



## **PRESS RELEASE**

EMBARGO: FOR IMMEDIATE RELEASE

13 May 2019

### **Dementia Action Week at Somerset Museums, 20–26 May**

During Dementia Action Week (20–26 May) the South West Heritage Trust is launching a new programme of events and activities for people living with dementia. Organised by the Alzheimer’s Society, Dementia Action Week unites people and communities to improve the lives of people living with dementia.

Starting in May the Trust will be running ‘Inclusive Afternoons’ at its museums in Taunton and Glastonbury. On these occasions the museums will be comfortably lit and audio distractions will be kept to a minimum. The intention is to make the museums places for those who enjoy a quieter visit, including people living with dementia or autism, their families and carers. In each museum a new sensory station will be available together with a quiet contemplation area.

From September the Trust is running ‘Minds Alive!’ sessions at its museums. These dementia-friendly afternoons will involve a range of activities based around the museum collections. They are open to people living with dementia, their families and carers.

*The South West Heritage Trust is a charity supported by Somerset and Devon County Councils and other generous funders*

South West Heritage Trust is a charity and a company limited by guarantee registered in England.  
Registered office: Somerset Heritage Centre, Brunel Way, Norton Fitzwarren, Taunton, Somerset TA2 6SF  
Company number: 09053532 Charity Number: 1158791 VAT Registration Number: 197221592

John French from the South West Heritage Trust said: "Dementia is one the greatest challenges we face, and according to the Alzheimer's Society the heritage sector has a crucial contribution to make.

"In addition to the new sessions, many of our staff have become Dementia Friends by taking part in awareness sessions."

Inclusive Afternoons will take place from 3.00 pm to 5.00 pm every third Friday of the month starting on 17 May at the Museum of Somerset in Taunton. At Somerset Rural Life Museum in Glastonbury they will run on the fourth Friday of the month from 3.00 pm to 5.00 pm starting on 24 May.

Minds Alive! sessions will run at the Museum of Somerset from 10.30 am to 11.30 am on 13 September, 11 October and 8 November. At Somerset Rural Life Museum in Glastonbury they will run from 2.00 pm to 3.30 pm on 20 September, 18 October and 15 November.

For further information please visit [www.swheritage.org.uk](http://www.swheritage.org.uk)

**ENDS**

For further information please contact Beth Jerrett, PR & Communications Lead Officer,  
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## Notes to editors

### 1. The South West Heritage Trust

The South West Heritage Trust is an independent charity committed to protecting and celebrating Somerset and Devon's rich heritage. As well as the widely-praised Museum of Somerset and the redeveloped Somerset Rural Life Museum, in Glastonbury, the Trust manages state-of-the-art facilities in Taunton and Exeter to care for the extraordinary archive collections of the two counties. The Trust also provides essential advice about the historic environment and manages historic sites. Individuals and businesses are invited to support the charity through its Supporters' scheme. Visit [swheritage.org.uk](http://swheritage.org.uk)

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