



Age-friendly
Business
TED Toolkit

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This toolkit has been developed by TED Ageing Better in East Lindsey. To find out more about the work of TED visit www.tedineastlindsey.co.uk or call 01529 301966

TED Ageing Better in East Lindsey is funded by The National Lottery Community Fund and managed YMCA Lincolnshire

Welcome



The increasing ageing population means that by 2037, a quarter of the total UK population will be over 65. Lincolnshire, and in particular East Lindsey will continue to have a higher than national average number of older residents. Projections show that by 2041 30% of the Lincolnshire population will be over 65, while in East Lindsey this will be 40%. This presents challenges but also opportunities in terms of how we deliver our services, our businesses and for our local economy.

East Lindsey District Council has made a commitment to support people to live well for longer and is part of the UK network of age friendly communities. Age-friendly Businesses help us to achieve our vision to support and enable a positive experience for all of our residents and visitors as they go about their day to day business across our district. Age-friendly Businesses also offer an opportunity for engagement and social connectedness that might not otherwise exist.

It is a privilege to support and endorse the Age-friendly Business model in East Lindsey, which has already seen over 100 businesses within our communities step forward to show how they value and strive to best support and welcome all visitors; taking an age friendly and inclusive approach to all that they do. The Age-friendly Businesses we have locally are exemplary in their approach and we must not under estimate the importance of an inclusive and age friendly approach for our residents and visitors.

Businesses are at the heart of our communities and are an important part of the way in which our residents interact and go about their daily tasks. Based on evidence of what works and with our older residents having been key to supporting the development of our Age-friendly Business approach, we hope you find the toolkit helpful. Not only does being an Age -friendly Business enable you to join the growing national focus on this important area of work, but at a local level it provides you as a business with recognition and a role in supporting the future shape and development of the way in which we best support and create a positive experience for our communities.

Michelle Howard

Assistant Director for People
East Lindsey District Council



As an elected member at East Lindsey, I am proud to have been involved with the development of TED Ageing Better in East Lindsey from the start of the programme. In my role as Older Persons Champion at East Lindsey, it is wonderful to see TED reaching its aim of reducing social isolation and loneliness, improve connections and access to community resources. East Lindsey is fully committed to ensuring we provide an inclusive and age-friendly environment for residents and visitors, of which Age-friendly businesses play a pivotal role.

This commitment has also resulted in East Lindsey employing its first Age-friendly Principal Officer, co-funded with TED, with the aim of achieving Age-friendly Community Status as recognised by WHO.

I am delighted to be the Executive Councillor for Better Ageing, a newly created Portfolio. Through my role, I will ensure the legacy of TED continues for the benefit of our community.

William Gray

Portfolio Holder for Better Ageing and Older Persons Champion
East Lindsey District Council

TED Ageing Better in East Lindsey



TED Ageing Better in East Lindsey is one of fourteen partnership programmes funded through The National Lottery Community Fund - Fulfilling Lives: Ageing Better Programme, each of which is exploring creative ways for people aged over 50 to be actively involved in their local communities, helping to combat social isolation and loneliness.

TED is a partnership of older people and voluntary and public sector agencies, led by YMCA Lincolnshire, working closely with East Lindsey District Council to reduce social isolation and loneliness that many older people in the district experience.

The overarching outcomes of the TED programme are:

- ▶ Older people will be better connected with volunteering, social, leisure and health improving activities leading to an enhanced quality of life.
- ▶ More older people will report that they do not feel lonely or isolated.
- ▶ Older people will feel positive about the opportunities that getting older presents.
- ▶ Older people will have more opportunities to influence the design, delivery and evaluation of services and businesses available to them.

TED has developed innovative and creative ways for people, aged over 50, to be actively involved in their local communities, and have created a significant number of new volunteering opportunities. Having worked with over 500 volunteers who have collectively contributed over 8000 hours of their time. These volunteers have additionally reported a range of benefits to their own health and wellbeing as well as the development of new skills, and a greater appreciation of social isolation and loneliness in their communities.

