



Cyngor Castell-nedd Port Talbot  
Neath Port Talbot Council

FEBRUARY 2025

# AGE FRIENDLY EMPLOYER PLEDGE ACTION PLAN



Centre for  
Ageing Better

NPT HR

[www.npt.gov.uk](http://www.npt.gov.uk)

## AGE FRIENDLY EMPLOYER PLEDGE ACTION PLAN

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 50s and 60s and taking the necessary action to help them flourish in a multigenerational workforce.

### PLAN OVERVIEW

Practice:	Name
<b>Name of Campaign:</b>	Age Friendly Pledge
<b>Campaign Manager:</b>	Tom Owen - HR Manager
<b>Subject Matter Expert:</b>	Caroline Amott - Talent Management Specialist

### OBJECTIVE

NPTCBC are facing challenges filling vacancies within the ever-changing jobs market. The Talent Management Team are driving an initiative to target workers in their 50's and beyond, to fill skill gaps, and establish a multigenerational workforce that drives productivity and innovation.

### WHO IS THE PLEDGE FOR?

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.

### DEMOGRAPHICS

By making the Pledge, we will be joining some of the following organisations:



## THE PLEDGE OBJECTIVES:

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.

## WHAT IS THE DESIRED OUTCOME?

Describe your desired outcome.

## PROJECT PLAN:

NPT have already implemented many initiatives that meet the recommended framework of commitments needed to meet the Age friendly pledge:

Agenda	Requirements	Delivered Initiatives
Create an Age Friendly Culture	Analyse workforce age breakdown	Workforce profile report and Succession plans
Hire Age Positively	Use Age inclusive language in job adverts	Developed a new Job advert template with tips on drafting inclusive adverts
Offer Flexible Working	Advertise the right to request flexible working from day 1	Included in job adverts and inserted into the 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 programmes, access to champions and external telephone support and guidance through health partners

## FUTURE TARGET INITIATIVES

There is still work to be done with future initiatives to ensure we remain an age inclusive employer. Some proposals are outlined below with target dates to be confirmed once the Councils commitment to the pledge is approved.

## PROPOSALS

Title	Actions Required	Target Date
Refresh application and interview processes	Highlight paper-based applications. Offer recruitment mornings in certain teams to allow informal interviews through meet and greet. Guidance on writing personal statements.	
Provide midlife MOT career guidance	Partnering with DWP to review progression objectives to be the best version of yourself	
Age bias and anti-ageism training	Managers and employees to identify and counter age negative language and overcome glass ceiling promotions to celebrate all employee achievements	
Consider age inclusive forums	to sit alongside carers, menopause and LGBTQ+ initiatives, encouraging access to resources in later working life, health and retirement	
Include a diversity statement in job adverts	To emphasise age inclusivity and remove age specific language that could deter older applicants	
Draft a manager's toolkit	Containing supportive documentation and guidance on flexible working, caring responsibilities, and disability	
Health and wellbeing training	Encourage conversations to disclose changing needs reducing stigma on developing health conditions or requests for reasonable adjustments.	

## CAMPAIGN SIGN-OFF

The Undersigned accept this campaign and will endeavour to incorporate initiatives into everyday business plans and team working activities to encourage a diverse workplace representative of the community we serve.

Print First and Last Name	Job Title	Signature	Date.
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