



ACCESSIBILITY POLICY

1. Purpose

- 1.1 Alexandra Park and Palace Charitable Trust and its trading subsidiary, Alexandra Palace Trading Ltd (APTL), hereafter referred collectively as 'Alexandra Palace' or 'the venue', is committed to continually improving accessibility. The Palace is a 7.5 acre Grade II listed heritage building surrounded by 196 acres of historic parkland and this policy outlines how we are working towards providing a site that is usable for everyone.
- 1.2 We recognise that we have some challenges to overcome because of the historic and protected environment that we manage and in 2020 we released a public statement pledging an on-going commitment to provide the best possible experience for disabled visitors and those who have hearing and mobility difficulties or cognitive accessible requirements.
- 1.3 Alexandra Palace is signed up to the [Department for Work and Pensions Disability Confident Employer Scheme](#) to ensure Alexandra Palace is accessible to all as a place of work and holds the [Attitude is Everything Live Events Access Charter Silver standard](#), creating a commitment to continuously review and develop these standards.

2. Scope

- 2.1 This policy underpins the Equality, Diversity and Inclusion (EDI) Policy which sets out Alexandra Palace's approach to unlawful and unfair discrimination as both a provider of entertainment, leisure, and experiences for visitors and as an employer.
- 2.2 Our mission is: enriching lives, through great experiences, for the enjoyment of the public forever and we work to develop quality experiences that meet our visitors' needs including those with a disability (physical or mental), including those that do not identify as having a disability but may still require reasonable adjustments when visiting our site.
- 2.3 Accountability:
 - 2.3.1 The Trustee Board has overall responsibility for ensuring effective policies are in place for compliance with the Equality Act.
 - 2.3.2 The Chief Executive, Executive team, and Senior Management team have day-to-day responsibility ensuring effective implementation of the EDI Policy in their areas of responsibility and all managers are responsible for demonstrating good practice and vigilance in identifying and preventing unacceptable behaviour.
 - 2.3.3 Our People: All staff, including consultants, contractors, agency workers, and volunteers, have a responsibility to uphold the principles of the EDI Policy and for ensuring that this

Accessibility Policy is incorporated into their work activities and in all their dealings with customers, colleagues, and anyone else they come into contact with during the course of their work. This includes events and activities as well as work-related social events.

2.4 Expectations of our people:

- Ensure that a disabled person (customer or co-worker) is not treated less favourably than any other person for a reason relating to the person's disability.
- Not indirectly discriminate against a person by failing to make a reasonable adjustment when a person is placed, or is likely to be placed, at a substantial disadvantage due to their disability– financially or otherwise.
- Implement reasonable adjustments where possible relating to visitors or co-workers (in-house or external) during events and during the day-to-day operations of the Palace and Park.
- Ensure that the venue's accessibility standards are communicated to all clients, outsourced suppliers, and stakeholders and that such standards are abided by.
- Attend Accessibility Awareness training and uphold accessibility standards across their respective teams.
- Ensure that any accessibility concerns or challenges are reported to the Head of Visitor Services.

2.5 This policy covers five specific areas, which are the objectives within our action plan at Appendix 1.

- A. Improving the physical environment and physical accessibility (Section 4)
- B. Increasing accessible provisions and services (Section 5)
- C. Improving communications and information about accessibility (Section 6)
- D. Ensuring that accessibility is seen as a priority across all that we do (Section 7)
- E. Ensuring that events and services are delivered to a high professional standard in relation to accessibility and awareness (Section 8)

3. **Accessibility Requests and Reasonable Adjustments**

- 3.1 Alexandra Palace is committed to making reasonable adjustments for visitors and staff where a disability requires such action. This includes, but is not limited to, adjustments to event layout, infrastructure, entry policy, ticket allocation etc.
- 3.2 Requests made by staff will be handled by Human Resources and the relevant line manager in accordance with the Employee Handbook.
- 3.3 Enquiries from visitors and event customers will be handled by Visitor Services in accordance with this Policy.
- 3.4 If a reasonable adjustment cannot be made, Visitor Services will discuss the matter with the customer, explaining the reasons for not being able to action the request and explore alternative options.
- 3.5 The following factors will determine if reasonable adjustments can be made:
 - If the change is effective
 - If the change is practical

- If there are no financial risks and if there are sufficient financial resources available to make the changes
- The extent of any disruption in day-to-day running of the event, venue, or festival
- If it does not contravene current Health and Safety Laws

3.6 Proof of Eligibility

3.6.1 The Visitor Services department is responsible for checking eligibility and authorising or declining accessibility requests, including applications through external ticketing partners. The services that require proof of eligibility are detailed in this policy.

