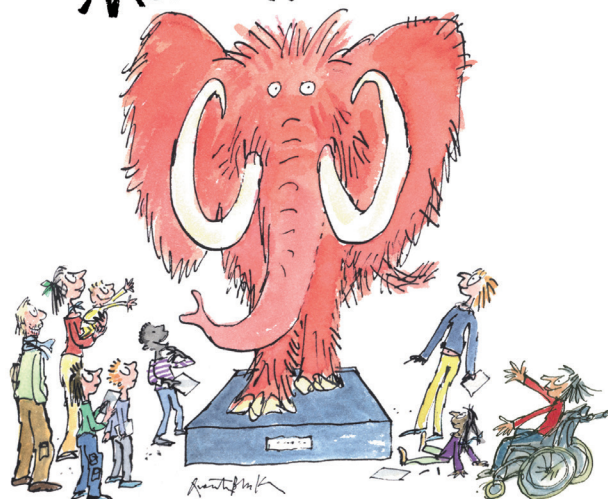


Kids in
Museums



FAMILY FRIENDLY MUSEUM AWARD

GUIDELINES 2023

FAMILY FRIENDLY MUSEUM AWARD 2023

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.

Launched back in 2004, the award is the only museum award in the UK to be judged by families. [Past winners](#) include the National Emergency Services Museum, Leeds City Museum, People's History Museum and the Horniman Museum and Gardens – to name a few!

We want to recognise the museums that are the most welcoming, accessible and fun for families over the past 12 months. We are continuing to acknowledge museums that make an exemplary commitment to access with our Best Accessible Museum category. Our new category, Best Youth Project - Climate, celebrates projects that are meaningfully engaging young people with the climate emergency and sustainability through their museum and its collections.

Family Friendly Museum Award – Timeline 2023

21 March	Nominations open on our website.
5 June	Nominations close at 5pm.
Mid-June	Our expert panel meets to whittle our nominations down to a shortlist.
End of June	The shortlist is announced.
July- August	Undercover family judges visit the shortlisted museums for the four museum categories.
September	Judging ends. We work out the category winners based on the judges' scores. An expert panel picks the overall winner from the four category winners visited by families.
October	The winners are announced at an awards 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 sector benchmark for ambition and quality in work with these audiences.

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.

Previous winners have been invited to speak at our training and at conferences in the UK and overseas, as well to participate in our partnerships, including features on Priority from O2 and our Where's Wally? museum trails. Our aim is to work together with our shortlist to reinforce the message that museums are great places for families to visit.

"We were so delighted just to be nominated for the Family Friendly Museum Award, when we actually won it blew our socks off! We were overwhelmed, delighted, proud, excited and everything else you can think of. We're a small team and we work so hard to make the National Emergency Services Museum the best it can be, so it was a wonderful reward for our staff and volunteers to be nationally recognised in this way.

"As well as having a really positive impact on our team, winning the award has had other benefits. Our annual visitor numbers were higher in 2022 than they have ever been, and we have expanded our networks thanks to the positive publicity the award has brought us. We're now linking up with organisations across the country, and being asked to share our best practice with people who had never even heard of us before. Our reputation has really grown."

MATT WAKEFIELD,
NATIONAL EMERGENCY SERVICES MUSEUM

What are the award categories?

There are five categories of the Family Friendly Museum Award 2023:

Best Small Museum up to 100k visits	Best Medium Museum 100k-400k visits	Best Large Museum 400k+ visits
Best Accessible Museum Our dedicated accessibility category	Best Youth Project - Climate New youth project category	

Please note the size categories are based on your visitor numbers from 2022. We'll check all museums are in the right category before shortlisting. You can find full criteria on our newer categories later in this document.

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 21 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 of 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 21 March. A copy of the form is included on pages 8-11 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 downloadable nomination materials on our website, including a poster, family feedback form, social media graphic and template press release, to help you encourage nominations from families.

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.

Supporting information can be submitted as a **single curated PDF document of no more than 10 sides of A4**. This could include images, information on your family events programme, family feedback, statistics or family resources. Please do not include web links. **We are not able to consider supporting materials of any other format or length.**

"Winning the Best Large Museum category in the Family Friendly Family Award was a fantastic moment for teams across the National Maritime Museum. The award has demonstrated internally that families are responding positively to the steps that have been taken to create a safe, welcoming space, providing more energy to keep up the good work! Externally, this has been an amazing stamp to demonstrate to families that there is something for everyone at the National Maritime Museum!"

