



Comhairle Cathrach Chorcaí
Cork City Council



Local Enterprise Office
Making It Happen

Make your business Age Friendly and watch it grow!

Did you know that there are more than **1 million older people (60+)** living and shopping in Ireland, a number that is growing all the time? **Older people account for 50% of consumer spending.** They have the time to shop, they like to shop and they are loyal customers. They will come back to you again and again if you make the consumer experience comfortable and pleasant for them. Are you doing everything you can to capture and retain this powerful customer base?

Your business should be age friendly because:

- It is simple to achieve
- It is low cost or no cost
- It can open up a lot of new business for you
- It is the right thing to do!

What is involved?

In **four simple steps** you can become an Age Friendly Business

- 1** Identify a **member of staff** to act as a champion for age friendliness and older customers.
- 2** The champion participates in our **two hour Age Friendly Business workshop** and starts to develop ideas for your business.
- 3** **Ask your older customers** what they like, what could be improved?
- 4** Develop and **implement 3 actions**, receive your Charter and get recognized as an Age Friendly Business

For the past few years, businesses all over Ireland have obtained their Age Friendly Charters as part of the Age Friendly Ireland Programme, and have proudly displayed their Age Friendly status on their shop window or in their reception area. They know that by doing this, they signal strongly to our older community that they are welcome, resulting in increased custom and loyalty.

“We stopped guessing what the mature consumer wanted and started asking them. That allowed us to create a better service and without a doubt we have seen a marked increase in our business in this market”

Colin Ahern, General Manager,
Kilkenny Ormonde Hotel.

Join the Business Recognition Programme

Examples of low cost and no cost ideas that businesses have developed include special offers for older people, the loan of reading glasses, reduced noise levels, preferential seating and parking, staff trained to be courteous and helpful, larger fonts on printed material and so on. Contact your local age friendly programme coordinator today and join the movement!

Age Friendly Ireland is helping to create an inclusive, equitable society in which older people can live full, active, valued and healthy lives. The Age Friendly Business Recognition Programme is run nationally with the support of and in partnership with Chambers Ireland and Local Authorities. See the National Age Friendly Business

Directory at www.agefriendlyireland.ie