



Age-Friendly Business Self-Assessment Tool

Complete the four pages of the self-assessment to help determine if your business qualifies for an Age-Friendly Business Recognition Certificate and sticker.

Business Name:

What is age-friendly business?

An age-friendly business provides goods, services and/or spaces creating an age-friendly environment more welcoming to our ageing population and the broader community and its members.

Any business located within the municipal boundaries of the city of Thorold can take steps to become more age-friendly. For more information on how to become an age-friendly business review the "Creating an Age-Friendly Business Guide." The guide is available on the City of Thorold's website (thorold.com) or in hard copy through the City of Thorold's Clerk's department.

How can my business qualify for an Age-Friendly Business Certificate and sticker?

Businesses within Thorold municipal boundaries must complete the self-assessment tool which is available online (thorold.com) or in hardcopy through the Clerk's Department.

New applicants must complete this four page self-assessment tool and achieve 80% in categories one to five below. A one page renewal self-assessment tool must be completed every two years. The deadline for both new submissions and renewals is May 15 of any given year.

A committee comprised of members of the age-friendly and business community will review applications and conduct a site visit for new and renewal applications. Please keep a copy of your completed application for your own records.

Successful applicants will receive an Age-Friendly Business Recognition Certificate and sticker and renewal applicants will receive a new certificate. If your business is sold or relocated or changes ownership, a new application must be submitted.

1. Safety: Outside Space

Access to your business is free of hazards

- _____ Sidewalk access and parking areas are level and well-maintained, with curb cuts where needed
- _____ Pick-up/drop-off areas are convenient and clearly marked and sheltered (where possible)
- _____ Entrances, sidewalks and parking lots are well and evenly lit
- _____ Accessible parking spaces are designated and located close to the building entrances
- _____ Parking lot and sidewalks are promptly cleared of hazards (e.g. snow, puddles)
- _____ Entrances are kept clear of street furniture and obstructions
- _____ Entrance doors open automatically or have working power buttons. Ensure the automatic doors stay open long enough to get through comfortably and safely.
- _____ Ensure the accessible electric door opener is turned on
- _____ Doors are wide enough for wheelchairs/scooters (36" minimums)
- _____ There is clearance by the door for a person waiting with a wheelchair or walker
- _____ There is strong colour contrast between the wall, floor, door and door frame

RATING GUIDE

1= Needs improvement **2** = Fair **3** = Good **4** = Excellent **N/A** = Does not apply



2. Safety: Inside Space

Customers can navigate without obstructions and distractions

- _____ Stairways have sturdy handrails on both sides, stair edges and changes in floor levels are clearly marked
- _____ Floor surfaces are stable, firm, slip resistant and non-shiny
- _____ Necessary mats are securely fastened
- _____ Elevators are available to access other floors and there are ramps for change of levels
- _____ Obstacles or hazards are clearly marked (e.g. step up)
- _____ Aisles are approximately 4 feet wide and uncluttered
- _____ Locations of elevators, washrooms, customer services and other amenities and services are clearly posted. A store layout map is visible near the entrance
- _____ Most popular items are shelved at medium height
- _____ Emergency training of staff addresses warning and evacuation of the elderly or disabled

3. Comfort: Provide for people with limited strength and stamina

- _____ Sturdy, regular height seating is placed in waiting or line-up areas
- _____ At least one service or checkout counter is at a lower height to accommodate wheelchair/scooter accessible. If a lowered checkout counter is not in place, staff walks around counter to assist the customer
- _____ There is space by the entrance for customers to park scooters
- _____ In areas where customers sit for some time (e.g. restaurant tables), temperature is held at comfortable level with no chilly air currents
- _____ An online or phone-in ordering delivery service is available
- _____ Customer washrooms are found on all service floors (if possible)
- _____ Washrooms contain at least one accessible toilet cubicle, safety bars and hand-washing area (if applicable)
- _____ Customers are offered assistance when taking items to their vehicles

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4. Comfort: Provide for people with poor sight or hearing

- _____ Premises are evenly and well lit
- _____ Signage has clear and legible font with good contrast (Arial 14 or 16 is recommended)
- _____ Promotional materials have good contrast and readable font sizes and are printed on matte or non-glossy paper
- _____ Staff speak clearly, and at an appropriate speed, while looking directly at the person
- _____ Staff are trained to assist customers who have vision or hearing challenges (e.g. reading labels and locating items)
- _____ Sound systems for public announcements are loud enough and distortion-free
- _____ A quiet space; background music is absent or low in volume

5. Respect: Ensure all customers are treated with respect

- _____ Staff are trained to be friendly and patient with all customers, and try to meet their needs
- _____ Staff are sensitized to avoid condescending behaviours (e.g. speaking too loudly, speaking too familiarly as in calling someone “dear”, or showing visible impatience)
- _____ Staff are encouraged to move to an area where they can more comfortably serve someone who may have trouble seeing, hearing, understanding, or making their requests known
- _____ Errors and customer complaints are addressed promptly and courteously
- _____ Staff are trained in managing sensitive situations while preserving a person’s dignity
- _____ Staff are able to identify if a person is experiencing a medical emergency and will notify the appropriate service or authority while preserving the customer’s dignity.

6. A few extras that will increase the attractiveness of your business for older customers

- _____ Promotional material includes depiction of older people
- _____ Consumer research includes older people
- _____ Products and services are equally designed for smaller households, small incomes and smaller appetites

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