

# Going the extra mile

## Contacts and information



# Going the extra mile

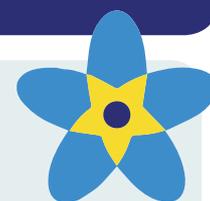
After completing your initial actions you may want to consider developing your age and dementia friendly work further. Here are some suggestions for how you can 'go the extra mile'.

Find out more about the **Age Friendly Leeds campaign** - you can read all about the wider work taking place in the city, the partners involved and you can sign up to receive the Age Friendly Leeds bulletin at [www.leeds.gov.uk/age-friendly-leeds](http://www.leeds.gov.uk/age-friendly-leeds)

Allow your **Age Friendly Ambassadors** some of their paid time to develop your Age and Dementia Friendly initiatives.

Appoint a member of staff to become a **Dementia Friends Champion** so that you can offer the Dementia Friends awareness sessions within your business/organisation and even to the wider community.

## Dementia Friends Champions



A Dementia Friends Champion is a volunteer who encourages others to make a positive difference to people living with dementia in their community. They do this by giving them information about the personal impact of dementia, and what they can do to help.

Dementia Friends Champions attend a free one day induction, held in Leeds on a regular basis. They then receive support when they need it and can access the materials needed to deliver the awareness session for free.

This initiative is led by the Alzheimer's Society, more details can be found on the website [www.dementiafriends.org.uk/](http://www.dementiafriends.org.uk/)

Create your own **Dementia Friendly Community** by working in partnership with your local community organisations and other businesses.

## Dementia Friendly Communities



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

Almost all of us know someone affected by dementia, but too many people living with dementia report feeling cut off from their community, losing their friendships and facing dementia alone.

The Alzheimer's Society run a recognition process for Dementia Friendly Communities across the country and there are already several registered Dementia Friendly Communities in Leeds, so there may be a group in your area.

More details of existing Dementia Friendly Communities and the recognition process can be found on the website [www.alzheimers.org.uk/get-involved/dementia-friendly-communities](http://www.alzheimers.org.uk/get-involved/dementia-friendly-communities)

## Leeds Dementia Action Alliance:



The Leeds Dementia Action Alliance supports organisations to help make Leeds a dementia friendly city. Businesses and community organisations all have a very special role in helping to make Leeds a better place for people living with dementia.

The Leeds Dementia Action Alliance has over 180 members, including leisure centres, banks, pharmacies, cafes and transport providers, and is coordinated by Leeds Older People's Forum.

You can sign up to the alliance and see a list of existing members here:

[www.dementiaaction.org.uk/local\\_alliances/2892\\_leeds\\_dementia\\_action\\_alliance](http://www.dementiaaction.org.uk/local_alliances/2892_leeds_dementia_action_alliance)

Or telephone 0113 244 1697

**Reward loyalty and build up your customer base of older people**

## Ageless Thanet - Age Friendly Business Scheme

Ageless Thanet is funded by the National Lottery Community Fund to prevent loneliness in older people in the Thanet area of Kent. It is 1 of 14 such programmes (including Time to Shine in Leeds) being hosted across England.

Local shops and businesses play a huge part in any community. Many become mini hubs for the local community, frequently providing the only point of human contact for lonely or isolated people. Ageless Thanet created their Age Friendly Business Scheme around their local shops and businesses.

- Older people receive a loyalty card
- Each business chooses its own rewards for older customers which can be changed every 6 months (such as 10% discount; discount on certain days or at certain times; free drink with lunch)
- All businesses that agree to become part of the scheme are listed on the Ageless Thanet website
- All businesses are given an Ageless Thanet sticker to be displayed in their window.
- There are now over 300 businesses in Thanet that have signed up to the scheme, covering 10 categories including hairdressers, cafes, tradespeople, guest houses, clothing shops and a funeral director
- Some Age Friendly businesses - mainly cafes - run free activities for older people in their quiet times such as book clubs or sewing groups - the only criteria being that they pay for drinks and snacks
- Older people get a credit card style card to generate loyalty and access to discounts.
- All businesses report increased custom
- Some businesses charge for the loyalty card - £5 per year

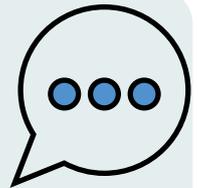
For more information about the scheme visit the website:

[www.sekgroup.org.uk/community-support/ageless-thanet/#age-friendlyBus](http://www.sekgroup.org.uk/community-support/ageless-thanet/#age-friendlyBus)

**Involve older people in consultation** – find out more about what they like about your business or service and what can be improved. Online methods to gather this kind of feedback are effective, but do also take account of the needs of older people who are not online. You could use a suggestion box or just chat with people as they use your service.

