

## Charter of Quality of Services

### What is the Charter of Quality of Services?

The Charter of the Quality of Services addresses a twofold need: a) it establishes principles and rules in the relationship between agencies that deliver services and citizens who make use of them, in line with the principle of transparency defined in numerous legislative provisions; and b) it aids directors of institutions in defining their own cultural projects and in identifying the stages of the improvement process.

The Charter represents a true 'pact' with users, a tool for communicating and providing information which allows them to understand what services are offered, how they are delivered and what standards they can expect. It further enables them to verify whether the terms of the delivered services are respected and to give their evaluations about them, including complaints.

The adoption of the Charter of the Quality of Services in museums and cultural institutions of the Ministry of Culture aims to allow citizens greater access to the cultural heritage preserved in them. It further endeavours to organise activities in ways that meet the expectations of users, while also taking into account the requirements of conservation and the needs of researchers.

The *Charter of the Quality of Services* is a strategic investment for museum management, a tool able to:

- conceive museums from the point of view of the public
- create a contract between museums and society
- identify the strengths and weaknesses of museums
- adhere to the fundamental principles of the Ministry's guidelines on museum standards.

The Charter will be periodically updated to consolidate levels of quality which have been reached and to make note of positive changes that have been achieved through improvement projects. Periodic evaluations of user feedback may also provide the impetus for such projects.

### Principles

Institutional cultural activities are carried out in accordance with the following 'fundamental principles':

#### Transparency

Transparency is understood as complete access to information. Public agencies must ensure maximum transparency in their organisation and operations. Respect for this principle is at the base of the process of improving the quality of services, as defined by Italian Legislative Decree no 33 of 14 March 2013, the 'Reorganisation of the protocol for obligations regarding disclosure, transparency and dissemination of information on the part of public agencies', in particular art. 32, paragraph 1.

The Directive of the Prime Minister of 27 January 1994 defines these additional principles:

#### Equality and Impartiality

Services are delivered on the basis of the principle of equality, which guarantees equal treatment of all citizens, without unjustified discrimination and without distinction of nationality, gender, language, religion or political opinion.

This Museum/Cultural Institution will make efforts to eliminate any inefficiencies and to promote initiatives aiming at facilitating access and use to foreign citizens, persons with different physical, sensory or cognitive abilities, and socially or culturally disadvantaged persons.

The tools and operations used to provide information, communication, documentation, professional research assistance, education and training are in all cases based on criteria of objectivity, justice and impartiality.

#### Continuity and Regularity

This Museum/Cultural Institution guarantees continuity and regularity in the delivery of services. In the case of difficulties or adverse circumstances, this entity will make efforts to promptly inform users and take all necessary steps to reduce the inconvenience to a minimum.

## Participation

This Museum/Cultural Institution will disseminate information about the activities it carries out. In making its management decisions, it will take into account the needs expressed and suggestions made by users, whether as individuals or collectively.

## Efficiency and Effectiveness

The director and staff of the Museum/Cultural Venue will pursue the aim of continuously improving the efficiency and effectiveness of their services, adopting the most suitable technological, organisational and procedural solutions to achieve this end.

## Identification Data

### Region

Emilia-Romagna

### Geographical area

North

### Address

Via delle Belle Arti, 56  
Italy

### City

Bologna

### Postal code

40126

### Name

Pinacoteca Nazionale di Bologna e Palazzo Pepoli Campogrande (National Art Gallery of Bologna and Palazzo Pepoli Campogrande)

### Acronym

PNB

### Website

<https://www.pinacotecabologna.beniculturali.it/it/>

### Email

[pin-bo@cultura.gov.it](mailto:pin-bo@cultura.gov.it)

