



Family Friendly tourism

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The Family Friendly campaign developed a tourism element to enable Greater Manchester to develop and strengthen its brand across cultural and leisure sectors within a 2 hour drive time of Manchester. The aim was to attract new UK visiting families, especially short-break takers and day visitors.

Seasonal, targeted campaigns worked with transport providers, the tourist board, city centre management, accommodation providers and key venues through joint promotions, even with its own family friendly visit hotline. Initial evaluation provided a detailed set of recommendations.

The Audience Agency is a not-for-profit organisation created out of the merger between All About Audiences and Audiences London Plus in 2012.



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FAMILY FRIENDLY TOURISM

Encouraging new families to visit Greater Manchester

1. Introduction to Family Friendly Tourism

Arts About Manchester has been running a successful Family Friendly campaign on behalf of its membership since 1994. The campaign's core functions have been to:

- Improve the quality of visit
- Encourage year round provision for families at arts venues
- Provide participatory activities within venues
- Involve all family members in the arts experience

1.1 Definition of 'Family'

The definition of 'family' is changing as the average family unit no longer comprises 2 adults and 2 children. Families range from 1 adult carer (parent, grandparent, childminder, older sibling etc) and any number of children of different ages.

1.2 Funding

Family Friendly has been funded via the Arts Council's Arts For Everyone Lottery Scheme covering the period 1997-2000. This money has funded not only generic marketing campaigns, but also 3 Family Friendly exhibitions - Comic! at Oldham Art Gallery, Long Time No See at Turnpike Gallery and Ryhope Walk at Salford Museum and Art Gallery; plus Globetrotter Backpacks for Whitworth Art Gallery, a Search Engine for PumpHouse People's History Museum and Artist Books at Bury Art Gallery.

With additional funding via the European Regional Development Fund, as part of Marketing Manchester's Tourism Strategy, the Family Friendly campaign has been extended to develop the tourism potential for the campaign.

The aim is to:

- Attract new UK visiting families, especially short-break takers and day visitors, to Greater Manchester

The objectives are to:

- Promote arts events generically in partnership with arts organisations, during Autumn half term 1999 and Easter 2000
- Market generic arts promotions to a family market living within a 2 hour drivetime of Manchester

2. Background research

The dynamics of families are continually changing: the population is ageing, the older are living longer and having fewer children.

According to the Family Policy Studies Centre (1997) in the UK:

- 1/5 of the current population of childbearing women are childless (compared to 1/10 of the previous generation).
- Families are getting smaller with an average of two children per family.
- 24% of households comprise a family (couple with dependent children)
 - 40% of the population live in this family type
- 36% of households comprise no couples and no children
- Growth in one person households, especially in cities
- Increase in life expectancy
- More young people are living longer independently before coupledom
- More people are living on their own due to marriage breakdowns
- Growth in lone parent families – 21% of all families with children, mostly mothers, 1 in 10 are fathers
- Increase in single never married lone mothers

Initial research regarding family travel patterns highlighted a gap in knowledge relating to families taking cultural short breaks and little information on family behaviour patterns for visiting cultural attractions within a 2 hour drivetime of Manchester.

General statistics on visitor figures for top tourist attractions do not break down into type of visitors, although the assumption is that families do form a large percentage of those visitor figures.

2.1 General trends in tourism

In 1996 there were 5,738million visits to museums (no change from 1995) in the North West and 2,932million to historic properties which was an increase of 4% on the previous year (BTA/Insights 1997).

Across the UK there were 79.6 million visits to museums and galleries which was a rise of 5% on 1995.

The reasons were attributed to better marketing (36%), more or better temporary exhibitions (24%) and extra attractions or facilities (18%), e.g. *Star Trek* exhibition at the Museum of Science and Industry.

Children formed 32% of all visitors to museums in the UK, approximately 40 million museum visits, in 1996 and 23% of visitors to historic properties. 80% of children visiting museums are aged between 10-13. 75% of their visits are taken with friends and family rather than in an organised school group.

A museum visit is seen as more of a social activity and a ‘good place to take children and young people’ (Insights – Children’s Museum Galleries 1997).

Children do influence family decisions – in a MELAS London survey, 22% of parties with children stated that a child asked to go.

2.2 Visiting Friends and Relations (VFR)

One of the important target markets for this campaign was the VFR market.

