

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

PERSONNEL COMMITTEE

10TH FEBRUARY 2025

REPORT OF THE HEAD OF PEOPLE AND ORGANISATIONAL DEVELOPMENT – SHEENAGH REES

Matter for Decision

Wards Affected: All wards

Age Friendly Employer Pledge

1. Purpose of Report:

The purpose of this report is to seek Member approval to sign the age friendly employer pledge.

2. Executive Summary:

The Age-friendly Employer Pledge is a nationwide programme for employers who recognise the importance and value of older workers. Employers commit to improving work for people in their fifties and sixties and taking the necessary action to help them flourish in a multigenerational workforce.

The council continue to face challenges filling vacancies and retaining talent within the ever-changing jobs market. The Talent Management Team are driving an initiative to target workers in their fifties and beyond, to help fill these gaps, and establish a multigenerational workforce that drives productivity and innovation.

3. Background:

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.

Signing up to the Age-friendly Employer Pledge shows commitment to older workers.

Some actions have already been completed that demonstrate how the Council are already supporting older workers. Committing to the pledge will show recognition of the work already done and future initiatives. Details of the work already undertaken is outlined below:

Agenda	Requirements	Delivered Initiatives
Create an Age Friendly Culture Hire Age Positively	Analyse workforce age breakdown Use Age inclusive language in job adverts	Workforce profile report and Succession plans Development of new job advert template with tips on drafting inclusive adverts
Offer Flexible Working	Advertise the right to request flexible working from day 1	Inclusion in job adverts and updated policy.
Encourage Career Development	Utilise PDP and inhouse training opportunities	Apprenticeships and career grade development programmes are age inclusive. Encourage flexible retirement options.
Provide Health Support	Disability, mental health, and Menopause awareness	Employee assistance programme established, access to mental health and menopause champions and external telephone support.

4. What the Pledge entails

To become an Age-friendly Employer, NPT will:

1. Identify a senior sponsor for age-inclusion in our workforce – Sheenagh Rees (Head of People & Organisational Development)
2. Publicly state our commitment to the pledge via our website and social media communications
3. Ensure that age is specifically named within our Equality, Diversity and Inclusion policies.
4. Take action to improve the recruitment, retention, and development of workers over 50 in 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.

Further information in relation to the actions identified to support the Council in meeting its pledge commitments are outlined in Appendix 1 – Age Friendly Employer Pledge Action Plan.

5. Communication of the Policy

Communication of the pledge across our workforce will be important to the success of this initiative. This will be done via the Council Sway, NPT Connect and Viva Engage, as well as via management cascade.

6. Financial Impacts:

No impacts.

7. Integrated impact assessment:

A first stage impact assessment has been undertaken to assist the Council in discharging its legislative duties (under the Equality Act, the Welsh Language Standards (No.1) Regulations 2015, the Well-being of Future Generations (Wales) Act 2015 and the Environment (Wales) Act 2016). The first stage assessment, attached at appendix 1 has indicated that a more in-depth assessment is not required. A summary is included below:

“A full impact is not required as there is no impact on any protected group. It also has no negative impact on bio-diversity or the Welsh Language”.

8. Valleys Communities Impacts:

No Impacts.

9. Workforce Impacts:

It is anticipated that the pledge will positively impact on our workforce to improve recruitment and retention of older workers.

10. Legal Impacts:

No impact.

11. Risk Management Impacts:

No impact.

12. Crime and Disorder Impacts

No impact.

13. Counter Terrorism Impacts

No impact

14. Consultation:

There is no requirement under the Constitution for external consultation on this item. The proposed revisions to this policy have been fully endorsed by the Trade Unions as both they and their members have been involved in the development of this initiative.

15. Recommendations:

It is **RECOMMENDED** that Members **APPROVE** the signing of the Age Friendly Pledge.

FOR DECISION

16. Appendices:

Appendix 1 - Age Friendly Employer Pledge Action Plan
Appendix 2 – Age Friendly Pledge IIA

17. List of background papers:

None.

18. Officer Contact

Sheenagh Rees, Head of People & Organisational Development, Email: s.rees5@npt.gov.uk.

Tom Owen, HR Manager, email t.owen@npt.gov.uk.