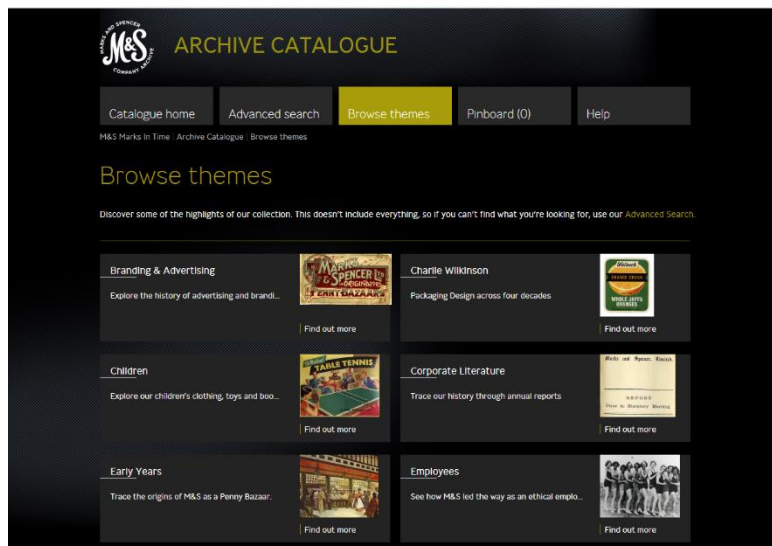




M&S Company Archive

Interim Access Policy



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1 MISSION STATEMENT

The M&S Company Archive enables Marks & Spencer to celebrate and utilise its rich heritage for the good of the business, its customers and the wider community. As a vital business asset, the Archive actively preserves, develops and facilitates access to its unique collection for commercial innovation and inspiration, and delivers a dynamic programme of public engagement, using the collection to support and inspire the community.

2 AIM AND SCOPE OF POLICY

The Access Policy outlines facilities and services that the M&S Company Archive offers all visitors and researchers, both in terms of physical and intellectual access. It also describes the Archive's commitment to facilitating access to the Archive and its collection for as many people as possible.

3 POLICY APPROVAL AND REVIEW PROCESS

The Company Archive Access Policy was first introduced in September 2017, with the approval of the M&S Group Secretary and the board of the M&S Company Archive Community Interest Company (CIC).

The review process for this policy involves evaluating access and its underpinning objectives, ideas for progression and improvement, and ensuring that all objectives, plans and procedures are appropriate to the scale and nature of the Archive and its activities.

This version, which incorporates significant changes to access provision arising from the Covid-19 pandemic and government directives, was approved by the M&S Group Secretary and the Chair of the CIC in July 2020.

4 PHYSICAL ACCESS TO THE ARCHIVE

This section aims to accurately describe the facilities and services at the M&S Company Archive. Physical access is detailed further in the M&S Company Archive Physical Access Statement, accessible online: <https://marksintime.marksandspencer.com/download?id=2602>

The M&S Company Archive engages with Visit England's Visitor Attraction Quality Scheme (VAQAS). As a Quality Assured Visitor Attraction, the M&S Company Archive has the National Tourist Board seal of approval and is committed to providing a high quality, consistent visitor experience. This was last assessed and awarded in September 2019.

4.1 Location of the M&S Company Archive

Situated on the Western Campus of the University of Leeds, the Michael Marks Building, home of the M&S Company Archive and Marks in Time Exhibition is just over a mile from Leeds City Centre.

The area surrounding the Archive is flat, however, the approach to the University's Western Campus from Leeds City Centre is uphill.

4.2 The Michael Marks Building and Marks In Time exhibition

The M&S Company Archive and Marks in Time Exhibition celebrates the role that M&S has played in people's lives since 1884. The exhibition is generally open Monday to Friday 10am – 5pm and is free to visit. Each year, the exhibition closes for several weeks from early December to early January to allow for essential behind-the-scenes work.

