



13 November 2024

Title	Reading Museum update
Purpose of the report	To make a decision
Report status	Public report
Report author	Matthew Williams, Museum Manager
Lead Councillor	Cllr Adele Barnett-Ward
Corporate priority	Thriving Communities
Recommendations	<ol style="list-style-type: none"> 1. To note in Section 3 the successes of making the museum and its collections inclusive and accessible to Reading's communities, including over 18,500 school students annually participating in its learning programmes, its acclaimed Windrush partnership exhibitions, and the Museums Partnership Reading (MPR) Museum on Wheels outreach programme. 2. To note the recent success in becoming a Museum of Sanctuary, recognising its commitment to the City of Sanctuary UK vision to ensure it is a welcoming place of safety for all. 3. To approve the Reading Museum Access Policy 2025-2030 (Appendix 1) to ensure it continues to meet the Accreditation standard for UK Museums. This Policy sets out the Museum's commitment to maximising inclusive public access and identifies how this will be achieved across the Service.

1. Executive Summary

- 1.1. This report provides an update on progress made by the Museum Service in several areas that are part of the Museum's Forward Plan that was approved by HNL Committee in July 2021, including successfully widening access through in person and digital engagement, work with schools, outreach into community spaces and the award of Museum of Sanctuary status.
- 1.2. The report seeks the approval of the Reading Museum Access Policy 2025-2030, (attached at appendix 1) which is a requirement of the Accreditation Standard for UK Museums and allows this to be included in the Museum's Forward Plan which will come to Committee in March 2025.

2. Policy Context

- 2.1. The HNL Committee in July 2021 endorsed the Reading Museum Forward Plan 2020-2025 (approval was delayed from 2020 by the Covid pandemic) that provides the framework for the Museum Service's delivery and development. The next Forward Plan will cover 2025-2030 and will be presented to HNL Committee for approval in 2025.
- 2.2. The Forward Plan includes the Museum's statement of purpose:

Reading Museum champions our town's unique identity. We play a leading part in Reading's transformation as a cultural community and a place of culture by

- actively engaging with diverse local communities and partners locally and nationally
- providing opportunities for high quality object-based learning and creativity
- caring for our collections, encouraging physical and digital access to them
- providing enterprising and sustainable income opportunities

2.3. Reading Museum has full accreditation status with Arts Council England - (Accredited No. 978). The Forward Plan is one of a set of plans and policies that are consistent with both professional museum practice and are also a requirement of the Museum Accreditation Scheme – the UK Standard for museums and galleries managed by Arts Council England (ACE). An updated Forward Plan will come to Committee in March 2025. The first step is ratification of the Access Policy.

2.4. The Museum cares for a major and unique public collection, which through its use and interpretation makes an important contribution to Reading Borough Council's strategic aims, Reading's Culture and Heritage Strategy, and the Reading 2050 vision. Since 2018 Reading Museum has been an ACE National Portfolio Organisation (NPO) as part of the Museums Partnership Reading (MPR) with The Museum of English Rural Life. The Museum must have full accreditation status to be an NPO. Accreditation requires that the Museum has an access policy that is formally ratified by the elected Members and that is reviewed at least every five years. The last access policy was approved on 24 June 2020 in RBC Decision Book, Issue 603.

3. The Proposal

3.1. Making the museum accessible to Reading's communities

The current Access Policy supports the Museum's statement of purpose (as set out in 2.2 above) by providing a framework that strives to include all our visitors, potential visitors, volunteers, and staff. The Museum makes its collections and buildings accessible by removing as many physical, intellectual, or cultural barriers to access as practicable, within the limits of legal, budgetary, and planning constraints.

3.2. Key access activities and achievements are noted below under the nine Access Policy theme headings:

Consultation and audiences

3.3 The Museum regularly consults and evaluates its activities to improve and develop services, by using surveys, focus groups and events, focused on young people, people with disabilities, and under-represented groups, working with partners including Brighter Futures for Children, Reading City of Sanctuary, Museums Partnership Reading, Berkshire Vision, and Autism Berkshire. This has identified learning which can be used to support future projects.

