



Age-Friendly Museums

Museum Development North West

2019



Family Arts
Campaign

Contents

- 04 Introduction
- 08 Age-Friendly Standards
- 10 Museum Accreditation Standard
- 12 Completing the Age-Friendly Standards self-assessment checklist
- 14 1. Build Relationships
- 16 2. Consider Programming
- 18 3. Provide Appropriate Facilities Checklist A, B and C
- 33 4. Communicate Appropriately
- 36 5. Provide a Warm Welcome

Case studies 38 - 59

- 40 Case study 1:
Victoria Gallery & Museum,
University of Liverpool, Liverpool
- 44 Case study 2:
Merseyside Fire & Rescue Service
Heritage and Education Centre, Bootle
- 46 Case study 3:
Haworth Art Gallery, Accrington
- 48 Case study 4:
National Football Museum, Manchester
- 52 Case study 5:
Towneley Hall Art Gallery & Museum, Burnley
- 56 Case study 6:
Port Sunlight Village Trust, Wirral
- 60 Further reading

'We are living longer than ever before and the age profile of our society is changing rapidly. The number of people aged 65 and over will increase by more than 40% within 20 years, and the number of households where the oldest person is 85 and over is increasing faster than any other age group.'

The Centre for Ageing Better,
[The State of Ageing in 2019: Adding life to our years.](#)

Introduction

We need to embrace the opportunities that an ageing population bring and celebrate it to dispel negative perceptions of ageing. Age should not be a barrier to engagement or participation in culture though Arts Council England's **Older People Poll 2016** about arts and culture revealed that of older people aged 65+, 38% said that it is more difficult to attend or take part in arts and cultural events or activities now compared to when they were younger.

The Mendoza Review highlighted that in 2016-17, engagement rates for people aged 25-74 were around 55%, compared to 35% for those over 75. Museums know that engaging cultural experiences can reduce stress and help people to live longer and happier lives and it is particularly important to support those on lower incomes that are also more likely to have health issues.

People have varied lifestyles, life experiences, viewpoints, requirements and potential routes to museum collections but by exploring the values we share we can strive to be more inclusive and accessible to people, regardless of age or ability.

We can use our collections, buildings and people to create relevant opportunities for participation and engagement that meet the needs of an older audience. By identifying and resolving barriers to participation in collaboration with older people we can trial new ways of working to reach out to those unable to visit.

Working with older people in our communities as well as other museums and cultural organisations, health and social care professionals, academics, and older people's organisations, we can improve the way we engage with and understand older audiences.

As employers we must adopt age-friendly practices to support our workforce and volunteers to help build supportive relationships across generations in our communities to make it easier to stay active and connected.





Introduction continued

Many cities are now part of the World Health Organization's **Age-friendly Cities and Communities Network** that aims to bring together a global community that works together towards their vision of an age-friendly world. In the North West, these include Manchester, Liverpool, Metropolitan Borough of Sefton, Cheshire West and Chester Borough, Salford and Greater Manchester Combined Authority.

There is already a lot of age-friendly activity happening in the cultural sector. The **Age Friendly Museums Network**, founded by the British Museum with funding from the Esmée Fairbairn Foundation, is led by a working group of representatives from the British Museum, Glasgow Life, National Museums Liverpool, National Museums Northern Ireland, National Museums Wales, Manchester Museum and the Whitworth. The network encourages and supports museums to be more age-friendly and connect with other sectors to support age-friendly communities.

In the North West, museums have been embracing the development of age-friendly practice. National Museums Liverpool lead the Happy Older People Network that aims to create new partnerships and connections between organisations in the Liverpool City Region, to encourage a more age-friendly arts offer across the city. They also run House of Memories, a museum-led dementia awareness programme offering training, resources and museum-based activities to enable carers to provide person-centred care for people living with dementia.

The Greater Manchester Combined Authority is responding to the Mayor of Greater Manchester's **Age-Friendly Challenge** by focusing on improving the quality of later life of residents and co-designing services with older people. Over 30 cultural organisations across Manchester and Salford, including museums, orchestras, theatres and participatory arts organisations regularly come together to share ideas, review and develop age-friendly work and explore new partnerships and programmes. The Culture Champions programme, a large-scale volunteer ambassador scheme for older people within Manchester's communities, is now being extended across Greater Manchester.



Age-Friendly Standards

The Family Arts Campaign, a cross-sector intergenerational initiative to engage people of all ages in art and culture, with support from Age UK and the Baring Foundation, has developed a set of Age-Friendly Standards. The Standards help arts and cultural organisations to be open, positive and welcoming for older family members.

In 2018-19, Museum Development North West (MDNW) ran an Age Friendly Accessibility Programme with six museums across the region. The museum teams attended workshops, used the Family Arts Campaign's Age-Friendly Standards self-assessment checklist, and ran focus groups to look at current practice and how they could be more age-friendly. The museums received small amounts of seed funding from MDNW and the Age Friendly Museums Network to help them start to implement some of the recommendations that came from the assessments and focus groups. Case studies from the museums that participated in the programme are included in this publication, highlighting what they found out during the programme and what they changed as a result.

This publication aims to help you think about your offer to older people and how you encourage older people to engage in and enjoy cultural experiences. It comprises the Age-Friendly Standards self-assessment checklist from the Family Arts Campaign, with some modifications to make it more bespoke to the museum sector. Also available on the **MDNW** blog is a version of the checklist with additional functionality to enable you to complete it digitally.