The exhibition closed to the public from 23 March 2020 onwards in line with government COVID-19 directives.

4.2.1 Lighting, flooring, sound and seating

Main entrance and reception

- The main entrance, on the ground floor, has step free, level access throughout. All public areas of the Archive are on the ground floor.
- The entrance is by automatic door wide enough for a wheelchair or mobility scooter.
- The floor surfaces of public areas are tiled and carpeted.
- Public areas are evenly and well-lit, by overhead fluorescent LED lights and halogen LED spotlights.

- There is a hearing loop system at reception.

Marks in Time exhibition

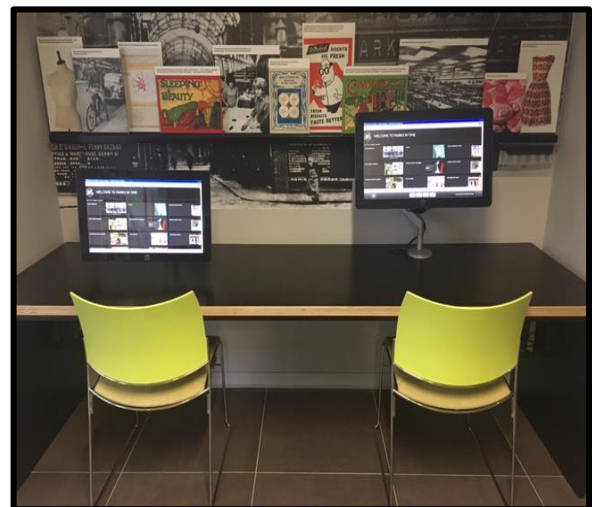
- There are several seating areas throughout the exhibition, including in front of film projections and interactives.
- The exhibition displays are generally bright and evenly lit by overhead fluorescent and halogen lighting; however, some areas are more dimly lit to aid preservation of the exhibits. Fibre optic lighting, emitting minimal levels of UV light, is used inside the exhibition cases.
- Visitors are encouraged to handle and touch any objects that are not in the exhibition cases.
- There are several audio-visual displays in the exhibition including a film projection with both sound and subtitles. Headphones accompany one of the audio-visual displays, while other areas throughout the exhibition have background sounds and music playing.
- Audio guides are available for visitor use, free of charge, in an easy-to-manage handheld format.
- Some exhibition features, such as those with high use touch points, may be temporarily withdrawn or unavailable, as part of safeguards for the health and safety of our visitors and colleagues (e.g. COVID-19 measures).



4.2.2 Interactives

- There are three interactive touch screen computers in the exhibition that can be accessed from a sitting or standing position.

- There are two interactive iPads in the exhibition, one at a lower level, positioned for wheelchair users and children, the other is positioned for standing adults.
- There is an oral history listening post with two headsets which may be of particular interest for visitors with visual impairments.
- There are two free-standing digital touchscreens in the exhibition, featuring a range of archive content that can be browsed by the visitor. One of these touchscreens is set at a height to offer equal access.
- The above interactive elements have been identified as high use touch points and have been temporarily withdrawn or made unavailable, as part of safeguards for the health and safety of our visitors and colleagues, in line with COVID-19 guidelines.



4.3 Visitor facilities

4.3.1 Shop

- A shop with a small range of souvenirs is located in the main entrance and reception area.
- Some of the display tables are at a low level; staff are on hand to offer assistance.

- The shop facility may be temporarily unavailable or operating with specific restrictions (for example, contactless card payment only) in line with COVID-19 guidelines.



4.3.2 Refreshments

- Tea and coffee making facilities are typically available, free of charge, but the Archive does not have any onsite catering. Cold water is also typically available.
- There are several nearby cafes on the University of Leeds campus.
- Visitors may bring their own refreshments or packed lunch and eat them in the seating area provided.
- Refreshment facilities, both at the Archive and in nearby University of Leeds buildings, may be temporarily unavailable in line with COVID-19 guidelines.



