

CUSTOMER CHARTER

February 2014

To ensure that visitors are at the heart of the culture of the Dorset County Museum, we have developed a nine-point Customer Charter for the DNHAS that aims to deliver excellent customer service and an enjoyable experience for all our visitors and members. We recognise that they have choices about where they go and how they spend their time. We will actively seek to understand and address their needs so we may successfully engage large and diverse audiences in our offer.

This charter applies to all our customers – general admissions visitors, DNHAS members, booked education groups and corporate hire – whether to the Museum or our website.

This Customer Charter governs the behaviour of all DNHAS staff and volunteers at Dorset County Museum. Everyone has a role to play in putting our audiences at the heart of what we do.

1. We will give our customers a warm welcome

When people choose to visit us, we will make it clear we are pleased. We will show we care. All staff and volunteers, whatever their role, will smile and be friendly, courteous and knowledgeable. Both staff and volunteers will be identifiable and approachable, and will offer their help.

2. We will meet the basic needs of all our customers

In Dorset County Museum, customers will have easy access to clean toilets, baby-changing facilities, sufficient and reliable lifts, buggy parks and lockers. We will provide comfortable environmental conditions, a clean and litter-free building, and a safe, secure and accessible experience. There will be places to sit, rest and reflect. Our Shop and Tea Room and will be good value for money and offer an appropriate range. Our offer will set high standards in service, quality and value. On the web, we will provide a site that is easy to use.

3. We will make it easy for our visitors to find their way around

In Dorset County Museum and on the web, visitors will find well-planned spaces and pages, clear signage and maps, and gallery names that make sense. Information about how to get the best out of a visit will be readily available.

4. We will encourage customer feedback, listen to it and act on it

We will provide opportunities for customers to express their points of view. We will use our customer feedback to improve the service we deliver, and practise continuous improvement.

5. We will give our audiences access to our collections and exhibitions

We will give people access to Dorset's heritage. We will design our offer, whether in Dorset County Museum or on the web, so that we welcome people of all generations and backgrounds. No-one will feel excluded. Our audiences will see themselves represented in our exhibits and programmes; they will feel that they belong.

6. We will be accurate, reliable and clear

The information we provide in Dorset County Museums, on our website, in our publications and in other products will be accurate, reliable and understandable. If we are offering an opinion, we will make this clear.

7. We will make sure that Dorset County Museum is a places where you can have a good time and learn something too

We will work to make sure that there are no barriers to a good experience, whether in Dorset County Museum or on the web. Exhibits and galleries will be well designed and well lit. Labels will make sense and be relevant; interactives will work. Our galleries and exhibitions will be designed for a social experience, in which visitors can talk, interact and share. People learn in different ways and we will recognise this in the way we develop and deliver our offer.

8. We will respect all our audiences for who they are and what they know

We will not patronise or baffle them. In everything we do, such as exhibits, labels, staff interactions or websites, we accept that people have different levels of knowledge and interest and we will design what we do to make our offer as accessible as possible. We will ask visitors regularly about their experiences with us and we will apply what we have learned to our work.

9. We will give our visitors choice and control

Visitors need to have some choice on how they navigate through Dorset County Museum, and in how they choose to experience an exhibition. We might suggest particular routes, but recognise that some people might want to do things their way.