

The Age Friendly Alliance (AFA) Employer's Charter



Join the AFA: Combat ageism, unlock potential,
gain advantage



The AFA is an umbrella term, encompassing our collaborative efforts across various sectors, including small and medium-sized enterprises (SMEs), large corporations, educational institutions, healthcare facilities, and other charitable organisations.

Context

The UK's ageing population presents growing challenges. By 2040, one in four people will be over 65, significantly increasing the older population. More people over 50 are staying in or re-entering the work-force, necessitating changes in employment practices to accommodate their needs and leverage their experience.

Employment rates drop after 55, with many stopping work before the state pension age, highlighting issues with inclusivity and age

discrimination despite proven benefits of multigenerational workforces. Comprehensive policies are needed to support healthy, productive ageing at work.

Age UK Sunderland (AUKS) is calling on employers to pledge to become more age-friendly by becoming members of our Age Friendly Alliance (AFA) and signing up to our employers charter.

More than a third (36%) of 50-70 year olds feel at a disadvantage applying for jobs due to their age (*Centre for Ageing Better*).



The AFA Employers Charter

The city-wide AFA employers charter would be awarded to businesses that adopt an age positive attitude in terms of their staff, policies and culture.

The AFA Employers Charter is a Sunderland city-wide programme for employers who:

- Recognise the importance and value of older workers
- Are committed to improving work for people in their 50s, 60s and 70s
- Are prepared to take action to help them flourish in a multigenerational workforce

By contributing to the AFA Charter, businesses not only foster a positive corporate image but also directly contribute to the well-being and support of older adults in Sunderland.

Did you know ...

The best teams are multi-generational. 79% of employers in England state that older workers could help in knowledge and skill sharing with colleagues (*Yougov*).

Older workers are good for business. Firms with a 10% higher share of workers aged 50+ are 1.1% more productive (*OECD*).

AFA Employers Charter Agreement

As an AFA Member we will...

1. Identify a senior manager with responsibility 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 in line with business need
 - Encourage career development at all ages
 - Ensure everyone has the support they need
- We will commit to take action in at least two areas per annum and will report back on our activities and achievements to the AFA annually.

Within the next five years, 1 in 3 people of working age will be over 50 (TUC).

Direct benefits of joining the AFA

AUKS's AFA offers valuable direct benefits to businesses that choose to be part of the AFA charter. Depending upon the partnership package chosen, benefits that AUKS offer include:

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| 1. Recognition as an AFA Member | 5. Increased Customer Loyalty |
| 2. Access to Networking Events | 6. Use AUKS and the AFA Logos |
| 3. Marketing and PR Support | 7. Employee Volunteering Opportunities |
| 4. Corporate Social Responsibility Boost | 8. Access to Research and Insights |

These benefits not only help businesses improve their operations and marketing but also align them with community values and social responsibility goals, creating a positive impact in the community and improving the lives of older adults in Sunderland.

The benefits of an older workforce

Experience and stability, strong work ethic and dedication, promotes diversity and inclusion, reduced turnover and training costs, mentorship and training of younger staff, flexible workforce, a positive CSR Image and market insights into growing demographic.

The proportion of workers ages between 50 and the state pension age is quickly rising and is expected to grow to 34% by 2050 (ONS Labour Force Survey).



AFA Partnership Packages

Bronze Tier

£1,000 donation to AUKS per year

Recognition: Company name listed on the AUKS website and social media platforms.

Certificate: A Bronze Certificate of Support to display at your business premises.

Networking: Access to the AUKS networking event, providing opportunities to meet with other supporters and discuss shared interests in supporting older people.

Silver Tier

£3,000 donation to AUKS per year

Enhanced Recognition: Company logo and brief profile featured on the Age UK Sunderland website and social media platforms.

Certificate and Plaque: A Silver Certificate and a commemorative plaque to display at your business premises.

Networking Events: Access to the AUKS networking event, providing opportunities to meet with other supporters and discuss shared interests in supporting older people.

Policy Templates: Access to Age-Friendly policy templates for immediate adaptation to meet business goals E.g. Menopause Policy.

Gold Tier

£5,000 donation to AUKS per year

Premier Recognition: Company logo featured prominently on the home page of the Age UK Sunderland website as a Gold Supporter and in all related press releases.

Custom Awards: A Gold Certificate and a custom award to recognise the high level of support.

Networking Events: Access to the AUKS networking event, providing opportunities to meet with other supporters and discuss shared interests in supporting older people.

Policy Templates: Access to Age Friendly policy templates for immediate adaptation to meet business goals E.g. Menopause Policy.

Promotional Opportunities: Company featured in AUKS annual report as a case study and social media as a gold supporter.

Employee Engagement: Opportunities for employee engagement through tailored volunteering days subject to availability and successful enhanced DBS checks.

These funds help AUKS continue to provide essential services for older people in Sunderland, as well as to develop new initiatives to meet emerging needs in the community.

For further details on how your business can collaborate with **Age UK Sunderland (AUKS)** to become an age-friendly employer and join the **Age Friendly Alliance (AFA) Charter**, please contact our Research and Funding Manager – funding@ageuksunderland.org.uk

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