



CREATING AGE FRIENDLY LEISURE STANDARDS

In partnership with



MANCHESTER CITY COUNCIL



INTRODUCTION

Across the UK, communities are experiencing significant demographic change, with people aged 50 and over representing a growing and increasingly diverse proportion of leisure users. Leisure centres therefore play a critical role in ensuring services remain inclusive, accessible and responsive to the needs of ageing communities.

Recognising this, stakeholders in Manchester worked collaboratively to develop a set of Age Friendly Leisure Standards and Commitments that define what older customers can expect from their local leisure facilities. The standards were developed through partnership working between GLL, Manchester Active, Age Friendly Manchester and older residents themselves. Extensive consultation including centre visits, customer feedback and co-design with the Age Friendly Manchester Older People's Board helped to identify what matters most to older people when using leisure facilities, from the welcome they receive, to

accessibility, information, activities and opportunities to socialise. This work also builds on national best practice, including the Centre for Ageing Better's Age Friendly Business Framework, ensuring the approach is evidence based and transferable beyond Manchester.



Scan QR or visit ageing-better.org.uk for Centre for Ageing Better's Age Friendly Business Framework website.



This booklet brings together a suite of practical tools to support leisure providers and facility operators, as well as commissioning and strategic partners, to reflect on their current offer, identify strengths and prioritise meaningful age friendly improvements. The audit and self-assessment process encourages a holistic view of service delivery encompassing environments, communication, activities and workforce while recognising that becoming more age friendly is an ongoing journey rather than a one off exercise.

Engaging with the audit process and developing local Age Friendly Commitments offers clear benefits. It supports consistency of experience for older customers across facilities, helps organisations respond proactively to health inequalities and strengthens relationships with local communities and partners. Many of the actions identified are low cost, high impact changes that improve experiences not only for older people but for all customers. Importantly, the process also provides a structured way to evidence continuous improvement and align with wider quality, inclusion and place-based frameworks.

Leisure providers and local authorities are welcome to use these documents as a flexible resource, adapting them to local contexts, involving staff and customers and embedding age friendliness into everyday practice. By working together in this way, leisure services can play a powerful role in enabling older people to remain active, connected and confident within their communities.



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CREATING AGE FRIENDLY LEISURE STANDARDS

BACKGROUND

To support an ageing population in Manchester, several organisations came together with the aim of improving the quality of life of its residents through social and physical activity within the city's sport and leisure facilities by creating Age-Friendly Leisure Standards. This work builds on previous initiatives in Manchester on Age-Friendly Standards in the culture sector and libraries.

ORGANISATIONS

- GLL, operator of 20 sport and leisure facilities across the Manchester borough and the largest leisure operator in the UK.
- Age Friendly Manchester (AFM) Team (including an Older People's Board and Assembly of residents), dedicated to supporting improvements for the local older (50+) population by working directly with senior/older residents and a variety of organisations.
- Manchester Active, a not for profit organisation overseen by Manchester City Council promoting and encouraging participation in physical activity, sport, leisure and health to residents.
- Centre for Ageing Better, a national organisation working to tackle inequalities in ageing. They work to make workplaces, homes and communities inclusive of older people, as well as building an Age-friendly movement so that society sees ageing in a more positive and realistic way.

CONSULTATION

As part of the process, it has been important to gain feedback from customers and non-customers as well as co-design the standards with support of the Age Friendly Manchester Older People's Board.

From October 23rd to December 16th, 2024, Manchester Active and GLL conducted an equality impact consultation which was open and marketed to response from all. The consultation returned 1209 responses of which:

30 % responses were from 50–64-year-olds.

14 % responses were from 65–74-year-olds.

4 % responses were from 74+ year olds.

Responses from 65+ people: 157 people/ 64 % female/ 124 were users/33 non-users

GLL and Manchester Active also attended the Age Friendly Assembly where 60, over 60s who attended were consulted with directly. There was also then a further discussion held about leisure centres in the context of potential Age Friendly Standards, with Age Friendly Manchester's Older People's Board.

