

Elders Council of Newcastle

**OLDER PERSON FRIENDLY CITY
SUPERMARKETS**



Report from a Working Group
February 2011

WHAT IS THE ELDERS COUNCIL OF NEWCASTLE?

The Elders Council of Newcastle was established in 2001 to provide an effective voice for older people who are resident or active in the City of Newcastle upon Tyne. Membership is open to anyone over the age of 50 and is free to Newcastle residents. The Elders Council of Newcastle is a registered charity.

In 2004 the Elders Council joined with Age Concern Newcastle and Newcastle Healthy City to form the Quality of Life Partnership (QoLP) which receives financial support from Newcastle City Council, the NHS Primary Care Trust and other agencies. The QoLP strives to ensure that older people's views play an important part in the planning and delivery of services for older people.

A large part of the contribution which the Elders Council makes to the QoLP is through the activities of a series of working groups, of which the Older Person Friendly City Group is one. Other groups are looking at further issues of concern to older people such as health, social care, housing, transport, cultural facilities and the needs of the older learner.

In 2011/12 the Elders Council continues to aim:

1. to promote the benefit and social inclusion of elders by providing a voice on issues concerning their quality of life, health and wellbeing, and
2. to realise the potential of elders as a creative and active resource for the community.

OLDER PERSON FRIENDLY CITY

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CONTENTS

Foreword	1
Introduction	2
Method	4
What are the Findings	6
Summary of Conclusions and Recommendations	12
Comments from Elders Council Members	15
Comments from Supermarket Managers	17
Appendices to Findings Section	18
Appendix 1: The Questionnaire	19
Appendix 2: Additional information gained from the Questionnaire	21
Appendix 3: Survey of Supermarkets	23
Appendix 4: Key to Tables 4.1 – 4.3	26
Appendix 5: Comparison of the Older Person Friendliness of Newcastle's Supermarkets	30
Acknowledgements	32

FOREWORD

Newcastle Elders Council is to be congratulated on this report. I have long argued that we will never be a flourishing and sustainable society until we harness the abilities and experience of older people, particularly in regard to some of the most practical issues of everyday life which can challenge us all. This survey has been undertaken by older people using a questionnaire which reflects their own priorities.

The Working Group has produced a report which could benefit people of all ages as well as the companies which run our supermarkets and major retail stores. There is a sad lack of 'inclusive design' in so many of the services and products which we need and this has been particularly true of supermarket shopping.

The survey shows that there is still a significant mismatch between what older people want and what is available in the supermarkets surveyed. The chief criticism is of pricing policy, where discounts are mainly available on multiple purchases - in contrast to highly successful age-friendly supermarkets elsewhere, where special discount is given on products irrespective of the number purchased, to the benefit of single people and small families generally. Other, important areas for improvement include better access to toilets, the provision of more in-store seating, and more home delivery services.

It is to be hoped that stores will respond to this clear demonstration of the need for 'design for all, for life' and thereby benefit all the people of Newcastle.

**Professor Jim Edwardson, Institute for Ageing and Health,
Newcastle University**

1. INTRODUCTION – Why are we concerned?

This report from a Working Group of the Elders Council is the third in a series of investigations into 'older person friendly' environments. Having previously assessed the 'older person friendliness' of the City Centre, followed by enquiries into Parks and Recreation Areas, the Working Group moved on to consider 'older person friendly' food shopping.

Why are we so concerned about these aspects of our environment? The main reason is that as we live longer, and want to go on living independently in our own homes and communities, it is really important that in our everyday lives we are able to move around freely in our city and in our neighbourhoods, and we can enjoy the amenities that are available. So far we have attempted to use the findings from our enquiries to bring about some changes that will benefit not just older people but will be helpful to citizens of all ages.

Why have we focused on shopping now? Shopping for food is an essential activity. Some of us enjoy going to the shops, choosing our food, talking to the people we meet, while others regard shopping as a dreary necessity. In the lifetimes of the oldest generations there have been many changes in shops and in shopping habits. Corner shops in towns and village stores in country areas have largely disappeared. Self-service supermarkets of varying sizes have become the norm. Hypermarkets and large out of town shopping centres have resulted in the decline of high street shopping in some areas. The emphasis tends to be on convenient 'one-stop' shopping rather than visiting the butcher, baker, grocer and fishmonger in separate shops although street markets and covered markets are still an attraction to some traditionalists. The latest development is Internet shopping. The attraction of placing an order and having it delivered to your door can be very convenient for housebound people or for those unable to carry heavy bags, but can be a mixed blessing for the lonely and isolated who miss the human contact with local shopkeepers and other customers.

So there are some good reasons for enquiring into shopping, especially supermarket shopping, as it is such a vital activity for everyone including older people.