3.6.2 Alexandra Palace accepts the following five types of documentation as proof of eligibility:

- Blue badge
- Access Card
- Assistance Dog Certificate
- PIP Document (what does PIP stand for)
- Doctor's or NHS letter

3.6.3 When providing proof of eligibility, an event customer must also provide proof of ticket purchase.

3.6.4 If a customer is unable to provide the required documentation the matter will be escalated to a Visitor Services Management who will discuss with the customer their requirements before the request can be considered.

4. Improving the physical environment and accessibility of Alexandra Palace and Park to increase the number of attendees at events from the disabled community and ensure that customers can physically navigate the site at events and public spaces.

4.1 Step Free Access to Spaces

We recognise that the Victorian architecture of the original Park and Palace and Park may have created barriers for those that have physical disabilities, and we are actively aware that not all areas of the Palace are accessible to step free users.

We are committed to providing step free access to all our regular public spaces as per Building Regulations (2010 Part M), these include:

- The Great Hall – music concerts, exhibitions, sporting events, private functions
- The West Hall – catering areas, exhibitions, sporting events private functions
- The Theatre – music concerts, theatre productions, private functions
- The Panorama Room – private functions, Visitor Services
- East Court – public space, catering areas, box office, Visitor Services
- Palm Court – public space (ticketed), Visitors Services, exhibitions.
- The Londesborough Room – private functions, back of house area.
- Ice Rink – Ice Hockey, ice Skating, skating Events, private functions
- Park – open air concerts, festivals, pitch and putt.
- Creative Learning Area – Creative Learning projects
- Phoenix Pub – Catering areas

Where a space is lift accessible, we are committed to maintaining these services, these include:

- Theatre Circle
- Back stage bar

Step free access is included in proposals for future regeneration/ building works. However, where it is not possible to make a pop-up/ temporary space step free accessible, this will be clearly communicated in event information with the reason(s) why this is not possible.

4.2 Drop Down Service Counters

Alexandra Palace prides itself on hosting events for diverse audiences and we want to make all customer service as seamless as possible, regardless of impairments. We are committed to providing a drop-down accessible service as per Building Regulations (2010 Part M) to service areas including Catering units, bars, Visitor Services desks, and box office. Where this is not possible, an accessible service procedure will be put in place and staff will be trained accordingly.

4.3 Accessible Viewing Platforms and Areas

The Great Hall has a 10,000 standing capacity and outdoor event attendance can reach over 50,000. We understand that large crowds can be challenging to navigate and potentially unsafe for some customers with disabilities.

We will provide:

- an accessible viewing platform (or alternative area) at all concerts in the Great Hall and all outdoor events where live music is programmed;
- Step free access will also be available at VIP platforms;
- an accessible viewing platform for Ice Rink and all Haringey Huskies fixtures.

4.4 Designated Accessible Spaces in the Theatre

Due to limited floor space, we are unable to fit an accessible platform in the Theatre, however, designated accessible spaces will be at all theatre events. This will include the front stalls and the circle (via lift access).

The number of accessible spaces will vary between productions due to the event layout. Where a customer's seat is removable (front stalls) we will re-allocate it to an accessible space when requested if feasible. Where this is not feasible, we will communicate this to the customer and offer alternative options.

4.5 Accessible Toilet Provision

Accessible toilets are available in all public areas and close to any event space. We are committed to maintaining these facilities to the specifications of Building Regulations (2010 Part M). Where we have an outdoor event, there will be accessible toilet provision at all designated toilet facility areas. All accessible toilets, general toilets and baby change facilities within the building will feature braille signage provision.

4.5 Changing Places Facility

Alexandra Palace is working towards the installation of a changing places facility on site and expects this to be available by the end of 2023/2024 financial year. This is included in the access development action plan, see appendices I.

4.6 Accessible Parking

Accessible parking shall be available on site in the East Court car park during public opening hours for all public events hosted by the venue and can be booked directly via Visitor Services. The location of this provision may change depending on the event's geographical layout will be communicated to customers in advance of the event along with conditions of parking.

