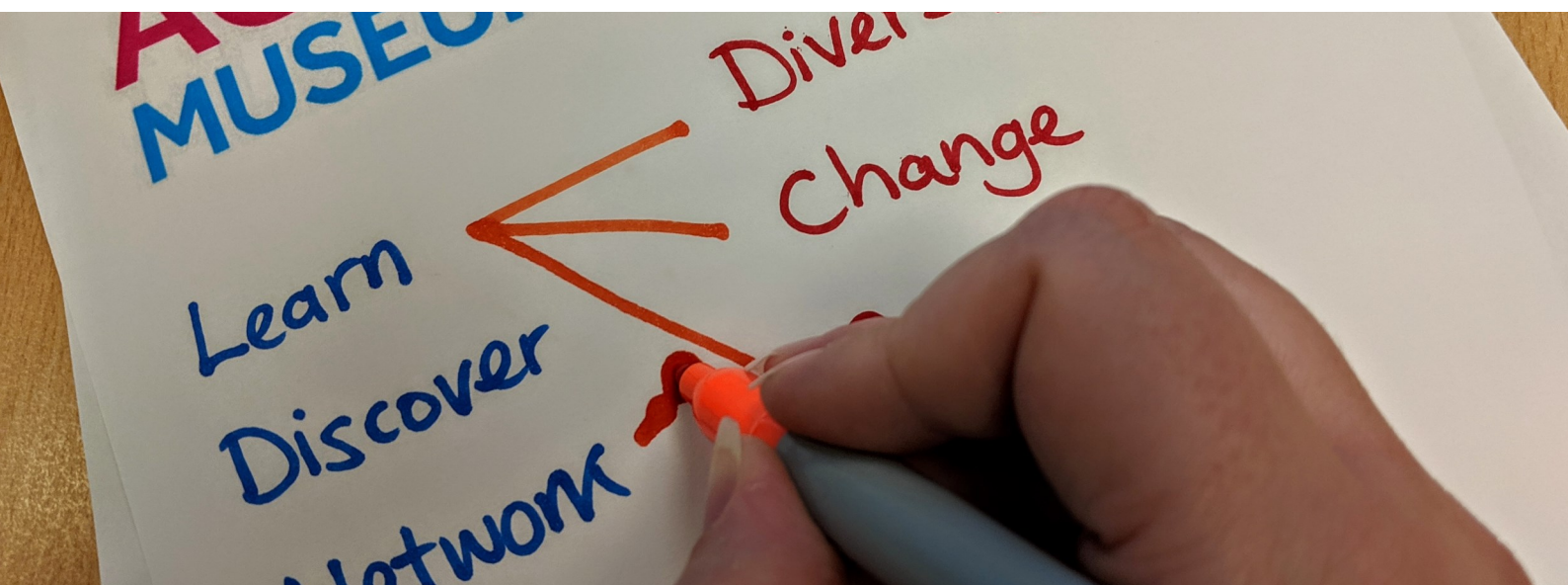


AGE FRIENDLY MUSEUMS NETWORK



Heritage and Wellbeing Sharing Day Toolkit

A guide compiled by the West Midlands Age Friendly Museums Network

produced with the kind support of

**The Baring
Foundation**

Introduction

There is no single solution for being age friendly. Each organisation's age friendly approach will look different in response to the different needs, backgrounds and networks of the people in their local area.

The West Midlands is a vast region. Beneficial age friendly practice in Wolverhampton may look quite different to successful practice in Coventry. The sharing day format presented in this toolkit is designed to act as a starting point for each organisation to find out more about what being age friendly means to them and their local community.

The aim of a heritage and wellbeing sharing day is to reach out to health and wellbeing professionals and service users in your immediate area. The sharing day is a chance to invite people from outside of the arts and heritage sector to share an experience of your site and open up a dialogue through interactive workshops to create meaningful and mutually beneficial connections, as well as create a picture of what accessible and age friendly means and looks like in your hyper-local context.

