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**Age Allies Project Launches**

**Age UK London provides free workshops to local businesses to tackle ageism in the workplace**

Age UK London’s Age Allies Project is offering free workshops to organisations and businesses to help create positive changes in their attitude and behaviour towards older people.

Since April 2017, Age UK London has hosted a series of focus groups to fine-tune these workshops, taking on advice and guidance from local older people in the capital. A set of pilot sessions followed, to develop a consistent format and structure that still allowed for open discussion and the free spread of ideas between participants.

Age UK London is now ready to deliver these free workshops to businesses and organisations to challenge the deep-rooted social stereotypes of older people that are held within society. Everyone holds unconscious bias towards various social and identity groups, which are influenced by our background, cultural environment and personal experiences, and

The workshop format has been developed with a small group of older volunteers who also act as co-facilitators of the sessions, using their experiences to capture the imagination of the participants. These workshops are not just for customer service workers - they are relevant to staff in all roles and at all levels – and they have been designed to be effective across all sectors and business types.

At the end of the class, each participant commits to making one small change in attitude or behaviour, so that they can then encourage positive changes for businesses and organisations and for their older customers and service users.

Plus, by becoming an Age Ally and participating in the programme, organisations can demonstrate that they are on the path to age-friendly working practice. With an Age Champion in their team organisations can continue to become even more age-friendly, one small change at a time.

One workshop participant commented:

“I particularly appreciated how everyone was included, how they were able to share first hand experiences and how the workshop was able to not only show each of us our strong points but also where one needs to improve.”

Richard Norman quote:

To enrol your organisation on the Age Allies programme, please contact Richard Norman – [rnorman@ageuklondon.org.uk](mailto:rnorman@ageuklondon.org.uk)

**-Ends-**

**Notes to editors:**

* For further information, or to arrange an interview with Age Allies Coordinator Richard Norman, please call 02070912590
* Age UK London (AUKL) helps London to love later life by campaigning for older Londoners, working on their behalf, and championing their cause. We work with London borough Age UKs and over five hundred older people’s organisations across the capital.
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