



- The challenge:** To enable the Fleet Air Arm Museum to offer those visitors who use hearing aids a better opportunity to enjoy their visit.
- The solution:** Installing various loop systems and adapting them to suit differing areas within the museum without interfering with each other.
- The benefits:** Helping fulfil the museum’s accessibility commitment and provide a marketing opportunity to an important sector of the market.



Community-focused facilities often find that they need to improve access for people with disabilities, either as a response to legislation or as a means of widening participation. For a museum, where interactive displays and exhibits are integral to the experience, an induction loop system can provide significant benefits and provide a useful marketing tool.

*“They (Gordon Morris Ltd.) have helped us improve our experience for those with hearing difficulties, enabling visitors with hearing difficulties to hear more clearly.”*

The Fleet Air Arm Museum (FAAM) represent the flying arm of the Royal Navy. The museum has four exhibition halls and information on over 90 aircraft, over 2 million records and 30 thousand artefacts. It is the world’s second largest naval aviation museum.

The Fleet Air Arm Museum is visited by in excess of 100,000 visitors annually. It is proud of its VAQAS accreditation (Visitor Attraction Quality Assurance Scheme) and it is determined to maintain high levels of accessibility throughout the museum, shop and restaurant. This meant that serving and catering for hearing aid users

was in high regard. By doing this they are not only meeting disability standards, they are offering a **‘100% better service’** as Robin Harper, the Deputy Manager Corporate Services describes.

**Improved access**

Robin Harper, Deputy Manager Corporate Services, says, **‘The museum has a local purchasing policy. With Gordon Morris Ltd. being just down the road they were the obvious choice. Not only were they local but their expertise was second to none. They have helped us improve**



*“Everything went like clockwork. The engineers were very polite and professional.”*

*our experience for those with hearing difficulties by installing loop mats around our video displays and key information points, enabling visitors with hearing difficulties to hear more clearly.’*

the equipment specification was finalised, they were pleased with how it worked.

*‘Everything went like clockwork. The engineers were very polite and professional. They went about their work with no fuss and required no input from us. They left their work areas clean and tidy. It was a pleasure working with Gordon Morris Ltd. and I look forward to a long association with them. Our thanks to all those concerned, especially Mark for seeking out the right equipment for our needs.’*

Robin states that the overall solutions have *‘provided a marketing opportunity for us to inform the public that we cater, to some extent, for the hard of hearing.’*

### **Professional service**

The museum knew from the outset that the project was going to take some time, but once



The museum, which welcomes over 100,000 visitors a year, now has hearing loops installed.



Gordon Morris Ltd. would like to thank Robin Harper for his kind cooperation with this article and wishes everyone at The Fleet Air Arm Museum the best for the future.