



# Kids in Museums: Training & Consultancy Development

Caroline Marcus Associates Case Study

*“You won’t be asked to sit down, be quiet or turn off your phone! If you want lively conversation, digital engagement, entertainment and a carnival spirit then this event is for you!”*

Since 2016, Caroline Marcus, Director of Caroline Marcus Associates (CMA) has been supporting the development of Kids in Museums (KiM) training and consultancy offer. Caroline has initiated and led projects including KiM first Family Friendly Audit at the National Museum of Ireland - Country Life, bespoke Takeover Day training packages, identifying and recruiting potential associates, and advising on strategy and ongoing training and consultancy development briefs.

The case study below outlines KiM first Carnival, conceived, devised and led by CMA.

Recognising that the popular KiM workshops were becoming less successful and in need of refreshing, Caroline, in consultation with KiM, developed and delivered a new, high-profile, celebratory drop-in event, Kids in Museums Carnival.

Having secured corporate sponsorship, Caroline devised the playful and original Carnival concept, unique to the museum and heritage sector, and worked with the KiM team to curate the content (see programme). Hosted at the newly unveiled Tate Switch House at Tate Modern in January 2017, Carnival showcased best practice and demonstrated the ongoing support KiM offers. Carnival included pop-up talks from KiM Family Friendly Museum Award winners, an inspiring range of stalls for delegates to visit, creativity and feedback zones, young people’s guided tours, a poetry slam from a special guest and the launch of the new KiM mini manifesto

Gathering together 300 heritage and culture professionals from across the UK, Carnival provided opportunities for informal networking within the museums, galleries and heritage sector. Crucially, Carnival offered a platform for KiM to respond to sector needs with delegates highlighting how KiM can further support their organisations to put children and young people at the heart of their programming by writing their ideas on an interactive wall and chatting with the KiM team. This feedback will be used to inform KiM’s future training and consultancy package.

Curating diverse and imaginative content was key to achieving an inspiring and dynamic event. To secure this Caroline approached poet, Caleb Femi, Young People’s Poet Laureate for London to share his poetry and underscore the importance of listening to young people. Caroline negotiated free guided tours for delegates, led by

young people from Tate Collective<sup>1</sup> London who gave a new perspective on the Tate Collection. She arranged for Norfolk Museums Young Filmmakers to take delegates on a trip to the movies and discover Teen Take, a film made by teenagers focusing on what they want to see in a museum visit.

Caroline worked with KiM to include partners such as Arts Award and Colour Heroes who design bespoke educational activity packs and who hosted stalls. This gave delegates an opportunity to discuss potential partnerships and build new project collaborations. Further networking opportunities included the chance to chat with the KiM team and collect free resources from the stalls to support them to put children, young people and families at the heart of organisations.

In true KiM style, Caroline ensured a participatory element to the afternoon and delegates enjoyed getting creative in the craft zone making paper models representing the diverse families they aspired to have as visitors to their site. Historic Royal Palaces encouraged delegates to get hands-on and experience their exciting digital missions. Delegates discovered ways to ensure arts and culture are available to everyone no matter what their background through Takeover Birmingham's pilot programme for 11 – 14 year olds.

Caroline's meticulous attention to detail ensured the successful delivery of the project. Well-defined responsibilities were delegated to team members and Caroline chaired and managed regular team meetings and updates guaranteeing the schedule ran smoothly and to time. The structural framework Caroline implemented included seeking sponsorship for stalls, planning logistics, coordinating the Family Friendly Museum Award winners and liaising with Tate's programmer for Young People. Caroline contributed to the marketing strategy, supporting KiM to target key cultural sector listings. She devised strong messages and eye-catching branded copy to signpost this unique event.

Feedback from museum professionals attending the Carnival pilot demonstrated its overwhelming success, facilitating an afternoon of networking, exploring resources and learning from experts in the sector.

CMA recommends repeating Carnival on an annual basis and hosting similar events in Wales and in a regional location as part of the new training and consultancy package.

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<sup>1</sup> Tate Collective London is part of Circuit, led by Tate and funded by the Paul Hamlyn Foundation

For testimonials and feedback from Carnival please see:

- <http://kidsinmuseums.org.uk/2017/01/30/kids-museums-carnival-roaring-success/>
  - <http://advisor.museumsandheritage.com/news/kids-museums-host-first-carnival-promote-projects/>
  - <https://storify.com/kidsinmuseums/kids-in-museums-carnival>
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