The Age-Friendly Standards are a national self-assessed accreditation for cultural organisations and a recognised and trusted symbol for older audiences and family groups including older people. They encourage organisations to develop their practice under five themes:

- 1. Build relationships**
- 2. Consider programming**
- 3. Provide appropriate facilities**
- 4. Communicate appropriately**
- 5. Provide a warm welcome**

Organisations that sign up to the Age-Friendly Standards value all generations and want to provide a welcoming and positive experience for visitors, regardless of their age.

Whilst many of the Age-Friendly Standards relate to general inclusive practice, they also acknowledge that older people may be more likely to experience barriers to engagement than younger family members and that there is a need for organisations to implement comprehensive measures to discourage drop-off in cultural engagement in later life.

Signing up to the Age-Friendly Standards

By signing up to the Age-Friendly Standards you are making a commitment to welcoming older people and providing the most positive experience for everyone, regardless of age. As an Age-Friendly Standards-holding organisation, you will be able to display the logo and benefit from associated publicity through the Family Arts Campaign's public-facing activity. For more information on the standards and to sign up, visit the **Family Arts Campaign website**.

Read the Age-Friendly Standards then conduct your self-assessment using the checklist in this publication. You can then ask your Chief Executive or Head of Department to email confirmation and details of the main contact to the Head of the Family Arts Campaign: Anna.Dever@thealbany.org.uk

You will receive an email confirming your registration along with the logo and brand guidelines.

Promoting your commitment to the Age-Friendly Standards

Age-Friendly Standards logo: can be used on your website and printed materials. The brand guidelines will be supplied along with the logo.

Age-Friendly badge: Organisations who have signed up to the Age-Friendly Standards can also use the Age-Friendly badge. The badge should be used, following the brand guidelines, to highlight events that are of particular appeal to older, or intergenerational audiences or participants.

Fantastic for Families website: Once you have signed up to the Age-Friendly Standards, your organisation's profile on the public-facing website will be updated with the Age-Friendly Standards logo. You will be able to promote your age-friendly events for free.



Museum Accreditation Standard

Completing the Age-Friendly Standards self-assessment checklist will also support progress against Arts Council England's Museum Accreditation Standard 'Users and their Experiences' section requirements by helping your museum to consider where you could improve areas of service and provide evidence for the following sections:

Users and their Experiences

| 7 Be accessible to the public

- 7.1 An approved access policy** – 'Your museum must have an access policy or statement approved by your governing body. It should cover how people can see, use, and reference your collection, gain access to your museum buildings and sites, and how you share information about the collection with people.'
- 7.2 An access plan** – 'Your museum must have plans to maintain, and where possible to improve:
- The physical, sensory and intellectual access to your collections
 - Information about your collections
 - Access to the buildings housing your collections'

| 8 Understand and develop your audiences

- 8.1 To understand who uses your museum, and who doesn't** – 'Your museum must be able to identify who uses the museum and the collection. You should also be able to tell who doesn't use it. You should have identified ways to gather this information, as well as finding out about people's needs and expectations for your museum.'
- 8.2 To use information to assess your users' needs** – 'Your museum should use feedback from users to inform the development of the museum and its programmes.'
- 8.3 To have a plan for developing your range of users** – 'You'll need a plan for developing your range of users. You should look at who does and who doesn't use your museum and how to provide an experience to meet expectations.'

| 9 Engage with your users, and improve their experience

- 9.1 To provide stimulating learning and discovery activities, including exhibitions and programmes based on your collections** – 'You should have a variety of ways for people to learn. These should help a broad range of people to access your museum and collections, bearing in mind that you'll need different approaches to engage with different groups.'
- 9.2 To communicate effectively with users and potential users through a range of access, marketing and promotional activities** – 'You should encourage people to access your collections and collections information through promotion of your activities. You'll need to give them the information they need to make the most of a visit to your museum or find out about your collections and services by using a range of appropriate media.'

Completing the Age-Friendly Standards self-assessment checklist

The process of completing the checklist should be collaborative and involve as many different functions of your organisation as possible, including staff members who have direct exposure to audiences/ participants and those who do not. The aim is to engage a cross-section of your organisation with the priorities of welcoming older people and to create a shared responsibility to fulfil the Age-Friendly Standards. The checklist is compiled to address a wide variety of organisations therefore some aspects listed may not apply to your museum.

There is no 'pass' score and you do not need to submit a score when registering for recognition against the Age-Friendly Standards. However, scoring will assist you to benchmark and identify priority areas for development. The checklist can also be revisited on a regular basis to measure your progress over time and assess changes in your offer.

You could also compare your scores for each question with other organisations to see where you can help each other to improve, particularly if you are part of a network or association of other cultural organisations.

Scoring	Priority RAG Rating
The scoring column enables you to decide on the current status for each aspect using numbers 0 to 5	The RAG rating column enables you to prioritise areas you need to develop and plan for
0. We don't do this at all	R = Red: Immediate action required
1. We have started but need much improvement	
2. We have progressed but have gaps to fill	A = Amber: Appropriate action is underway
3. We are satisfactory at this	
4. We are good at this but would like to do more	G = Green: Monitoring only required
5. We excel at this	

CHECKLIST

1. Build Relationships

Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
1 Offer events and activities that encourage intergenerational relationships?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
2 Aim to build relationships with older people 'beyond the reception', as volunteers, contributors, ambassadors or trustees?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
3 Encourage staff to take a 'person-led' approach to our visitors' needs and not make assumptions about them?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
4 Solicit the views of older people, ensuring that their opinions are used to inform what we do?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	



