



Family Arts  
Campaign

## Family Arts Standards

Advisory & support services



Family Arts  
Standards  
with Family and Childcare Trust



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

## About the Family Arts Standards

The Family Arts Campaign first developed the [Family Arts Standards](#) with the Family and Childcare Trust, addressing a need for clear guidance on how best to welcome families to cultural organisations. The Standards were designed to codify ideal practice, as well as provide a recognisable mark of quality for families to understand that their needs would be accommodated by the organisations who display the Standards.

The Family Arts Campaign currently work with over 530 arts organisations around the UK who hold the Family Arts Standards, ranging from major national venues, galleries, concert halls and museums, to touring companies, festivals and libraries.

In 2015, the Family Arts Campaign conducted research to determine the impact of the use of the Standards on family audiences and visitors. We discovered a strong correlation between effective implementation and promotion of the Standards with positive effects on audience engagement. Of organisations surveyed, those who actively promoted the Family Arts Standards, adhering to their guidance, were **twice as likely** to see an increase in family audiences as those who were not.

The full list of the Family Arts Standards, organisations signed-up, guidance and resources can be found on our website: [www.familyarts.co.uk/family-arts-standards](http://www.familyarts.co.uk/family-arts-standards)

## Why is providing for families so important?

Getting your offer to families right not only fulfils your civic or charitable mission in making your organisation accessible for all, but it makes clear business sense.

Our latest [Independent Evaluation](#) told us that, of organisations surveyed who had been implementing our recommended measures to improve their family welcome over the 3-year period, 33% reported an increase in earned income from family audiences alone, with 59% reporting an increase in average attendance/ participation. This is a significant reflection on how good practice with families impacts your organisation's wider audience development and commercial objectives.

The bottom line is that inclusive practice for families means inclusive practice for all, and thinking carefully about your facilities, programme and welcome for families can have a significant knock-on effect to everyone who engages with your organisation.

## How can we help?

We appreciate that for many organisations, time and resource to commit to an internal review process can be scarce. We also know the value of an external and objective perspective when looking critically at what your organisation offers.

In response to increasing demand from our networks, we are offering arts organisations the opportunity to receive a thorough audit and tailored advice based on implementing the Family Arts Standards.

As a not-for-profit Campaign, our aim is to support the sector through providing effective and hands-on guidance, with affordability for arts organisations as an utmost priority.

The support we offer is unique as:

- It is based upon robust guidelines which have been developed with our expert partners, the Family and Childcare Trust, whose insights on the needs of modern families informed our recommendations
- It draws upon knowledge and good practice gained from our 6 years of experience of supporting the sector. Throughout this time, we've engaged over 3,000 arts organisations and have developed a broad and comprehensive understanding of good practice across a range of art forms and types of organisation.
- It involves a holistic assessment of your organisation's family welcome, incorporating various functions such as Marketing, Front of House, Learning & Participation. Our approach encourages all departments within the organisation to think critically about their role in providing well for families
- It is action-orientated, focusing on SMART goals and targets that are achievable within the scope and resources of your organisation

## **How can our support impact your organisation?**

By reviewing and recommending actionable and realistic steps to improve your organisation's policies and practices to welcome families, our support can create positive impact across a wide variety of your organisation's objectives:

- Attracting more, and more diverse family audiences, growing your commercial potential with this audience segment, as well as delivering increased public value to the community in which you operate
- Saving you time by creating tailored action plans that can be accessed by, and implemented by relevant departments in your organisation, uniting various organisational functions around a key objective
- Removing the guesswork around what is effective family provision and helping you to focus your efforts on changes that have maximum impact, with minimum investment or organisational upheaval

## **Our services**

### **Mystery Shopping- £200**

To provide objective feedback on the quality of your organisation's service from the 'family visitor' perspective. This service entails:

- A prior consultation to determine any particular information and improvement factors your organisation wishes to measure- based on the Family Arts Standards
- An audit of your website to determine any improvements to be made in the online information you provide to families who may consider visiting
- A mystery visit to an event at your organisation
- Provision of a detailed report assessing the performance of your organisation on this occasion against the agreed factors. Scores will be provided with recommendations for areas of improvement

### **Cross-organisation workshops- £500 (+ facilitator's travel expenses)**

We offer facilitated cross-organisational focus sessions focusing on assessing and improving your whole-organisational family offer. This service entails:

- A prior consultation with the person/ department leading on the initiative to determine key focus areas for discussion
- A half-day workshop with key representatives from relevant functions of your organisation (such as Marketing, Front of House, Learning & Participation, Programming etc.) in which we facilitate structured discussion around your family-friendly practices and policies
- A written follow-up report detailing key areas for development, setting actionable SMART goals for your organisation.
- A 6-and 12-month check-in to discuss and assess progress against the agreed objectives

These workshops could also support leadership team sessions or board away days, as a standalone exercise, or as part of a wider training event. We are happy to discuss requirements.

