



Takeover Day planning: a year in Takeover Day

Embarking on Takeover Day for the first time can be quite daunting. With this resource, we have created a month to month action plan to give you some tips and advice on when to do things to help you be best prepared when planning your Takeover Day for the official national date. However, this timeline can also be used to support projects all year round, so please do alter it to meet your project needs.

What is Takeover Day?

Takeover Day is an annual day on which museums, galleries, libraries, archives, arts and heritage organisations invite young people in and give them a meaningful role. You can involve one child or one hundred children. It's a day to come up with new ideas and empower young people to contribute creatively to your work and to the sector.

5 simple ways to take part in Takeover Day

- 1 **Do a 'Be a Director for the day' and appoint a young person to the post.** Ask young people to take on a role at the venue including front of house, tour guides, retail, operations or curators.
- 2 **Need to get an event, exhibition, or activity organised?** Ask the young people to plan and deliver it.
- 3 **Ask for their thoughts and input on your website, activities, event, exhibition.** It's a great way to gather new ideas.
- 4 **Get young people to take over your Twitter feed,** write a blog or press release and help with your marketing and publicity.
- 5 **Need a fresh perspective?** Get the young people to look at a tricky issue in your venue.

JANUARY

ACTION

Kids in Museums will be announcing the date for this year's Takeover Day, so look out for this on our website and social media platforms.

TIP

- Sign up to our mailing list, email takeoverday@kidsinmuseums.org.uk

JANUARY - MAY

ACTION

Start researching and get thinking about what you would like to do for Takeover Day. Spend some time considering what, who and how you will get involved with Takeover Day

TIPS

- Do some digging into your organisation – is there anything that might benefit from having a young person's perspective on it?
- Start talking to your community and young people, to find out what they might want from your organisation
- Need inspiration? Then go to our [website](#) and use our accessible Case Studies, to find out what others have done before you, or read our Takeover Day resources for more advice

MAY

ACTION

It's time to start gathering all of your research and ideas, to begin planning your event/s and recruit the young people and/or children you want to engage and work with for Takeover Day

TIPS

- Make sure you have a clear plan of your ideas and events, as this will help when recruiting your young people and/or children
- Start the conversation as early as you can and begin building your relationship with the young people in your community
- Don't just focus on schools, think about contacting community groups or look out for young people already in your museum
- Don't under-estimate face-to-face contact and go and visit groups and schools
- For more advice on where to find young people, please see [here](#)

JUNE

ACTION

Register your event with us online, so that we know who is getting involved and allow us to tailor our support to you. If you need any support, then we are better placed to help you if we know more about your event, by signposting you to a relevant resource or providing you with one-to-one support, when needed

TIPS

- Look out for our Planning and Sharing meetings, find one that is in your area and book yourself on it. This will give you the chance to meet the Takeover Day Team and other organisations who either have done Takeover Day before or are in the same position as you
- Don't worry if you only have a rough idea of what you are planning to do. Still register and let us know your plans
- Use our online [resources](#), we have loads of information and advice available on our website to help make your day a big success, from press release templates to inspirational case studies

JULY - AUGUST

ACTION

Set clear objectives and aims for your event. Begin to engage and excite your staff and local community about Takeover Day at your organisation

Take this time to design your evaluation process. The earlier you have this in place, the better your evaluation can/will be

TIP

- Think about what you really want to know from the evaluation of your event. Don't try to cover every aspect of your event. Narrow the focus down so you get the answers to two or three questions that matter most to you. Perhaps your event has made colleagues think differently about young people? Or you have learnt how to make young people's activities run more smoothly in future?

SEPTEMBER

ACTION

Start your publicity and marketing campaign for Takeover Day. Let people know what you and your young people are doing, by putting up posters and spreading the word

Order your free 'We're Taking Over' packs. We can provide you with the marketing materials and branded resources for your event

Check in on your young people and confirm their support and willingness to participate in Takeover Day

TIPS

- Use your social media and press coverage to highlight your event. Use the local paper; put up posters and share your event on your website to build those community ties and make people aware of the event on the day. We can also help you promote your event on our website and social media pages
- Cultivate good relationships with named people in the press and in social media. It's far more effective to send an email to a named individual who you've had contact with than an info@address. Get the name of someone and try and speak to them personally
- The best people to speak for you and give quotes are not staff but your users. Get the young people taking part in your event to give you quotes

OCTOBER

ACTION

This might be a new experience not just for your organisation, but your staff and the young people themselves. So take the time to prepare your team and young people for your event. Organise a training day for each group, so that they are aware of what is expected/required of them on the day

TIPS

- By organising a training or induction day, you will be able to set the tone for your event and make sure the experience is enjoyable for all
- Consider doing a joint training day, allowing museum staff and young people to meet and work together prior to the event

OCTOBER - NOVEMBER

ACTION

3 weeks to Takeover Day

Check that you have the necessary Takeover Day resources required for your event; if not get in touch with us to make sure that we can get you everything you need in time for Takeover Day

2 weeks to Takeover Day

Make sure that you have a clear plan of your ideas and of the day, and have prepped your team and the participants to ensure that everyone (including yourself!) has a structured and enjoyable day

1 week to Takeover Day

Do all your last-minute checks and adjustments. Meet with your young people and prepare them for the day's events

TIPS

- During this period, take the time to drum up publicity. Engage with your community and let them know what is happening at your museum. For more help on press and creating a press release, use our resources available [here](#)
- Make up packs for your young people. With your free 'We're Taking Over' resources, we will send you certificates. Get these filled out and make up goodie bags for your young people

TAKEOVER DAY

ACTION

It's Takeover Day! Enjoy yourself and support all the participants involved and most importantly HAVE FUN!

TIPS

- Use #Takeoverday on Twitter to connect your event with the rest of the museums taking part across the country
- Use the # to see what other museums are doing across the country
- Thank your young people and staff after the event! Make sure you show your appreciation of their involvement in your event

DECEMBER

ACTION

Take time to evaluate your event and think about how you can use this experience to lead and organise your events next year and create a legacy and platform for future engagement with young people

TIP

- We will be sending you our evaluation survey, so please do fill this out so that we can better run and plan future Takeover Days
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Get in touch

Drop us a line if you want to find out more about Takeover Day:

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