1. Build Relationships continued

Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
5 Work in partnership with other places and services that could help us to reach older people in the local community?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
6 Work in partnership with other arts and culture organisations to provide a joined-up offer welcoming older people?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	

2. Consider Programming

	Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
1	Present collections / activities that challenge stereotypes about ageing and encourage positive perspectives of life in older age? Do we go beyond reminiscence and inspire?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
2	Avoid making assumptions about taste and where cultural boundaries lie for older people?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
3	Actively consult older people about our themes and collections and ensure their views are represented?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
4	Try to ensure that intergenerational appeal is integrated throughout our collection / programme?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	



2. Consider Programming continued

	Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
5	Try to work with older facilitators, artists and others as part of the planning / creative process?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
6	Think about times of day / availability of public transport when programming activities?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
7	Build-in extra time and breaks for events or activities that would make the experience more comfortable for some older people?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
8	Consider potential for crossover with other accessible or relaxed formats we offer- (e.g. dementia-friendly work)?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	

3. Provide Appropriate Facilities

The following pointers do not replace existing access recommendations or legal guidelines for public buildings.

This section has three checklists:







- Checklist A is applicable to all organisations that run in-house and external services including outreach events
- Checklist B is for venue based activity/organisations and
- Checklist C is for outreach activity/non-venue based organisations
Only complete Checklist C if you run outreach activities or you are a non-venue based organisation

Checklist A - For all organisations:

	Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
1	Display our accessibility accreditations clearly and visibly, on-and offline?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
2	Consider the accessibility of every aspect of the experience, showing awareness of hidden disabilities?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
3	Consider the comfort of all visitors and accommodate those who might require additional consideration?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
4	Provide clear indications of logistics / transport routes etc. in getting to our events?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	












3. Provide Appropriate Facilities: Checklist A continued

Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
5 Communicate clearly what needs our organisation can support and indicate where additional assistance to visitors might be necessary?		R  A  G 	
6 Consider equally the needs of companions who may be accompanying or assisting visitors and making their experience as easy as possible?		R  A  G 	

Checklist B - For venue based activity / organisations:

The checklist below is intended to help you to assess what is achievable within your own organisational context. Whilst it may not be possible to fulfil each of the recommendations, your provision should be clearly communicated, including:

- **Any limitations which could cause difficulties for older people accessing the facilities**
- **What you are doing to make improvements**

Do we have:	Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
1 The option of reserving parking bays / information about nearby parking facilities and cost?		R  A  G 	
2 Drop-off space with lowered kerb at the entrance?		R  A  G 	
3 Automated doors / additional staff assistance at entrances and exits?		R  A  G 	



3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
4	A designated, clearly defined, Customer Services area adjacent to the entrance indicating to customers it is monitored and they can wait there for assistance?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
5	Accessible outdoor space?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
6	Quiet space for someone who might be feeling anxious or confused, where people can take time out if they need to?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
7	Continuous handrails giving support and guidance provided on side stairs and ramps?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	















3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
8	Additional or portable seating that can be provided?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
9	Reserved seating for those with limited mobility? If applicable, seating plans which highlight where visibility / acoustics are best to aid booking decisions?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
10	Colour and changes in floor covering to help zone areas? Textures that are not confusing or hazardous?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
11	Non-reflective floor surfaces that do not give an illusion of appearing shiny or 'wet'? Floor coverings that avoid dark mats and floor patterns that could be perceived as 'holes' or steps?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	















3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
12	A tactile warning strip provided at the top and bottom of a flight of stairs / escalators?		R  A  G 	
13	Tactile markings / formations on signage and exhibitions in clutter free areas? Tactile markings avoiding complex shapes that are larger than their printed equivalent?		R  A  G 	
14	Unambiguous contrasting directional signs well positioned at eye level and visible to wheelchair users at appropriate intervals? Signs placed at key decision points such as to and from the facilities, the toilets, café or restaurants, outside areas, customer service and payment points are clear?		R  A  G 	
15	Spotlights used appropriately, avoiding dazzling / bouncing light back off the object they aim to accentuate? Clear bulbs where possible, avoiding use of lights that affect / mask natural colours or inhibit vision?		R  A  G 	



3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
16	Overall good level of lighting in catering area, especially at tables, entrances and exits?		R  A  G 	
17	Adapted crockery and cutlery available in catering facilities that are aesthetically pleasing as well as functional?		R  A  G 	
18	Low counter heights at receptions / workstations or café space for wheelchair users?		R  A  G 	
19	Ramped or level wheelchair access?		R  A  G 	



3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
20	Minimal obstruction for wheelchairs / walking aids in thoroughfares?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
21	Working lifts with non-reflective surfaces? Tactile buttons and emergency information that is easy to use and see? Clear audible information in lifts?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
22	Well-lit and clearly indicated accessible visitor toilets and changing places? Toilet seats and fixtures of a contrasting colour to the walls and rest of the toilet?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
23	Signs on the inside of toilet doors to direct people back out to help people to easily find their way?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	




3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
24	Exhibition layouts and content that are easy to navigate with clear and concise interpretation?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
25	Large text on printed materials, exhibition captions, staff name badges etc.? Easily distinguished fonts such as Ariel, Calibri or Century Gothic?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
26	Print and other visual materials designed with good colour contrast and appropriate design for those with visual impairments? Avoid contrasts of pale shades of colour that are more difficult for ageing eyes to distinguish, such as blues, greens or violets?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
27	Braille or audio options for print materials?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	















3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
28	Uncoated or matt coated paper to lessen shine and reflection?		R  A  G 	
29	Shield touchscreens and reflective surfaces from glare and sunlight?		R  A  G 	
30	Magnifiers available in common areas involving seeing small text or objects?		R  A  G 	
31	Easily navigated online / electronic functionality?		R  A  G 	












