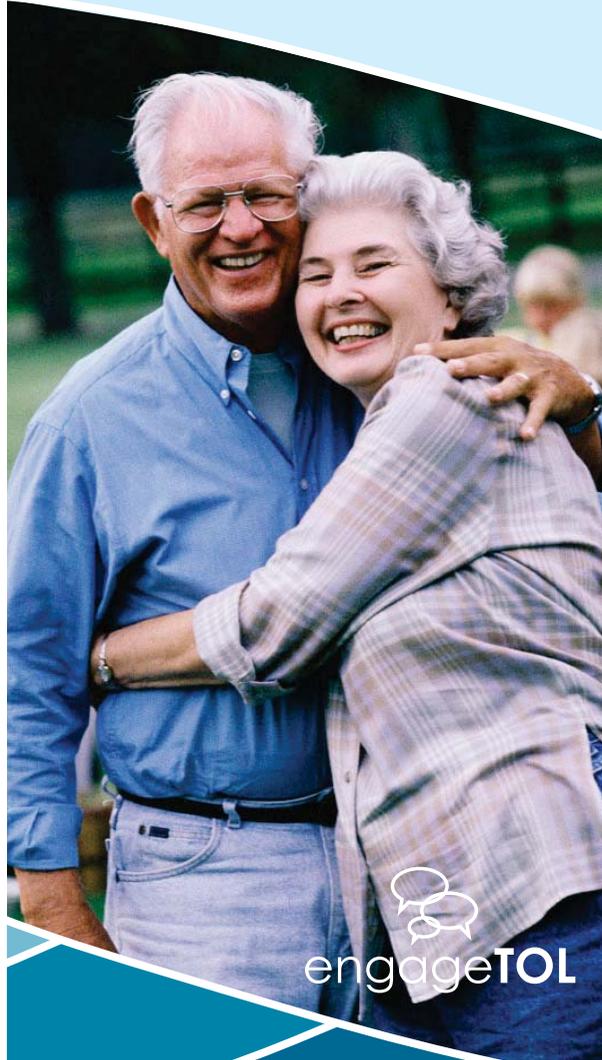


Age-Friendly Business is Good Business



Visit SeniorsBC.ca to learn more about creating an age-friendly business in BC.

“Age-Friendly Business is Good Business” is a Township initiative developed as part of the Township’s Age-Friendly Strategy, and through the collaboration of the Township’s Seniors Advisory Committee and the Economic Investment and Development Department.

For more information:
Email: invest@tol.ca
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invest.tol.ca

CA16-380

The Facts

- Loyal customers are the result of people who have enjoyable experiences with your business. Make your business welcoming, accessible, and friendly to all. **Repeat business is good business.** 
- BC’s aging population is growing. Today, over 800,000 British Columbians are over the age of 65 and they are healthier, more educated, and more affluent than previous generations of seniors in Canada’s history. **Strategic inclusivity is good business.**
- The greatest asset of any business is its employees. Making your business more attractive and welcoming creates an environment where people want the opportunity to work. **Progressive hiring is good business.**
- The Township of Langley has been designated by the Province of BC as an Age-Friendly Community. Our collective social responsibility is a powerful expression of inclusion. **Enhancing your company’s reputation and goodwill is good business.**



The Fundamentals

- ✓ **Accessibility, Mobility, and Visibility**
Every customer’s mobility and vision is different
 - Use signage with solid lettering and good contrast to make it easier to see
 - Train employees to effectively help customers who have visibility, hearing, or mobility challenges
 - Keep background music volume low to help customers hear and have conversations with staff and each other
- ✓ **Customer Service and Respect**
Every customer’s business affects your bottom-line
 - Treat everyone with genuine professionalism, patience, understanding 
 - Respond promptly and courteously to issues and errors
 - Train staff and recognize their above-and-beyond customer care
- ✓ **Safety and Security**
Every customer’s well-being is a factor in their return business
 - Ensure adequate area lighting on the exterior of your business
 - Provide sturdy railings and bannisters to help prevent falls
 - Ensure floor surfaces are non-slip, especially when wet

Your Age-Friendly Business Checklist

Use this checklist to assess how age-friendly your business is and to help expand your customer base. ✓

Outside: Accessibility and Safety

- Designated accessible and seniors' parking spaces
- Parking lot surface is smooth, without major cracks and bumps
- Customer pick-up and drop-off areas are convenient and clearly marked
- Pathways and parking lots are well marked, clear of obstructions, and have sufficient lighting
- Entrance door ramps are in place for elevation changes
- Entrance doors have automatic open access buttons
- Designated area near entrance for customers to park scooters
- Doorways are sufficiently wide for wheelchairs, and for people walking beside a wheelchair



Inside: Accessibility, Mobility, and Safety

- Sturdy, regular-height seating is available in line-up or waiting areas
- Designated wheel-chair accessible area
- Stairways have sturdy handrails and stair edges are clearly marked
- Flooring is non-slip and floor mats are well secured
- Aisles are sufficiently wide for wheelchairs, and for people walking beside a wheelchair
- Service counters have a place to hook a cane so that it does not fall
- Popular items are shelved at medium height
- Obstacles, such as wet floors, are clearly marked
- Customer washrooms are clearly signed and contain at least one wheelchair accessible toilet cubicle and hand washing area



Inside: Comfort, Visibility, and Hearing

- Temperature is maintained at comfortable levels
- Sufficient lighting
- Signage contains large, easy-to-read letters with good contrast
- Print materials (i.e. menus, packages, price tags, etc.) contain readable letter sizes
- Background music volume is low so customers can hear conversations clearly
- Designated quiet area/space for private discussions (i.e. medications, financial, family, etc.)



Inside: Customer Service

- Friendly and patient staff
- Staff trained to assist customers with cognitive, vision, or hearing challenges
- Staff trained to identify a person experiencing a medical emergency and to notify authorities
- Staff trained to assist seniors, disabled persons, etc. in an emergency (i.e. evacuation)
- Handle errors and issues promptly and courteously
- Website is easy to navigate
- Online or phone-in ordering is available, and delivery service
- Carry-out service to assist customers with their purchases to vehicle, taxi, bus, etc.
- Consider including illustrations of seniors, disabled persons, etc. on your promotional material

