Application Form for

‘Open to All 2022’- Accessibility Audit programme

Overview

Museum Development East Midlands (MDEM) and West Midlands Museum Development (WMMD) are providing a small cohort of eight museums with the opportunity to receive professional advice and support to improve access for visitors. MDEM and WMMD have appointed **Direct Access** and **Vocal Eyes** to deliver this programme.

Accessibility Audits

Each venue will receive a site visit from Direct Access resulting in an accessibility audit and report identifying a comprehensive list of tailored, prioritised recommendations based on current standards and legislation, delivered alongside expert training and advice.

Improving Website Access Information

Participating organisations will development the skills and knowledge to review and improve essential website access information in line with current best practice through training, peer support and mentoring delivered by Vocal Eyes. Participants will be able to use the findings of their accessibility audit to inform the content of their online access information.

About the consultants

Since 2004 [**Direct Access**](https://directaccessgp.com/consultancy/accessibility-audits/?cn-reloaded=1) and its team of NRAC certified Access Consultants have provided access consultancy for thousands of buildings and services across multiple sectors. Millions of people daily use a service or premises audited by Direct Access. Direct Access’ clients range from small community museums such as Nantwich Museum to large sites including Kelvingrove Art Gallery and Museum in Scotland, Bodelwyddan Castle in Wales or UNESCO World Heritage sites such as the City of Bath and its Roman Baths.

[**Vocal Eyes**](https://vocaleyes.co.uk/) believe that blind and visually impaired people should have the best possible opportunities to experience and enjoy art and heritage. They support arts and heritage venues through audio description services, training, consultancy and advice. In collaboration with Stagetext and Autism in Museums, Vocal Eyes published the [State of Museum Access report](https://vocaleyes.co.uk/state-of-museum-access-2018/) in 2018. The report revealed that 19% of museum websites in the UK provide no access information for visitors at all, while others provided information relating to mobility impairments only; which does not address the access needs of millions of potential visitors.

Programme Information

Participation in the Open to All programme directly supports Arts Council England’s Accreditation Standard 2018, ***Users and their experiences, 7. Be accessible to the public***.

This programme consists of three parts:

1. **Accessibility Audits**
   * Pre-arranged Accessibility Audit visit to your site conducted by Direct Access between April and the end of June 2022
   * Accessibility Audit Report – Each venue will receive an access audit report in PDF format identifying a comprehensive list of tailored, prioritised recommendations based on current standards and legislation. The recommendations will also be provided in Excel format for ease of implementation, so that this can be developed into a ‘working’ accessibility plan.
   * Creating an Effective Access Plan - Direct Access will deliver a short online training session on **Monday 4 July, 10am-11am, via Zoom**, to support participating museums to use their accessibility audit reports effectively.
2. **Improving Access Information**
   * Over the course of the programme participating museums will agree to improve their website access information before an agreed deadline. One or two delegates from each organisation will attend two online training sessions delivered by Vocal Eyes plus completing additional homework.
   * **Session 1, 10am-12noon, Tuesday 12 July 2022**, will introduce skills and information to equip people working within the museums and heritage sector to support disabled people through the provision of information on their venue’s website. The session will cover guidance in web access information best practice and demonstration of screen reader use.
   * **Homework, to be completed before Session 2**, participants will review their website information and be paired with another organisation.
   * **Vocal Eyes report**; Vocal Eyes will review each venue’s website access information and prepare a short report which will cover navigation to information, welcome message, structure, tone and language, use of images and video, and content for key audiences.
   * **Session 2, autumn 2022, date tbc,** the cohort will review their progress, showcase their new access information and share future plans.
3. **Sharing** 
   * Participating museums submit a Case Study to their regional Museum Development provider outlining how they have used the ‘Open to All’ programme to improve accessibility at their venue by 31 March 2023.
   * Museums publish updated accessibility information for their venue online no later than 31 March 2023.

Participants in the Open to All programme will also have the opportunity to attend additional accessibility training to further extend skills and understanding. These events will be promoted and booked through regional Museum Development programmes, including;

Accessible Recruitment

Accessible Interpretation and Exhibition Design

Web and social media content accessibility for blind and visually impaired visitors

Welcoming Everyone

Programme Timescale:

* Submission of Application Form by **9am, Monday 28 March 2022**
* Successful applicants notified **w/c 4 April 2022**
* Audit site visits will be undertaken by Direct Access **between April and end of June 2022**
* ‘Creating an Effective Access Plan in the New Normal’ delivered by Direct Access via [Zoom](https://zoom.us/) on **Monday 4 July, 10am-11am**
* Attend Vocal Eyes ‘Improving access information’ **Session 1, 12 July and Session 2, autumn 2022, date tbc**
* Participating museums will complete a Case Study **no later than 31 March 2023**

Conditions of Participation

* Priority will be given to non-NPO and non-National museums who are Accredited or Working Towards Accreditation based in the East Midlands and West Midlands
* Places are limited and as such this is a competitive application process
* Multi-site organisations must specify one venue only to receive an accessibility audit
* Museums that have previously received an accessibility audit will be considered

Data Sharing

All applications will be submitted directly to West Midlands Museum Development. Programme communications and updates will be via West Midlands Museum Development for all participating museums.

If your museum is based in the East Midlands your application will be shared with the Museum Development East Midlands team for the purposes of administration, shortlisting and evaluation.

Application Information

**Are you committed to fully participating in the programme including attendance at all events?**

Choose an item.

Please consider the following when answering the above:

* Is your senior management fully supportive of the organisation’s participation in this programme?
* Are you able to provide up to two key staff/ volunteers to contribute as necessary?
* Will you ensure online accessibility information for your venue is updated following participation?

About you and your organisation

|  |  |
| --- | --- |
| **Name:** | Click here to enter text. |
| **Email:** | Click here to enter text. |
| **Job Title:** | Click here to enter text. |
| **Organisation:** | Click here to enter text. |

**When did your museum last undertake an accessibility audit?**

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| Click here to enter text. |

**Did your organisation make changes or improvements as a result of your most recent accessibility audit?**

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| Click here to enter text. |

**Does your museum currently provide access information online? Please provide details.**

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| Click here to enter text. |

**What do you consider to be your organisation’s main challenges in relation to accessibility?**

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| Click here to enter text. |

**Has your organisation undertaken any training or development, or accessed funding to support accessibility recently? Please provide details.**

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| Click here to enter text. |

**What do you hope to get out of taking part in this project?**

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| Click here to enter text. |

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| **By signing this form your museum agrees to the ‘Conditions of Participation’ as outlined above and confirms that representative(s) will fully participate in the programme.** | | | |
| **Signed:** | Click here to enter text. | **Date:** | Click here to enter a date. |

**Please return completed form by email to** [**wmmd@ironbridge.org.uk**](mailto:wmmd@ironbridge.org.uk) **no later than 9am,** 28/03/2022**.**