



SAFFRON WALDEN MUSEUM
UTTLESFORD MUSEUM SERVICE

CUSTOMER CARE POLICY 2014

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Approved by Museum Management Working Group: _____ Date _____
[checked by two members of MMWG for Accreditation submission, to go to MMWG
on 18 June 2014]

Date for review: _____ 01 May 2019

1 Policy Aims

- 1.1 Saffron Walden Museum aims to give people inspiration and a sense of place in Uttlesford district / north-west Essex, through exploration of our wide-ranging collections and the histories they represent.
- 1.2 We are dedicated to providing exhibitions and activities that inspire and educate our visitors, and provide enjoyment for all.
- 1.3 We conserve, interpret, and make our collections available in a safe and secure environment, and our staff and volunteers are dedicated to the provision of a high quality, customer focused, and friendly service to all our users.
- 1.4 Our staff and volunteers are committed to promoting the visions and values of our organisation as set out in our Forward Plan, and to delivering the standards contained in this policy.
- 1.5 This policy complements the Uttlesford District Council Customer Charter and combines Council Policy with additional Museum-specific customer care needs.

2 Our Customer Commitments

2.1 Access for all to knowledge, education, and activities:

Entrance to the Museum and Grounds is free for those aged 18 and under.

A small entry fee is charged for adults (£1.50) and concessions (75p). We also offer season tickets (Adults £5 and Concessions £2.50). We do occasionally charge an entrance fee those aged 18 and under, or increase the fee for adults and concessions, for special events, and charges and concessionary rates are clearly displayed when this occurs. All our galleries and facilities are accessible to all our visitors. The Museum is committed to documenting its collections in order to ensure that information about the collections is accessible and that its responsibilities to donors, researchers and lenders are fulfilled.

2.2 Investing in people and developing potential

Saffron Walden Museum is committed to providing an environment in which the workforce is encouraged, through training and development, to be effective and motivated to give their best.

2.3 Demonstrating excellence

We strive for excellence in all that we do and communicate this to our visitors. We will continue to strive to meet the high standards demanded by the awarding body of VAQAS, as well as meeting performance indicator targets set by Uttlesford District Council

2.4 Innovation and improvement

We are committed to delivering new, well presented, and relevant exhibitions and events to our audience, and will encourage our staff to be innovative in their approach and judgement of audience expectation.

2.5 Monitoring, Feedback and Seeking Audiences' Views

We carry out regular surveys of users' experiences of the Museum and Museum Service. We also monitor our support services regularly to improve the Service in response to verbal (informal) as well as written (formal) feedback and complaints.

2.6 Working through partnerships

We are committed to working in partnership with other museums, organisations and stakeholders to achieve our objectives, demonstrate the wealth in our collection, and contribute to a nationwide appreciation of our heritage.

We will develop and nourish partnerships within, and beyond, our local community that are beneficial to our audiences. We are committed to providing exhibitions, events and activities that celebrate our diverse communities and that are inclusive.

2.7 Equal Opportunities

We will strive to ensure equal, inclusive, and courteous treatment of all our visitors and staff, and foster a positive approach to Equal Opportunity in keeping with Uttlesford District Council's Equal Opportunities Policy. We will identify barriers to participation and learning, and work with our staff, our visitors, our community and our supporters to remove them.

3 Our Promise to our Customers

- 3.1 Our standards of service are designed to support the aims and objectives of Saffron Walden Museum in pursuit of its purpose to "give people inspiration and a sense of place in Uttlesford district / north-west Essex, through exploration of our wide-ranging collections and the histories they represent."
- 3.2 We pursue a reputation of excellence for our exhibitions, facilities and services and ensure that they are accessible to all our visitors, both physically and intellectually.
- 3.3 We consult with our visitors about our services, and listen to what they have to say.
- 3.4 We operate a simple and effective complaints procedure, designed to resolve problems, prevent them re-occurring, and improve our services.

- 3.5 Formal complaints will be dealt with as outlined in Uttlesford District Council's Customer Charter (Written Communication). They will be given a high priority for investigation and will receive a written response.
- 3.6 Informal verbal complaints and feedback will be dealt with as appropriate by the relevant member of staff
- 3.7 We publicise and market our exhibitions and facilities to the widest possible audience.
- 3.8 We will provide accurate information, and promotional material about our exhibitions, activities, events, and facilities.
- 3.9 We provide clearly displayed information signage regarding access to the museum, ticketing charges, special events, gallery closures and equipment failure.
- 3.10 Our staff and volunteers offer high standards of courtesy, helpfulness and knowledge, are identifiable to our visitors, and will deal efficiently and courteously with all enquiries.
- 3.11 We encourage comments and feedback from all our users and visitors, and provide a visitor comments book for this purpose, which is located in our Information and Reception Desk/Welcome area. We also have visitor comments cards on occasion in our galleries for special exhibitions.
- 3.12 We will monitor our standards of service through evaluation of visitor comments and complaints, and regular visitor surveys.
- 3.13 Telephone calls, during Museum opening hours, will be answered within 6 rings or, where possible, be received by an accurate voicemail message.
- 3.14 All general enquiries to the Museum by e-mail, letter and telephone will be responded to within 10 working days (following the UDC Customer Charter).
- 3.15 All information, whether on the web or on site, will be clearly displayed.

4 Comments and Complaints Procedures

- 4.1 Saffron Walden Museum encourages comments and feedback from visitors.
- 4.2 Saffron Walden Museum aims to provide a high standard of customer care in all departments to all its users and stakeholders. While great care is taken to ensure that all our services are provided efficiently, courteously, and to a high standard, the museum accepts that complaints will be made.
- 4.3 A complaint is a valid expression of dissatisfaction, and however it is made, by email, letter, telephone, or verbally, it will be investigated, and used as means to improving our service standards.

4.4 Saffron Walden Museum will deal with complaints quickly and will take prompt action to ensure that complaints of a similar nature do not arise again.

5 How to Complain

Stage 1

You can log a complaint in person to any member of staff, or by telephoning the Museum and asking to talk to a member of staff. Alternatively you can write or email the Museum at the address below:

Saffron Walden Museum
Museum Street
Saffron Walden
Essex
C1010 1JL

Tel: 01799 510333

Email: museum@uttlesford.gov.uk

Stage 2

We will respond to all written complaints within 10 working days (as outlined in Uttlesford District Council's Customer Charter). If you are dissatisfied with the outcome and investigation into your complaint then you can appeal to the Curator, Carolyn Wingfield.

Information on how to make compliments, suggestions and complaints can also be found on Uttlesford District Council's website
<http://www.uttlesford.gov.uk/complimentsandcomplaints>