Visiting Friends and Relations is recognised as an important sector of the tourism industry accounting for 29% of domestic trips in the UK in 1995 – 39 million VFR trips. (BTA/ETB Insights 1997). VFR spending in 1995 amounted to £3.25 billion, 13% of total spend. On average each resident attracts 0.7 VFR trips per year. Domestic VFR trips are dominated by young people who are more reliant on public transport. Carriers, transport operators and visitor attractions benefit strongly from VFR visitors.

Half of all domestic trips in the UK are spent in people's homes as opposed to commercial accommodation. 33.1 million VFR trips are spent in the homes of friends and relations, whereas only 4% use other accommodation, for reasons such as lack of space.

72% of VFR trips are for two nights or less.

The size and distribution of VFR tourism is influenced by the size and distribution of the resident population. Often areas not recognised as tourism destinations benefit from an increased VFR trade although there are other factors such as past linkages to a region and migration patterns. Areas with large populations and where business and holiday tourism is underdeveloped tend to be of most interest as VFR destinations. The highest percentage of VFR trips are made to large towns and cities – 14.8% with small towns next at 9.7%.

According to the 1991 census the relationship between VFR trips and the resident population in the North West shows that the region has one of the highest percentages of VFR trips related to the population.

VFR tourism has grown despite the size of the UK population remaining fairly static. The population is now more mobile and the dynamics of the family are changing with families fragmenting, children moving away from their home area and thus travelling to visit family and friends. In the North West approximately 10% of all tourism was attributed to VFR in 1991.

A third of VFR trips are made by the 15-24 age group and 59% by the under 34s. One of the main differences between VFR trips and tourism generally is that it does not suffer from seasonality, there is an even distribution of trips throughout the year, with a peak at Christmas and less trips in the summer. More people use public transport with 20% using bus, coach or train, although most people still use the car (73%).

24% of VFR trips are taken by 15-34 year olds with children and 13% of 35-54 year olds with children, considerably higher percentages than for UK holidays generally. The monthly peaks are 22% of VFR trips taken in November/December, 18% March/April and 16% September/October.

Leisure day trips are also important elements of VFR. According to the UK Day Visit Survey 1994 visiting friends' and relatives' homes accounted for 18% of the 5,200 home-based leisure day trips made in Britain. VFR is the most popular day trip activity.

VFR FACTS

- 45% at weekend
- 50% aged 15-34
- 60% made by women
- Average duration 4.3 hours
- Average round trip 16.4 miles

Source UKDVS 1994

VFR acts as a trigger for visits to attractions and day trips. The highest percentage of spend by VFR visitors is on travel (12.54%) followed by eating/drinking at 11.70% with accommodation at 2.72% and entertainment 2.66%.

2.3 Greater Manchester Tourism trends

Marketing Manchester's 1997 Audit of Tourism Business highlighted:

- 3.35million visitors stayed in Greater Manchester in 1995
- Total visitor spend - £384 million
- Visitor spend increased by 52% from 1991 figures

Day visitor market

- Leisure day visits numbered 2.15 million in 1995 with an estimated spend of more than £23 million (visits to theatres not included)
- Average day visitor (excluding accommodation) spend in 1995 was £10.77

Hotel sector 1996

- Average room occupancy rates reached 71.4%, up from 67.3% in 1995
- Average weekday room occupancy rates 76.9%
- Average weekend room occupancy rates 60.6%

Markets

- Business markets account for 69% of hotel business, leisure markets 31%.
- The largest leisure market is that of individual leisure visitors from the UK, accounting for over half of all leisure business volume.
- Short breaks constituted an average of 28% of leisure bookings

Visitor Attractions 1996

- More than 2.1 million visits were made to 16 attractions in 1996 (not including theatres) generating almost £23 million

Markets

- The local day visitor market is the main market for almost all attractions with 79% of all visitors coming from the North West and almost half of these from Greater Manchester
- 69% of attractions were taking part in some form of joint promotional activity, down from 90% in 1995

2.4 Greater Manchester population

The total resident population within a 30 minute drivetime is 1,970,033 (CACI). Adults with children aged 5-14 totalled 275,000 (14% of total number of the population), of which 30% attend museums and galleries:

- 82,500 adults
- 45,000 households
- 1 household in 17

An extra 1.1 million will be entering the age group 30-44 during the next decade.

