Age-Friendly Museums

Museum Development North West

2019

CHECKLIST

'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.

Quick links

CHECKLIST

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Age-Friendly Standards self-assessment checklist

Museum Development North West (MDNW), with permission from the Family Arts Campaign, has recreated their Age-Friendly Standards self-assessment checklist with some modifications to make it more bespoke to the museum sector and additional functionality to enable your organisation to complete and save the checklist digitally.

Carried out as a legacy of MDNW's Age Friendly Accessibility Programme 2018-19, it has been developed to compliment the MDNW Age Friendly Museums publication, which includes case studies from six museums that participated in the Programme.

The Age-Friendly Standards self-assessment checklist is designed to help you assess and monitor your organisation's progress against the Age-Friendly Standards. It also provides an opportunity to think about how you can further improve on what you offer in terms of 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**

The Age-Friendly Standards do not aim to replicate or replace existing guidance, particularly in the case of addressing specific conditions, such as Dementia. **The Family Arts Campaign** has a reference section on their website of **Useful Links and Resources** for further specialist advice.

Completing the Age-Friendly Standards self-assessment checklist will also support progress against Arts Council England's **Museum Accreditation Standard** Section 3 'Users and their Experiences' requirements by helping your museum to consider where and provide evidence for how you could improve areas of service.

CHECKLIST

SUPPORTING
MUSEUM
ACCREDITATION

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.

CHECKLIST

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 1. We have started but need much improvement	🟥	**R = Red:** **Immediate action required**
2. We have progressed but have gaps to fill 3. We are satisfactory at this	🟧	**A = Amber:** **Appropriate action is underway**
4. We are good at this but would like to do more 5. We excel at this	🟩	**G = Green:** **Monitoring only required**

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1. Build Relationships

Age-Friendly Standards.

- **Facilitate relationships between the different generations the organisation interacts with**

- **Aim to foster relationships with older people not only as audiences, but as volunteers, ambassadors, trustees and active participants in the organisation**

- **Acknowledge that older people are not a homogenous or distinct visitor segment but a diverse group with a wide range of abilities, tastes etc. The organisation will respond in ways that are appropriate to individual needs, informed by individuals themselves**

- **Be open and willing to learn from older people and solicit their views, either formally, or informally**

- **Encourage relationships with other places and services older people may use (e.g. health and care facilities, housing providers, adult learning centres, libraries, clubs and societies and community centres)**

- **Consider working in partnership with other age-friendly cultural organisations and venues in the local area to help inform older people about the whole cultural offer that is available to them**

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 A G	
2	Aim to build relationships with older people 'beyond the reception', as volunteers, contributors, ambassadors or trustees?		R A G	
3	Encourage staff to take a 'person-led' approach to our visitors' needs and not make assumptions about them?		R A G	
4	Solicit the views of older people, ensuring that their opinions are used to inform what we do?		R A G	

CHECKLIST

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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 A G	
6	Work in partnership with other arts and culture organisations to provide a joined-up offer welcoming older people?		R A G	

CHECKLIST

2. Consider Programming

Age-Friendly Standards.

- **Encourage artistic work that has the ability to inspire, articulate & celebrate life in older age**

- **Avoid making assumptions about taste and recognise that with any large and diverse group comes diverse interests. Ensure that the views of older people are represented on any consultation panels or questionnaires**

- **Aim for intergenerational provision to be integrated into the whole programme and sustained beyond specific participation or engagement initiatives**

- **Think about collaboration, co-production and work that is not only for older people, but with and by older people- as programmers, facilitators and artists**

- **Consider timings and times of day in programming- including matinees and daytime activities. Build in extra time for getting settled, intervals and comfort breaks. Also factor-in local public transport provision and be aware that where it is unavailable at certain times (particularly at night), this may present a significant barrier, as well as potential hidden costs**

CHECKLIST

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 A G	
2	Avoid making assumptions about taste and where cultural boundaries lie for older people?		R A G	
3	Actively consult older people about our themes and collections and ensure their views are represented?		R A G	
4	Try to ensure that intergenerational appeal is integrated throughout our collection / programme?		R A G	

CHECKLIST

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 A G	
6	Think about times of day / availability of public transport when programming activities?		R A G	
7	Build-in extra time and breaks for events or activities that would make the experience more comfortable for some older people?		R A G	
8	Consider potential for crossover with other accessible or relaxed formats we offer- (e.g. dementia-friendly work)?		R A G	

CHECKLIST

3. Provide Appropriate Facilities

Age-Friendly Standards.

The guidance below is intended as an at-a-glance checklist of some key considerations for organisations providing age-friendly facilities.

The following pointers do not replace existing access recommendations or legal guidelines for public buildings. Whilst disability or physical impairment are by no means specific to older age groups, these are factors whose likelihood increases with age. Ageing population trends therefore impact upon the need for general accessible provision.

