

ACCESSIBILITY *STRATEGY*

2025 - 30



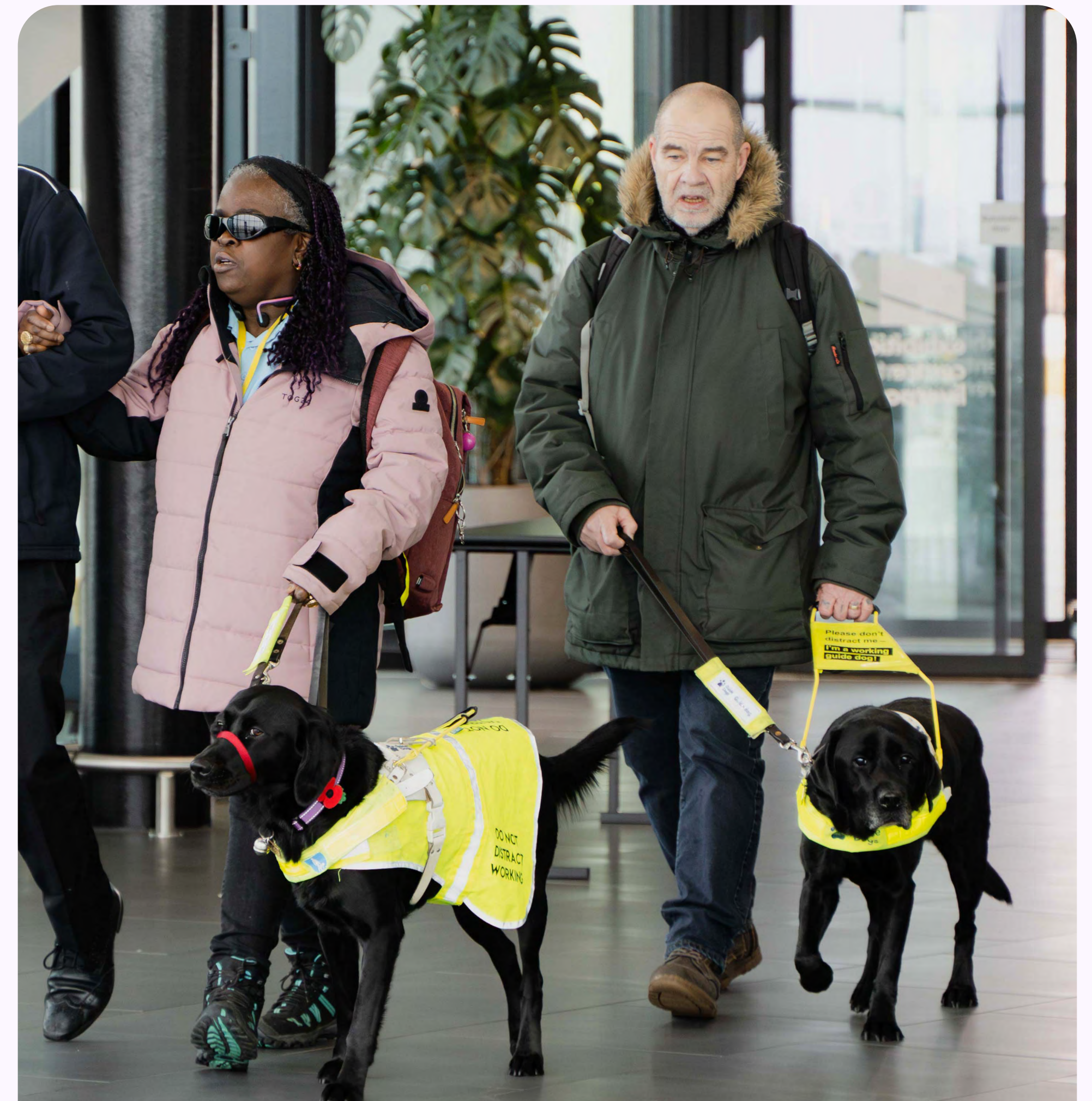
INTRODUCTION

At Liverpool Experience Campus, we are committed to creating experiences that are accessible, inclusive and welcoming for everyone.

