A picture containing chart

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## Your museum landing page checklist

Time-short teachers don’t have the bandwidth to search for long for key information. Here’s a checklist of information they have told us that they need when planning a school visit. We recommend including this information on your museum website landing page for The Wild Escape activities/workshops for schools:

* **Project summary** of The Wild Escape national project, and the exciting ways primary schools can take part at your museum
* **Dates and times** of your Wild Escape workshops
* **Museum location** – how to get there / parking.
* **Museum education team contact** details
* **Cost** of admission, workshops, tours – if it’s free, advertise it as FREE. If it is FREE because it has been subsided by Art Fund, reference this. It adds to the value teachers will place on the workshop.
* **Clear instructions on how to book a school group visit**
  + how to book onto your TWE activity
  + how many pupils can visit at a time?
  + what age groups the activity and museum are appropriate for
  + recommended length of trip based on scale of what’s on.
* **Facilities** e.g. lunch room, toilets, access
* **Downloadable pro forma risk assessment**
* **Educational themes contained in The Wild Escape activities**, and what parts of the curriculum they link to. This supports teachers in evidencing the value of a visit to get the cost signed off.
  + **On the resources page there is an upload of all the home nation Science curriculum links –** <https://thewildescape.org.uk/resources>
* **Any digital resources on offer**, including any online classroom resources you will create e.g. <https://thewildescape.org.uk/resources>
* **Banner for wider schools offer –** link to any other relevant schools/teacher content on your website. Teachers may decide to cover a few things in one school visit, or note it for next time.
* **Teacher Art Pass awareness message:**

**COMING SOON…**

Register here to be the first to know about Art Fund’s Teacher Art Pass. Launching in Spring 2023, the pass will offer teachers cheaper access to museums, galleries & historic houses across the UK.

**Please note:**

Some of the above information (e.g. location / facilities) may already exist in other areas of your website. You can support time-short teachers by linking to it from this landing page, so they don’t have to spend time searching for it.

EMAIL MARKETING TO LOCAL SCHOOLS

Close with TWE branded footers provided

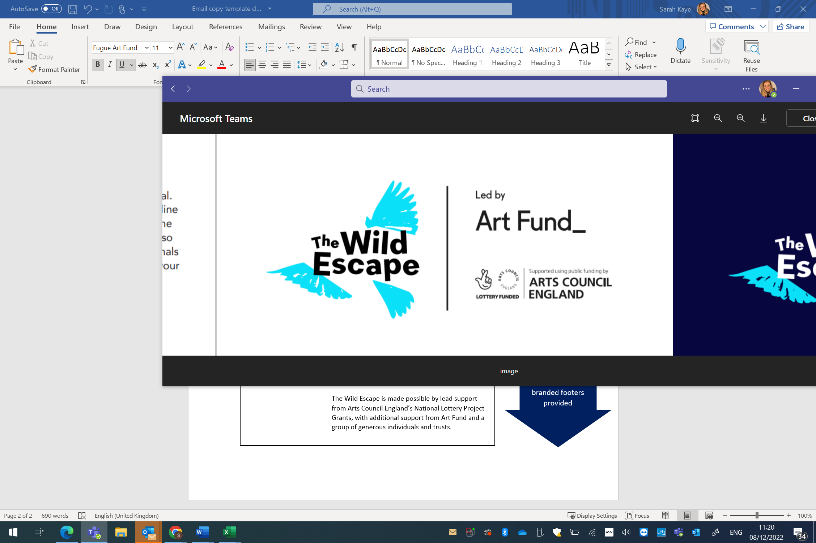
Hero a Wild Escape branded image or image of your TWE activities

Introduce The Wild Escape as a major new project uniting museums & schools

Signpost the Spring launch of Art Fund’s Teacher Art Pass

Outline your museum’s offer for schools & link your supporting webpage

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| --- |
| JOIN THE WILD ESCAPE ATINSERT MUSEUM  A major new project uniting 100s of museums and schools in a celebration of UK wildlife and creativity is coming to**INSERT MUSEUM, LOCATION.** We’d love you to take part*.*  From Jan-Jul 2023, The Wild Escape invites primary school children (ages 7-11) to find a favourite UK animal in their local museum and create an artwork imagining its ‘escape’ back to its natural habitat.  The pictures and stories children create will be brought together in a collective work of art that imagines a better future for the wildlife on our doorstep, launched online and in museums on Earth Day 2023. |
| HOW YOUR SCHOOL CAN TAKE PART  -  **Join a Wild Escape workshop to pick a UK creature and imagine its journey to a natural habitat rich in life. Use our digital tools to scan and animate your animal**    - Add your pupils’ creature creations to a national Wild Escape digital artwork for Earth Day 2023  - Share details of ourholiday activities with your pupils’ families  Take part  Link: your museum landing page |
| FEED YOUR IMAGINATION  The Wild Escape is led nationally by the Art Fund. Register to be the first to know about Art Fund’s latest support, research and offers for teachers, connecting you with the latest things to see and do in their network of 850+ museums across the UK.  Register now  Link: <https://thewildescape.org.uk/take-part> |
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