Businesses such as cafes, bars and restaurants can really help to reduce social isolation and loneliness whilst also increasing their customer numbers, by introducing '**chatter and natter**' tables and developing **Memory Cafes**.

## Create a Chatter & Natter Table



A Chatter & Natter table is where customers can sit if they are happy to talk to other customers.

The Chatty Cafe Scheme is looking for supermarket cafes, community cafes, large and small cafes to get involved so that just maybe we can make the Chatter & Natter table a part of everyday cafe culture.

A Chatter & Natter table brings people together and everyone is invited! If you're on your own, in a couple, with a friend, a carer with who you care for, mums and babies, dads and babies, grandparents and babies, young people, older people and anyone in between!

When customers are deciding where to sit, they look for the Chatter & Natter table and sit there! People can stay for five minutes while they have a drink, or longer. It's not about making friends, just having good old-fashioned human interaction!

[www.thechattycafescheme.co.uk](http://www.thechattycafescheme.co.uk)



## Memory Cafés

A Memory Cafe is a social gathering place for people who are living with dementia and their family and friends. Most cafes are community led and some have involvement of professionals and voluntary sector organisations.

How often they meet will vary. Some may also have an open invite to all older people, younger disabled people and anyone in the community who wants to connect with others to reduce their social isolation. They offer a relaxed environment to visit, share common interests and activities and enjoy refreshments.

For tips on setting up a memory cafe visit

[www.alzheimercafe.co.uk/Media/ACIntroductory%20PackACUKJan2014.pdf](http://www.alzheimercafe.co.uk/Media/ACIntroductory%20PackACUKJan2014.pdf)

Alzheimer's Society produce a local listing of the current Memory Cafes in Leeds:

[www.leeds.gov.uk/docs/Memory%20Cafes%20in%20Leeds.pdf](http://www.leeds.gov.uk/docs/Memory%20Cafes%20in%20Leeds.pdf)

**Reduce background noise:** many older people have some hearing loss, and other health issues can affect someone's hearing. So listening and talking with others when there is background noise can become very difficult. Cafes, restaurants and bars who offer some periods when background music is turned off can really help and if you advertise this well you may find more customers will come. This can be a way to increase footfall during your less busy times.

## 'Quieter hour' in retail environments



Morrisons introduced a 'Quieter hour' in all their stores - designed to help customers who currently struggle with music and other noise associated with supermarket shopping.

Many people who are living with dementia, have learning disabilities, autism or have mental health issues benefit from this opportunity.

'Quieter hour' takes place every Saturday, in all stores, from 9.00-10.00am, when the stores will:

- Dim the lights
- Turn music and radio off
- Avoid making tannoy announcements
- Reduce movement of trolleys and baskets
- Turn checkout beeps and other electrical noises down
- Place a poster outside to tell customers it's Quieter hour

Invest in **adaptations to your physical environment** - Leeds based company 'Find Memory Care' helps businesses to improve their physical environment to support people living with dementia by implementing small changes such as signage, wall art and toilet aids to help reduce stress and confusion

[www.findmemorycare.co.uk](http://www.findmemorycare.co.uk)

There is a **range of resources** available through The Alzheimer's Society to help make your organisation more dementia friendly, including resources for professionals:

[www.alzheimers.org.uk/dementia-professionals/resources-professionals](http://www.alzheimers.org.uk/dementia-professionals/resources-professionals)

and a range of sector specific guides for organisations:

[www.alzheimers.org.uk/get-involved/dementia-friendly-communities/organisations/resources-organisations](http://www.alzheimers.org.uk/get-involved/dementia-friendly-communities/organisations/resources-organisations)

**Support and connect with local older people's community groups** and services. You may be able to offer space or other resources to these groups. You could hold a fundraising event for a local group or you could allow your staff to use some work time to help with local community projects as volunteers. You could provide information on health and community services that are important to older people eg housing, Leeds Directory, Neighbourhood Networks.

