

Guide to creating family-friendly and inclusive evening experiences



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Who is this guide for

We spoke to over 270 local families, parents and young people on how we can create more inclusive and family-friendly experiences in the evening.

Using all the feedback shared, we pulled together this guide. Think of this as market research already done for you.

This work forms part of [Camden's evening and night-time economy strategy](#), working towards making Camden a more welcoming, inclusive and safer place during the evening and night-time.

For any questions, please email economicdevelopment@camden.gov.uk.

Why this matters for your business

Creating a better family-friendly evening experience can help your business:

- **Attract new customers**

Diversifying your customer base reduces reliance on one group. Families are an active audience. 41% of families go out in the evening two or more times during term time with this increasing to 63% during the holidays.

- **Increase visit time and spend**

Parents described leaving early when children are bored or feel judged. Simple activities can help families stay longer and spend more.

- **Build loyalty and increase repeat visits**

Unlike one-off visitors, families build routines. If something works for them, they are likely to return regularly, bring others and recommend to other local families and friends. From our research, 78% of parents hear about where to go in the evening from friends and family. If you can get one parent group engaged in a strong family-friendly offer, word of mouth can help.

- **Strengthen your local reputation**

Being family-friendly can signal that your business is inclusive and community focused. This can build trust beyond just families. Many of the changes that help families can increase the general inclusiveness of a space.

- **Make better use of early evening trading hours**

Families can fill the gap and increase footfall in quieter trading hours in the early evening between 5-7pm.

You don't need to change your business model. Becoming more family-friendly doesn't mean changing your core offer or running large-scale events. It can be as simple as adding small activities, making your space feel more welcoming or changing up your marketing strategy.

Families are looking for:

- ✓ Spaces that feel safe and welcoming
- ✓ Activities that are regular, affordable and easy to join
- ✓ Something that works around their evening routines
- ✓ Experiences they can enjoy together
- ✓ Activities that entertain and engage their children

Running family-friendly activities on your premises

Diversifying your early evening offer to include activities is an increasingly important way to attract customers. Across the wider evening economy, there is a clear shift towards experience-led spending, with people choosing places where they can do something, not just consume. This is particularly true for families.

Over half of the families we surveyed said there are not enough family-friendly activities. 40% said that having a greater diversity of children's entertainment and activities as their top priority to get them going out in the evening more.

1. Start with a simple idea

Families said they want more:

- Creative, arts and culture activities and performances
- Active and physical classes and activities
- Skill-based workshops e.g. cooking
- Interactive and social activities

Choose an activity that naturally complements what your business already offers. For example, a bakery could run a cupcake decorating workshop or a café run a relaxed craft session.

Think about the format: Will it be structured (led by an instructor) or more informal?

Consider how people will access it: Will it be ticketed or open for walk-ins?

2. Choose the right time

Summer was the favourite season for families to go out in the evening with school holidays and weekends being the most popular time for families to go out in the evening.

Weekday evenings are more local and routine-based. Families are less likely to travel far, so focus on nearby audiences. If you're thinking about running activities or events during the weekdays, we would recommend starting after school around 4.30pm with an earlier finish time of 7pm.

Timings will also depend on what age group you're targeting. For families with younger children, earlier start times work better.

Many families preferred activities that were regular and consistent (e.g. on a weekly or monthly basis) rather than just one-off events so they can build it into their routine.

3. Planning the activity

When planning your activity, there are a few key things to consider to ensure it runs smoothly and safely:

Licensing and permissions

- Some activities may require a licence, particularly ones that fall under regulated entertainment (e.g. live/recorded music, plays and dance performances, film screenings). Find the [full list of regulated activities on page 2-3 of our premises licence guidance](#).
- If your business already has a premises licence, you may already be covered by this.
- If you don't have a premises licence, you may be able to use a [Temporary Event Notice \(TEN\)](#). A TEN can be used for short-term and small-scale events (under 499 people, up to 168 hours) involving regulated entertainment. This is a quicker and lower-cost option if you're testing activities before committing to a full licence. The fee for a TEN is £21 and should be applied at least 10 working days before your activities take place.
- However, not all activities with regulated entertainment will need a licence or TEN. Exceptions include:
 - A live music performance that is unamplified (i.e. acoustic) between 8am-11pm.
 - Plays and dance performances performed between 8am-11pm to an audience of less than 500 people.
 - More information on licensing exceptions can be found on [page 2-3 of our licensing terms and conditions](#).
- If you need advice or have any questions, please email our licensing team on licensing@camden.gov.uk.
- For any outdoor events (e.g. in public spaces, parks, streets), additional permissions may be needed for event permits and road closures. You can find out more on our [Events page](#).

