

Age-friendly Business Award Expression of Interest Form

Business Details:

Business name:

Business Address:

Postcode:

Business telephone number:

Website address:

Type of business:

Business contact/ representative details:

Name:

Job title:

Address:

Postcode:

Telephone number:

Email address:

Print name:

Signature:

Date:

By signing this form you are confirming that you are consenting to YMCA Lincolnshire holding and processing your personal data for the following purposes (please tick the boxes where you grant consent):

I consent to YMCA Lincolnshire contacting me by Email: Telephone: Post:

Your data will not be used for any other purpose and will be stored as per YMCA Lincolnshire Privacy Policy, this can be found on our website:

www.lincsymca.co.uk

Please complete and return this form to: YMCA Lincolnshire, The Old Mart, Church Lane, Sleaford, NG34 7DF

Age-friendly Business Award



grace.tompkins@lincsymca.co.uk
01529 301966

YMCA

YMCA LINCOLNSHIRE

Age-friendly Business Award

Are you a business or organisation committed to creating a welcoming environment and providing great service for people over 50?

The Age-friendly Business Award scheme recognises local businesses who foster a positive approach to ageing. The Award is open to businesses and services in Lincolnshire who have been operating for more than 6 months and who meet the set criteria in the following categories:

- Respect and Inclusion
- Customer Comfort
- Clear Marketing and Communications
- Accessibility

Over 50s make up a significant proportion of the population and are an important part of our economy with 23% of Lincolnshire residents aged over 65.

Age-friendly Business status also speaks volumes when attracting customers visiting the area. A report by the Greater Lincolnshire LEP revealed that the highest proportion of visitors were age 55 - 64 years.

How to become an Age-friendly Business

The first step is to register your interest with the the Community Development Officer or by contacting the team on 01529 301966 or email grace.tompkins@lincsymca.co.uk

“We are so pleased to be an Age-friendly Business; it is so positive to be recognised for making the older generation feel welcome and comfortable”.

Age-friendly Business Owner

“Knowing that a local business is Age-friendly means I can feel confident that I’ll get a friendly welcome and great service. It’s a great way to celebrate businesses who value their community”.

Local Shopper

The Award process begins with an assessment and discussion with the business manager, followed by a review to validate the assessment findings.

Recognising Business Achievement

Businesses achieving Age-friendly status receive:

- An Award and window sticker
- Promotion of certification on YMCA social medias
- Increased profile in the community
- Networking opportunities
- Regular newsletter

Register your interest

Complete the form overleaf and return to the Community Development Officer