**Leeds Directory** is a Leeds City Council service which lists over 1,500 organisations that help to support independent living. The website is open to all, and a helpline ensures that everyone across the city has the ability to access the information. The directory paints a picture of what is available and what is going on in each community, also helping to stimulate strong vibrant communities. Local businesses are an important part of this picture. By displaying your age friendly and dementia friendly status on the website your business will benefit from being part of the community of organisations used widely by the public as well as health and social care professionals and third sector partners.

**The Leeds Directory 'green tick'** service denotes that businesses have been checked, vetted and rated and is a requirement for listing services provided in the home, garden or one to one in the community. This provides reassurance to customers and a powerful selling point for these businesses. Visit

[www.leedsdirectory.org/](http://www.leedsdirectory.org/) or call on 0113 378 4610 to find out more.

Many of the barriers and difficulties faced by older people are linked to **age discrimination** and another way to help solve these problems is to tackle these unhelpful ideas.

## Age Proud Leeds



Age Proud Leeds is a campaign to raise awareness of ageism and change negative attitudes about ageing and older people.

To find out more and get involved in the Leeds campaign

Visit [www.timetoshineleeds.org/age-proud-leeds](http://www.timetoshineleeds.org/age-proud-leeds) or telephone 0113 244 1697

Ageism is the stereotyping, prejudice, and discrimination against people on the basis of their age. Ageism is widespread and an insidious practice which has harmful effects on the health of older adults. For older people, ageism is an everyday challenge. Overlooked for employment, restricted from social services and stereotyped in the media, ageism marginalises and excludes older people in their communities.

Ageism is everywhere, yet it is the most socially “normalized” of any prejudice, and is not widely countered – like racism or sexism.<sup>1</sup>

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<sup>1</sup> World Health Organization [www.who.int/ageing/ageism/en/](http://www.who.int/ageing/ageism/en/)



## What is dementia stigma?

Negative attitudes towards people who are living with dementia are common. This adds to the difficulties people who have a diagnosis face. To find out more about overcoming stigma visit:

[www.alz.org/help-support/i-have-alz/overcoming-stigma](http://www.alz.org/help-support/i-have-alz/overcoming-stigma)

Taking part in a Dementia Friends awareness session is a great way to reduce the stigma faced by people living with dementia.

Age related employment discrimination is also a key issue. Businesses can help with this by considering their own policies regarding older people and carers who are their employees.



## Being an age friendly employer

Fair recruitment, flexible working and supporting staff who are carers will help to promote good practice in the workplace:

Information about older people in work (The Centre for Ageing Better):  
[www.ageing-better.org.uk/our-work/fulfilling-work](http://www.ageing-better.org.uk/our-work/fulfilling-work)

A Best Practice guide for recruiters (Age UK):  
[www.ageuk.org.uk/Documents/EN-GB/For-professionals/Policy/work-and-learning/Age\\_Opportunity\\_Best\\_Practice\\_Guide\\_for\\_Recruiters.pdf?dtrk=true](http://www.ageuk.org.uk/Documents/EN-GB/For-professionals/Policy/work-and-learning/Age_Opportunity_Best_Practice_Guide_for_Recruiters.pdf?dtrk=true)

Information about supporting working carers:  
[www.carersleeds.org.uk/supporting-working-carers-in-leeds](http://www.carersleeds.org.uk/supporting-working-carers-in-leeds)  
[www.ageing-better.org.uk/news/response-ons-statistics-carers-and-working](http://www.ageing-better.org.uk/news/response-ons-statistics-carers-and-working)

Developed, led and supported by employers, **Mindful Employer** provides businesses and organisations with easier access to information and support for staff who experience stress, anxiety, depression or other mental health difficulties.

Mental health charity Leeds Mind and its service Workplace Leeds are the lead partners for the Mindful employer initiative in Leeds.

By working with Mindful Employer Leeds you can access timely and local support for staff during sickness absences, stress management workshops or wellbeing sessions for your teams, training for managers to tackle mental health issues as they arise and discover what other local businesses are doing to minimise the impact of mental ill health at work.

[www.mindfulemployerleeds.com](http://www.mindfulemployerleeds.com)

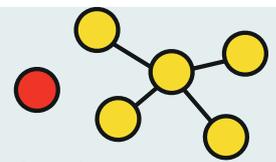
Inclusive Employers are a membership organisation for employers looking to **build inclusive workplaces**. They offer consultancy, training and thought leadership, to help employers make inclusion an everyday reality at their place of work.