### **Online support services to maximise your engagement with Family Arts Campaign**

Signing-up to the Family Arts Standards means that you are making a statement to your audiences and visitors that you value families and aim to meet their needs through your facilities, programme and welcome.

Whilst the support we offer to the sector has all been devised to make it as easy and time-efficient as possible to make use of, we know that it also takes investment of time and resource for an organisation to get the full benefit of what we offer. We can help by providing tailored support through:

- Devising a social media strategy to maximise family engagement with your work (research shows that social media is increasingly becoming the most prominent source of information to families seeking activities to take part in, as well as the most dominant influence on decision-making about leisure activities)

- Support to manage your year-round event listings on our brand-new listings website [www.fantasticforfamilies.com](http://www.fantasticforfamilies.com)

Get in touch to discuss your organisation's needs with us and we can provide you with an extremely competitive quote for this additional support.

## **Why work with us?**

Established in 2011, the Family Arts Campaign is the foremost authority on family-friendly provision in the arts and culture. To date, we have worked with over 3,000 organisations, supporting them to develop, and to promote their work with, and for families.

Now led by The Albany arts centre, which co-leads the Future Arts Centres network, the Campaign is supported by a 10-strong consortium of arts industry bodies including: The Association of British Orchestras, UK Theatre, The Society of London Theatre, The Independent Theatre Council, The Contemporary Visual Arts Network, One Dance UK, The Audience Agency, Voluntary Arts and the Arts Marketing Association.

The Campaign remains one of the largest, and most successful audience development initiatives in the UK and the insights we have amassed through working with the broadest spectrum of UK arts organisations places us in a unique position to provide your organisation with the most current, and robust advice.

**To discuss our support, please contact Jenny Daly, Head of Family Arts Campaign on [jenny.daly@thealbany.org.uk](mailto:jenny.daly@thealbany.org.uk) or call 07469 932384.**

## Further information about the Family Arts Campaign

Now in its sixth year, the [Family Arts Campaign](#) continues to champion the role families play in the cultural sector. The core purpose of the Campaign is threefold:

1. Increasing the amount and range of high-quality cultural provision available for families
2. Increasing the quality of experience for families engaging in cultural activities
3. Improving marketing of cultural activities to enable more families to access them

An independent evaluation of FAC's initial 3 years revealed that the Campaign has shifted thinking and attitudes to family audiences, through leadership, sharing knowledge and best practice, and collaborative action. Notably:

- 61% of organisations reported an increase in artistic product produced for families
- 33% of arts organisations reported an increase in earned income from family audiences
- 59% of organisations reported an increase in average attendance/ participation

The Campaign is supported using public funding through Arts Council England. In June, the Campaign received confirmation that it would join ACE's National Portfolio in 2018-22 as one of its newly-created 'Sector Support Organisations' (SSO) to help deliver ACE's national priorities under *Goal 2: giving everyone the opportunity to experience and be inspired by the arts, museums and libraries*.

The Campaign benefits from a high level of engagement and enthusiasm from both the arts sector and public alike. To date:

- Over 3,000 arts organisations have participated in the annual Family Arts Festivals, promoting 17,000 events across the UK and reaching 2.2 million family members
- Over 530 arts organisations are signed-up to the [Family Arts Standards](#) accreditation. Our research shows there is a strong correlation between Standard- holders and increased family engagement, with those promoting the Standards twice as likely to see an increase in family audiences compared to those that do not
- There are 23 regional [Family Arts Networks](#) , with another 3 in formation in England and Wales. Currently over 200 arts organisations are part of an active Network
- Over 1,600 arts professionals have attended FAC training events and conferences

We have exciting plans to grow and develop our impact in the UK arts sector, helping them to develop wide and diverse family audiences, helping us to achieve our mission to nurture both our present, and future audiences.

[www.familyarts.co.uk](http://www.familyarts.co.uk)