Safeguarding

- Safeguarding is about making sure children and young people are safe and supported. It's an important part of running family-friendly activities, but it doesn't need to be complex.
- The key is to take a proportionate approach based on the type of activity you are running. See our safeguarding guidance on page 10-11 to help you with this.

Staffing

- Low-effort activities, such as board game cafes and performances, won't need as much supervision from your staff. Whilst workshops and craft sessions will need staff to facilitate, teach or supervise.
- Make sure that staff are clear on their role during the activity, feel confident supporting families and children and know who to speak to if any issues arise. Having a clear event management plan and safeguarding policy can help with this.
- Depending on the type of activity you're running, you may want to hire someone else to run the activity, perform or deliver the activity. This can reduce pressure on your team and improve the quality of the activity.
 - From painters to poets, musicians to designers, if you're looking for an artist or creative to help you deliver an activity, you can reach out to our Arts and Culture team on culture@camden.gov.uk. They can share your opportunity with Camden Artist Network, a network of local creatives across a range of mediums.
- If you do choose to hire someone external to deliver your activity, be clear on who is responsible for safeguarding and managing the session. We would recommend checking they have a DBS certificate, relevant experience and public liability insurance.

Insurance

- Ensure that your public liability insurance policy covers the type of activity you're delivering and any limits on the number of participants.

Important documents

Event management plan

- Use this to plan your activity including timings, staffing roles and responsibilities, set up and delivery. For small-scale indoor activities, not all sections of the template may not be relevant – use a simplified version with key sections where appropriate.
- [Download The Purple Guide's event management plan template.](#)

Safeguarding policy

- This sets out clear responsibilities to protect children and young people attending your activities.
- [Download our Safeguarding policy guidance.](#)

Risk assessment

- Use this to identify potential risks around health and safety, space and layout and any equipment being used.
- [Download HSE risk assessment template.](#)

4. Promote

Even the best activity won't succeed if families don't know about it. Our engagement showed that many families miss out on activities simply because they don't hear about them in time or are not aware of what's available locally.

Check our top tips on promotion and marketing on page 16-18.

5. Test and learn

You don't need to get everything right from the start. Refine and build on your initial idea by testing it out, learning what works, and keep adjusting your approach.

You can gather feedback from customers by asking parents informally during or after the activity or use a simple feedback form.

Remember to tailor to your audience

What works in one area of Camden may not work in another. Understanding your local audience will help you design more thoughtful activities that families want to attend.

Faith and cultural inclusion

- Offer inclusive food options and be mindful of alcohol-led environments.
- Consider culturally appropriate activities, spaces and linking to important cultural events such as Eid, Ramadan, Diwali, Lunar New Year, Easter.

Age groups

- Is it for the whole family, a specific group (e.g. parent and child), teenagers, or focused on children's entertainment? The activity will depend on what type of audience you are targeting.

Consider partnerships

- Could you collaborate with other local businesses, community groups or places of worship to strengthen your offer?

Location

- Think about where your audience is coming from. Families are less willing to travel further on weekday evenings, as activities need to fit around school, work and bedtime routines.

Local audience

- Consider offering priority booking, discounts or dedicated tickets for local residents. This can help them feel valued and strengthen a sense of community.

What to avoid

- × Activities that are too expensive
- × Poor timing (too early or too late)
- × Not considering different age groups
- × Overcomplicating delivery
- × Ignoring your local audience
- × One off events with no follow-up

Activities ideas bank

Use this as inspiration to develop activities that suit your space, audience and capacity. Start simple and build up based on what works.