Inclusive Employers work with a variety of organisations in the public, private and third sectors and provide bespoke initiatives to help build inclusive cultures.

[www.inclusiveemployers.co.uk](http://www.inclusiveemployers.co.uk)

Older people come from all walks of life and Leeds is made up of many varied and **diverse communities**. It is important to also consider this when you are planning to increase accessibility.

## Marginalised communities



**'Marginalised communities'** is a phrase often used to group together people who may face multiple discrimination and barriers to participation, this generally includes:

- People from Black, Asian and Minority Ethnic communities (often called 'BAME')
- Lesbian, Gay, Bisexual and Transgender people (LGBT+)
- Disabled people (usually meant to cover people of all ages) can include people who have physical and sensory impairments, other long term health conditions, people with learning disabilities, those who are neurodiverse or on the autistic spectrum and people who face mental health challenges
- Other groups including: refugees and asylum seekers; those who speak little or no English; care home residents; carers; people living in poverty; unemployed people; people who live alone; those who have little or no support from family and friends and so may be very isolated.

Actions which generally increase the participation of people from marginalised communities will also work for older people from these groups. Examples include:

- using pictures alongside words, on a menu for example, will increase access to people who have learning disabilities and those who don't speak English
- having a clear policy that racism and other abusive behaviour is not tolerated can help to reassure people that your business or organisation is a safe space
- consider how you can reach these groups with your publicity. For example you could advertise on an online location which is used by LGBT+ communities
- invest in awareness training for your staff so that they can confidently offer excellent customer service and welcome everyone.

Many of the suggestions in this guide are focused on older people but increasing your accessibility in these ways will also benefit disabled people of all ages. There are ways you can take it to the next level and build up your customer base even more. Investing in accessibility will bring in more customers. Getting expert advice about how to make your business and services more accessible is a good start.



## More information about increasing your accessibility:

### **Local building accessibility advice and information:**

Bairbre McKendrick, Access Officer Leeds City Council,  
[Bairbre.mckendrick@leeds.gov.uk](mailto:Bairbre.mckendrick@leeds.gov.uk)

### **To find out more about using a qualified access consultant to audit your business look at the National Register of Access Consultants:**

[www.nrac.org.uk](http://www.nrac.org.uk)

### **Information for pubs and bars:**

[www.beerandpub.com/policies/responsibility/accessibility](http://www.beerandpub.com/policies/responsibility/accessibility)

### **Centre for Accessible Environments:**

[www.cae.org.uk](http://www.cae.org.uk)

### **Historic buildings and heritage locations:**

[www.historicengland.org.uk/advice/technical-advice/easy-access-to-historic-buildings-and-landscapes](http://www.historicengland.org.uk/advice/technical-advice/easy-access-to-historic-buildings-and-landscapes)

### **Improving deaf and disabled people's access to live music:**

[www.attitudeiseverything.org.uk](http://www.attitudeiseverything.org.uk)

### **Inclusion of people who have learning disabilities:**

[www.stayupdate.org](http://www.stayupdate.org)

### **Access to arts and culture:**

[www.alzheimers.org.uk/get-involved/dementia-friendly-communities/organisations/dementia-friendly-arts-venues](http://www.alzheimers.org.uk/get-involved/dementia-friendly-communities/organisations/dementia-friendly-arts-venues)

[www.shapearts.org.uk](http://www.shapearts.org.uk)

Arts, heritage and cultural organisations can develop more accessible performances as part of their programme.

## Accessible Performances



### **Audio Description:**

Audio described performances are designed to improve the experience of blind and partially sighted people. As well as listening to the dialogue on stage, the customer can wear a headset and listen to a live description of the action on stage. The description only happens in between dialogue and supplements the voices of the performers in explaining the emotions and action of each scene. A touch tour may be offered where customers can visit the set to touch props and costumes ahead of the performance. Museums, galleries and heritage sites may provide pre-recorded descriptions via a headset, the customer's phone or other technical equipment.

For more information on audio description:

[www.rnib.org.uk/nb-online/theatre-audio-description-faqs](http://www.rnib.org.uk/nb-online/theatre-audio-description-faqs)

[www.vocaleyeyes.co.uk](http://www.vocaleyeyes.co.uk)

[www.audiodescription.co.uk](http://www.audiodescription.co.uk)

### **British Sign Language (BSL):**

The British Deaf Association estimates there are 151,000 BSL users in the UK, many of whom use BSL as their first language. A BSL interpreted performance is the usual full production with the addition of a BSL interpreter who stands on the stage interpreting the show for Deaf attendees. Box Office staff can advise on choosing the best seats to view the interpreter.