In 2023 Alexandra Palace will charge for car parking, however, an allocation of free accessible parking spaces will be available throughout the year. Please see the car parking policy for further details.

4.7 Great Hall Concert Parking

Accessible ticket holders for concerts in the Great Hall shall be automatically allocated an accessible parking space in The Grove car park, which is the closest car park to the Palm Court entrance into the Great Hall. This car park will be monitored by staff for the duration of the evening.

4.8 Theatre Parking

Accessible Parking for Theatre events will be in the East Court. On events where the East Court car park is out of use, accessible parking will be made available in either the Dives car park or the Pavilion car park, both are a short distance to the East Court entrance.

4.9 Festival/ Outdoor Event Parking

The event layout of outdoor events can be very different to the usual site layout, however, we will ensure an allocation of designated accessible parking areas at all outdoor events and shall communicate this to all access ticket holders in advance via event information mailouts and website information.

4.10 Accessible Signage

In 2020 we installed braille signage across all toilet facilities within the Palace. However, we recognise that we need to develop this area further to ensure that all customers are able to use the signage and understand the information about onsite provisions.

In 2021 we undertook a site wide signage review and identified multiple areas to be developed. We are committed to work towards installing accessible signage solutions across all required areas of site in line with the guidance from the Sign Design Guide from the JMU and Sign Design Society by the end of financial year 2023/2024. These will be included in the access development plan at appendix I and will include:

- Information Pillars with braille
- Braille for doorways, venues, and services
- Directional braille for navigation

5. Increasing the accessible provisions and services that are made available to customers on events at Alexandra Palace to support customers from the disabled community, this relates to support offered from staff as well as the services and materials that are available to support customers in various tasks and situations who have either physical or mental impairments.

5.1 Dedicated Accessibility Team

The Visitor Services department is responsible for the wellbeing of our visitors. They also handle enquiries and feedback that we receive via multiple contact points, including a dedicated email address that is exclusively concerned with accessibility.

The Visitor Services Department is responsible for accessibility across the events and activities that we host and handling any escalated accessibility concerns. A team will be available at all public events to address any concerns around accessibility, our services and procedures.

The Visitor Services department are able to make reasonable adjustments where required to accommodate visitors' needs, in line with the relevant health and safety legislation and best practice.

All internal and external matters regarding accessibility will be directed to the Visitor Services Department to address. The Visitor Services Department will be contactable via the following touch points:

- **Email** (all enquiries) – Visitor.services@alexandrapalace.com
- **Email** (dedicated for accessibility) – Access@alexandrapalace.com
- **Telephone** - 020 8365 4343
- **Social media** – Facebooks, Instagram and Twitter, direct message or via comments.
- **Face to Face/ Post** – East Court; Alexandra Palace, Alexandra Palace Way, London, N22 7AY

5.2 Dietary Requirements

Most events held at Alexandra Park and Palace operate a strict no food or drink (to be brought in) policy. However, we recognise that medical conditions exist that require special dietary requirements. We are committed to making reasonable adjustments for any customer that has specific dietary needs and will permit them bring food into an event space or public space. In these instances, however, we request that any customer that requires this to contact Visitor Services prior to their visit, to ensure that the appropriate arrangements can be put in place.

5.3 Medication

Medication is permitted to be brought into the venue with prior authorisation. However, to ensure that we fully understand the customer needs and any necessary arrangements, we request any customer that requires this to contact Visitor Services prior to their visit. If we feel it is necessary, we will consult our medical team prior to authorisation. Where required, shall store medication for customers for the duration of the event.

5.4 Assistance Dogs at Events and on Site

Assistance dogs and users are welcomed on site and may accompany access customers to all events held at Alexandra Palace. We are committed to making reasonable adjustments to ensure that their visit is facilitated as smoothly as possible, in terms of event layout and ticket allocations. The Visitor Services department will offer a dog minding service to the customer if required or requested. We recognise that registered assistance dogs are trained to handle busy social settings and noise, however, the relevant health and safety best practice will be reviewed when considering the positioning of an assistance dog within performance spaces.

Where possible we will request assistance dog users to contact Visitor Services prior to their visit so we can best advise them and discuss specific event information and arrangements. We will request to see a proof of assistance dog certificate for all live event instances.

