

Manifesto

Be welcoming to all.



Families and young people want to spend time together in museums. Feeling welcome can make or break a visit. Create an environment where everyone can explore, have fun, play, learn and feel safe. Ensure staff and volunteers give a warm welcome and make all interactions accessible, friendly and clear. Provide lots of hands-on activities and easy to read text. Remove stress from a visit by welcoming enthusiastic responses, giving positive instructions and explaining why some things can't be touched.

Be accessible to all.



Families and young people want you to see museums through their eyes and consult with them to understand the challenges of visiting. Think about a range of needs. Train staff and volunteers to ensure all visitors are equally welcomed and supported to engage with your exhibitions and displays. D/deaf, disabled and neurodivergent people may experience additional barriers to navigating your space, activities and digital resources. Offer clear online information, including an access page and visual story. Address barriers such as rising costs, inaccessible language and unwritten rules.

Make it easy and comfortable.



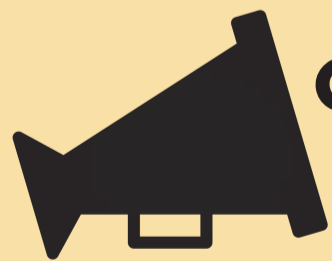
A friendly environment and good facilities make families and young people more likely to stay longer in a museum. Provide plentiful seating, a quiet space, free Wi-Fi and charging points. Advertise quieter visiting times and ensure queues and busy days are well managed. Stock pocket money items in the shop and offer a picnic area. If you have a café, ensure it is reasonably priced and family friendly. Advertise your venue as welcoming breastfeeding. Offer baby changing facilities and buggy storage. Install a Changing Places toilet if you can or signpost visitors to the nearest facility.

Remember families come in all shapes and sizes.



Not everyone is a regular museum visitor. Approach everything with the broadest idea of families and young people in mind. They all have different needs and want to enjoy a visit. Families can include under 5s, grandparents, carers, D/deaf, disabled and neurodivergent people, single parents, and same sex couples. Families may visit in multigenerational groups while young people may come alone or with friends. Reflect this diversity in your language, activities, displays, facilities and ticketing.

Communicate well.



Tell families and young people about everything you offer. Use posters, leaflets, outreach visits, social media and your website to reach different groups. Place pre-visit information, including costs and a way to get in touch, prominently on your website. On site, offer practical information on arrival, clear and simple signage, and easy ways to give feedback. Represent diverse children, families and young people in your marketing images and ensure all text is written in jargon-free language and available in accessible formats.

Reflect your community.



Families and young people want museums to be spaces to think and ask big questions about the world. Collaborate with a wide range of children, families and young people as equal partners. Work together to create relevant events, exhibitions and displays that represent diverse stories and build empathy. Design your facilities in consultation with your community. Partner with local groups to support wellbeing, take care of the environment, create career opportunities and give children, families and young people a stronger sense of ownership of their heritage.