When we began this piece of work two years ago one of the triggers was information about a supermarket in Berlin which was reported to be pioneering 'older person friendly' shopping by offering amenities especially suited to an older age group. A member of the Working Group was included in a group visit to the Kaiser Supermarket in Berlin, arranged under the auspices of the Institute for Ageing and Vitality. The group's observations¹ were shared with Elders Council members who were interested to hear about the facilities introduced into the shop, and which seemed to have contributed to the enterprise being a commercial success as well as being popular with older customers.

¹ Reference: 'Design for All, For Life', Sharron Kuznesof et al, University of Newcastle (September 2008)

2. METHOD

How did we carry out our enquiries?

In assessing 'the older person friendliness' of environments, the Working Group has followed a similar method for all its enquiries. The starting point is always to seek the views of Elders Council members about the features which promote – or detract from – the older person friendliness of facilities or activities. So a questionnaire (see Appendix 1) was distributed with the Elders Council Newsletter in April 2009. In this instance we were able to list the facilities observed on the visit to Kaiser Supermarket to test their relevance to shoppers here, but in addition we asked for suggestions of any other amenities that would make shopping easier. An analysis of the responses from this sample of members gave us the basis for a checklist of the features we should look for in our supermarkets (see Appendix 3).

Using this checklist members carried out systematic surveys over several months, starting with the 7 major supermarkets in Newcastle. These were - Asda (Gosforth); Morrisons (Byker, Cowgate, West Denton); Sainsbury (Gosforth, Heaton); Tesco (Kingston Park). Members of the Working Group carried out all visits, re-checked their observations, and produced a report of the results. The report was sent to the managers of the supermarkets to check for accuracy and for comment. Replies were received from two managers only. A report of the findings is shown in Section 3.

The next stage was to survey smaller supermarkets in neighbourhoods, and also some other stores of European ownership. The 14 stores surveyed were – Somerfield (Benwell) (later taken over by Co-operative stores); Lidl (Benwell and Walkergate); Aldi (Westerhope and Cowgate); Nisa (Kenton); Tesco (Chillingham Road, Jesmond, Kenton Lane); Netto (Westgate and Walkergate); Iceland stores (Shields Road, Stanhope Street and Four Lane Ends). Members recorded their findings and observations from visits to these stores. The results were tabulated and discussed and compared with the findings from the main supermarkets (see Section 3).

The third stage of the investigation involved visits to the City Centre to survey the food departments of the main stores, as well as some retail outlets for the major supermarkets which have spread into the City Centre. The Grainger Market was also included. Although it is not a supermarket, it is still an important place for food shopping, and is used by many older people. The 10 premises surveyed were – Fenwicks, Marks & Spencer, Waitrose, North East Co-operative (Newgate Street), Tesco (Clayton Street, Broad Chare and Percy Street), Sainsbury (Gallowgate), Groszek Polish Deli, and Grainger Market. The results are again tabulated and discussed in Section 3.

There was therefore a considerable amount of material on which to base a summary of the main findings.



3. WHAT ARE THE FINDINGS

Establishing the Criteria

As noted in the previous section the first step, as in our first two projects, was to identify older people's priorities and preferences concerning shopping at a supermarket.

Questionnaire recipients were asked to score 12 amenities as Very Helpful (score 3), Quite Helpful (score 2) or Not Helpful (score 1). They were also asked whether there were any other provisions, not included in the list that they would like to see in their local supermarket.

Age Friendly Criteria

Completed questionnaires were received from 269 members, representing a response rate of about 13%. The average score for each of the 12 listed items is tabulated below.

Item Number	Amenity	Average Score
1	Special offers extended to single items (rather than to family packs or 'buy one get one free')	2.78
2	Toilets	2.73
3	Non-slip floor	2.67
4	Wide aisles	2.54
5	Chairs or sitting areas	2.53
6	Baskets with wheels and extending handles	2.50
7	A 'Help Button' on each aisle to call for assistance	2.36
8	A magnifier on every row of shelves to help to read small print on labels	2.30
9	In-store information signs in large print size	2.28
10	An in-store café	2.26
11	A step to reach high shelves	2.24
12	Trolleys with an in-built seat	1.66

If the average score is taken as an indication of older people's priorities, then the amenities can perhaps be placed in four groups. Items 1 – 3 are those most desired, items 4 – 6 would be much

appreciated, items 7 – 11 would be nice to have but not the highest priority, while item 12 did not appear to have appeal to many members.

Turning to the items not listed but which would be desirable, the three most frequently mentioned are shown below.

Item	Times mentioned
Home delivery not related to computer	93 (35%)
Telephone	42 (16%)
Cash dispenser	33 (12%)

It can be seen that more than a third of the responses mentioned home delivery not related to the Internet, suggesting that although many older people are known to use the Internet, there is still a gap in familiarity with IT. This gap will, of course, gradually disappear with the ageing of the current younger and more computer literate generations.

Other information gained from the questionnaire is shown in Appendix 2.

