

Facilitator opportunity:

Work with Family Arts Campaign on its new online learning modules to support organisations to become more family friendly

The Family Arts Campaign would like to commission a facilitator to develop and deliver a series of online training modules on improving family and intergenerational engagement, based on the Campaign's Family Arts Standards.

Background:

About the Family Arts Campaign

Originating in 2012, the Family Arts Campaign (FAC) is a national, cross-sector initiative to raise family engagement with arts and culture, promoting access to arts and culture to families of all ages.

Now managed by The Albany, the Campaign represents a consortium of arts industry 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, Arts Marketing Association, Kids in Museums, and Voluntary Arts.

To date, over 800 organisations hold our Family Arts Standards accreditation, with over 300 currently signed-up to our newly-launched Age Friendly Standards. There are also over 15 Family Arts Networks in England and Wales who collaborate at local levels.

2017 saw the launch of 'Fantastic for Families' (www.fantasticforfamilies.com), our new, year-round listings resource and promotional campaign, developed to connect families with arts and cultural events in their local area.

The Campaign delivers a wide range of training events that invite over 3,000 professionals in the cultural sector to improve knowledge and understanding of becoming more inclusive and accessible to a range of audiences.

FAC would like to develop new ways of learning through online platforms and will launch two new series of webinars: one based on the Family Arts Standards, the other on the Age Friendly Standards. Please see separate briefing on the Age Friendly Standards webinar for more information.

About the Family Arts Standards

[The Family Arts Standards](#) were created with the support of the Family & Childcare Trust and provide a set of guidelines, which codify best practice when working with and engaging families.

Each Standard focuses on a different area relating to family engagement including: Programming and promotion; Consultation with families; Staff training; Improving facilities and Partnership working.

The Standards have been built to suit all art-forms (including museums and libraries) and include advice for both venue and non-venue based organisations.

FAC encourages organisations to sign up to the Standards with the endorsement of a senior member of staff to clarify that the whole organisation is adhering to each Standard, or is at least striving to meet each criteria.

Standards sign up is free, and, at present, FAC do not regulate the use of Standards and instead, offer guidelines and resources for organisations to self-assess their own provision and progress through the self-evaluation toolkit in the Standards guidance document.

We would like to introduce a Family Arts Standards learning module through a series of webinars to help organisations understand, use and reflect upon the standards in order to develop a plan that will help their organisation become more family-friendly.

How would the Standards course work?

We aim to host a series of 4 x webinars, with each session focusing on a different strand of the Family Arts Standards. We are looking for a facilitator to deliver these sessions, with the support of the Family Arts Campaign.

The course will begin by inviting delegates to complete and submit a self-assessment toolkit to reflect and assess their existing family provision. The facilitator will use these self-assessments to refine already prepared content for the course to ensure that the webinars are responding to the needs of the organisations taking part.

Delegates will then take part in 4 x webinars focusing on the following:

Session 1: Family programming and communications - *learn more about the steps needed to source and programme high quality, engaging family friendly work - and how to reach and engage more family audiences.*

Session 2: Gaining and using meaningful consultation with families - *approaches you can take to meet the needs and interests of families in your area and how to put this into practice in your organisation*

Session 3: Improving your facilities for families and training your staff to become more family friendly (for venues and non-venues) - *practical advice on how to make your organisation family friendly, from the welcome given by staff through to best-practice when thinking about inclusive facilities for family audiences*

Session 4: Working in partnership to engage more diverse families - *make connections to increase your reach and engagement with families from working with non-arts groups and local councils to brokering new relationships with funders to help your family engagement plan become as effective as possible.*

After the final webinar, participants will be asked to complete a change-plan to outline how they intend to develop their family offer as a result of attending these webinars.

On completing the course, delegates will become “Standards plus holders” and will receive a discounted ticket to the Family Arts national conference to meet with fellow delegates and update on their progress since taking part. Participating organisations will also receive Standards-plus branding to promote to their audiences that their organisation has gone the extra mile in fulfilling the Family Arts Standards.

The Campaign will also offer each participating organisation a 30-minute follow up support session with the Facilitator or a member of the Family Arts team to provide additional help once the course has finished.

Timeframe for delivery

Webinars announced and sign up open: March 2020

Webinar draft content shared with FAC: Mid-April 2020

Webinars delivered: Mid-May - Mid-July 2020 (one every two weeks across an eight week period)

FAC conference: September 2020

Who is the course for?

The course is for any arts and culture organisation who is interested boosting family engagement and improving visitor experience.

They can be organisations who want to build a family offer from scratch or who want to improve their existing offer by developing a more holistic approach to family engagement

Employees from different departments can join the webinar (e.g. it does not have to be the same person for each session) to ensure that content relates to departmental specialisms.

At least 15 x organisations should take part. We would cap attendance at 25 to ensure workload for follow-up is feasible.

What's included in the offer for those taking part?

Attending the webinar module will cost each participant £300+VAT which will give participants:

- 6.5 hours of specific tailored content on improving family engagement (4 x 1.5 sessions, plus 30 minutes follow up with Campaign team or facilitator)
- Discounted ticket to attend the Family Arts conference
- Diagnostic support in assessing current levels of provision
- Bespoke advice and support on implementing change post-event with the Campaign team
- Opportunity to network and meet with course attendees at Family Arts Conference
- Completion of course will offer a new Family Arts Standards Plus badge

What are the learning outcomes?

- Better understanding of the components needed across your organisation to become more family friendly
- Leave with a practical plan on how you will make changes across your organisation to improve access and experience for families
- Be a part of a new community of family specialist organisations committed to excelling in family engagement
- Completion of course will give you a badge of a "Standards plus holder" to share with funders and with stakeholders and family audiences to prove commitment to family engagement.

How do webinars work?

Webinars are coordinated in partnership with the AMA who host a range of e-learning platforms and courses using the Webex system.

The format of the webinar should be similar to delivering a presentation with the option to use powerpoint, show short films and facilitate discussions with online users.

The facilitator will receive training on the Webex platform and will be supported by an AMA and a Family Arts staff member whilst running the online workshop.

Facilitator duties

Total fee: We will pay the Facilitator a total fee of £1,500 + VAT to complete the following tasks:

1) Prepare content for the 4 x webinars (est. 4 x days)

Each webinar will last 1.5 hours so the content for the webinar must be prepared in advance and shared with the Family Arts team ahead of delivery.

The content of the webinars must relate to and stem from the Family Arts standards and provide in depth advice and understanding of the respective components.

Content should be delivered via PowerPoint and include pause points for delegates to ask questions, complete short exercises, take part in discussion etc.

The webinars should also be aware of and, where possible, respond to the diagnostic exercises completed and submitted by attendees so that the content is suitable to the needs of those taking part.

2) Lead the delivery of the 4 x webinars (1 x day)

The facilitator must be available to lead all 4 x webinars (1.5 hours each) and take part in an hour long training session with the AMA to get up to speed on using the Webex functionality.

We are aiming for 15 - 25 delegates to take part in the webinar module; however, it is unknown how much take up the consultation offer will have. We estimate that 15 x delegates will require follow up support (est. 7.5 hours). Any additional follow-ups that arise will be led by the Campaign team.