### Director

MARIA LUISA PACELLI

### Phone

051/4209442

**Other locations**

Name	Address
Palazzo Pepoli Campogrande	Via Castiglione, 7, 40124, Bologna

**Basic Characteristics****Legal status**

Public entity

**Type of management**

Direct

**Year established**

2019

**Historical notes**

The National Art Gallery of Bologna is an autonomous museum of the Ministry of Culture. In 1808, it was established in the old convent of Sant'Ignazio, next to the Academy of Fine Arts, of which it formed part until 1882. In that year, it was placed under the jurisdiction of the Soprintendenza, a state-associated organisation in charge of preserving the nation's artistic heritage. In 1979 it gained a second, detached location in Palazzo Pepoli Campogrande (Via Castiglione, 7), which hosts a display of a selection of the old Galleria Zambecari. The Museum's first holdings date to the suppression of the Napoleonic Era (1797-1810); since then, they have been constantly augmented, thanks to purchases, donations, bequeathals and state requisitions.

**Brief description of its main characteristics, with reference to the local, national and international cultural context**

The Art Gallery's two locations are in the city centre, near other important institutions. Palazzo Pepoli Campogrande is quite close to the two Towers, which constitute both the main point of reference and symbol of the city. The Art Gallery holds the largest and most important public collection of Bolognese art. Most works are paintings from the period between the fourteenth and eighteenth centuries. The collection also contains works by painters who were not from Bologna but who left their mark on the city's artistic culture, from Giotto to Francesco del Cossa, from Perugino to Raphael and Parmigianino. The display is organised around three principal eras: the Middle Ages, the Renaissance and the Baroque. Since 1979, the Art Gallery has had a second location in Palazzo Pepoli Campogrande, the historic residence of this senatorial family. It is adorned with impressive Baroque decorations. Today it exhibits a selection of the Galleria Zambecari and also serves as the Museum's storage. The location in Via delle Belle Arti also contains the Drawings and Prints Cabinet.

**Mission**

The National Art Gallery of Bologna is a permanent, not-for-profit institution which conserves and manages an artistic heritage which may be viewed by the general public. It conserves, catalogues, organises, exhibits and purchases cultural artefacts with the aim of making them accessible to the public, including for educational and study purposes. In particular:

- it promotes this heritage in connection with the city of Bologna, from where most of the works in its collection come
- it foregrounds the international role of the artists present in its collections by means of research, publications, guided tours, lectures and exhibits
- it correlates paintings and works of graphic art, which are closely connected and sometimes complementary from historical and artistic viewpoints
- it establishes relationships with municipal, national and international agencies and institutions to the end of including the Art Gallery in a broader network of connections and synergies
- it fosters understanding and appreciation of its heritage in respect of the principle of accessibility.

**Responsibilities and services**

The Art Gallery conserves, safeguards, displays and augments its artistic holdings, while promoting its collections through research, publications, lectures, exhibits, guided tours and cultural events, at times in collaboration with other institutions. It makes its holdings accessible to the public and makes the materials held in storage, including works of graphic art, available for research purposes.

It carries out educational programmes for school students and adults. It provides information about its heritage through social media channels and new technologies.

**Exhibition space (m<sup>2</sup>)**

More than 2000 m<sup>2</sup>

**External spaces (gardens and parks)**

None

**Total Number of Rooms**

30

**Number of annual visitors**

Up to 100,000

**Personal Data of Person Drafting the Charter**

**Name**

Carmen

**Surname**

Santi

**Job title**

Officer for promotion and communication

**Phone**

051/4209436

**Email**

[carmen.santi@cultura.gov.it](mailto:carmen.santi@cultura.gov.it)

**Accessibility and Reception**

**Seasonal openings**

All year

**Holiday openings**

The Art Gallery is open: Tuesday and Wednesday from 9 am to 2 pm, and from Thursday to Sunday from 10 am to 7 pm.  
 Palazzo Pepoli Campogrande is open: Wednesday from 10 am to 7 pm, and Saturday from 2 pm to 7 pm.

