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# **Family Friendly Programme 2019 - 2020**

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## Introduction

The Family Friendly Programme (FFP) is a new programme for Museum Development London's (MDL's) 2018 – 2022 Programme. The FFP makes children, family and young people's programmes a key issue for London's non-national museums. This new programme was designed to encourage more museums to sign up to and embed the [Kids in Museums Manifesto](#). In 2019 – 2020 MDL offered an annual briefing session and a grant opportunity to London's non-national museums to support them in embedding their children, family and young people's work.

The objectives of the FFP grant were to:

- Enable non-national museums to embrace and embed their welcome to children, families and young people
- Enable non-national museums to use the Kids in Museum Manifesto as a development tool to increase the number of family-friendly museums
- Increase staff confidence in developing family-friendly activities and work.

Over the 4 years the FFP will demonstrate how London's non-national museums are currently embracing and embedding welcoming practices to increase engagement from children, families and young people. The grant will enable non-national museums to showcase how they are embedding children, family and young people-friendly practices and creating museums that are more welcoming to these groups. As such, the grant will support museums to embed aspects of their work to enable museums to provide a permanent welcoming offer to its children, families and young people.

MDL will expect museums applying to the grant to use the Kids in Museums Manifesto as a development tool to support them with this work and ensure a permanent offer to children, families and young people in London's non-national museum sector. Each year the programme will be evaluated and the programme will evolve based on feedback we receive from museum staff.

MDL will expect to see the following from our investments over the 4 years:

- An increase in the number of museums signed up to the Kids in Museums Manifesto
- An increase in the number of museums who are able to embed aspects of the Kids in Museum Manifesto
- An increase in the number of visits to museums by children, families and young people
- An increase in the number of children, families and young people who enjoy their visit
- A change in attitude of children, families and young people who want to actively engage/consult with a museum

As part of the programme, museums were invited to attend the Family Friendly Briefing Session on Friday 1 March 2019, run by Deanne Naula, MDO Audiences. It was run in partnership with Kids in Museums and their Head of Programmes, Laura Bedford. The session covered all aspects of the revised

Kids in Museums Manifesto, including top tips and zero cost ideas to achieve points within the manifesto, as well as case studies from Erewash Museum, Headstone Manor and Museum and the Museum of the Order of St John.

The event gave the 20 delegates an opportunity to start planning activities, and provided important context on working with children, families and young people using available data sets from the London Datastore. Lastly, the session provided key information about the grant criteria as well as information on developing an overall approach to using the Kids in Museums Manifesto as a development tool and embedding the welcome offer of museums to children, families and young people going forward.

As a result of the 2019-2020 Programme 12 new museums signed up to the Kids in Museums Manifesto and 9 museums used the Kids in Museums Manifesto as a development tool. These museums worked with children, families and young people to provide permanent activities within their museums to ensure they were more family friendly.

MDL have provided full information about the 2019-2020 programme below, along with commentary and feedback it has received from participating museums. This information will be used to inform the planning and offer for the Year 3 FFP.

## Family Friendly Grants Overview

This aspect of the programme was managed by Rachael Crofts and Deanne Naula. The grant assessment panel was made up of Deanne Naula, Rachael Crofts and Laura Bedford. There were a total of 12 applications to the programme, of which following assessment MDL funded 9 projects. All funded projects were given grants of approximately £250. A total of £2,300 was awarded through the Family Friendly Programme Grants. All the projects were completed to schedule and 6 of 9 museums provided additional funds towards the final project.

In 2019-2020 MDL gave museums three opportunities to apply for the fund (3 funding rounds). Round 1 and 2 were offered between April – September and 6 museums were asked to complete their projects by February 2020. The final round was offered with a rolling deadline. These grants opened in November 2020 and closed at the end of January 2020. However, MDL received 5 applications by the beginning of January and was able to close applications earlier than anticipated. The final 3 museums were asked to complete their projects by March 2020.

