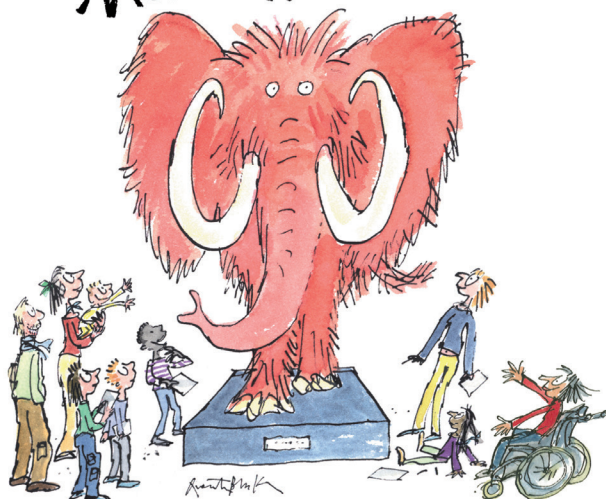


Kids in
Museums



FAMILY FRIENDLY MUSEUM AWARD

GUIDELINES 2019

FAMILY FRIENDLY MUSEUM AWARD 2019

The Kids in Museums Family Friendly Museum Award celebrates museums, galleries, historic homes and heritage attractions that go the extra mile to provide an excellent family friendly experience.

We award the prize annually to one heritage site that has made outstanding efforts to welcome children and families and respond to their feedback. Launched back in 2004, the award is the only museum award in the UK to be judged by families.

Past winners include the People's History Museum, York Art Gallery, the Horniman Museum and Gardens and the National Maritime Museum in Cornwall – to name a few!

We are looking for a museum that puts the points of our [Kids in Museums Manifesto](#) into action. This might include an outstanding events programme, flexible family ticketing, interactive museum spaces, accessible facilities, welcoming staff and opportunities for children and families to give their feedback.

Family Friendly Museum Award – Timeline 2019

25 March	Nominations open on our website.
31 May	Nominations close.
w/c 3 June	Our expert panel meets to whittle our nominations down to a shortlist.
w/c 17 June	The shortlist is announced.
July / August	Undercover family judges visit the shortlisted museums.
September	Judging ends. We work out the category winners based on the judges' scores. An expert panel picks the overall winner.
October	The Family Friendly Museum of the Year 2019 is announced at an awards ceremony in London.

Why should we enter?

Since Kids in Museums was founded in 2003, we have led significant change in the way museums and heritage sites welcome and include children, young people and families. Our Family Friendly Museum Award has become a benchmark for the sector.

Being shortlisted for the award can raise your profile and increase your family visitor numbers. It boosts staff morale by recognising your work on a national level. Former finalists have told us that the award has changed perceptions about their venue, acted as a 'quality mark' for their work and provided the motivation and backing to develop their family offer further.

Several previous winners of the Family Friendly Museum Award have been invited to speak at conferences in the UK and overseas.

Our aim is to work together with our shortlist to reinforce the message that museums are great places for families to visit.

"Being on the Kids in Museums shortlist 2018 has been transformational for our very small museum, much of which is run by volunteers. It has raised our profile beyond the region to a national level which is quite an achievement for such a small organisation. It has been inspiring and motivational for all of our staff and volunteers who have been honoured to be shortlisted alongside the other listed museums in 2018."

HELEN MARTINEZ,
EREWASH MUSEUM

"As a museum that explores powerful themes, we may not always have appeared the obvious choice for a family day out. The accolade of Family Friendly Museum of the Year 2017 has helped to change this view and celebrate the work that we do to ensure our experience creatively engages and inspires all visitors. It has given us the confidence to develop our offer even further and since receiving the award we are delivering a larger early years programme and multisensory resources to support SEND visits."

LIZ THORPE,
PEOPLE'S HISTORY MUSEUM

What are the award categories?

For the first time this year, we are introducing categories to the Family Friendly Museum Award:

Small museum	Medium museum	Large museum
up to 150k visits	150k-500k visits	500k+ visits

Don't worry if you're not sure about the category when you're nominating – we'll check all museums are in the right one before shortlisting.

How do we enter?

There are two ways for museums to enter the Family Friendly Museum Award:

1. We invite members of the public to nominate their Family Friendly Museum of the Year through the public online nomination form on our [website](#). If your museum is nominated by its visitors, we will get in touch to notify you and offer you the opportunity to provide more information. You can then submit supporting materials by email or post.
2. Museums can nominate themselves through the museums online nomination form on our [website](#). To complete this form, you should provide comprehensive examples of how your museum meets the points of our Manifesto. We want to see as much detail as possible on why your museum is the most family friendly in the UK.

It is advisable but not essential for museums to send us supporting materials, such as printed family resources, visitor feedback and information on your events programme. You can put this together in any format you like – we have previously received plastic folders or USB sticks – and send it to us by email or post.

We collate all the information we receive on each museum ahead of the shortlisting process.

Please send any supporting materials to:
award@kidsinmuseums.org.uk or the following postal address before nominations close on 31 May:

Kids in Museums
CAN Mezzanine
7 - 14 Great Dover Street
Borough
London
SE1 4YR

We have [promotional materials](#) to help you encourage nominations from your visitors, including a feedback form, poster and press release template.

"We're all incredibly proud to have won this award in the year of our 10th birthday having attracted over 2.7m visits. It is a fantastic recognition by our visitors and the judging panel. I'm particularly thrilled for our front of house team, who clearly gave the judges such a warm welcome when they visited."

