



Healthy Ageing Challenge  
Social, Behavioural and  
Design Research

UNIVERSITY of  
STIRLING



# Impact Report

Hospitality & Retail

Social Behavioural and Design Research Programme



# Hospitality & Retail

## Hospitality Connect

The aim of the Hospitality Connect project was to explore the role of local hospitality businesses in supporting social connections among older people aged 65+, and to co-develop solutions that mutually benefit those who may be more isolated and/or lonely in their local community, and the cafés and pubs that serve them.

Using the findings from the project, Hospitality Connect have co-created the “Welcome ALL” toolkit with older people and other stakeholders to help small to medium sized hospitality businesses become more age-inclusive. Specifically, the toolkit provides a range of simple and practical solutions in a menu-style format that businesses can easily adopt over different periods of time and with varying levels of financial and/or other resource requirements.

Watch the video  
Project case study:  
Hospitality Connect



## Hearing Loss and Place (HeLP)

The HeLP project increased understanding of the difficulties people with hearing loss experience in a variety of noisy and distracting places, such as, shops, cafes and other hospitality venues. HeLP explored how noise affects not only hearing, but also attention, cognition, wellbeing and social interaction.

The Help project has raised the profile of the need for hearing research in Wales and in the UK, and has provided a platform to springboard other research around hearing loss in older adults. The principal investigator sits on the Welsh Government Disability Rights Taskforce ([gov.wales/disability-rights-taskforce](https://gov.wales/disability-rights-taskforce)).







## Welcome ALL Toolkit

**Starter:** Welcome ALL with a smile, instant impact with no costs

**Main:** Welcome ALL with your commitment to serve ALL

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

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



The toolkit provides links to external resources designed to provide more specific solutions, including links to three short films co-produced with older peer researchers and project supporters to highlight the benefits of our research approach and toolkit implementation.

The toolkit is available at Hospitality Connect:

**Welcome ALL | A Toolkit for Age-inclusive Hospitality Venues - SBDRP ([ageing-sbdrp.co.uk](http://ageing-sbdrp.co.uk))**

## Policy considerations

- Extend local authority food voucher schemes to include meals at hospitality venues.
- Utilise hospitality venues to supplement the role of the traditional community centre, or replace those in areas where centres no longer exist, in supporting local communities to be socially connected.
- Recognise the social value of hospitality businesses for community wellbeing by offering tax relief for age-inclusive venues.





Watch the  
Retail Impact  
Project case study



## Retail Impact

The Retail Impact project supported retailers in better understanding the evidence about what healthy ageing means and inspiring action in relation to their healthy ageing role. It stimulated action by retailers working alongside Government, academics and policymakers, playing their part in tackling inequalities helping revitalise our high streets and local economies.

The project encouraged decision-makers in having conversations to change legislation, policy, culture and practice, facilitating a healthier ageing society and supporting healthy choices, healthy places and fostering a healthy retail workforce.

Key achievements include a suite of published information guides for the retail sector, webinar presentations to organisations such as the Institute of Hospitality, webinar curation, a retail podcast and press releases demonstrating successful coverage.

### Retail Guides:

Five comprehensive guides were developed to assist retailers in transforming their spaces into more inclusive environments:

#### Accessibility:

Providing basic steps towards making shops more accessible.

#### Healthy Workforce:

Encouraging practices that support the health of retail employees.

#### Healthy Customer Service:

Improving customer service to meet the diverse needs of all ages.

#### Healthy Retail Environment:

Creating shopping environments that promote health and accessibility.

#### Healthier Choices:

Encouraging retailers to offer products and services that support healthy ageing.

Each guide combines research insights with practical advice, offering retailers actionable steps to cater to an ageing consumer base and contribute to a healthier, more inclusive shopping experience.



Five guides to help transform  
the way the retail sector sees  
and serves older customers







Learn more about the Social Behavioural and Design Research Programme and the projects we funded by visiting our webpage:

[ageing-sbdrp.co.uk](https://ageing-sbdrp.co.uk)

 [Healthy Ageing Challenge: Social Behavioural Design Research Programme](#)

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UKRI Healthy Ageing Challenge



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