

NEMO WG LEM Study visit 2023

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Museum accessibility: a checklist

Skopje 6 October 2023

Museum for everyone!

This poster aims to share practical advice on accessibility and inclusion in museums; ideas gathered from a survey of museum professionals around the world, who were asked to provide effective, low-cost and easy to execute solutions based on their experience. Access and inclusion, essential to answer the needs of as many people as possible, are often seen as difficult disciplines, especially by those not directly involved.

This poster, in contrast, seeks to demonstrate how museums can become welcoming places through simple strategies. The list is the result of a selection of 132 ideas collected through an online survey answered by 72 museum professionals working on 4 continents primarily in the field of accessibility and museum education.

This tool is meant to inspire curators, conservators, museum directors, museum guards, audience development managers, mediators and anyone working in a museum. It is a product developed within the Special Interest Group (SIG) *Inclusive Museum*, global accessibility created within ICOM CECA. The poster can be downloaded from the website of ICOM CECA: ceca.mini.icom.museum

ICOM CECA



Entrance

- 1 Make sure the reception desk always has a pen and paper to communicate with deaf people.
- 2 Provide portable chairs and wheelchairs.
- 3 Offer baby marsupiums so that parents can leave pushchairs in the cloakroom.
- 4 Write Welcome next to the entrance in multiple languages.
- 5 Create priority entry for those audiences who may need it.
- 6 Define protocols and policies for welcoming all audiences.
- 7 Provide a magnifying glass for anyone who asks for it.
- 8 Offer a kit with some support materials for the visit (map, educational activities...).

Staff

- 9 Ask staff to smile.
- 10 Have all the staff informed and trained on the existing accessibility facilities.
- 11 Create partnerships with local organizations and involve them in the design of tools and accessible proposals.
- 12 Accompany visitors in difficulty along the route, even if it is intuitive.
- 13 Subscribe to an online sign language interpreter platform.

Signage and communication

- 14 Make the texts easy to read and accessible: large print, contrasting colors, left-hand alignment, concise and simple vocabulary.
- 15 Ask feedbacks from the visitors.
- 16 Describe the equipment and all the existing services on your website.

Physical

Sensory

Intellectual

Financial

Social

Emotional

Attitudinal

Lack of information

Accessibility: a multifaceted concept



BEFORE THE MUSEUM VISIT AND OUTSIDE THE MUSEUM

- Information
- Channels used to inform
- Website
- Signposting in the city
- Opening hours
- Entrance fees
- Transport
- Parking places

York Castle Museum Relaxed opening

Friday September 16th

3pm - 5pm

We know that our museum can be loud and busy at times, so at 3pm until we close at 5pm we will put our lights on full and turn off all the sound effects so it's a less overwhelming environment for our visitors.

If you require any further information about this event, please check out our website, email enquiries@ymt.org.uk or phone 01904 687687.



ACCESSIBILITY STARTS BEFORE THE VISIT:

- Opening times for autistic visitors
 - Transport for schools to museums in Amsterdam paid by the city
-

INSIDE THE MUSEUM

- The Environment, the Space
- Lights, sounds
- Internal signposting
- Resting areas, Chairs/folding chairs
- Facilities for visitors
- Bathrooms
- Baby changing stations
- Breast feeding areas



