



# Welcome ALL

## A Toolkit for Age-inclusive Hospitality Venues



UNIVERSITY OF  
**SURREY**

UKRI Healthy Ageing Challenge



Delivered by  
Innovate UK  
and ESRC



**According to the World Bank, the number of people aged 60 years and over will grow globally to 1.4 billion by 2030. Spending by older consumers will also rise from 54% (£319 billion) of total consumer spending in 2018 to 63% by 2040 (£550 billion) as predicted by the International Longevity Centre. However, this does not mean that every older person will enjoy an increase in spending power, nor will it necessarily equate with living a happier later life. At the same time, loneliness has been identified as a major issue among older adults in the UK: an estimated 1.4 million older adults often feel lonely (Age UK, 2021).**

Hospitality venues are important social spaces where people from **ALL** ages come together to connect with others. This Toolkit for Age-inclusive Hospitality Venues has been created to help venues, such as cafés and pubs, become more age-friendly places that help facilitate social connections with and between older customers in their local community. There is nothing kinder than a welcoming smile and it could help someone to live a happier, healthier and longer life. The toolkit also offers tips for hospitality businesses to utilise otherwise empty spaces during quieter hours for social good and to improve business resilience.

## How do I use this toolkit?

The toolkit is laid out in four sections offering a variety of solutions in the form of menu options requiring different levels of resource commitment:

### Starter

**Welcome ALL** with a smile, instant impact with no additional costs

### Main

**Welcome ALL** with your commitment to serve ALL, for yours and your customers' benefits

### Dessert

**Welcome ALL** and be connected for the benefit of ALL

### Sides

**Benefit ALL** through additional resources for building an age-friendly community

It only takes 5-10 minutes to read through the entire menu and you can choose to try out as many of the options as you like. However, we recommend you start with the starter course before you try out multiple dishes.

There is a short film that accompanies this toolkit where you see this symbol  and a weblink to the films. This is the symbol where there is a weblink. 

# Starter

Welcome with a smile, instant impact with no additional costs

Try these 5 essential Actions (the 5As) to meet the needs of older customers.



## Friendly welcome to an accessible venue

- Greet customers with a welcoming smile and say hello
- Offer a helping hand when required
- Be kind and patient but take care not to patronise.



## Attentive service and be willing to cater for an individual's needs

- Offer table-service option
- Offer a choice of seating areas and point out where a free seat is available.



## Accessible menu and appropriate product choices

- Offer large print menus  and choice of small as well as regular size portions
- Keep the locals' favourites but also offer variety.



## Affordable price and good value for money

- Accept cash payment
- Offer discounts (e.g. special discounts during identified quiet days or hours)
- DO reward loyalty.



## Age-inclusive atmosphere

- Offer appropriate layout (e.g. wheelchair/ pushchair width spacing between tables/ seating).
- Pay attention to soundscape and lighting to make sure customers can hear each other and can read the menu easily.

Please listen to your customers.  
Your consideration will be repaid in kind with loyalty.

# Main

Welcome ALL with your commitment to serve ALL

Upgrade the 5As to become a desirable place that welcomes ALL.

An age-friendly place needs to be accessible and support independence. It means people who have a health condition, disability or caring responsibility will see your venue as a desirable place where they can enjoy their visits without feeling alienated. This main course requires management's commitment and staff training to better understand age-related special needs and actions that could facilitate **positive employee-to-customer social interactions**. This means you can offer the products and the services that older customers want and provide an age-friendly environment that meets their social needs.



## Friendly welcome with accessibility guaranteed

- Invest in a ramp that ensures easy access for all 
- Have a priority seating area with easy access and adequate space
- Offer toilet access, NOT only to customers.



## Attentive service offered by trained staff members

- Have designated accessible seating area(s) using age-friendly colour schemes
- Consider wearing name badges and encourage staff to make gentle introductions that will facilitate positive employee-to-customer interaction
- Offer training opportunities  for staff to better understand older customers' needs.



## Accessible information and appropriate product choices

- Offer large print menus as well as large print versions of all other printed materials 
- Cater for special dietary requirements without extra charges
- Have an age-friendly special offer  section on the main menu, just like you may offer Kids' Meals!



# Dessert

Welcome ALL and be connected for the benefit of ALL



## Affordable, welcoming experience

- Accept cash payment as well as food vouchers issued by local government/ social services
- Offer profile-based discounts (e.g. older customers, regulars and carers)
- Offer cheaper prices or discounts (with a valid time window) during quiet hours
- Offer group discounts to make your venue a stop-over or meeting place for locals.



## Age-inclusive servicescape catering for multigenerational needs

- Provide parking, including disabled and accessible spaces for ALL
- Provide an age-friendly physical environment that welcomes ALL
- Plan and manage your space to cater for multigenerational needs during different business hours (e.g. readers' corner and family or connecting zone with information board and event calendar)
- Consider different music genres at different times of the day
- Provide daily newspapers to create a conversation topic.

Please let others know that you are Proudly Welcoming ALL. Your commitment will be recognised and appreciated by ALL.

