

Sainsbury Centre Access Policy

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Introduction

This document sets out the Sainsbury Centre’s policy on access, and covers the building, the surrounding sculpture park, as well as engagements off-site via the website or our outreach programmes. It takes a broad view of access as detailed below.

Access Statement

- We believe that all people have a fundamental right to engage with, use and enjoy the Sainsbury Centre.
- The Sainsbury Centre is committed to ensuring that all our staff, along with the building, its collections, exhibitions, marketing and learning programmes are welcoming and accessible to all.
- We are committed to providing the widest possible access. This means aiming to reduce or remove all physical, sensory, intellectual, social, cultural, emotional, technological or financial barriers to visiting the Sainsbury Centre.

Commitment to Accessibility

- This policy is to build accessibility into all that we do to improve and develop what we do at the Sainsbury Centre. It is a long-term commitment: we will make continuous improvements (and seek funding to do so).
- The commitment extends to all staff, volunteers, work placements and visitors. We are committed to ongoing training and continuous professional development in access-related issues for all staff and volunteers.

Strategic Context

We will adhere to all national and international statutes of law, including specifically, but not exclusively, in relation to access, the Equality Act 2010 (and the Disability Discrimination Act 2005), the Freedom of Information Act 2000, and the Data Protection Act 1998.

This policy is consistent with the University of East Anglia's Equality and Diversity Policies.

We are also guided by the Museums Association Code of Ethics for Museums 2015 (which is in line with the worldwide ICOM Code of Ethics revised 2004).

Barriers to Access

We consider overcoming the following barriers to access:

Physical barriers

We aim to enable those with physical disabilities to access all aspects of the Sainsbury Centre. We also aim to take into account the needs of the elderly and those caring for young children.

We are committed to providing appropriate orientation and signage to and within the Sainsbury Centre for all our visitors.

We are committed to providing facilities suitable for those with access needs (including users of wheelchairs and buggies) and all our visitors.

A comprehensive access guide to the Sainsbury Centre building, published in April 2017 is available from Disabled Go: <https://www.disabledgo.com/access-guide/university-of-eastanglia/sainsbury-centre-for-visual-arts-2>

There are also listings on Euan's Guide: <https://www.euansguide.com/venues/sainsbury-centre-forvisual-arts-norwich-2597>

There is information about facilities and access available on our website:

<http://scva.ac.uk/visit/facilities-and-access>

There is also information specifically for disabled visitors: <http://scva.ac.uk/visit/disabled-visitors>

Information about getting here is also available:

<http://scva.ac.uk/visit/getting-here>

Sensory barriers

We aim to include a range of diverse sensory experiences across our whole programme. We aim to enable visitors who are visually impaired or have hearing difficulties to enjoy their experience of Sainsbury Centre, both physically and online. We are committed to providing accessible tours and interpretation for these (and all) visitors. We aim to experiment with different sensory opportunities across our programmes.

For example:

- We have an introductory audio description of the Sainsbury Centre available online: <https://soundcloud.com/art-fund/the-sainsbury-centre-for-visual-arts-v1>
- Our learning team and volunteer guides are trained to run touch tours and object handling sessions for visually impaired and other visitors
- We provide large-font versions of exhibition text
- We are committed to having our collections available online, including use of appropriate alt text for describing images

Intellectual barriers

We recognise that people learn and experience the world in different ways. We are committed to providing multiple layers of interpretation in different formats to engage different types of visitors and multiple learning styles. We also aim to ensure that those with learning difficulties can engage with the Sainsbury Centre. We are committed to adopting clear interpretive guidance and an interpretation strategy for use by all staff and visiting curators.

Social barriers

We recognise that not everyone feels comfortable to visit a museum or gallery and the Sainsbury Centre is no exception. We aim to ensure that the Sainsbury Centre environment and all staff are welcoming to visitors from all communities. We aim to ensure that the people of Norwich, and especially our most local neighbours, including children and their families, UEA students, school children and young people from the region and beyond feel the Sainsbury Centre is a space for them.

Cultural barriers

We will consider the needs of those for whom English is not a first language, and whose experience of visiting a cultural institution may be limited. Wherever possible we aim to represent the interests, life experiences and culture of diverse communities in our exhibition programmes. We aim to

develop particular programmes to break down some of these barriers through our learning and outreach activities.

Emotional barriers

We aim to ensure that the Sainsbury Centre is welcoming to all visitors and that all staff and visitors are equally valued.

Technological barriers

We aim to use digital technologies and social media to enable greater access to our collections and services, whilst also providing non-digital resources.