Newcastle's Supermarkets

BASICS

The results in respect of access, circulation, information and signposting, checkouts and exits are shown in Appendix 4. In overview the following observations can be made concerning these findings:

Access

All the stores were near to bus stops and the large and neighbourhood stores generally had free parking and all had level entrances with automatic doors. Most of the car parks had designated disabled parking bays. Although there was no evidence of monitoring of disabled parking bays and there was some misuse, none of the surveys reported finding these bays full to the exclusion of cars with blue badges.

Free car parking was not available at the city centre stores.

Circulation

All the stores had level, non-slip floors and the majority also had wide aisles, free from obstructions. In a few cases aisles were found to be obstructed by display stands. In general, space to move is more restricted in the smaller neighbourhood stores.

Information and Signposting

Very few of the stores had signs at the entrance showing the locations of the various types of goods. While exits and emergency exits were clearly marked, there were very few signs showing the way to these exits.

About half the stores were found to have signs in big print at eye level. Most stores also had an information desk or help point.

Checkouts

Most, but not all of the large out of town supermarkets had quick service checkouts (for those purchasing just a few items). Quick service checkouts were available at almost none of the other stores. Help with packing was offered at about half the stores. Similarly queues were observed at the checkouts of about half the stores. It is likely that queues will depend on the time of day at which the survey was conducted and might also determine whether help was offered with packing. Self-service checkouts were available at most of the larger out of town and the city centre stores but not the neighbourhood or European stores.

Exits

All the large out of town stores had a telephone near the exit to allow customers to call a taxi. Even so they did not all provide a seat near the door to wait to be picked up. A few of the neighbourhood and European stores but only one of the city centre stores provided a telephone near the exit. The provision of a seat near the door was the exception rather than the rule as was a designated pick up/ drop off point close to the exit.

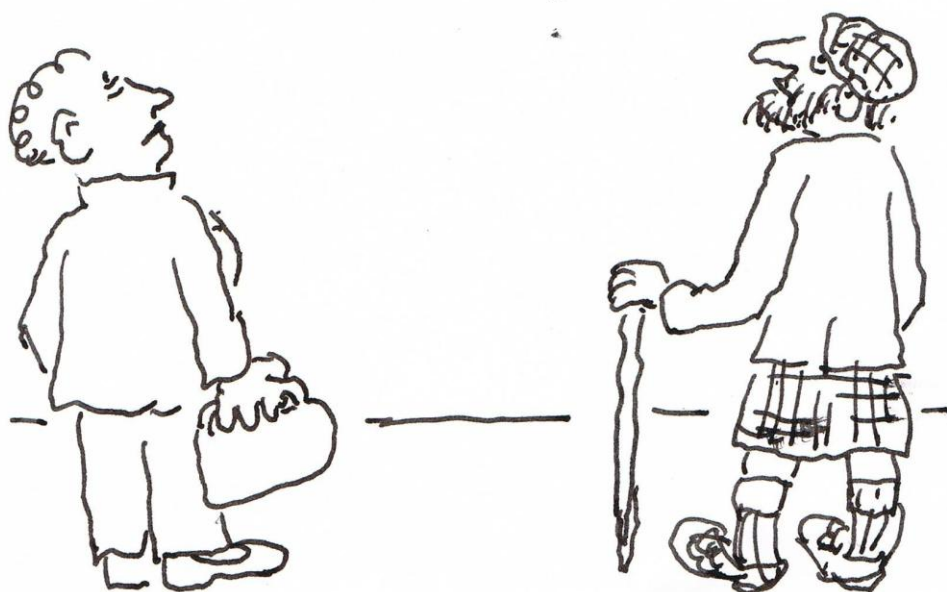
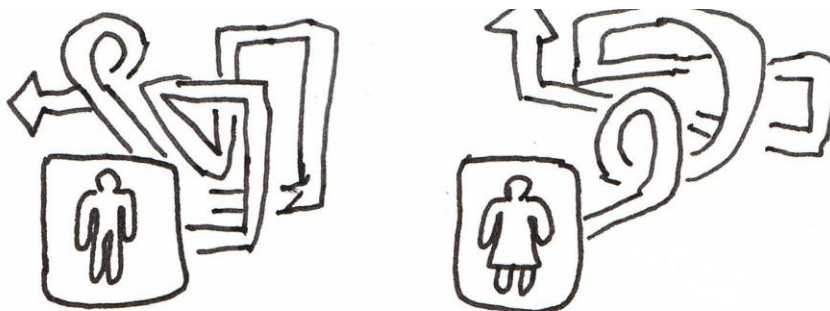
OTHER AMENITIES

As will be noted from Appendix 3 surveyors also looked for other features that would add to the older person friendliness of the store.

The surveyors' findings are summarised:

Toilets

Only the large out of town stores had toilets. As with the exit signs, the entrances to the toilets were clearly marked but there were very few signs showing the way to them. Additionally those city centre supermarkets which were part of a department store had toilets available on another floor. In response to enquiries, surveyors found that in some neighbourhood stores customers were permitted to use the staff toilets.