5.6 Accessible Service Procedure – Service Staff

All service staff across site are expected to be trained in accessible service best practice. This is to alleviate the barrier to service if a drop-down service unit is not available. Furthermore, it will ensure that a faster and dignified service is offered to all our customers that have impairments. Training for accessible service will be given to all staff via mandatory accessibility awareness training. All external catering partners will be briefed and required to demonstrate an accessible service procedure.

5.7 Drinks Delivery Service

During a 10,000 capacity concert bars are positioned in the West Hall (x 2) and the Great Hall (x1). During peak times of the event these services can be busy, and queues can be considerable, especially during the period of 30 minutes prior to the headline act coming on stage. We recognise that this could result in barriers being created for customers that have disabilities, specifically based around navigating large, crowded areas, standing or queuing for a prolonged period. This may cause difficulties to being served, potentially resulting in customers deciding not to take the risk at all. We will provide a drinks delivery service for all customers that are booked onto the accessible viewing platform with a view that this will alleviate the risks and barriers.

5.8 Large Print Bar Menus

Large print bar menus will be a minimum of size 18+ font and will be available to assist visually impaired customers. They will be available at The Great Hall concert bars, phoenix pub and the Theatre bars. The Visitor Services team will also have large print bar menus available to customers and have them to assist facilitating the drinks delivery service for the accessible viewing platform at Great Hall concerts.

5.9 BSL, Captioning, Audio described and Relaxed Performances

We want to ensure that we host performances with content that is accessible to all. We accept that there are limitations to the general event production methods that result in barriers for disabled customers. To remedy these barriers, we are committed to improving our provision of British Sign language (BSL), captioned and Relaxed performances that we host, where possible. As a standard requirement for theatre show runs of 14 + performances, the production house will be required (via contract) to provide a minimum of a BSL/ captioned and audio described performance – 1 of each.

Where there is a run of a children show or 4 week + run we will discuss options to stage a relaxed performance.

We recognise that some theatre shows are heavily dependent on special effects, lighting, and elements of sound which can make staging relaxed performances difficult. Where there are challenges to meet this requirement, we will have engaged conversations with the production house to understand the challenges and workshop any concerns where possible.

5.10 Accessible Ticketing

We aim to make the ticket purchasing journey accessible. This covers the booking process, communicating reasonable adjustment requests, how we will protect this allocation, companion tickets and how we can provide additional support for these processes. Accessible ticket allocations will be made available to purchase via the website, telephone, booking requests via email and in-person bookings.

5.10.1 Companion Tickets

Tickets allocated for those who are responsible for providing support to a disabled customer can go by various names across the industry, the tickets that we offer for the provision will be defined as 'Companion Tickets'. This will cover various request needs including medical carers, support workers, nurses, and personal assistants. Alexandra Palace will provide one free of charge companion ticket for all customers that require one. Any customer that requires more than one companion ticket will be directed to apply to the Visitor Services team, who will then review their application and requirements to then make an informed decision.

5.10.2 Theatre Access Ticketing

Accessible ticketing for all theatre events is managed by the Visitor Services and in-house Ticketing Departments. We are committed to providing accessible ticket allocations at all theatre events, known as a designated space for a wheelchair user sold as a ticket (see Section 7.5). Companion tickets will be available by default as part of all accessible ticket purchases.

5.10.3 We recognise that not all customers that have disabilities will purchase accessible tickets and may purchase a general admission ticket. These customers will still be able to apply for a companion ticket by contacting Visitor Services.

5.10.4 Visitor Services will be available to contact to discuss and book accessible ticketing allocations and reasonable adjustment requests. All customers that book accessible tickets will be required to provide a proof of eligibility document once (see 2.1). Once this has been reviewed and confirmed, the customer will then be granted permissions via their linked account on our Customer Relationship Management system to purchase accessible tickets without having to send any further documentation.

5.11 Main Hall Events

In 2023, Dice FM Ltd became our ticketing partner selling ticket allocations for Main Hall events on behalf of Alexandra Palace.

We aim for the process for accessible allocations to be consistent across all the events that we host and our ticketing partners are expected to adhere to the same process as defined in Section 5.10 but will be actioned by Dice. Alexandra Palace will monitor the standards of this process being carried out to ensure that it is adhered to.