The grants were used to fund the following:



Purchasing of baby-changing facilities, or items for the café or shop to be used by children and families	3
Purchasing a family friendly signs for families	3
Developing easy-to-use activities for families, or for tablets to be used by children in galleries	9
Purchasing tablets to be used by children in galleries	0
Training for staff and volunteers to make their welcome more children, family and young people friendly	3
Work/Consultation with CYP to inform changes on the museum's website and/or marketing materials	3
Work/Consultation with CYP to inform changes on the museum's programme/activities	5
Work/Consultation with CYP to inform changes on the museum's café menu	0
Work/Consultation with CYP to inform changes on the museum's interpretation	2
Work/Consultation with CYP to inform changes on the museum's new CYP dedicated space	2
Benchmarking activities, work or consultation with CYP to develop family ticket offer / associated signage	2
Benchmarking activities, work or consultation to develop policies around age of lone visits/associated signage	0
Benchmarking activities, work or consultation with CYP around creative ways to say 'don't touch' for families	0


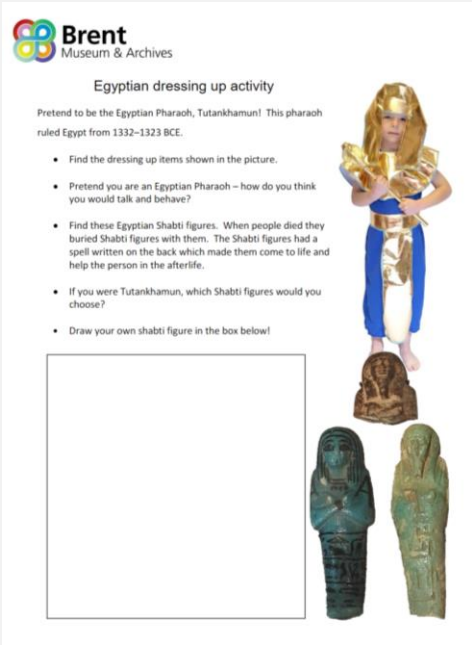
New evaluation tools to understand CYP's experience of their visit (such as observation visit tools/training, new questionnaires and or ways to collect and share visit feedback)	6
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Notable successes this year included the number of museums who have found that small and cost-efficient changes have made a big impact on their offer for children and families. Alongside this a number of projects, have used the grant as an opportunity to look at how it evaluates, markets and communicates its offer to families and asked its visiting families simple questions, which they have been able to address and help improve the welcome and create more family-friendly spaces for families of all ages and abilities.


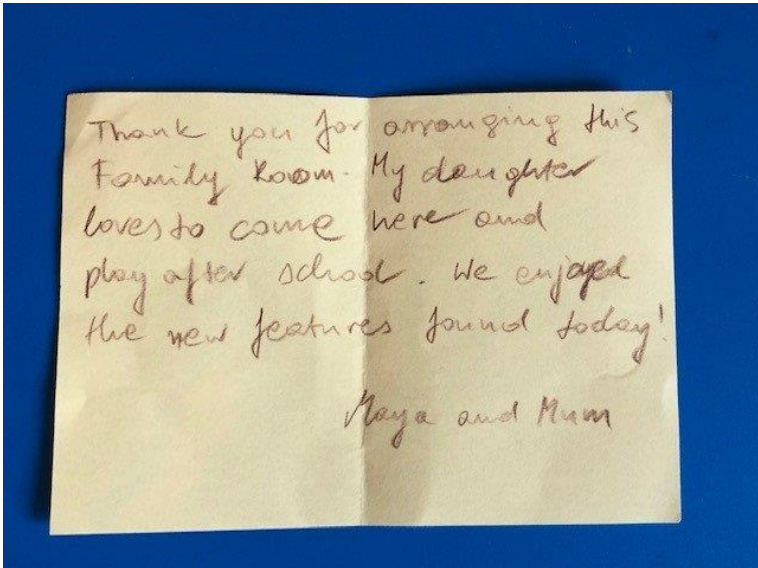
The numbers of families that the London Museum of Water and Steam has engaged with through their project is also an incredible achievement. Their project is a testament of what happens when a museum uses the Kids in Museums Manifesto as a developmental tool. It demonstrates wholeheartedly, that a museum can make a number of small changes, using a small budget, that make a big difference to the number of families who visit, feel welcome, engage, come back and tell their friends and family to do the same.