Members of the AFM Board were invited to support the co-design of AF Leisure Standards that included:

- Meeting to discuss issues, context and audit questions with GLL and Manchester Active
- AFM Board Members and Team together with GLL team members visited two centres, Abraham Moss Leisure Centre and Moss Side Leisure Centre to conduct and further develop pilot audits to identify areas of good practice and areas of improvement in leisure centres and support further work.

Below are some of the responses and feedback from across all four consultation activities:

- Requests for more and variety of daytime classes for older people and more women only sessions. Additional 60 + swimming sessions.
- Better cafes/Better parking.
- Better public transport links to the centres from their homes.
- Challenges/issues with the online booking system – would prefer to book at the centre or call and speak to someone at the centre direct.
- More relatable varied music or quiet times as well as suitable lighting in gyms.
- Seating in viewing areas and rest areas with arm rests to support lowering and lifting.
- Information about sessions available in a variety of spaces and not just online
- More friendly greeting on entry and exit
- Improved signage and possibly maps of the building on entry
- Cleanliness comments.

In the visits to centres it was noted that there are many elements that are already 'Age Friendly' and accessible and don't require any or significant change. Some are more challenging but it is positive to see willingness of staff and managers to support positive change. AFM Board Members were pleased to see there are information sessions such as Welcome Wednesday's and Meet the Manager.

The above points have been considered and worked into a set of standards which facilities will aim to achieve however there are and will likely continue to be suggestions that are out of the scope of

these standards due to cost, approval processes and scalability with the size of the organisation. For example, phone lines do go through to a national call centre rather than the individual centres. This improves the answer rate and customers will be supported while centre teams can focus on customers attending the centre. The Call Centre can support with queries and provide direct support. Centre teams can also provide direct support to customers at reception. Another example being better transport links, unfortunately achieving this is beyond the abilities of centre teams. However, information will be shared with partners like Manchester Active and Manchester City Council, Neighbourhoods team.

AGE FRIENDLY LEISURE STANDARDS FRAMEWORK

This framework draws from Centre for Ageing Better Businesses Self-Assessment Framework which offers an in-depth series of statements across 5 subgroups.

- Your People
- Your Premises
- Your Communications
- Your Offer
- Your Place Within the Wider Community

These 5 subgroups form the basis of centre self-assessments and volunteer assessments which can be conducted on an annual basis to build on the centres ability to provide for the older population.

- Infrastructure
- The Offer
- Communication
- Age Friendly Employer

Based on the consultation processes a set of commitments has been created which focus on the key areas which have been highlighted as important to existing and potential customers.

AGE FRIENDLY LEISURE STANDARDS LAUNCH

To recognise the development of the standards there was a launch to raise awareness of the ongoing work the Age Friendly Manchester Assembly which took place on International Day of Older Persons.

A short film is intended to be captured at a later date which will highlight the aims and ambitions of GLL and Manchester partners in achieving a fully inclusive and accessible offer for all senior residents through the Age Friendly Leisure Standards.



VOLUNTEER'S CENTRE AUDIT

GLL MANCHESTER LEISURE CENTRES - DEVELOPING AGE FRIENDLY LEISURE SERVICES

Guidance Notes for Volunteers conducting Age Friendly Leisure Centre Visit Questionnaire

GLL Leisure Centres in Manchester want to offer the best service, accessible to all customers and the communities the centres serve. There are many services and activities available to older customers and the programme brings people together to learn, get active and socialise. We want to be able to build on this and ensure a high quality and a consistent service across our leisure centres in Manchester. As part of our ambition to see all our leisure centres recognised as places where older people are assured of a safe, enjoyable and positive visit, we have committed to continually working towards Age Friendly standards that older visitors can expect to find across all of Manchester's leisure services.

Our Leisure Centres will:-

- 1) Provide a warm and respectful welcome
- 2) Encourage social engagement
- 3) Be accessible environments
- 4) Have an availability of seating
- 5) Have clear and accessible information
- 6) Have visible and up to date noticeboards
- 7) Provide inclusive, social and competitive opportunities
- 8) Undertake an annual review and promote continuous improvement

WHAT AGE-GROUP DOES THE TERM “AGE-FRIENDLY” APPLY TO?