4.3.3 Toilets

- Public toilets are located on the ground floor with level access from the main entrance.
- There is a unisex accessible toilet with baby changing facilities.
- During the COVID-19 pandemic, toilet facilities will remain available at any time when the Archive is permitted to welcome visitors. Visitors will be required to follow the displayed guidelines on hand hygiene and social distancing. Hand sanitiser stations are provided to support this.

4.4 Accessibility and staff awareness

- All staff receive regular training, which includes disability and dementia awareness training. Designated members of the Archive Team are trained in First Aid.
- At such times as the Archive is open, it welcomes visitors with assistance dogs and provides water for assistance dogs.
- One wheelchair is available for visitor loan, free of charge, from reception. There is always a member of staff on hand in the exhibition should assistance be required.
- The Archive has a set of evacuation procedures, and Archive staff will assist visitors either out of the building, or to a refuge, in the event of an emergency.



5 INTELLECTUAL ACCESS TO THE COLLECTION

The Archive typically facilitates both onsite and offsite access to the collection. As well as supporting the business needs of M&S by inspiring learning and informing research, the Archive advocates the use of the collection for academic research, by academics and students, and private research, by current and former employees of M&S, family historians and interested members of the public. Use of the Archive by schools and community groups is outlined in section 6.

5.1 Onsite access to the collection

5.1.1 Reading Room service

The M&S Company Archive collection of over 71,000 items is, typically, directly accessible via the Archive's Reading Room service. The Reading Room is open to both internal and external researchers; almost the entire collection is open to public researchers.

As space in the Reading Room is limited, researchers must contact the Archive to book an appointment, requesting any material that they would like to view at least two working days in advance. This is to allow the Archive Team time to retrieve the items ready for the arranged visit.

The Reading Room is typically open Tuesday-Thursday, 10am-12pm and 1pm-4pm. The Reading Room closed to the public from 23 March 2020 in line with COVID-19 directives.

Appointments and material requests can be made using the Pinboard feature on the Archive's Online Catalogue at <https://archive-catalogue.marksandspencer.ssl.co.uk/home> or by emailing company.archive@marks-and-spencer.com.

At such times as the Reading Room service is unavailable, including during public closures in response to government COVID-19 directives, the Archive team will provide a Digital Reading Room Service. Wherever possible the Archive team will provide digital surrogates of the archive sources required by a researcher, subject to the researcher completing a

copyright undertaking and subject to the Archive's standard access provisions relating to sensitive data and copyright.

5.1.2 Visiting the Reading Room (on site)

Upon arranging an appointment, researchers receive a digital copy of the Reading Room Access Statement, which details the Conditions of Access and Regulations of using the M&S Company Archive collection and the Reading Room. A copy of this Statement must be signed on arrival to the Reading Room. The M&S Company Archive reserves the right to restrict or withdraw access to the collection at any time if these Conditions and Regulations are breached.

Access to both analogue and digital material is in line with the Collection Care and Conservation Policy (section 9.1.5), the main points of which are outlined below:

- The Reading Room is actively invigilated by a member of staff when in use. Staff are trained in handling archives and promote best practice to researchers in the Reading Room.
- Researchers are required to use pencil only for taking notes in the Reading Room and gloves will be provided for examining garments.
- Surrogate copies of delicate items, or items in poor condition, will be provided where possible, to minimise further deterioration or damage to the original item or items.
- Surrogate, read-only copies of digitised and born-digital material can be made available to external researchers onsite in the Reading Room, or as part of digital access provision during extended Reading Room closure periods. Digital material can be shared internally to allow remote access to the Archive.

5.2 Off-Site access to the collection (digital)

5.2.1 Internal enquiry service

A research and enquiry service supports the work and research of colleagues within M&S. The Archive Team will provide as much support as possible for internal enquiries, although there may need to be prioritisation based on team capacity, and the nature and time demand of the enquiry. All internal enquiries are answered as soon as possible.