Detailed descriptions of each of the 2019 - 2020 projects MDL funded are given below.

Family Friendly Grants 2019 - 2020		
Name of museum and grant awarded	Information on project	Photographs of project
<p><b>Association of Anaesthetists (Anaesthetists Heritage Centre)</b></p> <p>£300</p> <p><i>Practice makes Perfect</i></p> <p><b>Total number of children, families and young people worked with as part of the project: 88</b></p>	<p><b>Project Overview:</b></p> <p>The museum commissioned Culture and Heritage Learning Consultant, Jenny Pistella, to deliver training to museum staff and volunteers on best practice in delivering family learning. As part of the session staff and volunteers created and trialled creative and hands-on sessions for half-term.</p> <p>Following the session staff and volunteers ran half-term activities for children and families at the museum for the first time. This enabled the museum to reach a new audience, many of whom had never visited before.</p> <p><b>What was achieved:</b></p> <ul style="list-style-type: none"> <li>• The training session developed staff and volunteer skills in not only delivering, but communicating with and engaging with children, families and parents</li> <li>• At the beginning of the project, the museum had no crafting or child friendly equipment. The museum has now purchased materials and equipment, which can be used again and enable the museum to run more activities</li> <li>• The success of the project raised awareness across the whole organisation (including SMT) and their volunteers, which will help museum staff advocate for running more sessions going forward</li> <li>• The activities can also be modified slightly and used to run school sessions and outreach workshops in the future.</li> </ul>	 

<p><b>Brent Museum and Archives</b></p>	<p><b>Project Overview:</b></p> <p>Staff began with asking visitors to the museum about what they would like to see in a family area of the museum. Visitors asked for activities and dressing up items inspired by the collection. Staff also visited other museums to discuss their family areas to see what had worked well and what hadn't to feed this into their thinking.</p> <p>As a result, staff created a permanent area and panel for children and families within the museum. As part of the area, staff developed activity sheets and bought the following dressing up costumes which linked to the museum's collections: a Roman Solider, a Egyptian pharoh and Somali boy and girl. Activity sheets were created in both English and Somali.</p> <p><b>What was achieved:</b></p> <ul style="list-style-type: none"> <li>• Staff found the visits and meetings at the Science Museum, V&amp;A Museum of Childhood and the Museum of London really useful and helped staff think through the use of imagery, colours and fonts for the panel</li> <li>• The museum now has a permanent dedicated space for children and families</li> <li>• Alongside the permanent area, the museum now offers a permanent offer to children and families of dressing up and family activities throughout the year (and no longer competes with space in temporary exhibition space)</li> <li>• The activity sheets and dressing up activities have been very well received by children and families, and the museum plans to add more items to the dressing up and develop activity sheets in additional languages for more families to interact with the area and the museum's collection.</li> </ul>	 
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<b>Bruce Castle Museum</b>	<p><b>Project Overview:</b></p> <p>As part of the project, the museum wanted to develop a hands-on 'little explorers' room within the museum 'Inventor Centre' gallery to meet the needs of younger visitors. Staff purchased a child-friendly table and chairs in bright colours and re-purposed a rug, which had the immediate effect of making the space more inviting, allowing families to sit down and explore the room and resources in comfort.</p> <p>The museum also moved a small collection of dressing up costumes to create a dressing up box in the area, to ensure families could use and play with them during all museum opening hours. Alongside this, staff moved a handling trolley into the space and added new resources for families to use. New items included a 'vehicle sounds' shape sorter, a teaching clock and several lift the flap books for families to use and engage with.</p> <p><b>What was achieved:</b></p> <ul style="list-style-type: none"> <li>• A visually appealing and useful family friendly space where families can use resources and dress up in</li> <li>• The space now enables the museum to meet the needs of younger visitors and their families, who are now able to engage with the museum's building and collection</li> <li>• A long-term resource for families is now available whenever the museum is open, which means families with young children feel valued and view the museum as an inclusive place to share, learn, and enjoy spending time together</li> <li>• Due to the changes, staff have already seen an increase in time families are spending in the museum and as word of mouth spreads more families are visiting.</li> </ul>	 
<p>£250</p> <p><i>Little Explorers</i></p> <p><b>Total number of children, families and young people worked with: 1,333</b></p>		