3. European Regional Development Fund outcomes

The ERDF funding stipulates that the Family Friendly Tourism Project develops:

- thematic partnerships
- joint promotions:
 - create 2 hotel family packages
 - create a family ticket with at least 1 transport provider
 - create links with other family related websites

4. Timescale

This project covers two key school holiday periods: October half term and Easter. For October half term, the concentration was to build relationships with potential partners and to improve the quality of the promotional material and look to strengthen the Family Friendly brand as a platform for the major Easter campaign.

5. Branding

Family Friendly is a brand name developed by Arts About Manchester. The logo is not copyrighted and although it has been extensively used by AAM membership, at the start of this project it was still relatively unknown outside of the membership. One of the main aims of the project was to identify ways in which to firmly establish the brand within the cultural and relevant leisure sectors of Greater Manchester and to ensure it's correct usage once the project has finished.

Family Friendly is not a kite mark but venues that use the logo should adhere to AAM's Family Friendly guidelines (see Appendix 1)

6. Overview of Family Friendly

A SWOT study was carried out to identify the current strengths of the campaign and what potential opportunities were available. (see Appendix 2).

One of the key areas for development was in the identification of potential partners. For Family Friendly to attract a tourism market, it needed to link with existing tourism providers, such as transport and accommodation operators, tourism focused organisations (e.g. North West Tourist Board) and existing partnerships (e.g. Manchester City Centre Marketing Group). Only a small number of AAM members actually attract large numbers of tourists, predominantly day visitors. The links with arts and tourism needed to be developed by promoting Family Friendly as a generic product and utilising existing mechanisms, including the Greater Manchester District Tourism Forum.

An overview of the existing Family Friendly promotional tools was carried out (see Appendix 3) which clearly highlighted that there is a strong product with a wide variety of activities and events across the region, but that due to a lack of resources, the quality of the print did not reflect the quality of the product.

7. October Half Term

7.1 Product

31 venues across Greater Manchester took part in the October Half Term promotion. The majority of venues programmed additional events and activities during this period. Events ranged from photography, textile and paper-making workshops to puppet and mask-making and activities to capitalise on Halloween and Bonfire Night.

7.2 Place

Events took place in all Greater Manchester authorities, with most activity happening within Manchester city centre.

7.3 Promotion

The following details what promotional activity was undertaken for this campaign:

7.3.1 Print

The main marketing tool for the October half term campaign was a 1/3 A4 full colour brochure (see Appendix 4), with a print run of 35,000.

The brochure included all event information in an extended listings format during the half term period and covered events leading up to Christmas. Therefore extending the life of the brochure to approx 6-8 weeks.

The format was an easy to read, colourful informative document, arranged in chronological order of the events, with venue information in alphabetical order to the rear of the brochure.

The use of newly commissioned colourful images of children and families, plus a clearer layout was well received by venues and the public. The brochure also promoted the website address and included a response mechanism.

7.3.2 Quotes from participating venues on the brochure:

...."clear and attractive" PumpHouse People's History Museum

...."excellent – like the brochure format and photos – much clearer" Whitworth Art Gallery

...."clear, easy to navigate" Museum of Science and Industry

...."very attractive" Bury Museum & Art Gallery

7.3.3 Print distribution

(i) Mailing list

The Royal Mail awarded Family Friendly TMI (Targeted Mailing Incentive) status as this element of the campaign was aimed at attracting new audiences. This provided a substantial discount on all mailings, via Mailsort, for October half term, Christmas, February half term and Easter mailings.

The guide was mailed to 5,000 names on the Family Friendly database.

(ii) Leaflet rack networks

The guide was distributed via the leaflet rack network in Greater Manchester (AAM), West Yorkshire (WYAM), and Merseyside (Team) to arts, entertainment venues, Tourist Information Centres, hotels, libraries, leisure and retail outlets, within a 1.5 hour drivetime of Greater Manchester.

All the brochures were picked up and venues were requesting more brochures, when no more were available.

7.3.4 Website

The Family Friendly pages on the AAM website were redesigned to fit with the new look of the guide and updated for October. A response mechanism was added for e-mail mailing list requests.

...."very good, easy to navigate" Museum of Science and Industry

7.3.5 Media

Very little lead-in time to effectively target the media, although extensive listings in regional media including newspapers, local radio and specialist press including Express Parent.