TED has taken a test and learn approach to identifying and designing services and solutions to meet locally identified needs. As a result TED delivers services across East Lindsey through a combination of direct delivery from the team and commissioned partners. These services include:

► **Friendship Groups (YMCA Lincolnshire TED team)**

TED's self-sustaining, volunteer led Friendship Groups are designed to bring people together in a social setting. TED sees the benefit for older people getting together in groups as this enables friendship to develop and the ability to share ideas and support each other.

► **Age-friendly Business Awards (YMCA Lincolnshire TED team)**

TED has developed an Age-friendly Business accreditation for businesses that meet the strict criteria designed by TED in co-production with older people from across East Lindsey. Successful businesses receive an accreditation certificate and sticker to go on their window to show people they have achieved the quality award.

► **Men Do - Male Carers (Carers First)**

TED Men Do works with male carers and offers creative ways for them to be more social and actively involved in their local community. Using a personalised approach, Men Do develops the confidence of male carers using befriending, mentoring and buddying initiatives.

► **Befriending (Age UK Lindsey)**

The TED Gateway to Friendship Befriending Project offers one-to-one support and friendship to vulnerable and isolated older people.

► **Gateway to Friendship Lunch Clubs (Age UK Lindsey)**

The TED Lunch Clubs are aimed at those older people who may have been missing out on regular social contact, serving fresh, home cooked food. They are a key part of our work to relieve loneliness and prolong independence in later life by providing a meeting point for older people in the community.

► **Digital Skills Training (Lincs Digital)**

The TED Digital Skills project offers outreach digital support sessions which include an awareness of online safety, finances, communication and shopping. Sessions are designed around the needs of those attending and often differ between venues.

► **Fitness, Food and Friends (Magna Vitae)**

The TED Fitness Food and Friends project offers outreach sessions which bring people together to learn about ways in which they can help themselves to improve their physical and mental wellbeing.

► **CHAPS (Magna Vitae)**

The TED CHAPS project recreates traditional social and working men's clubs with a view to engaging men in Mablethorpe, Skegness and Winthorpe. Using sport as a theme, weekly sessions offer opportunities for men to meet and socialise whilst doing familiar and popular working class past times including playing darts and dominoes, and watching sport and talking about sporting memories.

► **Specialist Advice (Citizens Advice Lindsey)**

TED offers a range of advice, casework and specialist support including support with complex financial, debt and housing issues. Our goal is to help people find a way forward, whatever problem they face by empowering them to make decisions and change their circumstances for the better.



Learning is a key feature of the programme and regular learning reports are produced and publicly available on <https://tedineastlindsey.co.uk/learning/>

Key areas of learning include:

- The role of housing in reducing social isolation and loneliness in East Lindsey
- Increased inclusivity and reaching and engaging people who are LGBTQ+
- Engaging lonely/socially isolated older people
- Age-friendly and Accessibility
- Engaging Businesses
- Supporting and engaging older men in East Lindsey
- Supporting male carers in East Lindsey
- The role of Friendship Groups in tackling isolation and loneliness
- Communication
- Working in Partnership to tackle isolation and loneliness

Ageing Better in East Lindsey

East Lindsey is a large, sparsely populated district with a higher than average ageing population where 29% of people are aged 65 and over, with a predicted annual growth rate of 1%, double the national average. Although the last 40 years has seen continuous growth in life expectancy, this is not generally reflected in levels of good health, with healthy life expectancy decreasing, and the gap between healthy life expectancy and life expectancy widening. High numbers of older people move to East Lindsey in their retirement years and many have multiple chronic health conditions and few social and familial connections locally. Public transport across East Lindsey is poor and therefore accessing services can be challenging, especially for older adults.

These challenges present significant issues in relation to health and social care, increasing isolation. Local services are having to change to support this ageing population, yet have decreasing financial resources.



50% of people over the age of 75 live alone, with many reporting that television is their main form of company.



17% of older people stated that they go for a week without speaking to a friend, family member or neighbour.



11% reported that they can go for more than a month at a time without any form of social interaction.



Loneliness has been linked to an increase in risk of death by 29%



East Lindsey District Council has pledged its commitment to be a member of the UK Network of Age-friendly Communities. As the first District Council member, East Lindsey joins the growing movement to make places more age-friendly.

