**Guidance for arts & cultural organisations**

The aim of the Family Arts Standards is to encourage more families to enjoy arts, cultural and creative experiences.

They have been designed to:

* help families know what to expect from an organisation that displays the Family Arts Standards logo
* provide guidance for arts organisations on the key things they should be providing for families

If you sign up to the **Family Arts Standards** you are pledging that you meet and will adhere to the Standards. In return you can display the logo and will benefit from associated publicity.

The **Family Arts Standards** will be available for **public** viewing on [familyartsstandards.com](http://www.familyartsstandards.com).

This document should not be publicly displayed. It is for internal usage in order to provide additional guidance on how to advertise and implement the standards. Further information for arts organisations and details on how to sign up can be found on the Campaign website: [familyarts.co.uk/family-arts-standard](http://www.familyarts.co.uk/family-arts-standards/)s.

The guidance includes:

* How to advertise that you are signed up to the Standards
* Checklists to help you judge if you fulfil the Family Arts Standards. They also provide an opportunity to think about how you can further improve on what you offer for families.

Standard 12 (which covers facilities) differs to the other Standards. There is some flexibility if you are unable to comply with all of Standard 12, as long as:

* your provision is clearly communicated to families
* you are doing what you can make improvements

There are also two versions of the facilities checklist, one for venue based organisations and one for non-venue based organisations.

**Advertising that you are signed up to the Standards**

1. **Family Arts Standards** **logo:** Please use the Family Arts Standards logo on your website and printed materials. The brand guidelines will be emailed to you along with the logo.

If you use the Standards logo on your website or email footers please set up a hyperlink back to [familyartsstandards.com](http://www.familyartsstandards.com) so the public can view the Standards.

1. **Fantastic for Families badge:** Organisations who have signed up to the Family Arts Standards can also use the Fantastic for Families badge. The badge should be used to highlight events that are of particular appeal to families.



Please refer to the brand guidelines for advice on when and how to use the Fantastic for Families badge and the Family Arts Standards logo.

1. **Promotional wording:** Below is suggested wording that arts organisations could use to explain how the Standards are helping you meet the needs of families i.e. on your website.

We are encouraging all organisations to use this wording where appropriate, rather than creating multiple variations. However, please feel free to expand on how you’re meeting the Standards or changes you are making.

We have signed up to the Family Arts Standards. We welcome families and to help you enjoy your experience we are committed to ensuring we meet these Standards. As we continue to improve our service for families your views are very important to us – so please let us know if you have a good experience with us or tell us what you’d like us to improve.

1. **Fantastic for Families:** Once you have signed up to the Family Arts Standards, your listings on the [Fantastic for Families](https://fantasticforfamilies.com/) website will feature the Family Arts Standards logo.

**Checklists**

The checklists and notes below have been designed tohelp you judge to what extent you are meeting theFamily Arts Standardsand help you think about how you can further improve your offer for families.

Scoring should help you identify priority areas for development and help you measure your progress. You can also compare your scores for each question with other organisations to see where you can help each other to improve, particularly if you are part of a network or hub.

Score yourself 1 to 5 on each area:

5 = very good, 4 = good, 3 = satisfactory, 2 = poor, 1 = very poor, 0 = don’t do this at all

**Programming & promotion**

This section refers to Standards 1-5:

1. Offer programming and activities for a range of ages.
2. Take practical steps to make performances /activities accessible to as wide an age range as possible: so appropriate events can be enjoyed and appreciated by all members of the family group taking part.
3. Provide clear guidance on age appropriateness and sensitive issues so families can decide if an activity is suitable for them.
4. Consider the needs of families and take into account transport issues when planning dates of activities, start and finish times, length of performance/activity, length of intervals or breaks.
5. Take into account the diversity of families when considering pricing and ‘family offers’.

