

## Are the Family Arts Standards right for you?

Do you want to encourage families to enjoy the arts together?



Theatre Royal & Concert Hall, Notts

Do you want to attract new family visitors?

... then the answer is yes!

The [Family Arts Standards](#) are helping organisations delivering arts events to grow their family audience and deliver a high quality offer to families. They are both a learning tool and a marketing tool: they give guidance on how best to welcome families to arts organisations and help families looking for arts activities to find you.



Theatre Royal & Concert Hall, Notts.

There are 12 guidelines covering programming and promotion, consultation with families, staff training and facilities...and you're probably doing most of it already so it's a good opportunity to check your practice and get recognition from families.

**“Family Arts Standards are an excellent benchmarking tool and have revealed some surprisingly simple methods to improve how the London Symphony Orchestra engages with families. They have helped us better understand family arts attendees.” London Symphony Orchestra, 2014**

### Tell me more...

The Family Arts Standards were produced last year by the Family Arts Campaign and the Family and Childcare Trust. The Family Arts Standards are a badge or quality mark, enabling your organisation to easily highlight that you recognise the importance of your family audience. You can use the branding all year round to highlight your commitment and any events that are particularly *fantastic for families*.



The Standards are for *any* organisation that wishes to engage with families in arts activities, whether you are a venue, professional dance company, volunteer-run festival or museum.

Take a look at the [full list of Family Arts Standards](#) and the accompanying guidance document; you're probably doing a lot of this already. Remember that when it comes to the facilities if there's something you or the venues you use don't offer that's ok, as long as you

make this clear in your marketing, so families know what to expect i.e. update your website and listings for family focussed events.

"It has definitely made us more aware of Family audiences and the things that we need to do to improve our offer to them, and also how we interact with them as customers when they visit our building. This includes not only ticket pricing and timings of performances, but also things like family facilities at the venue, including baby change and signage." **Sheffield Theatres Trust, 2014**

### Who's signed up?

Over 190 organisations have already signed up and are helping families find excellent family arts experiences across the county.

See who's joined by visiting [www.familyartsstandards.com](http://www.familyartsstandards.com)

### Any other benefits?

Standards holders also get a free year round listing on the [Family Arts Festival website](http://www.familyartsstandards.com) along with free coverage of their family arts events in the Festival's newsletter and social media.

They also gain a substantial discount to the [Family Arts Conference](http://www.familyartsstandards.com) in March 2015, with a £95+VAT early bird offer. [Details here.](#)



### How do I sign up?

If you already know that you meet the Standards, your Chief Executive just needs to email Family Arts Campaign Manager, Mari O'Neill, at [mari@soltukt.co.uk](mailto:mari@soltukt.co.uk).

The full list of Family Arts Standards and the accompanying guidance document are [online.](#)

If you have any questions about how you meet them, do get in touch with us at [familyarts@familyandchildcaretrust.org.uk](mailto:familyarts@familyandchildcaretrust.org.uk) or call Kate at the Family and Childcare Trust on 020 7940 7510.