A press launch at PumpHouse People's History Museum, including a children's workshop was not well attended and proved that it is not necessary to have a press launch for each campaign, unless there is a news story or celebrity attendance.

8. Christmas & February half term campaigns

Although the main focus of the Family Friendly Tourism project was October half term and Easter, the requirements of the A4E funding included the provision of event information for Christmas 1999 and February half term 2000.

8.1 Promotion

8.1.1 Newsletter

In accordance with the new improved print for the October half term, it was important to maintain the quality in other Family Friendly print. Although the print format for these two periods (Christmas & February) was maintained – 6 page A4 newsletters with extended listings, they were upgraded to full colour and also included newly commissioned photographs and updated images of the character Vart, with a print run of 6,000. (see Appendix 5)

8.1.2 Letter and postcards

In order to capitalise on this Christmas mailing, new Family Friendly generic postcards were produced for inclusion with the mailing to the database. In a full colour covering letter, members of the mailing list were encouraged to send these freepost postcards (4 perforated postcards per mailing) inside Christmas cards to friends and relatives elsewhere in the country – ‘member get member’ scheme. (see Appendix 6)
This resulted in approx another 500 new names to the mailing list, predominantly from the Greater Manchester area, but also from further afield.

8.1.3 Distribution

The newsletters were distributed to the Family Friendly database.
Surplus newsletters were sent out to newly registered mailing list names and via Manchester City Council to all 96 Manchester councillors.

8.1.4 Website

The Family Friendly pages on the AAM website were updated to fit in with the relevant style of the newsletter and new interactive games were added, plus a ‘send a Family Friendly Christmas e-card to a friend’ section.

9. Easter 2000 campaign

As 2000 is Millennium year, there are an unprecedented number of activities, events, new venues and new developments that took place in the Spring and early Summer of 2000. Many such events had a real Family Friendly focus and this enabled the campaign to build relationships and partnerships with new organisations and therefore maximise its’ profile and also help to strengthen the Family Friendly brand.

9.1 Thematic partnerships

A set ERDF outcome was to develop thematic partnerships for the project.

9.1.1 Transport providers

There were three main strands to establishing thematic partnerships with transport providers:

1. To encourage more families to visit Greater Manchester
2. To encourage greater use of public transport in line with Marketing Manchester's sustainability targets
3. To encourage families to travel around the region visiting a range of Family Friendly events and venues

Three main operators were targeted:

- Greater Manchester Passenger Transport Authority
- First Travel
- Metrolink

All three operators were keen to work together.

GMPTE contributed towards extending the print run of the brochure to cover distribution via the GMPTE travel shops.

Both **First** and **Metrolink** provided advertising for the brochure and paid for inserts with the brochure mailing.

9.1.2 North West Tourist Board

AAM is a member of NWTB, but had not been actively involved in any campaigns. The Board were interested in the Family Friendly campaign and looked to develop ways in to set up links and work together.

It was agreed to work together on generating media coverage by regular information fed through the Board to relevant media and vice versa back to Family Friendly.

Most Board campaigns involve an additional cost, at this stage, it was more important to develop a partnership based on information provision.

The Board is interested in working with Family Friendly on a co-ordinated approach to coding accommodation for families.

9.1.3 Manchester City Centre Marketing Group

A body consisting of all the relevant organisations, public and private sector based in the city centre. This includes: Manchester City Council, the retail sector, accommodation and transport providers, AAM, Marketing Manchester, Greater Manchester Police, St. Ann's Church, MEN Arena, Manchester Evening News.

The group has identified that families are a key target market for the city centre and that at the moment, Manchester is not perceived as a family friendly city. (A survey carried out by city centre rangers confirmed that no retailers currently fulfil Family Friendly criteria). Discussions have been taking place and as a result a sub group has been set up to look at ways to develop Manchester as a Family Friendly destination.

The sub group consists of Manchester City Council, Manchester Evening News and AAM who will be working together to develop the Family Friendly brand. Firstly the MEN and AAM will develop a questionnaire to run on the Family page of the MEN (approx 100,000 run) to identify the needs of families visiting Manchester.

The MEN has agreed to regularly feature Family Friendly on its Saturday Family page every week and use local families to review venues, retailers and restaurants.

The long term aim is to devise a Family Friendly awards scheme for city centre participants and that venues that fulfil the agreed Family Friendly criteria can display the FF brand in their window and be eligible for an award.