We often assume that we know nothing about the health and wellbeing sector, but we forget that often the health and social care sector may not be aware of the range of opportunities that heritage and culture can offer, from volunteer roles to outreach, day trips to art activities, object handling to cafes. The aim of these sharing days is for both sectors to learn from each other.

This toolkit booklet contains plenty of blank spaces throughout so that you can make notes and record your own thoughts as you plan. Use it as your planning workbook and make it your own.

The Age Friendly Museums Network

The Age Friendly Museums Network believes museums and older people enrich each other and that ageing is something everyone in the world shares from birth.

The national network aims to develop innovative and collaborative opportunities by bringing people together. As well as museum, gallery and arts professionals, the Network includes those from health and social care, voluntary sector, research professionals and older people themselves.

The Age Friendly Museums Network offers free workshops and training, explores and shares good practice and encourages creativity and new initiatives. Committed to working in partnership, the Network seeks to support organisations and individuals to become leaders in their respective fields and to represent older voices and a positive experience of ageing.

The Age Friendly Museums Network West Midlands Hub

This toolkit has been created by Birmingham Museums Trust and Dudley Canal & Tunnel Trust as lead partners in the West Midlands, with input from partners across the region.

The West Midlands hub has formed partnerships with museums, heritage sites, libraries and archives in the region to open conversations and share best practice. With funding from the national network, it has been possible to run pilot sharing days to form mutually beneficial connections between wellbeing and cultural organisations.

Everyone is welcome to join the network in our region and take advantage of meetings throughout the year sharing best practice and opportunities for funding, collaboration and more.

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What could a sharing day look like for us?

Example event timetables

There are lots of ways to arrange your sharing sessions, which could be a full or half day, or maybe just a single session. Here are a couple of example timetables for a full day and half day programme.

Full day

- 10:00 Introductions. Brief overview of the Age Friendly Museums Network
- 10:05 Health and Wellbeing organisations sharing session
- 10:45 Refreshments
- 11:00 Museums and Heritage organisations sharing session
- 12:00 Experience offer e.g. boat trip, tour of exhibitions
- 13:00 Lunch break
- 13:30 Cross Sector working: solving health and wellbeing challenges together
- 14:30 Refreshments
- 14:45 Cross Sector working: advice for museums and heritage organisations
- 15:45 Conclusions, sign up to keep in touch

Half day programme (afternoon)

- 13:00 Introductions of host organisation and cultural / wellbeing partners
- 13:30 Ice breaker activity - what is "age"?
- 13:45 Exploring challenges in the health and wellbeing sector
- 14:30 Refreshments
- 14:45 Exploring challenges in the cultural sector
- 15:30 Mapping the local landscape
- 16:00 Conclusions, sign up to keep in touch
- 16:15 Optional - explore this cultural setting

What could a sharing day look like for us?

Planning for your setting

Think about the room you'll be holding the session in, and the format of the activities you have chosen. How does this limit the capacity of the room for your delegates? Think about if the layout of the room encourages informal networking and discussions. Plan when you may need to break down into smaller groups to feedback and when this can be done as one large group.

How long you should give for refreshment breaks will vary depending on your venue. Consider distance to facilities, how many opportunities you're giving for delegates to network and how long it will take for your number of delegates to help themselves to refreshments, for example.

Think about the need for technology during the day. Perhaps speakers from the wellbeing and/or cultural sectors would benefit from the use of AV technology to give an insight into their work and challenges. However, consider if the use of technology offers genuine added value. It may be that simple paper, pens and post its allow for more informal feel which allows for more discussion. If using both, you could split the day into a more formal morning introductory session with an afternoon informal workshop.

What could a sharing day look like for us?

Experiencing the cultural site

Your delegates will all benefit from the chance to see what your site has to offer, particularly those from the health and wellbeing sectors as they may not be aware of the breadth of experiences that you can offer. If it is not possible to explore everything, perhaps consider images, objects or experiences that you could bring into the session space to bring your site and collections to life for delegates.

If you are planning to offer a section of your day to experience the cultural site, consider how you will provide a framework for this. How long will your delegates need to look around and are there limitations to where they will be able to go? How will you aim to re group on time? Is it beneficial to set a particular route or encourage free exploration?