## Try this course after completing the starter and the main course.

You can ***utilise your age-friendly hospitality venue for social good*** especially during low-demand days or business hours. You can take proactive actions to reach out and work together with relevant third sector and public sector organisations to co-create the age-inclusive environment and care for your customers. Like a community hub, you can host different activities or events for the benefits of ALL. Here are some tips on acquiring and retaining your older customers:

- Offer a variety of activities and events (e.g. book club and handcraft events), with a focus on being multigenerational. Please don't stereotype older people when thinking about music (but do think about relatability and variety on offer). Work with local volunteer organisations who help transport older people with mobility issues (or who are more isolated) to places which could include visiting a hospitality venue.
- Consider starting team events (e.g. darts or quiz teams) and encourage intergenerational mixing.
- Consider contacting your local authority or community centres if you are interested in finding out which community groups might be interested in visiting your venue. Offering your space to local groups at specific times during the week/day can help build connections with new customers who start to use your venue regularly through their group(s). This will also help to attract more people to your venue during quieter times.
- Offer discounts for third sector organisations to use the venue for regular meetings with different groups (e.g. healthy ageing information afternoon 2-3 pm every Monday).
- Have an age-diverse workforce and invite local volunteer groups to organise and run community building activities (e.g. special interest clubs, local oral history afternoon and technology Q&As) to spark intergenerational connections and conversations.

**Please reach out and become a connecting place for ALL and to benefit ALL.**

# Sides

**Benefit ALL through additional resources for building an age-friendly community**

**Try any of the following side dishes to complement the course(s) you are offering. These resources should help you to better understand older customers' needs and to achieve greater customer satisfaction and impactful outcomes.**

**More information and support can be obtained from the following webpages:**

1. Accessible communication formats – [gov.uk/government/publications/inclusive-communication/accessible-communication-formats](https://gov.uk/government/publications/inclusive-communication/accessible-communication-formats)
2. Age-friendly resources – [ageing-better.org.uk/age-friendly-resources](https://ageing-better.org.uk/age-friendly-resources)
3. Ageing well in the community – [ilcuk.org.uk/culture-and-society/community](https://ilcuk.org.uk/culture-and-society/community)
4. Being part of the UK network of age-friendly communities – [ageing-better.org.uk/uk-network-age-friendly-communities](https://ageing-better.org.uk/uk-network-age-friendly-communities)
5. Better understanding of Alzheimer's – [alzheimers.org.uk/dementia-professionals/external-training/alzheimers-society-learning-hub](https://alzheimers.org.uk/dementia-professionals/external-training/alzheimers-society-learning-hub)
6. Cooking recipes for older people – [ageuk.org.uk/information-advice/travel-hobbies/hobbies/recipes](https://ageuk.org.uk/information-advice/travel-hobbies/hobbies/recipes)
7. Learning about dementia – [dementiafriends.org.uk](https://dementiafriends.org.uk)
8. Dementia inclusive customer services workshop – [ageuk.org.uk/scotland/services/age-inclusive-workplace/workshops/dementia-inclusive-customer-services](https://ageuk.org.uk/scotland/services/age-inclusive-workplace/workshops/dementia-inclusive-customer-services)
9. Supporting life-long learning with u3a – [u3a.org.uk](https://u3a.org.uk)
10. Supporting local social prescribing team – [england.nhs.uk/personalisedcare/workforce-and-training/social-prescribing-link-workers](https://england.nhs.uk/personalisedcare/workforce-and-training/social-prescribing-link-workers)
11. Designing colour to be effective for older people – [eldertech.org/color-in-designing-technology-for-seniors](https://eldertech.org/color-in-designing-technology-for-seniors)





The Hospitality Connect  project team created this toolkit to help hospitality venues to improve the ways they see and serve their older customers in local communities. It also encourages hospitality venues to connect and engage with relevant third sector organisations and local government agencies to work collectively to provide an age-inclusive community  for all.

## Implementation suggestions (3, 6 and 12 months) and the benefits

### Months 1 to 3 – Starter

You could see a 3-5% increase in business volume, mainly repeat customers, which should lead to at least a 3% increase in revenue over previous quarter.

### Months 4 to 6 – Main course

You could see a 5+% increase in business volume by the end of month 6 and a similar level of revenue growth compared with the same trading period last year.

### Months 7 to 12 – Dessert

You could see a year-on-year revenue increase of 5-8% by connecting with other organisations who support and recommend your business to ALL.

This toolkit is available to download for **FREE** through the following organisations:

University of Surrey – [surrey.ac.uk/hospitality-connect-outputs](https://surrey.ac.uk/hospitality-connect-outputs)

Toynbee Hall, London – [toynbeehall.org.uk](https://toynbeehall.org.uk)

Institute of Hospitality – [instituteofhospitality.org](https://instituteofhospitality.org)

The Hospitality Professionals Association – [hospa.org](https://hospa.org)

For feedback and further advice, please contact the Project Lead Dr Lorna Wang ([lorna.wang@surrey.ac.uk](mailto:lorna.wang@surrey.ac.uk)).

**#TogetherWeCanMakeADifference #Hospitality #HealthyAgeing #Age-friendlyCommunity**