Accessibility: the museum building can be intimidating



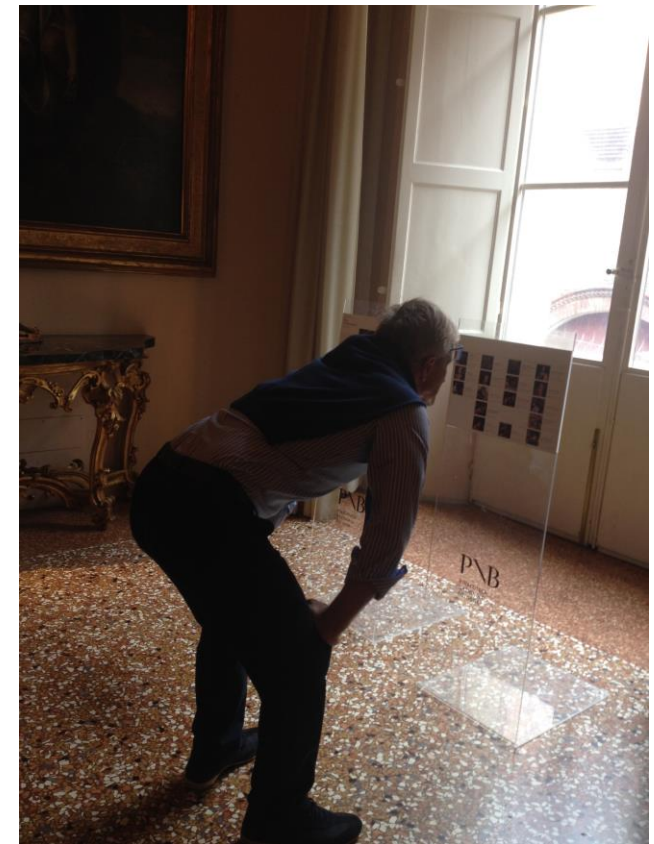
The entrance hall of the City Museum Helsinki

CONTENT AND SUPPORT TO THE VISIT

Interpretation
Development of content
Developing stories, whose stories?
Advisory boards
Writing labels
Language check
Prototype testing

Interpretation: adding layers of meaning





Texts: panels and labels



MUSEUM AUDIENCE

- An audience of individuals
- Audience research
- Diverse audiences
- Disabled people
- LGBT+
- Partnering with ...(the community, stakeholders, other players)



Gardner's Multiple Intelligences



IDENTITY AND THE MUSEUM VISITOR EXPERIENCE (J. Falk 2009, 2016)

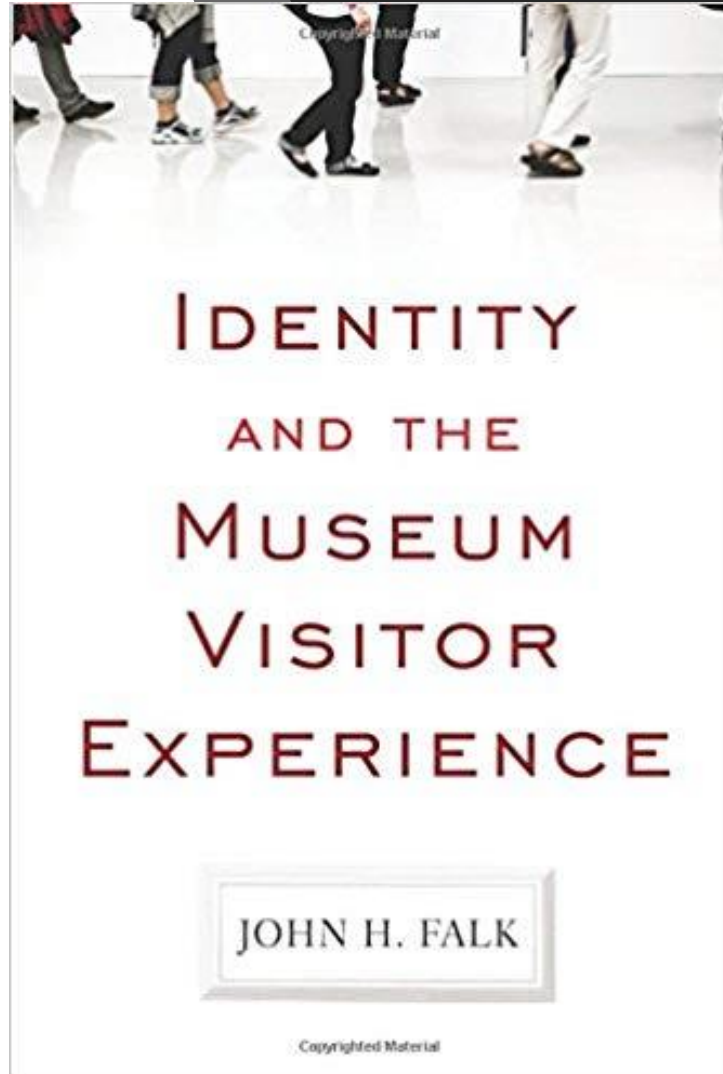
Explorers—motivated by personal curiosity (i.e. browsers)

