



The Prince's  
Responsible  
Business Network

## Responsible Business Awards 2020 - Guidance Information

### Age Friendly Employer Award



This award recognises businesses that are demonstrating a strong commitment to an ageing workforce. Successful entrants should evidence that their business is having an impact in one or more of the following criteria:

- Responding to the opportunities and challenges involved in an ageing workforce
- Creating workplaces where people of all ages can thrive



**Royal Founding Patron:** HRH The Prince of Wales  
**Chairman:** Jeremy Darroch  
**Chief Executive:** Amanda Mackenzie OBE

Business in the Community is a registered charity in England and Wales (297716) and Scotland (SC046226). Company limited by guarantee No. 1619253.

**Registered Office:**  
137 Shepherdess Walk, London N1 7RQ  
[www.bitc.org.uk](http://www.bitc.org.uk)



## Key dates for your calendar

Date	Awards Milestones
27 November 2019	Open for entries
21 February 2020 (17:00 GMT)	Entry deadline
w/c 30 March 2020	Results revealed to all applicants by email
12-14 May 2020	Judging panels for award finalists
Summer 2020	Awards celebration event London





## Category Details

The population of the UK is ageing, and age is rapidly rising up the agenda as a key business issue. There are currently over 10 million workers over 50 in the UK's workforce and by 2020 one in three workers will be over 50.

Employers need to rise to this demographic challenge and recognise the potential of their older workforces. In the next 10 years there will be 13.5 million vacancies and only 7 million school and college leavers to fill them. Retaining older workers, with their skills and experience, will be key to meeting future demand for staff. But people aged 50+ may face bias when they apply for jobs and are much less likely to be offered opportunities for training and development as their younger counterparts.

The 2020 Award will be a core part of our new flagship campaign to increase employment of older workers by encouraging employers to be age friendly across five calls to action:

- Be flexible about flexible work
- Ensure all staff have the health support they need
- Offer career development for all ages
- Hire age positively
- Develop an age inclusive culture

'Ultimately being age-friendly is about being a good employer. We need to create workplace cultures that are open and inclusive about the benefits of age diversity if we are to reap the benefits of a maturing workforce now and into the future.'

**Andy Briggs, Chair of the Business in the Community (BITC) Age Leadership Team**

### What's different for the 2020 award?

- We are looking for the most age friendly employer who is really seeking to move the dial on age and create workplaces where people of all ages can thrive.
- The award will celebrate employers who have made evidenced progress as an Age Friendly Employer according to BITC's five calls to action on age.

### Eligibility

- This category is open to all members of BITC and any non-member employer.
- But the core purpose of the business must not be HR consultancy.
- Businesses of any size can enter. Please note that judges will have the option of awarding a small business winner alongside a large business winner. The scale of a business will be taken into consideration and assessed against the criteria.





## Assessment Criteria

We are looking for entries for the most age friendly employer. Successful entries will be able to demonstrate that your business:

- has a strong commitment to an ageing workforce
- is responding to the opportunities and challenges involved in an ageing workforce and/or is creating workplaces where people of all ages can thrive

## Deadline

17:00 GMT on Friday 21 February 2020

Entries received after this time will not be processed.

## Contact Details

For more details about the category, please contact Anne Willmot at [anne.willmot@bitc.org.uk](mailto:anne.willmot@bitc.org.uk)

For any technical issues and other awards related queries, please contact [awards@bitc.org.uk](mailto:awards@bitc.org.uk)

## Guidance on Completing Assessed Section 2

**Please provide a top line summary of how your organisation is addressing some or all of the five action areas on age (see listed above). (250 words max)**

Your entry should detail the various age friendly actions and activities you have implemented. Entrants should consider how their business is responding to the opportunities and challenges of an ageing workforce and created workplaces where people of all ages can thrive. Assessors will be looking for evidence of actions which align with the 5 calls to action for age friendly employers:

- Be flexible about flexible work
- Ensure all staff have the health support they need
- Offer career development for all ages
- Hire age positively
- Develop an age inclusive culture



## **What was the overall purpose of your age friendly actions and your rationale for taking action? (500 words max)**

Assessors will be looking for a clear statement of the business case for taking action on age.

- Entrants should present an evidence-based approach and include how an analysis of your data helped to guide the development and implementation of your actions.
- Data should be anonymised but be presented in as much detail as possible in relation to age, gender, race or any other relevant characteristics.

## **What steps did you take to identify and engage stakeholders? (300 words max)**

Assessors will be looking for evidence that you consulted with key stakeholders in order to shape your age friendly employer actions/strategy and encourage take-up.

- The term stakeholder can refer to any group/individuals that could be affected by the programme/initiatives.
- Key stakeholder groups could include employees, line managers, employee networks and union representatives.
- Other stakeholders might include community organisations, key suppliers and other organisations.
- Please provide detail of how you reached out to the various groups – eg focus groups, surveys, consultations.

## **How is your programme of action managed and monitored? (400 words max)**

Assessors will be looking for evidence of a managed approach to your age friendly actions.

- Please detail how your programme of actions are managed and who is responsible for overseeing this.
- What support do you have at senior level and how is the programme managed at the operational level?
- How much is invested in the programme of actions - financial, human and in-kind.
- What objectives, milestones and targets/KPIs have been set and how are these monitored? Please give examples where possible, for example: metrics on turnover, engagement, customer satisfaction scores.

## **What business impact and/or impact on wider society has your programme of action achieved? (500 words max)**

Assessors will be looking for a clear statement of the business and social benefits of your age friendly actions. Please provide a balance of quantitative (numbers, figures etc.) and qualitative (comments, feedback etc.) evidence.

- What impact measures have you identified and how are these assessed?
- What is the return on investment? Please provide examples eg of financial return on investment, increased retention/reduction in recruitment costs or other benefit to the business bottom line. Also

consider other non-financial benefits such as improvements in employee engagement or customer satisfaction scores.

- In what ways have you been able to create a more age inclusive culture?
- How have your age friendly actions impacted on wider society to reduce age bias and improve attitudes to ageing? Consider impact in your local community, your supply chain and customer base or any wider impact for example via the media.
- What has been the impact on the beneficiaries of your actions?
- Please discuss any issues you have experienced in assessing the impact of your age friendly actions.

## What makes your approach exemplary? (400 words max)

Assessors would like to understand what you feel has been unique in how you have responded to the challenges of an ageing workforce.

- What have you done which makes your approach stand out from others? How has your approach been unique or innovative?
- In what ways have you been able to create a more age inclusive culture?
- What has been the response from the beneficiaries of your actions?
- Do you consider that your approach is replicable and scalable? This could include scalability both within your organisation and externally in the wider business community.
- Have you taken any steps to share your approach with others?
- Do you feel that your approach and success will be sustainable over time?

## Uploading supporting files

Total files uploaded must not exceed 30MB. BITC reserves the right to only process content below the maximum file size for assessment.

At the end of the awards questions there is a file upload option. You can upload multiple supporting files if the documents are compressed into a zip. file before uploading.

### How to zip multiple files for this Qualtrics process:

1. Select all the files you want to zip together by holding the CTRL key and clicking on each one.
2. Right click and select 'Send to' from the menu that appears.
3. Select 'Compressed (zipped) Folder' from the secondary menu.
4. This will create a new Zipped Folder, which will show up as a new icon.
5. Please name the folder using this structure: COMPANY NAME Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box (see screenshot below). This will open a dialogue box where you can navigate to the relevant zip file, select the file and click open. Your supporting documents and images will then be uploaded.

**Please note: All logos should be supplied as hi res eps, png, .ai or svg. Images should be hi res, above 2m.**