**Evening openings**

- Occasional

**Number of daily hours (min. 6)**

9

**Opening days**

- Tues
- Wed
- Thurs
- Fri
- Sat

**Does the Museum have a weekly closing day?**

Yes

**Indicate closing days during calendar year**

The two locations are closed on Mondays, on 25 December and on 1 January

**Number of annual days open**

310

**Does the Museum have a specific website indicating at least general information on opening hours and services?**

Yes

**Is the Museum on social media?**

Yes

**Is the Museum present on other websites?**

Yes

**Is the Museum's website updated to indicate any inability to deliver services or closings of exhibition rooms?**

Yes

**Ticket office**

- Paid admittance
- Managed directly
- Provides information on questions about Museum or collections
- Reduced entrance fees
- Cumulative tickets
- Facility card

**Tickets can be purchased**

On site

**Waiting times for onsite ticket purchase**

- Less than 30 minutes

**Possibility of reserving tickets**

Yes

**Reservations required (even when there is no charge for admission)?**

- No
- 

**How to make reservations**

By phone  
By email

**Entrance waiting times**

0-15 minutes

**Are waiting times displayed in some way?**

No

**Entrance waiting times for group, school or other types of tours**

Less than 15 minutes

**Information and direction / Information point**

At front office of ticket office

**Availability of informational materials free of charge**

Yes

**Internal signposting**

- Orientation maps
- Signs indicating exhibition itinerary and services
- Emergency exits indicated

**External signposting in the museum/monumental complex/archaeological area**

- Yes

**Does the signposting indicate the museum name and opening hours?**

- Yes

**Is there signposting in the external areas (parks and gardens)?**

- No

**Is there reserved parking?**

- No

**Staff at entrance and in display rooms**

- Wear identity badges
- Speak English or other languages
- Able to provide elementary information about artworks or indicate personnel able to give more detailed information

<b>Facilitated physical accessibility for visitors with special needs</b>
Partial
<b>Percentage of internal rooms/spaces/services which are directly accessible</b>
> 50%
<b>Percentage of external rooms/spaces/services which are directly accessible</b>
< 50%
<b>Specific staff for special needs</b>
No
<b>Availability of assistance equipment and devices</b>
<ul style="list-style-type: none"> <li>• Ramp</li> <li>• Stair lift</li> <li>• Lift</li> </ul>
<b>Accessibility</b>
<b>Availability of instructional material: accessibility of rooms</b>
100%
<b>Rooms open</b>
30
<b>In case of unusual circumstances, indicate which sectors can still be visited</b>
All the rooms are open to visitors on a daily basis during the Museum's opening hours. In case of exceptional events that require closing some rooms, such as for maintenance purposes or to mount displays, information is provided at the ticket office and on the website.
<b>Is access limited for security reasons?</b>
Yes
<b>Cleaning of rooms</b>
More than once a week
<b>Spaces dedicated to accessing the museums, monumental complexes and archaeological areas</b>
<b>Accessible surface area as percentage of total</b>
100%
<b>Space dedicated to communication purposes</b>
Conference rooms

<b>Rest areas</b>
Yes
<b>Wi-Fi Area</b>
Only in internal areas
<b>Lighting – Does lighting system meet energy conservation standards?</b>
Yes
<b>Lighting – Are flexible lighting systems used to guarantee energy savings?</b>
Yes
<b>Lighting – Are flexible lighting systems used to meet user needs?</b>
Yes
<b>Climate control – Do climate control systems meet energy conservation requirements?</b>
Yes
<b>Climate control – Do climate control systems meet user needs?</b>
Yes
<b>Does the Museum carry out periodical monitoring and maintenance of equipment required for security purposes and for accessibility of rooms and spaces?</b>
Yes
<b>Availability of resources to understand and appreciate displayed works: information panels</b>
Yes
<b>Portable information charts</b>
No
<b>Information captions: percentage of rooms where these are available</b>
100%
<b>Brief information guides</b>
Free of charge
<b>Information materials/brochures/leaflets</b>
<ul style="list-style-type: none"> <li>● Free of charge</li> <li>● Available in English and/or other languages</li> </ul>
<b>General catalogue</b>
<ul style="list-style-type: none"> <li>● By purchase</li> </ul>
<b>Audio guides</b>



Not available

#### Availability of resources to understand and appreciate exhibited works: educational tours

- By reservation
- 

#### Multimedia resources

- Free of charge
- Other

#### Multimedia resources: other

Downloadable APP free of charge for Android from Play Store and for Apple from App Store.

