

2019/20



Fantastic
For Families

FamilyArts Standards

Your toolkit to help you become more family
friendly with the Family Arts Campaign

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Family Arts
Campaign



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Appendix 1: Family Arts Standards in full

Welcome to the Family Arts Standards

You have joined a community of over 800 organisations and individuals who are showing their commitment to families by signing up to the **Family Arts Standards**.

This toolkit is a simple guide to communicating that you are Fantastic for Families, and offers guidance on how to use the Standards in practice to improve your family offer.

Who is this toolkit for?

The Family Arts Standards address all areas of the visitor experience for families, and so this toolkit is for anyone within an organisation that has pledged to meet the Standards.

It contains information for marketing, programming, press, front of house and operations staff.

The Standards will enable you to highlight that you are an organisation that recognises the importance of your family audience, and that you wish to continue to develop and maintain a great welcome for families.

Along with your various departments, it is vital that your senior management and Board are aware of and understand the Standards, so that they can use them to implement a family-friendly change for your organisation at a strategic level.

What are the Family Arts Standards?

The Family Arts Standards cover a range of different areas including:

- Programming and promotion
- Consultation with families
- Staff training
- Facilities – for venues
- Additional guidance for non-venue based organisations

The aim of the Family Arts Standards is to encourage more families to enjoy arts experiences. They have been designed to:

- Help families know what to expect from an organisation that displays the Family Arts Standards logo
- Provide guidance for arts organisations on the key things they should be providing for families

Read the Family Arts Standards
in full in Appendix I

Why do the Family Arts Standards exist?

Family Arts Campaign and the Family and Childcare Trust carried out extensive research with both families and arts organisations over a range of issues concerning access to arts and culture. One of the key outcomes was that both families and the cultural sector wanted a clear set of guidelines: this would ensure that families could be certain that their needs were being met, and that both venues and non-venue based organisations would know what families required.

Research Findings

- 1 in 7 families said venues were unwelcoming to families
- 68% of families say that the "family welcome" is essential or very important
- Only 3.5% of families said there was "sufficient high quality work available"
- 8 out of 10 families said there was a need for a nationally recognised "family friendly" logo

Guidance & Self-Assessment?

You may have already used the [Guidance document](#) to judge if your organisation is meeting the Standards. Either way, this document contains guidance on how you can further improve on what you offer for families.

Many organisations are using the Standards to benchmark their own family friendly offer and to improve upon it – [you can read some Standards case studies here](#).

"We are looking closely at the Standards and how we will improve our family offer. It has started conversations about cross-departmental working and how as an organisation we need to prioritise family working."

Royal Liverpool Philharmonic

Grow your audiences

Now you have joined the Family Arts Standards, you can take advantage of the many benefits associated with being part of being part of the Family Arts Campaign.

- ✓ Brand your events as part of our nationally recognised scheme.
- ✓ Support with creating events that are #fantasticforfamilies.
- ✓ Access to thousands of families looking for activities via our fantasticforfamilies.com website.
- ✓ Mentions on our social media channels, connecting with over 10,000 families.
- ✓ PR support and inclusion in our ongoing media outreach and press releases.
- ✓ Your #fantasticforfamilies events shared with our partner organisations, including Netmums, SeeSaw by Netmums, The List, In Your Area, Where Can We Go. What's On Stage (Theatre events only), UKTW (Theatre events only).
- ✓ Your #fantasticforfamilies events shared with our wider supporters who may feature them as part of their own marketing and promotion, including Classic FM, Official London Theatre, Age of Creativity, Theatre Tokens, Little Bird Arts Award, Get Creative.
- ✓ Opportunities to have your event/s reviewed and promoted through our Blogger and Influencer programme.

We are always working to expand our reach and the organisations we work with to make sure your events can be found and attended by a wide range of families all over the UK. If you have any specific requests or ideas, [get in touch with us](#), we'd love to hear from you.

What to do **first?**

Share your good news!

1. Use your social media channels to tell your audiences that you have signed up to the **Family Arts Standards**. Find out more about using social media in the Social Media section.
2. Write a press release announcing your news and send it to your local media outlets. Find out more about how to do this in the Press section.
3. Make sure you add the **Family Arts Standards** logo on your website and onto your events marketing. Find out more about this in the Accreditation section.

Share your news

Let your audiences know you've signed up to the **Family Arts Standards** by using your social media channels to share your news. Remember: get creative; perhaps a short video announcing your involvement, or a series of images with your team holding the **Family Arts Standards** logo.



