

Access Policy

Mission Statement

To promote learning, creative excellence and accessibility – celebrating advertising and brand heritage by preserving the past, capturing the present and inspiring the future.

Our definition of access

The History of Advertising Trust (HAT) was established in 1976 becoming a registered educational charity in 1978. The charity was established to *'advance the education of the public in fields of the history and significance of advertising and marketing'*. Furthermore, the charity aims *'To establish and produce public exhibitions and educational information for the education and information of the public in the history and significance of advertising and marketing and the development of the advertising industry and other features of the advertising industry.'*

We define access as something that is made possible when physical, cultural, social, financial, intellectual, psychological, and emotional barriers are removed or reduced.

Access is one of HAT's core values - Archives are for learning. We develop greater access to the archives to inspire creativity and innovation in learning.

Our commitment to accessibility

HAT's users and stakeholders consist of a broad range of groups:

- Advertising agencies and organisations related to the UK advertising and PR industries.
- Brands and companies (client archives)
- Academic, private and commercial researchers (UK and international).
- Ad-Memoire users - older people's care organisations, older people in care, activities co-ordinators, carers and the NHS.

HAT recognises that certain barriers to access exist at various levels to the archive. We believe that everyone has the fundamental right to access our archive collections, and we are committed to addressing all barriers to access where they exist.

We are committed to maintaining and improving intellectual and physical accessibility which extends to our staff, volunteers and interns as well as researchers, academics, corporate users and the public.

Our commitment to access extends to maintaining continuous dialogue with our current and target service users to identify means for providing greater access.

Areas of access covered in this policy include:

- Financial access: Researchers and educational visitors are permitted to access material free of charge. We aim to keep reproduction and commissioned research fees competitive to ensure that as many people as possible are able to access our services.
- Physical access: we aim to maintain buildings and facilities that are as physically accessible as possible, taking into account those with physical disabilities.

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- Intellectual access: we aim to provide information in a range of formats appropriate to the needs of a wide range of users.
- Psychological access: we aim to provide an excellent standard of customer care to ensure all users feel welcome at HAT.

Physical access

Information for visitors detailing our opening times, services and access to the collections is available via telephone, email, social media and on our website.

Although our remote location makes public transport difficult, we aim to provide as much information as possible on our website to ensure visitors are able to plan their journey.

All visitors to the archive are welcomed upon arrival and staff are on hand to answer queries.

The archive is committed to providing a safe environment for all. It has procedures for the safe evacuation of all users and staff in an emergency. Staff communicate these to all visitors when they arrive at HAT.

Our site is located on one floor and is accessible to all.

Travel expenses for all volunteers are paid by HAT in order to mitigate any financial barriers to accepting volunteer opportunities and offering services to the archive.

Access to collections

Enquiries concerning the nature and scope of material held by the archive are answered without charge. Researchers and educational visitors are permitted free access to material held in the HAT collections in any format. Commissioned research is dealt with according to a published scale of charges.

Where the condition of the material, copyright and other considerations allow, the archive provides copies of material in appropriate formats. Users are advised in advance of charges for digitisation and copying.

Issues of confidentiality, owner rights, copyright, conservation and security, mean that access to some documents may be restricted. Where restrictions are in place users will be advised at the earliest opportunity. Where restrictions are in place for client corporate marketing archives access and reproductions may be granted with the permission of the brand. HAT will endeavour to secure permission on a user's behalf.

During opening hours, the archive research and study centre is manned by a staff member at all times. This is to ensure the safety of the archival material and visitors.

All researchers are able to gain access to free WiFi in the HAT research and study centre and are permitted to use their own computer devices.

Magnifying glasses are provided when requested for detailed analysis of material.

There is a certain degree of flexibility in accessing material at the archive. Further requests of material not previously selected for study will be made accessible at the discretion of the on-duty archivist.

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Access to learning

HAT is a registered educational charity and seeks To promote learning, creative excellence and accessibility – celebrating advertising and brand heritage by preserving the past, capturing the present and inspiring the future. Specifically, we strive to increase access to archival material with particular emphasis on online content.

HAT offers group visits and works with organisations to deliver experiences which are tailored to the specific identified learning needs of the group or organisation.

We will determine and develop partnerships with educational organisations to ensure that our learning experiences continue to attract a broad range of users.

Review

This access policy is reviewed by Board of Trustees on annual basis and access is identified as a risk area on the charity's Risk Register that is also reviewed by the Board of Trustees.

Our policy is supported by the Executive Director at HAT. Stakeholder feedback influences our review process to ensure barriers are removed where possible.