

## Family friendly businesses attract business.

In a recent survey, 96% of local residents said a business being family friendly would encourage them to shop more at that establishment. It can be as simple as providing a stool in the restroom, a colouring page for children, or employees extending their hellos to their younger customers.

Being family friendly is simple and makes good business sense. It's win-win for both customers and businesses.



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## Kids New West

HEALTHY KIDS BUILD HEALTHY COMMUNITIES & HEALTHY COMMUNITIES BUILD HEALTHY KIDS

KidsNewWest.ca is a free online resource connecting families in New Westminster with other families, community service providers, information, resources and events. It represents a number of community organizations focused on child development and child strengthening programs and resources.

The New Westminster Family Friendly Business Initiative is a project of the New Westminster Child Development Public Partners. It aims to highlight businesses offering family friendly places that are safe and welcoming to families. Businesses that are family friendly are likely to see an increase in customer loyalty, word of mouth referrals, and customer satisfaction.

Visit us online to learn more and to register your business as part of our directory.

[www.kidsnewwest.biz](http://www.kidsnewwest.biz)

*KidsNewWest.ca is striving to assist families to make more informed decisions and is assisting businesses to become more family-friendly. Given that this is a voluntary initiative, the degree to which a business is family-friendly cannot be guaranteed. As such, we encourage families to check out designated businesses, evaluate them, and to share information with their family members, friends and neighbours.*



**United Way**  
Lower Mainland

The project is funded by the generous support of the United Way of the Lower Mainland.



• New West  
• Family Friendly  
• Business

## New West by the numbers:

Population as of 2011:  
**65 976**  
By 2036, it is projected to increase to  
**97 700**

In 2006, there were nearly 6300 two parent families and 2600 single parent families in New Westminster.

Of those 8900 families, 73% had a female in the labour force and a child at home.

**7350** kids aged 0-12 live in New Westminister

New Westminster is experiencing steady growth in school enrollment. New schools are being built.

Families represent a large and growing market.

## Local businesses benefit from family friendliness

"We know our customers bring their kids so we offer a children's menu and provide colouring sheets and crayons. We find the families stay longer when their kids are occupied and we discovered this means they often spend more money."

"We chose to install a kid-sized toilet in our washroom because we recognize the importance of offering family friendly amenities to our customers. It attracts more customers when the word gets out".

"We ask our staff to greet all of our customers, not just the adults."

## Everyone wins

Businesses participating in this no cost win-win community program are listed in our online directory and are provided with a badge to display in their window so families can easily identify businesses which are working to be more family-friendly.

The online directory is searchable by category, neighbourhood, or alphabetically, and allows businesses to upload photos.

## Word-of-mouth referrals

Families talk to one another - in person at events and schools, and online through social media networks. When they find something they want to share, they're not afraid to sing the praises. Word-of-mouth referrals are considered more genuine than advertising; people are more likely to believe someone they know and trust.

## Community engagement

The strongest communities have residents who are deeply connected and are engaged in what happens in their neighbourhood. A community isn't just a collection of buildings, it is about people, businesses, and community organizations working together to make it the best place to live. Strong, healthy communities provide positive role models and safe places for children to thrive while they develop.

## How to get involved

Visit [www.kidsnewwest.biz](http://www.kidsnewwest.biz) for a collection of ideas of what makes a business family friendly. Then, evaluate your business. If you think you have what it takes to be designated as a New West Family Friendly Business, register your business on the online directory and we'll send you your badge. And spread the word!

## What do families value?

"Staff friendliness and understanding is the key for me."

"Consideration for my child's needs is appreciated. I've got the wallet, but my kid is #1 for me."

"I seek businesses that have a relaxed and welcoming attitude."

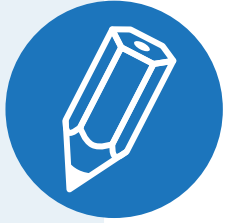
"I love it when businesses think about it from a parent's perspective!"

"I chose my dentist specifically because of the toys in the waiting room!"



## AMENITIES

This category refers to items provided for the benefit of the care provider. Often these items are a choice the business can make. For example, a chair with a solid back is more child friendly than a chair with an open back. Other examples from this category are change tables in bathrooms, stools to enable children to reach the sink for hand washing, soap and paper towels at child level, high chairs and booster seats, offering a children's menu, creating aisles a stroller can fit in, choosing an easy open door, offering a quiet place to feed a baby, or offering stroller parking.



## ACTIVITIES

Items from this category are provided for the entertainment of the child and are sometimes provided in a contained area, such as a play area with toys. Other examples from this category include offering colouring sheets and crayons, providing stickers or other small giveaway items, and planning special in-store events for children. Another way to provide activities to families is to sponsor recreational activities in the community such as family fun days or sports teams.



## ATTITUDE

How staff interact with families is critical. Families want patient, friendly, understanding service from people who take the time to greet and acknowledge their younger customers. As a part of development, children want to feel included and important, and staff who take the time to say hello to the whole family are appreciated. Families are more likely to stay in the business shopping if they know their children are welcome.



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