<b>Estorick Collection of Modern Italian Art</b>	<p><b>Project Overview:</b></p> <p>As part of the project, the museum purchased vinyl cushions, foam matts and wooden blocks to provide a safe, comfortable and hygienic space to start delivering free sessions for under 5's. The museum then delivered two under 5's sessions for the first time. As part of the sessions children and their families had an informal guided tour of the exhibition, followed by a play session with activities suitable for different ages, such as drawing, collage, sensory materials, toys and comfy soft play.</p> <p>Staff also purchased a new thermos, which mean the museum was able to provide adequate facilities for free refreshments in their café area alongside space for session breaks, eating and a quiet space for breastfeeding. Finally, staff purchased items for the family trails on Futurism and Portraiture to make them more appealing and accessible in the gallery space for families. Families are now encouraged to pick up the bag of trail activities at the front desk. This has also been useful to collect feedback and comments from families on their visit. As a result, the museum has now put a suggestion box in the shop for families to leave comments.</p> <p><b>What was achieved:</b></p> <ul style="list-style-type: none"> <li>As a result of the funding the museum are now able to provide 1-2 under 5 sessions for every temporary exhibition (4 per year) using the format trialled during the project</li> <li>The family trail bags are now permanently available to families who visit the museum at time of the day/year for the first time</li> <li>Finally, there is now a permanent suggestion box in the shop for families to leave feedback and join the mailing list</li> </ul>	 
<p>£250</p> <p><i>Under 5's Sessions</i></p> <p><b>Total number of children, families and young people worked with: 209</b></p>		



## John Wesley's House and the Museum of Methodism

£250

*'I didn't even know you were here' Project*

**Total number of children, families and young people worked with: 29**

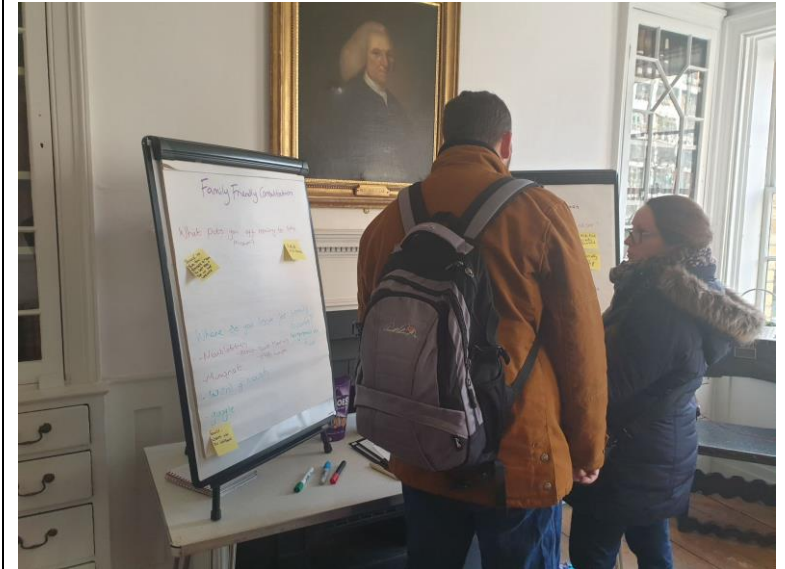
### Project Overview:



The museum held 3 consultation sessions (2 around the museum's family offer and 1 on autism-friendly openings). The sessions were informal and held as part of open days at the museum. The museum asked families the questions such as: activities families found appealing; ways to market events etc. Families mentioned they'd find a sign useful outlining where key things were located (toilets, lunch facilities and what to do).



