

What is Take a Seat?



age friendly



Age Friendly Initiatives Take a Seat

Background

In 2012, Southway Housing Trust committed to a range of initiatives to make their communities more age friendly. One key campaign to evolve from this was the Take a Seat campaign. The name of the campaign was chosen by local Age Friendly Champions, who also helped set the priorities of the initiative.

Aims

The 'Take a Seat' campaign is about raising awareness of how older people may struggle to get out and about when there is not enough seating available for them in shops and other public organisations.

Objectives

There were three key objectives of the campaign, to:

1. Provide safe, accessible seating and an improved experience for older people in a range of business outlets
2. Encourage older people to feel confident about accessing their local district centre
3. Ensure local traders and business owners had guidance about how to make their premises more age/dementia friendly

Overview

Withington was chosen as the first area for the Take a Seat campaign. A guide was produced, so that shops and traders could identify and understand the needs of older customers. In the initial phase eleven outlets, distributed around the district centre, were included in the scheme.

Participating outlets were invited to display an Age Friendly sticker, which indicates an older person is welcome to go in and take a rest on a seat (supplied by Southway Housing Trust), ask for a drink of water, or use the lavatory. Knowing there is somewhere to rest whilst shopping allows older people to feel more confident about travelling into the shops, which in Withington are on the periphery of the Old Moat estate.

Business Charter/Checklist

A copy of the Partner Guidelines and Age Friendly/Dementia Checklist can be found at [Appendix A](#).

The Partner Guidelines outline the aims of the scheme and set out guidance on to how to create an age friendly environment. This could include giving thought to where popular items are displayed, or offering a delivery service to older people who might find it difficult to carry bags of shopping, for example.

The Checklist is designed to help business owners consider how age/dementia friendly their premises currently are.

Age Friendly Stickers

There are two Age Friendly flower stickers. The large flower should be placed in a prominent position, on a window, or a glass partition on the entrance door. The sticker indicates to an older person that the retail/business outlet is age friendly and that a seat and welcome is available. There is also a second sticker to attach to the chair used in the outlet. See overleaf for reference images.



Chair Sticker



Chair Specification

There are two chair options. The first is a foldable chair, as shown in the top picture below. This type of chair is useful in shops and outlets with limited space, as the seat can be folded away when not in use. Alternatively there is chair with arms, which is suitable for areas with more space (bottom picture below).

The design of the chairs was chosen by local Age Friendly champions and members of the Valuing Older Persons Forum (now the Age Friendly Manchester Forum) who tested the chairs based on comfort and usability. The chairs are available from most office suppliers. A more detailed seat specification can be found at [Appendix B](#).

Map

A5 maps showing the location of outlets with chairs were produced, so that older people (and their carers) know which businesses are participating in the scheme. A map of outlets in Withington district centre is shown at [Appendix C](#).

A new map, which includes more outlets, is currently being produced and the scheme has now been rolled out in other areas. The scheme is also being extended into different community spaces including churches and community centres.

Cost of Chairs

The rigid chairs with arms are club canteen chairs and are available from most office suppliers. They cost around £40.00 per chair; there is an additional cost of around £20.00 for the chair arms. The folding chairs cost around £15.00 per chair; again these are readily available from office suppliers.

Cost of Guides/Promotional Material

The cost of the stickers, maps and promotional materials was around £700.00.

Outcome

There has been a positive response from older people and local traders and business owners. Older people confirm they feel more confident about visiting shops and local outlets, as they know they can rest without feeling pressure to buy. We have added several new outlets in Withington and the campaign has recently been extended to cover other wards. An additional checklist which focusses on ease of navigation has been developed, which allows shops to consider how dementia friendly they are.



Window Sticker



Take a Seat - Folding chair



Take a Seat –
Fixed chair with arms
Model: CH0500 plus arms
Number: AC1054

“I am more likely to visit the local shops now. It is good to know there is somewhere for me to rest and find staff that are willing to help.”

“I like having the chair here, so that older people can come in for a rest. I have two and they are used everyday. Sometimes, there is so much chat and laughter from the people using the chairs; it is like having a party in here!”



Your Area Take a Seat Tired Legs?

We know shopping can be tiring. Our **Take a Seat** campaign supports older shoppers by providing access to a seat, a drink of water and a toilet (where available).

Shops displaying the Age Friendly 'flower' logo  are part of the campaign.

Keep your eyes peeled for the logo!

Participating venues...



age friendly



Age Friendly Take a Seat Chair Specification



Fixed upholstered Chair

Suitable for use in premises with space for a permanent chair.

Model: Club Chair

Model number: CH0500

Seat: D = 415 W = 475mm

Back: H = 310 W = 475mm

Seat Height: 485mm

Max Weight: 115Kg

Hours usage: 8 hours

FIRA Certifications: BS 4875 (2001) Part 1, Level 4 - structurally suitable and sufficiently stable for contract use.

Can be stacked 8 high.

Fire Retardancy: MED - the stock fabric and foam is tested to BS 7176 Medium Hazard

Usage

These products are suitable for use in offices, public places and government departments, educational establishments, hospitals, hostels and the home.

Suppliers

They are available from most office/commercial premises suppliers.

Cost

£20-£40.00 per chair. To search for the best price simply type the model number into the internet browser.

For added safety arms for the Club Chair can be purchased separately.

Model: Club Chair arms

Model Number: AC1054

Cost

Around £20 per pair.

Folding Chair

Suitable for premises with limited space that cannot have a chair in place permanently. Chairs are light and small enough to store in a corner.

Model: Principal 2200 Folding Chair

A simple, lightweight, strong and stable chair, folding flat for compact storage

Conforms to BS 4875-2001 (Test Level 4) Severe C

Contract Use

Weight capacity 115kg

Supplier

Morleys – The education furniture specialist.

Cost

Around £11-£15.00 per chair depending on offers.