KATIE CASSELS,
NATIONAL MARITIME MUSEUM

"Ely Museum were delighted to be shortlisted... It was a real morale boost to the staff, particularly to receive national recognition as a small local museum. It was a wonderful accolade to be able to promote to our visitors and also to show to stakeholders."

SARA ADDERSON,
ELY MUSEUM

Are we eligible to enter?

We welcome applications from UK museums, galleries and heritage attractions 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, as well as category specific requirements.

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. In previous years we have received as many as 860 nominations for more than 80 different museums. The Best Youth Project - Climate Category will be judged entirely by expert panel.

Undercover family judges then visit all other shortlisted museums 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.

"We are so delighted to have been recognised in this way. The fact that families visited without our knowledge and reached the decision that we were doing a good job for them was so important to us. We are passionate about trying to provide the best possible experience for children and young people so it is great to have such a prestigious measure of our success."

JEAN HUMPHRYS,
BAILIFFGATE MUSEUM & GALLERY

"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 of each category and an overall winner will be announced at an awards ceremony in October in London. As well as celebrating the achievements of the museum sector, the ceremony will provide opportunities for museum staff to share best practice.

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.

Best Accessible Museum

To highlight the importance of access for families with additional needs, we are continuing to run our dedicated Best Accessible Museum category, which was developed with SEND in Museums, Autism in Museums and VocalEyes.

We are looking for a museum that has embedded access for families with additional needs across the whole organisation. This will include, but not be limited to: excellent facilities, supportive and knowledgeable staff, a range of flexible and engaging activities, accessible interpretation and exhibitions, responsiveness to feedback and a commitment to adapt and improve their organisation.

We want to make sure that access for families with additional needs remains a top priority, so that museums are inclusive and relevant for all.

There will be one winner of the Best Accessible Museum Category, which can be a UK museum of any size. Our Undercover Family Judges and expert panel will include those with expertise in and lived experience of what makes an excellent museum for families with additional needs.

Are we eligible to enter?

The eligibility criteria for this category is the same as our normal award, however your museum application **must be accompanied by at least one family nomination** to enter the Best Accessible Museum category.

What are we looking for?

We are looking for a museum with an all-round excellent visitor experience for families and children with additional needs. Here are some examples of what this might include, but remember you do not have to do all of these things to enter:

Comprehensive pre-visit information on your website. The information needs to be part of an accessible website that includes contact information for families with additional needs to plan their day out.

Accessible facilities throughout your building that are the best you can achieve in the context of your building and budget. For example we understand that not all buildings can have a Changing Places toilet. If this is not possible for your organisation, we would want to know that your staff could signpost a family to the nearest available facility.

Flexible ticketing. Do you allow families to get a refund if they can't come on the day or to transfer their ticket to another day if they have to leave part way through?

If you have a shop and/ or café, a commitment to accessibility in what these sell and how they are laid out. This could include menu options that cater to a wide range of dietary requirements and sensory friendly shop stock. If this is not possible, we would like to see space where families can eat their own food and get water.

Signage and interpretation that is available in a variety of formats to meet different needs. This could include large print, symbols, BSL, audio description or easy to read text. It's important everyone can understand and navigate your museum well.

Well-trained, supportive and welcoming staff. We would like staff to have been trained to be disability confident. The welcome offered to families with additional needs can be what makes or breaks a visit.

A programme of activities both on site and online that are accessible to all. Although we would love to see activities, events and resources designed for families with additional needs, we also want to see flexibility in your core family offer both online and in your museum that enables all families to join in.

Collaboration and representation. We would like to see how your organisation is working with groups of families with additional needs from your local community to develop your facilities and programmes. It would be great to see projects and the results displayed on your website or in your museum. It is important that families with additional needs see themselves and their stories represented.

Evidence that the museum collects and responds to visitor feedback. We would like to see there are a range of ways that families can offer feedback and that you are committed to responding and improving your accessible offer.

Best Youth Project - Climate

A 2021 survey by UK charity the InterClimate Network shows that more than 80% of 11-18 year olds are concerned about the climate and ecological emergency. Our new award category, Best Youth Project – Climate, highlights the important role museums can play in enabling young people to learn about the climate emergency, debate issues around it, amplify messages about the need to combat climate change to wider audiences, and get involved in local social action projects.