Information and images can be shared internally via Onedrive, allowing remote access to the collection, and the Archive can host research visits for colleagues able to visit the Archive in person, allowing for the consultation of original material.

While research visits are not possible during extended closure periods, including closures arising from the COVID-19 pandemic, the Archive team will continue to provide remote access, including online archive sessions designed to meet the research needs of M&S colleagues.

5.2.2 External enquiry service

Where information already exists, it will be shared with external enquirers, but the Archive Team cannot carry out extensive research on behalf of enquirers. Enquirers will be directed to helpful online sources, including the Archive's Marks In Time website (detailed in section 5.2.4).

The Archive Team will provide support and guidance for researchers in both finding and using material from the collection, allowing them to undertake their own research.

The Archive Team will conduct basic catalogue searches for external enquiries but will direct enquirers to the Online Catalogue to conduct more detailed searches. External researchers will be invited to use the Reading Room to consult material and carry out their research. At times when the Reading Room service is unavailable for extended periods, the

Archive team will facilitate digital access to archive resources wherever possible via the Digital Reading Room Service.

5.2.3 Press enquiries

All press enquiries must be approved by the M&S Corporate Press Office and/or Grayling (the Archive's PR partners) before any information is provided to journalists.

5.2.4 Online and digital access

The M&S Company Archive's online offer facilitates national and international access to the Archive collection and provides a rich online experience.

Marks In Time website

The Archive's website, marksintime.marksandspencer.com, features content and interactives which interpret the history of M&S and the Archive collection:

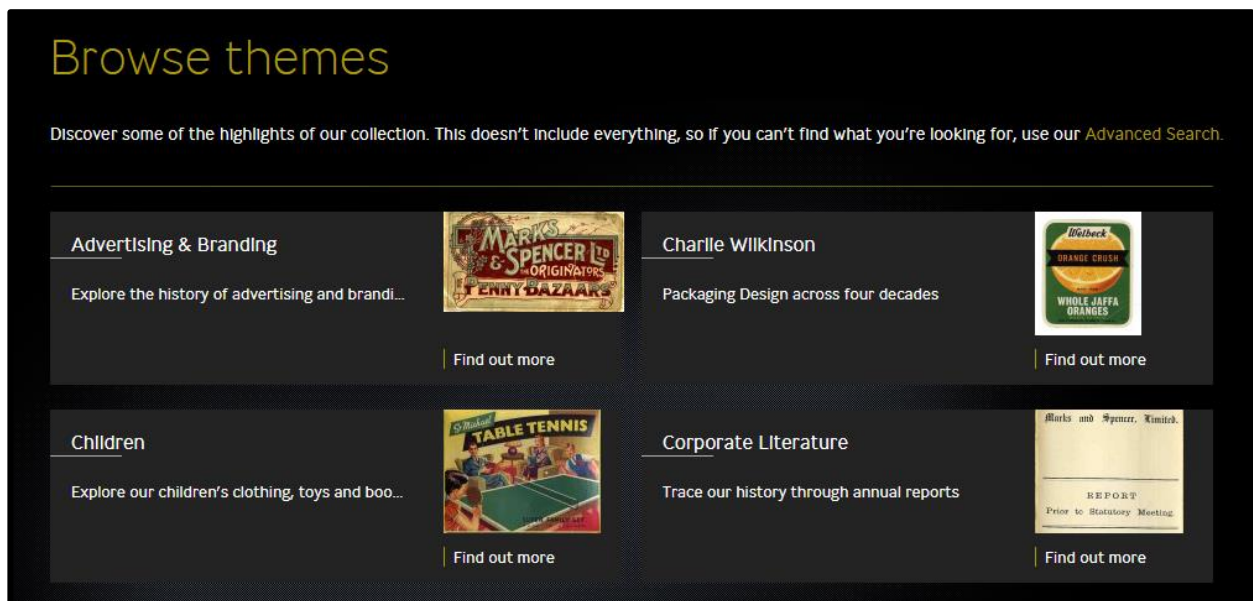
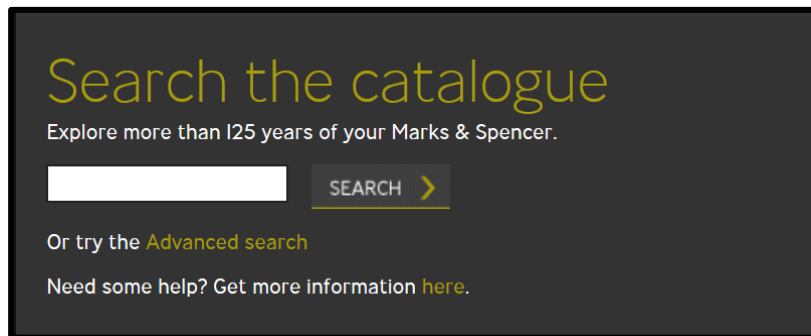
- An interactive M&S History timeline allows users to follow the development of the business with information, images, videos and recordings for each era of M&S history.
- The Themes page of the website features a number of timelines on different aspects of M&S history, using information and images from the collection.
- A Collection Overview and Collection Guide are available to view online to support user understanding of the archive collection.
- The Store Histories interactive allows users to explore the history of M&S stores and features information and images from the collection.
- The Memories page tells the story of M&S through the eyes of M&S customers and employees and allows users to add their own memories.

