



Kids in Museums MINI MANIFESTO

*Confidence, knowledge, a sense of ownership – what families need to be part of your museum.
Eight easy steps to help make this happen:*

- 1 Reach out.** Begin the welcome beyond your door. Help families find you, go out to meet them, start friendly conversations on their home patch and make your museum easy to reach.
- 2 Get to know your families.** Some have babies, some toddlers, teenagers, parents, grandparents or foster children. Embrace these differences, from your programme to your ticketing.
- 3 Seek to reflect** your community and include it at your heart in your displays, interpretation and events.
- 4 Be positive.** Say 'Hello!' Welcome enthusiastic comments (which may be loud), have things to touch and explore, challenge your staff to never say 'No'.
- 5 Make it easy and comfortable** – with a family friendly café, pushchair friendly toilets, seating in the galleries, a place to store skateboards and teenage kit, child-height stair rails, tap water. Just a few of the very practical ways to help a family relax and have fun.
- 6 Be accessible.** Families with disabilities may make an extra effort to reach you. Include their needs in everything you do and say – from how to get there to exploring the displays. All your visitors should be equally supported and welcomed.
- 7 Tell your story.** Families aren't only coming to see your collections. They're coming to enjoy your museum and hear your stories. These are what they'll share when they get home. Find a way to include their stories too. They'll add new insights and make the museum belong to them.
- 8 Communicate well.** Let families know what you offer. Include this on your website and social media. Chat with families before they visit and after they leave. Build relationships and include them in long-term decision-making. These families will become your greatest advocates.