

# Norfolk's days out to remember



A Case Study for working with the over 55s

Mick Massey, retired farrier and demonstrator at the event

“I often come with my grandchildren, which I love. But today's for me to look at the things that interest me, with no interruptions!”

“The variety of costumes brought such an air of fun to the day.”

“We did enjoy the picnic tables where we could eat our lunches and the friendliness and conversation we had with strangers, emphasising the relaxed and informal feeling of everyone.”

“The thing I enjoyed most was just going back to my childhood.”



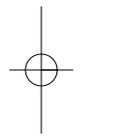
“Museums can play a positive role in supporting voluntary and statutory organisations in their work with older people; particularly by supporting objectives relating to well-being and engagement, leisure, life-long learning and social inclusion.”

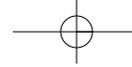
Colly Mudie, Norfolk Museums and Archaeology Service Learning Manager



For details of future over 55s days at Gressenhall call 01362 869263 or [www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk)

Cover image: Volunteers in action, photo courtesy of EDP





# 3,000 people in three days - 86% of them over 60 years old. Excellent levels of customer satisfaction.

## The Offer

- three Fridays in May, July and September 2007, free from school visits and outside of school holidays
- reduced entry of £4 (usual concession entry £6.15)
- free events, activities and stalls
- 'meet and greet' plus lots of other input from museum volunteers, many themselves over 55
- free cup of tea or coffee and biscuits

## Reaching over 55s

- a comprehensive marketing and communications plan
- researching and forging new links with the voluntary and statutory sectors
- investing in good quality publicity
- using a range of communication tools (newsletters, advertising, press coverage, fliers, posters, e-marketing, direct mail)
- getting to grass roots level (village halls, doctors surgeries, local press)

## Findings

- people appreciated that the days were specially for them
- there was a much wider demographic mix than usual for this museum
- displays relating to living memory were most popular
- people enjoyed the sociability and the friendliness of staff and volunteers
- the days attracted and appealed to nearly as many men as women
- staff and volunteers found working with this age group specially rewarding and enjoyable
- new partnerships built with the voluntary and statutory sector are a long-term investment
- visitor numbers and income on the days suggest that such programmes can be sustainable and commercially viable

Scenes from Gressenhall over 55s Days 2007



These pages give a snapshot of three days, organised specially for over 55s at Gressenhall Farm and Workhouse, Museum of Norfolk Life in 2007.

For the full report or more information visit [www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk) or call **01362 860563**