#### Online resources

- Yes
- Downloadable Web applications

#### Availability of informational material about other area cultural institutions

- Yes

#### Qualified assistance for visitors with specific requests

- No

#### Availability of specific resources for visitors with sensory and cognitive disabilities

- Other

#### Specific resources for visitors with sensory and cognitive disabilities: other

Braille reliefs with information about works

### Hospitality Services

#### Bookshop

- Not present

#### Cafeteria

Not present

#### Restaurant

Not present

#### Guarded cloakroom

Free of charge

#### Washrooms

Within Museum

**Nursery**

Yes

**Public access to Museum holdings****Does the Museum hold temporary exhibitions?**

Yes

**Does the Museum develop a plan to publicise its exhibitions?**

Annually

**Does the Museum lend its works for exhibitions organised by other institutions?**

Yes

**Does the Museum host exhibitions organised by third parties?**

Yes

**Does the Museum organise events and large and small exhibitions, whether periodically or continually?**

Yes

**If so, specify which ones**

2021: Collaborative agreement with the Fondazione MAST to organise the 'Biennale Foto/Industria 2021', a biannual event  
 2022: Participation in the 'Patto per la Lettura' ('pact for reading') project – Municipality of Bologna  
 2022: Collaborative Agreement with the Istituzione Bologna Musei to organise the event ART CITY 2022

**Does the Museum partner with other Italian and foreign institutions in organising activities and projects?**

Yes

**If so, specify which ones (2)**

2021-2026: Agreement with the Società Santa Cecilia – Amici della Pinacoteca to carry out high-profile cultural initiatives  
 2021: Agreements with the company Bologna Welcome to participate in the Card Cultura and Bologna Welcome Card circuits  
 2021: Agreement with the Fondazione Musica Insieme to organise a concert in the framework of the event 'Musica con vista'  
 2021: Agreement with the association Cultural Heritage 360 APS for activities in the framework of the project 'San Girolamo della Certosa: la storia e le opere del monastero attraverso il digital storytelling'  
 2021-2025: Cooperation with the Academy of Fine Arts of Bologna to organise educational activities in culture and restoration and for promotion and enrichment  
 2021: Agreement with the association ArchivioZeta for the event Nidi di Ragno 2  
 2021-2022: Collaboration with the association Bologna Festival to organise and promote interdisciplinary educational activities  
 2022: Collaborative agreement with the company DA.RI Srl to organise the event 'Giardini e Terrazze 2022'  
 2022: Collaborative agreement with Touring Club Italiano to organise presentation of the portfolio 'AEMILIA UNA VIA LUNGA 2200 ANNI' as well as a lecture series on the history of the National Art Gallery of Bologna  
 2022: Agreement with the G.B. Martini Conservatory to organise a musical event on the occasion of the Festa della Musica 2022  
 2022-2023: Agreement for collaboration with Banca di Bologna for the display of the altarpiece by Sebastiano Ricci depicting the birth of John the Baptist ('La nascita del Battista').