Think about when in the day the site visit is most fruitful for your day. If you have allotted time for speakers and sessions, you may want to place the visit at the end of the day to keep it open ended. However, if there is something in particular about your site visit that will be used as inspiration or for discussions during the sharing day, think about choosing an earlier slot.

Consider if you would like your delegates to experience something in particular or if you want them to think about particular questions. If so, plan how you will introduce this before the exploration. Would you like to provide them with some materials to have these questions to hand and to be able to write down any thoughts?

What could a sharing day look like for us?

Who to invite

There are many different people you could invite from both the arts and heritage sector as well as from health and wellbeing organisations.

Participants should reflect your area. To help you get started, here are some general nationwide organisations that might have local branches. Don't forget to explore any groups that are unique to your locality also.

Dementia Friends Champions - www.dementiafriends.org.uk

Your local Alzheimer's society branch - www.alzheimers.org.uk

Your local Healthwatch - www.healthwatch.co.uk

Mind - www.mind.org.uk

Age UK - www.ageuk.org.uk

Agewell UK - www.agewelluk.org.uk

U3A (University of the Third Age) - www.u3a.org.uk/find

Stroke Association - www.stroke.org.uk

Carers organisations - www.careengland.org.uk & www.careuk.com

Your local NHS Partnership Trust

Local care homes

Local housing associations

Social workers

Consider if your day will be able to accommodate service users as well as representatives from health and wellbeing organisations, as they can add a unique perspective to your discussions.

What could a sharing day look like for us?

Organisations with useful resources

You may find some of these organisations have resources that could be useful to the planning or delivery of your sharing day.

Culture Health and Wellbeing Alliance

www.culturehealthandwellbeing.org.uk

Centre for Ageing Better

www.ageing-better.org.uk

Family Arts Campaign Age Friendly Standards

www.familyarts.co.uk

Learning for Public Health

www.lfphwm.org.uk

Social prescribing

www.england.nhs.uk/personalisedcare/social-prescribing

Link workers

www.england.nhs.uk/2019/01/army-of-workers-to-support-family-doctors

Networking

One of the elements of the day that was most valuable to delegates according to the evaluation was the chance to network, both with people within their sector and from other sectors. It's a good idea to encourage networking over lunch and breaks. You can even have spaces for leaflets and information from organisations present.

Provide a blank business card template for delegates to write the name, job, organisation, and email or phone number of the connection they have made on the front of the card. On the back give space to write the opportunities and ideas discussed.

What could a sharing day look like for us?

Case Studies

A collection of pilot events have formed the research that has gone into producing this toolkit. Below a few of these events are summarised so that you can see how the information in this toolkit can be applied to different situations and localities.

Health, Heritage and Wellbeing Sharing Day, Dudley

With support from the national Age Friendly Museums Network, Dudley Canal & Tunnel Trust and Birmingham Museums Trust ran two sharing events. At the first, a half-day event, presentations were made by both heritage organisations about the work they do and then groups from the different sectors were offered the opportunity to propose challenges to each other regarding age-friendly working. The groups then tackled each other's problems and offered suggestions for solutions.

The second event was a full-day and included presentations from a wider range of arts and culture organisations as well as from a selection of health and wellbeing organisations about their day-to-day work to raise awareness with all delegates from both sectors about the range of age-friendly practice that is currently ongoing in our local area.



What could a sharing day look like for us?

Case Studies

Dementia Conference, Leamington Spa

The second annual Dementia Conference took place in Leamington Spa on Thursday 5th September. The event was for those living with dementia, primary carers, family, friends plus volunteers running local dementia groups enabling them to find out who the key agencies for dementia support are and what other services are available to them in Warwick District and the surrounding area.

Warwickshire museums and galleries were present on the day to show the wide range of services they offered that were dementia and age friendly - from Compton Verney and Market Hall Museum's dementia cafes; to the British Motor Museum and Rugby Art Gallery and Museum's dedicated outreach projects; and new pilots from Leamington Spa and Nuneaton Museum and Art Gallery.

