

Family web page template

Here is a template to help you create a web page for families on your website.

One of the easiest ways to signpost that you are a family friendly museum is to include a web page specifically for families to help them plan their visit and let them know they are welcome at your venue. The page should bring together all the key information for this audience.

We recommend this page is featured prominently on your website, either linked in the main site toolbar or accessible from a drop-down menu.

Though the exact content will depend on the layout and style of your site, we hope the structure and information in the template below will be useful in terms of what to include. Think about how you will present the information in a clear, accessible and visually interesting way.

If you have a museum mascot or family illustrations, you may want to theme or design the page around these characters.

Here are some useful examples of family web pages from museums to give you some inspiration:

- [Andrew Carnegie Birthplace Museum](#)
- [London Transport Museum](#)
- [Museum of London](#)
- [The Postal Museum](#)

Family web page template

1. Title

- Add a title for your page. This could depend on where the page sits on your website, but keep it as short and straightforward as possible.

'Families, For families or Family visits'

2. Images

- Insert an image or images of families enjoying themselves at your museum. Ensure your images are inclusive of different types of families and representative of your local community.
- If your museum has signed the Kids in Museums Manifesto, you can [download our Manifesto logo](#) to display on your website. If your museum been shortlisted for or won our Family Friendly Museum Award, you can also use the logos provided during the award process.

3. Introduction

- Add a short sentence about why you are a great place for families or how you welcome all ages. Briefly summarise key information on entry cost, opening information and booking information.

‘We welcome visitors of all ages to explore the history of Northumberland. We are open Wednesdays to Saturdays. Kids go free! Pre-book your tickets in advance.’

4. Outline your family programme and events

- Include a short bullet point list of any regular museum events that you run for children and families, for example under 5s groups or a Young Archaeologists’ Club. You could add and delete from the list below as necessary.
- Include a link to your current events/ What’s On page.

‘We host an exciting range of family events throughout the year. This includes:

- School holiday activities
- Term time play sessions for under 5s
- Quiet mornings for families with Special Educational Needs and Disabilities
- Young Archaeologists’ Club
- Family volunteering

See what’s on for families.’

5. Family activities

- Share a clear list of what activities are great for families at your museum, such as family favourites, top 10 things to see and do with kids, any children’s galleries or playzones, interactives, family guides, trails or backpacks – and where families can find these. You could add and delete from the list below as necessary.
- Add a link to your at home activities, such as downloadable activities and colouring sheets.

‘There is a lot for families to explore at the museum – and from home!

- Visit our children's gallery designed for ages 0-8
- Pick up a family backpack from the Welcome Desk to help you explore the museum
- Keep an eye out for children's labels featuring our museum mascot
- Take part in our regularly updated themed museum trails for families

Can't make it into the museum today? Check out our at home resources, including online game, downloadable colouring sheets and craft videos.’

6. Family facilities

- Share a clear list of what practical facilities your museum offers for families. You could delete from the list below as necessary.
- Add a link to your accessibility page for families who need further information.

‘We offer a range of practical facilities to help your visit be as comfortable as possible.

- Breastfeeding welcome
- Room for buggies/ pushchairs or buggy parking
- Wheelchair access
- Café with highchairs, children’s menu and colouring sheets
- Picnic area
- Quiet Space
- Accessible toilets
- Booster steps
- Baby changing
- Lockers or cloakroom
- Shop with pocket money items
- Free tap water refills
- Free supplies of nappies, wipes and sanitary products

To find out more about accessibility, please see our [Accessibility page](#).’

7. Stay in touch

- Add a link to your family newsletter sign up to encourage families to hear about any future activities.
- Include links to your social media accounts. Perhaps invite family visitors to share their images by including your handle or a hashtag.

8. Optional extras

- Add in some positive TripAdvisor or social media reviews from families.
- Add an FAQs section for families. Is there anything particular to your venue that families often have questions about or is worth highlighting? This is a good opportunity to address concerns about what they can and can’t do in the museum, such as whether photography or selfie sticks are allowed in the museum.
- Add a preview link to child or family friendly items in your shop.