

How to become Age and Dementia Friendly

A guide for businesses and organisations in Leeds



An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age.

World Health Organisation

A dementia-friendly community is a city, town or village where people with dementia are understood, respected and supported.

The Alzheimer's Society



This guide aims to encourage local businesses and organisations to help make Leeds a place where older people, and people living with dementia, actively participate in the life of the city.

What's in it for businesses?

- **54p of every £1 spent in the UK** is spent by someone over 50, this is expected to rise to 63p of every £1 by 2040¹ - so there's a great financial incentive to build an age and dementia friendly reputation.
- Businesses that understand the needs of their community and are responsive to them are more likely to inspire **customer loyalty**.
- For businesses and organisations that would like to recruit volunteers, older people may be more likely to donate their time for an organisation which feels more **welcoming and inclusive**.
- Businesses which sign up will receive **free publicity** through www.opforum.org.uk and have the opportunity to be listed on www.leedsdirectory.org to promote your services directly to older people. We will also promote your involvement through social media.



¹ International Longevity Centre UK (2019), *Maximising the Longevity Dividend*

What is Age Friendly?

Leeds is a member of the World Health Organisation's Global Network of Age Friendly Cities and Communities. The ambition for Age Friendly Leeds is to be the best city to grow old in and a place where people age well.

Being age friendly means providing a welcoming and positive experience for all customers, regardless of their age. It is not about achieving a standard. It's about taking the decision to make improvements at whatever pace you can.

An age friendly business is accessible, takes people's diverse needs into consideration when planning the physical environment, while also considering the attitudes of employees and how to communicate with customers.

What is Dementia Friendly?

Leeds is recognised by The Alzheimer's Society as a city which is working to become dementia friendly.

In a dementia friendly business people will have an understanding of dementia, and where possible adaptations will be made so that people with dementia can continue to use services and take part in everyday life in the way they want to.

By making a commitment to raise awareness amongst staff members or making adaptations to premises or service delivery, businesses can make a big difference to people living with dementia and their family and friends.

Why Age AND Dementia Friendly?

It is important to know that although the strongest known risk factor for developing dementia is age, dementia is not an inevitable consequence of ageing. Furthermore dementia does not exclusively affect older people – young onset dementia (defined as the onset of symptoms before the age of 65) accounts for up to 9% of cases.

By bringing age friendly and dementia friendly together, it is hoped that both initiatives can extend their reach and their impact, therefore benefiting more people across Leeds.



Sign Up

You can sign up as an Age and Dementia Friendly organisation by visiting:

opforum.org.uk/get-involved/make-your-business-age-and-dementia-friendly/

If you're not online and would like to sign up, please contact the Friendly Communities team at Leeds Older People's Forum on 0113 244 1697.

As part of the sign up process you will need to identify some specific actions for your organisation which you will work to achieve over the next year.

In this resource pack, you will find an '**Age and Dementia Friendly checklist**' of possible actions, alongside an '**action plan**' for you to make your own notes.

By signing up you will:

- Receive age friendly and dementia friendly stickers for your premises
- Receive free publicity via www.opforum.org.uk and we will promote your involvement on social media
- Have the opportunity to list your business as Age and Dementia Friendly with Leeds Directory (www.leedsdirectory.org), an online listing of over 1500 local organisations which support people to live independently.
- Receive our regular newsletter
- Hear about initiatives, projects and events
- Receive support in achieving your actions

There is a '**Going the extra mile**' document within this pack, full of useful contacts and ideas for extending your age and dementia friendly actions further. In '**Real life stories**', you will find great examples of organisations who are already taking action and offering successful age and dementia friendly services to the people of Leeds.

Thank you for helping to make Leeds an age and dementia friendly city. If you have any questions please get in touch with the Friendly Communities team:



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