



# Family Arts Standards

with Family and Childcare Trust

The Family Arts Campaign and the Family & Childcare Trust have developed the Family Arts Standards to address a need for guidance on how best to welcome families to arts organisations. This case study is part of a series that supports the Family Arts Standards and accompanying guidance for arts organisations. To find out more about the Family Arts Standards and how to implement them visit [familyarts.co.uk/family-arts-standards](http://familyarts.co.uk/family-arts-standards).

## Lyric Hammersmith

For Family Arts Festival 2013 the Lyric wanted to provide a Family Fun Day along with our regular programming of a half term show for families. Our aim was twofold: to celebrate our current family audience and offer them even more activities at our venue as well as reach out to new families who may not be regular theatre attenders.

We planned a variety of different activities that would be appealing across age ranges, from families with newborns to older children. These included face painting, musical performances, a story corner, colouring stations and outdoor games.



Family Arts Campaign



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## Lyric Hammersmith's programming for families

For over a decade the Lyric has built up its reputation as a venue that offers high quality children's theatre and a welcoming environment for all families. Our programming for families includes our children's seasons, which most recently have run from September to November and January to March. These seasons include a new show every Saturday from visiting theatre companies offering the best family shows in the country. Also included are Friday shows that are attended by schools and nurseries and larger productions for half terms in October and February.

At the heart of our family programming is our Christmas season that includes a show for under 6s which runs in our studio theatre; and our annual pantomime which runs in our main house. Both shows are incredibly important to our overall family programming, especially our annual pantomime which sees many people who don't regularly visit the theatre attend this show as a family every year. This is something we want to build as we continue to grow our programming and expand our family base.



### What worked and why?

Along with the positive feedback about our half term show families communicated that they loved the variety of activities at our Family Fun Day and the relaxed atmosphere we provided as a venue.

For this event we had our entire Main Foyer space and Roof Garden devoted to the family events we were providing so there was a really great atmosphere and families who were seeing the show really appreciated being able to extend their visit to us and have additional activities offered for free.

### How could you improve?

We offered a range of free activities on our Family Fun Day and this was successful in attracting some new family audiences who don't regularly visit our venue; however, we felt that we could go further and offer free theatre tickets to further engage new families and let them experience everything on offer here.



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Although we fight to keep our ticket prices low and affordable for families we are aware that for many families paying for leisure events is not an option, so we are working to develop further events and options that are completely free of cost.

### Top tips:

- Offer a variety of activities for different age ranges
- Keep costs for families as low as possible
- Ensure your venue offers a family friendly environment
- Launch marketing for family events early to give families lots of time to plan



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