A key feature was a creative consultation led by Jess Hartshorn to find out what 'age friendly' means to audiences and what they would like to see from the museum sector to make them more relevant and accessible to local communities in future.



What could a sharing day look like for us?

Case Studies

Shakespeare Birthplace Trust, Stratford Upon Avon

Shakespeare Birthplace Trust ran an open forum between local health and heritage organisations to see how we can learn best practice and share ideas when it comes to engaging older people in the community.

The toolkit was extremely informative and produced some wonderful activities that were well received by the participants. 100% of participants said that they learnt something new about the community including specific case studies, local and national agendas and some projects happening within Stratford upon Avon.

The session was a great way to build connections and forge lasting relationships with other organisations and the Age Friendly Museums Network Toolkit was a great resource to facilitate these conversations without having a specific agenda. People spoke about their experiences, shared ideas and overall came away inspired to find out more about how we can join up resources and information to create a more consistent offer in the local area for our community and local residents.

Examples of possible activities

Sharing sessions

There is much value in learning about the regular practice of your delegates. Sharing sessions or introductory segments allow the representatives from both the cultural and wellbeing sectors to share what their day-to-day work looks like with the group. Often this provokes further micro-discussions about issues and opportunities relating to age friendly practice that will recur later in the day.

These could be informal chats or formalised presentations with AV accompaniment, to suit your setting and audience. If you have a lot of delegates you might choose to have nominated speakers from some groups rather than everyone, or you might limit the length of time each person has to speak.

If your day has a theme you could ask people to speak about particular projects they have worked on, or people could give a general overview of their work.

It may be useful to allow a short period of time for questions at the end of each presenter, or at the end of the session segment as a whole.

This is a great opportunity for you to explain the range of activities and opportunities that heritage organisations can offer.

Examples of possible activities

Cross-sector problem solving

Problems that seem commonplace to the cultural sector might not be obvious to the wellbeing sector, and vice-versa. Activities that allow cross-sector problem solving will highlight both issues and opportunities that might not otherwise be apparent to either group.

To get the most from these sessions, group delegates by sector to brainstorm their own challenges. Examples of prompts could include;

- *How do we reach older audiences?*
- *How do we reach the most isolated?*
- *How do cultural venues best communicate their access tools?*
- *How do those without carers best navigate around your site?*
- *What stops older audiences visiting cultural venues?*
- *How can we work together to solve issues around transport?*

After each sector has had enough time to discuss and write down the most relevant challenges for them, it is important to ask delegates to mix up to form cross sector groups.

Each cross sector group will be given one of the challenge to discuss. Allow time for the groups to problem solve together and write down possible solutions, ideas or further questions.

Allow time at the end of the session for each cross sector group to feedback on their challenge and solutions so that everyone in the room gets a chance to hear the summaries.

It can be helpful to place the brainstorming session before a refreshment break so that you as hosts can curate the widest range or most useful questions to pass back to the cross sector groups after the break.

Examples of possible activities

Ice breaker activities: what is 'age'?

Everyone has a different idea of what 'age' and 'age friendly' means. This disparity in perspective can provide a useful starting point for an ice breaker activity which will stimulate discussion. We've provided some example activities below.

Perceptions of age

Give delegates a piece of paper with a description of a person. For example; I am sixty three years old, I live with my husband in my own house and I like baking.

Read out a series of statements.

For example: I look after my grandchildren as a primary caregiver; I have mobility issues; I have a vision impairment; I work full time; I wear the latest fashions; I enjoy line dancing weekly.

Each delegate gives themselves a point if they think that statement applies to their description. At the end of the activity, ask people how many points they have. For example, who got less than five, who got more than twenty? Ask for one person to read out their description. It will be revealed that they are all the same. Everyone viewed the capabilities and experiences of their hypothetical person differently.

Imagery of 'age'

Allow time for delegates to draw an 'old' person. Ask them to name them, decide how old they are and some details about their life.