Financial barriers

We are committed to free access of the Living Area and Ground Floor displays at the Sainsbury Centre as well as to the wider Sculpture Park. When reviewing our admission charges for exhibitions, we will take different needs into consideration (for example reduced family entry costs).

We are also committed to enabling access to our exhibitions at no charge for outreach schools and associated groups and visitors, and for student members from UEA and NUA. We are committed to reduced rates for our members. Our shop and cafés will take into account different income ranges of different visitors. Free tickets are available for personal assistants, support workers or companions.

Our Approach

Building

We aim to provide equal access wherever possible to our building and facilities to all visitors. It must be appreciated that being a Grade II listed building, some physical adaptations are not possible to undertake. Nevertheless, we are constantly working towards improving facilities available to visitors with differing needs and will actively try to make our collections accessible, even where parts of the building are not.

Sculpture Park

We aim to work with the wider university to ensure access to the grounds for those visiting the Sculpture Park. Maps and trails are available.

Access to Collections

The Sainsbury Centre is committed to increasing public access to collections and information and to increasing knowledge and understanding of its exhibitions, collections and other research programmes. We will provide varied means of access to collections, including through changing displays, layered interpretation for different audiences, object handling, publications, public programming, learning activities and events. We are committed to offering opening hours to suit different audiences, and programming at different times of day. We also aim to increase access for all external researchers (including, but not limited to, academics, students and artists) to collections not on display. We have facilities for object viewing of collections in store, as well as using webbased resources, and providing first hand access to staff. We will develop our handling collection and associated activities, and will develop loans and touring exhibition programmes. We

will regularly review balances between access and conservation requirements, ensuring that conservation needs are not a barrier to access wherever possible.

Access to Learning

The mission of the learning team is to build relationships between art, people and ideas. Its ambition is to place learning at the heart of the Sainsbury Centre's activity. We will provide learning opportunities for different audiences and levels of ability, and we will tailor our programme to the needs of specific groups. We will provide learning programmes for permanent displays and temporary exhibitions to provide interpretation with and for people from a range of backgrounds and abilities. We will identify and develop partnerships with a range of other organisations to ensure that our activities continue to cater for the widest possible audiences. At times we will programme activities specifically with the aim of overcoming specific barriers to access.

Access to Front of House, Security and Volunteer Guides

Our Front of House and Security staff, as well as Volunteer Guides (and all staff), will assist and welcome all visitors. They will be available at all times to ensure safe access to the collections and to help visitors enjoy their visit while ensuring the security of the collections. We will consider the comfort of our visitors by providing accessible toilets, baby changing facilities, access for pushchairs, seating in galleries and on-site wheelchairs. We aim to provide appropriate signage and navigation tools to suit a wide range of audiences, including in a range of sensory formats and languages. All Front of House and Security staff and Volunteer Guides will receive adequate training in customer care and understanding needs of different audiences.

Access to Marketing and Communications

We will promote the activities and events of the Sainsbury Centre using accessible means of communication. We will provide publicity material on request in alternative formats for a range of needs and languages. We provide a range of ways in which people can communicate with us. We aim to develop audiences to the collections. We will undertake evaluation of all our programmes and projects to ensure they meet the provision of this policy. We will consult visitors and nonvisitors on all significant new developments, and will undertake regular audience research to understand our visitors' and non-visitors' access needs and priorities.

Access and Development

The Sainsbury Centre will ensure that access is a priority for fundraising, identifying potential financial support from public sector and trust funds as well as corporate and individual sponsorship. We will seek external funding for priorities determined through this policy and related planning.

Delivery of Policy

We will ensure delivery of our approach in a number of ways including (but not limited) to the following:

- Undertaking a full access audit (using existing material such as that on Disabled Go) to develop a 3-year access action plan which will outline specific needs and projects, as resources allow

- Ensuring staff are fully trained and aware of access priorities including through all-staff training on specific themes and being made aware of access policy during new staff induction
- Development of best practice guidance for interpretation, including exhibition text and interactive opportunities
- Consideration of varied audience needs and learning styles in programming, including these in all exhibition planning proposal and development documents
- Development of collections online and website, as well as experimental behind the scenes visits, to enable greater access to collections and activities of the Sainsbury Centre
- Regular consultation with visitors (and non-visitors) to ensure broadest possible access to the Sainsbury Centre, including through working in partnership with UEA and wider organisations

Review of Policy

Information on access is available in different formats on our website and at the main reception desk and security desk. We will review the policy regularly (at least every 3 years) to ensure it is in line with national guidelines and standards.