We are looking for a museum that shows a strong commitment to responding to the climate and ecological emergency across all of its programming and operations – work with children and young people should be embedded within a wider organisational commitment to sustainability. We want to see imaginative projects developed in consultation with children and young people that enable them to better understand and explore the climate and ecological emergency.

There will be one winner of the Best Youth Project – Climate, which can be a UK museum of any size. The award will be judged by a panel made up of young people and sector experts.

Are we eligible to enter?

This category is open to all UK museums. You can enter projects that were delivered between November 2021 (when Kids in Museums ran a climate themed Takeover Day)to the end of May 2023. They can either be one-off events or a series, exhibitions, a digital activity, talks and debates, social action projects or anything else that you have created with a climate theme.

The projects must involve children and young people aged 2 – 25. They can have taken place either inside or outside of school, college or university. This could include partnerships with schools, colleges, universities, uniformed groups, other youth groups or local organisations with a focus on the climate and ecological emergency.

What are we looking for?

Our focus is not on projects with large budgets or high profile public outcomes. Instead we want to see projects that show a commitment to programming about the climate and ecological emergency alongside children and young people that are part of a wider organisational commitment to organisational sustainability.

We are keen to see museums working collaboratively with children and young people to develop and deliver projects. It's important that projects are responsive to children and young people's questions and concerns about the climate and ecological emergency and address it in a way that is meaningful to them.

There is a huge amount of potential to connect programming in response to the climate and ecological emergency to all kinds of museum collections. We want to see projects that respond to museum collections and use them to tell stories about climate change that resonate with both children and young people and wider museum audiences.

Climate anxiety is a growing concern for children and young people. Getting actively involved in a museum project about the climate and ecological emergency may help to alleviate stress and anxiety about climate change. However, it is still important that children and young people's wellbeing is supported throughout any project.

We want to see projects that have strong evaluation processes in place, ideally designed alongside children and young people. It's important that you are able to show learning from the project and explain how it will feed into future climate focused programming with children and young people.

Finally, we want to see evidence of a museum-wide commitment to responding to the climate and ecological emergency that is proportionate to the size of your organisation and relevant to its collections. It's essential that children and young people's programming is embedded in an organisational commitment to sustainability and is not just an add on.

How will it be judged?

This category will be judged entirely by expert panels, not our Undercover Family Judges. The shortlisting process will work the same as the main award – entries will be whittled down to a shortlist. In summer 2023 we will invite all shortlisted museums to meet and have an informal interview with our expert panel which will include young people to decide the winners. Guidelines for the presentation and interview will be provided for the shortlisted candidates.

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 text limits. 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

Emailaddressofpersonmakingapplication

Nameofmuseum

What category are you applying for? - Please let us know the category you are entering based on your museum's 2022 visitor numbers. If you're not sure, don't worry - Kids in Museums will check all museum applications are in the correct category.

Best Small Museum: Up to 100k visits per year

Best Medium Museum: 100k - 400k visits per year

Best Large Museum: 400k + visits per year

Best Accessible Museum

Best Youth Project - Climate

Firstnameofpersonmakingapplication

Lastnameofpersonmakingapplication

Jobtitleofpersonmakingapplication

Phonenumberofpersonmakingapplication

Museumwebsite

OrganisationTwitterhandle

OrganisationFacebookpage

OrganisationInstagramprofile

Quick questions about your museum

Please tell us a bit about the museum for which you're making an application. (100 words) 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.

How many full time staff members does your museum have?

Please enter the number of full time equivalent staff members. For example if you have one full time staff member and two part time staff members, please enter 2.

How many volunteers does your museum have?

How has the number of staff and volunteers at your museum changed over the past year?

The number of staff and volunteers has increased

The number of staff and volunteers has stayed the same

The number of staff and volunteers has decreased

Continued on next page. (1/4)

MUSEUM APPLICATION FORM

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

Which of the following does your museum have? Please tick all that apply. We are looking to find out whether you have a long-term way to consult young people, families and visitors with additional access needs. We have used Youth Panel as shorthand to stand for any youth group.

- Youth Panel or equivalent
- Family Panel or equivalent
- Access Panel or equivalent
- Young Trustees or Family Trustees
- None of these

Does your museum have an access statement or policy?

- Yes
- In the process of writing one
- No

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

- Yes
- In the process of writing one
- No

Does your museum have an action plan about decolonisation and / or embedding anti-racist practice in your work?

- Yes
- In the process of writing one
- No

Do you have any of the following on your website? Good pre-visit information is really important for families and visitors with additional access needs.

