

Want to be more age friendly?

Join the Leeds
“Come in and Rest”
scheme



How does it work?

Businesses put a sticker in their window advertising that they are age friendly premises where older people know they'll feel welcome.

If an older person needs a place to rest for a few minutes they can pop in, catch their breath and then go on their way. Time to Shine can supply a folding chair to have on hand if necessary.

What's in it for businesses?

47p of every £1 spent in the UK is spent by someone over 50*, so there's a great financial incentive to build an age friendly reputation. The idea is that people aren't obliged to purchase something, but of course they may do so anyway.

We will publicise which businesses are taking part on our website, on social media and in press releases.

Will this mean there's a crowd of people hanging around all day?

In other cities this has not been found to be the case. People use the scheme as intended—to sit down for a few minutes.

What if a business signs up and then decides it's not working out?

Businesses are free to leave the scheme any time. The sticker is easy to remove and Time To Shine can take them off the list of participants.

*Centre for Economic and Business Research, 2014

Age Friendly Business Guidelines

Offering a seat is only the beginning.
You could also offer:

- Even, clutter-free flooring
- Good lighting throughout
- Safe steps and stairs: level, clean and with handrails
- Products on shelves that are reachable
- Toilet facilities, with good signage directing people to the toilets and how to get back to the main premises
- Immediate pavements free of dirt, clutter and other obstacles
- Products with an age friendly focus, e.g. smaller portion sizes
- Discounts for older people
- Patience, friendliness and speaking clearly
- Large, clear fonts for signage, printed materials and websites



Who's behind this?

Come In and Rest is a joint venture of Time to Shine and Leeds City Council, as part of Age Friendly Leeds. It is based on a similar scheme in Nottingham and was developed by a local group of older people.



Come in and rest.

To sign up or find out more,
please get in touch:

telephone [0113 244 1697](tel:01132441697)
or email comeinandrest@opforum.org.uk
<http://agefriendly.timetoshineleeds.org>



NATIONAL
LOTTERY FUNDED