

## **Family Friendly Museum Award From Home Guidelines**

The Family Friendly Museum Award From Home is a special set of awards designed to celebrate the amazing support that museums have offered to families across the UK during the COVID-19 pandemic. We want to acknowledge the role that museums, galleries and heritage sites have played in educating and entertaining families during the lockdown, demonstrating the value of culture and heritage to the wellbeing of families across the UK.

We are looking for museums, galleries, historic houses and heritage sites that have stayed in touch with their family audiences during lockdown and engaged new families with imaginative and accessible digital content. We are not looking for projects with huge budgets or flashy websites, we are looking for digital activities that have responded to what families need as they have spent a prolonged period at home.

In recognition of the worldwide reach of digital activities, we have an international category for our awards for the first time.

This is a unique set of awards for 2020, designed to celebrate how the entire heritage sector has supported families through a challenging period. The Family Friendly Museum Award will be back in its more usual form 2021.

### **Family Friendly Museum Award From Home Timeline 2020**

- 19 May 2020: Nominations open on our website.
- 30 June 2020: Nominations close at 5pm.
- Mid July: Expert panel meet to whittle entries down to a shortlist for each category.
- w/c 20 July 2020: Shortlist announced.
- August: Family Judges review shortlisted activities and resources.
- September: Winners and highly commended awards are selected for each category, based on family scores and the opinion of our expert panel.
- October: Award Ceremony.

### **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 excellence for the sector.

The COVID-19 pandemic has brought huge challenges for museums across the world. As a result, we have decided we want to use our awards this year to celebrate the contribution that museums have made to supporting families' wellbeing during lockdown. Across the museum sector, we have seen a tremendous selection of creative online resources, challenges and live sessions for families and these will be the focus of the Family Friendly Museum Award From Home.

We know that museum staff are under a lot of pressure at the moment and budgets are tight. Entering the award is free and completing the museum application form will only take 10-15 minutes.

We will acknowledge all museums that are nominated for the award with a special thank you logo to display on their website. The shortlisting process will include a celebration of the digital activities of all the museums

involved. We hope that this will raise the profile of the museum sector and illustrate the impact that culture and heritage have had in supporting education and wellbeing.

There will be no overall award winner in 2020, instead each category will have a winner and highly commended award.

### **What are the award categories?**

- **Best film**  
For example: live or recorded storytelling, object talks or science demonstrations
- **Best social media activity**  
For example: quizzes, arts and crafts activities or collections-based challenges
- **Best website activity**  
For example: quizzes, games, craft activities or creative writing
- **Best international digital activity**  
For example: films, games or social media challenge
- **The Going the Extra Mile Award**  
For example: hosting an essential service in your museum, setting up a foodbank or delivering art supplies to low income families

If you aren't sure which category to enter, please get in touch with us by emailing: [award@kidsinmuseums.org.uk](mailto:award@kidsinmuseums.org.uk)

### **How do we enter?**

There are two ways for museums to enter the Family Friendly Museum Award From Home.

1. We invite members of the public to nominate their favourite digital activity or resource and the museum that created it through the family nomination form on our website, which goes live when nominations open on 19 May 2020. If your museum's activity or resource is nominated by its online audience, we will get in touch to notify you and offer you the opportunity to make an application on behalf of your museum. If your museum receives nominations for multiple activities or resources in one category, we will ask you to choose which one to take forward.
2. It is unlikely that a museum would be shortlisted on the strength of its family nominations alone, without a small amount of further information provided by the museum. Museums can make an application for the award through the museum application form on our website once nominations open on 19 May 2020. A copy of the form is included below to help you prepare your answers. To complete this form, you should provide information about how you have supported families and engaged them with your museum during lockdown. You should only submit one activity or resource in each category.

We have promotional materials to help you encourage nominations from your visitors, including a social media graphic and a website news story template.

### **Are we eligible to enter?**

We welcome activities from museums, galleries, historic houses and heritage sites from around the world of all shapes and sizes.

All organisations entering the award must have signed the [Kids in Museums Manifesto](#). If your organisation has not signed up, we will ask you to do so before we take your nomination further.

### **1. For all categories**

The activity, resource, live session or challenge that you are entering must have been promoted to families between 16 March and 30 June 2020. It does not have to have been created during this period. Promotion could include social media, digital advertising or newsletters for example.

### **2. For the following categories: Best film, Best social media activity & Best website activity**

These categories are open to all UK based museums, galleries, historic houses, and heritage sites.