In conjunction with the Centre for Ageing Better, the programme looks to foster healthy and active ageing making it possible for people to continue to stay in their homes, participate in the activities they value, and contribute to their communities, for as long as possible.

TED has also begun to identify links between those who experience loneliness and isolation and an increase in ill health, an increased risk of mortality, higher rates of emergency admissions, re-admittance to hospital and earlier entry into care homes. Loneliness and isolation are also linked to depression and poor cardiovascular health.

But there is hope, as TED impact analysis indicates that our interventions aimed at reducing social isolation and loneliness have the potential to have significant impact, including:

76% of individuals have more social contact following participation in TED activities

75% increasing their participation in social activities as a result of TED

70% of TED participants feel better connected to others



Together, East Lindsey District Council and YMCA Lincolnshire via TED Ageing Better in East Lindsey have formed a unique partnership and are working towards achieving Age-friendly Community status for the East Lindsey District, as recognised by the World Health Organisation (WHO) Global Network for Age-friendly Cities and Communities.



“Delighted to welcome East Lindsey as the first district council to join the UK Network of Age-friendly Communities. East Lindsey has joined a growing movement of cities, counties, towns and city regions across the UK who are committed to putting older people at the heart of plans to make their place one where people are able to live healthy and active later lives. We look forward to working alongside East Lindsey to ensure that people are in safe, accessible homes, have the opportunity to stay in fulfilling work and live in connected communities, and where importantly, no one misses out on enjoying a good later life.”

Anna Dixon
Chief Executive of Centre for Ageing Better



“This is impressive news for the residents of East Lindsey. Becoming a member of the Network builds on the excellent legacy of TED and creates a positive transition when the project concludes in 2022, which will enable the important work to be continued in preparing communities to age better. It is imperative our residents are part of this journey and their input will be beneficial in informing our strategies and projects.”

Councillor **William Gray**
Portfolio Holder for Better Ageing and Older Persons Champion
East Lindsey District Council



“We are thrilled that our collaboration with ELDC to create an Age-friendly Community is being recognised nationally. Membership of the Age-friendly Communities Network will enable us to share learning and best practice with other communities whilst supporting us to progress our work towards East Lindsey becoming the first Age-friendly district in the UK.”

Amy Thomas
Communities Director
YMCA Lincolnshire

What is Age-friendliness?

An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them, and it helps people stay healthy and active even at the oldest ages and provides appropriate support to those who can no longer look after themselves.

The World Health Organisation (WHO) have identified eight 'domains' each of which should be looked at through the lens of age-friendliness in order to ensure equality of access to services.



