



Age friendly business scheme

Dudley Council is launching a new Age Friendly Dudley initiative for businesses in the borough.

The pilot project is taking place in Brierley Hill and Halesowen and will then hopefully be rolled out across the borough.

Businesses are being urged to work towards becoming an Age Friendly



Age friendly businesses from left to right are Matthew Randle from Dreamland, Julie Davies from Holland and Barratt, Cllr Ian Bevan, Allan Cooper from Round Oak Interiors and Wayne Lewis from Smart Simple Repairs

business to help make Dudley a great place to grow older. They are being asked to work through a checklist, undertake training and stay connected with their customers and community, ensuring they are welcoming and inclusive which will help to reduce loneliness and social isolation.

Businesses that have pledged to be Age Friendly so far include from Brierley Hill, Moor Tattoos, Round Oak Interiors, Dreamland and Smart Simple Repairs and from Halesowen, Holland & Barratt.

Businesses can do lots of things to make their business easier and friendlier for their customers. They can create opportunities for anyone feeling isolated or lonely to stay connected in their community, whether through creating community noticeboards, having a friendly welcome, taking their time with customers who might struggle, offering free space for communities to use, offering facilities such as a chair or toilet, better signage and equally importantly ensure all staff treat everyone with dignity and respect.

Businesses who become Age Friendly, pledge to:

- Be welcoming and friendly to all
- Have safe and accessible space / facilities
- Support our local community
- Support our staff of all ages

Age Friendly businesses receive a pledge and window sticker to display and will be listed on the public health website

<https://lets-get.com/businesses-that-are-age-friendly-in-dudley/>

as well as additional ongoing promotion of the scheme.

Councillor Ian Bevan, cabinet member for public health said: *"This scheme aims to help older people feel welcome and recognised in businesses across our borough.*

"Some older people do feel lonely and isolated and we want to work with local businesses to offer that warm welcome which helps make them feel connected and part of their community. I want to give special thanks to Halesowen BID and the Brierley Hill Businesses for the support they have given on the project.

Allan Cooper, Director, Round Oak Interiors, said: *"I thought the scheme was a good idea, especially how well we were supported by Karen the age friendly team in becoming a member. It also shows that we care about all ages of our customers."*

To find out more about becoming an Age Friendly business or about the scheme contact age.friendly@dudley.gov.uk or call 01384 816437.