Online catalogue

The Online Catalogue can be used to explore items in the Archive collection. Users can search the catalogue using keyword or advanced searches:

<https://archive-catalogue.marksandspencer.ssl.co.uk/home>

To assist Archive users who are not familiar with traditional archive catalogues, the online catalogue includes bespoke 'themes' to allow browsing of record series and categories. The image-led themes were created as an accessible introduction to the collection in recognition of the broad public interest in M&S heritage and the M&S brand, in an environment similar to that of a standard online shopping site.

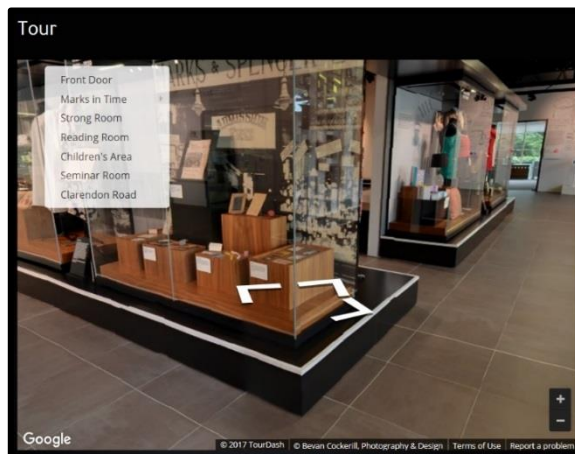


Social media

The Archive's Twitter account, @MandSHeritage, facilitates public engagement with the Archive collection through social media. Twitter is used to share collection highlights, promote Archive events and encourage engagement with the collection.

M&S Company Archive 360 Tour

A 360 degree tour offers people who are unable to travel to the Archive the opportunity to explore the Marks In Time exhibition, and Behind the Scenes areas, through a virtual experience: <https://marksintime.marksandspencer.com/tour>



5.2.5 Pop-up archives and loans

- Touring exhibitions, displays and pop-up archives in M&S stores and support centres offer the opportunity for M&S store employees, customers and interested members of the public to engage with the Archive collection. These events and displays are communicated via the Archive's biannual events leaflet and/or online communication channels. Any events in stores or support centres are also promoted internally via the staff intranet. It may not be possible to offer in-store archive engagement if M&S stores are subject to trading restrictions as a result of COVID-19 government directives.

- Any requests for loans of items from the collection by other institutions will be assessed on a case-by-case basis. The terms and conditions of loans are specified in the M&S Company Archive Loan Agreement.