For us, accessibility goes beyond physical facilities. It is embedded in our culture, values, and the way we engage with our visitors, colleagues and communities every day.

Our five-year Accessibility Strategy is a key pillar of our Social Value Impact Plan, setting out our commitment to continually improving access and removing barriers for all. Each year we publish an updated strategy to reflect changes in our business, the environment and our audience.

To learn more about our wider Social Value journey, please [click here](#).



LIVERPOOL CITY REGION FOR ALL FORUM AT EXHIBITION CENTRE
PHOTOGRAPHER: CAITLIN SULLIVAN

OUR COMMITMENT

At Liverpool Experience Campus (LEX), we are proud to support Liverpool City Region's vision of placing accessibility at the heart of everything we do. We are committed to creating an inclusive environment where everyone feels welcome, valued and empowered to participate, celebrating the diversity that enriches our communities.

We are dedicated to shaping experiences that recognise and respond to the varied needs of our audiences, including neurodivergent individuals and people with physical, sensory and cognitive disabilities.

Through thoughtful planning and continuous improvement, we aim to remove barriers and ensure every visitor can enjoy a safe, welcoming and positive experience across our venues.

Accessibility is an ongoing journey. By listening to, learning from, and working alongside our communities, we continue to evolve our approach, strengthen our practices and embed inclusion and accessibility into every aspect of Liverpool Experience Campus.



LIVERPOOL'S PRIDE OPENING PARTY AT THE AUDITORIUM
PHOTOGRAPHER: JAMES STACK

OUR AIMS

These broad aims span the five year plan which started in 2025:



Ensure our customer and visitor experience is inclusive for everyone.



Promote equality and fairness. Going beyond the campus to contribute to an accessible city.



Understand and remove barriers to digital participation and services.



Always look to learn and collaborate with accessibility experts.



Value all feedback and use it to continually improve our customer experience.



Be open and honest in what we can and can't do and explain why.

KEY *DELIVERABLES*

We know that it will take time to embed new practices, and not all aims can be addressed at once. As part of our five-year plan, we have identified the following priorities:

To support our aims, we have identified a series of key deliverables to focus on in the next 12- 18 months.

ENGAGE WITH VISITORS TO SHAPE INCLUSIVE EXPERIENCES

We will continue to listen to and learn from our visitors, using their feedback and insights to inform meaningful improvements across our venues and experiences. By working closely with communities and individuals with lived experience, we will shape environments and experiences that are welcoming, inclusive and accessible to all.

SUPPORT A CULTURE OF INCLUSION AND RESPECT

We will equip our staff with the skills and confidence to deliver inclusive experiences for all visitors. Through ongoing training, we will build awareness of neurodiversity and deepen understanding of a wide range of communication, sensory, and physical needs. By embedding inclusive practices and awareness initiatives across our organisation, we will build a culture of respect, understanding, and belonging.

BE TRANSPARENT AND HONEST ABOUT ACCESSIBILITY

We will reinforce our commitment to accessibility through the publication of an Annual Accessibility Impact Report. By openly reporting on our progress, including facility improvements, accessible events, and visitor satisfaction, we will ensure transparency, accountability, and continuous improvement across Liverpool Experience Campus.

INNOVATE TO CREATE INCLUSIVE EXPERIENCES

We will strive to set the standard for accessibility by testing and implementing innovative approaches that enhance the visitor experience. Through participation in pilot programmes and new initiatives, we will create more inclusive events and experiences for neurodivergent individuals and people with a wide range of disabilities.

INVEST IN TECHNOLOGY THAT REMOVES BARRIERS

By 2030, we will introduce at least three innovative digital tools or technologies that enhance accessibility and help remove barriers to participation. These solutions will improve navigation, communication, and booking experiences, making it easier for all visitors to engage with our venues and events.

CHAMPION INCLUSION ACROSS LIVERPOOL AND BEYOND

We will continue to champion accessibility beyond our campus by playing an active role in the Liverpool City Region Access for All Forum. Through collaboration with partners across the visitor economy and the co-hosting of an annual public event, we will share best practice, promote inclusive approaches, and help drive positive change across the region.