Community links and outreach

3.4 The Museum actively engages with diverse local communities, for example its work with Reading's Windrush Generation created the critically acclaimed online exhibition [Enigma of Arrival: The Politics and Poetics of Caribbean Migration to Britain](#) in 2020, in partnership with Barbados Museum and the University of the West Indies. In 2023 for the 75th anniversary of the Windrush Generation's arrival, the Museum hosted a community display [Windrush Lives](#) along with a pop-up banner version of the *Enigma of Arrival* exhibition.

3.5 The [MPR's Museum on Wheels](#) continues to visit community venues and events across Reading, including regular events at Southcote and Whitley Libraries contributing to RBC's Social Inclusion Strategy, and attending events like Waterfest and Reading Pride.

- 3.6 As part of the MPR programme the Museum was given the [‘Museum of Sanctuary’ Award in 2024](#) recognising its commitment to the City of Sanctuary UK vision. The Service works with local partners, including Reading Refugee Support Group and Care4Calais, ensuring it is a welcoming place of safety for all.

Premises

- 3.7 We continue to ensure that our sites are physically accessible to all our visitors. The work to make the Abbey Quarter accessible was awarded ‘Best use of Heritage in Placemaking’ at the Planning Awards 2020. The judges were particularly impressed with the museum’s use of community participation in consultations to ensure a broad spectrum of people could participate and enjoy a new ‘sense of place’ within the restored Abbey Quarter.
- 3.8 During the Covid pandemic the museum team worked hard to ensure the museum could reopen safely from September 2020 within Covid regulations. Measures included online booking, a one-way visitor route, and enhanced cleaning. Online content and virtual services were also developed so that communities could continue to access the museum and its collections even during lockdowns.
- 3.9 Emergency work to repair and clean the historic stonework of the Town Hall facade was completed in March 2024 removing temporary scaffolding, so ensuring the return of full and easy access to the museum’s main entrance for all visitors.

Collections

- 3.10 The Museum is committed to increasing access and interpretation to the collections including permanent displays, temporary exhibitions, loans, object handling, tours, events, and activities. Collections are continually being updated and developed to better reflect the diversity of the borough through the Museum’s approved Collection Development Policy.
- 3.11 Access to the Museum’s stored collections was greatly improved by the major move of the reserve collections to a more accessible and energy efficient collection store building in 2021. This has improved facilities for all visitors and has also been open for tours during Reading’s Heritage Open Days.
- 3.12 In 2023 the museum secured £112K of external funding to deliver the [Reading’s DIGITAL Revolution project](#) exploring 60 year of our town’s IT industry (including £87K from NLHF). This project includes contemporary collecting and oral history interviews, pop-up displays, and culminates in a major new exhibition next year. This will be accompanied by learning offer for young people being developed with partners including Activate Learning, Digit-(All) charity, New Directions and Reading University’s teacher training team.

Information (including online access)

- 3.13 Digital engagement with the Museum’s website and social media platforms has soared from 110K visits in 19/20 pre-Covid to over 3.3million visits in 23/24.
- 3.14 The needs of visitors are considered when preparing and presenting collections information and interpretation in the galleries, exhibitions, offsite and online, following good practice guidelines. In 2022 the Heritage Access report listed the Reading Museum’s [website’s access information](#) as being in the UK’s top 20 from over 3,000 museums and heritage sites that were assessed. This was further enhanced this year with a new downloadable Visual Story that helps visitors plan and support their visit. This was developed as part of the [‘Museums, My Way’ programme](#) that MPR had developed with Autism Berkshire to support our neurodivergent users. The Museum is

currently developing a quick guide using basic English to support visitors with little or no English language skills.

Learning and programming

- 3.15 The Museum continues to provide and develop learning and temporary exhibition programmes for a range of target audiences. Examples of popular exhibitions include '1971 Reading Festival – For the First Time' that celebrated 50 years of the famous music festival in 2021, 'Collected - 150 Years of Reading Football Club' in 2022, and 'In the Company of Monsters' with the University of Reading in 2023/24.
- 3.16 Our nationally respected [schools programme](#) continues to thrive and has more than recovered from the impact of the Covid pandemic. The number of school students visiting the museum was 18,659 in 23/24. This is over 3,200 more students than before the Covid pandemic in 19/20. During the pandemic we introduced virtual sessions, funded by a Crowdfunder supported by the Friends of Reading Museum. These now reach local, national and international audiences, and include a [new Black History session](#) developed in partnership with Culture Mix and launched during Black History Month in 2021.