Dice will be available via phone, email, and telephone to take bookings and manage accessible ticketing allocations. Visitor Services will be available to contact to discuss ticketing allocations and reasonable adjustment requests or event information. Furthermore, they will also action companion ticket requests for any customers that apply.

We are committed to providing a minimum of 58 accessible spaces (see 6.5.1) for all Great Hall concerts and will allocate companion tickets to any ticket holder that has provided the proof of eligibility (see 2.1). Please see 6.5.3 for other event allocation information.

5.12 Protecting Accessible Ticketing Allocations

We will endeavour to make sure accessible ticketing allocations go to customers that require them. We are committed to protecting these allocations via a proof of eligibility process. This will be required for the purchase of any accessible ticket or companion ticket request across all events that we host. For more information on the proof eligibility process please refer to Section 3.6 above.

5.13 Accessible Ticket Extenuating Circumstances

We recognise that physical and medical conditions and impairments can change and result in a customer no longer being able to attend an event. We are committed to reviewing all extenuating circumstances that may result in this occurrence and the offer the following possible actions:

- Exchange to another date of the same show, free of charge (no exchange fee's).
- Credit on their account to be redeemed on another event.
- The option to re-sell their ticket and assistance in prioritising this re-sale.
- Full refund

All cases will be reviewed by Visitor Services Management and the appropriate options will be discussed with the customer. In some situations, we may ask for additional evidence such as a doctor's note if deemed appropriate.

5.14 VIP and Event Presales

An initial allocation of accessible tickets will be made available on all event pre-sales. Most of the allocation will be reserved for the general pre-sale so those that do not have access to the pre-sale have opportunity to purchase accessible tickets. Where a VIP package is available, we are committed to issuing free companion tickets to a VIP if a customer requires this and has provided proof of eligibility.

5.15 Ticket Resales

Accessible tickets will be available for re-sale in the same methods and platforms that general admission tickets if this service is offered for that event. We are committed to re-allocating an accessible ticket to a general admission ticket to assist the customer in

selling the ticket if this is requested and within a 72-hour period of the event. If the ticket is not sold, Alexandra Palace is not liable for this.

5.16 Hearing Loop/Assistance

Hearing loop assistance services will be available from Visitor Services in the East Court and be available for all Theatre productions. Furthermore, dedicated hearing loops will be available at Visitor Services in Palm court, The Ice Rink reception and Palm Court Box office.

5.17 Wheelchair Hire

The site has a large geographical area which may be a barrier for some customers that have limited mobility. We want to ensure that this barrier is minimised as much as possible. The Visitor Services department will have a limited number of wheelchairs available for customers to hire that will be free of charge at all events and during day to day opening hours. Furthermore, this service will act as additional support for welfare needs if any injury is sustained on site and a customer requires wheelchair provision. The Wheelchairs will be routinely safety checked by Visitor Services prior to every event taking place and being offered to customers.

5.18 Early entry

We recognise that coming to a large events venue for the first time may be challenging for some customers who have disabilities. We understand that offering a service to bypass large crowds or enter the venue earlier via a different route to understand the layout and access routes can make a difference. We are committed to offering an early entry service on a case-by-case basis to customers that require it. All applications will be reviewed by Visitor Services who will make an informed decision based on need and requirements. Early entry will only be permitted via the accessible entrance and to the Palm Court foyer only.

5.19 Touch Tours

We want diverse audiences to be able to enjoy all our theatre productions. We recognise the importance of offering touch tours for customers that are visually impaired. We are committed to offering touch tours to all customers that require it. These will include where possible:

- Access to feel the props to assist in the understanding of the performance.
- A tour of the performance space and surrounding areas.
- A question and answer with a member of the production team.

Due to the nature of organising a touch tour, requests will need to be made a minimum of 4 weeks prior to the event taking place, unless it is an audio described performance. We will not be able to guarantee a touch tour can take place if a request is not made within this time frame.

5.20 Familiarisation Tours

We are committed to offering a familiarisation tour of all event spaces prior to the event taking place for all customers that require it. All requests will be reviewed and conducted by Visitor Services and include the following areas:

- Access routes
- Toilet facilities
- Bars and catering areas
- Performance space

Staff will be briefed on the relevant information to provide on the tour. Only staff that are trained in accessibility awareness training will be able to conduct the tours and will be overseen by Visitor Services management.

