

WILTSHIRE ARCHAEOLOGICAL AND NATURAL HISTORY SOCIETY
WILTSHIRE MUSEUM - CUSTOMER CHARTER

To ensure that visitors are at the heart of what we do at Wiltshire Museum, we have developed a nine-point Customer Charter 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.

This Charter applies to all our visitors – including customers, volunteers, WANHS members, Trustees, enquirers, researchers, guest exhibitors, visiting artists, speakers, students, school groups and corporate hire.

This Charter aims to inform the behaviour and conduct of all our trustees, staff and volunteers. 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

We are pleased that people have chosen to visit us or join the Wiltshire Archaeological and Natural History Society (the Society). We expect that all staff and volunteers, whatever their role, will be friendly and courteous and will offer their help.

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

We will provide a comfortable environment; a clean and litter-free building, and a safe, secure and accessible experience. We expect our visitors to find clean toilets, baby-changing facilities, a lift and places to sit. We will make special provision to facilitate access for disabled visitors. We will offer visitors value for money and our shop will offer a range of appropriate merchandise.

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

At Wiltshire Museum visitors will find well-planned spaces, 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 development.

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

We will inspire people to explore the archaeology, history and environment of Wiltshire. 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

We will aim to ensure that the information we provide is accurate reliable and understandable, whether in our displays or publications. If we are offering an opinion, then we will make this clear.

7. We will make sure that Wiltshire Museum is a place where visitors can have an enjoyable and enriching experience

We will work to make sure that there are no barriers to an enjoyable experience. Displays will be well designed and well lit. Labels will make sense and be relevant; interactives will work (or display a notice if temporarily out of order). 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

In everything we do, such as displays, staff interactions or publications, we understand 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

Visitors need to have some choice on how they navigate through Wiltshire 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.

NOTED: Updated Approved by the WANHS Board of Trustees, 31 March 2017
by the WANHS Board of Trustees, 6 June 2014

REVIEW: March 2019