

# Supporting older customers during COVID-19

At Age and Dementia Friendly Leeds, we want to make sure that older people are safely able to stay as active, independent and connected to their communities as possible. Here are some actions that older people have said would help them go out with confidence and reduce their risk.

## Safe and easy queuing

Queuing for long periods can be challenging, especially in severe weather.

Consider providing shelter and seating, and make sure there are **bright distance indicators** on the ground and **signs** that convey what to expect once inside.



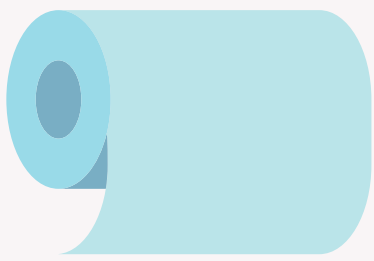
## Payment options

Significant numbers of older people do not have access to a bank account and rely on cash when purchasing essentials. **If they have no other way of paying, consider ways in which you can make the exchange of notes and coins as hygienic as possible.**



## Customer toilets

If you have toilets, make sure they are **clearly signposted**, have stringent **hygiene measures** in place, and **access is prioritised** for those who need them most. If your toilets are temporarily closed, make sure there are signs visible to those in the queue to warn them.



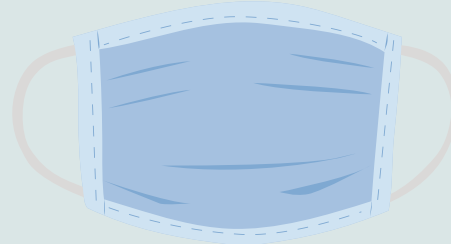
## Seating

If possible consider having a **safe and hygienic area indoors** where people can sit down and rest. Show your support by joining the [Leeds Come in and Rest scheme](#).



## Clear communication

Customers who are deaf or hard of hearing may be unable to understand what a staff member is saying if they are wearing a mask. If staff are wearing masks, **put up signs that people can point to** if they are struggling to understand. All signage should be **black-on-white or yellow-on-black and at least 48 point** to support partially sighted customers.



## Priority hours

Allocate time for customers who are at greater risk from COVID-19 to visit your premises, when it will be quieter and **staff will be able to offer more help**, such as **reaching items on high or low shelves**.

## Face-to-face services

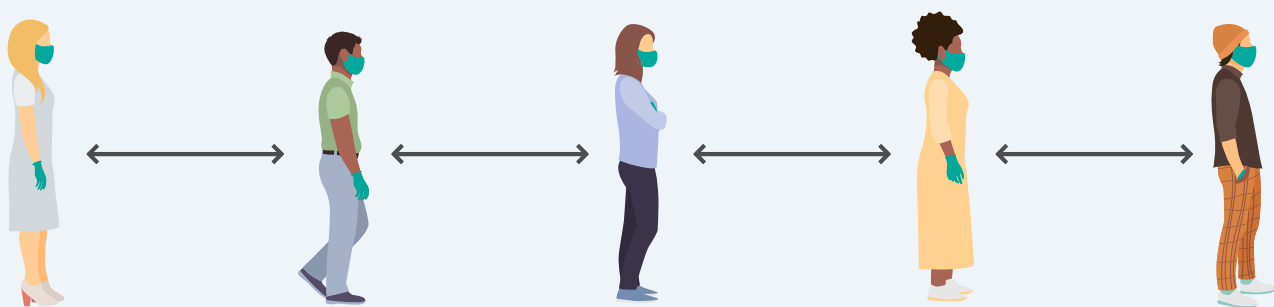
Recent research shows that only 7% of over 70s are likely to be able to shop and manage their money online\*, and the option of **being able to visit a physical shop or branch is vital to stop them from being cut off from essential services**.



\*Lloyds Bank UK Consumer Digital Index 2020

## Social distancing

Many people who are at high risk of becoming seriously ill from the virus are concerned by the easing of restrictions. If your business has been able to operate well with social distancing in place, try to **keep this in place**.



## Options when ordering



Not everyone can access online services, if you offer a delivery service, make sure **people can phone to place an order**. If you don't provide a delivery service, **a click and collect service** helps to minimise the amount of time people need to spend in store.

Show your ongoing support to older customers by becoming Age and Dementia Friendly: [www.opforum.org.uk/get-involved/make-your-business-age-and-dementia-friendly/](http://www.opforum.org.uk/get-involved/make-your-business-age-and-dementia-friendly/)

Email: [sarah@opforum.org.uk](mailto:sarah@opforum.org.uk)