Outdoor Spaces and Buildings



Transportation



Housing



Social Participation



Respect and Social Inclusion



Civic Participation and Employment

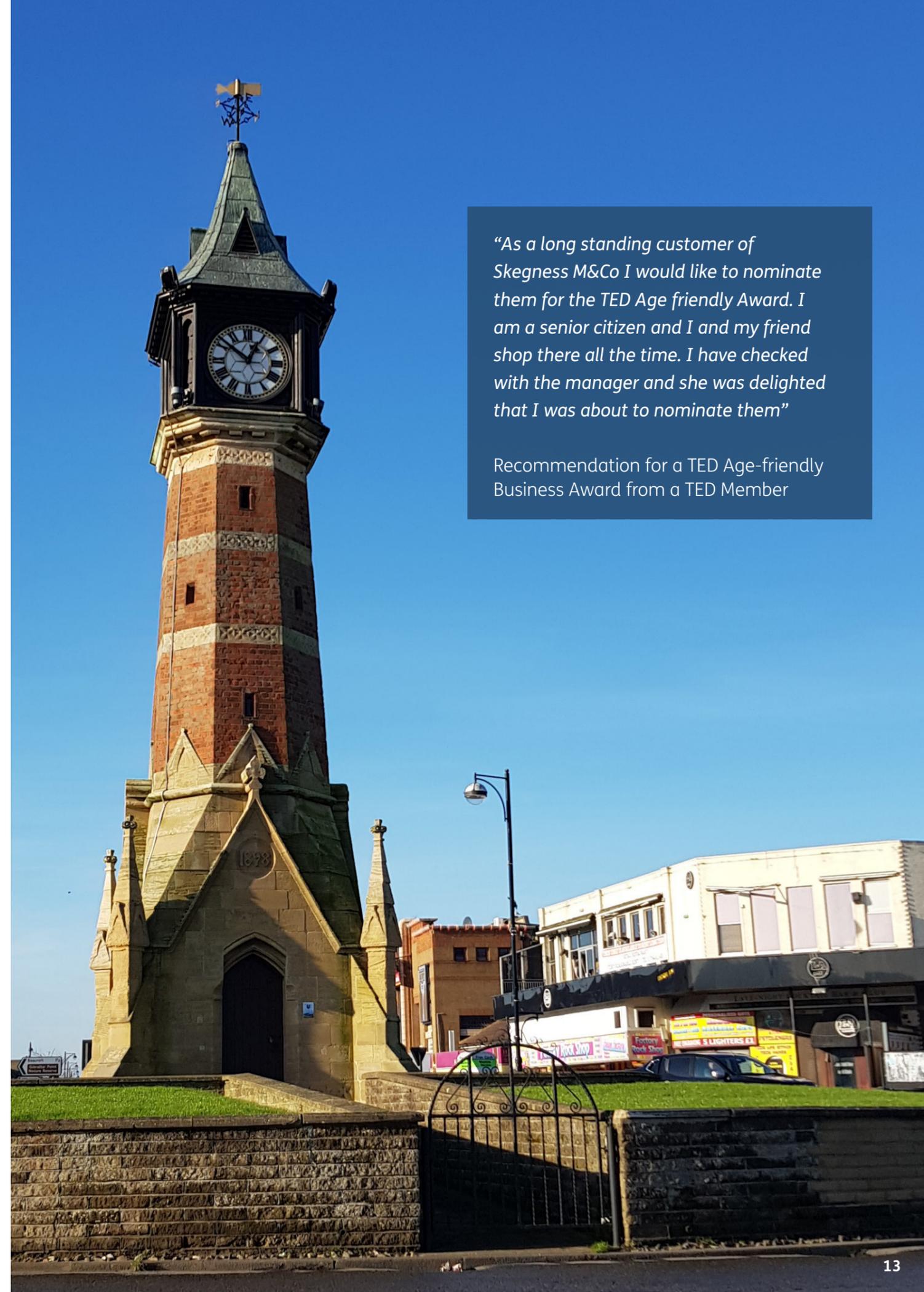


Communication and Information



Community and Health Services

A TED Age-friendly Business is one which provides a warm, welcoming and inclusive experience for all their customers, irrespective of age. It is accessible and offers an excellent customer experience which reflects an understanding of their customers' diverse needs and sensitivities. A TED Age-friendly Business is a part of its community; it makes its services accessible to all and seeks to add value to the community in which it is situated.



“As a long standing customer of Skegness M&Co I would like to nominate them for the TED Age friendly Award. I am a senior citizen and I and my friend shop there all the time. I have checked with the manager and she was delighted that I was about to nominate them”

Recommendation for a TED Age-friendly Business Award from a TED Member

About this toolkit

We understand that all businesses are unique and therefore this toolkit has been designed to support you on your individual journey towards receiving Age-friendly Business accreditation, whether that be to help you understand and become a part of your wider community, improve your environment or consider the way you interact with older people.

The toolkit includes some inspiring case studies, hints and tips from businesses who have already achieved the Award, and the TED Age-friendly Business self-assessment criteria for you to use on your own journey towards achieving the Age-friendly Business Award.

Our action plan template will support you to develop a framework through which to improve your Age-friendliness, and has been designed to help you begin asking the right questions to support your business to become increasingly Age-friendly.

How can your Business become Age-friendly?

Key Steps to becoming a TED Age-friendly Business:

Consider the ways you may be able to add value as part of the wider community.



Create a warm, welcoming and accessible environment for customers of all ages.



Seek and act upon feedback from your older customers.

An Age-friendly Business is one that provides a warm, welcoming and positive environment and experience for all its customers, understanding and acting upon the needs of inclusivity and diversity. It is a person friendly business and is therefore more likely to inspire customer loyalty, and to remain sustainable in challenging economic times.

