Kids in Museums
ALVA findings April-July

• Confidence in visiting outdoor attractions is still higher compared to indoor attractions

• key concerns – safety, warm welcome, patience, and flexibility of bringing their own food

• Increasing demand for services – toilets, interactives, audio guides, and cafés

• 47% of respondents – felt their visit would be less good without interactives

• 53% of respondents – anxious about using interactives

• Confidence in returning to museums and galleries has risen for families
Communicate well on your website

Make sure family and accessibility information is updated on your website. From the ALVA research families want:

• what safety measures are in place, including social distancing, cleaning, timed ticketing, whether masks need to be worn and the availability of hand sanitiser

• information about the cleaning of specific areas, such as toilets

• whether they can bring their own food

• how key parts of exhibitions such as interactives will be operated

Create a welcome film or visual story

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Lockers
Please travel light as there will not be lockers or a cloakroom facility available until further notice

Cafe and restaurants
Our cafe in the Entrance foyer will be open for snacks, drinks and light meals from 11.30am-3pm Monday to Friday, and 10am-5.30pm Saturday and Sunday

Picnic area
The Ellipse Hall Cafe will not be serving food and drink, but will be open and operate as a lunch space for those wanting to bring their own food

Baby changing
We have baby-changing facilities to help keep all our visitors happy, even the littlest! Waiting times could be longer than usual

Family accessibility
The museum is fully accessible to our buggy and wheelchair users. Please note that we don't currently offer a buggy park
Communicate well

• Show families enjoying themselves onsite #KidsBackInMuseums
• list information on local sites
• if families can’t come back direct them to your online activities
Be welcoming

• Friendly welcome, interactions and patience from staff/volunteers
• family specific information on arrival
• ‘Clear concise and consistent signage, that is warm and welcoming’
Make it easy and comfortable

Can you provide:

- Lower level sanitizer dispensers for children and wheelchair users?
- Flexibility to bring food and drink onsite?
- Seats/foldable stools for a rest?
- Buggy parks?
- Cloakroom facilities?

Think about how changes you make on site might affect accessibility on site
Families come in all shapes and sizes

• Think about your ticketing can you offer discounts for families to encourage visits when you first reopen?
• ensure ticketing is flexible for families of all shapes and sizes
• can you provide ideas for activities to do before coming and for the journey https://www.chesterzoo.org/news/making-the-most-of-visiting-the-zoo/
• think about whether you could introduce timeslots for families
Hands on/off?

- Traffic light cleaning systems
- introduce ways for families to clean hands before touching
- infrared technology
- disposable styluses
- playful areas
Portable

- Using own devices
- take home ear buds
- bring/wear your own
- family kits given out and cleaned/quarantined after use
- inside trails – include open-ended activities to avoid bottlenecks
- outside walking trails
Staff/volunteer-led

- Using outdoor spaces for activities
- staff directing or guiding family groups
- staff providing playful interactions
- activity packs for craft activities
- foot-based activities
- temporary activities
Any questions?
**Kids in Museums news**

- **ALVA 4th Wave research** - [https://www.alva.org.uk/images/assets/685700_859631_200718.pdf](https://www.alva.org.uk/images/assets/685700_859631_200718.pdf)
- **#KidsBackInMuseums** - social media campaign to encourage and build confidence in families to visit museums and heritage sites
- **Where’s Wally** – we are inviting museums and heritage sites to register their interest in being part of the Where’s Wally? Spooky Museum Search. [fill in their online form](https://www.alva.org.uk/images/assets/685700_859631_200718.pdf) deadline 31 July
- Laura Bedford, [laura@kidsinmuseums.org.uk](mailto:laura@kidsinmuseums.org.uk)