5.21 Welfare Space

For all main space concerts, we will set up a designated welfare space. This space will be managed by Visitor Services staff. The space will be an isolated space from the event and a designated area for people to come “chill out” and relax. This service is targeting to those with disabilities. Furthermore, people who have been discharged from the medical area can be advised by the medical team to use this service if deemed appropriate i.e. they are intoxicated and need some time to gather themselves before re-entering the event or leaving.

6. **Improving the communications and information that is available about accessibility at Alexandra Park and Palace and the events that we host.** This will cover the specifics of how we utilise marketing, our ticketing offer, and use technology to reach customers who have mental or physical impairments. It will also cover the accessibility information that we provide about events and the resources we offer that will support customers who are attending an event or visiting site.

6.1 Dedicated Accessibility page

We want to be clear and transparent with all the information that is offered about Alexandra Palace and Park and the events that we host. We recognise that there is a need for specific information in relation to accessibility to be available for all who are considering visiting or are visiting the site or attending an event. We are committed to having a dedicated accessibility page available on our website and available via the event booking pages. This page will include resources and information that will offer support about the services, procedures and policies available at Alexandra Palace and Park.

6.1.1 Online Resources for Accessibility

The following online resources will be made available, they will be reviewed and updated regularly:

- Visual Journey Guides – Including travel information
- Accessibility Map (Site)
- Accessibility Map (Site, Colour impaired)
- Easy Read Materials
- General Accessibility Page and Information
- Accessibility Policy
- Alexandra Palace accessibility statement

We recognise that we do not have information as an audio format available on our website. We are committed to providing audio information of all key venue,

ticketing and accessibility information, this will be included in the accessibility development action plane (see appendices).

6.2 Strobe, Haze and Special Effects Warnings

Special effects are very common at events that Alexandra Palace and Park host. We recognise that this can pose a risk and barrier to customers that have specific disabilities. We are committed to issuing special effects warnings via information sent out, online event information and onsite signage to ensure that all who attend events are informed accordingly in advance of their visit. The Visitor Services team will be available for all customers that wish to discuss further information or concerns on the day of the event.

6.3 Video Content and Captioning

All published marketing video content via social media or the website will include captions and subtitles.

6.4 Website Functionality

In 2022 we undertook an accessibility review of the Alexandra Palace website. We have identified that functionality of the website can be improved in areas to reach more diverse audiences and that event information and resources can be accessed by those that have specific disabilities. We are committed to undertaking an annual review of the accessibility page and its information as well as working towards making the website compatible with zoom text and screen reader software where applicable. This will be included in the accessibility development action plane (see appendices).

7. **Ensuring that accessibility is seen as a priority across all that we do and it considered accordingly in organisational policy and procedures.** This will cover which role leads on accessibility development and policy within the organisation and the way in which accessibility is written into wider organisational policy and departmental procedures.

7.1 Head of Accessibility (Access Officer)

The Head of Visitor Services acts as the organisation's lead person for accessibility. The role is responsible for ensuring that the Palace and events are as accessible as is feasible and that procedures/ policies that are concerned with accessibility are followed. Furthermore, the position is responsible for developing accessibility operationally and within any administrative areas – this includes clients, partners, and customers. They will lead on any projects that are concerned with accessibility and address any escalated issues. Furthermore, they will advise departments on accessibility areas. Any memberships and partnerships based around accessibility will be led on by the Head of Visitor Services.

7.2 Recruitment

Alexandra Palace and Park is committed to making reasonable adjustments for all applicants, interviews, and recruitment processes in relation to accessibility as set out in our recruitment, EDI and associated policies.

7.3 Volunteering

Alexandra Palace provides volunteering opportunities across all business areas. We want these opportunities to be available for all, and are committed to making reasonable adjustments for any applicant that wishes to volunteer with us will state this commitment on our website to advertise this.

7.4 Health and Safety

Accessibility will be considered within all health and safety matters regarding policy and procedures. Customers with disabilities will be included within evacuation plans and risk assessments in relation to all public and event spaces. Special consideration will be given to those who are wheelchair users, are hearing impaired or require additional support. Evacuation policies are described within relevant health and safety policies that are reviewed and updated regularly to include disabled visitors.