As a result, the museum has created a new family welcome sign for families. The museum has also signed up to a charity called Families House to share free family events and offer a space for families to visit as a group. The museum also worked with a family to develop their autism-friendly openings and activities. As a result of the consultation, the museum plans to hold one session with resources and activities per month specifically for children with autism.

### What was achieved:



- Information from the consultations has fed directly in the museum's event planning for 2020, including an event day in the summer based on jobs children had in the past, plus summer holiday activities based on music (both suggested during the consultation sessions)
- The museum has created a new 'Visual Story' to provide clearer information to families on how to find the museum
- In response to families wanting more things to touch and smell, new activities have been developed for the Activity Corner which are sensory and suitable for SEN families
- The family consulted for the autism-friendly session, are keen to develop a longer-term relationship with the museum to help the museum to develop ideas and resources further.



<b>London Museum of Water and Steam</b>	<p><b>Project Overview:</b></p> <p>The museum has used the grant to purchase a number of items for the discovery box and the exhibitions to create a more family friendly environment for families to learn together. The museum purchased items for a discovery box, which linked to the collections in the Electric Room, such as a tape measure and an old-fashioned phone. They are well loved and played with. They also purchased and placed blue step stools throughout the Waterworks Gallery and Steam Hall. Families had previously asked for these as a way for their children to better see and engage with the items on display.</p> <p>The museum purchased table and chairs, with Duplo gears and cogs for children to play with, and built up its outdoor Splash Zone activities. It has added a see-saw (linked to the see-saw motion of the beams on steam engines) and a 'Toot Toot locomotive set' both of which have been greatly used by families. Finally, the museum purchased a yellow step stool for the front desk. It was an instant success as it give families a clear family friendly message and enables children to be immediately welcomed.</p> <p><b>What was achieved:</b></p> <ul style="list-style-type: none"> <li>• Feedback from families has been incredibly positive and the museum has seen an increase in family visits. The museum welcomed 1,983 families in February compared to 1,474 the previous year</li> <li>• The project has helped increase family dwell time from 1-2 hours to 3 hours</li> <li>• The museum has seen that small changes have really made a difference for their families. For example, the yellow stool at front desk, a simple thing, allows visiting children to be part of the ticket buying process.</li> </ul>	 
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<b>The Musical Museum</b>	<p><b>Project Overview:</b></p> <p>The museum wanted to make the museum's café and spaces more welcoming to families. They also wanted to create family-friendly tours which were more interactive and accessible for younger visitors. As part of the project they purchased percussion instruments and dressing up costumes to provide more interaction for children both in the museum and to use in outreach sessions. As a result, these instruments have been utilised and well received in local outreach projects.</p> <p>As part of the project, the museum reviewed its family ticketing to reflect different types of families. The museum introduced a new family ticket with one adult and up to 3 children in addition to the two adults with up to 3 children option. The museum also increased the number of baby changing facilities by purchasing another changing table on the same floor as the café, as well as new highchairs for the café. Finally, the museum also took the opportunity to review how it collates feedback from its families. They now ask families to comment on what they particularly liked and what could be improved upon as they leave the museum.</p> <p><b>What was achieved:</b></p> <ul style="list-style-type: none"> <li>• Feedback from families using the instruments and costumes has been very positive, particularly during outreach sessions</li> <li>• Due to the changes in the museum's space, café and changing facilities, the museum also saw an increase in the number of family visitors during February Half-Term</li> <li>• The café is now a more welcoming space and families are able to eat packed lunch in the space for the first time</li> <li>• Like others, the museum found through this project, that it is often the small things that make a big difference to families.</li> </ul>	 
<p>£250</p> <p><i>Kids in Museums</i></p> <p><b>Total number of children, families and young people worked with: 12</b></p>		