9.1.4 Greater Manchester District Tourism Forum

At a recent market segmentation exercise, a number of family segments were identified as key segments for the Greater Manchester local authority tourism departments, who are all represented on the Forum. Via the Greater Manchester Attractions Programme, AAM will be able to promote Family Friendly as a brand within a wider programme, which focuses its marketing activity to attracting a day visitor market to Greater Manchester. Links will be set up between the two websites.

9.2 Joint Promotions

The joint promotions focused on the main promotional tool – the Easter brochure. All organisations included in joint promotions were featured within the brochure, the website and all press releases.

9.2.1 Accommodation providers

Three accommodation providers were identified as suitable for inclusion in the Family Friendly campaign, and all were looking to develop family markets. All three participants provided family rooms, children's menus, family rates and are located close to the city centre.

The three accommodation providers were:

- Manchester Marriot, Worsley Park
- YHA, Castlefield
- Jury's Inn, Manchester

9.2.2 The Lowry

The North West's National Landmark Millennium Project for the Arts opened on 28 April 2000 at Salford Quays. The Lowry houses 2 theatres and three galleries including Artworks (opening June 2000) and is a major destination for families with many shows, exhibitions and activities programmed especially for families.

Family Friendly was heavily promoted in all The Lowry promotional literature and The Lowry was featured in the Family Friendly brochure and highlighted in press releases and subsequent media coverage.

9.2.3 Millennium Waterfronts

A yearlong festival of free outdoor events across Manchester, Salford, Trafford and Tameside. Many activities target family audiences and Millennium Waterfronts was featured in the Family Friendly brochure. Specific events such as Moby Dick were classified as Family Friendly.

9.2.4 Hatworks

A brand new Hatting museum based in Stockport, which opened on 24 April 2000, with a special Family Friendly area. The freelance media consultant for the Family Friendly campaign worked closely with Hatworks to generate media coverage for the opening, including coverage in The Guardian, City Life, Manchester Evening News.

9.2.5 Museums and Galleries Month 2000

A month-long celebration of the millennium in museums and galleries across the country with a range of special events.

Family Friendly was one of the partners involved in the organisation of the North West regional launch at The Lowry on 3 May, along with North West Arts Board and the North West Museums Service. Family Friendly provided information for press packs. Also in conjunction with Salford Museum and Art Gallery and The Lowry, Family Friendly included the local Salford families working on the Ryhope Walk exhibition, for photocalls with Loyd Grossman.

9.2.6 BBC Music Live

A national celebration of music, culminating in the 'Perfect Day' on 29 May with Manchester city centre and other Greater Manchester town centres providing free music entertainment. Featured in the Family Friendly brochure.

9.2.7 Streets Ahead

Arts About Manchester has always had strong links with the Streets Ahead festival and this was extended to include this year – the final month long Streets Ahead festival. Streets Ahead was also featured in the Family Friendly brochure and the Family Friendly brand was promoted in Streets Ahead print. Family Friendly postcards were distributed at the Printworks Parade at the start of May.

9.3 Promotion

The promotion centred around a bumper brochure, new stand-alone website, targeted advertising and media coverage and extended print distribution within a 2 hour drivetime of Greater Manchester.

9.3.1 Print

The brochure formed the main promotional tool and covered the period from Easter to early June (including Summer half term). Over 40 participating venues included. To accommodate the additional events, the format was increased to A5 size and 32 pages, still in full colour, and in an extended listings format in chronological date order, and a regular events section. New photographs were commissioned with more family shots included. All the joint promotional partners received at least a half page editorial. A symbol guide to facilities at each venue was introduced to enable quicker assimilation of facility information. (Appendix 7)

The print run was extended to 50,000 and an additional 10,000 was paid for by GMPTE.

9.3.2 Distribution

Mailing list

- Family Friendly mailing list had expanded to 6,250 names and all were sent a copy of the brochure, plus inserts from First Transport and a kids' newsletter from Metrolink.
- 2,000 individuals on AAM mailing list (requested childrens'/family event information) plus FF postcards
- 1,000 Primary schools in Greater Manchester area plus FF postcards
- Brochures sent to new list of children's homes, foster centres and nurseries

Leaflet rack network

The brochure was distributed via AAM, WYAM, Team, Midlands Arts Marketing leaflet rack networks covering a broad geographical area including Merseyside, North Staffordshire, West Yorkshire, Greater Manchester and Cheshire. The racks are situated hotels, Tourist Information Centres, libraries, arts venues.