3. Provide Appropriate Facilities: Checklist B continued

Do we have:		Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
32	Hearing loops or infrared systems and clear instructions / assistance in connecting to them?		R  A  G 	
33	Measures to minimise auditory confusion from ambient sounds produced by exhibitions or environments?		R  A  G 	
34	Microphones to use in activities and at events held in both small and large spaces?		R  A  G 	
35	Additional staff on hand when expecting larger groups of visitors with additional needs?		R  A  G 	



3. Provide Appropriate Facilities: Checklist B continued

	Do we have:	Y (yes) N (no) N/A	Priority rating (RAG)	Actions we can take to progress this:
36	Items, goods and shelving positioned at appropriate heights, that are well lit and easily accessible without having to stretch up or down to get to them?		R  A  G 	
37	Easily removable packaging used on retail items? Items can also be assembled and used with strength / dexterity difficulties?		R  A  G 	
38	Chip and pin (PED) or contactless payment machines with large clearly labelled buttons, standardised number layout and raised No. 5 button?		R  A  G 	

Checklist C - For outreach activity/non-venue based organisations:

It's important to remember that the venues you use are an essential part of the audience/participant experience. Inadequate facilities will affect visitors' ability to enjoy the cultural event and most will not distinguish between the venue and the activity – for them it's all one experience.

As an age-friendly organisation you have a responsibility to always endeavour to work with venues with appropriate facilities and to be clear about what individual venues offer. Wherever practicable you should make it as easy as possible for visitors to understand what's available at the venue they will visit: either by collating information and hosting it on your website/materials or by linking to the appropriate page of each venue's website.

This facilities checklist helps to ensure you provide (or link to) the full information required for each venue (in order that visitors can access the facilities information for the venue they will be visiting):





3. Provide Appropriate Facilities: Checklist C

Venue:

Do we:		Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
1	Always endeavour to work in venues with appropriate facilities for the audiences and participants we want to attract?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
2	Provide clear and easy to find information about facilities and travel for each performance or activity i.e. on our website and in our printed marketing materials?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
3	Check if venues we use meet as many of facilities checklist A as possible and communicate clearly areas in which there are limitations?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
4	Encourage venues we work with to adopt the Age-Friendly Standards?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	

4. Communicate Appropriately

Do we:		Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
1	Use positive and inclusive language and imagery of families and older people in our marketing / ticketing information?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
2	Have easy-to-access offline options for bookings and information?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
3	Provide clear channels for visitors to communicate any specific needs to us in advance and have a system to log and make appropriate preparation for their visit?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
4	Use appropriate methods of reaching older people who may not be online?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	

CHECKLIST



4. Communicate Appropriately: Checklist continued

Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
5 Understand the best channels to reach older people who are online and digitally literate?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
6 Have a clear and logically-mapped website that ensures the easiest possible user journey?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
7 Brief staff on content and suitability of activity to help them give informed guidance on what visitors should expect? Highlight any use of loud music, strobe lighting, length of show, intervals, age range suitability etc.?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
8 Employ easy-to-understand explanations of unfamiliar concepts (e.g. touch tours)?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	



4. Communicate Appropriately: Checklist continued

Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
9 Know how some content and interpretations in collections may resonate with certain generations and promote this in our marketing?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	

5. Provide A Warm Welcome

	Do we:	Score (0-5)	Priority rating (RAG)	Actions we can take to progress this:
1	Ensure that ALL staff are committed to welcoming older people and aware of the barriers that some may face? This applies to both visitor-facing and non-visitor-facing staff alike?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
2	Provide staff with appropriate training and information that relates to welcoming older visitors who may be experiencing specific conditions (e.g. Dementia Friends awareness)?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
3	Nominate staff members as champions of age-awareness in the organisation who take responsibility for ensuring older people remain a priority within the organisation?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	
4	Document and make available to all relevant staff age-friendly practices and policies that can be understood and implemented across the organisation?		R <input type="radio"/> A <input type="radio"/> G <input type="radio"/>	

Additional notes: Checklist

Any other notes:

CASE STUDIES

Images top left to right:

Sporting Memories © National Football Museum 2019;

Age Friendly Workshop © MDNW 2018;

A vision for an Age-Friendly museum © MDNW 2018;

Port Sunlight Museum © Simon Critchley 2015;

Experiential exercise © Merseyside Fire and Rescue Heritage & Education Centre 2019;

Crafternoon session at Victoria Gallery & Museum © Simon Critchley 2019;

Age Friendly Workshop © MDNW 2018;

Crafternoon session at Victoria Gallery & Museum © Simon Critchley 2019;

Port Sunlight Museum © Simon Critchley 2015;

Signage workshop at Haworth Art Gallery © Haworth Art Gallery 2019;

Crafternoon session at Victoria Gallery & Museum © Simon Critchley 2019;

Age Friendly Workshop © MDNW 2018



Case study 1

Victoria Gallery & Museum, University of Liverpool, Liverpool

Nicola Euston,
Head of Museums & Galleries

→ | The Victoria Gallery & Museum, and its sister museum the Garstang Museum of Archaeology, are major cultural assets of University of Liverpool. Our vision is to be engaging, inspiring and welcoming by looking forward through the past, for the advancement of learning and ennoblement of life.



Crafternoon session at Victoria Gallery & Museum
© Simon Critchley 2019

“ Our aim was to improve accessibility and gain some useful ideas on how to create meaningful and reciprocal relationships with groups.

