

GUIDELINES FOR CONSULTING WITH OLDER PEOPLE

- **Who is this for?**
Public and private sector organisations who provide goods and services
- **What will it help me do?**
Ensure your business can meet the needs of older customers through consultation and direct engagement

This template can be adapted for consulting with a range of current or potential service users.

When consulting older customers:

- Be clear about what you want to discuss and provide information in advance so that they can fully participate
- Include representative / support groups and organisations who champion and support the needs of older people
- Be clear about any aspects of an issue on which decisions have already been taken, to avoid wasting time
- Provide information in clear terms and avoid use of jargon
- Provide information in accessible formats such as Braille, audiotape or large print where it is known that this will be needed
- Provide details (phone, email, address) for a contact person who can respond to queries
- Give as much notice as possible
- Consider issues around timing and location of consultation
- Think about transport matters, for example parking or how people who do not drive or cannot travel independently will get to the venue
- Offer to pay travel expenses and provide refreshments
- Remember that people who attend are there because they are keen to be involved so be supportive
- Provide feedback after the event

