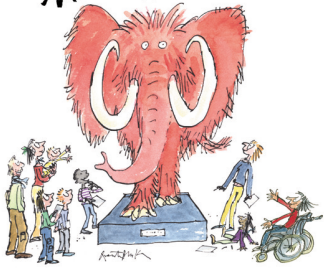


Kids in
Museums



Flexible Family Ticket Tocyn Teulu Hyblyg



Kids in Museums works with museums, galleries and heritage sites to help them be more welcoming of all families.

Families have told us that they struggle to get a family ticket because their family doesn't fit the standard two plus two. They want Flexible Family Tickets. The Family Ticket Watch, a consultation and research project carried out by Kids in Museums, asked families and museums how we could make this happen.

As a result, we produced these Flexible Family Ticket guidelines to help museums, galleries and archives work towards welcoming all families.

Mae Kids in Museums yn gweithio gydag amgueddfeydd, orielau a safleoedd hanesyddol i'w helpu i estyn croeso cynhesach i deuluoedd.

Mae teuluoedd wedi esbonio wrthym eu bod yn cael trafferth prynu tocynnau teulu am nad ydynt yn cyfateb â'r patrwm arferol o ddau oedolyn a dau blentyn. Maent eisiau Tocynnau Teulu Hyblyg. Aeth Kids in Museums ati i wneud ymgynghoriad a chynnal prosiect ymchwil o'r enw Family Ticket Watch, lle gofynnwyd i deuluoedd ac amgueddfeydd sut y gallem gyflwyno hynny.

O ganlyniad, aethom ati i gynhyrchu'r canllawiau yma ar gyfer y Tocyn Teulu Hyblyg i helpu amgueddfeydd, orielau ac archifau i fynd ati i ddechrau croesawu pob teulu.

For examples of flexible family tickets and further research, download copies of the Family Ticket Watch report from www.kidsinmuseums.org.uk/resources/

For more copies of these guidelines please email familyticket@kidsinmuseums.org.uk

We realise museums rely on selling tickets to generate income, so have looked at ways the flexible family ticket can help them do that. Our Commercial Considerations report presents different commercial models for family tickets www.kidsinmuseums.org.uk/resources/

I weld esiamplau o docynnau teulu hyblyg a rhagor o waith ymchwil, lawrlwythwch gopiâu o'r adroddiad am y Family Ticket Watch o www.kidsinmuseums.org.uk/resources/

I gael rhagor o gopiâu o'r canllawiau hyn anfonwch ebost at familyticket@kidsinmuseums.org.uk

Gwyddom fod amgueddfeydd yn dibynnu ar werthu tocynnau i gynhyrchu incwm, felly rydym wedi edrych ar ffyrdd y gall y tocyn teulu hyblyg eu helpu i wneud hynny. Mae ein adroddiad am Ystyriaethau Masnachol yn cyflwyno gwahanol fodelau masnachol ar gyfer tocynnau teulu www.kidsinmuseums.org.uk/resources/

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Flexible Family Ticket

GUIDELINES

Shout about it. If you're free, let visitors know – on your website, in your marketing and publicity and at reception. If you have a great Flexible Family Ticket, boast about it. Use it to reach out to families who might not otherwise visit.

Be clear with visitors. Keep your pricing simple – calculating the cost at the door can be a hurdle for families to overcome. Visitors shouldn't have to work out if they count as a family.

Be clear with your staff. Your reception team shouldn't have to decide who does and who doesn't get in on a family ticket. A family ticket isn't a favour; it should be part of your policy to attract and include all families.

Be good value – for all. Think about your pricing from the perspective of different families. Take a look at who you count as a child. Families don't mind paying for a day out, they just want it to be fair.

Get real. Today's families come in all shapes and sizes and may have more than two generations. Family tickets needs to reflect this. Family tickets make a real difference to family visits.

If you can't be free, be flexible!

Tocyn Teulu Hyblyg

CANLLAWIAU

Gwaeddwch amdano. Os ydych yn cynnig mynediad am ddim, rhowch wybod i'ch ymwelwyr – ar eich gwefan, yn eich defnydd marchnata a'ch defnydd cyhoeddus ac yn y dderbynfa. Os oes gennych Docyn Teulu Hyblyg, gwaeddwch amdano, Defnyddiwch hwn i estyn allan at deuluoedd fyddai ddim yn ymweld fel arall efallai.

Byddwch yn glir gyda'ch ymwelwyr. Cadwch eich prisiau'n syml – mae cyfri'r gost wrth y drws yn gallu bod yn rhwystr i deuluoedd. Ni ddylai ymwelwyr orfod gwneud symiau i ganfod ydyn nhw'n cyfri fel teulu.

