

Edinburgh University graduate to chair museum charity

✘ Kids in Museums – the foremost charity working with children and young people in museums and cultural attractions – has appointed Sandie Dawe MBE as the new Chair.

Sandie has recently stepped down as chief executive of VisitBritain, the national tourism agency. She conceived and led the national strategy to maximise the tourism benefits of the 2012 Olympic and Paralympic Games as a result of which tourism numbers reach record levels. She is also a trustee of the Heritage Lottery Fund. Sandie grew up in Sri Lanka and was educated at Edinburgh University. In 2014, she was awarded the Shine Lifetime Achievement Award by Women1st.

Sandie said: ‘I’m delighted to be joining Kids in Museums, a small organisation with a big impact on museums, galleries, heritage sites and cultural attractions. We have ambitious plans to grow and develop within the cultural sector, building on the excellent work done over the past 10 years.

“I have been impressed by the knowledge, expertise and passion of our staff, volunteers and trustees and look forward to working with them, providing advice, training and expertise to make visiting and being part of a cultural attraction possible – and a real pleasure – for all families. In particular we want to reach those who are not in the habit of visiting museums, who feel excluded because of poverty or disadvantage.

“I would like to pay tribute to Philip Mould, outgoing chairman, who will continue his involvement and advocacy by becoming our first President. Philip has provided leadership and guidance to Kids in Museums over the past four years, and we owe him a huge thank you.’

Bernard Donoghue, chief executive of ALVA (Association of

Large Visitor Attractions), Chair of LIFT (London International Festival of Theatre) and Geffrye Museum trustee, will become Deputy Chair.

Kids in Museums is a powerful voice within the arts, advocating for the greater inclusion of young people, children and families within the museums sector and beyond.

It delivers Takeover Day – the biggest ever nationwide initiative with young people in the arts, involving over 6000 teenagers and children. It also runs the Telegraph Family Friendly Museum Award, the biggest museum award in Britain and the only one judged by families.

The Kids in Museums Manifesto – 20 Ways to Make Your Museum Family Friendly – is the most used family friendly audit document in the museum sector and across the arts. Over 600 arts organisations, including museums, have signed up to pledge to put the 20 points into action.