

PROJECT IDEA: AGE-FRIENDLY BUSINESS SCHEME

DESCRIPTION OF THE PROJECT:

This project would be a combination of various schemes that a business would sign up to in order to be recognised as 'age-friendly'. This would include: being part of a community toilet scheme (making a toilet available to the public); being part of a take a seat scheme (making sure there is at least one chair available for customers to sit down and rest in if required); signage that is easy to read; and staff who are trained to be aware of age-friendly principles.



WHY IS THE PROJECT NEEDED?

People over 50 are large consumers and many have disposable income to spend. However, many feel that lots of businesses are not accessible or encouraging of their custom. By showing more openness to older customers with support requirements, such as more frequent toilets, available seating and better signage to navigate shops then people over 50 are more likely to take their custom to businesses designated as 'age-friendly'. This will also make businesses think differently about their customer base and how they can support their local community better.

HOW WOULD WE KNOW IF IT'S BEEN SUCCESSFUL?

Number of businesses signed up to the scheme
Continued involvement of businesses over time after they've signed up
Businesses experience more customers aged 50+

WHO IS IT TARGETED AT?

People over 50 who would like a different offer from businesses in order to become customers
People that feel unable to leave the home and visit businesses in person due to the lack of seating or public toilets available
Other members of the community that have additional requirements when out shopping

WHAT MAKES THIS PROJECT AGE-FRIENDLY?

Encourages local businesses to think about how they can support older customers from their local community
Encourages people to leave the home to use a business that hasn't been 'open' to them before
Businesses feel a part of the community
Enables the needs of some groups of older people as consumers to be better met

CAN AMBITION FOR AGEING INVEST IN THIS PROJECT?

Yes. It meets many of the AfA project idea selection criteria. In particular: the project has the potential to take place across GM; could potentially be repeated again with alternative funding; could contribute towards making GM more age-friendly; and could help to reduce social isolation as more people would leave their home to access local businesses.