<p><b>Old Operating Theatre Museum and Herb Garret</b></p> <p><b>£250</b></p> <p><i>Family &amp; Friends Creativity Days</i></p> <p><b>Total number of children, families and young people worked with: 126</b></p>	<p><b>Project Overview:</b></p> <p>Following feedback from visitor surveys in 2019, the museum found there were a number of families visiting the museum at weekends. The museum started to test new ways to encourage more families to visit and engage. They ran seasonal, historical and medical related workshops, for which families greatly enjoyed. However, some families felt that conditions could be improved by providing extra and more comfy space to work in and more materials. As such the museum purchased tables and chairs and materials to improve the space and the creative sessions.</p> <p>In 2020, the museum ran four Family &amp; Friends Creativity Sessions linked to key themes for children of different ages and abilities. As part of this work, the museum designed new marketing postcards, distributed to local schools, community centres and libraries to encourage new families to attend the sessions. The museum also updated the website to create a dedicated family webpage and developed its social media channels so families were more aware of upcoming activities.</p> <p><b>What was achieved:</b></p> <ul style="list-style-type: none"> <li>• Following feedback from sessions, the museum has modified its evaluation methods so that different age groups could share their experiences of attending the sessions</li> <li>• As a result of these changes, the museums has become a more popular choice for families</li> <li>• The project has improved the physical environment for families by providing better workshop facilities</li> <li>• It has also helped to modify existing methods of communications, like display labels and marketing materials</li> <li>• Finally, the project has helped to develop the museum's future outreach offer at family festivals and events.</li> </ul>	 
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**The William Morris Society (Kelmscott House)**

£250

*Storytelling at the William Morris Society*

**Total number of children, families and young people worked with: 113**

### Project Overview:

As part of the project the museum worked with a storyteller to develop stories to animate the life and work of William Morris to a young audience. The museum ran 4 30-minute interactive sessions for families with young children. The sessions took place in the museum's lower library and made pillows and blankets to create a family-friendly space for families to use.

As part of the project, the museum also trained volunteers to ensure children and families had a positive and enthusiastic museum experience. Alongside this work, the museum's new Young Trustee developed a new family trail for families to use during their visit. The trail proved very popular and helped families engage with the collection and its themes together.

### What was achieved:

- A new permanent family trail was created and has helped to increase visitor time in the museum. Using feedback from family groups, the museum's plans to create new trails
- The museum now has the resources and tool to set up their lower library for comfy family-friendly events
- The museum refreshed its evaluation forms, so it gained useful feedback on timings and marketing, which has helped inform the museum's activities going forward
- The museum now plans to address feedback to create a designated space for families to store buggies and scooters
- The museum has updated its family contacts and has improved its social media channels, ensuring it's better placed to let families know about upcoming activities
- Numerous staff discussions about how to make families feel welcome, has ensured buy-in for future activities.

**7. Spot the Difference**  
Now go through the door into the corridor and look for the large embroidery on the wall and the drawing next to it. Can you spot 3 differences between the embroidery and the drawing? How many bunches of grapes can you count in the embroidery?

1.   
2.   
3.

How many bunches of grapes?

**8. Printing Press Word Search**  
Next go through the door at the end of the corridor into the printing room. William Morris used this printing press to make beautiful books. Can you find these words in the puzzle?


Wall Paper  
Print  
Ink  
Press  
Nature  
Colour  
Books  
Morris

P	W	A	L	L	P	A	P	E	R
R	W	A	T	L	R	D	C	J	K
E	P	F	H	B	I	X	O	O	D
S	I	N	K	G	N	A	L	E	W
S	W	C	N	K	T	U	O	F	H
C	P	D	O	E	J	A	U	I	B
L	F	O	A	L	R	X	R	F	O
X	N	A	T	U	R	E	O	J	O
P	S	A	J	L	Y	C	D	E	K
T	S	Z	I	M	O	R	R	I	S

**Welcome to the William Morris Society.**

**1. Finding Morris**  
Look to your left as you come through the green doors of the coach house. Can you find the picture of William Morris? (Hint: he's got a big beard.) How long did he live here?

