

KIDS IN MUSEUMS

Three-Year Business Plan 2007-2010

Our vision is:

That all families and children should be fully welcomed to Britain's museums and galleries, and valued as users.*

Our core purpose is:

To ensure that museums and galleries provide a family friendly welcome by:

- Giving a voice to family visitors and potential family visitors**
- Supporting, influencing and driving change in museums and galleries as they work towards the wider inclusion of families.**

Our core aims are:

- Kids in Museums will provide a powerful voice for family museum and gallery visitors across Britain by 2010.**

- Kids in Museums will have contributed to positive changes in museum and gallery policy and practice across Britain, making families feel welcome by 2010.
- Kids in Museums will have a sound organisational base and longterm financial security by 2010.

ABOUT KIDS IN MUSEUMS

Kids in Museums was founded as a result of families feeling marginalised as museum visitors. (See a brief history in the Kids in Museums Manifesto appendix) As a consequence, Kids in Museums is built upon an extensive network of visitors who share their experiences and visions. Our desire to influence change is informed by this direct experience of families.

Families and children are core museum visitors. ‘Initiatives for schools and young people to attract them into museums and galleries’ and ‘Encouraging intergenerational links and understanding’ have been identified as major purposes for Britain’s museums and galleries. Amongst adult**

visitors, 15 per cent made a museum visit because there was 'something to interest the children'. A major factor that would encourage visitors to go more often is if there were more for children. ***

A key commitment of Kids in Museums is the annual Guardian Family Friendly Museum Award. The Guardian is committed to continuing the Award, which Kids in Museums welcomes and supports. Kids in Museums will continue to work in collaboration with the Guardian to ensure the award's ongoing success.

In May 2006, Kids in Museums became a company limited by guarantee. We are currently applying for registered charity status.

OUR PROJECTS

Kids in Museums is committed to making all its processes, plans and projects as open, transparent and accessible as possible.

The Board of Trustees have identified seven projects through which Kids in Museums's aims and purpose can be realised during 2007-2010:

- * Website
- * Kids in Museums Manifesto
- * Kids in Museums/National Museums Liverpool Great Museum Debate
- * Take Your Granny Day
- * 'I Can't See It!' DVD
- * Guardian Family Friendly Museum Award
- * Publications

This the summary timetable for their realisation:

Year 1 - 2007/8

- Launch website
- Kids in Museums/National Museums Liverpool Great Museum Debate
- Launch Kids in Museums Manifesto 2007
- Guardian Family Friendly Museum Award 2007
- Recruit 'I Can't See It!' camerakids

- **Secure funding for projects as outlined in this plan**
- **Appoint part time Director and part time Administrator**
- **Secure office space**
- **Review and update 2007-2010 business plan**
- **Review and update 2007-2010 funding strategy**
- **Commission independent evaluation of progress, implementation and value of projects arising from first year of 2007-2010 business plan.**

Year 2- 2008/9

- **Launch Mystery Museum Shoppers**
- **Launch I Can't See It! DVD**
- **Guardian Family Friendly Museum Award 2008**
- **Kids in Museums Manifesto 2008**
- **First national Take Your Granny day 2008/2009**
- **Appoint full time Director and full time Administrator**
- **Review and update 2007-2010 business plan**
- **Review 2007-2010 funding strategy**

Year 3 - 2009/10

- **Guardian Family Friendly Museum Award 2009**
- **Kids in Museums Manifesto 2009**
- **Recruit additional Mystery Museum Shoppers.**
- **Take Your Granny 2010**
- **Draw up Publications Programme**
- **Develop 2010-2013 business plan**
- **Develop 2010-2013 funding strategy**
- **Commission independent evaluation of implementation and value of projects arising from 2007-2010 business plan.**

KIDS IN MUSEUMS WEBSITE

We will develop a Kids in Museums website with the purpose of enabling families to have easy and direct access to a forum where they can describe their experiences and express their own visions. In this way, Kids in Museums will be able to act as a voice for family visitors. The Kids in Museums Website will be a vehicle for the dynamic Kids in Museums Manifesto (see

below) and Mystery Museum Shoppers (see below).

The website will also be a forum through which examples of good practice can be disseminated. We will actively encourage museums to use this site as a valuable resource.

We expect, subject to funding, for the Kids in Museums website to go live in July 2007.

KIDS IN MUSEUMS MANIFESTO

The current 20-point Kids in Museums Manifesto was drawn up two years ago and needs updating as some of the objectives are already on the path to being achieved. We regard this as very positive sign of how far steps towards a family-friendly welcome are already being made. Kids in Museums has been a powerful factor in these changes.

We will develop the Kids in Museums Manifesto as a dynamic document, commencing with the Kids in Museums

Manifesto 2007. As with the first Manifesto, the 20 points will be compiled entirely from visitors' comments. These comments will be collected through the Kids in Museums website.

An annual Kids in Museums Manifesto will serve a number of purposes:

- * It will be a monitor of the changes being made in museums - both positive and negative.**
- * It will be a monitor of the changing nature of visitors' needs and expectations.**
- * It will act as a simple and highly accessible 'audit document' for museums against which they can monitor their own progress towards family friendliness.**
- * It will provide an annual 'headline', which can be released as a news item, providing further opportunities to encourage and promote family friendliness.**

We expect the Kids in Museums Manifesto 2007 to be published in September 2007.

