

An age friendly museum:

- embraces the opportunities and challenges that an ageing population and its demographic changes bring; age is not a barrier to engagement or participation.
- recognises that older people are far from homogenous and have varied lifestyles, life experiences, viewpoints, requirements and potential routes to museum collections.
- provides sustainable, high quality and relevant opportunities for participation and engagement that meet older audience's needs, and should take steps to reach out to those unable to visit.
- addresses physical access needs – including seating with back rests and arms!
- uses collections dynamically to value individual life stories and encourage new experiences, learning and creative thought.
- celebrates ageing and the positive contribution of older people to society. It works to dispel negative perceptions of ageing and forge better links between generations.
- values the knowledge, skills and experience all older people carry with them, whether they be staff, volunteers or visitors.
- collaborates to share practice, advocate its work and continue learning – with other museums, health and social care professionals, academics, older people's organisations and older people in its local community.
- has a commitment to developing its staff and providing necessary training at all levels, in order to better engage with and understand older audiences.



explore/engage/enjoy



The University of Manchester
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