@FantasticForFamilies



@FantasticForFam



@FantasticForFamilies



#FantasticforFamilies

Example post: *We are now #FantasticforFamilies, thanks to the Family Arts Standards you can be sure our events are designed for all family members to enjoy together. familyartsstandards.com.*

Add an image of the Family Arts Standards logo for example.

Press Summary

You can use your new **Family Arts Standards** membership to reach out to your local news outlets - including offline publications like newspapers, as well as online publications and blogs.

This is a great opportunity to share good news, as well as convey your own important messages, perhaps about upcoming events or new projects in your organisation.

Create and Share

1. Write a press release announcing your membership of the **Family Arts Standards**.

Request a
press release

2. Create a press list of the individuals and publications most relevant to your region and area of work.

Request a
media list

3. Create a bold, eye-catching image to send with your press release. We've found the most effective press releases are those that include pictures of people and are creative, lively and fun.

4. Write a tailored covering email to each contact and send them an email with a press release attached.

Download
video

5. Share this short video on your social media channels.

#FANTASTICFORFAMILIES

Display your Accreditation

*Families are coming to recognise the **Family Arts Standards** logo as a badge of excellence, and so we encourage you to use the branding on your marketing materials, in your email signature and on your website.*

For Organisations: the Standards logo, which indicates your overall family friendly offer, to be used in your brochure, on your website and in your venue (if you have one).



For Events: the Fantastic for Families badge, to mark individual events that are appealing to families. **Download the Family Arts Standards branding pack here.**

Did you know?

Research conducted by the Family and Childcare Trust shows that organisations promoting their membership to the Family Arts Standards are more than twice as likely to see an increase in families visiting and taking part in their activities.



Display your Accreditation

You can now order merchandise to show your audiences that you've made the commitment to welcoming families.



Photo: the fantastic Mousetrap Theatre Projects

Available Merchandise

- Family Arts Standards wall plaque
- Fantastic for Families stickers
- Fantastic for Families window vinyl
- **Free** Fantastic for Families postcards

Buy
Merchandise

Display your Accreditation online

We ask that everyone who commits to the Family Arts Standards promotes online too, here's how you can support Family Arts Standards and benefit from the recognition the brand brings.

On your website

- You can use the Family Arts Standards logo on your website footer, your email signature and on your e-newsletters.
All of these signify to audiences that your events are accredited and verified.
- We would particularly recommend adding it to any communications going specifically or only to family audience.
- You can link to www.familyartsstandards.com so that families can find out more about the Standards.
Fill in Alt Text for the logo as 'Family Arts Standards badge'.

A blue rounded rectangular button with a gradient, containing the text 'Download Logo' in white.

Download
Logo

On event listings

- We have created a piece of code which you can copy and paste to the bottom of your event listings.
- This will mean that your listings are automatically accredited and verified as Fantastic for Families. Copy and paste the code and insert it into at the end of your event listing.

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Spreading the Word

As a member, you are entitled to benefits from Family Arts Standards, find out more below.

You can benefit from:

Your own dedicated page on fantasticforfamilies.com

Opportunities to be featured on the Fantastic for Families homepage and inclusion of your family arts events in our family e-news

Opportunities to be featured in our national PR and digital marketing campaigns

Promotion of your family arts events on our social media channels

You need to:

Register on fantasticforfamilies.com and add or update your organisation details if necessary

Let us know relevant contacts for Standards correspondence – we'll contact you when we have free space available to boost your event listings

Ensure all of your events are loaded onto the Fantastic for Families site **as far in advance as possible** - for example we receive media requests for October events in June, and requests for Christmas events in September.

Let us know if you are happy to work with bloggers and influencers to provide comp tickets

Programme **Family** **Friendly events with** **tour-finder.org**

Tour-Finder is a free national resource for companies and artists to post listings about their tour-ready productions, and for venues to easily search for shows to programme.

Tour-finder has been successfully connecting venues and artists since its launch in 2015. We see the potential for it to connect more Family Arts Standards companies/creators with Family Arts Standards accredited venues.

The resource is not just for theatre shows! You can find work of any and all art-forms.

If you're a venue, you can find Family Arts Standards accredited companies touring family-friendly work. You'll find lots of touring work for families under the Children & Families section, but watch out for the Family Arts Standards badge on listings, which distinguishes organisers who have pledged to meet the Family Arts Standards.

If you're a touring company or artist, then Tour-finder has the facility to accredit creators who have pledged to meet the Family Arts Standards. Just tick the Standards box when listing your work.