Give time for delegates to compare with their neighbour. What have you done that is the same? What might be different?

Examples of possible activities

Age in popular culture

This ice breaker activity gives an opportunity to discuss representations of age in popular culture.

Provide each small group with an image. These could include road signs, adverts, or example of language.

Give time to discuss the nature of these stereotypes in popular culture, the impact they have on public perception, as well as ways that they can be challenged.



Expectations associated with age

This ice breaker activity sparks challenging discussion around expectations of lifestyle, achievements, and age.

Each mini group will have cards with achievements or milestones and cards with different ages. The task will be to match achievements with ages. Achievement or milestone cards could include starring in multimillion dollar films, being retired, or writing a first novel.

Each mini group can feedback with their matches. This opens up discussions around expectations. For example, famous writers starting their careers at a later stage in their life, or sportspeople retiring at 25.

Examples of possible activities

Mapping the local landscape

Knowing what age friendly practice is happening in your local area is beneficial for everyone.

It is very easy to not be aware of up to date information on the different organisations and initiatives in your area. It is commonplace that names and funding streams change, colleagues that you once had a connection with move, and knowledge can be outside of your sphere or radar.

This activity can help to pool the knowledge of the people in the room to create a map of good practice local to you.

Start with a large map of your area and a pack of coloured stickers, giving each colour a different meaning. For example; blue dots represent cultural activity, green dots represent health and wellbeing activity, red dots show leisure activities.

It may be helpful to write a number on the dot so that delegates can provide more detail on a notes sheet next to the map.

It could be useful to share the map with your delegates after the day.

Examples of possible activities

Creative consultation

This type of activity works particularly well with 'drop in' style events or during a networking part of the day. It is a great opportunity to talk and discuss a range of questions with delegates on a one to one or small group basis.

In advance of the event, select a number of questions you would like to discuss using the toolkit as guidance.

Using up to 4 sheets of card or paper write the questions spaced out. It is best to theme each sheet, for example; all about your venue's accessibility and services it provides on one, 'What is Age?' on another.

If possible, attach each sheet to the wall or use a flip chart stand.

Now, draw or collage images relating to the questions nearby. This acts as a visual tool to aid delegates memory of the discussion.

During the session, ask delegates to select a question they would like to answer and then either the staff member or delegate can write and draw their responses. This will trigger other thoughts and also helps delegates to be concise in their answer. Working with an artist, is ideal, where possible, as it adds a little excitement to what is created and to see answers interpreted into a final display encouraged delegates to come back to see the panels progressing.

You will find participants will discuss the previous drawings leading to an in depth conversation. Have post it notes to hand for delegates to write any additional thoughts onto if you are already engaged in conversation and this information can be added later.

There is an opportunity to display the final panels at the end of the day and identify the delegates answers and showcase your findings.

Planning your marketing

Creating an invitation

The method of advertising your sharing day will depend on the people you would like to invite and the best way to contact them. This could be via a paper invite, an email to a mailing list or via social media, for example targeting twitter accounts.

Whatever method you choose, it will help to have created an invitation in the form of a letter, poster, flyer or digital image that sums up all the key information about your day.

This should include;

- Date
- Time
- Host organisation location
- The aims of the day
- Who is eligible to come
- How to book
- Are there refreshments included?
- Is there a cost?
- Partner logos
- A date they have to RSVP by

If you are looking for an easy-to-use way to create your invitations and don't have any design software available to you, you could try Canva, a free online design tool; www.canva.com

Canva also offers a pro version with additional templates, stock photography, fonts and more for free to non-profit organisations, you can find more about this here;

www.canva.com/en_in/canva-for-nonprofits

Planning your marketing

You may wish to create the invitation in different formats, such as hardcopy, pdf and jpg so that it can be shared and passed on easily. If you will be sharing the image online, consider the different sizes of graphics that you might need as some platforms will need landscape, portrait or square images to work best.

You should also consider creating accessible versions of your invitation, such as large print or hard copy, particularly if you are inviting service users who may need the information in other formats.

