

## Age Friendly Museums Day

In collaboration with Age UK and Silver Sunday, Age Collective is calling on museums across the UK to join together in promoting themselves as Age Friendly and offering an activity for older visitors on Sunday 5<sup>th</sup> October.

Activities that museums want to run will be added to the Silver Sunday programme. The Silver Sunday team will be in contact with the BBC's local radio stations to help them to find out what is happening in their area.

Activities don't need to be new or resource heavy. For most museums, this will be an opportunity to better promote something you already deliver, which will appeal to an older adult audience. If you would like some ideas on activities, or some inspiration for more intensive programmes developed with and for older audiences, take a look at the *Inspiration* case studies from a variety of museums and other arts organisations on Age UK Oxfordshire's Baring Foundation funded **Age of Creativity** website: <http://www.ageofcreativity.co.uk/>

To get involved:

1. Read the Age Collective *Manifesto for Age Friendly Museums* here: <http://www.ageofcreativity.co.uk/items/694>
2. Decide what your activity is going to be.
3. Submit your event at <http://silversunday.org.uk/> with 'Age Friendly Museums Day' in the description.
4. Please sign up by the end of August so that we can get as much publicity as possible – we need to know you're with us!!
5. Contact your local Age UK and let them know what you will be doing.
6. Think about how you might further publicise your activity through local community centres, libraries, GP surgeries, Post Offices etc.
7. Tell us how it went by completing our evaluation form by the end of October 2014

Age Collective is a partnership project between the British Museum, Glasgow Life (Glasgow Museums), Manchester Museum and National Museums Northern Ireland.

**Age Collective believes older people and museums enrich each other.**

The British  
Museum

MANCHESTER  
1824  
The University of Manchester  
The Manchester Museum

ageUK  
Love later life

National  
Museums  
Northern  
Ireland

Glasgowlife™

SILVER SUNDAY  
CELEBRATING OLDER PEOPLE