Facilitators—motivated by other people and their needs (i.e. a parent bringing a child, someone bringing a friend)

Experience Seekers—motivated by the desire to see and experience a place (i.e. tourists)

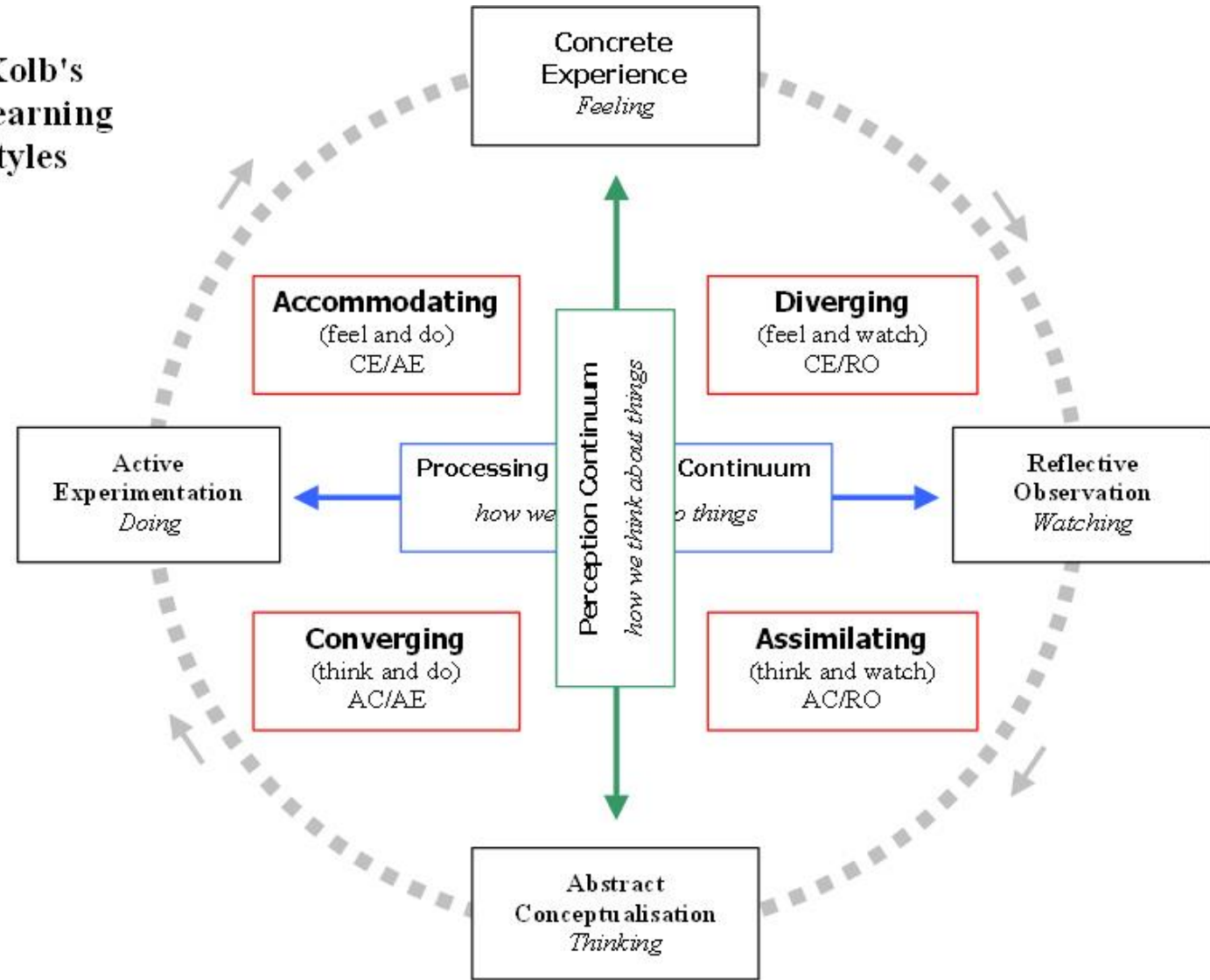
Professional/Hobbyists—motivated by specific knowledge-related goals (i.e. a scholar researching a specific topic)