The Age Friendly Manchester programme refers to “older people” as those being over 50.

Our leisure centres should be attractive, vibrant and comfortable places where everyone is made to feel welcome. They should be a place in the community where people can meet up, have fun, be active and learn new exercises. Activities should be tailored to older people and enable them to participate in group activities or on their own and they should be able to access information and of course, exercise.

Before going to the Leisure Centre please visit the website and select the relevant centre. Consider adding some comments about how accessible it is in terms of usability and what type of offer is there for older people and generally:

<https://www.better.org.uk/leisure-centre/manchester>

You won't be doing this alone, you will be supported by a member of the centre team who will support as you access all public areas of the centre and be ready to answer any questions you may have.

HOW TO USE COMPLETE THE VISIT QUESTIONNAIRE:

Please add any comments about the leisure centre or the service, including anything you felt was particularly good (that we can start doing in other places) or anything that you didn't like (that we can improve on).

Key:

Infrastructure

The Offer

Communication

Age Friendly Employer

AGE FRIENDLY QUESTIONNAIRE

| | |
|--|-------------------|
| Name of Leisure Centre | |
| Date of Visit | |
| Name of Volunteer | |
| Areas for assessment | Comments or ideas |
| Is the area immediately outside the leisure centre welcoming, uncluttered and free of litter? You can also add any feedback about access to the building e.g public transport, pavements, drop curbs, parking etc. | |
| Is the entrance to the centre clearly visible? Is the centre entrance accessible, or is an accessible entrance clearly signposted? | |
| Do you feel that this centre is welcoming and friendly? Are the staff friendly and approachable if you wanted to ask something? | |

AGE FRIENDLY QUESTIONNAIRE

| Provide information | Comments or ideas |
|--|-------------------|
| Is there information about the building? Map, etc? | |
| Is there information about activities/classes (in different places including online and different formats? – inclusive for disabilities, older people, images, etc). | |
| Information about how someone can book classes? Are there alternatives to the app and are these communicated? | |
| Was there a noticeboard, easily found? Is it Age Friendly (info for older people, accessible, etc?). Is the information clear (accessible, plain English, inclusive) and up to date. Is the information relevant? Are activities and opportunities promoted covering activities inside and outside the centre ie in the community? | |
| Other information? I.e are there a good range of leaflets and posters on display that would be of interest to older people? | |

| | |
|--|--------------------------|
| Is there a feedback mechanism online and in centre? | |
| Accessible | Comments or ideas |
| Is the building accessible? e.g ramps or level access/ wide internal spaces for easy navigation and lightweight or automatic doors. | |
| Where lifts are available, are these working and well signed? | |
| Are there handrails in key areas such as near steps and stair wells? (where appropriate) | |
| Sensory – what is the sound and lighting like in public spaces and activity areas. Age Friendly? Does the centre have an active hearing loop or infrared system with staff trained to provide support on request? | |

AGE FRIENDLY QUESTIONNAIRE

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| <p>Does the centre have counters/tables that are a suitable height for wheelchair access and shelving positioned to limit the need for stretching?</p> | |
| <p>Is the flooring safe and dementia friendly (e.g., avoids glare, strong patterns and changes in tone)?</p> | |
| Places to sit | Comments or ideas |
| <p>Is there suitable seating available in the foyer or near to entry / exit points?</p> | |
| <p>Throughout the leisure centre - is seating adequate and sufficient (activity rooms, change rooms?) Is there a range of including seats of various heights, with and without arms and with back support?</p> | |
| Toilet facilities (including accessible) | Comments or ideas |
| <p>Are there customer toilets that are accessible, clearly signposted, well maintained and easy-to-use with features like mirrors and incontinence bins.</p> | |

| Offer and Activities | Comments or ideas |
|---|-------------------|
| Are there a range of classes and activities for older people/seniors as well as for all ages? Different levels and times that support participation? Are they accessible re-above issues including lighting, sound/music) | |
| Does the centre provide services and activities that celebrate ageing and challenge stereotypes? | |
| Age Friendly Employer | Comments or ideas |
| From your experience, do our staff have the right skills and understanding to support older people to feel comfortable, confident and included in our activities? | |
| Any additional comments about this leisure centre | |
| | |