Additional distribution

- 15,000 brochures distributed through 15 GMPTE Travel shops across Greater Manchester.
- 30 Manchester city centre retailers/department stores selling toys, children's clothes, books
- Hand to hand distribution of Family Friendly postcards at Streets Ahead parade

9.3.3 Website

In order to capitalise on the terminology – 'family friendly' and as Arts About Manchester's own website is under review, a new stand-alone website was developed specifically for the Family Friendly campaign.

The new website address www.familyfriendly.org.uk was registered and the words 'family', 'familyfriendly', 'children', 'arts', 'museums', 'theatres', 'galleries' were all registered with search engines. (The website will also has a button on the main AAM website when it is redeveloped).

The website is regularly updated with new details of events that missed the brochure copy deadline. The site also has new interactive games via Flash plug-in software, which is downloadable from the site for computers that do not already have the software.

Users of slower computers, without the Flash software, may currently have problems accessing the site. Therefore the design for the home page needs to be amended as an HTML page and options for running a Flash software site should be included within the site.

The generic promotion of Family Friendly needs to encourage families to regularly check the website for up-to-date information.

9.3.4 Media

Freelance Press Consultant

Due to the vast amount of events and activities happening for the Easter campaign and the need to promote the 'destination sell' of Greater Manchester as a Family Friendly region, a freelance press consultant was employed to generate media coverage both regionally and nationally.

A clear brief was developed and agreed in January incorporating magazines, journals, specialist media, local and regional press, radio and television.

Although coverage was achieved in The Guardian, Manchester Evening News, City Life, GMR radio, the amount of coverage was disappointing, but there is definitely scope for future development.

Family Friendly was a partner in the Press Launch for Museums and Galleries Month and was included in Press Packs, although the 'media' message was swamped by the general message about Museums and Galleries Month.

Newly designed Family Friendly full colour press release paper was produced for all Press Release information (500 sheets).

9.3.5 Advertising

- A generic quarter page full colour advert was placed in the British Tourist Authority's annual publication 'Great Days Out'.
- An eighth of a page mono advert (free of charge) was placed in the daily News North West newspaper
- Quarter page mono advert placed in Something 4 Kids
- Quarter page full colour advert in Express Parent

9.3.6 Conference Delegate Packs

Manchester and Salford combined host a large number of conferences, predominantly during the main conference season of September to April.

It was originally envisaged that Family Friendly print should be inserted into conference delegate packs to encourage delegates to bring their families back to Manchester for leisure purposes and to therefore join the mailing list.

Neither Marketing Manchester nor the individual conference venues produce delegate packs on behalf of individual conferences. Each conference organiser is responsible for producing delegate packs. Unfortunately only one venue (G-MEX) will provide a list of conference organisers, although Salford and Manchester's conference centres will distribute print on behalf of the Family Friendly campaign.

Also Marketing Manchester and North West Arts Board usually charge conference organisers for the provision of print for delegate packs. Enquiries have been received from individual conference organisers based at Manchester universities and Family Friendly print has been supplied, e.g. international medical conference Summer 2000.

10 Family Friendly hotline

The telephone hotline number was changed (AAM business move) and was promoted in all literature and via the website.

11 Vart

The comic character Vart, developed for previous Family Friendly campaigns as the symbol for the campaign, was not extensively used during the Family Friendly Tourism project.

The success of Vart as a cartoon character and the 1998 Vart comic needs to be evaluated and reassessed.

For the character to become established as the recognisable ‘face’ of the Family Friendly campaign would require substantial new investment (e.g. repair to Vart costume, production of a new comic). It would be more cost effective to investigate the development and promotion of the Family Friendly logo for wider use before more resources be invested into Vart.

There may be potential sponsorship opportunities with local design or animation companies that should be investigated first.

11 Evaluation

The Family Friendly Tourism project will be evaluated as part of the final evaluation for the Family Friendly campaign as part of the requirements of the funding from the Arts Council’s Arts For Everyone programme.

A research brief for the Tourism element has been produced, see Appendix 8.

