

Tesco 'Time for You Till'



Working in partnership with Age Friendly Island, the Tesco Extra store in Ryde have opened a Time for You till that promises shoppers the opportunity to shop at their own pace to meet their needs, with no pressure to rush.

Purpose of a Slow Till

The slow till is where the store operates one till that can work at a slower rate. This enables people to pack their own shopping at speed suitable to that individual. Whilst the Age Friendly Island Project looks to support people over the age of 50 the slow till will benefit anyone who needs to take a bit of time.

Customers will have time to ask questions, have a chat, get some help to pack their bags and put away their change at their own pace.

How did this come about?

This idea came from an older person who attended an Age Friendly Isle of Wight Public Forum who commented that they like to do this but often feel rushed.

Task and Finish Group

An Age Friendly Task and Finish Group was set up. This group was made up of members of the Age Friendly Island Team, Tesco staff and older people.

Age Friendly Training

Time for You Till checkout staff have undergone Age Friendly training, which helps them to understand the differing needs of

older people, those with certain disabilities and mobility problems. This training led to the introduction of the till for a successful pilot project during Celebrating Age Week in October 2017, where feedback from customers was overwhelmingly positive.

Feedback from the survey

Dates:	Monday 2nd October 2017 onwards																
Purpose:	To test whether there is a need for a slower lane for older people whilst shopping therefore enabling better access to the supermarket. This idea came from an older person at the February 2017 Newport Forum.																
Inputs/ Preparation:	<ul style="list-style-type: none">- Task and Finish Group including older person representative.- Staff Training.- T-shirts, till dressed, large sign.- Celebrating Age Festival Brochure.																
Outputs:	<p>Feedback from customers was sought in two ways:</p> <ul style="list-style-type: none">- Scaling where people indicate with a sticky dot how they felt.- Commentary captured on post-its. <p>On a scale of 1 (not useful) to 4 (very useful), how useful was the Time for You Till today?</p> <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>0</td><td>0</td><td>5</td><td>23</td></tr></table> <p>On a scale of 1 (not very likely) to 4 (very likely), how likely would you use a Time for You Till again?</p> <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>1</td><td>0</td><td>2</td><td>29</td></tr></table> <p>People who liked the till gave feedback. Only a couple of people who got in the lane by error did not feel it was useful/did not stop to give feedback.</p> <p>What else do you feel supermarkets could do to be more accessible?</p> <ul style="list-style-type: none">- A bench or two around the shop for people who walk but struggle.- More tills need to be open if slower till in operation.- Put them on wheels and go mobile.- Seat at the end of the till for partners to sit down.	1	2	3	4	0	0	5	23	1	2	3	4	1	0	2	29
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0	0	5	23														
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Other comments from customers:	<ul style="list-style-type: none">- People behind need to know it is a slow till.- Reassuring to know same till each time. Other people then know.- Same till each time. Closest to the door.- I always look for certain staff. Always slow/take time.- A brilliant idea.- Member of staff important. Jean very good.- Good for people with anxiety. Not pressured into packing. Can pack how they like.																
Lessons learned:	<ul style="list-style-type: none">- Staff: many comments made about the importance of having the right person on the till. Good supportive attitude. Opportunity identified to possibly signpost onto organisations if needed e.g. a postcard could be given out with shopping.- Position: keep the same till each time. People get familiar so people can relax. Comments made that if the till was moved around how it would reduce confidence when coming into store.- Signage: needs to be clear and up high so that people know. The person behind knows it is a slower till so that person being served does not feel rushed.																

During this pilot week the staff at Tesco reported that the Till had led to an increase in customer satisfaction from 57% to 63%.

Official Launch in May 2018

Recognising the positive benefits to its customers the Time for You Till is now open to all, 7 days a week from 9am to 5pm at checkout number 18 in Tesco Extra, Brading Road, Ryde.

Phyllis Cave, an early advocate for the initiative, said:

“The Time for You till means that I will be able to shop knowing that when I get to the checkout struggling to pack my bags and taking longer putting away my change, I will not feel stressed because I'm holding others up.

Emma Lincoln, Age Friendly Island Team Leader, commented:

“I am delighted that Tesco have committed to opening the Time for You till full-time. Going through a checkout, something most people will take for granted, can become stressful for older people, those with a medical condition or mobility problems. The opening of this till shows how making a small change to service delivery can have a real positive effect on people's lives. I would like to thank Tesco and their staff for playing their part in creating an Age Friendly Island.”

Steve Hill, Lead Manager at Tesco Extra, Ryde, said:

“We have had some fantastic feedback from our customers, it really does improve the shopping experience for them. We will continue to ensure everyone is welcome at Tesco and enjoys shopping with us.”