"We always strive to make the museum a fun and accessible place for children and families and to help young people to connect with the collection and exhibitions. That takes a great deal of time, passion and dedication and it's a huge boost for the team to see that recognised."

"It is also a recognition of the great work done by the whole service of Leeds Museums and Galleries and our wonderful staff across our nine sites who contribute to our programme. It provides evidence of the services commitment towards providing a welcome to all our users of whatever age and background."

SAMANTHA FLAVIN,
LEEDS CITY MUSEUM

Are we eligible to enter?

We welcome nominations for UK museums of all sizes, from national museums with teams of curators, to tiny local galleries run by volunteers.

Museums do not have to be accredited and can enter in consecutive years.

Please see full Terms and Conditions at the end of this document.

How much does it cost to enter?

There is no charge to enter the award.

How does my entry get judged?

Our expert panel of museum professionals whittles our nominations down to a shortlist. Last year we received over 550 nominations from both families and museums.

Undercover family judges then visit each shortlisted museum during July and August and assess them on how well they meet our Manifesto. Their experiences will decide the winner for each category.

Our expert panel will then pick an overall winner.

Will I be able to get feedback on my entry?

Unfortunately, as we are a very small team, we are not able to provide feedback on individual nominations or return any supporting materials.

For our shortlisted museums, we share feedback from our expert panel and our undercover family judges to help you develop your family offer in the future.

What happens if we get shortlisted?

We will contact our Family Friendly Museum Award shortlist in advance to work together on a press announcement.

We provide each shortlisted museum with a logo to use in their communications and a communications plan outlining the key moments in the award timeline.

We ask shortlisted museums to work with us to make the most of their nomination. This includes:

- providing images for us to use in promotional material
- providing a press or social media contact at your museum
- working with us on social media content and press announcements to promote the award
- sending a minimum of two representatives from your museum to attend the awards ceremony
- providing feedback on your experience to help us develop the award in future.

We appreciate that different museums have different levels of capacity and we are happy to support teams with promotional work.

"The Family Friendly Museum Award had definitely helped to increase people's awareness of us and our visitor figures, combined with anecdotal feedback, suggest that being shortlisted helped to boost the number of family visitors to the Museum during the summer. Forming a partnership with Alex at the Family Holiday Association has also been extremely positive as it has helped us to reach new families, who we hope to develop a lasting relationship with."

HANNAH AGASS,
MUSEUM OF THE ORDER OF ST JOHN

"In terms of how the shortlisting has helped The Postal Museum, I think it has raised our profile amongst family audiences and also acted as a 'quality mark' for our exhibitions, activities and programmes – showing that, despite only being open for a relatively short amount of time, our offer is on a par with the very best family-friendly museums in the UK. It has also helped convince otherwise those who still think postal history isn't interesting or appealing to families, and no longer relevant to children who don't necessarily send or receive letters."

ANDY RICHMOND,
POSTAL MUSEUM

When is the winner announced?

The winner is announced at an awards ceremony in London in October.

The ceremony will provide an opportunity for museums to share best practice and examples of their work. Full details of the ceremony will be provided in due course.

What do we get if we win?

The winner will receive the Family Friendly Museum of the Year Award, as well as a winner logo to use on their website and communications.

We will showcase the museum on our website and social media throughout the year and promote it as an example of best practice through our work and training events.

We give all shortlisted museums a certificate to display at their museum.

About Kids in Museums

We are a charity dedicated to making museums open and welcoming to all children, young people and families. We support and champion family friendly organisations through wide-ranging initiatives, including the Family Friendly Museum Award and Takeover Day. We invite heritage organisations to sign up to our Manifesto, which sets out simple guidelines for making museums easy to reach for all ages. www.kidsinmuseums.org.uk

Find us on [Twitter](#), [Facebook](#) and [Instagram](#).

If you have any further questions about the Family Friendly Museum Award, please email: award@kidsinmuseums.org.uk
We look forward to receiving your nomination.



Kate Shopland, Samantha Flavin, Richard Higson Blythe and Afreen Hussain from Leeds City Museum celebrate at the 2018 Family Friendly Museum Award ceremony.

TERMS AND CONDITIONS

- Any museum, gallery, science centre, historic home or heritage site in the UK can be nominated for the Family Friendly Museum Award.
- Submission of a nomination will be taken to mean acceptance of these terms and conditions.
- Nominations should be submitted using the web form.
- All nominations must be received by the published closing date: Friday 31 May 2019.
- One person may nominate more than one museum. Each nomination should be sent on a separate web form, email or postal entry.
- The shortlisting panel will be comprised of representatives from the museum sector and Kids in Museums. The winning museums will be decided by visiting families. The winning decision is final and no correspondence shall be entered into.
- Copyright in all nominations to the award remains with the respective entrants. However, in consideration of their managing the award, each nominee grants a worldwide, irrevocable, perpetual licence to Kids in Museums to feature any or all of the submissions in any of its publications, its websites and/or in any promotional material connected to this award.
- Illegible, incomplete or defaced nominations will not be accepted. No responsibility can be accepted for lost nominations and proof of sending will not be accepted as proof of receipt.
- The shortlist and winning museum will be published in 2019.
- The shortlist and winners are required to participate in publicity.
- An up-to-date list of the winners' names will be found on the Kids in Museums website.
- Events may occur that render the award impossible due to reasons beyond the control of Kids in Museums and accordingly Kids in Museums may at its absolute discretion vary or amend the Award and the nominator agrees that no liability shall attach to either as a result thereof.