CENTRE SELF-ASSESSMENT

GLL MANCHESTER LEISURE CENTRES - DEVELOPING AGE FRIENDLY LEISURE SERVICES

Guidance Notes for Centre Teams conducting Age Friendly Leisure Centre Audits

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How to complete this self-assessment:

Key:

Infrastructure

The Offer

Communication

Age Friendly Employer

1) Work as a team

Wherever possible complete this assessment with input from a range of managers, front-line staff and any volunteers. A range of perspectives will give the best picture.

2) Read each section carefully – The assessment is structured around the Age Friendly Leisure Standards:

- Entry and Welcome
- Information and Communication
- Digital Access
- Accessibility of the Building
- Seating and Facilities
- Offer and Activities
- Age Friendly Employer

3) Score each question

Use the Centre Self-Assessment Rating Guidelines appendix to rate your centre now and at point of review.

- RED Significant gaps or barriers for older people
- AMBER Some provision in place but inconsistent
- GREEN Consistent embedded and age friendly

4) Add comments

In each section capture:

- Learning from other centres you have visited or spoke with
- Feedback from customer audits or other sources
- Actions/ Improvements that your team will take forward

5) Complete the final reflection

Summarise your three main strengths and your three priorities for improvement over the next 12 months.

Why it matters

By completing this assessment each year, you will:

- Identify where your centre is doing well
- Highlight areas for development
- Share learning across all centres
- Ensure continuous improvement so every older customer feels welcome, included and supported
- Contributes to centre's Tackling Health Inequalities Quest module



CENTRE SELF-ASSESSMENT

| Name of Leisure Centre | | | | | |
|--|--------------------------|-------------------------|-------------------------|---|--------------------------|
| Date of Completion | | | | | |
| Completed by (name/role) | | | | | |
| Areas for assessment | RAG Initial Rating | RAG Review Rating | Centre Team Comments | Learning from other centres/ Feedback from customer audit | Actions/ Improvements |
| Entry & Welcome | | | | | |
| Do you provide a clear, uncluttered and welcoming external environment (signage, lighting, litter-free)? | | | | | |
| Is the entrance clearly visible and accessible? Are alternative accessible entrances signposted? | | | | | |
| How do staff demonstrate a friendly and respectful welcome to older customers? | | | | | |

| Information & Communication (inc Digital) | | | | | |
|--|--|--|--|--|--|
| Is information about activities, facilities and timetables accessible (plain English, large print, inclusive imagery, online and offline)? | | | | | |
| Do you provide alternatives to digital booking (e.g. in person)? | | | | | |
| Are notice boards up to date and inclusive for older people? | | | | | |
| Are customer feedback mechanisms visible and acted upon? | | | | | |
| Is online information for older people clearly identifiable and easy to find online? | | | | | |

CENTRE SELF-ASSESSMENT

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| Do you use digital platforms (social media/ newsletters) in a way that is age-friendly and inclusive? | | | | | |
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Accessible

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| Are entrances, corridors and activity spaces accessible (ramps, lifts, automatic doors, handrails)? | | | | | |
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| Are sensory considerations in place (lighting, acoustics, hearing loops, staff trained in use)? | | | | | |
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| Is flooring safe, non-slip and dementia-friendly (avoids glare, patterns, sudden tonal changes)? | | | | | |
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Seating & Facilities

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| Is there sufficient and varied seating throughout (different heights, arms, back support)? | | | | | |
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| <p>Are toilets (including accessible toilets) clearly signposted, well maintained and age-friendly (mirrors, bins, grab rails)?</p> | | | | | |
| <p>Offer and Activities</p> | | | | | |
| <p>Do you provide a range of activities for older people at different levels and times?</p> | | | | | |
| <p>Are activities inclusive, celebrating ageing and challenging stereotypes?</p> | | | | | |
| <p>Do you actively engage older people in shaping the programme?</p> | | | | | |
| <p>Age Friendly Employer</p> | | | | | |
| <p>Have all staff undertaken Dementia Awareness training?</p> | | | | | |

CENTRE SELF-ASSESSMENT

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|---|--|--|--|--|--|
| Do you involve older staff and volunteers in the programme delivery? | | | | | |
| Are you actively aware of policies that support older employees and volunteers? | | | | | |

Summarise your three main strengths and your three priorities for improvement over the next 12 months and create SMART targets.

