

# How can we make sure no-one is shut out of work because of their age?

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# Everyone has the right to a good later life

Centre for Ageing Better  
strategy 2022-25



## Our vision

A society in which everyone can  
live a good later life.

## Our mission

We will tackle ageism and take action  
to reduce the inequalities people  
experience as they grow older.

### The three areas of action are:

#### Age-friendly movement and tackling ageism

We will build an age-friendly movement  
across the country including a bold  
campaign to stamp out ageism.

#### Age-friendly homes

We will work to ensure everyone can live in  
age-friendly, accessible, healthy homes in  
intergenerational communities.

#### Age-friendly employment

We will influence policy and practice so that  
everyone has access to good jobs, that are  
right for them, through their 50s and 60s.



**Multigenerational  
workforces drive  
productivity and  
innovation**



## What is the pledge?

The Age-friendly Employer Pledge is a nationwide programme for employers who:


- ✓ **recognise** the importance and value of older workers
- ✓ are **committed** to improving work for people in their 50s and 60s (and beyond)
- ✓ are prepared to **take action** to help them flourish in a multigenerational workforce.

**It's part of a journey for employers....and is easy to get started.**

# The pledge

As an Age-friendly Employer, we will...

- 1** Identify a **senior sponsor 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
  - ✓ Encourage career development at all ages
  - ✓ Ensure everyone has the health support they need



We will commit to take action in at least one area every year and will report back on our activities and achievements annually.

Mid Life MOT

History

Key Principles

Current Landscape

Observations



# The Cridland Review of State Pension Age - March 2017

Cridland recommends supporting workers in mid life with a “ mid life MOT” focusing on Financial wellbeing, health, and career development.

4 organizations;

Aviva

Legal & General

The Pensions Advisory Service

Mercer

Developed and tested how the concept could be delivered in practice

Case studies reported on the CFAB web site in 2018

<https://ageing-better.org.uk/resources/developing-mid-life-mot>

# Key Principles

- **Know your target audience** – consider the purpose and intended outcomes
- **‘Age’ is not a fixed concept** – consider what age you are targeting the service to
- **There is no ‘one size fits all’ for delivery** – whether by telephone consultations, face-to-face, groups sessions or online tools consider what format is most applicable and effective for the intended participant group.
- **Keep the content focused** – MOTs can’t cover everything, prioritisation in content is important to maintain focus, clarity of purpose and participant engagement.
- **The mid-life MOT is a process not a one-off event** – practical outputs, signposting and follow ups are required to engage and benefit participants.

# What's going on 2023?

Mid-life MOTs delivered in Jobcentre by 50 plus champions to people over 50 looking actively seeking work

Mid Life MOT application on You Gov Website

DWP commissioned 3 pilots to test an offer to people age 45 years and over in an employment setting

The Age Friendly Pledge encouraging employers to develop an offer for their employees within the action framework



**Any questions?**