Creative and craft activities

- **Arts and crafts workshops:** Run a hands-on workshop led by a facilitator with materials provided. Resident suggestions included painting, pottery, jewellery making, woodcraft, photography, braiding and nails.
- **Music workshops:** Offer informal sessions where children and families can try instruments or take part in freestyle play-along sessions. These can be drop-in or lightly structured and work well in partnership with local musicians.
- **Story-telling sessions for children and parents:** Set up short, engaging storytelling sessions for children and parents, either led by staff or a guest storyteller. Pair with a café-style setup to encourage families to stay.
- **Creative workshops such as poetry, spoken word or open mic sessions:** Create a relaxed, inclusive space for families and young people to take part and perform creative expression.

Entertainment and events

- **Comedy performances:** Host early evening comedy suitable for families.
- **Live family-friendly music performances:** Offer acoustic or low-volume performances from local artists or young people during early evening hours to create atmosphere and attract families with food and drink available.
- **Discos and themed social events:** Run early evening discos or themed parties for families, with music, simple activities and food options.
- **Teen club nights:** Provide a safe, supervised space for teenagers to socialise, with music and activities tailored to their age group.
- **Family film screenings:** Screen family-friendly films and offer snacks or themed food to enhance the experience.

Social and community activities

- **Board games night or themed game nights:** Set out classic board games and create a relaxed space for families to play together alongside food and drinks.
- **Supper clubs:** Offer a set menu or shared dining experience for families, possibly combined with an activity such as storytelling or games.
- **Community competitions and quiz nights:** Host competitions (e.g. baking, drawing, quizzes) with small prizes to encourage participation.

- **Community picnics:** Create a space where families can gather, socialise and eat.
- **Summer and winter fairs:** Celebrate with food, music and performances.

Family-focused and everyday activities

- **Free play sessions:** Set up simple play areas (e.g. LEGO, toys, craft tables) with space for parents to supervise and socialise.
- **Cooking or baking sessions:** Run hands-on sessions where children and families can prepare simple food together, linking directly to your food offer.
- **Gardening:** Offer small-scale gardening or planting sessions, particularly in outdoor or community spaces.
- **Homework and study clubs:** Provide a quiet space for children to study, encouraging parents to stay and purchase food or drinks.
- **Water-play and sensory art:** Create engaging, sensory-focused activities, particularly suitable for younger children or children with SEND.

Active and physical activities

- **Parent and child classes:** Run sessions such as dance, fitness or yoga that allow parents and children to take part together.
- **Structured sports sessions:** Deliver popular activities such as football, boxing, gymnastics or cycling.
- **Open play sports sessions:** Provide space and equipment for informal play (e.g. table tennis, ball games).
- **Parent fitness sessions with child-friendly space:** Offer fitness classes for parents with a nearby supervised or play area for children.

Seasonal and cultural activities

- **Seasonal themed activities:** Run events tied to key moments (e.g. Easter, Christmas, Halloween) with themed activities and food.
- **Cultural activities and events:** Host events such as community Iftar events, Diwali celebrations with henna workshops, Lunar New Year craft sessions, or culturally themed cooking sessions to engage local communities.

Safeguarding guidance

Safeguarding helps ensure children and young people are safe and it can also bring real benefits to your business:

- ✓ Builds trust with families and caregivers if your staff are trained and DBS checked
- ✓ Strengthens your reputation as a safe and welcoming venue
- ✓ Equips your staff with the skills and confidence to manage situations safely and effectively
- ✓ Helps you promote your venue as family-friendly and stand out from competitors

When planning family-friendly activities, keep the following safeguarding considerations in mind:

DBS checks

- Disclosure and Barring Service (DBS) checks help ensure that staff working with children and young people are suitable to do so.
- For most activities involving children and young people, you will need a standard, enhanced or enhanced with barred list DBS check for staff. You can find out which DBS check is suitable for your activity using the [DBS check tool on gov.uk](#).
- Depending on the type of DBS check, this can cost £50-80 per staff member.
- [You can find out how to apply for a check for your staff on gov.uk](#).

Safeguarding policy

- A safeguarding policy is a simple document that sets out how you keep children and young people safe during your activities. It also helps reduce risk for your business when running these activities.
- This includes who is responsible for safeguarding (including your DSL), clear steps for staff to follow if they need to raise a concern, how concerns are handled and a code of conduct for staff.
- This should be accessible to staff and any facilitators involved in activities, so they understand the business' safeguarding approach.
- You should review your policy periodically and ensure it is kept updated.
- [You can find more guidance on developing your safeguarding policy](#).