Checklist on next page…

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Do we:** | **Do we do this? (Y/N)** | **How well do we do this now (0-5)?** **How can we improve?** |
| 1 | Respect families as discerning audiences and participants and always consider them when programming and delivering events. |  |  |
| 2 | Offer programming and activities for a range of ages. |  |  |
| 3 | Take practical steps to make events accessible to as wide an age range as possible, so appropriate events/activities can be enjoyed & appreciated by all members of the family group taking part; e.g. offering contextual & interpretive materials such as talks, workshops, relaxed performances, booklets and programme notes. |  |  |
| 4 | Be clear in our communications so families can decide if an activity is suitable for them: including guidance on age appropriateness, sensitive issues, loud noises/smoke. |  |  |
| 5 | Appropriately time our family related activities i.e. date, start and finish times, consider transport options, length of performance/activity, and length of intervals or breaks. |  |  |
| 6 | Recognise the diversity of families when considering pricing and ‘family offers’. *(see ACE’s* [*Call it a Tenner*](http://www.artscouncil.org.uk/media/uploads/documents/publications/phpQWavbH.doc) *(pg.86) and Audience London’s* [*Family Friendly Resource Pack*](http://www.familyarts.co.uk/wp-content/uploads/2013/04/AL-FF-Resource10Update-v3.pdf) *(pg.21) for ideas)* |  |  |
| 7 | Clear pricing that is easy for families to understand. |  |  |
|  |  |  | **total out of 35:** |

**CONSULTATION WITH FAMILIES**

This section refers to Standards 6-8:

1. Pro-actively consult with families and encourage regular feedback; ensuring families know their views have been considered. Highlight changes that have been made and any barriers to achieving other suggestions.
2. Have a clear public policy for addressing complaints.
3. Reach out to and welcome all families to enjoy arts & cultural activities and encourage families to try new experiences.

Checklist on next page…

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Do we:** | **Do we do this? (Y/N)** | **How well do we do this now (0-5)?** **How can we improve?** |
| 1 | Use feedback from families to help develop and improve our practice. Consider your use of regular and timely feedback, as well as how feedback influences your decisions.Regular feedback recorded & reviewed: e.g. comments & suggestions cards, web/social media feedback, methods of recording informal feedback and staff observations. Offer a range of feedback methods to suit different families.Timely feedback: e.g. using test performances/activities, examining potential changes to programing or venues, focus groups, surveys (person/post/web/social), and a family panel can be useful. |  |  |
| 2 | Ensure families understand we are listening to them and changing our practices. Show where changes have been made e.g. on feedback boards, website, social media. |  |  |
| 3 | Pro-actively consult with families and encourage regular feedback. |  |  |
| 4 | Have a clear public policy for addressing complaints. |  |  |
| 5 | Reach out to new families, to grow and diversify the range of families taking part in the arts events and activities we offer. |  |  |
|  |  |  | **total out of 25:** |

**STAFF TRAINING**

This section refers to Standards 9-11:

1. Understand the needs of families of different ages and from different communities and remain flexible and responsive to them.
2. Ensure staff are trained to be aware of the barriers that may exist for families that include disabled adults and children, including those with complex needs and/ or behaviour.
3. Have helpful staff who can respond to families’ questions and needs.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Do we train and support our staff so they are:** | **Do we do this? (Y/N)** | **How well do we do this now (0-5)?** **How can we improve?** |
| 1 | Welcoming to all audience members and participants. |  |  |
| 2 | Understanding of the diversity of families. |  |  |
| 3 | Flexible and responsive to families’ needs. |  |  |
| 4 | Trained to be aware of the barriers that may exist for families that include disabled adults and children. |  |  |
| 5  | Understand both the positive ethos and specific provision in place to support disabled families at each activity/ venue. |  |  |
| 6 | Able to effectively communicate our family offer e.g. age suitability, access, including limitations. |  |  |
| 7 | Appropriately trained to deliver our child protection and safety policies. |  |  |
| 8 | Aware and understanding of families with special needs and complex behaviour. |  |  |
|  |  |  | **total out of 30:** |

**FACILITIES**

1. Provide clear and honest information in print and on the internet about the facilities they have available, whilst ensuring they provide:
	1. Clean and safe facilities.
	2. Suitable access for wheelchair users and buggies.
	3. Advice if spaces for wheelchair users and buggies are limited and/or advance booking is required.
	4. Appropriate seating for children and those with limited mobility.
	5. Accessible toilet and baby changing facilities that all genders can access.
	6. Free drinking water.
	7. Healthy food and drink options suitable for families (if refreshments are available).
	8. Comfortable seating for feeding babies, including breastfeeding.
	9. Clear signage and easily identifiable staff/personnel.
	10. Clear travel information.