Customer care

- 3.17 The Museum team prides itself on providing a welcoming, friendly, and inclusive environment for all its visitors and volunteers, which is reflected in consistently positive customer feedback and satisfaction.
- 3.18 The users of the Little Ankle Biters website for Berks, Bucks and Oxon voted the Museum as 'Best Family Museum' in 2020 and the 'Best Museum' in 2023. In 2023 'Investing in Volunteers' accreditation, the UK quality standard for good practice in [volunteer management](#) was re-awarded to MPR.
- 3.19 The Museum shop has gone from strength to strength, including developing its online offer. Sales have grown from £30K in 19/20 to over £54K in 23/24, despite dipping to less than £17K (mostly online) in 20/21 due to the Covid lockdowns.

Staff and training

- 3.20 The Museum is committed to increasing the diversity of its workforce including volunteers. As part of the staff induction process, new staff receive equality and diversity online training, and recently MPR delivered deaf awareness training. Staff have also received training from Autism Berkshire as part of the Museums, My Way programme. As part of our Investing in Volunteers status, the MPR volunteer programme has been taking positive action to diversify our volunteers. Since 2020 our volunteers have become more representative of our community in terms of ethnic background, disability, and neurodiversity, while all age groups continue to be broadly represented.

Financial access

- 3.21 Free entry to the Museum ensures there is no financial barrier for residents and visitors to access the collections that are held in trust for the people of Reading, providing opportunities for wellbeing, enjoyment and learning regardless of ethnic origin, social background, or financial means. Free and low-cost family activities have been important to many residents during both the Covid and subsequent cost of living crisis.
- 3.23 However, visitors who can afford it are asked to donate for their visit. A greater focus on increasing donations in recent months by the Museum team has already produced a month-on-month growth in donations income from £854 in April 2024 to £1482 in August 2024. It is anticipated this will grow further when contactless donations are introduced.

3.24 Visits to the museum have recovered and now exceeded pre-pandemic levels, reaching 107,000 visitors in 23/24 (compared to 97,000 in 19/20, and subsequent drops to 8,800 in 20/21 and 61,000 in 21/22). This increased footfall is also contributing to the wider economic recovery of the town centre, supporting REDA's economic and destination strategy. The National and South East regional Annual Museum Survey 2023 calculated that the total Economic Impact of Reading Museum visitors in 2022/23 was £3.9m – every £1 spent on the museum in 22/23 generated £9 spending in the wider local economy.

3.24 Access Policy 2025-2030

The proposed Reading Museum Access Policy 2025-2030 is attached as appendix 1 and will once approved supersede the current Policy approved in 2020.

3.25 Following review of the current Policy only minor factual changes have been required to ensure the Policy conforms to requirements and is fit for purpose going forward. The changes include: an updated section 3 to reflect changes to the local and national policy context, the removal of references to actions required after Covid lockdowns in section 4, revision of 5.5 to reflect revised provision in basic English and adding reference to RBC's new Inclusion & Diversity Strategy in 5.8.

3.26 The Committee is asked to approve the Reading Museum Access Policy 2025-2030 to ensure it continues to meet the Accreditation standard for UK Museums. There is a particular relevance in the update as we can then use the embedded principles to support future gallery developments, ensuring access to the nationally significant collections at the Museum are broadened as much as possible and in line with updated priorities and thinking.

4 Contribution to Strategic Aims

4.1 The Council's Corporate Plan has established three themes for the years 2022/25. These themes are:

- Healthy Environment
- Thriving Communities
- Inclusive Economy

4.2 These themes are underpinned by "Our Foundations" explaining the ways we work at the Council:

- People first
- Digital transformation
- Building self-reliance
- Getting the best value
- Collaborating with others

4.3 Full details of the Council's Corporate Plan and the projects which will deliver these priorities are published on the Council's website - [Corporate plan - Reading Borough Council](#). These priorities and the Corporate Plan demonstrate how the Council meets its legal obligation to be efficient, effective and economical.

4.4 The Museum cares for an important public collection and unique cultural resource, which through its development, access, use, and interpretation contribute to the Council's strategic themes. The strategic direction of both the Museum's Access Policy and the Roman gallery development project links into all the Foundations listed above.

