



<b>Subject:</b>	Age Friendly Employer Pledge
<b>Date:</b>	21 November 2025
<b>Reporting Officer:</b>	Christine Sheridan, Director of Human Resources
<b>Contact Officer:</b>	Catherine Christy, Corporate HR Manager, Development

<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.</b>	
Insert number <input type="checkbox"/>	
<ol style="list-style-type: none"><li>1. Information relating to any individual</li><li>2. Information likely to reveal the identity of an individual</li><li>3. Information relating to the financial or business affairs of any particular person (including the council holding that information)</li><li>4. Information in connection with any labour relations matter</li><li>5. Information in relation to which a claim to legal professional privilege could be maintained</li><li>6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction</li><li>7. Information on any action in relation to the prevention, investigation or prosecution of crime</li></ol>	
<b>If Yes, when will the report become unrestricted?</b>	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report/Summary of Main Issues</b>
1.1	The purpose of this report is to seek agreement to a proposal that the Council signs up to the Age Friendly Employer Pledge.
<b>2.0</b>	<b>Recommendation</b>
2.1	The Committee is asked to:

	<ul style="list-style-type: none"> <li>consider the contents of this report and agree to the Council signing up to the Age Friendly Employer Pledge.</li> </ul>
<b>3.0</b>	<b>Main Report</b>
3.1	In 2012, Belfast City Council provided the initial leadership to explore Belfast becoming an Age Friendly City and in May 2012, the Lord Mayor signed a declaration committing Belfast to this process by joining the World Health Organisation (WHO) Global Network of Age-friendly Cities and Communities.
3.2	The Health Ageing Strategic Partnership (HASP) has been working collaboratively to ensure Belfast is an Age Friendly City. It is responsible for the development and implementation of the city's Age Friendly Plan on behalf of the Council and the wider community planning partners. In the third Age Friendly Plan 2023 – 2027 partners are focusing on four thematic areas to address infrastructure, social inclusion, health and well-being, and financial security for older people.
3.3	Age Friendly Belfast is a key workstream in the Belfast Agenda. It recognises our older population with its diverse range of abilities and needs, along with the contribution older people make to their families, their communities and the economy.
3.4	Members will be aware that the Reference Group on Older People, composed of elected members from each party group and chaired by Alderman S Copeland, has supported the development of the Age Friendly Belfast Plan which includes a commitment to promote Age Friendly employers within the city. The Council's Age Friendly Coordinator, who is also the lead officer on the Reference Group for Older People has asked that the Council considers adopting the Age Friendly Employer Pledge.
3.5	<p><b>Age Friendly Employer Pledge</b></p> <p>The Age Friendly Employer Pledge is 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), and are prepared to take action to help them flourish in a multigenerational workforce. The Council currently has 1060 employees who are aged 50 and above – 42.9% of the workforce.</p>
3.6	Currently over 450 employers have signed the pledge which includes other council's such as Fermanagh and Omagh District Council, Ards and North Down Borough Council, Manchester City Council and more. The Age Friendly Employer Pledge (see Appendix 1 for more information) is a nationwide programme for employers that:

	<ul style="list-style-type: none"> <li>• Identify a senior sponsor for age-inclusion in the workforce and publicly state their commitment to the pledge;</li> <li>• Ensure age is specifically named within their Equality, Diversity and Inclusion policies;</li> <li>• Take action to improve the recruitment, retention and development of workers over 50 from one of the following areas: <ul style="list-style-type: none"> <li>- Create an age friendly culture</li> <li>- Hire age positively</li> <li>- Be flexible about flexible working</li> <li>- Encourage career development at all ages</li> <li>–Ensure everyone has the health support they need</li> </ul> </li> </ul>
3.7	Members will be aware that the Council has in place flexible working opportunities for all staff which are regularly advertised, there is regular staff support, opportunities for training or e-learning sessions on interview skills and selection techniques and that a comprehensive Health & Wellbeing programme in place covering menopause, yoga, musculoskeletal issues, addiction, stress awareness.
3.8	Signing the Pledge signifies that the Council will commit to take action in at least one of the above areas every year and report back to the Centre for Ageing Better.
3.9	The Director of Communications, Marketing and External Affairs has been nominated by CMT to be the Council's senior sponsor for age-inclusion in the workforce should this proposal be agreed by Committee.
3.10	<p><b>Financial and Resource Implications</b></p> <p>There are no financial implications to this report. Any costs associated with the Age Friendly Pledge will be met from existing budgets.</p>
3.11	<p><b>Equality or Good Relations Implications/Rural Needs Assessment</b></p> <p>Actions which would promote the inclusion of older people in employment would have a positive impact on equality and good relations within the city.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	Appendix 1-Age Friendly Pledge Information and Communications Pack.