



Bradford on Avon Museum

ACCESS POLICY

Date approved: 27th February 2025

Date of next review: 27th February 2027

Introduction

The Bradford on Avon Museum is located on the first floor of the Wiltshire Council-owned Bradford on Avon Library building.

Bradford on Avon Museum Society is committed to making the museum and its collections as accessible as possible to all, while recognising that there may be some accommodations that we are unable to make due to them being out of our control (external factors), or due to financial constraint or conflicting audience wishes.

Access to see, use and reference our collection, and sharing information about the collection

General

- Our volunteer stewards have all been trained and are keen to provide a warm welcome to all visitors, ensuring equal, inclusive and courteous treatment towards each other and to all our visitors and users.

Physical access and signposting

- There are various signs placed externally when the museum is open, including posters on A frames and other signage, providing information for museum visitors.
- We continue to work with Wiltshire Council to improve external signage on the Library Building, but we are dependent on them to make decisions.
- Full visitor information for the museum is also on the various Town Council websites and publications and the Tourist Information Centre can direct visitors to the Museum.
- The museum is situated on the first floor of the library building and can be reached by stairs or by lift.
- There is wheelchair access to all areas of the museum.
- There is a disabled toilet (RADAR National Key Scheme).
- There is seating for museum visitors.
- Due to the small size of the museum, we ask that schools and other groups contact us to arrange a special visit outside of usual opening hours.
- Other venues hired for museum events are assessed for accessibility, particularly step-free access, and hearing loop for talks.

Social and Cultural access

- Admission to the museum is free.
- For paid events, exhibitions and talks, consideration is given to providing some tickets at no/low cost for those who cannot afford the full price.

- We regularly attend local events and fairs where we have a stand displaying information about the museum and the collection, our publications, the handling and finds trays.
- We continue to work with the Town Council to ensure the Museum's existence and location, and any events, are clearly advertised in town tourist brochures, information leaflets, Town Trails Guides, in the TIC and on Town Council noticeboards, as well as on the Bradford on Avon What's On website and in the Town Council's regular e-newsletter.
- We advertise our museum and events on our website and on our Facebook page. We also deliberately advertise in other local Facebook groups which have broader, and different, audiences.
- We are progressively improving our ability to mount exhibitions, events and organise public talks by working together with the Town Council, Bradford on Avon Preservation Society and Wiltshire Museum, for example sharing venues and speakers, to do more than we could do on our own.
- We regularly review our activities and events to widen the museum's offer and ensure that we appeal to more audiences.

Sensory access

- Assistance dogs are allowed in the library building, including the museum.
- Sensory - We have a handling tray and a finds tray.
- Sensory - Volunteer stewards can give demonstrations of two items in our collection: the pharmacy till and pill making machine.

Intellectual access

- Our opening times are clearly displayed on site, on our posters displayed around the town, on our leaflets (available from the Tourist Information Centre, railway station and taxi office), on our website, and on our Facebook page.
- Group visits / visits to study specific items can be arranged by contacting the curator.
- Requests for media use can be made to our curator. A fee may be charged, dependent on the requester and use.
- Our volunteer stewards are trained and ready to answer visitors' questions about our collection and more widely about our town.
- There is interpretation in the form of carefully and clearly annotated labelling on all of our displayed collection to enable understanding of the objects.
- We are trialling the use of QR codes on some exhibits to direct visitors to our website where we can provide further and more detailed information on our collection.
- We have children's quiz sheets available (one for under 7 years old, and one for over 7 years old), with pencil and clip board for writing answers.
- Our website contains information (text and images) on most items in our collection, including items not on display.
- We have a large number of publications for sale which focus on various individual aspects of the collection and of the wider Bradford on Avon Hundred area from which our collection came.

Geographical access

- Our website contains detailed, searchable information on most of the items in our collection, including many items that are not on display in the museum due to lack of space. The website additionally provides a wealth of wider contextual information on the history of the Bradford Hundred (our collecting area).
- Our website also provides contact details for anyone who has questions or requires further details on items in our collection. Our curator responds personally, with as much information as possible, to every request received.
- Our publications can be purchased remotely by contacting trustees (details given on the Museum website).

Partnerships

- We are committed to working with our partners, including the Town Council, Preservation Trust and Tourist Information, and with other museums and organisations, to achieve our Aims and Objectives and to contribute to a wider appreciation and understanding of Bradford on Avon's unique heritage.

Our promise to visitors

- We aim to achieve excellence in our displays, events and facilities and to ensure they are accessible to all.
- We consult our visitors and consider fully their comments.
- We operate a simple complaints procedure. Any complaint will receive a written response.
- We publicise and market our activities, events, and exhibitions as widely possible, through local publicity, by e-mail and through social media.
- There are signs displaying access arrangements for the museum and for special events.
- Our volunteers aim to be courteous and helpful and are supported in this by an induction system and regular group meetings.
- We encourage feedback from our visitors and provide for written comments.

Comments and Complaints

We will seek to identify any barriers to participation and learning and to work with our volunteers, members, visitors and other partners to overcome them.

The museum encourages comments, both positive and negative, from visitors and users. We aim to provide a high standard of customer care at all times, accepting that complaints will be made.

Whether a complaint is made verbally, in writing, or via the website by e-mail, it will be investigated and answered promptly, and considered by the trustees to improve standards.

Complaints Procedure

A complaint can be made in person to the steward on duty or via the website. It will be passed directly to the curator or trustees for their attention.

Alternatively, complaints can be made in writing to Kate Turnbull, Museum Chair:

By post: c/o Bradford on Avon Museum, Bradford on Avon Library, Bridge Street, Bradford on Avon, BA15 1BY

By email: turnbullke@gmail.com

We will respond to all written complaints within one calendar month.