**Kids in Museums Manifesto Self-Assessment Tool**

**Part 1: Self-Assessment Table**

Complete Part 1: Self-Assessment Table. This will enable you to evaluate your museum’s current family friendly provision. You may wish to ask other staff, such as front of house staff or volunteers, to give feedback on specific aspects of your provision. Be honest with your score for each section. Use 0 if you don’t currently offer this aspect in your museum, 3 to represent an average score and 5 to indicate that you are fully meeting the criteria, or N/A if this section is not relevant to your organisation. You may wish to add up your score to gauge your performance in each section, but there is no pass mark.

1. **Be welcoming.** Being made to feel safe and welcome can make or break a family visit. Create an environment where families can explore, have fun, play and learn together. Ensure staff and volunteers provide a warm welcome and make interactions with all family members accessible, friendly and informative. Include things that can be touched and make labels clear to explain when they can't. Welcome enthusiastic comments, always keep instructions positive and provide easy to read text for all ages.

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| **Aspect of your offer** | **Score** (1 to 5 with 5 being the best or 0 if something you don’t currently offer) | **Why did you score this way?** |
| 1. What do you think about the current welcome families receive from staff/ volunteers on arrival? |  |  |
| 2. Can families find out about family activities or resources on arrival from staff/ volunteers or signage? |  |  |
| 3. Do museum staff/ volunteers interact with families during a visit? Are these interactions consistently friendly and welcoming? |  |  |
| 4. Is it clear what you can or can’t touch in the museum, especially if objects are on open display? This could be through labels or staff/ volunteers communicating with families. |  |  |
| 5. Is there a family mascot or logo on site to help families find things for them? This could be on self-guided resources, such as trails, labels, signage or interpretation. |  |  |
| 6. Do you think families are able to interact with each other normally on a visit to your museum? E.g. Be enthusiastic and chat with each other. |  |  |
| 7. Are your text and labels easy to read and suitable for families? |  |  |
| If you want to add up your scores for this Manifesto point, you can do so in this box. |  |  |

1. **Be accessible to all.** Ensure all visitors are equally supported and welcomed. Families face many challenges when visiting museums, including economic, language and cultural barriers. Consider the cost and practicalities of the whole museum visit from the perspective of a family. D/deaf, disabled and neurodivergent people may experience barriers to accessing your space, activities, displays and digital resources. Families need clear online information, such as an access page, to confidently plan their visit. Consider a full spectrum of access needs, review your provision and consult with a range of families about making a visit more accessible.

Please note this does not replicate an access audit.

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| **Aspect of your offer** | **Score** (1 to 5 with 5 being the best or 0 if something you don’t currently offer) | **Why did you score this way?** |
| 1. Economic accessibility: How reasonable do you feel a day out at the museum for a family is? Take into consideration ticket price for entry/ exhibitions, cost to take part in activities or use self-guided resources, buy refreshments in the café or buy something in the shop. You might want to consider the prices of other local museums. |  |  |
| 2. Do you have any of the following on your website:   * a visual story * a specific access page * a contact for families with additional needs to get in touch with * a menu for the café (if you have one)? |  |  |
| 3. Would your staff be confident to support a family with additional needs during a visit? |  |  |
| 4. Do you provide any resources for families with additional needs, such as ear defenders, a quiet space, large print guides or induction loops? |  |  |
| 5. Does your museum consult with local access groups to improve your provision for families with additional needs? |  |  |
| If you want to add up your scores for this Manifesto point, you can do so in this box. |  |  |

1. **Make it easy and comfortable.** Families are more likely to stay longer if your facilities and spaces are family friendly. Provide seating for all generations to enjoy a rest, a quiet space and free wifi. Make pocket money items available in the shop. Can you make your café family friendly and reasonably priced, provide a picnic area or direct people to eateries nearby? Having baby changing facilities, a breastfeeding welcome attitude, and somewhere to keep buggies is important for those with younger visitors. Can you provide a Changing Places toilet or signpost visitors to the nearest facility?