Seats

As noted on the previous page some stores provided seats near the exit, but apart from that there was virtually no other seating available (the Grainger market being the exception here). While some of the large and city centre stores had a café/restaurant where seating was available, people might feel obliged to purchase unwanted refreshments before using this.

Trolleys & Baskets

Baskets were available at all the stores visited. Additionally almost all provided one or more type of trolley. The large stores also had trolleys that could be used with wheelchairs or buggies.



Labelling

Surveyors checked the clarity, location and print size of price labels and product information. Price labels were normally on the shelf edges rather than on individual items and were easy to read in most cases. Product information on the other hand was usually in small, hard to read print.



Shelving

Surveyors were asked to check whether the top shelves were within reach of a person of average height (e.g. 5ft 4in). All stores were found to meet this requirement although in some the top shelves were described as being difficult but not impossible to reach.

Home Delivery

Home delivery, not related to the Internet, was mentioned in 35% of the responses to the members' questionnaire.

Home delivery was found to be available at the Cooperative, Iceland and at Waitrose for goods purchased in the store. At the Cooperative there is a charge of £3 for delivery of orders under £25, but delivery is free for orders of more than £25. At Iceland delivery is free for orders over £25, contingent on joining a 'Bonus Scheme'. At Waitrose there is a charge of £5 for orders under £50 and of £3 for those over £50.

SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS

Our main conclusion is that more could be done to make supermarket shopping convenient for older people. We have never claimed that the opinions of Elders Council members are necessarily representative of all older people, but with over 2000 members they are at least an indication of the views of a section of the older population who are active and interested citizens. There is clearly some mismatch between the facilities identified by Elders Council members as desirable and what is actually available in the supermarkets surveyed. As a result of the Working Group's investigations, sufficient evidence has been collected to put forward some recommendations that, in our view, would benefit many shoppers and not just older customers.

TOILETS are an important amenity for everyone, and are provided in the larger supermarkets (with some variation in size and quality). Space is clearly a problem in smaller supermarkets but access to staff toilets may be allowed if necessary.

We therefore **RECOMMEND** that toilets should be available in every store.

PRICING POLICY is an important issue for smaller households. The prevalence of special offers for multiple purchases ("Buy One Get One Free", "50% extra", "3 for the price of 2" etc.) is of little interest when shopping for a small household.

We therefore **RECOMMEND** that there should be reduced prices for at least a proportion of single items to benefit smaller households.

DELIVERY SERVICES for goods purchased in the store were singled out as important for older customers, i.e. not just goods ordered online but selected during a visit to the supermarket. Only 3 stores offer this service, Waitrose, N.E. Co-operative and Iceland (see previous section for conditions).

Although Internet shopping may become the norm in future as more people have access to or have help with using IT, in the meantime companies are opening more supermarkets and shoppers without the use of a car need to transport heavy purchases home. For some older people in Newcastle the HOP TO THE SHOPS scheme (see description below) has been helpful.

We therefore RECOMMEND that supermarkets:

- (a) Consider developing more home delivery services for goods purchased in the store, and/or
- (b) Invest in the HOP TO THE SHOPS Shopper Service

SEATS are available in the larger stores with a café, but are otherwise scarce in all the supermarkets visited. Older shoppers report that it is important to be able to sit down occasionally without the necessity of buying refreshments. Seats are particularly useful near exits, with a telephone to call a taxi, and close to pick-up/drop-off points at the larger out of town stores.

We therefore RECOMMEND the provision of seats in all supermarkets, especially near exits.

CIRCULATION AND SIGNPOSTING - although the larger supermarkets have wide aisles, some were observed to be obstructed by display stands, stacking trolleys and sometimes the large trolleys of shoppers. Navigating around a large store is made easier if there are clear signs to relevant sections, especially for shoppers who are not able to walk very far.

We therefore RECOMMEND that attention is given to keeping routes around stores free from obstruction with clear signposting in large print to all sections.

SUMMARY COMPARISON – taking the 5 most desired facilities, it is possible to rank Newcastle’s supermarkets according to their older person friendliness. This comparison is shown in Appendix 5.

OVERALL ASSESSMENT OF OLDER PERSON FRIENDLINESS

Surveyors were asked to note any general points about help with information, suggestions for improvements, and staff attitudes. The larger stores had designated help points that were clearly signposted. The larger stores were also more likely to have staff available to deal with queries and to help with packing bags; otherwise the amount of help available is variable. Staff, on the whole, were found to be helpful but there is clearly a role for staff training programmes to ensure that all staff can give accurate information and can assist customers where necessary.

Suggestions for improvements were mainly about the design and layout of stores and have been included in RECOMMENDATIONS. More could clearly be done to include amenities that would make shopping easier for the mature customer. For example, it was noted on the visit to the Kaiser shop in Berlin mentioned at the beginning of this Report that seats were provided by a coffee dispenser where older customers were able to sit and to chat before leaving the store. We would point out that by including many features that are appreciated by older people, Kaiser Supermarkets have been a commercial success.

