

Flexible Family Ticket

GUIDELINES

Point 2 on the Kids in Museums Manifesto 2010 asked for Flexible Family Tickets. The Family Ticket Watch asked families and museums how we could make this happen.

Shout about it. If you're free, let visitors know – on your website, in your marketing and publicity and at reception. If you have a great Flexible Family Ticket, boast about it. Use it to reach out to families who might not otherwise visit.

Be clear with visitors. Keep your pricing simple – calculating the cost at the door can be a hurdle for families to overcome. Visitors shouldn't have to work out if they count as a family.

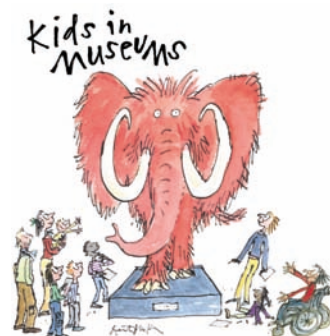
Be clear with your staff. Your reception team shouldn't have to decide who does and who doesn't get in on a family ticket. A family ticket isn't a favour; it should be part of your policy to attract and include all families.

Be good value – for all. Think about your pricing from the perspective of different families. Take a look at who you count as a child. Families don't mind paying for a day out, they just want it to be fair.

Get real. Today's families come in all shapes and sizes and may have more than two generations. Family tickets needs to reflect this.

Family tickets make a real difference to family visits.

If you can't be free, be flexible!



Kids in Museums is a visitor-led organisation, working with museums and galleries to help them be more welcoming of all families.

Families were telling us, through the Kids in Museums Manifesto 2010, that they struggled to get a family ticket because their family didn't fit the standard two plus two. They wanted Flexible Family Tickets. The Family Ticket Watch asked families and museums how we could make this happen.

As a result, we produced these Flexible Family Ticket guidelines to help museums and galleries work towards welcoming all families.

Download copies of the Family Ticket Watch report from www.kidsinmuseums.org.uk
For more copies of these guidelines please email familyticket@kidsinmuseums.org.uk

The Family Ticket Watch was commissioned and funded by the Department for Education and is supported by Museums, Libraries and Archives Council (MLA).

www.kidsinmuseums.org.uk

“A family ticket was great, we were able to visit the attraction as a complete family and experience the day together.”

“We tend to go to places with one parent, one grandparent and the three children. Family tickets are rarely flexible enough for that.”

“We’d like a family ticket to fit whatever the shape the family is. Not everyone shares the same surname or has two children.”

“Now our son is 18, our daughter is 13 and we have two foster children with us at any given time, we have to juggle in order to fit the family discount on offer.”

“Thank goodness someone has noticed the outdated ‘Family Ticket’ model! Not only does it cost more, but it screams ‘you are not normal’ at single parent families and yet there are millions and millions of us.”

“Family tickets get us together.”

families SAY

“We need something simple. We are a relatively small museum and don’t have many staff so at busy times we need to serve people quickly and efficiently.”

PORTHCURNO TELEGRAPH MUSEUM, CORNWALL

“Our grandparent ticket is proving its value as an offer. We’re very happy with the results so far.”

AT-BRISTOL, SCIENCE AND DISCOVERY CENTRE

“The term family friendly for a museum or exhibition is one that is truly intergenerational – it is a joy to see families of all ages, inspired by the museum and interacting and enjoying their time together.” **THE RIVER & ROWING MUSEUM, HENLEY ON THAMES**

“Our Family & Friends ticket has been designed to encourage families and friends into all of our museums and to highlight value for money.” **LANCASHIRE MUSEUMS**

museums SAY