Safeguarding training

- All staff involved in activities should have basic safeguarding training. This training helps equip your staff with an understanding of appropriate behaviour and boundaries around children, recognising when something may not be right and who to report concerns to.

- We will be offering free general safeguarding training for local businesses in July 2026. For more information, please email economicdevelopment@camden.gov.uk.

Designated safeguarding lead

- There should be a nominated member of staff responsible for safeguarding within your activities and business – this is called a Designated Safeguarding Lead (DSL).
- They will be the main point of contact that your staff report to with any safeguarding concerns, keeping records of concerns and report any concerns with the local authority.
- This does not need to be a new role. For many, this will be an existing senior member of staff such as a manager or the staff member leading the activities.
- To be a Designated Safeguarding Lead, you must have additional safeguarding training for new DSLs.
- We will be offering free DSL safeguarding training for local businesses in July 2026. For more information, please email economicdevelopment@camden.gov.uk.

Taking a proportional approach

- The level of supervision and detail in your policy will differ depending on the type of activity, age group and whether parents are present at your activities.
- If you are hiring external facilitators to help deliver activities, you should check whether they have a DBS check, be clear who the DSL is for the activity and ensure they know who to report concerns to.

Safeguarding checklist

Planning activity

- Are parents present or not?
- Has a safe environment been identified for activities (not too crowded, no access to hazardous areas, secure exits and entrances, clear sightlines, designated activity space)?
- Who will be responsible for supervising children?
- Do I have enough staff to safely manage activity?

Staff and set up

- DBS checks completed
- Staff completed safeguarding training
- DSL identified to staff and trained
- Roles and responsibilities are clear to all staff
- Safeguarding policy in place and read by staff

Deliver and follow up

- Children are appropriately supervised
- Staff know how to raise concerns
- Any concerns are passed to DSL, recorded and escalated if needed

Making your space more inclusive

What makes a space welcoming to families?

You don't always need new activities to attract families. Improving your physical space can be an important step to offering a family-friendly experience.

Families are looking for places that are welcoming, safe and practical for their needs. Here are some of the things that parents value when going out with the most popular suggestions at the top.

Play areas for children and enough seating

Businesses clearly marketing that they are family-friendly and what facilities they have

Children's menus that suit my children's palate and portioned right

I need to know that the space is secure, clean and my kids can't just run out the door

Being able to easily move around in a space with my kids and not feeling overcrowded

Being able to have my children in my sightlines at all times

Being able to bring my buggy inside with me rather than leaving it outside

Showing that kids have been thought of e.g. colouring sheets, highchairs

Seeing other families and children in the space helps me feel like I'm not out of place with my kids

Clean, well-maintained toilets with baby changing facilities

Approachable and friendly staff

Clear signage showing where all the facilities are

Accessibility and inclusion

Accessibility

Families need to feel confident that they can easily access your space. If your space allows, consider:

- Step-free entrances. If a permanent ramp isn't possible, consider portable ramps with a call-bell for staff assistance.
- Space for buggies and wheelchairs to move around your space.
- Clear signage.
- Accessible toilets where possible. Find out what makes a 'good' toilet in the [British Toilet Association's best practice guide for toilets](#).
- Clear information about accessibility and facilities on your website or social media. e.g. step-free access, toilets, quiet times.
- Staff awareness so they are equipped to answer questions and support customers.

Supporting families with special educational needs and disabilities (SEND)

Busy, noisy or unstructured environments can make it difficult for some children with SEND to participate.

What you could offer:

- Quieter times, spaces or sessions. This could include specific times or areas where background music is reduced and lighting is softer.
- Dedicated sessions or activities for children with SEND where groups sizes are smaller and clear structure to activities.
- Creating a social story. A social story is a simple, visual guide that explains step-by-step what will happen during a visit. For example, a social story for a restaurant may include arriving at the venue, being seated, ordering food and leaving. [View more guidance on how to create a social story](#).
- Sharing visual stories, charts and maps on your website. Add clear information and descriptions on how to get to your venue, what to expect and images of your business can help families plan and prepare. You can view an examples of a visual story from [the British Library](#) and [The Postal Museum](#).
- Sensory bags. These bags include sensory friendly items such as ear defenders and fidget toys that can be borrowed by the customer and returned by the end of their visit. Parents particularly suggested this for venues, museums and supermarkets.
- Clearly communicate how your venue is safe and secure, through layout, security and staff presence.
- Highlighting any staff training supporting neurodiverse and SEND customers.

