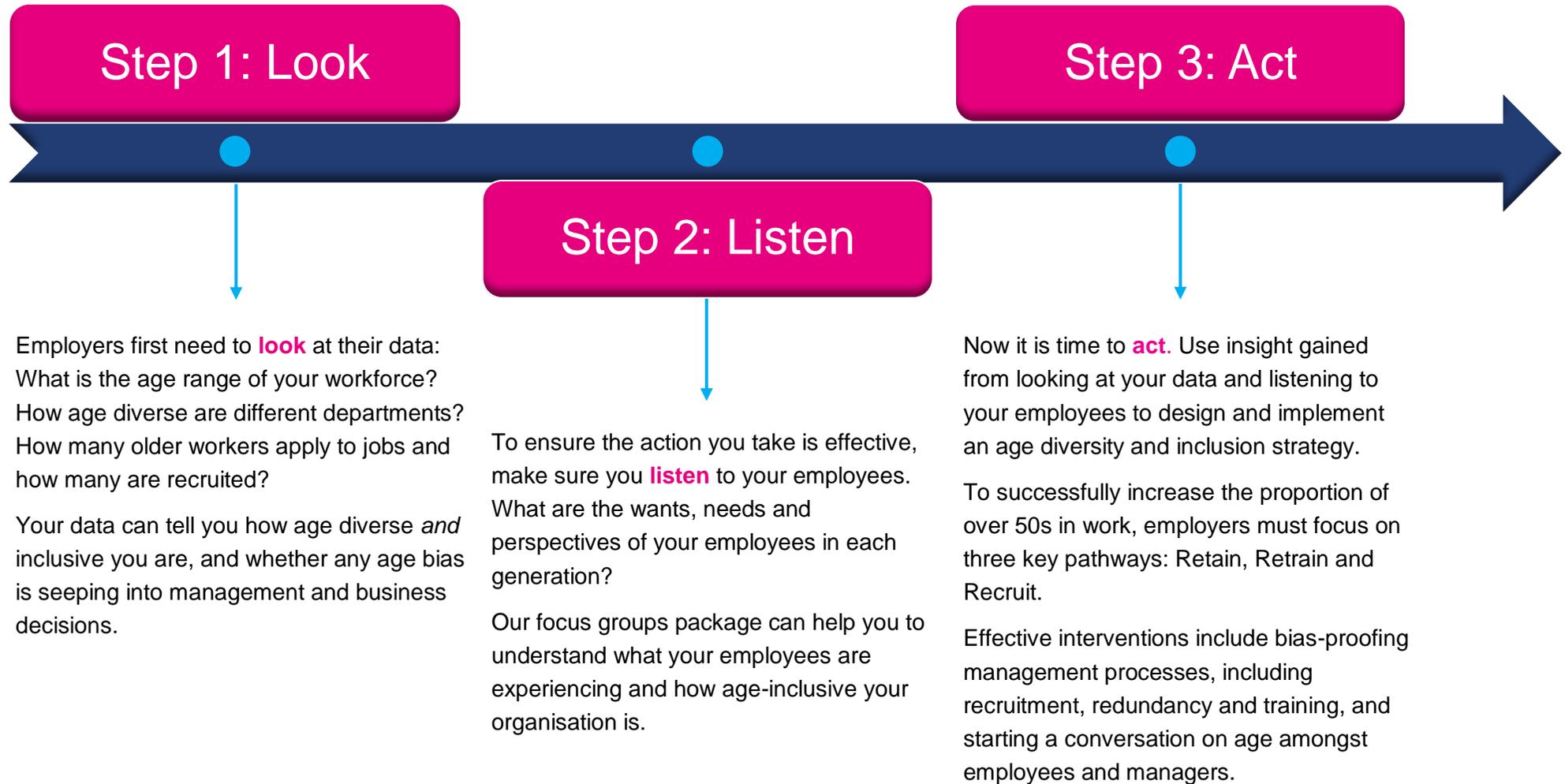
A rising life expectancy is to be celebrated, but it also brings with it a challenge: we need to be able to pay for more pensions, more health care, and more social care - for more older people. The Office for Budget Responsibility estimated that this could add up to an extra cost to the state of **£79bn every year** by the mid-2060s if no action is taken.

One part of the solution is to enable longer and fuller working lives, and embrace lifelong learning for future generations.

This supports both the wider economy and businesses. Age diversity and inclusion can enable businesses to:

- **Improve customer service and product development** by reflecting your customer base in your workforce. The growing population of over 50s are your consumers, clients and customers as well as your employees.
- **Increase team productivity:** age diversity and inclusion has been found to improve productivity levels within teams – particularly in innovative and creative companies.
- **Create a skilled workforce** by enabling older and younger workers to learn skills and knowledge from each other, and ensuring older workers have the same opportunities to learn and develop as younger people.
- **Retain knowledge and experience** by retaining more over 50s. They have developed skills, sector and organisational knowledge and personal networks that are valuable to business.
- **Reduce turnover costs and plug skills gaps** by retaining, retraining and recruiting more over 50s, as the talent pool of people in that age demographic is growing.
- **Improve your brand** as an age-inclusive, diverse and adaptable business. This will enable employers **to attract talent and clients** from an increasingly multigenerational and ageing population.





Checklist of key actions

Retain

- Offer flexible or agile working from day one on the job.
- Support people through later-life transitions, such as caring for family members, developing a health condition, or bereavement.
- Tackle age bias that seeps into management processes such as redundancy and performance ratings.
- Empower and educate line managers to be age-inclusive.

Retrain

- Offer development opportunities to people of all ages.
- Include different formats of training so that people of all generations can easily take part and find value in the training.
- Offer work experience and shadowing in mid-late career, to enable both sideways and upwards progression.
- Roll out reverse mentoring or skills sharing sessions.

Recruit

- Ensure the language and imagery in job adverts and recruitment campaigns are age diverse and inclusive.
- Remove upper age limits in graduate schemes, apprenticeships and traineeships and offer alternative career paths internally.
- Value transferrable skills and experience in the recruitment process.
- Ensure recruitment training includes how to be age-inclusive.



Additional resources and information

Becoming a Partner

Business in the Community is the only membership organisation representing employers who want to respond effectively to the ageing population. Through our Age Programme, we give employers the tools, insight and inspirational best practice to support the growing number of older workers and a multigenerational, age-diverse workforce.

Employers can become Age Partners and have access to:

- **A dedicated Adviser** to provide you with tailored specialist support and guidance to meet your specific needs and business challenges;
- **Access to cutting-edge toolkits, research and case studies** on the ageing and age-diverse workforce;
- **A selection of advisory and training services** including training, workshops and focus group packages;
- **Access to best practice and insights** via brokered conversations, peer learning forums, events, and networking opportunities with employers leading the way on age at work;
- **Opportunities for recognition and positive brand association** via our website, newsletters and partner-only sponsorship opportunities;
- **Benchmarking survey participation, feedback and support.**

For more information on becoming an Age Partner, please visit the [Partnership page](#) on our website or get in touch with Sabrina Bushe, Head of Workplace Partnerships: Sabrina.Bushe@bitc.org.uk or 020 7566 8736.

Toolkits

[Supporting older workers through transitions](#)

[Supporting carers in the workplace](#)

[Non-traditional Incentives: Engaging older employees beyond pay](#)

[Midlife Career Reviews](#)

Additional resources, factsheets and information about events and workshops can be found at: www.age.bitc.org.uk