5.2.6 Digital Archive – Online Portals

- The Archive is investing in the implementation of a digital preservation solution which will provide robust storage and management of digital archive assets (both born-digital and digital surrogates) and also enable the launch of an Online Portal to provide access to these digital assets.
- The Archive will develop two Online Portals, with one for internal M&S colleagues and for all external research, with each portal designed specifically with the relevant audience in mind.
- It is anticipated that the internal-facing Online Portal will be available early in 2021, offering a period of user-testing and trouble-shooting, followed by launch of the external-facing Online Portal.
- Authorised access to each version of the Online Portal will replicate the access authorisation processes followed by the Archive for Reading Room access to physical archives.

5.3 Access restrictions

Almost the entire collection is open to public researchers, however access to some items in the collection is restricted. Uncatalogued material is not listed on the Online Catalogue and is unavailable to the public, but will be made available to internal colleagues according to business need. Public access to uncatalogued material may be allowed, with requests for access being granted on a case-by-case basis.

5.3.1 Closed material

Access to any information that would constitute a breach of data protection legislation is not permitted. Accordingly, the

Archive reserves the right to refuse access to any information relating to living identifiable individuals (in accordance with the Data Protection Act 2018 and the General Data Protection Regulation 2018) particularly if:

- the information relates to an individual who has a reasonable expectation that such information would be kept private
- the information is of an inherently confidential or sensitive nature, for example relating to health, work performance, personal opinions; and/or
- the disclosure of the information is likely to cause harm or prejudice to any individual.

For operational business reasons, or in compliance with data governance legislation, personal or commercially sensitive material may be restricted or closed to the public:

- The Archive works with departments across M&S to establish closure periods for records of a commercially sensitive nature, where closure periods will be for either 10 or 30 years.
- Highly confidential records may be closed for longer periods. These include board meeting minutes, production methodology, design files, style files and documents which detail product manufacture.

5.3.2 Communication of access restrictions

The access status of each catalogued item, either 'Open' or 'Closed', is displayed in its description on the Online Catalogue.

Access Restrictions and Conditions for public access (detailed in section 5.3.1) are communicated in the Collection Guide and on the Marks In Time website. If a researcher requests to view any closed material, this will be communicated and explained.

Where possible, the Archive Team will make suggestions for similar material that is open access and available to view, as an alternative.

5.4 Reprographics

Researchers are typically welcome to take photographs of material from the collection, subject to completion of a Reprographics Form.

Photocopying and scanning services are available upon request, subject to charges – contact the Archive for more information.

Completion of a Reprographics Form grants researchers permission to use any photographs, photocopies or scans for the purpose of personal enjoyment or private study. Anyone wishing to reproduce, exhibit, or make commercial use of an image in any medium (including books, newspapers, magazines, television, films, exhibitions or websites) must first seek written permission from the M&S Company Archive.

While the Archive is providing a Digital Reading Room Service, in response to Covid-19 related service disruption, researchers will be asked to complete and sign (digital signature acceptable) a Reprographics Form before any digital archive assets are sent.

5.5 Permission to use images and information

5.5.1 Copyright

The Archive is happy for researchers to use images from the collection for personal use. However, the Archive cannot guarantee that there are no third-party rights which subsist in images held in the collection and, therefore, cannot be held liable for any loss incurred as a result of using images from the Archive.

The Archive does not own the copyright of all items in the collection. An example of such an item would be a photograph taken by an external (non-M&S) photographer, where (in line with copyright restrictions) the photographer retains ownership of the copyright for the photograph. Copyright would remain with the photographer while the photographer is living, and until 70 years after the photographer's death.

5.5.2 Use of images and information

Any images provided to enquirers by email are accompanied by a proviso, setting out the agreed terms of use.

Anyone wishing to reproduce, exhibit, or make commercial use of an image in any medium must first seek formal written permission from the M&S Company Archive.