These changes don't just benefit those with accessibility needs. Many of these changes make your space more welcoming to all customers.

Making the family-friendly offer commercially viable

What families are willing to pay

- Families have told us that **£2.50–£6 per child for an activity** would be considered affordable.
 - This cost ranged depending on what the activity was. For bigger activities, some families were willing to pay up to £15 per child.
 - However, costs add up quickly for larger families, so pricing that includes family deals, multi-child discounts or bundled offers are more appealing.
- When looking at activities where the whole family can participate, parents were willing to pay between **£10–£30** in total.

Start small and test your offer

- You do not need to launch a full programme straight away.
- Start by piloting an activity, try to use existing staff and space to keep costs low and then gather feedback to adjust your offer.

Think about where spend is coming from

- Be clear on how your activity will generate value for your business.

1. Charging for the activity

You may choose to charge for the activity itself. This may be suitable for more interactive and engaging activities such as craft workshops and sport sessions.

2. Free activity with additional spend

Alternatively, you may choose to offer the activity for free and focus on increasing spend through food, drink or other additional purchases. This may be more suitable for passive or drop-in activities such as watching an acoustic performance or offering free play sessions.

Create an environment to encourage families to stay longer

- Think about how your space supports customers staying after the activity.
- Tell customers after the activity they are welcome to stay afterwards.
- Allotting time and space for families to relax and socialise after the activity can make your business feel more welcoming and could lead to additional purchases.

Make food and drink part of the experience

- Many families structure their evenings around dinner time, so combining activities with food can help improve attendance, spend and help the overall experience feel more complete.

- Parents valued affordable meals, children's menus, and inclusive options (e.g. halal, vegetarian).
- You could think about offering food during the activity or encourage families to stay for food afterwards.
- Consider creating packages to bundle activities with food or drink. Having it all in one can help reduce the mental load on families.
- Even if you don't serve food, you could allow families to bring their own, partner with nearby businesses or signpost to local food options for after the activity.

Focus on repeatable formats

- Families consistently said they prefer regular, affordable activities rather than bigger, one-off events.
- Having a weekly, fortnightly or monthly family offer can help build a loyal customer base and reduces marketing effort over time due to an increase in familiarity and trust.
- Focus these on popular families' times to go out in the evening such as school holidays.
 - e.g. a café hosting a weekly board game evening over the summer holidays.

Different pricing strategies

- Families are looking for affordable but there is a balance that often means you can't just lower prices across the board.
- Approaches to consider:
 - Introductory or trial pricing: Offer a lower price for first sessions to encourage people to try something new.
 - Early bird discounts: Offer discounted tickets to those who book in early.
 - Family bundles: Provide discounts for multiple children or whole-family tickets.
 - Off-peak offers: Use quieter times (e.g. 5–6pm) to offer deals that increase early evening footfall.
 - Seasonal promotions: Run offers during school holidays or half-terms when families are more likely to go out.
 - “Family hours”: Designate specific times with discounted pricing to signal that families are welcome.
 - Child-specific pricing: Offer reduced rates for younger children, especially where they may not fully participate.
 - Include discounts for additional purchases made after the activity to encourage families to stay afterwards.

Promoting and marketing your family-friendly offer

Creating a strong family-friendly evening offer is only part of the picture. Families need to know it exists. Families rely heavily on local networks, recommendations and clear, simple information when deciding what to do in the evening. By focusing on clear messaging, local promotion and consistent visibility, you can increase attendance, build trust and turn one-off visitors into regular customers.