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**Publications (catalogues, art historical literature, etc)**

- Self-published works
- Works published
  - externally
  - Book series
  - Periodicals
  - Monographs

**Thematic areas of publications**

- Art

**Publicising of activities and initiatives: channels for publicising institutional and temporary activities**

- Website
- Daily newspapers
- Radio and television networks
- Billboards
- Mailing lists
- Newsletters
- Social media

**Other Resources**

- Reproduction rights
- Granting of rights of use for spaces to third parties

**Agreements**

- Partnerships with other institutions
- Volunteers
- Civil service

**Educational Activities****Educational services**

Yes

**Educational activities entrusted to third parties**

No

**Participation in combined school-work programmes**

No

**Thematic tours**

- Yes: by reservation or enrolment

**Artistic workshops or cultural entertainment activities**

- Yes: by reservation or enrolment

**Training courses for school teachers**

- No

**Agreements with schools to carry out projects**

No

**Activities for persons with physical, sensory or mental disabilities**

No

**Other initiatives**

Yes: by reservation or enrolment

**Educational information and assistance provided by qualified personnel**

Managed directly

**Possibility of consulting documentation for educational purposes at the Offices of Educational Services: opening hours**

By appointment

**Possibility of consulting documentation for educational purposes: downloadable from website**

Yes

**Targeted publicising of initiatives: means and communication channels**

- Daily newspapers
- Website
- Mailing lists
- Newsletters
- Social media
- Leaflets

**Documentation on Museum Holdings****Days for consultation**

- M
- Tu
- W
- Th
- F

**Hours**

By appointment

**Number of inventoried works**

Approx. 40,500: PAINTINGS approx. 1,500; DRAWINGS approx. 9,000; PRINTS approx. 30,000

**Percentage of inventoried works in relation to total holdings**

&gt; 50%

**Number of displayed works**

300

**Percentage of displayed works in relation to total holdings**

< 50%

**Availability: catalogue cards – percentage of cards in relation to total holdings**

- < 50%
- Available for onsite consultation
- Available online

**Availability: restoration charts – percentage of charts in relation to total holdings**

- < 50%
- Available for onsite consultation

**Availability: handling charts – percentage of charts in relation to total holdings**

- < 50%
- Available for onsite consultation

**Availability: photographic images, drawings, prints, microfilm – percentage of charts and/or documents in relation to total holdings**

- > 50%
- Available for onsite consultation

**Availability: multimedia products (sound, audio-visual) – percentage of charts and/or documents in relation to total holdings**

- < 50%
- Available for onsite consultation

**Availability: publications**

- Yes
- Available online

**Specialist Services**

**Storage**

- Yes

**Archive**

- Yes

**Library**

- Yes

**Photo library**

- No

**Relations with Local Area**

**Is the Museum located in a readily identifiable geographical area?**

Yes

**Does the Museum plan or participate in research or documentation campaigns to promote knowledge about its area?**

- Yes

**Does the Museum plan or participate in initiatives to promote its area?**

- Yes, for integrated access to venues belonging to different entities and owners
- Yes, by participating in theme-based initiatives
- Yes, by organising temporary exhibitions

**Does the Museum/Institution participate in networks or integrated systems?**

- Yes, with other museums in the area
- Yes, with other museums with similar types of holdings
- Yes, with cultural entities and institutions
- Yes, with other parties

**Have adequate communication resources been made available to contextualise the collections within the area's local history?**

Yes, within the Museum.

**Have initiatives been undertaken to program integrated management of Museum services in collaboration with other area institutions?**

No

**Does the Museum distribute informational materials about other cultural institutions in the area?**

Yes

**Does the Museum organise formal opportunities for active citizen participation in the form of consultation/feedback/planning?**

No

**Involvement of stakeholders: agreements with public and private institutions**

- Local agencies
- Volunteer associations
- Cultural associations
- Economic operators
- Foundations
- Universities and training institutes
- Libraries and archives
- Museums

**Ways in which the Museum communicates the outcomes of its activities with stakeholders**

- Daily newspapers
- Mailing lists
- Social media
- Website

**Improvement Objectives**

**Briefly describe the overall cultural project for improving the Museum and the aims that it intends to pursue (increasing attractiveness, broadening appeal to different types of visitors, etc)**

Broadening the enrichment offerings to the public, promoting internal and external initiatives aimed at actively involving visitors during their time at the Museum:

- Creation of new website (October 2022)
- Improvement of educational and communicative tools vis-à-vis the public
- Creation of multimedia support materials
- Provide accessibility to storage sites