- **Display accessibility accreditations (where applicable) clearly and visibly, both on- and- offline**

- **Consider the accessibility of every aspect of the visit to ensure the best experience possible and show awareness of hidden disabilities such as sight or hearing impairments**

- **Consider additional environmental factors for comfort / ease**

- **Consider equally the needs of companions or accompanying family members and help make their experience easier**

- **Be clear, not only on the facilities available, but also on the logistics of getting to a venue. Supply clear indications of transport routes, parking, paths, time needed to get from A to B to minimise any surprises. Consider ways of visualising e.g. virtual tour / street map / visual stories**

- **Be clear about which needs the organisation can support, and those it cannot - indicating whether personal assistance is required for events / activities**

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 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

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 A G	
2	Consider the accessibility of every aspect of the experience, showing awareness of hidden disabilities?		R A G	
3	Consider the comfort of all visitors and accommodate those who might require additional consideration?		R A G	
4	Provide clear indications of logistics / transport routes etc. in getting to our events?		R A G	

CHECKLIST

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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

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	

CHECKLIST

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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 A G	
5	Accessible outdoor space?		R A G	
6	Quiet space for someone who might be feeling anxious or confused, where people can take time out if they need to?		R A G	
7	Continuous handrails giving support and guidance provided on side stairs and ramps?		R A G	

CHECKLIST

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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 A G	
9	Reserved seating for those with limited mobility? If applicable, seating plans which highlight where visibility / acoustics are best to aid booking decisions?		R A G	
10	Colour and changes in floor covering to help zone areas? Textures that are not confusing or hazardous?		R A G	
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 A G	

CHECKLIST

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	

CHECKLIST

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	

CHECKLIST

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 A G	
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 A G	
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 A G	
23	Signs on the inside of toilet doors to direct people back out to help people to easily find their way?		R A G	

CHECKLIST

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 A G	
25	Large text on printed materials, exhibition captions, staff name badges etc.? Easily distinguished fonts such as Ariel, Calibri or Century Gothic?		R A G	
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 A G	
27	Braille or audio options for print materials?		R A G	

CHECKLIST

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	

CHECKLIST

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	

CHECKLIST

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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

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):

CHECKLIST

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 A G	
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 A G	
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 A G	
4	Encourage venues we work with to adopt the Age-Friendly Standards?		R A G	

CHECKLIST

4. Communicate Appropriately

Age-Friendly Standards.

- **Use positive and inclusive language and images in marketing communications and group booking criteria that do not restrict or perpetuate stereotypes of 'family' or of older people**

- **Communicate alternative means for ease of booking tickets and finding information for visitors who may not be online- with an easy-to-find telephone number**

- **Provide clear channels for older people to communicate specific needs to the organisation in advance, with reassurance that requirements will be met**

- **Use alternative approaches to reach older people who may be offline.**

- **Think creatively about new channels to reach older people, particularly the growing number who are online**

- **Provide logical and clear website navigation for bookings and information**

- **Provide clear explanations for new or unfamiliar concepts e.g. 'touch tours' or 'relaxed performances' so visitors know exactly what to expect- using everyday language that avoids jargon and does not assume specialist knowledge about the arts**

CHECKLIST

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 A G	
2	Have easy-to-access offline options for bookings and information?		R A G	
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 A G	
4	Use appropriate methods of reaching older people who may not be online?		R A G	

CHECKLIST

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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 A G	
6	Have a clear and logically-mapped website that ensures the easiest possible user journey?		R A G	
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 A G	
8	Employ easy-to-understand explanations of unfamiliar concepts (e.g. touch tours)?		R A G	

CHECKLIST

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 A G	

CHECKLIST

5. Provide a Warm Welcome

Age-Friendly Standards.

- **Ensure that all staff are well-trained and aware of difficulties that some older visitors may encounter, including factors that can cause distress for visitors with certain conditions, such as dementia and be able to advise on use of loud noises, music or strobe lighting**

- **Where staff have undertaken specialist training, encourage them to display this e.g. by wearing their Dementia Friends badge**

- **Nominate staff members or volunteers as champions of age-awareness within the organisation who will provide advocacy and dedicated support**

- **Embed age-friendly policies and procedures into the organisation's working practices that are accessed by staff**

CHECKLIST

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 A G	
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 A G	
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 A G	
4	Document and make available to all relevant staff age-friendly practices and policies that can be understood and implemented across the organisation?		R A G	

CHECKLIST

Additional notes: Checklist ....

Any other notes:

CHECKLIST

Additional notes: Checklist ....

Any other notes:

CHECKLIST

Please record the information of when the audit was completed as well as date for review. When reviewing the document you can add in information of which actions have been completed, what is still to be actioned, and record any new actions to be taken forward.

Date completed:

Completed by:

Review Date:

CHECKLIST

MD NW **Museum**
Development
NORTH WEST

AGE FRIENDLY
MUSEUMS NETWORK

Age-Friendly
Standards
Developed by the Family Arts Campaign

ARTS COUNCIL
ENGLAND

Supported using public funding by
ARTS COUNCIL
ENGLAND

Design by
Hartland Design