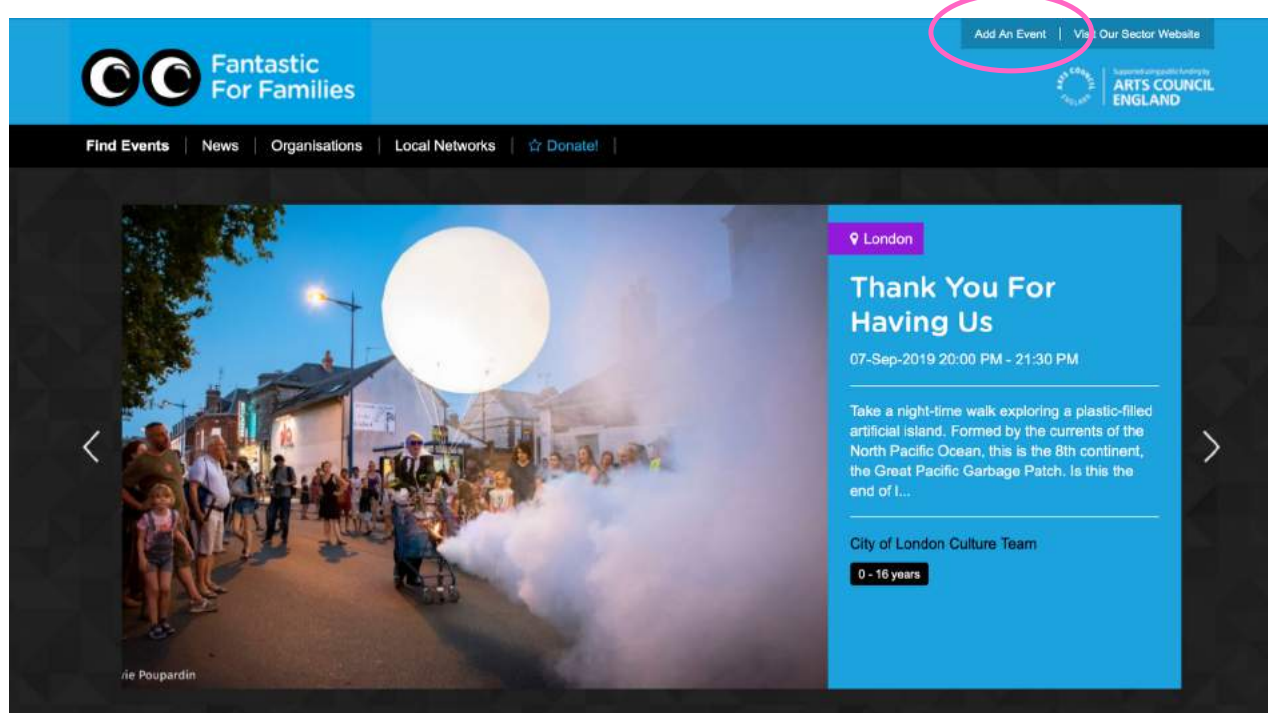
To start using tour-finder you will need to register for free on the site. [Click here.](#)

Promote your event to millions of families

As a member, you are now able to promote your events, for free, to millions of families by visiting fantasticforfamilies.com.

The website is designed to be a great resource for families. It is a one-stop-shop for anyone looking for family-friendly activities to take part in together, the site is also a listings distribution database – this means that we're working in collaboration with a range of other sites and partners to ensure your event gets maximum exposure.

Go to fantasticforfamilies.com and click **Add My Event**, you can then upload all the details of your event, and we will do the rest.



Your event will then be shared with: Netmums, SeeSaw by Netmums (app), The List, In Your Area, Where Can We Go, What's On Stage (Theatre events only), UKTW (Theatre events only). Through our listings partners your event will have a potential reach of 9 million UK families.

Spreading the Word

The reputation and brand of the Standards grow with each organisation that signs up, whilst organisations are increasingly looking to work with venues and practitioners who share their commitment to family audiences. So how about encouraging other organisations you work with to sign up too?

Use our advocacy email template to contact five organisations you work with. To avoid preaching to the converted you can see a list of organisations who have already signed up by visiting the [Fantastic for Families website](#).

Creative Ideas

Think about asking your audiences to help you spread the word, perhaps incentivising reviews of your fantastic family events with competitions or free tickets, asking audiences to post on their own social media, or even asking audiences to write short blog posts / record short vlogs about their experiences which you can use on your own social media or website.

Speak to our marketing agency, who are available to help you with ideas generation, press or support. [Just email Lauren at hi@crystallised.co.uk](mailto:hi@crystallised.co.uk).

Training & Resources

The Family Arts Campaign offer a set of resources specifically designed to accompany the **Family Arts Standards**:

Case studies: a set of case studies from a range of organisations who have signed up to the Standards.

Event resources: When you upload listings for your family events, you'll find a number of relevant resources in your log-in area.