In exceptional circumstances, standards holders may not be able to provide all of the facilities included in this list. If this occurs it will be clearly advertised so families are aware of limitations when planning their visit.

**Facilities – venue based organisations** - checklist on next page…

**Facilities – non-venue based organisations ­**– refer to both facilities checklists…

**Facilities – venue based organisations:**

Venue based standards holders are required to provide ALL of the facilities listed below. If you have any ‘no’s you must address these before you sign up to the Standards.

In exceptional circumstances, standards holders may not be able to provide all of the facilities included in this list. If this occurs you must clearly advertise the facilities you are unable to provide. These limitations must be clearly advertised BEFORE booking so families can decide if the facility is an essential requirement for them.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Do we have:** | **Do we do this? (Y/N)** | **How well do we do this now (0-5)?** **How can we improve?** |
| a | Clean and safe facilities. |  |  |
| b | Suitable access for wheelchair users and buggies. |  |  |
| c | Advice if spaces for wheelchair users and buggies are limited and/or advance booking is required. |  |  |
| d | Appropriate seating for children and those with limited mobility e.g. booster seats, special seating areas to give good sightlines. See page 15 for our Booster Seat Guidance. |  |  |
| e | Accessible toilet and baby changing facilities that all genders can access. |  |  |
| f | Free drinking water. |  |  |
| g | If refreshments are available, include some healthy food and drink options suitable for families. |  |  |
| h | Comfortable seating for feeding babies, including breastfeeding. |  |  |
| i | Clear signage and easily identifiable staff/personnel. |  |  |
| j | Clear travel information. |  |  |

**Facilities – non-venue based organisations:**

It’s important to remember that the venues you use are an essential part of the audience/participant experience. Inadequate facilities will affect families’ ability to enjoy the event and most will not distinguish between the venue and the activity/performance – for them it’s all one experience.

In signing up to the Standards you have a responsibility to always endeavour to work with venues with appropriate facilities and to be clear about what individual venues offer. You should make it as easy as possible for families to understand what’s available at the venue they will visit: either by collating information and hosting it on your website/materials or by linking to the appropriate page of each venue’s website.

Use this facilities checklist to ensure you provide (or link to) the full information required for each venue (in order that families can access the facilities information for the venue they will be visiting):

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Do we:** | **Do we do this? (Y/N)** | **How well do we do this now (0-5)?** **How can we improve?** |
| 1 | Always endeavour to work in venues with appropriate facilities for the audiences and participants we want to attract. |  |  |
| 2 | Provide clear and easy to find information about facilities and travel for each performance or activity i.e. on our website and in our printed marketing materials. |  |  |
| 3 | Check if venues we use meet the facilities standards (Standard 12, *a* to *j*)? If any of these are not met at a particular event do we ensure limitations are clearly advertised prior to booking. |  |  |

**WORKING IN PARTNERSHIP**

Many arts and cultural experiences are the result of the work of more than one organisation, for example, a national touring show being presented in a local venue, or an artist working in partnership with a venue to develop activities for families. The Standards provide a guide for all arts organisations on how they can work together to ensure the best possible experience for families.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Do we:** | **Do we do this? (Y/N)** | **How well do we do this now (0-5)?** **How can we improve?** |
| 1 | Provide partner organisations with full and honest details about all aspects of the event and/or venue in a timely fashion. |  |  |
| 2 | Ensure the same accurate information about the family offer is available on all partners’ websites and in all printed materials. |  |  |
| 3 | Provide briefings and information to ensure all of our partners’ staff are able to effectively communicate our family offer. |  |  |
| 4 | Encourage every organisation we work with to adopt the Family Arts Standards. |  |  |
|  |  |  | **total out of 20:** |

**How to sign up**

Once you have assessed whether you meet the Standards and are happy that you do, please ask your Chief Executive or a member of your Senior Management to email confirmation to Anna.Dever@thealbany.org.uk.

You will receive an email confirming your registration along with the **Family Arts Standards** and **Fantastic for Families** logos and brand guidelines.

**Promoting that you have signed up to the Standards**

We will update your listing on[**Fantastic for Families.**](https://fantasticforfamilies.com/)

Start using the **Family Arts Standards** and **Fantastic for Families** logos on your website and promotion materials (see the brand guidelines).

Page 2 of this guide gives some sample wording you can use to advertise that you have signed up.