KIDS IN MUSEUMS/NATIONAL MUSEUMS LIVERPOOL GREAT MUSEUM DEBATE

National Museums Liverpool and Kids in Museums are working in partnership on the Great Museum Debate - Who and what are Museums For? The Debate will take place at the Liverpool Maritime Museum on 17 May 2007. The Great Museum Debate will provide a forum to discuss and promote family friendliness in museums.

In addition to the Debate, a number of associated activities will take place. Before the debate, Kids in Museums together with National Museums Liverpool will coordinate a media campaign to highlight the issues involved.

Following the Debate, National Museums Liverpool will include a visitors' blog on their website to feed into the issues being raised. There will also be a series of satellite debates throughout the year in

partnership with a number of organisations with interest in the museum sector.

We intend the Great Museum Debate to be the first of Kids in Museums annual debates.

MYSTERY MUSEUM SHOPPERS

With the establishment of the website, we will inaugurate a Mystery Museum Shoppers scheme. Families will be asked to make 'mystery' visits to museums and report back on their experiences. (This has already been piloted by family 'mystery' judges for the Guardian Family Friendly Museum Award.) These reports will use images as well as text. They will then be made available on the Kids in Museums website. They can be accessed both by potential visitors and by the museums themselves, to whom they will provide valuable feedback on their family friendliness and case studies of good practice. It is estimated 40 to 60 per cent of museum and gallery visitors start their visit by searching on line.

The Mystery Museum Shoppers scheme will be launched in early 2008. We anticipate one hundred families to have provided a mystery museum shopper report by December 2008. We anticipate that this number will increase substantially year on year.

TAKE YOUR GRANNY

In line with Kids in Museums commitment to supporting the welcoming and inclusion of visitors of all ages and backgrounds, we will develop an annual Take Your Granny day.

Take Your Granny will encourage children to introduce an older relative or neighbour to Britain's museums and galleries.

Often, a child's first experience of museum - especially if that child is from a socially-excluded background - is on a school visit. With the right support, that child can then introduce their wider family and friends to the joys and longterm learning offered by a museum visit. We anticipate Take Your Granny to give one thousand families who

haven't visited a museum before the opportunity to do so.

Take Your Granny will be a national initiative involving museums and galleries of all sizes and interests. On Take Your Granny day, the museums and galleries will be encouraged to arrange special events, which promote communication, involvement and enjoyment across the generations.

We will seek to work in partnership on this project with a charity working with the elderly.

We anticipate the first Take Your Granny day to be in 2008/9.

I CAN'T SEE IT!

I Can't See It! Is a short series on DVD of museum and gallery visits from a child's perspective.

We will provide six children, of different ages and backgrounds, with a camcorder and ask them to record six different

museum and gallery visits from their child's eye view.

I Can't See It! is a simple yet very effective method of giving voice to the experience of the child visitor. It will also disseminate good family friendly practice and promote change. Moreover, it does not rely on any level of literacy. It will be of particular value to the increasing number of museum studies courses.

We would recruit the six children in late 2007 and I Can't See It! would be released in September 2008.

GUARDIAN FAMILY FRIENDLY MUSEUM AWARD

The Guardian Family Friendly Museum Award is now in its fourth year. It is an extremely influential award, promoting good family friendly practice in museums and galleries. It attracts over 1000 nominations, more than any other award in the museum sector. It is also unique as the winner is chosen entirely by families.

We will continue to work on the annual Award with the Guardian.

PUBLICATIONS

Kids in Museums are keen to develop publications and materials that could be of use and benefit to museums and galleries seeking to be family friendly.

During 2007, we will continue to consult with museums and galleries about what would be most useful to them. In 2008, we will draw up a publication programme to be realised over the following three years.

EVALUATION

We will rigorously evaluate the progress of our projects and their contribution to realising our aims and purpose. The Business Plan will be reviewed by the Board of Trustees on an annual basis prior to the annual budget being set.

As each project is developed, targets will be set to make evaluation of their impact and success transparent. Kids in Museums

is committed to seeking independent evaluation of its work and including such evaluation in all its funding requests.

ORGANISATION

Kids in Museums has a vibrant Board of Trustees who oversee the vision and aims of the organisation and the implementation of the projects.

During 2007-2010 we will seek to recruit new Trustees to ensure a broad range of skills, commitments and diversity on the Board.

At present, Kids in Museums is run on a voluntary basis. We hope have in post a part-time Director and part-time Administrator by the end of 2007. We also aim to secure an office space by the end of 2007.

The Director would work under the direction of the Board of Trustees.

By 2010, we aim to have a full-time Director and full-time Administrator. We

would also employ staff on a contractual basis to help realise the individual projects.

FOOTNOTES

* Museums and galleries should also be taken to include heritage sites, science centres and other cultural venues, in accordance with our aims and purposes.

** *Museums and Galleries in Britain. Economic, social and creative impacts* by Tony Travers, December 2006

*** *Digest of Statistics 2006*, MLA