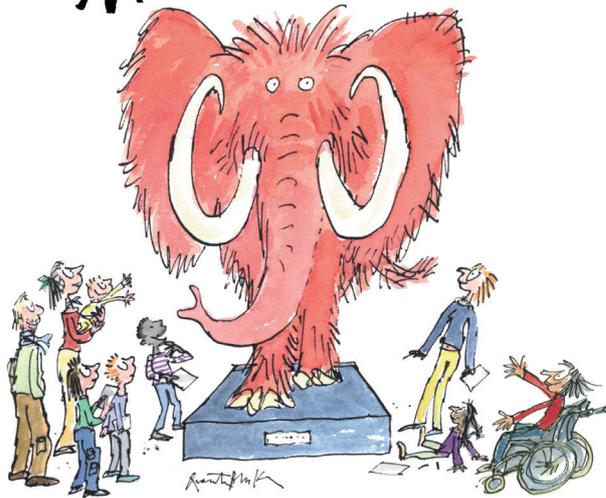


Kids in
MUSEUMS



FAMILY FRIENDLY
MUSEUM
AWARD

GUIDELINES 2020

FAMILY FRIENDLY MUSEUM AWARD 2020

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 2020

24 March	Nominations open on our website.
29 May	Nominations close at 5pm.
Early June	Our expert panel meets to whittle our nominations down to a shortlist.
w/c 15 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 winners are 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?

There are three categories of the Family Friendly Museum Award:

Small museum up to 100k visits	Medium museum 100k-400k visits	Large museum 400k+ visits
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Please note the category boundaries have shifted slightly from 2019. 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 favourite museum through the family nomination form on our [website](#), which goes live when nominations open on 24 March. If your museum is nominated by its visitors, we will get in touch to notify you and offer you the opportunity to make a full application on behalf of your museum. It is unlikely that a museum would be shortlisted on the strength on its family nominations alone, without further information provided by the museum.
2. Museums can make an application for the award through the museum application form on our [website](#) once nominations open on 24 March. A copy of the form is included on pages 6-8 to help you prepare your answers. To complete this form, you should provide comprehensive examples of how your museum meets the points of our Kids in Museums Manifesto. You should submit only one application for your museum, containing as much detail as possible on why your museum is the most family friendly in the UK.

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

Supporting materials

It is advisable but not essential for museums to send us supporting materials as set out below. These should be submitted via email: award@kidsinmuseums.org.uk.

If you wish, you can submit further information about how your museum meets the points of our Kids in Museums Manifesto in a **single curated PDF document of no more than 10 sides of A4**. This could include images, information on your family events programme, statistics or family resources. Please do not include web links.

If you have collected family feedback through our downloadable forms, please return these as a **single combined PDF document. No other supporting materials will be accepted.**

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

"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 applications from UK museums of all sizes, from national museums with teams of curators, to tiny local galleries run by volunteers.

Your museum must have signed the [Kids in Museums Manifesto](#). 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 860 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 winners are 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 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
Follow the award on social media using #FamilyFriendlyMuseum. We look forward to receiving your application.



From left to right: Annie Leverton, Kirke Kook and Lynsey Anderson from the Andrew Carnegie Birthplace Museum receive the Family Friendly Museum Award 2019 from Sam Flavin, a representative from our 2018 winner, Leeds City Museum.

MUSEUM APPLICATION FORM

Below you can find a template of our online form to help you prepare your answers in advance. You will still need to complete the online form to make your application.

The form includes text boxes with a text limit of 1,200 characters - approximately 200 words. Please note that the text box will stop allowing you to type once you have reached the character limit. If you are cutting and pasting into the form, please check the end of the answers in these text boxes to ensure text hasn't been cut off. Thank you.

Museum Application Form

Name of museum

Application category

Up to 100k visits per year

100k - 400k visits per year

400k + visits per year

First name of person making application

Last name of person making application

Phone number

Museum address

Country - Please let us know whereabouts your museum is located in the UK (England, Northern Ireland, Scotland or Wales).

Website

Organisation Twitter handle

Organisation Facebook page

Organisation Instagram profile

Are you an accredited museum?

Yes

Currently working towards accreditation

No

Have you signed the Kids in Museums Manifesto? If you have not signed the Manifesto yet, we will ask you to sign up as part of the process of entering the Award.

Yes

No

Don't know

Does your museum have a youth panel/ forum?

Yes

In the process of setting one up

No

Does your museum have young people represented on its Board or equivalent?

Yes

No

Does your museum have an access statement or policy?

Yes

No

Continued on next page. (1/3)

MUSEUM APPLICATION FORM

On your museum website is there access information for the following groups?