An Age-friendly Business understands the community, in which it is placed, and will make a vital contribution to community life whether it is a cafe, post office, hairdresser, supermarket or transport service. It also understands the need to be accessible in both the physical environment and communication and attitude, and is motivated to make its facilities available to everyone.

There are many aspects of being an Age-friendly Business, and this toolkit provides some practical hints and tips to help you start to make your business more Age-friendly.



“I am very aware, being an independent shopkeeper, that a large number of my clientele are over 50. They use my shop as a mix of retail, citizens’ advice and a place to talk. I have lived here all of my life and know many of my customers”

Horncastle Hobby House
and Cake Art

TED Age-friendly Business Self-Assessment Criteria

Respect and Inclusion

When looking at making your business enticing to older people it is important to identify not only the physical environment but also the social experience they receive. Customer facing staff members need to be aware of the challenges and opportunities older people may have when visiting the business.

Things to consider:

- Are staff members visible to customers?
- Do your staff members offer assistance to customers or do customers have to seek the assistance they need?
- Do your staff members receive specific training about the needs of older customers?
- Are staff members courteous, helpful and patient?
- Do you employ older people (aged over 50 years)?
- Do you ensure staff members do not 'pressure sell'?
- Do staff members know how to take appropriate action when customers are unwell or need additional help?
- Do staff members talk to older customers about what they like and what could be improved about your business?
- Do you engage with local community groups, press, other business owners and educational facilities to promote what it means to be Age-friendly?

Changes you can make:

- Display any signage near the entrance or counter confirming that your business is Age-friendly.
- Place the serving counter near the entrance making it easier for staff to be visible and offer help if required.
- Consider making staff members Age-friendly Champions.
- Provide staff with relevant training, for example Dementia Friends and First Aid training.
- Consider a positive action to recruit more older people (aged over 50 years).
- Talk to customers about their needs, or offer feedback cards so they can let you know what they like or would like in your business.
- Engage with others in the community to spread the word about being Age-friendly.

Customer Comfort

When looking at your environment it is important to identify the barriers older people may face. This is linked very closely to Accessibility but places more emphasis on the comfort and experience older customers experience when accessing your business.

Things to consider:

- Is there a place for customer to sit and rest?
- If there is music played is the volume kept to a minimum?
- Are toilet facilities available on site and are they clean and accessible?
- Do staff members know where the nearest toilet facilities are and do they direct customers to them if you offer no on site facilities?
- Are staff members aware of useful local information, for example local taxi numbers, nearby parking facilities, location of nearby bus stops and railway stations?
- Is the lighting within the premises suitable, especially in areas where it can be difficult to navigate?

Changes you can make:

- Ensure there is a chair and/or mixture of seating available to customers. Consider the suitability of seating, for example low seating, and lack of arm supports can present problems for people with reduced mobility.
- Keep background music to a minimum or advertise quiet times when no music is played.
- Consider signage to advertise toilets internally or to alternative local facilities.
- Ensure staff members know their area and can share local information.
- Consider signage to let customers know that the business is a welcoming place where older people can sit for a few minutes when they need to without having to buy anything.



Clear Marketing and Communications

The way you communicate to older people has a big influence on how much custom they will give you. Information (including design and language) on printed materials and online needs to be clear, attractive and inclusive.

Things to consider:

- Do you have a mixture of printed and online material?
- Are your publicity materials easy to read and navigate (wherever possible)?
- Does your publicity material portray a positive image of older people or is it age neutral?
- Do you advertise quiet times, and any special events, offers or discounts for older people?
- Do you ensure that customers can contact the business via telephone and post as well as online?

Changes you can make:

- Produce a mixture of online and printed materials.
- Ensure all materials have been designed with older people in mind; think about large print, clear and easy to read information, and simple text.
- Advertise in a mixture of ways the services you offer which are specifically designed with older people in mind, for example quiet shopping times or accessibility arrangements.
- Ensure contact details and opening hours are easy to find.
- Advertise special offers in all marketing publications.