Museums can only enter each category once. If museums receive public nominations for multiple activities in one category, we will ask the museums which nomination they wish to take forward.

Museums may enter more than one category.

It must be possible for us to access the activity, resource, or film that you submit for any of these categories in August 2020 and September 2020 so that we can circulate it to our judges. For live sessions, this will mean providing access to a recorded version of a session. This can be done by sending a link via DropBox or WeTransfer to [award@kidsinmuseums.org.uk](mailto:award@kidsinmuseums.org.uk) For activities on websites and social media, please make sure the appropriate pages remain live.

### **3. For the category: Best International Digital Activity**

This category is open to all museums, galleries, historic houses and heritage sites outside of the UK.

Each organisation may only enter the category once.

Entries in this category must be submitted in English.

The activities entered in this category must either have been originally created in English or an English translation must be made available as part of the application. Kids in Museums does not have the capacity to translate entries and entries submitted in a language other than English will not be considered.

It must be possible for us to access the activities, resource or film that you submit for any of these categories in August 2020 and September 2020 so that we can circulate it to our judges. For live sessions, this will mean providing access to a recorded version of a session. This can be done by sending a link via DropBox or WeTransfer to [award@kidsinmuseums.org.uk](mailto:award@kidsinmuseums.org.uk) For activities on websites and social media, please make sure the appropriate pages remain live.

### **4. For the category: The Going the Extra Mile Award**

This category is for UK museums, galleries, historic houses and heritage sites only.

Organisations can enter any activity that took place to help families cope with the impact of the COVID-19 pandemic between 16 March and 30 June 2020. This activity does not have to be digital.

## **How much does it cost to enter?**

There is no charge to enter the Family Friendly Museum Award From Home.

## **How will my entry be judged?**

Our expert panel of museum professionals and young people will whittle our nominations down to a shortlist.

We will recruit family judges to review the entries in each category during August 2020. Their feedback will be combined with input from our expert panel to decide the winning and highly commended organisation in each category.

## **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 museums' nominations and applications.

For our shortlisted museums, we share feedback from our expert panel and family judges to help you develop your digital offer for families.

## **What happens if we are shortlisted?**

We will contact shortlisted museums in advance to work together on an announcement. Please make sure that the contact details on your form include someone who will be able to work with us in mid-July 2020.

We will provide each shortlisted museum with communications support to make the most of reaching this stage of the award. We appreciate that different museums have different levels of capacity and we are happy to support teams with promotional work.

## **What happens if we win?**

The winners and highly commended museums will be announced at an awards ceremony in October. The format of this ceremony will depend on the social distancing regulations in force in the autumn.

As well as celebrating the achievements of the museum sector during lockdown, the ceremony will provide opportunities for museums staff to share best practice.

More details about the ceremony will be made available in due course.

## **What do we get if we win?**

The category winners will receive an award as well as a logo to use on their website and communications. Those who are highly commended will receive a special certificate and logo.

We will showcase the museums on our website and social media throughout the year.

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

## FAQs

### Family nominations

#### **Am I nominating a museum or a digital activity?**

You need to nominate them together. So, you are nominating the activity and the museum that created it at the same time.

#### **Can I make more than one nomination?**

Yes, you can nominate as many activities and the museums that created them as you like. However, if a museum receives nominations for several activities in one category, we will ask their staff to select which one to take forward in the awards.

#### **How can I sign up to be a judge for the award?**

We will be contacting our Family Mailing List in July to recruit family judges. If you would like to be a judge, please [sign up to our Family Mailing List](#) to hear about these opportunities.

#### **What if I can't use the nomination form?**

We would prefer all nominations to be made via the online form. If you require the form in an alternative format or can't use the form, please email us: [award@kidsinmuseums.org.uk](mailto:award@kidsinmuseums.org.uk)

### Museum nominations

#### **Can we enter more than one category on the same form?**

No, we need each form to only contain one application per category.

Museums can enter multiple categories, but they can only enter one activity in each.

#### **Can I submit supporting materials?**

We are not accepting supporting materials for award applications this year. We want the award to be judged on the online activities alone. While we are working from home, we do not have the capacity or space to receive material by post.

#### **Our digital activity was created before 16 March 2020. Can we still enter?**

Yes – you can enter any digital activity that was created up to 30 June 2020. As well as the activity, we want to see how you've engaged families during lockdown, so if your activity was created before 16 March 2020, we want to see how you've used it as part of family engagement.