AGE FRIENDLY CENTRE SELF-ASSESSMENT RATING GUIDELINES

| Entry & Welcome | | | |
|---|---|---|---|
| <p>Do you provide a clear, uncluttered and welcoming external environment (signage, lighting, litter-free)?</p> <p>Evidence to look for: Cleanliness, lighting levels, signage condition, ease of approach.</p> | <ul style="list-style-type: none"> • External areas are cluttered, poorly maintained, or feel unwelcoming. • Litter, obstacles, or uneven surfaces present. • Lighting is insufficient, creating shadows or safety concerns. • Signage is unclear, missing, or difficult to read. | <ul style="list-style-type: none"> • External environment is generally safe and clean but improvements are needed. • Some clutter or maintenance issues at busy times. • Lighting or signage present but inconsistent or partially obscured. | <ul style="list-style-type: none"> • External areas are clean, tidy and well maintained at all times. • Lighting is sufficient and evenly distributed. • Clear, readable signage is in place. • The approach feels welcoming, safe and easy to navigate. |
| <p>Is the entrance clearly visible and accessible? Are alternative accessible entrances signposted?</p> <p>Evidence to look for: Visibility from approach routes, signage clarity, accessibility symbols, customer behaviour.</p> | <ul style="list-style-type: none"> • Entrance is difficult to identify from outside the building. • No clear signage directing people to the entrance. • Step-free or alternative accessible entrances are not signposted. • Customers regularly appear unsure or require directions. | <ul style="list-style-type: none"> • Entrance is identifiable but could be clearer from all directions. • Some signage present but improvements needed. • Step-free access exists but is not consistently highlighted. | <ul style="list-style-type: none"> • Entrance is clearly visible and obvious from all main approaches. • Clear signage directs customers to the main entrance. • Step-free and alternative accessible entrances are clearly signposted. • Customers can access the building confidently without assistance. |

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| <p>How do staff demonstrate a friendly and respectful welcome to older customers?</p> <p>Evidence to look for: Observed interactions, staff confidence, consistency across shifts.</p> | <ul style="list-style-type: none"> • Staff do not proactively acknowledge older customers. • Interactions feel rushed, transactional, or dismissive. • Limited awareness of age-related needs (e.g. hearing, mobility, confidence). • No visible support offered unless requested. | <ul style="list-style-type: none"> • Staff are polite and helpful but engagement is inconsistent. • Some staff demonstrate good practice, but this is not universal. • Limited confidence in adapting communication style where needed. • Support offered reactively rather than proactively. | <ul style="list-style-type: none"> • Staff consistently offer a warm, patient and respectful welcome. • Clear use of eye contact, plain language and appropriate pace. • Staff proactively offer assistance and reassurance. • Age-friendly behaviours are embedded and modelled across the team. |
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Information & Communication (inc Digital)