Accessibility

Accessibility takes into consideration people's needs when it comes to the physical environment. It looks at ensuring that all amenities are available to all people. This is much more than accommodating mobility aids and wheelchairs and extends to include many small and low cost alterations that a business can make to ensure that their physical environment is welcoming to people with a variety of needs.

Things to consider:

- Is there clear access to the premises?
- Do you have adequate space for customers with limited mobility to move around?
- Are customers able to access the business easily, either by their own means or with staff assistance?
- Are hazards clearly marked?
- Is flooring on one level, and are any slopes or steps clearly marked?
- Are items easily accessed or easy to reach?
- If you offer hearing loops or an infrared system, is it permanently switched on and are instructions on how customers can connect to them clearly displayed?

Changes you can make:

- Install, where possible, accessibility aids for example ramps, lifts, hand-rails, automatic doors, and hearing loops.
- Assess space within the premises to ensure that customers can move around easily.
- Make sure that hazards and flooring levels are clearly marked with tape and/or signs.
- If items aren't easy to reach ensure that there is signage to let customers know staff members are available to help.

“Here at Hodgkinsons Solicitors we make every effort to make our offices Dementia Friendly. One of the issues we had identified was with the entry mats at the public doors to our buildings. We used a company that rotated them and brought us clean ones every few weeks but they were dark grey, and could look like a big hole to someone living with Dementia. Unfortunately after explaining this to our supplier they were not able to supply us with any in a lighter shade and so we have now purchased our own light grey mats”

Tina Hill
Hodgkinsons Solicitors Skegness

Case Studies



SO Festival

The annual SO Festival in Skegness has achieved Age-friendly Business recognition. The festival organisers wanted the Festival to be accessible for older people and to encourage older people to join the fun. As a result they have worked hard to make adjustments and improvements each year by giving as much information as possible prior to the event covering accessibility, signage, parking and toilet facilities. In addition 2019 saw the SO Festival introduce a Blue Zone designed as an Age-friendly zone. This was not only age specific but was a great addition to the festival and one that really reflects the ethos of Age-friendly.



Wilkos, Skegness

Wilkos, Skegness have demonstrated innovation in the way that they support their older customers. Shortly after gaining their Age-friendly Business Award, Wilkos trialled a pre-Sunday opening hour for their older customers to browse the shop and enjoy a drink and snack.



Banter Bench, Skegness

The Hildred's Shopping Centre in Skegness opened its doors to the public in 1988 and since then has been welcoming over 4 million visitors every year to its 30 stores, particularly during the height of the summer season where visitors from outside of the area flock to Skegness for their summer break. Out of season Skegness becomes much quieter but the 'locals' still come out to shop and spend the day in the town. During these quieter months, Hildred's centre staff come to recognise regular visitors, especially those on their own.

Recognising this as an opportunity to develop something bigger, TED in East Lindsey in partnership with Hildred's Shopping Centre embarked on a project which became known as 'The Banter Bench'. Located within the centre's mall, right next to a busy café, and manned by TED 'The Banter Buddies', the bench provided an opportunity for people to simply sit down and talk to someone about absolutely anything and everything, as well as receive advice and suggestions on clubs, societies and events being run that might be of interest to them, providing opportunities for them to socialise.

Since this initial day 'The Banter Bench' has remained within the Hildred's centre and

remains a success. The centre regularly paints the bench with different characters such as 'The Gruffalo', or 'Peppa Pig', as it helps attract people to the bench but also attracts children who often don't need a script or any excuse to speak, and will engage with those who are sitting on the bench already.

As a result 'The Banter Bench' has evolved and badges have been produced that members of the shopping centre staff, or the public can wear to identify themselves as 'Banter Buddies' and someone who is willing to talk. Customers and staff can then put their badge on any time they like, showing they are willing to help or engage in conversation. By doing this it creates a way of opening up the space and lines of communication on a more frequent basis.

"The feedback I have received has been fantastic on all social media platforms and I honestly think that this is something that could grow and morph into something more permanent"

Steve, Centre Manager

"It was so nice to have someone different just come and show and interest in me and want to talk to me"

Local Resident

Age-friendly Transport

Lincolnshire is a large predominantly rural and coastal county covering 5921 square kilometres, which is approximately 4.5% of England's land mass. Its current population is around 700,000 and as a result is relatively sparsely populated with areas such as East Lindsey averaging just 0.78 people per hectare.