Rechargers—motivated by a desire for a contemplative or restorative experience



Kolb's Learning styles

Kolb's learning styles



GOVERNANCE AND STAFF

Leadership

Strategic diversity management

Vision and mission statement

Diversity

Physical appearance of staff/ uniforms

Staff training to deal with... (disabilities,
emergencies, multilingual...)



STAFF – The museum educator

Stalin Museum, Gori, Georgia



Naturalis, Leiden, The Netherlands





AFTER THE VISIT/BEYOND THE MUSEUM

Assessing the impact
Evaluation by visitors
Outreach
Taking the museum to the people



Outreach - Taking the museum to schools
Zeeuws Museum, Middleburg, NL

CENTRE POMPIDOU MOBILE

LE PREMIER
MUSÉE NOMADE

À CHAUMONT



VIVEZ L'EXPÉRIENCE
DU MUSÉE AVEC
LES CHEFS-D'ŒUVRE
DU CENTRE POMPIDOU

GRATUIT POUR TOUS
15.10.2011 AU 15.01.2012
70 avenue de la République

9h - 19h en semaine et période scolaire / fermé le lundi
10h - 20h les week-end, jours fériés et vacances solaires
Entrée libre tout public le week-end
Groupes en semaine sur réservation

Centre
Pomp



Outreach - Taking the
museum to the province

OUTREACH
Naturalis, Leiden, NL

TAKING THE
MUSEUM TO
DISADVANTAGED
AREAS



Inzoomen

Naturalis is onderweg

De collectie reist door het land.
Want waar leven is, is Naturalis.
En dat is eigenlijk overal.

En dus is Naturalis vandaag in
Katwijk. Ontdek hier van alles over
het leven in je eigen achtertuin en
in de Nederlandse natuur!

N Naturalis
Biodiversity
Center



Weten waar we de volgende
keer staan? Bekijk de hele route
op naturalis.nl/onderweg.

Taking the museum to people's home

Van Abbe Museum
Eindhoven, NL





ART4ALL – An Erasmus +project

<https://sites.google.com/isamengaroni.it/artforall>

<https://youtu.be/OE8tzQYTVFE>

<https://sites.google.com/isamengaroni.it/artforall>

Art for All

An Inclusive Approach to Cultural Heritage

@ Liceo Artistico F. Mengaroni





Museum observation checklist

BEFORE THE VISIT

1. What channels are used to inform?	
2. Is it easy to find information about the museum on the internet?	
3. Is the website easy to navigate?	
4. Does the website provide all necessary information for the visit?	
5. Does the website show which are the bestest times to visit?	
6. Is there a ticket to be paid at the entrance? If yes, can it represent a financial barrier?	
7. Is there a reduced ticket for kids?	
8. How can we reach the museum? Where can I get info about the museum so that people know it exists?	
9. Is it open all day or is it closed at lunchtime?	
10. Is there a parking lot near the museum?	
11. Are there any infrastructures for physically disabled people?	
12. Are there any picnic areas?	
13. In the formation of the museum, accessibility?	



GOVERNANCE AND STAFF

1. Is the staff diverse (gender, ethnicity, ...)?	
2. Is the staff friendly, helpful?	
3. Is the staff trained in dealing with people of different needs/ages/backgrounds?	
4. Are there guides? Are they expensive?	
5. Is there interaction between the guide and the audience?	
6. Is the staff ready for emergencies?	
7. Is there a staff's room? toilet? Does the staff have free food/water?	
8. Is the community involved?	

THE PUBLIC/AUDIENCES

1. Is the museum catering for diverse audiences? Which ones?	
2. Are there specific solutions/devices for disabled people?	
3. Is the information for the public multilingual?	
4. Is there a barrier free (or other) accessible entrance?	

The Art4ALL Accessibility Check list in word format is kindly made available by the Art4ALL project