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| <p>Is information about activities, facilities and timetables accessible (plain English, large print, inclusive imagery, online and offline)?</p> <p>Evidence to look for: Posters, leaflets, website pages, class timetables, imagery used.</p> | <ul style="list-style-type: none"> • Information is unclear, jargon-heavy, or difficult to understand. • Small font sizes and poor contrast used in printed materials. • Reliance on digital channels only. • Limited or no inclusive imagery representing older people. | <ul style="list-style-type: none"> • Information is generally clear but could be simplified further. • Some large-print or accessible formats available, but not consistently. • Both digital and non-digital options exist but are not well promoted. • Imagery is partially inclusive. | <ul style="list-style-type: none"> • Information is clear, concise and written in plain English. • Large-print formats are routinely available. • Consistent access to both online and offline information. • Inclusive imagery clearly reflects older adults and diverse needs. |
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| <p>Do you provide alternatives to digital booking (e.g. in person)?</p> <p>Evidence to look for: Booking desk processes, staff knowledge, customer feedback.</p> | <ul style="list-style-type: none"> • Digital booking is the primary or only option. • Limited staff support for those unable or unwilling to book online. • Older customers report barriers to access. | <ul style="list-style-type: none"> • Non-digital booking options exist but are not well advertised. • Staff can support bookings, but processes are not always clear. • Waiting times or complexity discourage use. | <ul style="list-style-type: none"> • Clear and well-promoted alternatives to digital booking. • Staff confidently support in-person and phone bookings. • Booking processes are simple, flexible and inclusive. |
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| <p>Are notice boards up to date and inclusive for older people?</p> <p>Evidence to look for: Date checks, font size, board placement, relevance of content.</p> | <ul style="list-style-type: none"> • Notice boards are cluttered, out of date, or poorly positioned. • Small text and poor contrast make content hard to read. • Limited relevance to older customers. | <ul style="list-style-type: none"> • Most information is current but presentation could be improved. • Some age-relevant content included. • Improvements needed in layout, font size, or visibility. | <ul style="list-style-type: none"> • Notice boards are tidy, current and easy to read. • Clear headings, large text and good contrast used. • Content is relevant, inclusive and regularly refreshed. |
| <p>Are customer feedback mechanisms visible and acted upon?</p> <p>Evidence to look for: Feedback posters/forms, staff knowledge, visible responses to feedback, action logs.</p> | <ul style="list-style-type: none"> • Feedback options are unclear, hidden, or digital-only. • Older customers are unaware of how to give feedback. • Feedback is collected but no visible action or response is evident. | <ul style="list-style-type: none"> • Feedback mechanisms are visible but not well promoted. • Some evidence of responses or improvements, but these are inconsistent. • Staff awareness of feedback processes varies. | <ul style="list-style-type: none"> • Clear, visible and accessible feedback options (in-person, paper, phone and digital). • Staff actively encourage feedback. • Evidence that feedback is reviewed, responded to and used to inform improvements (“You said, we did”). |
| <p>Is online information for older people clearly identifiable and easy to find online?</p> <p>Evidence to look for: Website navigation, page labels, ease of access within 1–2 clicks.</p> | <ul style="list-style-type: none"> • No dedicated or clearly signposted information for older people online. • Information is hard to locate, outdated, or buried within multiple pages. • Language or layout creates barriers to understanding. | <ul style="list-style-type: none"> • Some relevant information exists but is not clearly labelled or easy to navigate. • Content may be accurate but could be simplified or better structured. • Accessibility features are limited or inconsistent. | <ul style="list-style-type: none"> • Information for older people is clearly signposted and easy to find from the homepage. • Content is up to date, written in plain English and well structured. • Accessibility features (clear headings, readable font sizes, contrast) are evident. |

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| <p>Do you use digital platforms (social media/ newsletters) in a way that is age-friendly and inclusive?</p> <p>Evidence to look for: Recent posts, newsletters, imagery, tone and clarity of messaging.</p> | <ul style="list-style-type: none"> • Digital content is not targeted or inclusive of older people. • Heavy use of jargon, small text, or inaccessible formats. • Platforms used without consideration of digital confidence or access. | <ul style="list-style-type: none"> • Some age-friendly content shared, but inconsistently. • Imagery and messaging partially inclusive. • Opportunities to improve clarity, frequency, or relevance. | <ul style="list-style-type: none"> • Digital platforms are used thoughtfully and inclusively. • Content is clear, readable and relevant to older people. • Inclusive imagery and messaging are used consistently. • Digital content complements (not replaces) offline communication. |
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Accessible

