

# Age-Friendly Whalley Range and Chorlton Age-Friendly Business Guidelines

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is working to make their business age-friendly by:

## **Physical Environment**

- Providing a place for customers to sit and rest
- Placing products on shelves that are reachable or readily offering help to customers
- Allowing customers to use any available toilet facilities
- Keeping flooring even and clutter free to prevent trips and slips
- Moderating excessively loud music and noise
- Providing adequate lighting throughout the business
- Being mindful of the safety of steps and stairs
- Keeping the immediate pavements free of dirt, snow, leaves, clutter, and other obstacles

## **Products and Services**

- Providing a warm and friendly welcome
- Being patient and assisting customers who may be confused or forgetful
- Selling food, products, and/or services that are tailored to the needs of our older customers
- Promoting discounts or special offers for older adults when possible
- Offering extra customer service for older adults, such as providing a drink of water if asked
- Highlighting the availability of any drop-off or local delivery services
- Using large, clear fonts for signage, printed materials and websites.



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