Permission should also be sought before work produced as a result of research using the M&S Company Archive is published, which may be declined at the M&S Archive's complete discretion. Text must be submitted for approval prior to publication. Authors will be personally responsible for ensuring that the requirements of the Copyright, Designs and Patents Act 1998 are met.

Written permission for using images and information can be sought by contacting the M&S Company Archivist at company.archive@marks-and-spencer.com.

6 LEARNING AND COMMUNITY USE OF THE ARCHIVE

6.1 Schools

The Archive works closely with schools in the West Yorkshire area to deliver engaging and relevant workshops which support the needs of the community and inspire the next generation.

The Archive typically offers free on-site cross-curricula workshops for primary and secondary school children which

draw on the Archive collection. Off-site access to the Schools Programme can be accessed through the Archive's eLearning Hub.

More information about the Schools Programme and available workshops can be found on the Archive's website: <https://marksintime.marksandspencer.com/schools>

The Schools Programme may be suspended in line with other service restrictions and was suspended from 23 March 2020 in accordance with COVID-19 directives. Teachers, learners and parents and carers supporting home education are directed to the extensive and growing range of digital learning resources available free of charge from the Archive. These are available from the Archive's Marks in Time website <https://marksintime.marksandspencer.com/schools> and the My Learning resource hub <https://www.mylearning.org/collections/the-mands-company-archive>

6.2 Community Programme - groups and reminiscence

The Archive typically offers free sessions and resources for community groups, older people and people with dementia.

Under the Archive's normal service provision, free exhibition visits for community groups can be arranged, and include a handling and reminiscence session. Additionally, the Archive's Outreach Officer has, in the past, visited community groups or care homes in the Leeds area to run reminiscence sessions.

The Archive has a series of themed Memory Boxes, containing original vintage clothing and accessories, which can typically be borrowed free of charge, for a maximum for two weeks. The Archive covers all courier delivery charges for these Memory Boxes.

As part of the Archive's usual service provision, the M&S Memory Cafe provides a space for people living with dementia, their families and carers, to come together to engage with the collection for reminiscence and craft

activities in a relaxed environment. The Memory Café typically runs from 1pm-3pm on the third Friday of the month, at the Archive.

The Community Programme may be suspended in line with wider service closures and was suspended from 23 March 2020 in accordance with COVID-19 directives. The Memory Box scheme has also been temporary suspended, due to the complexities in ensuring suitable quarantine for any items entering or leaving care settings. Care providers are directed to the extensive and expanding range of digital reminiscence resources available free of charge from the Archive, at <https://marksintime.marksandspencer.com/community>

6.3 Group visits

The Archive's Group Visit programme facilitates the engagement of visitors with the Archive collection and heritage of M&S. Groups can choose from a range of itineraries, which include guided exhibition tours, expert talks and the Archive's award-winning M&S Heritage Trail.

Group Visits were suspended from 23 March 2020 in accordance with COVID-19 directives. The archive team will support community group organisers seeking to continue their membership's activities through digital delivery, by providing digital archive resources including timelines, pre-recorded talks, Powerpoint presentations and images which may be shared with group members. For further details and to request these, please email company.archive@marks-and-spencer.com

Materials provided by the Company Archive may be used by groups for this stated purpose only.

6.4 Volunteering

The Archive's volunteer programme typically offers a range of volunteer opportunities, from short work-experience placements for gaining experience of working in a business

archive, to longer-term projects (typically a day per week), such as preservation work to help the Archive to care for the collection. More information can be found in the M&S Company Archive Volunteer Policy.

Volunteering activities may be suspended in the event of wider service closure and were suspended from 23 March 2020 in accordance with COVID-19 directives. It is not possible to provide remote-working tasks for volunteers to undertake at home, due to M&S IT Security Policy. The archive team will maintain regular contact with all volunteers during this period of disruption and looks forward to welcoming volunteers on site in the future, when it is safe and permitted to resume the volunteer programme.