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| <p>Are entries, corridors and activity spaces accessible (ramps, lifts, automatic doors, handrails)?</p> <p>Evidence to look for: Condition and visibility of ramps/ lifts, door operation, corridor width, signage.</p> | <ul style="list-style-type: none"> • Physical barriers present (steps, narrow corridors, heavy doors). • Key accessibility features missing, broken, or poorly maintained. • Limited consideration of mobility aids or reduced confidence. | <ul style="list-style-type: none"> • Core accessibility features are in place but inconsistently maintained or signposted. • Some areas remain difficult to navigate independently. • Improvements needed to layout, maintenance, or clarity. | <ul style="list-style-type: none"> • Entrances, corridors and activity spaces are fully accessible. • Ramps, lifts, automatic doors and handrails are available, well maintained and clearly signposted. • Layout supports safe, confident movement throughout the centre. |
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| <p>Are sensory considerations in place (lighting, acoustics, hearing loops, staff trained in use)?</p> <p>Evidence to look for: Signage consistency, customer behaviour, staff prompts required.</p> | <ul style="list-style-type: none"> • Layout is confusing with poor wayfinding. • Signage is unclear, inconsistent, or absent. • Customers regularly require assistance to find spaces. | <ul style="list-style-type: none"> • Basic signage exists but could be clearer or more consistent. • Wayfinding works for regular users but not first-time visitors. • Some reliance on staff directions. | <ul style="list-style-type: none"> • Clear, consistent signage and logical layout throughout the building. • Routes are easy to follow with minimal reliance on staff assistance. • Colour coding or clear landmarks support navigation. |
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Is flooring safe, non-slip and dementia-friendly (avoids glare, patterns, sudden tonal changes)?

Evidence to look for:

Flooring finish (matt vs shiny / reflective). Presence of glare under natural or artificial lighting. Floor surface condition (wear, damage, uneven areas). Patterns or high-contrast designs that may cause confusion. Slip resistance, especially in wet areas. Use of temporary mats or coverings that may create trip hazards. Observed confidence and ease of movement by customers

- Slippery, shiny, or highly reflective flooring present.
- Strong patterns or high-contrast designs that may cause confusion.
- Sudden colour or tonal changes between areas (e.g. dark strips that may appear as steps or holes).
- Worn, damaged, or poorly maintained flooring increasing trip risk.
- Temporary floor coverings or mats creating uneven surfaces.

- Flooring is generally safe but includes areas of glare or tonal contrast.
- Some patterns or transitions that could be confusing for people living with dementia.
- Minor wear or inconsistencies in surface condition.
- Improvements needed in specific zones (e.g. entrances, changing areas, corridors).

- Flooring is non-slip, matt and well maintained throughout.
- Consistent colour and tone across areas to support orientation.
- Avoids strong patterns, glare, or sudden changes in surface appearance.
- Transitions between areas are smooth and visually clear.
- Flooring supports safe, confident movement for all users.

Seating & Facilities

Is there sufficient and varied seating throughout (different heights, arms, back support)?

Evidence to look for:

Distribution of seating across the centre. Variety of seat heights and designs. Presence of armrests and back support. Stability and condition of seating. Ease of sitting down and standing up. Observed comfort and use by older customers

- Very limited seating available or seating only in one area.
- Chairs are low, unstable, or lack back and arm support.
- Seating is poorly located or difficult to access.
- Older customers appear to struggle to sit or stand.

- Seating available in key areas but limited in quantity or variety.
- Some chairs provide appropriate height and support, others do not.
- Improvements needed to better support comfort and independence.

- Sufficient seating available throughout the centre.
- A range of seat heights provided, with armrests and back support.
- Seating is well positioned, stable and well maintained.
- Seating supports comfort, rest and independent movement.

Are toilets (including accessible toilets) clearly signposted, well maintained and age-friendly (mirrors, bins, grab rails)?

Evidence to look for:

Signage, cleanliness, maintenance, ease of use.

- Accessible toilets/changing facilities unavailable, poorly maintained, or used for storage.
- Signage unclear or absent.

- Facilities available but maintenance, signage, or layout could be improved.
- Some barriers to independent use.

- Accessible toilets and changing facilities are clearly signposted, clean and well maintained.
- Layout supports safe, dignified, independent use.

Offer and Activities

Do you provide a range of activities for older people at different levels and times?