Background

We applied to the Age Friendly Accessibility Programme as we wanted to improve access and ensure we were doing everything possible to make our audiences feel welcome and valued. We identified several barriers for older people:

- Perception – we are on a university campus so older people might feel that we are just for students or that they are not even allowed into the building
- Location – we are at the top of a very steep hill
- Intellectual – some of our exhibition text in the past has not been very accessible



Victoria Gallery & Museum, University of Liverpool

Nicola Euston



What we achieved

Our aim was to improve accessibility and gain some useful ideas on how to create meaningful and reciprocal relationships with groups.

Participating in the programme enabled us to train staff and raise awareness of how a visit might feel for older visitors and visitors with varying access needs. The Age-Friendly Standards self-assessment checklist really helped to pinpoint what we needed to focus our efforts on and led to the following actions:

- Creation of an accessibility project group to review the toolkit and work on accessibility initiatives and improvements
- Hosting a focus group event to ask people to look at specific areas of the building to see things through new eyes. From this an accessibility panel was formed that meets twice a year
- Removal of the push button function on the front doors and automate their opening when visitors approach
- Additional signage including floor plans when you first enter the museum to aid wayfinding
- Labels added next to the lift buttons to make it easier to use
- All staff received Dementia Friends training; one staff member became a Dementia Friends Champion allowing her to run future Dementia Friends training to new staff and volunteers
- The accessible toilets were redecorated so the walls and sanitary ware were no longer all one colour
- A quiet area was created on the first floor
- A Customer Care Charter was created and is on our website
- A new accessibility information booklet was written to provide pre-visit information
- Purchase of a 360° camera to create videos of the galleries for the website, providing visitors with a view of the space to inform pre-visits or for use by visitors unable to come into the building
- Piloted new craft activities for people living with dementia and their carers

Case study 1



What next?

This programme has been transformational for us. Staff have worked more closely across different teams and have been empowered to develop new ideas, which is incredibly important and fulfilling.

Our changes have turned our audit tool findings from far too many red actions to mainly green indicating we have solved some of the issues identified. It has also provided a framework for future projects and exhibitions, ensuring that accessibility is always in mind. We know there will always be some barriers to visiting, we cannot move from the top of a steep hill for example, but by being aware of the barriers we can creatively think of solutions around them.

Even though we are more accessible than before, there are always new things we can trial and learn from. Future plans include:

- Developing a programme of museum visits for looked after children with our Widening Participation team
- Relaxed concerts in our café area for older visitors
- New workshops and tours following the successful pilot of our Object in Focus tours
- Achieving the Autism Friendly Award

vgm.liverpool.ac.uk

[@VictoriaGallery](https://twitter.com/VictoriaGallery)

Craftersnoon session at Victoria Gallery & Museum
© Simon Critchley 2019

Case study 2

Merseyside Fire & Rescue Service Heritage & Education Centre, Bootle

Danny Murphy,
Heritage & Education Centre Manager

→ | The Centre has roots that go back over 40 years with a world class collection of vehicles including several unique fire appliances, an archive of over 110,000 digital images and re-mastered film and video clips. The Centre aims to keep alive the memory of the heroism of firefighters and significant incidents and the ordinary people whose lives were impacted by these events.



Background

We participated in the Age Friendly Accessibility Programme as we wanted to understand if our museum was age-friendly and if we were doing enough to encourage participation from all ages of the community.

“ We wanted to understand if our museum was age-friendly and if we were doing enough to encourage participation from all ages.

Our aims were to remove barriers, encourage active older people to have new experiences and learning with us, challenge negative perceptions about ageing and recognise that older people have a wide range of knowledge, skills and experience, both visitors and our volunteers.



What we achieved

The programme helped us to develop our methods of finding out about the needs of our visitors and helped us explore how we could work with partners to develop and deliver our services. Completing the Age-Friendly Standards self-assessment checklist highlighted areas where we could improve including our printed marketing material, interpretation and our facilities.

Some of the actions we took included:

- Staff taking part in a Dementia Friends training session to help us understand what dementia is and what it is not and the effects on people living with dementia
- The introduction of questionnaires to capture feedback from visitors' experiences during their tour of the museum to help us to improve our services
- Providing information on location and access to groups which can be emailed or posted in advance to visitors
- Revising colour scheme, layout, lighting and display text in galleries to make them easier to access and enjoy
- Improved signage around the site and removal of dark door mats which can appear to be holes in the floor to some visitors

What next?

We now have clearer plans on how to improve access and services for older people and are purchasing public address equipment to improve audio to accompany exhibitions. We are also planning an oral history project to capture more amazing stories from volunteers, visitors and retired firefighters to share with others and to add to our collection.

merseyfire.gov.uk/Historical/index.htm

Case study 3

Haworth Art Gallery, Accrington

Gillian Berry,
Deputy Manager and Curator



Haworth Art Gallery is a Grade II listed Arts and Crafts house with gardens in Accrington. Our small team takes care of an international collection of Tiffany glass, a collection of mainly Victorian oil paintings, watercolours and prints, a decorative arts collection and a small social history collection.



Workshop at Haworth Art Gallery © MDNW 2018

Background

We participated in the Age Friendly Accessibility Programme and used the Age-Friendly Standards self-assessment checklist, involving Front of House staff to help complete it. The completed assessment highlighted areas where we could be doing better and provided us with a list of actions to feed into our forward plan.

“ The completed assessment highlighted areas where we could be doing better and provided us with a list of actions.