People with autism
 People with a learning disability
 People who are blind or partially sighted
 People who are D/deaf or have a hearing impairment
 People who are wheelchair users or have a mobility impairment

Does your museum have an action plan to address the Climate and Ecological Emergency?

Yes
 In the process of writing one
 No

Tell us more about your museum and why you think it's the most family friendly in the UK.**Please tell us a bit about the museum for which you're making an application?**

Please describe your museum in 100 words. You could include information about the collection, the exhibitions and events it runs, the size of the staff and volunteer team or anything else you think is important about the museum.
 (Character limit: 700 characters)

Please tell us why you think the museum for which you're making an application is the most family friendly museum in the UK?

Please use no more than around 200 words. This will be the summary that the shortlisting panel read before they delve further in to your nomination. Please use it to highlight the things that you think make your museum most friendly and welcoming to families.
 (Character limit: 1,200 characters)

Tell us how your museum meets the Kids in Museums Manifesto

Please tell us how your museum meets the Kids in Museums Manifesto (use about 200 words for each point).

1. Be welcoming. Create an environment where families can explore, have fun and learn together. Make sure staff and volunteers provide a warm welcome and make all interactions with visitors friendly and informative. Include things that can be touched and make labels clear to explain when they can't. Welcome enthusiastic comments and always keep instructions positive.

(Character limit: 1,200 characters)

2. Make it easy and comfortable. Think about your facilities and spaces from a family's perspective. Have seating for all generations to enjoy a rest. Can you provide a picnic area, make your cafe family friendly or direct people to reasonably-priced eateries nearby? Having baby changing facilities, a breastfeeding welcome attitude, booster steps in your toilets and somewhere to keep buggies is important for those with younger visitors.

(Character limit: 1,200 characters)

3. Remember families come in all shapes and sizes. Consider what different family members need from their visit and provide ways for them to explore together. Families can include under 5s, young people, parents, carers, grandparents, cousins and friends. Reflect this diversity in your activities, displays and ticketing.

(Character limit: 1,200 characters)

4. Be accessible to all. Ensure all your visitors are equally supported and welcomed. Families face many challenges when visiting museums, including the cost of a visit and language and cultural barriers. For those with disabilities, it may be difficult to access your space and its collections. Ask a range of children, young people and families how you can better communicate with them and make their visit easier.

(Character limit: 1,200 characters)

Continued on next page. (2/3)

MUSEUM APPLICATION FORM

5. **Communicate well.** Make sure you let families know everything you have to offer then. You can do this through outreach visits, posters and leaflets and online through your website and social media. Think about where families might find information before a visit and communicate clearly on arrival.

(Character limit: 1,200 characters)

6. **Work together.** Collaborate with children, young people and families as equal partners on events, displays and exhibitions. This will help you to include their stories and give them a stronger sense of ownership.

(Character limit: 1,200 characters)

Press contact

If your museum is shortlisted, please tell us who in the organisation we should contact about press and social media.

Name of press contact

Press contact email

Press contact phone number

Supporting information

Museums can send us two additional documents in support of their application - one containing family nominations and one with further information or images about how they meet the points in our Manifesto. For full details please see the award guidance notes on our website. We would prefer these documents to be emailed to us or transferred electronically, but if this is impossible for any reason, they can be posted.

How we'll be sending supporting information

We'll be emailing / electronically transferring supporting material

We won't be sending any supporting material

Email: award@kidsinmuseums.org.uk (please use a DropBox or WeTransfer link for files larger than 5MB). If you have any problems sending us information electronically, please get in touch through the email address above.

Stay in touch

I would like to be added to the Kids in Museums mailing list

Kids in Museums will send you emails about its programmes and forthcoming events. We'll store your data securely, won't pass it on to third parties and you can unsubscribe at any time.

Yes

No

Please tell us how you found out about the Family Friendly Museum Award

Kids in Museums website

Twitter

Facebook

Instagram

Previous entrant

Colleague

Saw Kids in Museums presentation at training / conference / event

Picked up a nomination form in a museum

End of Museum Application Form. (3/3)

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. If you are unable to use the web form or require it in an alternative format, please contact award@kidsinmuseums.org.uk
- All nominations must be received by the published closing date: 5pm on Friday 29 May 2020.
- One person may nominate more than one museum. Each nomination should be sent on a separate web form.
- Nominations containing illegal, discriminatory or defamatory material will be disqualified.
- 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 museums will be published in 2020.
- The shortlist and winners are required to participate in publicity, including but not limited to press releases, social media posts and web news stories.
- Any information provided to Kids in Museums for the purposes of the Family Friendly Museum Award will be handled in accordance with our [Privacy Policy](#). Data provided will only be used to administer the Family Friendly Museum Award and will not be stored or used for other purposes unless relevant consent is provided.
- 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.