

# Age-friendly Business



# T.E.D.

Ageing Better  
in East Lindsey



## May 2018 – Aug 2018

On appointment of the new Age-friendly Business Officer in May 2018 a review of the existing process in place was undertaken and streamlined by the programme manager to make the award more inclusive for all businesses throughout East Lindsey.

The Age-friendly Business Officer created a business plan with the following intended outcomes:

- Increase Profile in the Community
- Increase Volume of Businesses registering for AfB Award
- Increase Team working opportunities
- Increase Volunteer numbers and involvement



TED is funded by The National Lottery Community Fund and is managed by YMCA Lincolnshire

## Activities Undertaken

Contacts known by the Officer in previous job roles were approached and relationships rekindled, leading to introductions to new contacts who could help 'spread the word' and introduce new businesses and opportunities to increase profile in the community, e.g. Barclays Bank Manager, advised the Officer of other contacts including SECWHA and local MP event for elderly amongst others, which have each led to further opportunities.

Contacts that had previously been made but left dormant were approached and relationships developed, leading to expansion of TED profile and also prospective AfB registrations, e.g. Hildreds Shopping Centre manager. Contact was made with local press to promote TED and AfB Award presentation coverage leading to excellent coverage of the launch of the Louth friendship group in the local press as well as coverage of the AfB Award to the hosting café.

Specific targeted mailing was carried out to Chamber of Commerce Award recipients to invite them to register for AfB Award. Resulting in 50% uptake of Award registration to date, now all successful recipients of Award.

Opportunities were taken at events to develop relationships with key contacts in local areas leading to AfB registrations and also increasing TED profile by working together with businesses, e.g. Dementia Alliance presentation attended. Two of the speakers were mailed following the event to introduce TED AfB Officer, both of whom have now received the AfB Award for their businesses and TED promotional event being held in business premises to promote all aspects of TED to their elder customers.

Relationships developed with the Programmes Commissioned Services leading to two AfB registrations from referrals. Relationships with colleagues were also developed to encourage working together with two-way introductions – resulting in seven introductions from AfB to other strands for prospective volunteers / TED members and five introductions from other strands to AfB. Also they liaised with Volunteer Officer to increase number of AfB volunteers, now seven AfB volunteers of which four are currently active/ proactive.



### AfB to Date:

- **2015 to April 2018: 34 assessments complete, with 29 still current (some businesses have subsequently closed)**
- **May to August 2018: 18 Awards made with 7 further registrations in the process of receiving awards = 25 total to date.**
- **Total: 54 assessments with businesses still trading.**

## Learning:

There is a common theme running through the current success that AfB has enjoyed between May and August 2018, which is developing and maintaining relationships, which has been achieved through ongoing communication.

On meeting with both volunteers and business leads, the message has always been there had previously been a lack of communication from TED following initial approaches. This had been due to either a lack of resourcing or turnover of staffing. This has therefore been a key learning point and regular communication and keeping people informed has been a priority and will continue to be so for ongoing success for this strand.

The review of the process for the AfB Award by the programme manager has allowed for more flexibility, which has proved crucial when working with both businesses and volunteers.

## Key Points:

- Many businesses are very willing to promote TED and review their business offering in light of the business assessment, however previous restrictions on the assessment process and requirements for capital expenditure to meet criteria meant businesses that were keen to participate in the programme might have been excluded. The streamlined process and flexibility has resulted in much goodwill on the part of businesses towards contributing to the wider TED programme, e.g. Businesses offering their premises to host TED events, promoting TED by displaying leaflets, introducing customers they identify as isolated and lonely to TED
- Volunteers often cannot commit to specific times and dates due to personal commitments, personal confidence or health issues, therefore for some volunteers undertaking Business Assessments at businesses was off putting to becoming an AfB volunteer or assessments were taking too long to organise or were arranged and then cancelled. This was not professional when dealing with businesses and would be inconvenient when they have busy schedules. The flexibility of the reviewed process means that volunteers can choose their level of involvement as a volunteer, whether it be searching out prospects and providing leads, delivering promotional leaflets, undertaking Mystery shops, carrying out assessments, or a mixture of all the above. This has led to more people being interested in volunteering for the strand and also gives individuals opportunity to improve their confidence and wellbeing through ongoing support and training from the AfB Officer. Volunteers are keen to be involved and are therefore consulted and their ideas acted upon which also makes their contribution feel valued.
- Profile and credibility of the AfB Award is increased through regular Award presentations by the programme manager as the 'face' of TED who is recognised in the community and at networking events.

"We are so pleased to be an Age-friendly Business; it is so positive to be recognised for making the older generation feel welcome and comfortable".

Age-friendly Business Owner