Evidence to look for:

Timetables and class descriptions. Level and intensity options. Attendance patterns across different times. Engagement with Club Games. *Club Games – GLL Senior Inter-Centre Competition

- Very limited or no activities suitable for older people.
- Activities offered at a single intensity level.
- Sessions scheduled at limited times that do not consider transport, energy levels, or routines.
- No social sessions
- No awareness of *Club Games from members

- Some activities suitable for older people, but choice is limited.
- Different levels exist but are not clearly communicated.
- Timings offer some flexibility but remain restrictive.
- Sessions available with no proactive promotion
- Minimal awareness of Club Games

- A clear range of activities designed or adapted for older people.
- Multiple levels offered with clear progression options.
- Sessions scheduled at varied times to support different needs and routines.
- Social sessions available and well attended
- Club Games centre team engaged

Are activities inclusive, celebrating ageing and challenging stereotypes?

Evidence to look for:

Marketing materials and class names. Imagery and tone used in promotion. Customer feedback and perception

- Activities framed around decline or limitation.
- Language or imagery reinforces negative stereotypes about ageing.
- Older people feel separated or marginalised within the programme.

- Inclusive intent but inconsistent language or imagery.
- Some positive messaging, but opportunities to improve representation.
- Activities feel welcoming but not fully empowering.

- Activities promote positive ageing, independence and confidence.
- Language and imagery are respectful and empowering.
- Older people are visible and valued within the overall programme.

Do you actively engage older people in shaping the programme?

Evidence to look for:

Feedback records or surveys. Examples of programme changes. Customer engagement activity

- No consultation with older customers.
- Programme decisions made without feedback or involvement.
- Low sense of ownership or relevance among participants.

- Informal or occasional feedback gathered.
- Limited opportunities for older people to influence decisions.
- Feedback not consistently acted upon.

- Older people actively involved in shaping activities and timetables.
- Structured engagement methods used (surveys, forums, focus groups).
- Clear evidence that feedback informs programme changes.

Age Friendly Employer

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| <p>Do you involve older staff and volunteers in the programme delivery?</p> <p>Evidence to look for: Staff and volunteer roles and profiles. Age diversity within delivery teams. Examples of involvement in sessions or activities</p> | <ul style="list-style-type: none"> • No older staff or volunteers involved in programme delivery. • Opportunities are limited, informal, or not promoted. • Experience and lived insight are not utilised. | <ul style="list-style-type: none"> • Some older staff or volunteers involved, but inconsistently. • Roles are limited or lack clear structure. • Opportunities exist but are not actively encouraged. | <ul style="list-style-type: none"> • Older staff and volunteers are actively involved in delivery and support roles. • Their experience and lived insight are valued and visible. • Opportunities are clearly promoted and supported. |
| <p>Are you actively aware of policies that support older employees and volunteers?</p> <p>Evidence to look for: Policy documents or guidance. Manager and staff awareness. Examples of policy use in practice</p> | <ul style="list-style-type: none"> • Limited or no awareness of relevant policies. • Policies exist but are not communicated or applied. • Older staff or volunteers feel unsupported. | <ul style="list-style-type: none"> • Policies exist and are partially understood. • Awareness varies between managers and teams. • Application of policies is inconsistent. | <ul style="list-style-type: none"> • Clear awareness and active use of policies supporting older staff and volunteers. • Policies are communicated, understood and applied consistently. • Older staff and volunteers feel valued and supported. |
| <p>Have all staff undertaken Dementia Awareness training?</p> <p>Evidence to look for: Training records or completion rates. Induction materials. Staff confidence when discussing dementia support</p> | <ul style="list-style-type: none"> • No Dementia Awareness training in place or very limited uptake. • Training not included in induction. • Staff lack confidence or awareness when supporting customers living with dementia | <ul style="list-style-type: none"> • Some staff have completed Dementia Awareness training. • Training uptake is inconsistent across roles or departments. • Training not refreshed regularly. | <ul style="list-style-type: none"> • All staff have completed Dementia Awareness training. • Training is embedded in induction and refreshed regularly. • Staff demonstrate confidence and appropriate responses in practice. |