

Checklist for 'Launching a Children's Trail'

When it has been agreed that your trail is complete and the TODAR has sent it to the Volunteering Department, you are ready to 'launch' your Trail.

- Print off approx. 50 copies of the Question sheet and 6 laminated copies of the Answer sheet.
- Print off one copy of the Creative Commons Licence – please see the Creative Commons Licence section on the Trails of Discovery microsite for full details.
- Put the pdf version onto a memory stick for the venue to maintain supplies.
- You may like to buy some pencils and clip boards to give to the venue.
- Some Societies make a banner or poster for the venue and give certificates to the children taking part in the 'launch'. It's up to you.
- Give receipts to your Society treasurer (up to £50, agreed in advance).
- Ask your TODAR for The Arts Society Trails of Discovery stickers to give to the children.
- Ask your TODAR to make a QR code poster for the venue.

Now you are ready to 'launch' your Trail: it can be as simple or as grand as you like.

### Why a 'launch'?

To publicise your Trail - to get publicity for The Arts Society, your own Society and to celebrate a job well done!

### Where to 'launch'?

At the trail venue.

### Who will be involved?

- Decide who you would like to be there e.g. invite some children from a local primary school or children's group (with accompanying adults)
- Invite people from the venue and local community.
- Invite Church Wardens from nearby churches who may be interested in having a Trail.
- Invite members from your Society Committee and any appropriate guests of honour.
- Don't forget the PRESS!

### What will happen?

The launch could include:

- Welcome to the church (Priest in Charge) or building (Manager)
- A brief description of The Arts Society Trails of Discovery and something about your own Society
- Then the children and accompanying adults will do the Trail together

### How to organise it?

- Liaise with the school/schools for convenient dates & times
- Liaise with the venue for a time that would suit them best
- Who will speak on behalf of The Arts Society? (Head of Trails or TODAR)
- Who will speak on behalf of your Society? (Usually the Chairman)
- Are you going to offer refreshments afterwards?
- Who will provide them? (the venue or the Society)
- Are you going to get a banner or poster for the venue?
- Are you giving the children stickers or certificates?

### When?

Decide on the date and time and send out invitations with details.

For further details consult the next 2 pages.

**GOOD LUCK!**

## TEACHERS: SCHOOLS OR GROUPS

- Contact the school well in advance to see if they are willing to launch your Trail. Write or email as they are often not able to take calls (due to teaching commitments). Send the teachers involved copies of the Children's Trail so they have enough time to see it and prepare (this can usually be linked to some aspect of education in which they are already involved). Liaise with the venue and the school to agree a suitable date for the launch.
- Give the teachers copies of the parental consent form for parents to sign or, if a generic form has already been filled in at the start of a year giving consent for photographs etc, ask if you can have confirmation of this. However, this generic form may only apply to photographs for school use and, if so, The Arts Society consent form would be necessary. It is important that any children who do not have consent **must not** be photographed. The school will be able to identify these children. It is a good idea to arrange with the teacher that the Trails Team member taking photographs goes around with a group of children who **can** have their photos taken and that it would be **absolutely permissible** for these photos to be used for publicity purposes for example, on The Arts Society local website.
- The Arts Society Children's Trail Team usually recommends a ratio of 1 adult to 3 or 4 children. Schools usually have a ratio of 1:6 or 1:8 at this age so offer as many helpers as you can. Explain to the school that DBS checks (formerly CRB) on The Arts Society helpers are not needed for Children's Trails as they will **never** be alone with a child.
- If possible, plan the day with the teacher(s) involved. If there is a large group of children, suggest organising children into small groups beforehand, so they can start at different Question points on the Trail. Perhaps the groups of children can be encouraged to sit together when they get into the venue. However, try not to badger the school too much.
- Ask if the school can provide clipboards and pencils/rubbers for the children.
- Invite dignitaries who would be interested – e.g. venue officials, The Arts Society Area Chairman, Society Chairman and Committee, and any other special guests.
- The press do not like too much warning, or the idea goes cold.

It seems that weekly press like you to get in touch about 10 days in advance and daily press about 3-4 days in advance.
- If you have any press contacts use them or, if not, see if someone in your Society or the venue has any contacts.
- Prepare a written press release using your Society or The Arts Society logo at the top (with permission) and make sure you have some contact details at the bottom of this. Give an easily accessible phone number plus an email address.
- You need an 'angle' or heading with public appeal, even if they end up using a different one. If you can catch press interest, they will see the potential.

e.g. "A first for the area – a Children's Trail is launched"  
"Local children follow the footsteps of their great grandparents"  
Write WHAT is happening, WHEN it is happening, and WHICH school is involved.  
It is best that NO NAMES of children are mentioned - instead say "Year ... Pupils from ..... School"  
Credit those who need crediting and give a sentence or two about the local Society, saying when they meet and give a contact number for new members.  
Name dropping is good providing the people concerned have given their permission.
- If it looks unlikely that the press will attend the launch, the press release can be sent after the event, together with one or two good pictures (with captions). When emailing these ensure that the files are not too big or they will just come back as 'undeliverable'.

## ON THE DAY

- Ensure the Society team (and anyone else who is helping) arrives at the venue early.
- Set up a display of copies of the Trail and any Arts Society publicity material.
- If possible, organise for tea/coffee/squash to be served after the launch.
- Always sit the children down quietly in the venue as soon as they walk in. Do not start the Children's Trail immediately as this can create a hectic atmosphere and you may not have real control over them.
- Someone has to take charge and address the children briefly – the vicar, teacher or a member of the Trail team - to explain what they are going to do. The children should then set off in their prearranged groups with accompanying adults in a ratio of 1:3 or 1:4. A number of groups can begin at different question numbers on the Question sheet (which should be marked on the plan). N.B. it is important that a question doesn't refer to a previous question which they may not have seen.
- Ideally helpers who are not on the Trails team should be given copies of the Question and Answers well in advance, so that they can best help the children.
- Most schools will come with clipboards and pencils and trails ready (check in advance that the school will bring these). If it is a small group you will probably provide clipboards and copies of the Children's Trail yourself.
- Some children will finish the Trail early and it is important that they have something to do. Examples of things you could provide are: Wordsearch (containing names of things in the building they would be familiar with); black and white outline drawings of items in the building for them to colour in; pieces of A4 paper for them to draw on. You will need to provide coloured pencils for them to use in this case. Some pupils have enjoyed writing a poem.
- Arrange with teaching staff or the children's group leaders what will happen at the end of the Trail. It works best if the children are encouraged to sit down quietly and are addressed by the adult chosen to close the event.
- This should be brief, with everyone being thanked, including the children, before the Trail is handed over to the venue on a memory stick, together with the paper copy of the Creative Commons Licence. The memory stick will enable the venue to print further copies of the Trail as required.
- Refreshments give everyone a small reward and a brief relaxation period.

## AFTERWARDS

- Send out the press release with two good pictures (if the press did not attend the launch)
- Send an article with pictures to The Arts Society magazine
- Add the article and the trail to the Society and/or the Area website
- If possible, check occasionally that the venue is still using the Children's Trail and maintaining copies.