- Bespoke pre-visit information for families
- Access information for visitors with additional needs
- None of these

Questions for Small, Medium or Large Museum Categories

The following questions are for the above award category only. Please skip to the next page for other category questions.

Please tell us about why you think your museum is the most family friendly museum in the UK (200 words) We want to hear about what makes your museum stand out as a family friendly museum. It could be the excellent welcome offered by your staff and volunteers, your fantastic family trails or backpacks, your wide range of family activities or the way that you consult families and respond to their feedback.

Please tell us about how your museum meets the Kids in Museums Manifesto (750 words)? Use this section to show you meet as many points from our Manifesto as possible. You can use headings and bullet points if that helps. Ideally please identify the Manifesto point you are referring to and then give an example about how you meet it. For example, I. Be Welcoming – all our staff and volunteers are trained to give families a warm welcome etc.

Continued on next page. (2/4)

MUSEUM APPLICATION FORM

Questions for Best Accessible Museum

What type of access information do you have on your website? Please tell us more about the access information on your website.

Information for people who are autistic

Information for people with a learning disability

Information for people who are blind or visually impaired

Information for people who are D/deaf or hard of hearing

Information for people who are wheelchair users or whose mobility is limited

Information on COVID-19 safety measures

Please tell us how you have made visiting your museum accessible to families, children and young people with additional needs? (500 words) Please use this question to tell us about the things you think are important in making a visit to your museum accessible to families, children and young people with additional needs. Please refer to the guidance notes for examples of what we want to hear about. Please use headings and bullets if it helps to organise your answer. For example Website – we have created a comprehensive access page on our website with a visual story.

Please tell us about how you have worked with families, children and young people with additional needs to gather feedback about your museum, develop new programmes and events and represent their voices across your organisation? (200 words) Tell us about partnerships you have built in your local community, how you accessibly gather feedback, stay in touch with families run co-creation projects or anything else you do to work with this group.

Questions for Best Youth Project - Climate

Please describe your project, highlight its links to your collection and how it enabled children and young people to respond to the climate and ecological emergency? (500 words)

Please tell us about how you consulted with children and young people to develop your project? (200 words)

Please tell us about how you supported children and young people's wellbeing during the project? (200 words)

Please tell us about how you evaluated your project and what you learned that will feed into future programming about the climate and ecological emergency for children and young people? (200 words)

Please tell us about your museum's overall response to the climate and ecological emergency? (300 words)

Continued on next page. (3/4)

MUSEUM APPLICATION FORM

Questions for all award categories

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 one additional document in support of their application. Please make sure you have consulted the award guidance notes on our Family Friendly Museum Award web page for full information on how this document should be formatted. We are not able to accept materials in other formats and can only accept documents by email.

Will you be sending supporting information by email?

Yes - we'll be emailing material or sending a file sharing link.

No - we won't be emailing any supporting material.

Please send your supporting materials to 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: award@kidsinmuseums.org.uk

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. Please see our Privacy Policy for more details.

Yes

No

Please add me to the following mailing list(s).

We recommend choosing one Mailing List, either Museum or Family based on what is most relevant to you, to avoid receiving duplicate emails.

Family Mailing List - For families to hear about family events at museums and recommendations of great museums to visit, as well as how to become an Undercover Family Judge for our Family Friendly Museum Award.

Museum Mailing List - For museum staff to hear about training, resources and other Kids in Museums programmes, like Takeover Day.

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

Kids in Museums website

Kids in Museums newsletter

Twitter

Facebook

Instagram

In the press or media

From a staff member or poster at a museum

Previous entrant

From your Museum Development organisation

From another heritage sector organisation

At a Kids in Museums training event or presentation

Other

CAPTCHA Form

TERMS AND CONDITIONS

- Any museum, gallery, science centre, historic house or heritage site in the UK that has signed the Kids in Museums Manifesto is eligible to enter the Family Friendly Museum Award. [Sign up on our website.](#)
- Entrance requirements vary for each category. Please check the guidelines above before entering.
- 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 Monday 5 June 2023.
- All nominations and applications must be submitted in English.
- 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 expert shortlisting 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 museums for Best Small Museum, Best Medium Museum, Best Large Museum and Best Accessible Museum will be decided by feedback from family judges and our expert panel. An expert panel will pick the overall winner from those five category winners. Best Youth Project - Climate will be judged entirely by expert panels, not our Undercover Family Judges.
- 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 2023.
- 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 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.