



# KiD FRIENDLY<sup>TM</sup> PLACES

BECOME A  
KiD FRIENDLY  
ORGANISATION

Dedicated child-friendly certification for everyday places

# 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!*

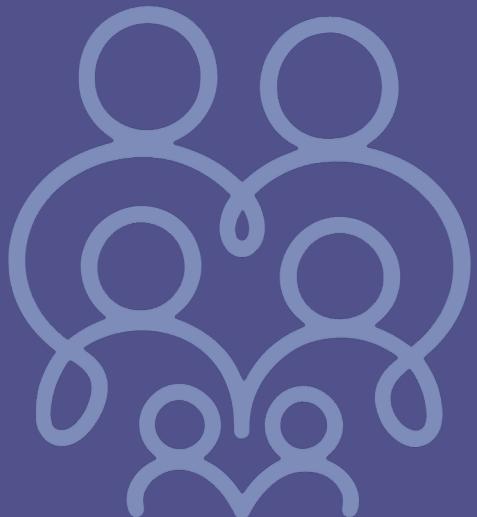
**F A M I L I E S**



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 FRIENDLY<sup>TM</sup> 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](mailto:hello@kidfriendlyplaces.co.uk)

 07447631144

 [www.kidfriendlyplaces.co.uk](http://www.kidfriendlyplaces.co.uk)

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