



Kid FRIENDLYTM PLACES

**BECOME A
KID FRIENDLY
ORGANISATION**

Dedicated child-friendly certification for everyday places

www.kidfriendlyplaces.co.uk

What We Do

Kid Friendly Places offers a practical, evidence-informed approach to supporting and recognising welcoming spaces for families through a child-friendly certification.



Our certification standards are shaped by parent and carer consultation, and evidence about what families say matters most:



Welcoming staff



Inclusion



Facilities and layout



Safety



Engagement and play



Communication

We are also guided by the principles of the UN Convention on the Rights of the Child, and relevant equality and accessibility legislation.*

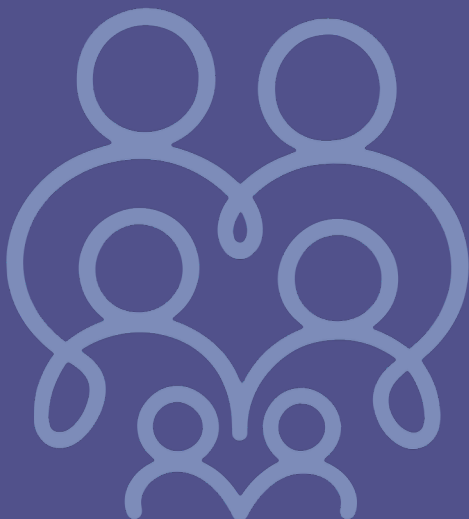
Welcome!

F A M I L I E S



Certified venues receive a visible mark of credibility and a listing in our online directory, making their commitment easy to recognise and helping them to stand out in a competitive market.

We also offer consultancy, training, and innovative tools, including augmented reality that lets you see your venue from a child's perspective, to provide practical support where it's needed. ★



The result?
Better experiences for families, stronger communities, and places people love to return to!

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- Attract more families and increase customer loyalty
- Demonstrate your values in a visible, credible way
- Enhance your reputation for inclusivity and accessibility
- Build staff skills and confidence
- Contribute to stronger, more welcoming communities



Places We Help Make Kid Friendly

- Shops and retail settings
- Cafes, restaurants and hotels
- Gyms, salons and leisure spaces
- Healthcare settings, dentists and opticians
- Community venues, visitor attractions, and cultural spaces
- Anywhere children are part of the experience!



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How Certification Works



step 1

REGISTER

Sign up online or by email

step 2

SELF ASSESSMENT

Reflect on your family-friendly practices with our guided tool

step 3

SITE VISIT & FEEDBACK

We visit your venue, share insights and tailored written recommendations

step 4

CELEBRATE & SHARE!

Receive your certificate, window decal, digital badge, a listing on our directory and promotion through our online channels.

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Other Services

Alongside certification packages, we also offer:

★ “Wee Welcome” Staff Training Workshop

A 2-hour interactive session (up to 15 staff) to build skills in child-friendly practice, inclusive communication, and customer care.

★ Bespoke Consultancy

Tailored support to help businesses create environments where families feel genuinely valued. This may include advising on child-friendly layout and flow, creating inclusive play spaces, improving the customer experience for parents and caregivers. We can also work with trusted local designers and suppliers to deliver practical improvements.

★ “Through Wee Eyes” AR

An innovative augmented reality experience that lets you view your venue from the perspective of a young child, helping identify opportunities to improve accessibility and enjoyment.

**Interested in getting involved?
We would love to hear from you!**

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Our Packages & Pricing

PRICING TABLE	MICRO (0-5 staff)	SMALL (6-50 staff)	MEDIUM (51-250 staff)
★ Basic Certification	£325	£445	£645
★ Certification + Training	£575	£775	£995
★ Complete Package	£995	£1395	£1695

Certification valid for 2 years. Prices include VAT. For organisations with 250+ staff or multi-sites, bespoke pricing available.

PACKAGE FEATURES	BASIC CERTIFICATION	CERTIFICATION + TRAINING	COMPLETE PACKAGE
Registration	✓	✓	✓
Self Assessment	✓	✓	✓
Tailored feedback	✓	✓	✓
Certificate	✓	✓	✓
Window Decal	✓	✓	✓
Digital Badge	✓	✓	✓
Directory Listing	✓	✓	✓
Staff Training Workshop		✓	✓
Half Day Consultancy			✓
"Through Wee Eyes" AR Experience			✓



Kid FRIENDLYTM PLACES

**Become a Kid Friendly Place and
show families they are welcome in
your space. We're now welcoming
organisations to take part.**

 hello@kidfriendlyplaces.co.uk

 **07447631144**

 www.kidfriendlyplaces.co.uk

*Kid Friendly Places is a voluntary improvement and recognition scheme. It does not replace or assess legal or statutory compliance.