WE THEREFORE RECOMMEND THAT THE DESIGN AND LAYOUT OF SUPERMARKETS TAKES INTO ACCOUNT THE FEATURES, INCLUDING ANY SPECIAL AMENITIES THAT WILL BENEFIT OLDER SHOPPERS, AS SET OUT IN THIS REPORT.

NOTE: HOP TO THE SHOPS SHOPPER SERVICES

Older people who have difficulty getting out and about identified the need for a 'shopper' service which would enable them to get out to do their own grocery shopping. In response to this, the Quality of Life Partnership worked with Nexus and the local community transport provider 'Community Transport' to develop a citywide service called Hop to the Shops. Currently the service is providing over 100 trips per week for older people in Newcastle. Older people who would otherwise rely on others to do their shopping for them are delighted with the service. Not only can they get out and choose their own groceries, the support they receive from the driver and the companionship from other shoppers makes this a good quality and valuable service. And the costs are currently only £3 for a round trip.

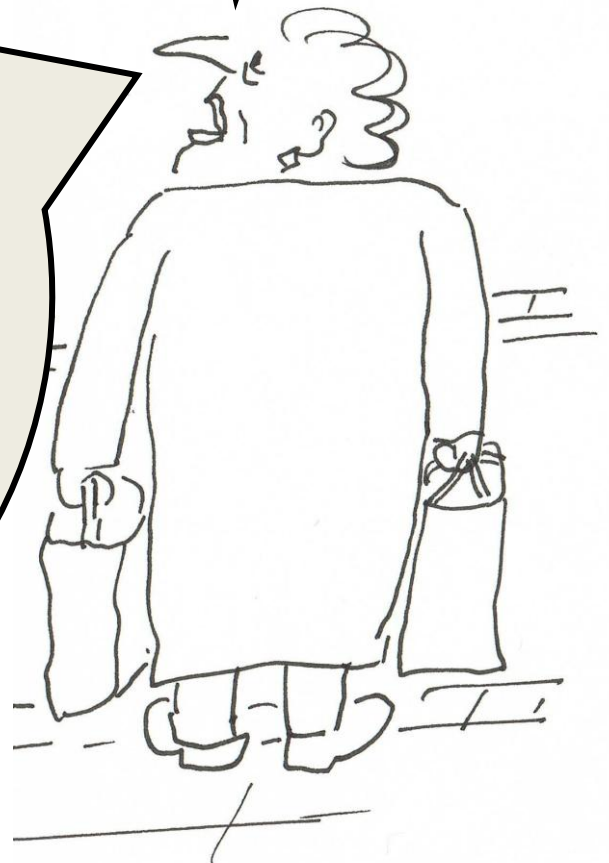
COMMENTS FROM ELDERS COUNCIL MEMBERS

'I would like to add to your lists of recommendations. I would like stores to make sure that the price labels on shelves are large enough to see easily. One store recently had labels at floor level with tiny writing – to see it properly I would have had to kneel.'

'I still shop in the Grainger Market whenever possible. It's the best place to buy fresh foods in the quantities you want and not all sealed up in bumper packs. And if you want to know the best prices, just look where the grey heads are queuing.'

'I did some Christmas food shopping at M&S recently as they no longer deliver food and was obliged to use taxis. The assistants were very helpful and also carried the shopping outside the shop to the waiting taxi.'

At Morrisons West Denton, again by taxi, they helped to make a phone call to book a taxi for the return journey. Life could be made so much easier for those of us who no longer have the use of a car.'



COMMENTS FROM ELDERS COUNCIL MEMBERS

'I would like the aisles to be clear, not cluttered with baskets of goods or trial offers. I would like fewer ready packaged 'family size' fruit and veg. Smaller trolleys – you could get lost in the huge ones now available!'

'I feel strongly that home delivery is not offered except if you shop 'on-line'. Many people of my age (80+) do not own computers but are willing to pay a fee and fill our own trolleys so why won't they deliver it for us? They provide no place to leave our own shopping trolleys so we have to push it round in their trolleys.'

'Leaflet with store layout would help. Aisle changes can mean endless searching for new locations of products e.g. eggs may be with dairy, home baking or completely unrelated products.'

'It would be good if the positions of stock were not moved around so frequently. It is understandable that this is necessary when all the Christmas items arrive ... but otherwise it is tiresome to have so many

'Help with packing at checkouts and a smile would be nice.'



COMMENTS FROM SUPERMARKET MANAGERS

Top Shelves

'We are given plans/briefs to follow up from Head Office and all stores must follow these briefs and unfortunately some may be difficult to reach'.

(Asda Gosforth)

Disabled Parking:

'We employ a company to monitor the car park on an average 5 days per week, they vary their days and times and they issue fines for any vehicle which is parked illegally'.