5 Environmental and Climate Implications

5.1 The Council declared a Climate Emergency at its meeting on 26 February 2019 (Minute 48 refers).

5.2 There is a neutral environmental and climate impact arising from this report.

6 Community Engagement

- 6.1 The Access Policy gives local people and key stakeholders, including ACE, a clear and transparent understanding of the Museum's commitment to making its collections, buildings, and services accessible, by removing as many physical, intellectual, or cultural barriers to access as practicable, within the limits of legal, budgetary, and planning constraints. Within available resources the Museum is committed to a people-first focus, developing a programme of activities and events that are designed to consult, involve, educate, and engage people from a wide range of backgrounds and all parts of Reading's diverse community.
- 6.2 The Museum regularly evaluates its services and consults with users following its Access Policy and Plan. As part of MPR, the Museum uses the Arts Council 'Illuminate' scheme to assess visitor feedback and also consults through other evaluation methods. Staff involve our communities in the running of the Museum through consultative groups (youth panel, teachers panel etc), community steering groups, and focus groups for partnership projects and initiatives (for example Museums of Sanctuary, Reading's Digital Revolution, Reading Windrush Group, and the MPR Committee). The Museum's access workgroup has used this feedback and feedback from customers, visitors, volunteers, and staff to inform the Access Policy and to ensure that it is still relevant and confirms to the requirements of the Museum Accreditation Scheme.
- 6.3 The Access Policy, once adopted, will be available on the Museum's website at www.readingmuseum.org.uk

7 Equality Implications

- 7.1 Under the Equality Act 2010, Section 149, a public authority must, in the exercise of its functions, have due regard to the need to -
- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 7.2 An Equality Impact Assessment (EIA) is not relevant here. The decision does not have a differential impact on groups with protected characteristics.
- 7.3 The Museum Access Policy is specifically written to address and promote equality of services/opportunity to all sectors of the community and to remove barriers and improving access. This is demonstrated by the achievements highlighted against the nine access policy theme headings evidenced above (see section 3). The Museum regularly consults and evaluates its services and projects and has never received any indication or feedback that any of its policies or plans discriminate against any groups. The Museum is positive about being inclusive to all sections of the community. Being free to visit, our museums are open to all residents and visitors. They provide opportunities for enjoyment and learning for all regardless of ethnic origin, social background or financial means.

8 Legal Implications

- 8.1 Under the 1964 Public Libraries and Museums Act, local authorities can provide and maintain museum services.
- 8.2 To comply with the Museum Accreditation Scheme, revision of the Museum's Access Policy requires the consent of the Committee.

9 Financial Implications

9.1 There are no direct financial implications arising from this report and the recommendations within.

10 Timetable for Implementation

10.1 If approved by Committee the Access Policy 2025-2030 will replace the last access policy that was approved on 24 June 2020 in RBC Decision Book, Issue 603

11 Background Papers

11.1 There are none.

Appendices –

1. Reading Museum Access Policy 2025-2030
2. Equalities Impact Assessment

Equality Impact Assessment (EqIA)

For advice on this document please contact Clare Muir on 72119 or email Clare.Muir@reading.gov.uk.

Please contact the Project Management Office at pmo@reading.gov.uk for advice and/or support to complete this form from a project perspective.

Name of proposal/activity/policy to be assessed: Reading Museum Access Policy
Directorate: DEGNS
Service: Culture

Name: Matthew Williams
Job Title: Museum Manager
Date of assessment: 18.9.2024

Version History

Version	Reason	Author	Date	Approved By
V1		Matthew Williams	18.9.2024	Simon Smith/Donna Pentelow

Scope your proposal

- **What is the aim of your policy or new service/what changes are you proposing?**
-

Reading Museum Access Policy 2025-2030 sets out the Museum's commitment to maximising inclusive public access and identifies how this will be achieved across the service and is a requirement to meet the Accreditation standard for UK Museums. The policy covers how the service meets the Public Sector Equality Duty as part of RBC, and through its National Portfolio Organisation (NPO) funding from Arts Council England (ACE).

The museum must have Full Accreditation status to be an NPO. Accreditation requires that the museum has an access policy that is formally ratified by the elected Members and that is reviewed at least every five years. The last Reading Museum Access Policy 2020-2025. policy was approved on 24 June 2020 in RBC Decision Book, Issue 603. As a public decision is required, the reviewed 2025-2030 policy will go to the NHL committee for approval.

The policy has been reviewed to ensure it conforms to the current requirements of the Museum Accreditation Scheme. The latest version only requires minor factual changes since its last review. These are an updated section 3 to reflect changes to the local and national policy context, the removal of references to actions required after Covid lockdowns in section 4, revision of 5.5 to reflect revised provision in basic English and adding reference to RBC's new Inclusion & Diversity strategy in 5.8.

The current access policy has provided a clear framework that strives to include all our visitors, potential visitors, volunteers, and staff. The museum makes its collections and buildings accessible by removing as many physical, intellectual, or cultural barriers to access as practicable, within the limits of legal, budgetary, and planning considerations. Between 2020 and 2024 the museum has made many access improvements under the nine access policy theme headings:

Consultation and audiences

The Museum regularly consults and evaluates to improve and develop its services. Consultations focus on young people, people with disabilities, and under-represented groups, working with partners including Brighter Futures for Children, Reading City of Sanctuary, Museums Partnership Reading (MPR), Berkshire Vision, and Autism Berkshire. This has identified barriers to participation that can be addressed by the museum's projects

Community links and outreach

The Museum actively engages with diverse local communities, for example its work with Reading's Windrush Generation created the critically acclaimed online exhibition [Enigma of Arrival: The Politics and Poetics of Caribbean Migration to Britain](#) in 2020, in partnership with Barbados Museum and the University of the West Indies. The [MPR's Museum on Wheels](#) continues to visit community venues and events across Reading,

including regular events at Southcote and Whitley Libraries contributing to RBC's Social Inclusion Strategy, and attending events like Waterfest and Reading Pride. As part of the MPR programme the Museum was given the ['Museum of Sanctuary' Award in 2024](#) recognising its commitment to the City of Sanctuary UK vision. The service works with local partners, including Reading Refugee Support Group and Care4Calais, ensuring it is a welcoming place of safety for all.

Premises

We continue to ensure that our sites are physically accessible to all our visitors. The work to make the Abbey Quarter accessible was awarded 'Best use of Heritage in Placemaking' at the Planning Awards 2020. The judges were particularly impressed with the museum's use of community participation in consultations to ensure a broad spectrum of people could participate and enjoy a new 'sense of place' within the restored Abbey Quarter. Emergency work to repair and clean the historic stonework of the Town Hall facade was completed in March 2024 removing temporary scaffolding, so ensuring the return of full and easy access to the museum's main entrance for all visitors.

Collections

The Museum is committed to increasing access and interpretation to the collections including permanent displays, temporary exhibitions, loans, object handling, tours, events, and activities. Collections are continually being updated and developed to better reflect the diversity of the borough through the Museum's approved Collection Development Policy (RBC Decision Book, Issue 657, 27 April 2022).

Access to the museum's stored collections has greatly improved by the major move of the reserve collections to a more accessible and energy efficient collection store building in 2021. This has improved facilities for all visitors and has also been open for tours during Reading's Heritage Open Days. In 2023 the museum secured £112K of external funding to deliver the [Reading's DIGITAL Revolution project](#) exploring 60 year of our town's IT industry (including £87K from NLHF). This project includes contemporary collecting and oral history interviews, pop-up displays, and culminates in a major new exhibition next year. This will be accompanied by learning offer for young people being developed with partners including Activate Learning, Digit-(All) charity, New Directions and Reading University's teacher training team.

Information (including online access)

Digital engagement with museum's website and social media platforms has soared from 110K visits in 19/20 pre-Covid to over 3.3million visits in 23/24.

The needs of visitors are considered when preparing and presenting collections information and interpretation in the galleries, exhibitions, offsite and online, following good practice guidelines. In 2022 the Heritage Access report listed the Reading Museum's [website's access information](#) as being in the UK's top 20 from over 3,000 museums and heritage sites that were assessed. This was further enhanced this year with a new downloadable Visual Story that helps visitors plan and support their visit. This was developed as part of the ['Museums, My Way' programme](#) that MPR had developed with Autism Berkshire to support our neurodivergent users. The museum is currently developing a quick guide using basic English to support visitors with little or no English language skills.

Learning and programming

The museum continues to provide and develop learning and temporary exhibition programmes for a range of target audiences. Examples of popular exhibitions include '1971 Reading Festival – For the First Time' that celebrated 50 years of the famous music festival in 2021, 'Collected - 150 Years of Reading Football Club' in 2022, and 'In the Company of Monsters' with the University of Reading in 2023/24.

