



Age Friendly Nottinghamshire Guidelines for local businesses

Thank you for taking part in the Take a Seat initiative,
championed by Age Friendly Nottinghamshire.

All participating businesses will receive the following support paid for by Nottinghamshire County Council:

- A We are Age Friendly window sticker
- A branded fold-up chair (if required)
- A listing on the take a seat Nottinghamshire County Council webpage at www.nottinghamshire.gov.uk/takeaseat



Additional options to consider include providing toilet facilities and offering tea, coffee or a glass of water to older people.

The Age Friendly sign provides an older person with the reassurance of a warm welcome and the offer of a seat with no pressure for them to make a purchase from your premises.

Why being an Age Friendly businesses makes commercial sense

1. Promote your **good practice and customer care** to all your customers
2. **60%** of older people are concerned by the lack of seating in shopping areas
3. **33%** of older people would feel ashamed to ask for a seat in a public place
4. **£4.5bn**: the annual high street losses predicted by 2030 if retailers fail to attract older customers
5. Encourage **loyalty and repeat custom** for your business

6. **24%** of older people are put off by self-checkout machines
7. Help to make your community more Age Friendly and a great place to grow and expand your business in the future.

How to make your business Age Friendly

- Provide a place to sit and rest. Chairs should ideally have arms and be sturdy. An Age Friendly fold up chair can be provided to participating businesses if required.
- Make sure the floor is level and clutter free to prevent trips and slips.
- Check that the lighting is clear and bright throughout your premises.
- Make sure any steps and stairs are clear and have a handrail.
- Check that your products on shelves are within easy reach.
- Play music at a moderate level to ensure people can be easily heard.
- Provide toilet facilities if space permits.
- Keep the pavement outside your business clean and tidy and clear any snow, leaves and other obstacles.

Tailor your services to meet the needs of older people

For older customers aim to:

- Provide food, products and/or services that have an Age Friendly focus eg smaller portion sizes.
- Offer discounts or special offers for older people.
- Go the extra mile on customer service by providing a drink of water if asked.
- Offer drop off/delivery services.
- Use a large, clear font for signage, printed materials and online.

Find out more

For more information about the Take a Seat initiative, championed by Age Friendly Nottinghamshire, please contact the Age Friendly Nottinghamshire Team on agefriendly@nottsc.gov.uk or telephone **0115 977 2041**. or visit www.nottinghamshire.gov.uk/takeaseat

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