



How-to guide: 'Take a seat' campaign

Age-friendly Nottingham's Take a seat campaign encourages local shops and businesses to provide a seat and a friendly welcome to anybody who needs it, encouraging older people to get out and about in their community and maintain independence. Inspired by New York and the city of Manchester, the campaign has attracted more than 300 businesses across Nottingham.

1. Get council support

Have a key councillor act as a champion and rally support from others. In Nottingham, **Councillor Eunice Campbell** worked on the ground with ward councillors to target local businesses.

2. Community engagement

Identify and work alongside a network of **key stakeholders** with strong relationships in the area to help encourage take up.

3. Get older people involved

Having a campaign **Steering Group** that includes older people helps to ensure it reflects the wants and needs of people. Age-friendly Nottingham's own Steering Group members were among Take a seat's strongest advocates.

4. Communications plan

Think about the **key messages** and plan for how you can encourage local businesses to sign up. Nottingham Council feature participating businesses on their website, and use local community boards to promote it locally.

5. Branding

The **age-friendly 'flower' logo** makes the campaign instantly recognisable to members of the public. **'We are age-friendly'** stickers, bags and chairs help businesses show support and make them feel part of the campaign. This also helped to raise awareness of Age-friendly Nottingham.

6. Maximise media coverage

Nottingham took a **phased approach**, launching only two wards initially and using the knowledge gained to inform subsequent launches. This maximised local press coverage each time.

7. Learn from others

Age-friendly Manchester shared their **knowledge and resources** with Nottingham when they launched their Take a seat initiative. Nottingham is also happy to pass on what they've learned – contact sharan.jones@nottinghamcity.gov.uk for more information.

Find out more:
www.ageing-better.org.uk/afc