For more information on BSL interpretation, go to:

[www.signedculture.org.uk/access-to-arts-and-culture](http://www.signedculture.org.uk/access-to-arts-and-culture)

[www.rampsonthemoon.co.uk](http://www.rampsonthemoon.co.uk)

### **Captioned performances:**

Open captioning allows theatre goers with varying degrees of hearing to view the full text as it is spoken or sung, including sounds effects and off-stage noises. These appear on a scrolling screen, positioned on, above or at the side of the stage. Captioning can also be helpful to those who use English as a second language and for most audiences when interpreting difficult dialects within shows, as well as deaf and hard of hearing audiences.

For more information on captioned performances:

[www.stagetext.co.uk](http://www.stagetext.co.uk)

### **Dementia Friendly Performances:**

Dementia friendly performances are enhanced theatre-going experiences for people living with dementia and their supporters pioneered by Leeds Playhouse. In consultation with people living with dementia, adaptations are made to front-of-house services and on-stage elements to create a comfortable and supportive environment. They can include pre-show singing sessions and post-show meet and greets with the cast. Friendly, trained staff are on hand to support customers throughout their visit.

Leeds Playhouse published a free best practice guide to share with other venues and support others to introduce similar events.

**Download the guide here:** [www.baringfoundation.org.uk/wp-content/uploads/2016/05/Dementia-Friendly-Performances-Guide.pdf](http://www.baringfoundation.org.uk/wp-content/uploads/2016/05/Dementia-Friendly-Performances-Guide.pdf)

**For more information contact** [nicky.taylor@leedsplayhouse.org.uk](mailto:nicky.taylor@leedsplayhouse.org.uk)

### **Relaxed performances:**

A relaxed performance aims to meet the needs of people who may find it difficult to adhere to traditional theatre etiquette. There is always a relaxed attitude to noise (voluntary and involuntary) and movement in the auditorium. Audiences may include learning disabled customers, people with Autistic Spectrum Disorder or communication differences who find the more relaxed atmosphere welcoming and accessible. Lighting and sound may be slightly modified eg removing strobe effects which may be unsuitable for customers with epilepsy.

For more information on relaxed performances, go to:

[www.artsprofessional.co.uk/magazine/article/how-plan-your-first-relaxed-performance](http://www.artsprofessional.co.uk/magazine/article/how-plan-your-first-relaxed-performance)

### **General information**

[www.accessibletheatre.org.uk/](http://www.accessibletheatre.org.uk/) - an invaluable guide to making theatre performances accessible with information on all of the types of accessible performance listed above.

### **Hearing loop**

An induction loop or infrared system in a theatre helps people with hearing aids or loop listeners to hear sounds more clearly.

For more information on hearing loops:

[www.actiononhearingloss.org.uk/how-we-help/businesses-and-employers/services-and-training-for-businesses/hearing-loop-installation-and-maintenance/hearing-loop-systems](http://www.actiononhearingloss.org.uk/how-we-help/businesses-and-employers/services-and-training-for-businesses/hearing-loop-installation-and-maintenance/hearing-loop-systems)

### **Access Leeds Theatre Partnership**

Access Leeds Theatre is a partnership between Leeds Grand Theatre, Northern Ballet, Opera North, Carriageworks Theatre, City Varieties Music Hall and Leeds Playhouse. They provide information about accessible theatre performances in Leeds, all in one place to make it easier for customers to find something they would like to see.

They send out newsletters twice a year listing their audio described, captioned, dementia friendly, relaxed and BSL interpreted performances in Leeds, which people can receive via email, post or as an audio version on CD. They are also very happy to provide advice to other venues and organisations on how to programme and manage accessible performances or events. Contact email:

**[accessleedstheatre@gmail.com](mailto:accessleedstheatre@gmail.com)**

[www.accessibleartsleeds.com](http://www.accessibleartsleeds.com) lists local providers of access services (audio describers, captioners, BSL interpreters etc) who are familiar with Leeds venues.

Leeds Older People's Forum  
Suite 24C Joseph's Well  
Hanover Walk  
Leeds, LS3 1AB



0113 244 1697



info@opforum.org.uk



www.timetoshineleeds.org