Byddwch yn glir gyda'ch staff. Ni ddylai eich tîm ar y dderbynfa orfod penderfynu pwy sy'n cael mynd i mewn ar docyn teulu a phwy sydd ddim. Nid ffafir yw tocyn teulu; dylai fod yn rhan o'ch polisi i ddenu a chynnwys pob teulu.

Rhowch werth eu harian iddynt – i bawb. Ystyriwch eich prisiau o safbwynt gwahanol deuluoedd. Pwy ydych chi'n ei gyfri fel plentyn? Dydy teuluoedd ddim yn cwyno ynglŷn â thalu am ddiwrnod allan, ond maen nhw eisiau i'r pris fod yn deg.

Byddwch yn realistig. Mae teuluoedd heddiw i'w cael ymhob siâp a maint ac weithiau mae ganddynt fwy nag dwy genhedlaeth. Mae angen i docynnau teulu adlewyrchu hynny. Mae tocynnau teulu'n gwneud gwahaniaeth mawr i ymweliadau teuluol.

Os oes rhaid codi ffi, byddwch yn hyblyg!

“We admit all accompanied children free of charge to encourage families to visit.”

“We need something simple. We are a relatively small museum and don't have many staff so at busy times we need to serve people quickly and efficiently.”

“Our grandparent ticket is proving its value as an offer. We're very happy with the results so far.”

“The term 'family friendly' for a museum or exhibition is one that is truly intergenerational – it is a joy to see families of all ages, inspired by the museum and interacting and enjoying their time together.”

museums SAY

“Rydym yn rhoi mynediad i bob plentyn sydd yng nghwmni oedolyn yn rhad ac am ddim er mwyn annog teuluoedd i ymweld.”

“Mae angen rhywbeth syml. Rydym yn amgueddfa gweddol fach a does gennym ni ddim llawer o staff felly, pan mae hi'n brysur, mae angen i ni roi mynediad i bobl yn gyflym ac yn effeithiol.”

“Mae ein tocyn nain a thaid yn gynnig llwyddiannus iawn. Rydym yn hapus iawn gyda'r canlyniadau hyd yn hyn.”

“Mae'r term 'yn croesawu teuluoedd' mewn amgueddfa neu arddangosfa yn un sy'n briodol i bob cenedlaeth – mae'n wych gweld teuluoedd o bob oedran, yn cael eu hysbrydoli gan yr amgueddfa ac yn dod ymlaen ac yn mwynhau bod yng nghwmni ei gilydd.”

**SYLWADAU'R
amgueddfeydd**

“A family ticket was great, we were able to visit the attraction as a complete family and experience the day together.”

“We tend to go to places with one parent, one grandparent and the three children. Family tickets are rarely flexible enough for that.”

“We’d like a family ticket to fit whatever shape the family is. Not everyone shares the same surname or has two children.”

“Now our son is 18, our daughter is 13 and we have two foster children with us at any given time, we have to juggle in order to fit the family discount on offer.”

“Thank goodness someone has noticed the outdated ‘Family Ticket’ model! Not only does it cost more, but it screams ‘you are not normal’ at single parent families and yet there are millions and millions of us.”

“Family tickets get us together.”

families SAY

“Roedd y tocyn teulu’n grêt, roeddem yn gallu mynd yno fel teulu cyfan a mwynhau’r diwrnod gyda’n gilydd.”

“Rydym yn tueddu mynd allan fel un rhiant, un nain a thri o blant. Dydy tocynnau teulu bron byth yn ddigon hyblyg i hynny.”

“Hoffem gael tocyn teulu sy’n addas beth bynnag yw siâp y teulu. Dydy pawb ddim yn rhannu yr un cyfenw a does gan bawb ddim dau o blant.”

“Mae ein mab yn 18, erbyn hyn a’n merch yn 13 ac mae gennym ddau o blant maeth gyda ni drwy’r amser. Felly mae’n rhaid i ni jyglo er mwyn hawlio’r disgownt sydd ar gael i deuluoedd.”

“Diolch byth bod rhywun wedi sylwi ar y model ‘Tocyn Teulu’ hen ffasiwn! Nid yn unig mae’n ddrytach, ond ei neges amlwg i deuluoedd un rhiant yw ein bod ni’n annormal ac eto mae miliynau ar filiynau ohonom.”

“Mae tocynnau teulu’n dod â ni ynghyd.”

**SYLWADAU GAN
deuluoedd**