Like many rural and coastal areas, getting around can be challenging as the transport infrastructure often isn't as developed as in more populated urban areas. Across Lincolnshire there are over 5500 miles of road, the 5th largest of any local highway authority, but there are no motorways, just 41 miles of dual carriage way and over 4300 or 80% of the 5500 miles of road being C roads or unclassified. Bus and train services are also limited with many people having to take numerous buses to get between various towns and areas. There are also only 22 railway stations in Lincolnshire with only 4 of those stations located in East Lindsey and all 4 concentrated in the south east of the district around Skegness on the Skegness to Nottingham line.

People are therefore heavily reliant on other forms of transport in order to get around the district and county. In order to help ease this strain, a number of local transport companies offer a variety of services and transport options. One of those companies is Hunt's Coaches, based in Alford and this case study illustrates the active role they are playing in the community in helping people stay connected and get around.

Hunt's coaches is a Lincolnshire based provider of transport services founded in 1930, a third generation family business. Transport services offered by Hunt's include private hire, group travel, education transport, coach holidays, day excursions, theatre/concert excursions and tour planning. They have a mix of 33 vehicles and have two sites in Alford.

Hunt's were contacted by TED after they won the East Lindsey Business Award for Lifetime Achievement (Michael Hunt) and a Finalist for Employer of the Year. Hunt's recognise that

transport is a big issue in East Lindsey and that as a locally based travel firm they have a greater understanding of the challenges and issues faced for people living in this area and the potential to make a huge impact within the communities they serve.

On meeting Lindsay Linder, Business Development and Marketing Manager, to complete the assessment it became evident immediately what they do to promote and foster a positive view of ageing in the community. It was very obvious from the start the firm understood the area and community and they regularly engage with the public.

Hunt's staff team plays a pivotal role in their customer focussed business:

- ▶ All staff members are customer facing and work to support and guide customers.
- ▶ If Hunt's attend events they don't take bookings on the day, they send customers away with information, making the whole process less pressured.
- ▶ Hunt's deal with a lot of single travellers and have great empathy with them as lone travellers and so make a point of asking customers if they are ok and offer support.
- ▶ Hunt's offer portage and door to door collection/drop off.
- ▶ Customer feedback is regularly sought and acted upon.
- ▶ Hunt's regularly support and engage with the community, often sponsoring and supporting local charities and events. In addition they are also involved in more strategic roles for the county attending meetings with Lincolnshire County Council and supporting East Lindsey District Council rural events.

Hunt's are an excellent ambassador for Age-friendly Business, and deserved to be recognised for the work they do to support the over 50s in East Lindsey.





Age UK Lindsey

Age UK Lindsey have been working in partnership with East Lindsey District Council and YMCA Lincolnshire via TED Ageing Better in East Lindsey and through this partnership there have been many positives for older people and also for Age UK Lindsey, as one of the largest older people charities working in Lincolnshire.

One of those positives has been the Age-friendly Business Award Programme, which has developed over the life of the TED funding and is now making a real difference to standards of service delivery for older people.

“All 6 Age UK Lindsey charity shops in East Lindsey are going through the Age-friendly Business Award process and already we are seeing how this can help the charity improve our standards and ensure we are delivering the best services to older people.

It is very positive to receive recognition of what we do well and also to let the local community know that we value older people and want to help foster a positive view of ageing.

We are also able to recommend other local businesses to take part in the Age-friendly Business Award process through feedback from our clients when they have a positive experience.

I am delighted to see how the Age-friendly Business Award has gone from strength to strength and how the process recognises the importance of providing good local services for older people. The staff team involved in delivering the Age-friendly Award are first class and very motivated to improve outcomes and this will undoubtedly support the drive towards East Lindsey becoming the first Age-friendly district in the UK.”

Andy Storer, CEO of Age UK Lindsey



Chuckling Cheese

TED Age-friendly Business The Chuckling Cheese Company in Skegness support the ethos of Age-friendly and are an active member of their wider community; advertising the Skegness Older Persons Day event in their window!