(Asda Gosforth)

'Although the store does not have wardens to monitor these bays and would be unpractical for a store which is open 24 hours, our staff do challenge the public parking in the wrong bays.'

(Tesco Extra, Kingston Park)

Moving sections of produce

'In a store of our size we have to ensure we are promoting our seasonal and promotional items. Our other stock is kept in the same position.'

(Tesco Extra, Kingston Park)



APPENDICES TO FINDINGS SECTION

- Appendix 1: Questionnaire to Elders Council members
- Appendix 2: Additional information from Questionnaire responses
- Appendix 3: Survey of Supermarkets – checklist for surveyors
- Appendix 4: Tabulated results from surveys of large out of town supermarkets, smaller neighbourhood and European supermarkets and City Centre supermarkets.
- Appendix 5: Comparison of Older Person Friendliness of Newcastle's supermarkets

APPENDIX 1

THE QUESTIONNAIRE

How do you usually travel to the supermarket? (Please tick)

	Getting there	Getting back
Bus		
Metro		
Taxi		
Car		
Cycle		
Walk		
Other		

How often do you usually shop at your supermarket? (Please tick)

Every day	
Three to six times a week	
Once or twice a week	
Once every fortnight	
Less frequently than fortnightly	

The following 12 facilities were available in the German supermarket. How helpful would you find them in the supermarket where you shop? (Please tick)

Facility	Very Helpful	Quite Helpful	Not Helpful
Wide aisles			
Non-slip floor			
A step to reach high shelves			
Trolleys with an in-built seat			
Baskets with wheels and extending handles			
Special offers extended to single items (rather than to family packs or 'buy one get one free')			
A magnifier on every row of shelves to help to read small print on labels			
A 'Help Button' on each aisle to call for assistance			
In-store information signs in large print size			
Chairs or sitting areas			
Toilets			
An in-store cafe			

Are there any facilities, not listed above, that you would like to see when you visit your local supermarket? (For instance a cash dispenser, telephone, home delivery service). Please score their helpfulness in priority order

Facility	Priority Order

Any other comments about how your visits to the supermarket could be improved?

And Finally About You

Are you Male or Female (Please tick)

Which is your age group? (Please tick)
 50-59 60-69 70-79 80 and over

THANK YOU VERY MUCH FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE

If you would like to be included in the prize draw, please include your name and address below:

Please return the completed questionnaire to:
 The Elders Council, FREEPOST RRAK-YURB-SKGS, 2nd Floor,
 MEA House, Ellison place, Newcastle upon Tyne, NE1 8XS

APPENDIX 2

Additional Information Gained from the Questionnaire

2.1 Gender and age of respondents

Gender	Number	% of Total
Females	229	85
Males	36	13.5
Couples	4	1.5
TOTAL	269	100

Age Group	Females	Males	Total
50 -59	7	1	8
60 - 69	66	11	77
70 - 79	97	11	108
80 and Over	59	13	72

Both the gender and age divisions reflect those of the membership, although the male: female imbalance considerably exceeds that of the membership.

2.2 Frequency of Shopping

Frequency	% of Total
Every day	2
Three to six times a week	17
Once or twice a week	66
Once every fortnight	12
Less frequently than fortnightly	3

About two thirds of members said they shop at their supermarket once or twice a week, which may reflect the distance between store and home.

2.3 Travel To and From the Supermarket

Transport Mode	% of Journeys Getting There	% of Journeys Getting Back
Bus	29	25
Metro	3	3
Taxi	4	9
Car	43	43
Cycle	0.6	0.6
Walk	19	18
Other *	1	1

(* Hop to the Shops Scheme)

The preferred mode can be seen to be by car, although about one third use public transport and about one-fifth walk. A small number also said that they either walked or used public transport to get there but used a taxi for the return journey. The location of the supermarket is again likely to affect the mode of transport (and perhaps also the frequency of travel).

APPENDIX 3

ELDERS COUNCIL OF NEWCASTLE

Working Group on 'AN OLDER PERSON FRIENDLY CITY'

SURVEY OF SUPERMARKETS

Name and location of Supermarket:

.....

ACCESS: are there

Bus stops nearby

Free parking, including disabled parking bays

Entrance level, automatic/easy to open doors, etc.

Please add any comments on numbers of disabled parking bays, whether blue badges are displayed, and restrictions applied:

.....

.....

CIRCULATION: are there

Wide aisles (i.e. wide enough for 3 trolleys to pass)

Floor surfaces level and non-slip

Circulation easy and free from obstructions (e.g. by display stands or stacking trolleys)

INFORMATION AND SIGNPOSTING: are there

Signs to different sections at entrance

Signs to exits and emergency exits

Signs to toilets (if any)

Sign to information desk or help point

Are all signs in big print and at eye level

AMENITIES: Please record your observations on the following points:

TOILETS: Cleanliness, size of cubicles, special facilities for children, disabled people:

.....
.....

SEATS: Position, numbers and types:

.....
.....

