

# Age Friendly Partner Guidelines

## Local partners supporting Age friendly Neighbourhoods

The campaign aims to raise awareness of how a few simple steps can make you 'Age Friendly' and how you can genuinely support older people to access and use your facilities. Displaying the 'We are Age Friendly' window sticker in a prominent place enables you to be identified as a participating partner.

## Around the premises

### Aim to have:

- A place to sit and rest
- Even, clutter free flooring (preventing trips and slips)
- Good lighting throughout
- Safe steps and stairs
- Items within reach
- Moderate sound levels (e.g. music)
- Toilet facilities (if available)
- Immediate pavements free from obstacles (no dirt, leaves or clutter)



## Items and services

### For older people, aim to have:

- Items and/or Services that have an **Age Friendly** Focus (for example smaller food portions)
- Discounts and special offers
- Extra Help (e.g. providing a glass of water if asked)
- Delivery Services (if both applicable and possible)
- Large and clear fonts (signs, printed materials and websites)
- Patience with and assistance for customers who may be confused or forgetful

# Age/Dementia Friendly Checklist

List of things to consider	 You may want to go through the list and check which actions you can easily complete and which ones may take longer
<b>Quiet Space:</b>	
Do you have a quiet space for someone who might be feeling anxious or confused? A few minutes with a supportive person might be all that's needed to continue a transaction.	<input type="checkbox"/>
<b>Signage:</b>	
Are your signs clear, in bold face with good contrast between text and background?	<input type="checkbox"/>
Is there a contrast between the sign and the surface it is mounted on? This will allow the person to recognise it as a sign.	<input type="checkbox"/>
Are the signs fixed to the doors they refer to? They should not be on adjacent surfaces if possible.	<input type="checkbox"/>
Are signs at eye level and well lit?	<input type="checkbox"/>
Are signs highly stylized/do they use abstract images/icons as representations? These should be avoided.	<input type="checkbox"/>
Are signs placed at key decision points for someone who is trying to navigate your premises for the first time? People with Dementia may need such signs every time they come to your business.	<input type="checkbox"/>
Are signs for toilets and exits clear? These are particularly important.	<input type="checkbox"/>
If you have internal glass doors have they been clearly marked?	<input type="checkbox"/>
Where at all possible display dementia awareness posters or leaflets.	<input type="checkbox"/>
<b>Lighting:</b>	
Are entrances well lit and do they make as much use of natural light as possible?	<input type="checkbox"/>
Are there pools of bright light or deep shadows? These should be avoided.	<input type="checkbox"/>

<b>Flooring:</b>	Are there any highly reflective or slippery floor surfaces? Reflections can cause confusion.	<input type="checkbox"/>	
	Do you have bold pattern carpets? Plain or mottled surfaces are better; patterns can cause problems to people with perceptual problems.	<input type="checkbox"/>	
	Are changes in floor finish flush rather than stepped? – changes in floor surfaces can cause some confusion due to perceptual problems, which result in a trip hazard.	<input type="checkbox"/>	
<b>Toilets:</b>			
	Do you have a changing room (where applicable) where an opposite sex carer or partner can help out if the person needs help with their clothes? If not, are staff members briefed on how to meet this need sensitively?	<input type="checkbox"/>	
	Do you have a unisex toilet or other facility which would allow someone to have assistance without causing them or other users embarrassment?	<input type="checkbox"/>	
	Toilet seats that are of a contrasting colour to the walls and the rest of the toilet are easier to see if someone has visual problems.	<input type="checkbox"/>	
<b>Seating:</b>			
	In larger premises – do you have seating area, especially in areas where people are waiting? This can be a big help.	<input type="checkbox"/>	
	Is the seating clearly marked and accessible?	<input type="checkbox"/>	
<b>Navigation:</b>			
	Research shows that people with dementia use "landmarks" to navigate their way around, both inside and outside. The more attractive and interesting the landmark (which could be a painting, or plant) the easier it is to use as a landmark.	<input type="checkbox"/>	

[MORE INFORMATION OVERLEAF >>>](#)

# Key Points

1. The Age Friendly Partner Guidelines outline best practice for Age Friendly premises.
2. This checklist is designed to help business owners to consider if they can improve the age/dementia friendliness of their premises and services.
3. The original 'Developing dementia friendly communities' was written on behalf of the Local Government Association. The full guide can be found at:  
**<https://www.local.gov.uk/dementia-friendly-communities-guidance-councils>**
4. To participate in the Take a Seat Campaign partners are asked to agree and adhere to these Age Friendly Partner Guidelines.
5. We also ask that participants read and sign up to the Older People's Charter developed by Age Friendly Manchester **[http://www.manchester.gov.uk/info/200091/older\\_people/7115/older\\_peoples\\_charter\\_and\\_challenge](http://www.manchester.gov.uk/info/200091/older_people/7115/older_peoples_charter_and_challenge)**
6. This Age/Dementia Friendly Checklist is not exhaustive - if possible speak to your older customers, or people living with dementia and ask them how age/dementia friendly they find the premises.
7. Ask your older customers living with dementia and their carers what you do that is helpful, and what small changes could help.
8. Details of local courses can be found on the Dementia Friends Website: **[www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)**