Messaging

- Focus messaging what families value:
 - **Affordability:** Be upfront on pricing and any offers. You can show value by sharing what's included, pricing it as a bundle and highlighting the length of the session e.g. *"Children's 90-minute craft session, £6 per child, all materials provided and take home your creation"*.
 - **Safety:** Highlight if your staff have safeguarding training and are DBS checked. Include messaging such as: *"Safe, supervised environment"* and *"Calm, welcoming space for families"*.
 - **Activities:** Be clear on what's available, when it's available and the suggested age groups: *"Board games and colouring available throughout the evening"* and *"Storytelling session followed by free play"*.
 - **Convenience:** Make it easy for families to fit into their routine by highlighting how simple it is to attend: *"Drop in after school"*, *"Stay, play and eat – all in one place"*.
- Many parents expressed their worries on being judged, how their children might disturb others and were unsure if they would be welcome in certain spaces like restaurants and museums. Your messaging should actively counter these concerns.
 - Use phrases like: *"Families welcome"*, *"Designed for children and parents"*, *"Relaxed, informal environment"*.
 - Don't just say it, show it. Share images and videos of families using your space and children taking part in activities.
 - When taking photos of customers, make sure to get consent so you have permission to share across your social media and website. [View NSPCC's photo consent form template and guidance.](#)
- Promote your space, not just your activity
 - Families are not just choosing an activity, they are choosing a place they feel comfortable going to so make sure to highlight family-friendly facilities such as buggy access, baby changing facilities, play areas.
- Make it easy for families to understand key information:
 - Who it's for (ages, family-friendly)

- When it starts and ends
- How much it costs
- Whether booking is needed

Promote often

Promotion is not a one-off task. Customers are more likely to notice, remember and act on something after seeing it multiple times.

Make sure to promote your activities at every stage:

1. **Before** (to build awareness):

- Promote across a mix of offline and online channels.
- Share your activity multiple times in the lead-up, change the wording to keep it fresh but keep repeating key information.
- Build promotion into a routine e.g. countdown posts closer to event, 'what's on this month' posts.
- Start promoting 4–6 weeks in advance, especially for new activities.

2. **During** (to create visibility):

- Post photos and videos across your social media of families actively taking part, especially for activities open for walk-ins.

3. **After** (to build momentum):

- Share positive reviews, testimonials and quotes from customers.
- Post photos and highlights from the activity.
- Promote when your next activity will be happening.

Where to promote

- Popular platforms to promote on:
 - Social media: Instagram and Facebook were the most popular platforms used by families we spoke to
 - Use different forms of posting on these platforms: Stories, feed photos, carousel photos, reels and videos.
 - If you have a budget, consider paid ads on Facebook and Instagram. These can be targeted to specific local areas.
 - Post on local community group pages on platforms like Facebook and NextDoor. Avoid over-posting on these groups to prevent being flagged for excessive posting or spam.
 - Encourage people to share your content and tag friends and family.
 - Website
 - Keep your website up to date with upcoming activities.
 - Make key information easy to find (times, pricing, booking).

- WhatsApp community and parent groups:
 - Share activities in local WhatsApp community groups and parents' groups.
 - Speak to your customers to find out what ones are being used the most in your area.
 - You may need to message the group admin first to check that you're okay to post.
 - Listing websites and platforms:
 - [Love Camden](#): For local arts and culture activities and events
 - [TownSpot](#): For local events and activities
 - [Eventbrite](#): For event listings and ticketing
 - Local newsletters and press: Parents mentioned finding activities and places to go through Camden New Journal and Camdenist.
 - Flyers and posters in your store front, nearby businesses, community centres, libraries, parks and community notice boards.
- Think about who and where your audience are
 - Are you trying to target a specific audience, demographic or age group?
 - Think about where they spend their time, both online and in their local area, and promote there.
 - For example, if your activity is on a weekday evening, focus on those within a 10-15 minute walk. Families are less likely to travel far on weekday evenings, so prioritise people living nearby rather than trying to reach a wider audience.
 - Consider partnering with other groups and businesses
 - Community organisations: Could you promote your services with local community centres? These spaces are trusted and used by local residents. Consider collaborating with events they may be delivering or offering certain promotions to their members.
 - Local businesses: Could you work with other local businesses to share the promotional effort and avoid duplication?
 - Parent networks: Could you connect with local parent groups to promote directly to families. If your activity meets a specific need (e.g. SEND-friendly), identify and engage with relevant groups.

We want to help you spread the word! If you have a family-friendly evening activity, event or offer, please share it with us by emailing economicdevelopment@camden.gov.uk.

For any SEND-specific and inclusive activities and events, you can share this with localoffer@camden.gov.uk to be featured on our Local Offer website.