TROLLEYS AND BASKETS: Size and type: any suitable for wheelchair users:

.....
.....

SHELVES: Within easy reach of person of average height (e.g. 5'4"):

.....
.....

CAFÉ/REFRESHMENTS: Type of snacks/meals available:

.....
.....

PRICING, SPECIAL OFFERS, ETC : Please give your observations on the following points:

Prices: clearly marked on each item, or mainly on shelves:

.....
.....

Special offers: are there special offers for single items, (rather than buy one, get one free etc.)?:

.....
.....

Labelling: size of print, easy to read, etc.:

.....

CHECK-OUTS: are there

- Quick service checkouts
- Help with packing
- Queues at all check-outs
- Self-service check-outs

Delivery Services: Is there a free home delivery service for goods purchased in the store? If so, is it free or are there restrictions e.g. only goods above a certain value?

.....
.....

EXITS: is there

- Telephone near exit to call a taxi
- Seat near door to wait for pick up
- Designated pick up/drop off point close to exit

OVERALL ASSESSMENT OF STORE: Please record any comments on your experience of shopping at this store e.g. design and layout of store, helpfulness of staff, etc.

.....
.....

Do you have any suggestions for improvements?

.....
.....

Name of Surveyor:.....

Date of survey (including time of day):.....

Time taken to complete survey:

APPENDIX 4

Key to Tables 4.1 – 4.3

Access

- a. Bus stops nearby
- b. Free parking including disabled parking bays
- c. Entrance level, automatic / easy to open doors, etc.

Circulation

- d. Wide aisles (i.e. wide enough for three trolleys to pass).
- e. Floor surfaces level and non-slip.
- f. Circulation easy and free from obstructions

Information and Signposting

- g. Signs to different sections at entrance
- h. Signs at exits and emergency exits
- i. Signs at toilets
- j. Sign at information desk or help point
- k. All signs in big print at eye level

Checkouts

- l. Quick service checkout
- m. Help with packing
- n. Queues at checkouts
- o. Self-service checkouts

Exits

- p. Telephone near exit to call taxi
- q. Seat near door to wait for pick up
- r. Designated pick up/ drop off point close to exit

4.1 Large Out of Town Supermarkets

Supermarket	Access			Circulation			Information & Signposting					Checkouts				Exits		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Asda Gosforth	Y	Y	Y	Y	Y	Y	N	Y	Y	N	N	Y	Y	N	Y	Y	Y	Y
Morrisons Byker	Y	Y	Y	N	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N
Morrisons Cowgate	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	N	N	Y	Y	N	N
Morrisons W Denton	Y	Y	Y	Y	Y	N	N	Y	Y	Y	Y	N	Y	N	Y	Y	Y	Y
Sainsbury Gosforth	Y	N	Y	Y	Y	Y	N	Y	N	Y	N	Y	Y	Y	N	Y	N	N
Sainsbury Heaton	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	Y	N	Y	N	Y	Y	Y
Tesco Kingston Park	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y

Key: Y = Available N = Not Available

4.2 Smaller Neighbourhood and European Supermarkets

Supermarket	Access			Circulation			Information & Signposting					Checkouts				Exits		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Aldi Cowgate	Y	Y	P	Y	Y	Y	N	N	N	Y	Y	N	Y	Y	N	N	N	N
Aldi Westerhope	Y	Y	Y	Y	Y	Y	N	N	N	N	N	N	N	Y	N	N	N	N
Iceland Four Lane Ends	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	N	Y	N	N	N	N	N
Iceland Shields Road	Y	Y	Y	N	Y	Y	?	N	N	Y	Y	N	Y	N	N	N	N	N
Iceland Stanhope Street	Y	Y	Y	N	Y	N	Y	N	N	Y	Y	N	N	Y	N	N	N	N
Lidl Benwell	Y	Y	Y	Y	Y	Y	Y	P	N	Y	Y	N	N	Y	N	Y	N	N
Lidl Walkergate	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	N	N	Y	N	N	N	Y
Netto Westgate	Y	P	Y	Y	Y	Y	Y	P	N	Y	Y	N	Y	Y	N	Y	N	Y
Netto Westerhope	Y	Y	Y	Y	Y	N	N	N	N	N	N	N	N	Y	N	Y	N	N
Nisa Kenton	Y	Y	P	Y	Y	Y	N	N	N	Y	N	N	N	N	N	N	N	N
Sommerfield Benwell	Y	Y	?	Y	Y	Y	Y	P	Y	Y	?	Y	Y	Y	?	Y	Y	?
Tesco Chillingham Rd	Y	P	Y	Y	Y	Y	N	N	N	N	N	N	Y	Y	Y	?	?	?
Tesco Jesmond	Y	N	Y	Y	Y	Y	N	N	N	N	N	N	Y	Y	Y	N	N	N
Tesco Kenton Lane	Y	Y	Y	N	Y	Y	Y	P	N	Y	N	N	Y	Y	N	N	N	N

