



Why become an Age Friendly Business?

Looking after your older customer isn't just good business, it's an increasing necessity in our world today. Our older demographic is growing and, while most older people are healthy, independent individuals, there are still steps you can take to make the experience more comfortable, and to signal strongly that you value their business. It is just good customer service really!

We know that by making a few small changes you will see your customer base increase and, most importantly, you will gain the reputation as an Age Friendly Business and see repeat business from a very loyal and willing to spend demographic.

Some feedback from our accredited businesses which you might enjoy:

- ❖ "The feedback from customers who notice the Age Friendly poster on the wall is extremely positive. They are all very impressed with the idea of there being extra facilities for those who fit the category".
- ❖ "Our customers seem to be happy with the extra attention. Each staff member is playing their part to assist."
- ❖ "We proudly have the Age Friendly logo on all our emails, to spread the message of good customer service to all our customers, not just the older ones."

Thanks for your interest in the Age Friendly Business Recognition programme, we are delighted to have you on board!



Welcome Select Hotel Group

A very big welcome to Select Hotels who recently completed the Age Friendly Ireland business programme. Representatives from hotels around the country took part in our online training, and put in place their three low cost or no cost changes to demonstrate Age Friendliness. They were presented their charters at their AGM in the Glenview Hotel by Wicklow Age Friendly Programme Manager, Clodagh Whelan.

Among the changes made were extra cushions on seats for comfort, more seating on garden walks, room allocations for older people close to the lifts, a sanitised selection of reading glasses available at reception and board games available in the lounges.



The hotels that were accredited include The Ormonde, Kilkenny; Breaffy House, Castlebar; The Ard Ri, Galway; The Silver Tassie, Donegal; The Falls, Co Clare; The Twin Trees, Mayo; The Bridge House, Tullamore; The Glenview, Wicklow; The Celtic Ross, Cork; The Ardilaun, Galway; and Select Hotels Group, Cork.

Congratulations to all who received their accreditation, organised by Marketing Manager Michelle Campion, and we look forward to more Select Hotels joining the programme in time.



Get Ready for the Summer

The recent news about the return of the tea trolley on the Dublin to Cork rail line got us thinking about planning for the summer, and the many businesses and destinations that have become Age Friendly in recent times.

- ❖ Both Knock and Shannon Airports are fully accredited as Age Friendly, which is worth remembering when trying to avoid summer airport crowds!
- ❖ Croke Park is the first fully accredited Age Friendly sports stadium in Europe, great for all those summer matches.
- ❖ And MacDonagh Junction in Kilkenny, the first Age Friendly Shopping Centre in Ireland, recently participated in another Age Friendly Business Recognition training and added a lot more businesses to the programme.
- ❖ But one of the most exciting destinations, we think, is the recently developed Beyond the Trees forest walk in Avondale, Wicklow. The fully accessible treetop walk and viewing tower takes everyone to the very heart of the forest, and is definitely an outing to put on the bucket list!



LinkedIn Wisdom Programme

We were delighted to have been invited by LinkedIn to speak at a webinar for their Wisdom Group. As tech is a very young industry, people in the mature years of their career can begin to feel less relevant, so the Wisdom employee engagement group is an active way of celebrating their experience and knowledge and keeping their skills and contribution to the fore.

Age Friendly Ireland Chief Officer Catherine McGuigan and Business Consultant Orlaith Carmody represented Age Friendly at the webinar, in person and online, which was beamed out to LinkedIn offices around the EMEA region. The headline topic was “The Ageing Demographic, Bounty or Burden” and the conversation covered ageism in the workplace, retaining and recruiting older employees, multi-generational work teams, and understanding diversity and inclusion in the fullest sense. Our thanks to Deirdre Wafer and Ger Cashman of LinkedIn for their work in arranging the webinar.



And do let us know if you have a group or team who would benefit from some insights on the ageing demographic, and the impact on business and society, and we may be able to help.

Assisted Decision Making Act

Our Older Persons Council members from around the country recently had the benefit of hearing award winning County Meath Solicitor, Elaine Byrne, present to them on the Assisted Decision-Making Act.

She explained what changes will be coming into effect with the new legislation, covering issues such as wardship, wills, enduring power of attorney, capacity, living wills and letters of wishes. We were so appreciative of how understandable and interesting Elaine made the topics for all, and the commitment of her own practice in Athboy to be Age Friendly and fully accessible to all.

We would welcome more solicitors' practices on our Business Recognition programme and have reached out to the Law Society to offer CPD based Age Friendly Business training for lawyers.

Small Business Accreditation

We have recently had many small businesses from around the country attend our Business Recognition training and it is fantastic to see such a variety of SMEs represented - hairdressers, locksmiths, hat designers, medical centres, credit unions, financial advisors – you name it, we’ve met them!

Just a reminder to those who have participated to send in your three changes, if you have not already done so, to ciara.mcmanus@meathcoco.ie so that we can complete your accreditation process and send you out your Charter and Decal to display at your premises.

And if you know of any business that you think would like to join our programme and become Age Friendly, do forward this newsletter. We’ll be delighted to hear from them, and to help them get started on the programme.



Age Friendly Business in email signature?

Have you thought of adding your Age Friendly Business status to your email signature? Some of our Champions are already doing it, and it looks very well. Every time you send an email, you remind the recipient that you are an Age Friendly Business, and you encourage other businesses to inquire about our programme, which helps our work enormously.



We are an accredited Age Friendly Business

Age Friendly Tips

If you are not yet a fully accredited Age Friendly Business, but you would like to include some everyday Age Friendly practices in your business or workplace, here are a few ideas to get you started. Most of them are just good customer service.

- Are your entrance doors heavy? Hop up from your desk or counter and help the customer in and out. It is a great way of getting a few extra daily steps in!
- Have a look around at wall signs and other information. Is the writing clear and the colour contrast good enough for everyone to see easily?
- Take a fresh look at the forms you ask customers to fill in. Could the font size be increased to make them easier to read and fill in?

Thanks for your continued support and do let us know how you are getting on as an Age Friendly Champion. All feedback more than welcome!

Best regards,
The Age Friendly Ireland Team



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