

# Attracting Older Customers by Creating Age-Friendly Spaces

Customer-facing businesses including shops, cafes, leisure centres, libraries and arts venues can be spaces where we share everyday connections, news and local updates. They are important for health and wellbeing too – which is why local shops and highstreets are often the heart of a community.

Many highstreets are in decline and are looking for ways to bring people back. At the same time, older people – who are often loyal, consistent spenders – can struggle to access spaces (such as shops and cafes) which are not accessible or welcoming.

**Making age-friendly changes to your business can make it more accessible, inclusive and attractive to older customers.**

This checklist helps you to make *age-friendly* changes to your business to help make sure it is a space that is:



Good for business



Good for all ages



Good for the community



By 2040, for every £1 spent, 63p of that will be spent by an older household – worth an estimated £550bn annually in the UK.

This is an **untapped market** for many businesses.



Learn more about what an age-friendly business looks like by reading our [full Framework here](#).

# Strengthening Your Offer Through Three Simple Checks

- 1. Do staff give a warm welcome?** First impressions matter! A warm and welcoming atmosphere helps people to feel valued and safe in your premises. Reminding your staff of the importance of this is a great first step in becoming more age-friendly.
- 2. Is your space easy to access and navigate?** Older customers are less likely to buy something if your business space is unsafe or difficult to get around. Thinking about the customer journey from the perspective of an older person with mobility needs can help you to think about some quick changes to make your space more accessible.
- 3. Do you know what do older people want?** Ask older customers for feedback when they visit – this could be in the form of a survey – or just making time to have a chat! Listen to what they want and then tell them how you have acted on their advice to make your space more inviting and inclusive.



*“We found the chair to be used more so by-passing older people than regular older customers.*

*“This actually was great to see as it aligns with the support the chair aims to bring whilst also bringing in hopefully new customers due to the support the concept offers.”*

Business Owner,  
Bournemouth

# Improving Your Space with Three Simple Actions

- 1. Provide a chair:** Having a chair which people can use as a resting spot is a simple way that you can make your space more inclusive and inviting.
- 2. Improve your signage:** Good signage helps your customers to get around and get what they need from their visit.
- 3. Paper options:** Offering non-digital versions of your communications can help reach the millions of potential customers who are not online. This might include offering paper menus, flyers, opening information – and – allowing cash payments as well as cards.



*Take a Seat* is a nationwide campaign that aims to increase and improve seating– you can read [our case study on this here.](#)



Even small things like having ‘push’ and ‘pull’ on your doors can make a big difference.