#### **What if I can't use the nomination form?**

We would prefer all nominations to be made via the online form. If you require the form in an alternative format or can't use the form please email us: [award@kidsinmuseums.org.uk](mailto:award@kidsinmuseums.org.uk)

## 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 or 3,000 characters (200 or 500 words). Please note that the text box will stop allowing you to type once you have reached the character limit. Please double check your answers are not cut off if you are cutting and pasting.

## Museum Application Form

Please only use this form if you are a member of staff or museum representative applying for an award for an activity or resource created by your museum.

Please note, you can only enter each category once. Each nomination should be made on a separate form.

- Name of museum
- First name of person making application
- Last name of person making application
- Job title of person making application
- Contact number of person making application - Please include the international dialling code if nomination is from outside the UK. We will only use this number to contact you if we cannot reach you by email.
- In which country is your museum located?
- Has your museum signed the Kids in Museums Manifesto? - We ask all museums applying for the award to sign the Manifesto. If you aren't sure whether you have signed the Manifesto or not, we can check for you.
- Name or title of resource or activity
- Link to resource or activity - Please provide a link that will enable us to access the resource or activity until September 2020. If you need to send a link to a recording of a live session, please email a WeTransfer or DropBox link to [award@kidsinmuseums.org.uk](mailto:award@kidsinmuseums.org.uk)
- Which category are you applying for? - Please select the category that most closely matches the activity or resource for which you're applying. More information about the categories can be found in the guidance notes.
  - Best film (eg live or recorded storytelling, object talks or science demonstrations)
  - Best social media activity (eg quizzes, arts and crafts activities or collections-based challenges)
  - Best website activity (quizzes, games, craft activities, science experiments or creative writing)
  - Best international digital activity (eg films, games or social media challenges)
  - The Going the Extra Mile Award (eg hosting an essential service in your museum, setting up a foodbank or delivering art supplies to low income families)
- What is the target age group for your resource or activity?
  - 0-5
  - 5-11

- 11-14
  - 15-18
  - 19+
  - Other
- Approximate cost of creating resource or activity?
- Please tell us about how your museum has been engaging with children, young people and families during lockdown? (200 words) - We want to hear about how your museum has been engaging with family audiences during lockdown. This could be online or offline activities.
- How have you promoted this resource or activity? (200 words) - Please talk about what channels you have used to promote the resource or activity.
- Why do you think this activity or resource is great for families during lockdown and should win an award? (500 words) - Please tell us about why you think this activity has been a great thing for families to do during lockdown. This could be related to how you created it, how you promoted it or feedback you've received from families.

On the next page, you can find full Terms and Conditions for the Family Friendly Museum Award From Home.

## Terms and conditions

Any museum, gallery, science centre, historic house or heritage site in the UK and internationally that has signed the Kids in Museums Manifesto is eligible to enter the Family Friendly Museum Award From Home.

Entrance requirements vary for each category. Please check the eligibility guidelines above before entering.

Submission of a nomination or application will be taken to mean acceptance of these terms and conditions.

Nominations and applications 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](mailto:award@kidsinmuseums.org.uk)

All nominations and applications must be received by the published closing date: 5pm on Tuesday 30 June 2020.

All nominations and applications must be submitted in English. An English version of all resources and activities must be made available for the judging phase.

One person may nominate more than one museum.

Each nomination or application should be sent on a separate web form.

Nominations and applications containing illegal, discriminatory or defamatory material will be disqualified.

The expert panel will comprise representatives from the museum sector, young people, representatives from community groups and Kids in Museums staff, Trustees and Youth Panel members.

The winning and highly commended museums will be decided by feedback from family judges and our expert panel.

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.

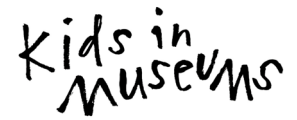
No responsibility can be accepted for lost nominations and proof of sending will not be accepted as proof of receipt.

The shortlist and winning museums will be published in 2020.

The shortlist and winners are required to participate in publicity. This includes:

- providing images for us to use in promotional material
- participating in joint press releases, news stories and social media posts
- 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 either online or in person
- providing feedback on your experience to help us develop the award in future.





Any information provided to Kids in Museums for the purposes of the Family Friendly Museum Award From Home will be handled in accordance with our Privacy Policy. Data provided will only be used to administer the Family Friendly Museum Award From Home 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 Family Friendly Museum Award From Home 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 Family Friendly Museum Award From Home and the nominator agrees that no liability shall attach to either as a result thereof.