## Specific Improvement Initiatives

**Structural improvements: briefly describe initiatives and/or projects which have already been planned (expanding display rooms, rest areas, storage areas, offices, equipment installations, etc)**

- Expansion and reorganisation of spaces for receiving visitors and washrooms
- Completion of new storage
- Improvement of room lighting
- Review of display arrangements
- Creation of space for educational activities
- Creation of space for restoration of artworks

**Improvements to collections: briefly describe initiatives and/or specific projects which have already been planned (purchases, loans, rotation of works in storage, etc)**

- Assessment of proposals for donations or purchases of new works
- Increase rotation of works in storage

**Improvements to services: briefly describe initiatives and/or specific projects which have already been planned (bookshop, cafeteria, restaurant, ticket office, granting of rights of use for spaces to third parties)**

- Online ticket sales (October 2022)
- Grant of rights to use space of bookshop (October 2022)

**Improvement of organised activities: briefly describe initiatives and/or specific projects which have already been planned (exhibitions, events, publications, management of additional resources, relationships with stakeholders, etc)**

- Organisation of lectures and guided tours for various types of audiences
- Rotating display of material held in storage (both paintings and works of graphic art)
- Temporary displays of works on loan from other national or international institutions

## Complaints, Proposals and Suggestions

If users find that the obligations outlined in the Charter of Quality of Services have not been met, they can file complaints. The Museum welcomes complaints, proposals and suggestions, whether formal or informal, positive or negative. Immediate complaints may be presented using the attached form and placing it in the box at the exit or handing it to one of the staff members.

The Museum conducts periodic reviews of complaints. It takes it upon itself to respond within 30 days and if necessary to make compensation.

Users are invited to make proposals and suggestions which aim to improve the organisation and delivery of services.

## Customer Satisfaction Surveys

Periodically, the Museum conducts:

random surveys which aim at learning the degree of satisfaction with offered services on the part of the public; interviews and random surveys of the general population to learn the reasons for wishing or not wishing to visit the Museum.

## Communication

The Charter of the Quality of Services is published on the Museum's website and is available in printed form at the Museum entrance.

## **Review and Updating**

The Charter is periodically updated.

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**MODULO DI RECLAMO / COMPLAINT FORM****MINISTERO DELLA CULTURA / MINISTRY OF CULTURE**

Pinacoteca Nazionale di Bologna / National Art Gallery of Bologna

**Indirizzo / Address**

Via delle Belle Arti 56, 40126, Bologna

**Tel**

051/4209441

**Email**

pin-bo@cultura.gov.it

(si prega di compilare in stampatello / please complete using block capitals)

**RECLAMO PRESENTATO DA: / COMPLAINT MADE BY:**

COGNOME / FIRST NAME: \_\_\_\_\_

NOME / SURNAME: \_\_\_\_\_

NAZIONALITA' / NATIONALITY: \_\_\_\_\_

TELEFONO/PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

**OGGETTO DEL RECLAMO / NATURE OF COMPLAINT:**\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_**MOTIVO DEL RECLAMO / REASON FOR COMPLAINT:**\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_**RICHIESTE DI MIGLIORAMENTO DEI SERVIZI / SUGGESTIONS FOR IMPROVING SERVICES**\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Si informa, ai sensi dell'art. 13 del D.Lgs. 30/06/2003 n° 196, che i dati personali verranno trattati e utilizzati esclusivamente al fine di dare risposta al presente reclamo e per fornire informazioni relative a eventi culturali organizzati da questo Istituto. / Personal data will be used exclusively for responding to this complaint and to provide information on cultural events organized by this Institution, as per Italian Legislative Decree 30/06/2003 no 196.

DATA / DATE \_\_\_\_\_

FIRMA / SIGNATURE \_\_\_\_\_

**Al presente reclamo verrà data risposta entro 30 giorni / We will answer your complaint within 30 working days**