Families and Heritage

Best Practice, Barriers and Opportunities

The Heritage Alliance

Introduction

1. What Heritage Means to Families
2. Barriers Facing Family Access
3. Best Practice in Heritage
4. Opportunities for Growth

Images: English Heritage, Wentworth Woodhouse, National Trust

Images:Wentworth Woodhouse

Benefits of Heritage Engagement

- Heritage is an enduringly popular past time with broad appeal
- Heritage has a direct impact on our wellbeing
- Heritage is beneficial to children of every age

Images English Heritage

Barriers and Gaps in Provision

- Long tail of Covid and Cost-of-living crisis
- Regional inequalities in access have been exacerbated
- Trend of declining school trips alongside family trips
- Gaps in skills, staffing and resources

Best Practice in Family Engagement

Images: Heritage Open Days

HRP Amazing Days Out

HISTORIC ROYAL PALACES

- A programme which works with community partners to engage families who do not usually attend heritage sites
- Particularly works with refugee families, single parent families and SEND families
- Activities are tailored for each group with access to a dedicated space in the palace

Image: Historic Royal Palaces

YHA Breaks Programme

“Some of those who attended have never been on holiday. The reasons vary. Some parents feel unable to take their child away due to their needs, some are young carers with their own needs, some due to low income, or a combination of these factors. So, to make these memories and to give everyone a sense of pride and a huge boost to their confidence is unforgettable. We left with a group of superheroes on the bus, who had all conquered the world! ”

- YHA Breaks Participant

Images: YHA

Heritage Open Days Festival

- Free annual festival offering access to thousands of heritage sites across the country
- Particularly successful at engaging new audiences with heritage
- 2024 festival reached over 1 million people

Images:Heritage Open Days

English Heritage & The Trussell Trust

English Heritage

“Food banks in our network support people who are struggling to afford the essentials and having to choose between heating and eating, therefore a day trip is often a treat that they cannot afford. We often hear from parents that they are constantly trying to shield their children from the impacts of poverty and ensure they can still enjoy being a kid, and this scheme makes it possible for families to have a fun day out.”

Harriet Fairbrother, Head Of Network Support And Grant Giving, The Trussell Trust

Images:English Heritage

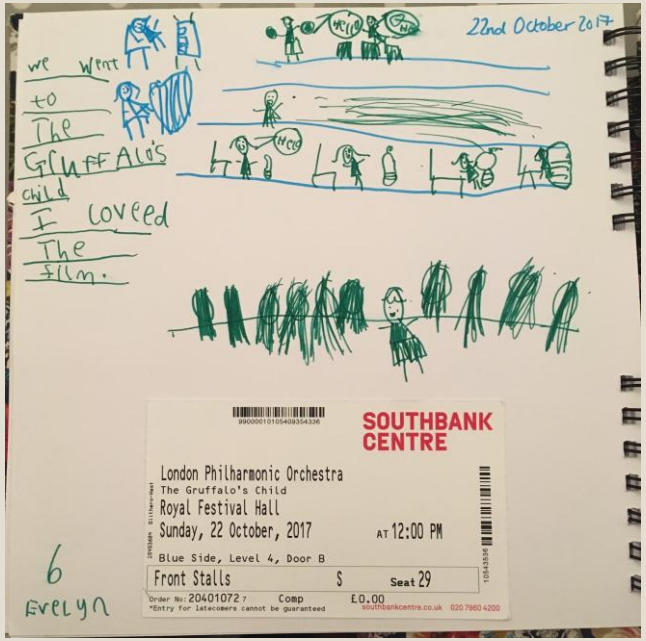
CBA Festival of Archaeology

Council for British Archaeology

- The Festival of Archaeology promotes involvement in archaeology for all ages in every part of the country.
- Each year the festival helps over half a million people to participate in archaeology
- The festival's launch and closing events are free fun days featuring crafts and activities oriented at families.
- CBA also runs a Young Archaeologists' Club

Images:CBA

Raising a Culture Baby



What needs to change?

Levers and Opportunities

SECTOR

- Investigate partnership opportunities to offer subsidised entry or special access
- Remove stigma wherever possible when offering access schemes
- Think about added costs – break down transport and refreshment cost barriers
- Integrate family engagement into youth engagement pathways
- Invest in resources and training/mentoring to upskill smaller organisations

GOVERNMENT

- Support a subsidised Youth Pass for heritage to prevent teens from being excluded from family days out
- Embed heritage in health and social care policies, and social prescribing programmes
- Include guaranteed school trips to culture and heritage sites in the Curriculum Review

Images:Heritage Open Days

Thank You

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