Booster seat guide: guidance on the use of booster seats in order to enable younger family members to fully enjoy performances.

Case Studies

Click the button to see Case Studies of organisations effectively using Family Arts Standards.

Resources

Click the button to view all available resources to support you and your team.

Training & Events

Click the button to view all available training and events to upskill your team.

FAQs

Click the button to learn more about the Family Arts Standards in our FAQs section.

Age-Friendly Standards

You can also sign up to the Age-Friendly Standards, which are designed to complement the existing Family Arts Standards.



The Age-Friendly Standards are a national self-assessed accreditation for cultural organisations and a recognised and trusted symbol for older audiences and family groups including older people.

Organisations that sign-up to these Standards value all generations and want to provide a welcoming and positive experience for visitors, regardless of their age.

For more information and to sign up visit our [Age-Friendly Standards information page for organisations, click here.](#)

Meet the Team

Anna Dever, Head of Campaign

Clair Donnelly, Project Manager

Fantastic for Families is delivered by the Family Arts Campaign which is a national Sector Support Organisation funded by Arts Council England to raise family engagement with arts and culture.

Since our beginnings in 2012, we have focused on three main areas of work:

- Increasing the amount and range of artistic work available to families
- Increasing the quality of experience for families
- Improving marketing to reach more families

We are here to support National Portfolio Organisations, museums, libraries, community groups, individuals, and anyone else looking to better connect families with arts and culture.

We are a cross-sector and cross-artform initiative steered by a consortium of organisations and trade bodies including the Association of British Orchestras, One Dance UK, Independent Theatre Council, Society of London Theatre, UK Theatre, Contemporary Visual Arts Network, The Audience Agency, Voluntary Arts, and our lead organisation The Albany.

Your main point of contact is Clair Donnelly. Clair oversees the day-to-day management of the Fantastic for Families programme, working with organisations across the country to promote and platform events which meet the Family Arts Standards.

Clair Donnelly

Family Arts Campaign, Project Manager

info@fantasticforfamilies.com

020 3198 6106



Appendix I

Family Arts Standards

[Download Family Arts
Standards for display](#)

Family Arts Standards

Organisations that sign up to the Family Arts Standards value families and want to provide good family experiences.

The Family Arts Standards are designed to help families know what they should expect from an arts organisation that displays the Family Arts Standards logo. They cover the basic considerations for families visiting any type of arts experience, from concert halls and theatres to the to plays, artists, dance companies, theatre groups and music ensembles that perform within them.

We ask that across their work, organisations try to appeal to a wide range of family audiences. Not every show or activity will be suitable for families, but organisations that sign up to the Family Arts Standards should provide clear information to enable you to decide what is/isn't suitable for families with children and young people.

[Download Family Arts Standards for display](#)

Family Arts Standards

An organisation that displays the Family Arts Standards logo will:

- Offer programming and activities for a range of ages.
- Take practical steps to make performances /activities accessible to as wide an age range as possible: so appropriate events can be enjoyed and appreciated by all members of the family group taking part.
- Provide clear guidance on age appropriateness and sensitive content so families can decide if an activity is suitable for them.
- Take into account transport issues when planning dates of activities, start and finish times, length of performance/activity, length of intervals or breaks.
- Have clear pricing and take into account the diversity of families when considering pricing and 'family offers'.
- Ask families about their experiences and views. Highlight changes that have been made and any barriers to achieving other suggestions.
- Have a clear public policy for addressing complaints.
- Reach out to and welcome all families to enjoy the arts and try new experiences.
- Understand the needs of families of different ages and from different communities and remain flexible and responsive to them.
- Ensure staff are trained to be aware of the barriers that may exist for families that include disabled adults and children, including those with complex needs and/or behaviour.
- Have helpful staff who can respond to families' questions and needs.

[Download Family Arts Standards for display](#)



Family Arts Standards

An organisation that displays the Family Arts Standards logo will provide clear and honest information in print and online about the facilities that are available, whilst ensuring they provide:

- Clean and safe facilities.
- Suitable access for wheelchair users and buggies.
- Advice if spaces for wheelchair users and buggies are limited and/or advance booking is required.
- Appropriate seating for children and those with limited mobility.
- Accessible toilet and baby changing facilities that both men and women can access.
- Free drinking water.
- Healthy food and drink options suitable for families (if refreshments are available).
- Comfortable seating for feeding babies, including breastfeeding.
- Clear signage and easily identifiable staff/personnel.
- Clear travel information.

In exceptional circumstances, standards holders may not be able to provide all of the facilities included in this list. If this occurs it will be clearly advertised so families are aware of limitations when planning their visit.

[Download Family Arts Standards for display](#)