What we achieved

Some achievements so far include:

- Changing the font used for interpretation text and marketing materials to make them clearer
- Working with the Friends of Haworth Art Gallery to make improvements to our website
- Working with the Hyndburn Dementia Alliance to hold a tea dance in the music room for people living with dementia
- Holding a workshop with older visitors, Friends of Haworth Art Gallery, volunteers and staff ranging from 21 to 75 years old to establish issues around our internal signage and the barriers older visitors might face when they visit our venue and participate in activities

The workshop to discuss signage led to some exciting proposals to improve the way visitors can access and wayfind around the building. Participants suggested that we seek advice from Accrington Blind Society on the fonts and colours we use for contrast for people with impaired vision. Another workshop will be scheduled to mock-up designs for new signage.

At the same time, we aim to improve partnership working with the communities that regularly visit Haworth Art Gallery to build strong relationships, and instil a sense that our users can influence the way that we work and make a difference.

This work has had a strong impact on the way we think about access. One member of staff said the workshop, ‘made me think about access to our building and how visitors find their way around.’ A student volunteer said that the workshop helped her to think about, ‘what to consider regarding movement and accessibility to such a historic house – putting myself in other people’s shoes.’

Members of Friends of Haworth Art Gallery feel they have a, ‘sense of ownership and enthusiasm to share [the project] with others’ and were, ‘... more enthused as a “friend” and keen to be involved in this way again.’ A general sense of being useful to the gallery was felt and that their views are ‘valued.’ All participants felt that they could voice their opinion and have their say.

[hyndburnbc.gov.uk /haworthaccrington/](http://hyndburnbc.gov.uk/haworthaccrington/)

[@HyndburnCouncil](https://twitter.com/HyndburnCouncil)

Case study 4

National Football Museum, Manchester

Sam Broadley,
Programme Coordinator



| The National Football Museum explains how and why football has become 'the people's game', a key part of England's heritage and way of life. It also aims to explain why England is the home of football, the birthplace of the world's most popular sport.



“ The Age-Friendly Standards self-assessment checklist helped us to focus on what we needed to improve and prioritise.

Background

Being in the centre of Manchester, we have accessible transport links but it is difficult if travelling by car. The building is quite new but does have its issues and the Age-Friendly Standards self-assessment checklist helped us to focus on what we needed to improve and prioritise.

Some of the issues highlighted were:

- That although the museum has a lot of audio, visual and tactile interpretation, perhaps it is too much and overwhelming for visitors
- The text interpretation and labels were not accessible, design had taken priority over access
- Labels were too low, with too many objects in cases
- The gallery seating was too low for some people to be able to sit and stand easily
- Wayfinding was hard and signage not clear enough
- The lighting could potentially cause issues for some visitors



National Football Museum, Manchester

Sam Broadley



What we achieved

As a result of the assessment, some of the actions we have taken include:

- Creating a walking and talking video for our website to help people to get here
- Ideas to develop a familiarisation video for people that may need one before coming to the site
- Incorporating our learning into the development of the new England Gallery where there are less objects, new seating, and improved interpretation
- Encouraging intergenerational learning using handling trollies and dressing-up for all
- Dementia Friends training rolled out to more staff
- Embedding evaluation through all activities to help us continue to improve
- Improve staff induction processes for new starters to raise awareness of accessibility

Case study 4

Our Sporting Memories and Football Memories sessions offer the chance for football fans over the age of 55 to come to the museum free of charge and meet, chat and share memories with other supporters. Our themed sessions take inspiration from changing exhibitions and wider collection, and visitors can share personal stories of players, games, grounds and all things football related.

We run two fortnightly Sporting Memories sessions, in addition to sessions delivered for people living with dementia.

What next?

We have ambitions to expand the offer for both groups by developing a multi-sensory offer, where we can engage visitors with a wide variety of stimuli. Alive, one of the UK's leading charities for enriching the lives of older people, champions this approach, helping visitors 'to become armchair travellers; revisiting their most cherished memories, special places and happiest times.'

We will use technology that scans objects from our handling collection – like at a supermarket checkout – and this will bring up information and stories relating to times gone by. It is easy to use and will be facilitated by staff members and volunteers. The objects will be changed in line with what is going on in the sporting calendar and in the museum calendar more broadly. This means that we can reminisce about World Cups and Euros during the summer months, or aspects of social history with, for instance, LGBT+ history month.

We hope our age-friendly sessions will help diversify our offer and attract more participants to our Football Memories and Sporting Memories groups whilst enriching the experience for all visitors. The Social Care Institute for Excellence state that 'for people with cognitive difficulties, it is important to tap into all the senses to trigger memories. A picture to look at, an object to touch, a song or a poem to listen to or something to smell or taste can all take someone back in time, often to a very specific memory'.

nationalfootballmuseum.com

[@FootballMuseum](https://twitter.com/FootballMuseum)



Case study 5

Towneley Hall Art Gallery & Museum, Burnley

Mike Townend,
Senior Curator



Towneley Hall is a Grade I listed building set in 180 hectares of parkland. The Towneley family, who lived there from the 13th century, influenced the development of the Hall and park. The last resident was Alice Mary who sold the Hall and park to Burnley Corporation. The park was opened in 1902 and the art gallery and museum followed a year later.



Background

Developments at Towneley have always ultimately been influenced by the building and by what is or is not feasible. Over the past 20 years there have been some significant changes to the layout, ethos and delivery of service.

