

Checklist for a family friendly venue

- Do you have options for non-drivers and those without cars? Do you promote public transport routes, with prices on websites and in literature? Do you negotiate deals with public transport to combine entry prices with travel?
- Are car parking charges clearly marked on the website and in promotional material? Do charges have a significant impact on affordability? Are there exemptions e.g. for car sharing/full cars, for families with disabled children etc.?
- Are there clear pricing approaches for single parent families/families with more children?
- Are there carer rates – without complex rules and unnecessarily intrusive requests for evidence?
- Are all aspects of the site included in entry costs? While recognising need for making more money and upselling, charging for extras all day makes it miserable for a family who can just afford to get in.
- Are there options for bringing/cooking own food within decent and weather proof spaces?
- Can you avoid the gift shop to exit?
- Are the attractions wheelchair, mobility scooter and pushchair accessible? Even for double wide baby buggies and large electric wheelchairs?
- Are there clearly signposted quiet spaces for those who sometimes need time out?
- Is it clear that breast feeding welcomed?
- Are there pocket money priced items in shops – where pocket money means coins not paper (or cards)?
- Are all directions and descriptions in accessible English and/or Welsh – appropriate for anyone who struggles with reading? Think simple, clear and plain English.
- Are there all kinds of families in the venue imagery, language, website and promotional materials?
- Are the rules on behaviour inclusive? And are they all necessary? i.e. when it is really important to keep off the grass and when doesn't it matter?
- Are behavioural expectations balanced with being explicit about the need for curiosity, fun and adventure? Do signs tell families it is okay to make noise, run around and play?
- Are toilets plentiful and clearly marked and is there a [Changing Places](#) toilet?
- Do baby changing and feeding spaces recognise that both men and women could be changing nappies?