Informal feedback has been received from venues and partners:

....Easter brochure ‘great value for money’ Museum of Science & Industry

....Easter brochure ‘vast improvement, like the format, it works really well’ Marketing Manchester

....Family Friendly campaign ‘responsible for increased sales for Family shows, including sell-out shows in advance’ Green Room & The Studio, Royal Exchange Theatre.

12 Summary

The tourism element to Family Friendly has enabled Arts About Manchester and specifically the Family Friendly campaign to develop and has begun the process of strengthening the brand in established cultural sectors, and establishing the brand in new leisure and public sectors.

The development of joint promotions with transport and accommodation providers is a first step in packaging a Family Friendly product. As a large number of events and activities are free, it is difficult to set up a priced package and neither Arts About Manchester or Marketing Manchester have booking systems to cope with enquiries.

There was a very short lead-in time to the October half term campaign, but that time period is not necessarily a good time to encourage families to make day trips. The most popular time for families taking day trips is during the Summer holidays.

The Easter campaign was the biggest Family Friendly campaign to date and provided an excellent opportunity to promote a package: events, transport and accommodation. The new members of the Family Friendly database vary geographically and there has been an increase in names from outside the Greater Manchester area, although it is still a small percentage of the database and therefore allowing room for growth.

Closer links have been established with key agencies including Marketing Manchester and for the promotion of their Cultural Short Breaks brochure, they will be working with the Family Friendly campaign to target families outside the Greater Manchester area.

The overall 'look' of the Family Friendly campaign has been enhanced by using full colour, glossy print in a standard format, replicated on the website and in advertising, and by a standard use of the logo. The smaller format for the print was extremely popular and the brochures had a long shelf life and were easy to use. All forms of media included a response mechanism. The generic full colour postcards were very successful as a data capture tool and they have no 'use by date'.

An additional 1,500 names have been added to the database during the 10 month campaign, of which 500 were generated via the 'friend get friend' scheme over Christmas. New mailing lists for children's homes, foster centres and nurseries were developed, as well as secretaries for Primary schools.

For Family Friendly to attract a day visitor market, cultural short-break takers and those visiting friends and relations in Greater Manchester, the work that has started over the last 10 months needs to be maintained and developed. By utilising existing partner mechanisms, Family Friendly has tapped into every relevant tourism network, and all key players in Greater Manchester have identified families as a target market. Family Friendly is poised to capitalise on the desire to promote city and town centres as Family Friendly destinations.

13 **Recommendations**

- Devise a clear definition/criteria for Family Friendly: what constitutes a Family Friendly venue?
 - Sustainability criteria: work with Marketing Manchester to ensure Family Friendly is a sustainable project and that individual venues work towards becoming sustainable. Sustainability can be developed and incorporated as an integral part of the brand.
- Set out design guidelines for use of the Family Friendly logo
- Manage the usage of the Family Friendly logo and the development of the brand – independent assessment of venues by local families via the Manchester Evening News, AAM regular checks and independent assessors
- Encourage venues to promote Family Friendly where applicable
- Maintain the quality of the promotional media: print, advertising, website
- Promote website and set up links with other relevant websites including Marketing Manchester, Greater Manchester Attractions Programme and family websites (need to monitor hits to own website)
- Continual data capture
- Use of Family Friendly mailing list as an income generator for relevant events/venues within the guidelines as laid down by the Data Protection Act
- Maintenance and development of partnerships: public and private sector organisations and networks
- Manchester City Centre activity (Manchester City Council & Manchester Evening News collaboration) used as model for other Greater Manchester areas in future – best practice
- Target new family areas – single fathers, fathers and sons (link to Manchester United Football Club & Jury's Inn?), children's homes, foster family packs
- Family Friendly presence at key events, e.g. M2
- Identify new funding and sponsorship opportunities – e.g. commercial advertising in brochure and website, Cosgrove Hall, Marketing Manchester Sustainable Tourism opportunities
- Promote Family Friendly achievements in trade press and specialist media and through partners' newsletters/websites
- Suspend the use of Vart until negotiations with potential sponsors are arranged

APPENDICES

Appendix 1	Family Friendly Guidelines
Appendix 2	SWOT Study of Family Friendly (1999)
Appendix 3	Marketing Audit of Family Friendly (1999)
Appendix 4	Print sample: October half term
Appendix 5	Print samples: Christmas & February newsletters
Appendix 6	Print sample: Family Friendly postcard
Appendix 7	Print sample: Easter
Appendix 8	Family Friendly Tourism research brief