Accessibility has been an area for improvement for Museum Accreditation for us and is also an area we were keen to address, particular for people with visual impairments. The Age Friendly Accessibility Programme gave us the opportunity to build on past experience of hosting a travelling exhibition developed and delivered by those who were visually impaired. The relationships built during the exhibition were not kept up, mainly due to staff shortages.

“ The Age-Friendly Standards self-assessment checklist was a simple and excellent aid to identifying issues using a traffic light code.

A recent increase in staff has meant we have had the time to focus on ways to improve our service. The Age-Friendly Standards self-assessment checklist was a simple and excellent aid to identifying issues using a traffic light code. Several older members of staff and volunteers completed the assessment and it highlighted several areas of priority.



Towneley Art Gallery and Museum, Burnley

Mike Townend



What we achieved

We worked with Socialeyes, a group for visually impaired people in Burnley and Pendle who meet for chats, have speakers and organise outings. Three members of the group visited Towneley to provide their own assessment of the building.

Angela, Paul and Carolyn's visit confirmed the issues we had identified and also highlighted others. Comments related to lighting both natural and artificial, floor surfaces, stairs, sound provision, magnifiers, seating, signage/ text labels, colours and contrasts and the toilets.

I also gained a new best friend in Drew who accompanied Carolyn on the visit. She is very calm, very good-natured, has four legs and a waggy tail...more of her later. Drew was happy with her visit except in the chapel where Carolyn felt her unease.

A follow up handling session was held with the group with items from the local history collections. Plans and ideas were developed for using collections as 'touch points' for all visitors to Towneley Hall but with an emphasis on the benefit for people with visual impairments.

Case study 5

Four objects were chosen and are to be positioned at strategic places in the building where visitors will be encouraged to touch them.

The objects are:

- A crimping iron in the kitchen
- A carved owl to be placed next to the 'real' owl in the Wild About Burnley natural history room with accompanying sound
- A carving of the 'beastie' in the Chapel
- A plated sculpture of King Menelaus near a marble sculpture of the same



The Socialeyes group agreed the type and format of the interpretation to accompany the touch points. The next steps will be the installation of the touch points, along with magnifiers. Once in place we will have them checked by members of the group and staff will collect visitor responses to gauge success.

We are also developing an audio and sound guide to accompany the collections, produced by local children.

As part of the Age Friendly Accessibility Programme, staff and volunteers also received Dementia Friends training which has helped us to be more aware of the access needs of some people living with dementia.

What of Drew? She is regularly walked in the park and is overjoyed when we meet especially when in 'dog' rather than guide mode.

towneley.org.uk

[@towneleyhall](https://twitter.com/towneleyhall)

Case study 6

Port Sunlight Village Trust, Wirral

Claire Bates, Community Engagement Officer and
Kate Daly, Visitor Experience Manager

→ | Port Sunlight Village was founded by 'Soap King' William Hesketh Lever in 1888. The village was built to house Lever's 'Sunlight Soap' factory workers, and today is home to a fascinating museum, beautiful architecture, a world-class art gallery, stunning parkland and a thriving community. Port Sunlight Village Trust is responsible for the heritage site and visitor attraction welcoming 300,000+ visitors a year and its real living community of 2,000+ residents.



Port Sunlight Museum © Simon Critchley 2015

“ We have increased our understanding of some of the needs and barriers that our visitors and community face when visiting Port Sunlight.

Background

We are about to embark on a new 5-year plan. Our vision is to make Port Sunlight an inspiring place to live, work and visit. Whilst we have ambitious plans to make the village more relevant to younger audiences and to adapt to 21st century living, we must not do this to the detriment of older audiences who will continue to be of paramount importance to us. In 2017 we opened a Community hub to the village, aiming to tackle social isolation in the village and the wider community and to increase participation in village.



Claire Bates at Age Friendly Workshop © MDNW 2018



Port Sunlight Village Trust, Wirral

Claire Bates and Kate Daly

Case study 6



The facilities we currently have in place for older audiences were, however, developed in isolation and we wanted to assess how they were performing. Through taking part in the Age Friendly Accessibility Programme, conducting the Age-Friendly Standards self-assessment checklist and working with a focus group, we identified the community hub as one of the area's that needed the most improvements.

Our priorities now are to respond to the accessibility priorities that became apparent from the assessment. Our community hub is used regularly as part of our programmed events for both visitors and the community and as the audience tends to be older it felt only necessary that it be our focus, enabling it to become as accessible as it can be.



Bridge Cottage © MDNW 2018

What we achieved

We are starting the process of improving facilities by:

- Commissioning new internal and external signage for our community hub and Museum
- A secondary handrail has been commissioned in our community hub
- We have repainted parts of our museum to allow stronger contrasts between exhibits, seating and entry's and exits
- We have also considered our visitor and events programme during this project and are looking forward to introducing dementia friendly object handling sessions and walking tours in September as part of national Heritage Open Days



Age Friendly Workshop at Port Sunlight © MDNW 2018;
Vision of an Age-Friendly museum © MDNW 2018

Our project is in the initial stages and as the buildings in Port Sunlight Village are Grade II listed, a proportion of the work we have commissioned during this project is subject to listed building consent and is awaiting approval.