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| **Aspect of your offer** | **Score** (1 to 5 with 5 being the best or 0 if something you don’t currently offer) | **Why did you score this way?** |
| 1. Are there enough places to have a rest during a family visit? |  |  |
| 2. Museum refreshments: | | |
| a) Can families consume their own food and drink somewhere in the museum? Is this in an inside or outside museum space? Is the outside space covered? |  |  |
| b) If there are no café facilities onsite and families ask for recommendations, do you direct them to relevant eateries nearby? |  |  |
| c) If you have a café on site, do you:   * have a reasonably priced family friendly menu? You might want to consider the prices at other local cafes. * offer free water? * have a bottle warmer? * have highchairs or booster seats? |  |  |
| 3. Are you breastfeeding welcome?   * Have you signed up to the local breastfeeding welcome scheme if available? * Do you have signage in the museum or on your website about being breastfeeding welcome? * Do you have a breastfeeding area if it’s requested? |  |  |
| 4. Buggie access:   * Is there somewhere to store buggies? * Can families take buggies around the museum with them? |  |  |
| 5. Toilet facilities:   * Do you have a unisex baby changing facility? * Do you have a caught short box with supplies of nappies, wipes and period products? * Are there booster steps in toilets where it would be difficult for smaller children to reach the sinks? * If you don’t have one in your museum, do you point out where your nearest Changing Places facility is located to families with additional needs? |  |  |
| 6. If you have a shop:   * Is there a range of pocket money priced items? * Do these items avoid gender stereotypes? |  |  |
| If you want to add up your scores for this Manifesto point, you can do so in tis box. |  |  |

1. **Remember families come in all shapes and sizes.** Consider what different family members need from their visit and provide ways for them to enjoy themselves together. Family groups can be diverse, from large multigenerational families to single parents or carers. They can include under 5s, young people, children with additional needs, same-sex couples and grandparents. Reflect this diversity in your language, activities, displays and ticketing.

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| **Aspect of your offer** | **Score** (1 to 5 with 5 being the best or 0 if something you don’t currently offer) | **Why did you score this way?** |
| 1. If you charge for entry, do you offer a family ticket? Do you include options beyond two adults and two/three children? |  |  |
| 2. Do you offer self-guided resources for different age groups, e.g.:   * under 5s * 5-11 year olds * young people (11+)? |  |  |
| 3. Do you offer staff/ volunteer led activities for different age groups, e.g.:   * under 5s * 5-11 year olds * young people (11+)? |  |  |
| 4. Do you undertake any visitor research to find out information about families such as:   * where they are visiting from? * the ages of the children in family groups? |  |  |
| If you want to add up your scores for this Manifesto point, you can do so in this box. |  |  |

1. **Communicate well.** Make sure you let families know everything you have to offer them. You can do this through outreach visits, posters and leaflets, and your website and social media. Provide easy to find pre-visit information online, information on arrival and a way for families to get in touch and give feedback. Make sure all your content is accessible. Represent a diverse range of families in your marketing images.

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| **Aspect of your offer** | **Score** (1 to 5 with 5 being the best or 0 if something you don’t currently offer) | **Why did you score this way?** |
| 1. How easy is it for families to find relevant information on your website?   * Is it clear how to access your what’s on page and visiting information from your home page? * Do you have a dedicated family web page? * Do you have a children or family filter on your events page? * Do you have images of families visiting the museum on your site? |  |  |
| 2. How do you promote your family offer and activities to families?   * Social media e.g., Facebook, Instagram or Twitter/X * Local listings sites * Email newsletter * Community partnerships |  |  |
| 3. Can families find out what events/activities are coming up during their visit?   * Do you display posters or flyers? Are these positioned strategically for families? E.g. are under 5s events in the baby change facility? * Do you encourage or offer a way for families to keep in touch in future? E.g., follow us on social media or sign up to a newsletter? |  |  |
| 4. Do you do any outreach to local family organisations to build new audiences? |  |  |
| If you want to add up your scores for this Manifesto point, you can do so in this box. |  |  |

1. **Be an active part of your community.** Young people and families want to see museums help tackle inequalities, support their wellbeing and take care of the local environment. Consult and collaborate with a diverse range of children, young people and families in your community as equal partners on events, displays and exhibitions. This will help you to make your site more relevant, reflect their stories and give this audience a stronger sense of ownership over their histories and heritage.

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| **Aspect of your offer** | **Score** (1 to 5 with 5 being the best or 0 if something you don’t currently offer) | **Why did you score this way?** |
| 1. Can families see any of the following in your museum:   * co-created displays with children, families or young people? * children’s work on display? |  |  |
| 2. Does the museum tackle any topics important to young people, such as the climate and ecological emergency, racial equality or wellbeing? |  |  |
| 3. Do you ask families for feedback about:   * their visit? * activities/events? |  |  |
| 4. Have you done any of the following over the last two years?   * Run a youth panel/forum or consulted with young people? * Run a Takeover Day or Digital Takeover Day? * Consulted or co-created with families? |  |  |
| If you want to add up your scores for this Manifesto point, you can do so in this box. |  |  |

Once you have completed your self-assessment table open the Part 2: Planning and reflection tables document and follow the instructions.