

Supported by Museum Development Yorkshire



Family Friendly Cohort NEW for 2021-22!

Join museums across the region in a mentoring and development programme - specifically focusing on improving services for your family audiences, post-Covid. In 2021 Museum Development Yorkshire are working exclusively with Kids in Museums to deliver a practical and accessible programme specifically for non-specialists. This is a small group (8-10 museums) intensive programme featuring training, peer to peer support, mentoring and the potential of a site visit from an industry expert. Everything will be delivered at a steady pace to ensure the maximum amount of group participation – we're all learning together!

Who should apply?

- Non-specialists – working in Front of House or generalists with little experience of providing a museum offer for families
- Museums without a dedicated learning/audience officer
- Museums with restricted budgets/ limited opportunity for investment in improving their offer
- Organisations that would benefit from a refresh
- We will consider applications from multi-site providers, but the participants must represent a site that is not receiving direct support from the learning/audience team
- Museums can send up to 2 people who must be able to commit to attending all the training

How will you be involved?

- Mixture of online and face to face meetings – at a steady pace
- Everyone will audit their site to highlight good practice and areas for development
- Non-NPOs will be assigned a mentor who will work with the museum to identify an area for development and offer a site visit - in a covid-secure way
- Online peer to peer support
- All participants will be expected to develop a product – e.g., improved activity area, new trail, better facilities for families, improved information on site or online
- Museum Development Yorkshire will highlight funding opportunities to support future development

What will we focus on?

Through training, mentoring, individual reflection and group discussion we will focus on:

- Who are our “family” visitors – in all shapes and sizes
- Motivations for visiting
- Covid-secure adaptations
- Facilities for visitors
- How to audit/benchmark
- Developing a Family offer
- How to consult with families
- How to promote to families

What are the benefits?

The programme is specifically targeted at the following outcomes:

- Museums become more confident in providing family friendly services, resources and facilities and increase the number of these visitors
- Museums provide services to families that reflect the needs of the market, post Covid
- Museums have a greater understanding of the breadth of their current audience and identify target groups
- Museums survive and recover from the Covid-19 crisis, becoming more financially sustainable with a better balance of income streams

If you have any further questions please contact: liz.denton@ymt.org.uk