Through running an age awareness session for staff as part of the Age Friendly Accessibility Programme, we have increased our understanding of some of the needs and barriers that our visitors and community face when visiting Port Sunlight. Our next steps are to look at how we can extend that awareness throughout the organisation and improve the visitor experience.

portsunlightvillage.com

[@PortSunlight](https://twitter.com/PortSunlight)

Further reading

Reports and guidance

Age Friendly Manchester (2017) Manchester: A Great Place to Grow Older 2017-2021 https://www.manchester.gov.uk/downloads/download/6786/manchester_a_great_place_to_grow_older

Age UK (2019) Later Life in the United Kingdom 2019 https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/late_life_uk_factsheet.pdf

Age UK (2018) Creative and Cultural Activities and Wellbeing in Later Life https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/rb_apr18_creative_and_cultural_activities_wellbeing.pdf

Arts Council England (2019) Accreditation Guidance https://www.artscouncil.org.uk/sites/default/files/download-file/Accreditation_Guidance_Mar_2019_0.pdf

Arts Council England (2016) COMRES Older People Poll <https://www.comresglobal.com/polls/arts-council-england-older-people-poll/>

Centre for Ageing Better (2019) The State of Ageing 2019: Adding life to our years <https://www.ageing-better.org.uk/publications/state-of-ageing-2019>

Department for Digital, Culture, Media & Sport (2017) The Mendoza Review: an independent review of museums in England <https://www.gov.uk/government/publications/the-mendoza-review-an-independent-review-of-museums-in-england>

Disability Collaborative Network for Museums C.I.C (2015-19) Resources and Guidance on Accessibility and Inclusive Practice in Museums <https://www.musedcn.org.uk/category/resources/>

Greater Manchester Ageing Hub, Esme Ward (2017) Introducing Age Friendly Culture <https://documents.manchester.ac.uk/display.aspx?DocID=31582>

Greater Manchester Combined Authority (2018) Greater Manchester Age Friendly Strategy https://www.greatermanchester-ca.gov.uk/media/1166/gm_ageing_strategy.pdf

Royal Society for Public Health (2018) That Age Old Question: How attitudes to ageing affect our health and wellbeing <https://www.rsph.org.uk/uploads/assets/uploaded/010d3159-0d36-4707-ae54e29047c8e3a.pdf>

The Government Office for Science (2016) Future of an Ageing Population https://www.ageing.ox.ac.uk/files/Future_of_Ageing_Report.pdf

University of Manchester (2018) Understanding Everyday Participation: Articulating cultural values <http://www.everydayparticipation.org/wp-content/uploads/2018/05/Inclusive-Cultural-Strategies-for-an-Ageing-Population.pdf>

World Health Organization (2018) The Global Network for Age-friendly Cities and Communities: Looking back over the last decade, looking forward to the next <https://www.who.int/ageing/publications/gnafcc-report-2018/en/>

Links to age-friendly projects

Age Friendly Culture Network, Wales: <https://www.agefriendlyculturenetwork.co.uk>

Age Friendly Museums Network: <https://agefriendlymuseums.wordpress.com>

Age of Creativity Network: <http://www.ageofcreativity.co.uk/about/>

Ambition for Ageing: <https://www.ambitionforageing.org.uk/vision-structure>

Ambition for Ageing - Culture Champions Programme: <https://www.ambitionforageing.org.uk/culture-champions>

House of Memories: <https://houseofmemories.co.uk>

Happy Older People Network: <https://happyolderpeople.com>

BIBLIOGRAPHY

Museum Development North West (MDNW) exists to support Accredited museums across the North West and those working towards Accreditation. The programme is managed by the Manchester Partnership and Cumbria Museums Consortium. Its work is funded by Arts Council England and responds to its ten-year strategy Great Art and Culture for Everyone.

MDNW is part of the Museum Development Network (MDN), a voluntary network of Museum Development providers that exist to support the development of a stronger and more resilient museum sector across the UK. MDN believes in creating a thriving museum sector – raising standards, driving excellence, enabling and supporting people working in museums.

www.museumdevelopmentnetwork.org

The Museum Development North West team

- **Lynsey Jones:** Museum Development Officer South
lynsey.jones@manchester.ac.uk 07748 147240
- **Kaye Hardyman:** Museum Development Officer North
kaye.hardyman@manchester.ac.uk 07748 147151
- **Alex Bird:** Museum Development Officer (Workforce and Skills)
alexander.bird@manchester.ac.uk 07748 932680
- **Abdullah Ahmad:** Programme Assistant
abdullah.ahmad@manchester.ac.uk 07767 675188

www.museumdevelopmentnorthwest.wordpress.com

 [@MuseumDevNW](https://twitter.com/MuseumDevNW)

The Family Arts Campaign

The Family Arts Campaign is a national Sector Support Organisation funded by Arts Council England to raise family engagement with arts and culture. Since beginning in 2012, they have focused on three main areas of work:

- Increasing the amount and range of artistic work available to families
- Increasing the quality of experience for families
- Improving marketing to reach more families

They support National Portfolio Organisations, museums, libraries, community groups, individuals, and anyone else looking to better connect families with arts and culture. They are a cross-sector and cross-artform initiative steered by a consortium of ten organisations and trade bodies.

familyarts.co.uk

 **@familyarts1**

Jane Barmer: Freelance Business and Training Consultant

Jane delivered the MDNW Age Friendly Accessibility Programme 2018-19. She is passionate about enabling people to discover fresh ways to improve the visitor experience and widen appeal to the growing ageing community. Using specialisms built over 3 decades across sectors, she has inspired members of the Age Friendly Museum Network and individual museums to look at age and older people from a different perspective. Museum staff have used their new insight to evolve current practice and provide great 'age confident' customer experiences spanning across the generations.

jane.advantageconsulting@gmail.com



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. This license allows others to download and share this work under the same licence; any party which does must credit MDNW. This work cannot be changed in any way or used commercially. To view a copy of this license visit; creativecommons.org/licenses/by-nc-nd/4.0/

Design by
Hartland Design