Key: Y = Available N = Not Available P = Partly available

4.3 City Centre Supermarkets

Supermarket	Access			Circulation			Information & Signposting					Checkouts				Exits		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Co-operative	Y	N	Y	Y	Y	N	Y	N	N	Y	Y	P	N	N	N	N	Y	Y
Fenwick	Y	N	Y	Y	Y	Y	N	N	N	Y	P	N	N	Y	N	N	Y	N
Grainger Market	Y	N	Y	Y	Y	Y	N	N	Y	Y	N	--	--	--	--	N	N	N
Groszek (Polish Deli)	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	N	N	Y	Y	Y
Marks & Spencer	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y	N	Y	N	Y	N	Y	Y
Sainsbury (Gallowgate)	Y	N	Y	N	Y	Y	Y	N	N	Y	N	N	N	Y	N	N	N	N
Tesco (Broad Chare)	Y	N	Y	N	Y	N	N	N	N	Y	N	N	Y	Y	N	N	N	N
Tesco (Clayton St)	N	N	Y	Y	Y	Y	N	N	N	Y	Y	N	N	Y	Y	N	N	N
Tesco (Percy St)	Y	N	N	Y	Y	Y	Y	N	N	Y	N	N	N	Y	Y	N	N	N
Waitrose	Y	N	Y	Y	Y	Y	N	N	N	N	N	N	Y	Y	N	N	N	N

Key: Y = Available N = Not Available P = Partly available

APPENDIX 5

Comparison of the Older Person Friendliness of Newcastle's Supermarkets

'Very Helpful' = Score 3, 'Quite Helpful' = Score 2 'Not Helpful' = Score 1

	Facility	Average Score
A	Special offers extended to single items (rather than to family packs or 'buy one get one free')	2.78
B	Toilets	2.73
C	Non-slip floor	2.67
D	Wide aisles	2.54
E	Chairs or sitting areas	2.53

Larger Supermarkets

Supermarket	A	B	C	D	E#	Total
Asda Gosforth	X	2.73	2.67	2.54	2.53	10.47
Morrisons W Denton	X	2.73	2.67	2.54	2.53	10.47
Sainsbury Heaton	X	2.73	2.67	2.54	2.53	10.47
Tesco Kingston Park	X	2.73	2.67	2.54	2.53	10.47
Morrisons Cowgate	X	2.73	2.67	2.54	X	7.94
Morrisons Byker	X	2.73	2.67	X	2.53	7.93
Sainsbury Gosforth	X	X	2.67	2.54	X	5.21

Seats near exit only, but not within area of the store

City Centre Supermarkets

Supermarket	A	B~	C	D	E#	Total
Grainger Market	X	2.73	2.67	2.54	X	7.93
Fenwick	X	P	2.67	2.54	2.53	7.74+
Marks & Spencer	X	P	2.67	2.54	2.53	7.74 +
Groszek (Polish Deli)	X	X	2.67	2.54	2.53	7.74
Co-operative	X	X	2.67	2.54	2.53	7.74
Waitrose	X	P	2.67	2.54	X	5.21+
Tesco (Clayton St)	X	X	2.67	2.54	X	5.21
Tesco (Percy St)	X	X	2.67	2.54	X	5.21
Sainsbury (Gallowgate)	X	X	2.67	X	X	2.67
Tesco (Broad Chare)	X	X	2.67	X	X	2.67

~ P = Fenwick & Marks & Spencer have toilets available on other floors, Waitrose has a public toilet immediately next door.

Seats near exit only, but not within area of the store

Smaller & European Supermarkets

Supermarket	A	B~	C	D	E#	Total
Sommerfield Benwell	2.78	P	2.67	2.54	2.53	10.52+
Lidl Benwell	2.78	P	2.67	2.54	X	7.99+
Netto Westerhope	2.78	X	2.67	2.54	X	7.99
Iceland Four Lane Ends	2.78	X	2.67	2.54	X	7.99
Iceland Shields Road	2.78	X	2.67	2.54	X	7.99
Iceland Stanhope Street	2.78	X	2.67	X	X	5.45
Aldi Westerhope	X	X	2.67	2.54	X	5.21
Netto Westgate	X	P	2.67	2.54	X	5.21+
Aldi Cowgate	X	X	2.67	2.54	X	5.21
Lidl Walkergate	X	X	2.67	2.54	X	5.21
Nisa Kenton	X	X	2.67	2.54	X	5.21
Tesco Chillingham Rd	X	X	2.67	2.54	?	5.21
Tesco Jesmond	X	X	2.67	2.54	X	5.21
Tesco Kenton Lane	X	P	2.67	X	X	2.67+

~ P = Customers can use staff toilets

Seats near exit only, but not within area of the store

Home Delivery

93 out of the 269 responses (35%) mentioned home delivery not dependent on the Internet. Only the Co-operative Iceland and Waitrose offer this service.

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