All reasonable adjustment requests will be subject to the relevant health and safety legislation and best practice. Where a reasonable adjustment cannot be made due to health and safety restrictions, the requestee will be notified and offered an alternative option if possible.

7.5 Clients, Partners, and Promoters

For our events and spaces to be accessible to all and to ensure that the accessibility services are continuously available we will ensure that our accessibility standards and procedures are clearly communicated to all stakeholders that work at Alexandra Palace, this relates to music promoters, corporate partners, and private clients. We recognise that there must be consistency across all areas of the business to reach our targets of accessibility.

There will be detailed accessibility standards written in promoter and client contracts, these will include but are not limited to;

7.5.1 Great Hall Concerts

- The inclusion of an accessible viewing platform as part of the selling allocation.
- An accessible ticket allocation of 30 to be sold via Ticket partners and the venue.
- A accessible platform allocation of 60 spaces.

7.5.2 Theatre Events

- The requirement to provide large print programmes on request within a 2-week request time frame.
- For show runs of 14+ performances to provide a minimum of 1 performance of accessible performances of both captioned/BSL and audio described.
- For children show runs and 4 week + runs, a discussion around staging a relaxed performance.
- For seated shows - 7 accessible spaces + companion ticket allocations.
- For standing shows – 1 accessible space in the circle, 5 ambulant allocations and 4 accessible spaces on the floor.
- The flexibility to issue companions anywhere in the seating plan if required free of charge.

7.5.3 All Events

- A dedicated accessible entrance

- An accessible ticket allocation to be sold – numbers negotiated and reviewed per event type -Sport, exhibition etc.
- Free companion tickets for customers that have accessible tickets or request them via Visitor Services.
- The requirement to finance BSL interpretation requests within a 6-week request period.
- Request for any accessible requirements and reasonable adjustment for artists and crew.
- To advertise our Visitor Services team as being contactable for Accessible needs.

8. Ensuring that Alexandra Palace staff are delivering events and services to a high professional standard in relation to accessibility. This includes planning approaches to how we will ensure all staff have a professional understanding of accessibility and how we ensure accessibility standards are delivered and maintained across site.

8.1 Disability Equality Training

We recognise it is important to equip all staff that work across all areas of the organisation to have a professional understanding and awareness of accessibility. We are of the view that the more understanding we have, the more likely it is that we will avoid creating barriers for visitors that have impairments and handle issues relating to accessibility better. We are committed to providing Disability Equality training to all members of staff across the organisation, this includes the executive team and senior management. This training is mandatory for all staff at Alexandra Palace. Furthermore, as part of our commitment, we will require all stake holders, partners, and agency staff management to complete said training. All Visitor Services staff that have duties of answering phones will receive training in handling calls that are made via assisted services.

8.2 Visitor Feedback

We recognise that the best way for Alexandra Palace and Park to continue to develop and improve its accessibility is to listen to feedback and lived experiences from the disabled community. We are committed to offering regular feedback initiatives to empower communities to directly feedback to us regarding our accessibility standards and services. Methods to capture this feedback will include:

- Surveys based on accessibility.
- Secret shops organised by accessibility led organisations.
- Feedback via email, social media, and complaints.
- Face to face feedback on events to staff from visitors.

The Head of accessibility will be responsible for correlating all feedback and considering it accordingly.

8.3 Commitments to Memberships

Alexandra Palace and Park wants to actively work with industry leading charities and organisations that are concerned with accessibility. Furthermore, we want to push the message out to the industry that we are an accessible venue. We have committed to membership with accessibility lead charity Attitude is Everything and recognise working through their charter of best practice as a priority for the organisation. In 2020 we achieved the Silver statues award for our development work on accessibility, we are

committed to becoming a Gold status venue. This will be lead on internally by the Head of Visitor Services. Furthermore, this has been written into our EDI action plan to make the Palace and Park accessible to all, and as such, have committed to the Governments disability confident employer scheme.

8.4 Access to culture

We work with the Haringey Culture Network, funders and partners to increase access to and engagement with cultural activities particularly for individuals and groups would not normally participate or do not consider the arts and culture to be 'for them'.