**2. Reimagining Nowhere**  
Look around at the paintings in this room. Can you spot this one?



How does the painting make you feel? What would you name it?

**3. The Morris Family**  
Head downstairs into the library. Look at the photograph on the left by the door, can you find William Morris and his two daughters? What are their names? (Hint: look out for that beard again!)



## Conclusions on the 2019 - 2020 Family Friendly Programme Grants

A total of 20,629 children, families and young people worked with 9 museums to create more family-friendly spaces, activities, programmes, marketing and evaluation tools. As a result of the projects, each museum has reported an increase in the number of visits by children, families and young people. Given the grants were incredibly small (£250-£300 each), the projects show how much can be achieved with a small amount of grant money and enthusiastic staff who want to engage and work with children, families and young people to improve their offer and associated programmes.

All the museums utilised feedback from families either before, during and/or after activities to help inform future improvements, changes and ideas. Furthermore, all museums received overwhelming positive feedback on the changes that had been made and commented on how much they had enjoyed their visit. A number of reports commented that the projects had helped staff advocate for further changes and improvements with their managers, senior management teams and trustees.

Alongside this, those museums who worked in-depth with families as part of their project found they have built up a strong rapport with these families. As a result, the families have offered to continue to work with the museum and feedback on activities, ideas, marketing, spaces, interpretation etc. going forward. This work has helped these families to improve their attitudes of museums and increased the number of families who want to actively engage and consult with a museum.

It is also important to reiterate that a number of the grantees reported that they were surprised that they had found that small and cost-efficient changes to their work with and programmes for children, families and young had had a big impact on their offer and programme. From the project reports it is clear that all the museums used the funding to make a number of improvements across a range of activities (demonstrated by the table outlining how the grants were used on page 5 and 6 of the report). Again, this is of significance considering the grants were small in size, but big in terms of reach and achievements.

Finally, a number of museums also took the opportunity through their projects to look at and refresh their existing work and tools in which they use to market to, communicate with and evaluate their family activities. Many of them worked with and received direct feedback from their children, and families and young people to make these changes.

As a result of their project, many of the museums have improved the way they market and evaluate their family programmes and have created ways to continually monitor and reflect upon their work. In doing so, they have created, developed and embedded the principals of continuous improvement within their family programmes going forward. This method and cycle of continuous improvement will continue to improve the welcome families receive and the number of family-friendly spaces, activities and programmes for families of all ages and abilities going forward in these museums.



Overall, Museum Development London (MDL) were able to fund 9 out of 12 applications to the Family Friendly Programme grants, of these 9 signed up to the Kids in Museums Manifesto for the first time in 2019-2020. As a result of the grants, each museum was able to embed a number of aspects and points of the Kids in Museums Manifesto. When asked which aspects/points of the Kids in Museum Manifesto they had worked on as part of the project, and how their project had helped address and embed these aspects/points, the grantees responded accordingly:

<b>Manifesto Point</b>	<b>Number of museums who felt they had achieved this point as a result of their project</b>
1. Be welcoming:	5
2. Make it easy and comfortable:	5
3. Remember families come in all shapes and sizes:	6
4. Be accessible to all:	5
5. Communicate well:	5
6. Work together:	2

All 9 projects used the manifesto as a developmental tool and as a result of the project felt they now met a number of manifesto points and had successfully become more family-friendly museums as a result of the project and grant. It is also important to note that those who used the manifesto to develop and embed a number of the manifesto's points have found it has made a big difference to the number of families who visit, feel welcome, engage, come back and tell their friends and family to do the same.

MDL have been incredibly pleased with the results and findings from the first year of the Family Friendly Programme Grants, and plan to continue to run the grants programme in 2020-2021. It is hoped that museums continue to use the smaller grants programme to make a number of small and cost-efficient changes to their children, family and young people offer and continue to create more welcoming and family-friendly museums across London's non-national museum sector.