Planning your marketing

Finding your audience

Once you've created your images or documents you need to make sure that they find their way to the people you'd like to attend the event. Start with your list of potential attendees - people will be more likely to attend if you have sent them a personal invitation.

You can use Twitter or other social media to discover what activity is happening in your area relating to age friendly practice. Start with the people you know are doing age friendly work locally, then see who they are following, who follows them and who they have been retweeting recently. This will help you to identify new prospective attendees that you might otherwise not have known about.

One potential strategy could be to send two invites to everyone, asking them to pass the second on to someone else they know who might be interested in attending the event.

There are various email distribution lists that could help you to spread the word about the event, even if their reach is wider than your local area. Here are some organisations you could contact to request they share the details of your event for you;

- Group for Education in Museums

- Arts Connect (or your local bridge organisation)

- Museum Development teams

- Any local NPO (national portfolio organisations)

- Family Arts Campaign

And of course don't forget to let the national Age Friendly Museums Network know, as well as your regional hub if you have one!

Evaluation

Evaluation is essential for the continued development of the sharing day format. It is important to start by thinking about what you would like to know at the very beginning of the planning process and embed this into the day. This is much more valuable than an evaluation form filled out at the end of the day where delegates are often needing to leave or cannot remember thoughts or questions from throughout the day.

Instead, you may want to designate time for evaluation as an activity of the day. This can encourage much more meaningful participation in the evaluation than just filling in a form.

For example;

- Provide questions on large paper which are located at the front of the room throughout the day. Provide post it notes for delegates to write down thoughts as they are fresh in their mind. For example, what have you learnt today, who else should we speak to in the future, would you like us to do this again?
- Create a line of paper on one of the walls. At one end write 'confident in age friendly practice' and at the other end 'new to age friendly practice'. At the beginning of the day ask delegates to put a mark on the line to represent their current feeling. Revisit this at the end of the day and ask for delegates to mark their position again. Give time to discuss if and how this has changed.
- Ask your delegates to imagine that they are writing the timetable for the next sharing day. What is on the programme? Ask delegates to stick post it note suggestions to a giant empty schedule on a flipchart.

What next?

Reflection

Reflection is essential to ensure that the sharing day is not a one-off event but a useful learning experience with long term impact. It is important to designate an allotted time for delegates to reflect on what they learnt on the day and who they connected with.

It is useful to provide a formal way to reflect such as the 'What next?' template on the next page. This focuses the reflection time and provides a quick tool for delegates to look back on when they return to their own setting. The template focuses on learning outcomes, long term ideas and goals, and most importantly practical immediate plans.

Staying in touch

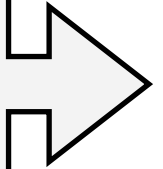
Encourage delegates to sign up to a mailing list to keep in touch and build a mini network.

It is important to maintain and build on the connections made during the sharing day to keep the discussions and problem solving going. Consider nominating a host to keep minutes of the day and compile working sheets from sessions into a summary document to send out to delegates. You might also ask them to take photographs to share afterwards - don't forget to make sure you have the relevant permissions from your delegates if you will be taking photos during the day.

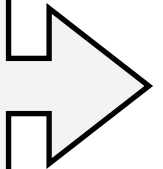
You may have contacted organisations prior to the sharing day who were not able to attend. Make sure to include them in the summary of the day and ask them to sign up to the network to hear about future opportunities.

WHAT NEXT?

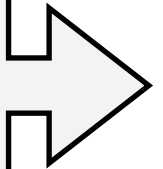
I HAVE LEARNT...



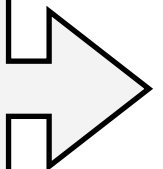
I HAVE MET...



I WANT TO...



I WILL...



What next?

We hope that you have found this toolkit useful and inspiring and that you're looking forward to planning and running your own sharing day! We'd love to hear any feedback you have on the toolkit or any additional content that you think it should contain - please get in touch with the Age Friendly Museums Network West Midlands if you have a case study, or anything else for inclusion in future editions.

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The Baring Foundation

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