TED Age-friendly Business Self-Assessment

CRITERIA	YES	NO	N/A
The business has ensured clear access to the premises.			
Customers with limited mobility are able to access the premises easily, either by their own means or with staff assistance.			
Is lighting within the premises adequate/suitable?			
There is adequate space within the business premises for all customers to move around freely, or alternative help is readily available.			
Care is taken to ensure that trip hazards are removed or clearly marked.			
Flooring is on one level, or slopes and steps are clearly marked.			
Any items customers need to reach are either easily accessed, or help is readily available.			
There is a place to sit and rest.			
Background noise is kept to a minimum or quiet times offered.			
Toilet facilities are available, clean and accessible, or staff members are able to direct customers to the nearest toilets.			
Staff members take appropriate action when customers are unwell or need additional help.			
Information on signs and printed material is clear and easy to read and understand.			
Where the business has control, publicity materials are easy to read and websites are easy to navigate.			
Publicity materials either portray a positive image of older people or are age neutral.			
Staff members are visible or readily available.			
Staff members are courteous, helpful and patient.			
Staff members talk to customers about what they like/dislike/want in the business.			
Do staff members know local information – taxis, parking?			
There is no pressure selling at the point of purchase.			
Older people are represented in the staff team and/or the business is positive towards older workers.			
Do you engage with other businesses in the community to promote what it means to be Age-friendly?			
Is there a way for customers to provide feedback?			
Could you offer additional training – Dementia Awareness, First Aid?			
Have you advertised the fact you are working towards being more Age-friendly?			
Do you have an opportunity to host age-friendly events?			

TED Age-friendly Business Action Plan

Criteria	Timescale (Months)	Action	Who is responsible?	Cost

Resources & Contacts

TED Ageing Better in East Lindsey

Telephone: 01529 301966
 Email: ted@lincsymca.co.uk
 www.tedineastlindsey.co.uk

East Lindsey District Council

Telephone: 01507 601111
 Email: customerservices@e-lindsey.gov.uk
 www.e-lindsey.gov.uk

YMCA Lincolnshire

Telephone: 01529 302466
 Email: office@lincsymca.co.uk
 www.communitylincs.com

Age UK Lindsey

Telephone: 01507 524242
 Email: info@ageuklindsey.co.uk
 www.ageuk.org.uk/lindsey

Carers First

Telephone: 01522 782224
 Email: hello@carersfirst.org.uk
 www.carersfirst.org.uk/lincolnshire

Citizens Advice Lindsey

Telephone: 0808 278 7904
 www.citizensadvice.org.uk

Lincs Digital

Email: lincsdigital@outlook.com

Magna Vitae (Meridian Leisure Centre)

Telephone: 01527 607650
 Email: info@mvtlc.org
 www.magnavitae.org

Dementia Friends

www.dementiafriends.org.uk

World Health Organisation

www.who.int

Centre for Ageing Better

www.ageing-better.org.uk

Sensory Trust

www.sensorytrust.org.uk/information

Business in the Community

www.bitc.org.uk/what-responsible-business

Design Council's Principles of Design

www.designcouncil.org.uk/resources

Action on Hearing Loss's Guide for Employers

www.actionhearingloss.org.uk/how-we-help



Friendly Banter

This centre of our seaside town
 Is where the action is.
 Head to the Hildred's Centre
 For something you can't miss.
 All year you'll find there's colour
 Within this bright arcade.
 But now it's very special
 For friendships can be made.

The 'TED' team have descended
 To help us meet and greet.
 Bench buddies waiting for you,
 Who knows whom you might meet?
 We all need friendly banter
 So seek the Banter Bench.

And while you're there, a cup of tea,
 If you've a thirst to quench.

A bench to sit and chat awhile.
 A buddy by your side.
 You never need to feel alone
 When a friend is there to guide.
 Don't miss this opportunity
 New friendships may await.
 Go to the Hildred's Centre
 The outcome could be great.

Pauline Thornley
 (TED Volunteer)
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YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

SUPPORT & ADVICE

ACCOMMODATION

FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION