



ACCESSIBILITY POLICY SUMMARY VERSION

1. Introduction

The historic and protected environment that we manage presents challenges in providing a site that is usable for everyone. In 2020 we released a public statement pledging an ongoing commitment to provide the best possible experience for disabled visitors and those with hearing, mobility and other impairments or cognitive access requirements.

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.

We expect our people to:

- 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. Policy Areas

Our Accessibility Policy covers five specific areas, which are summarised in this document.

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

Please contact Visitor.Services@alexandrapalace.com to obtain a copy of the full Accessibility Policy.

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 Enquiries from visitors and event customers will be handled by Visitor Services in accordance with this Policy. See 5.1 for information on how to contact Visitor Services.
- 3.3 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.
- 3.4 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
- 3.5 Proof of Eligibility
- 3.5.1 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.
- 3.5.2 Alexandra Palace accepts the following five types of documentation as proof of eligibility:
- Blue badge
 - Access Card
 - Assistance Dog Certificate
 - PIP Document (Personal Independence Payment)
 - Doctor's or NHS letter
- 3.5.3 When providing proof of eligibility, an event customer must also provide proof of ticket purchase. Customers are advised to check they have the relevant proof of eligibility before purchasing tickets.
- 3.5.4 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 further considered.

4. Improving the physical environment and accessibility of Alexandra Palace and Park

4.1 Step Free Access to Spaces

We are committed to providing step free access to all our regular public spaces in accordance with the 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
- Palace Suite/ Back Stage bar
- Main Kitchen
- North West Tower

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

4.2 Drop Down Service Counters

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 available for all theatre events. This will include the front stalls and the circle (via lift access). The number of accessible spaces will vary between productions and event layout. Where a customer's seat is removable (front stalls) we will re-allocate into 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 in the building will feature braille signage.

4.6 Accessible Parking

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

4.7 Great Hall Concert Parking

Accessible ticket holders for concerts in the Great Hall will be automatically allocated an accessible parking space in The Grove car park. This is the closest car park to the Palm Court entrance into the Great Hall and 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. This will be communicated 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.

5. Increasing the accessible provisions and services that are made available to customers at events at Alexandra Palace

5.1 Dedicated Accessibility Team

The Visitor Services department is responsible for the wellbeing of our visitors. They also handle enquiries and feedback 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 is able to make reasonable adjustments where required to accommodate visitors' needs, in line with relevant health and safety legislation and best practice.

All internal and external matters regarding accessibility should be directed to and addressed by the Visitor Services department.

CONTACTING THE VISITOR SERVICES DEPARTMENT

Email (all enquiries)

Visitor.services@alexandrapalace.com

Email (dedicated for accessibility)

Access@alexandrapalace.com

Telephone

020 8365 4343

Website

<https://www.alexandrapalace.com/contact/get-in-touch/>

Social media (by direct message or via comments)

<https://www.facebook.com/YourAllyPally/>

<https://www.instagram.com/yourallypally/>

<https://twitter.com/Yourallypally>

In Person or By Post

Alexandra Palace East Court, Alexandra Palace Way, Wood Green, 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 which 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 customers with specific dietary requirements contact Visitor Services prior to their visit, to ensure that the appropriate arrangements can be put in place.

See 5.1 for information on how to contact Visitor Services.

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 advise customers to contact Visitor Services about this prior to their visit. If we feel it is necessary, we will consult our medical team prior to authorisation and where required, shall store medication for customers for the duration of the event.

See 5.1 for information on how to contact Visitor Services.

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 smooth 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.

5.5 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 to ensure that the dog is trained to a professional standard.

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 (x 1). 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 access customers, 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 Bar & Kitchen (the Pub) and the Theatre bars. The Visitor Services department 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 British Sign Language (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) and captioned and relaxed performances, where possible. As a standard requirement, for theatre show runs of 14 or more performances, the production house must provide a minimum of one of each BSL, captioned and audio described performance, in accordance with contractual obligations.

Consideration will be given to relaxed performances for children's shows running for four weeks or more.

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 in meeting this requirement, we will collaborate with the relevant 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. For assistance with booking tickets, please contact Visitor Services using the details provided at 5.1.

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 department, 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 In-House Ticketing and Visitor Services departments. We are committed to providing accessible ticket allocations at all theatre events. Designated spaces for wheelchair users are sold as a ticket (see 7.5). Companion tickets are available by default as part of all accessible ticket purchases.

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

5.10.4 Visitor Services can be contacted to book accessible ticketing allocations and discuss 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 (CRM) 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. Dice will be available via phone, email, and telephone to take bookings and manage accessible ticketing allocations.

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 5.11 but as a separate transaction, actioned by Dice. Alexandra Palace will monitor the standards of this process to ensure that it is adhered to.

Visitor Services can be contacted 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 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 7.5 for further 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 3.5 above.

5.13 Accessible Ticket Extenuating Circumstances

We recognise that physical and medical conditions and impairments can change a customer's ability to attend an event. We are committed to reviewing all extenuating circumstances 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 on-sale meaning that those who do not have access to the pre-sale have the opportunity to purchase accessible tickets during the on-sale. Where a VIP package is available, we are committed to issuing free VIP companion tickets if a customer requires this and has provided proof of eligibility.

5.15 Ticket Resales

Accessible tickets will be available for re-sale by the same methods and platforms are 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 re-selling the ticket (if this is requested and within a 72-hour period of the event). Alexandra Palace is not liable if the ticket is not sold.

5.16 Hearing Loop/Assistance

Hearing loop assistance services are available from Visitor Services in the East Court and for all Theatre productions. Furthermore, dedicated hearing loops will be available at Visitor Services in Palm Court, the Ice Rink reception, the Palm Court Box Office and accessible/ guest list entrance.

5.17 Wheelchair Hire

The site has a large geographical area which may be a barrier for some customers with 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 use, free of charge at all events and during day to day opening hours. See 5.1 for information on how to contact Visitor Services.

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 needs 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 spaces

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

5.21 Welfare Area

For all main space concerts, we will set up a designated welfare area. This space will be managed by Visitor Services staff. This 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.

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 Park and Palace.

6.2 The following online resources are available:

- 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 are working towards providing audio information of all key venue, ticketing and accessibility information.

6.3 Strobe, Haze and Special Effects Warnings

Special effects are very common at events that Alexandra Park & Palace host. We recognise that this can pose a risk and barrier to customers with specific disabilities. We are committed to issuing special effects warnings via pre-event information send outs, 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.

6.4 Video Content and Captioning

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

6.4 Website Functionality

We reviewed accessibility of our website in 2023 and have identified improvements to reach more diverse audiences and ensure that event information and resources can be accessed by those with specific disabilities. We are committed to annually reviewing the accessibility page information and our action plan includes working towards compatibility with zoom text and screen reader software, where applicable.

7. Ensuring that accessibility is seen as a priority across all that we do and is considered accordingly in organisational policy and procedures.

7.1 Head of Accessibility (Access Officer)

The Head of Visitor Services acts as the organisation's lead on all matters relating to accessibility.

7.2 Recruitment

Alexandra Palace and Park is committed to making reasonable adjustments for all applicants, interviewees, 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 we are committed to making reasonable adjustments for any applicant that wishes to volunteer with us.

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.

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 requester 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 accessibility targets. There will be detailed accessibility standards written in promoter and client contracts.

8. Ensuring that Alexandra Palace staff are delivering events and services to a high professional standard in relation to accessibility.

We recognise it is important to equip staff across all areas of the organisation with a professional awareness of accessibility. We believe the more understanding we have, the more likely we are to avoid creating barriers for visitors and better handle issues relating to accessibility. We are committed to providing mandatory Disability Equality (Accessibility Awareness) training to all staff members. We expect stakeholders, partners, and agency staff management to also complete this training.

All Visitor Services staff that have duties of answering phones will receive training in handling calls that are made via assisted services.