Our nationally respected [schools programme](#) continues to thrive and has more than recovered from the impact of the Covid pandemic. The number of school students visiting the museum was 18,659 in 23/24. This is over 3,200 more students than before the Covid pandemic in 19/20. During the pandemic we introduced virtual sessions, funded by a Crowdfunder supported by the Friends of Reading Museum. These now reach local, national and international audiences, and include a [new Black History session](#) developed in partnership with Culture Mix and launched during Black History Month in 2021.

Customer care

The museum team prides itself on providing a welcoming, friendly, and inclusive environment for all its visitors, volunteers, and staff, which is reflected in consistently positive customer feedback and satisfaction. The users of the Little Ankle Biters website for Berks, Bucks and Oxon voted the museum as 'Best Family Museum' in 2020 and the 'Best Museum' in 2023. In 2023 'Investing in Volunteers' accreditation, the UK quality standard for good practice in [volunteer management](#) was re-awarded to MPR.

Staff and training

The museum is committed to increasing the diversity of its workforce including volunteers within RBC's Inclusion & Diversity strategy. As part of the staff induction process, new staff receive equality and diversity online training, and recently MPR delivered deaf awareness training. Staff have also received training from Autism Berkshire as part of the Museums, My Way programme. As part of our Investing in Volunteers status, the MPR volunteer programme has been taking positive action to diversify our volunteers. Since 2020 our volunteers have become more representative of our community in terms of ethnic background, disability and neurodiversity, while all age groups continue to be broadly represented.

Financial access

Free entry to the museum ensures there is no financial barrier for residents and visitors to access the collections that are held in trust for the people of Reading, providing opportunities for wellbeing, enjoyment and learning regardless of ethnic origin, social background, or financial means. Free and low-cost family activities have been important to many residents during both the Covid and subsequent cost of living crisis. Visits to the museum have recovered and now exceeded pre-pandemic levels, reaching 107,000 visitors in 23/24 (compared to 97,000 in 19/20, and subsequent drops to 8,800 in 20/21 and 61,000 in 21/22).

- **Who will benefit from this proposal and how?**

The museum access policy is specifically written to address and promote equality of services/opportunity to all sectors of the community and to remove barriers and improving access. The museum regularly consults and evaluates its services and projects and has never received any indication or feedback that any of its policies or plans discriminate against any groups. The museum is positive about being inclusive to all sections of the community. Being free to visit, our museums are open to all residents and visitors. They provide opportunities for enjoyment and learning for all regardless of ethnic origin, social background or financial means.

- **What outcomes does the change aim to achieve and for whom?**

The adoption of the revised Access policy gives staff, local people and key stakeholders, including ACE/NLHF, a clear and transparent understanding of the Museum's clear commitment to making its collections, buildings and services accessible, by removing as many physical, intellectual or cultural barriers to access as practicable, within the limits of legal, budgetary and planning considerations. Within available resources the Museum is committed to a people-first focus, developing a programme of activities and events that are designed to consult, involve, educate and engage people from a wide range of backgrounds and all parts of Reading's diverse community.

Its adoption also ensures that the museum conforms to the current requirements of the Museum Accreditation Scheme and can continue to access funding from funders including ACE (including NPO) and NLHF grants.

- **Who are the main stakeholders and what do they want?**

Arts Council England (ACE), National Lottery Heritage Fund (NLHF), elected members, museum professionals and local people (residents and visitors) – want a professional and inclusive museum service with a clear and transparent access framework that meets its ethical and legal requirements and is realistic within its current resources and service aims and objectives.

The UK Museum Accreditation scheme – an access policy is a mandatory requirement for all museums.

ACE/NLHF – the policy is part of the evidence that demonstrates how the museum through MPR develops the inclusivity & relevance principles in the work they produce, present, and distribute by building a relationship with their communities, and demonstrating how their work is accessible and relevant to those communities, that is funded by ACE and NLHF.

Assess whether an EqIA is Relevant

How does your proposal relate to eliminating discrimination; advancing equality of opportunity; promoting good community relations?