9. **Associated documentation and further information**

- Health and Safety Policy
- HR and Recruitment policy
- Equality, Diversity and Inclusion Policy and Action plan.
- Car parking policy

10. **Data protection**

Alexandra Palace processes personal data as part of recording and responding to applications in accordance with its data protection policy. The organisation has in place arrangements to ensure that personal data is held securely and accessed by, and disclosed to, authorised individuals only. Inappropriate access or disclosure of personal data constitutes a data breach and should be reported in accordance with the organisation's data protection policy immediately. It may also constitute a disciplinary offence, which will be dealt with under the organisation's disciplinary procedure.

11. Equality

Alexandra Palace is committed to the fair treatment of its staff, potential staff or users of its services, regardless of race, sex, sexual orientation, gender reassignment, marriage and civil partnership, pregnancy and maternity, religion or belief, responsibilities for dependents, age, physical/mental disability or offending background.

12. Status of policy

The policy will be reviewed on an ongoing basis to reflect changes in the law, demographics and internal business requirements.

Date	Version	Author	Amendments
June 2023	VI	Head of VS	<i>Approved by ELT</i>

Appendix I: Accessibility Development Action Plan - April 2023 to April 2024

Objective Areas:

- A. Improving the physical environment and accessibility of Alexandra Palace and Park to increase the number of attendees at events from the disabled community.
- B. Increasing the accessible provisions and services that are made available to customers on events at Alexandra Palace.
- C. Improving the communications and information that is available about accessibility at Alexandra Park and Palace and the events that we host.
- D. Ensuring that accessibility is seen as a priority across all that we do, and it considered accordingly within organisational policy and procedures.
- E. Ensuring that Alexandra Palace staff are delivering events and services to a high professional standard in relation to accessibility and awareness.

No	Area	Target	Strategies	Outcomes	Timeframe	Progress
1	A	Install a site wide wayfinding signage solution that has dedicated accessible signage.	We will look to use the criteria from the sign design guide to identify a signage solution across site. All way finding signage will need to accessible signage provision included. Areas will include general way finding, toilets and venue/ place names.	A suitable signage solution installed in all public areas of the Palace. To include an accessible wayfinding	To be complete by January 2024.	
2	A	Install a registered changing places facility at Alexandra Palace and Park.	We will conduct a feasibility study and fund-raising strategy to identify a suitable area and funds to install a working facility. We will consult with the council, muscular dystrophy and specialist changing places providers to deliver the project.	Have a registered changing places facility available on site.	To be complete by September 2023	
3	B	Ensure that new ticketing partner Dice offer accessible ticketing provisions to the required standard as per this policy.	We will consult with Dice ticketing and offer workshop and training sessions. The Head of Visitor Services will monitor to service offered and the way in which it is carried out. All accessible ticketing policies will be clearly communicated to Dice in advance of all on-sales. The Visitor Services department will offer support on handling any reasonable adjustment requests and escalated issues.	Complete a full year of partnership with Dice with them delivering to a robust standard of practice and fully implementing the required policies and practices.	To be reviewed May 2024	

No	Area	Target	Strategies	Outcomes	Timeframe	Progress
4	C	To have key information readily available on the website as an audio file.	We will explore options to create playable audio files to be made available on our website of key information.	To have listenable audio files of key information available on our website including venue information, FaQ's, accessibility, ticketing and terms and conditions.	To be complete by September 2023	
5	D	To have accessibility considered where applicable on all policy, procedures and event set up (via promoters etc).	We will look to review policy across site to ensure that accessibility has been considered accordingly and amend any findings where required. We will set high standards and communicate them with partners, contractors and promoters that use Alexandra Park and Place as per the information in this policy and hold them accountable if required.	To have robust methods of communicating accessibility standards to all partners and take a accountability approach. To have accessibility considered in all policy that is concerned with Alexandra Palace and park where applicable.	Progress to be reviewed April 2024	
6	E	To ensure that all staff that work at Alexandra Palace and Park and close partners have an understanding of accessibility and uphold the standards set out in this policy.	Accessibility awareness training is mandatory a part of working at Alexandra Palace and Park. We will explore ways in which we will break down this training within different departments. The executive leadership team will take a leading role in holding departments accountable for accessibility standards.	Have a strong and consistent understanding of accessibility awareness across all departments.	Progress to be reviewed April 2024.	
7	All	Achieve industry recognised Gold accessibility status from Attitude is everything.	We will consult with Attitude is Everything	Be a Gold Status awarded venue.	To be complete by end of March 2024.	