



Keats House Access Policy 2026

Keats House museum is managed as a registered charity (1053381) by the City of London Corporation, which acts as its sole trustee.

This policy was approved by the Culture, Heritage and Libraries Committee on DD/MM/YYYY. We will review the policy every five years. The policy will next be reviewed in 2030/31.

Charitable objective

The objective of the Keats House Charity is “to preserve and maintain and restore for the education and benefit of the public the land with the buildings known as Keats House as a museum and live memorial to John Keats and as a literary meeting place and centre”.

Our commitment to access

The City of London Corporation (CoL) has a public sector duty under the Equality Act 2010. Keats House is committed to meeting the statutory requirements set out by the Act by doing everything possible to make its offer accessible to the widest possible audience.

We are dedicated to maximising access to our buildings, collections and services for all. We aim, within the limitations of our resources, to offer the widest, richest, and most engaging experience for all users. We continually ensure that our museum is ‘equitable and inclusive’, in line with the first ethical principle outlined in the Museum Association’s Code of Ethics.

Keats House plays an active role in delivering the ‘Diverse Engaged Communities’ outcome set out in the CoL Corporate Plan (2024-2029), and in supporting the CoL Cultural Strategy (2026-2030) priority of enabling visitors to ‘Access Culture with Ease’.

Our definition of access

Keats House considers access to mean that users experience as few barriers as possible to engaging with us, considering in particular physical, sensory, cultural and social, intellectual, attitudinal and financial accessibility.

We will ensure that all our services can be accessed, understood and used by a wide range of audiences, by minimising or removing barriers that may prevent engagement with our buildings, collections, events programme, and digital channels.

Scope and considerations

The scope of this policy is Keats House museum, Hampstead, and its digital channels. Our non-displayed collections are made accessible through The London Archives (TLA).

Keats House is a Grade I listed building, so some structural adaptations are not possible. However, we will actively work to mitigate these limitations by providing alternative forms of access. We will continue to identify and implement opportunities to improve physical access wherever possible.

How we plan to deliver this policy:

Physical access

We will consider the needs of people with physical disabilities, elderly visitors and those caring for young children, by:

- providing step-free access from street level to the ground floor rooms;
- providing alternative ways to view rooms which cannot be physically accessed;
- ensuring toilets and baby-changing facilities are accessible;
- offering areas for seating and rest throughout the House; and
- providing effective wayfinding signage inside and outside the museum, and detailing routes to reach the museum on our website.

Sensory access

We will work to ensure that visitors with impaired vision or hearing can enjoy the House and its collections, by:

- providing accessible interpretation in a range of formats, e.g. large-print guides, audio materials and interactive elements;
- considering sensory accessibility in the design and delivery of exhibitions, displays, and visitor guides;
- ensuring that digital content, including our website and social media, is maintained in line with recognised accessibility standards;
- providing workforce training on welcoming customers with sensory differences or disabilities;
- considering sensory accessibility in the design of our events; and
- using technology to develop alternative interpretive approaches.

Cultural and social access

We will consider the needs of visitors from a range of backgrounds, by:

- consulting and collaborating with community partners to develop projects and events that welcome and connect with audiences from diverse communities and backgrounds; and
- developing interpretation and other resources that are accessible to our diverse audiences.

Intellectual access

We recognise and support the variety of learning styles and Special Education Needs and Disabilities (SEND), by:

- providing varied means of access to the museum and collections, including exhibitions, interactive displays, guided tours, events, social media content, and information on our website; and
- ensuring that our learning programme is tailored to the specific needs of schools and audiences.

Attitudinal access

We will ensure that the House's environment and staff are welcoming to visitors from all sections of the community, by:

- ensuring that visitors are made to feel welcome on arrival;
- ensuring that communications present the museum as an inclusive and welcoming destination; and
- creating an environment in which people feel comfortable and can experience the House at their own pace.

Financial access

We recognise that ability to pay can be a barrier to access and will offer opportunities for those on lower incomes to access the service, by:

- offering free and concession tickets for a variety of user groups;
- ensuring that certain events are offered free of charge; and
- taking part in initiatives which provide free access to the House, e.g. Open House Festival and Heritage Open Days.

Specific projects and actions to deliver on the above are included in the Business and Activities Plans.

How we will measure the success of this policy:

Keats House will continually monitor, review and improve our provision for physical, sensory, cultural, intellectual, attitudinal and financial access.

We are committed to understanding who our visitors and non-visitors are. We will continue to ensure that our offer is shaped by feedback from our audiences, by:

- reading comments left in the visitor book and on social media;
- encouraging the completion of evaluation forms at events; and
- conducting an annual visitor survey to gather feedback and statistics.

Policy review procedure

We will review this policy at least every five years. The policy will next be due for review in 2031.