- **Do you have evidence or reason to believe that some groups may be affected differently than others (due to race, disability, sex, gender, sexuality, age, religious belief or due to belonging to the Armed Forces community or care experience)? Make reference to the known demographic profile of the service user group, your monitoring information, research, national data/reports etc.**

No

- **Is there already public concern about potentially discriminatory practices/impact or could there be? Make reference to your complaints, consultation, feedback, media reports locally/nationally.**

No

If the answer is **Yes** to any of the above, you need to do an Equality Impact Assessment.

If **No** you **MUST** complete this statement.

An Equality Impact Assessment is not relevant because:

The museum access policy is specifically written to address and promote equality of services/opportunity to all sectors of the community and to remove barriers and improving access. This is demonstrated by the achievements highlighted against the nine access policy theme headings evidenced above. The museum regularly consults and evaluates its services and projects and has never received any indication or feedback that any of its policies or plans discriminate against any groups. The museum is positive about being inclusive to all sections of the community. Being free to visit, our museums are open to all residents and visitors. They provide opportunities for enjoyment and learning for all regardless of ethnic origin, social background or financial means.

X

Completing Officer

X

Lead Officer

Assess the Impact of the Proposal

Your assessment must include:

- **Consultation**
- **Collection and Assessment of Data**
- **Judgement about whether the impact is negative or positive**

Think about who does and doesn't use the service? Is the take up representative of the community? What do different minority groups think? (You might think your policy, project or service is accessible and addressing the needs of these groups, but asking them might give you a totally different view). Does it really meet their varied needs? Are some groups less likely to get a good service?

How do your proposals relate to other services - will your proposals have knock on effects on other services elsewhere? Are there proposals being made for other services that relate to yours and could lead to a cumulative impact?

Example: A local authority takes separate decisions to limit the eligibility criteria for community care services; increase charges for respite services; scale back its accessible housing programme; and cut concessionary travel.

Each separate decision may have a significant effect on the lives of disabled residents, and the cumulative impact of these decisions may be considerable.

This combined impact would not be apparent if decisions are considered in isolation.

Consultation

How have you consulted with or do you plan to consult with relevant groups and experts. If you haven't already completed a Consultation form do it now. The checklist helps you make sure you follow good consultation practice.

[Consultation manager form - Reading Borough Council Dash](#)

Relevant groups/experts	How were/will the views of these groups be obtained	Date when contacted

Collect and Assess your Data

Using information from Census, residents survey data, service monitoring data, satisfaction or complaints, feedback, consultation, research, your knowledge and the knowledge of people in your team, staff groups etc. describe how the proposal could impact on each group. Include both positive and negative impacts.

(Please delete relevant ticks)

- **Describe how this proposal could impact on racial groups**
 - **Is there a negative impact?** Yes / No / Not sure
-

-
- **Describe how this proposal could impact on Sex and Gender identity (include pregnancy and maternity, marriage, gender re-assignment)**
 - **Is there a negative impact?** Yes / No / Not sure
-

-
- **Describe how this proposal could impact on Disability**
 - **Is there a negative impact?** Yes / No / Not sure
-

-
- **Describe how this proposal could impact on Sexual orientation (cover civil partnership)**
 - **Is there a negative impact?** Yes / No / Not sure
-

-
- **Describe how this proposal could impact on age**
 - **Is there a negative impact?** Yes / No / Not sure
-
-

- **Describe how this proposal could impact on Religious belief**
 - **Is there a negative impact? Yes / No / Not sure**
-

-
- **Describe how this proposal could impact on the Armed Forces community (including reservists and veterans and their families)**
 - **Is there a negative impact? Yes / No / Not sure**
-

- **Describe how this proposal could impact on care experienced young people and adults.**
 - **Is there a negative impact?** Yes / No / Not sure
-
-

Make a Decision

If the impact is negative then you must consider whether you can legally justify it. If not you must set out how you will reduce or eliminate the impact. If you are not sure what the impact will be you MUST assume that there could be a negative impact. You may have to do further consultation or test out your proposal and monitor the impact before full implementation.

(Delete numbers below which don't apply)

- 1. **No negative impact identified** – Go to sign off
- 2. **Negative impact identified but there is a justifiable reason**

You must give due regard or weight but this does not necessarily mean that the equality duty overrides other clearly conflicting statutory duties that you must comply with.

- 3. **Negative impact identified or uncertain**

What action will you take to eliminate or reduce the impact? Set out your actions and timescale

- **How will you monitor for adverse impact in the future?**
-

X

X

Completing Officer

Lead Officer