

**Gloucester Railway Carriage and Wagon Museum**

# **Customer Care Policy**

## GRCWM ACCESS POLICY STATEMENT

The CIO is committed to providing public access to its collections so that our rolling stock, locomotives and associated items and collections can be enjoyed by the general public and used to provide learning and educational opportunities through the stories each item has to tell. We aim to make our collections accessible as possible by identifying and removing physical, intellectual, social, geographical and cultural barriers, as far as possible. We endeavour to cater for different needs by providing access to our collections in a variety of ways including displays, guided tours and events. This is supported by maintenance of our website, publications, encouraging research into our collections and the operation of a demonstration line.

We will review the accessibility of our collections and identify how improvements can be made through regular self-assessments and ongoing consultation with the public.

We recognise that for visitors to enjoy access to the collections there must be a policy for 'customer care' that is followed by all staff and volunteers, particularly those acting in front of house roles. We will also encourage a positive approach to Equal Opportunities across our organisation.

### INTRODUCTION

The GRCWM engages with members of the public in a variety of ways:

- Face-to-face contact at events which the Museum attends and eventually at the museum's physical premises.
- Over the telephone
- In writing, through letters, reports and other forms of written communication.
- Online and via email enquiries.

#### **(I) Face-to-face contact at events which the Museum attends and eventually at the museum's physical premises:**

On joining the GRCWM volunteers will be given a 'Volunteer Handbook' which includes a basic code of conduct for behaviour in the Museum when open to the public and at events which the museum attends, which is to be followed by all volunteers including those in the workshop who do not deal directly with visitors all of the time. The Volunteer Handbook also contains reference to all of the CIO's key policies, including the 'Safeguarding Policy', with its code of conduct. Volunteers will be required to sign an agreement to confirm receipt of the Handbook and acceptance of the guidelines contained within it.

One of the roles carried out by volunteers at the Museum is to act in a 'front of house' capacity by welcoming visitors, providing information, answering questions and being present to sell souvenirs and merchandise. Although there are volunteers who are only interested in certain aspects such as workshop related tasks and do not deal directly with members of the public, it is important that the following general code of conduct is followed by all volunteers, regardless of the role they are carrying out. This is to ensure that the GRCWM is seen as a

professionally run organisation which provides a welcoming environment for visitors. This is particularly important as a lot of the facilities and restoration projects will be funded by public money, which relates directly to many of our visitors. We also benefit from donations from visitors, who would obviously not donate if they had a bad experience during their visit.

#### General Code of Conduct:

- Be polite if a member of the public approaches you or speaks to you.
- No swearing or offensive language in public areas where visitors may be present, including the workshop if visitors are visible in the viewing area(s).
- If you find someone in a restricted area, e.g. the workshop, politely re-direct them to the designated public areas. Sometimes workshop doors are left open temporarily whilst shunting takes place and visitors may accidentally wander in, so it is not always an intentional ignoring of signs!

Volunteers and staff involved in the operation of the demonstration line will be provided with their own guidelines, rulebook and relative information, which includes dealing with complaints.

#### **(II) Over the telephone:**

Telephone calls go directly to the museum mobile phone or office. Calls will be answered within 6 rings where possible, or be received by an accurate voicemail message. All answer phone messages are returned the same day as receipt when the office is manned, even if it is to say that a more detailed answer will be forthcoming in due course. Telephone calls to the workshop phone line are primarily relating to internal activities as this number is not made available for public use.

#### **(III) In Writing, through letters, reports and other forms of written communication:**

- We aim to deal with all enquiries within 5 working days, even if it is to say that a more detailed answer will be forthcoming when possible.
- We will use newsletters and notices to correspond with our members and volunteers to keep them up to date with events, activities and changes.

#### **(IV) Online and via email enquiries:**

We will use the GRCWM website to publish information about the CIO and how the public can visit the Museum or an event that the museum is attending, make enquiries or book on a special tour or event. We aim to deal with all enquiries within 5 working days and emails are answered the same day as receipt, even if it is to say that a more detailed answer will be forthcoming.

## **CATERING FOR VISITORS WITH DIFFERENT NEEDS**

The CIO aims to be as accessible as possible. Front of house volunteers will be made aware of the various provisions so that they can inform visitors about them to enhance their visit. Provisions will include:

### **Visitors with Limited Mobility:**

- A lift to allow visitors onto all floors of the museum buildings have been acquired.
- An accessible toilet.
- A viewing platform running around the working area, allowing visitors to view the area below through a transparent screen.
- Raised walkways alongside vehicles on display to see inside them.

### **Interpretive facilities to cater for visitors with different learning styles:**

- Interpretive display boards with text and graphics.
- Infra-red triggered audio commentary domes.
- Animatronic life-size figures of original staff and employees talking about the works itself and rolling stock and other items constructed.
- A mini-cinema with short films relating to the collection, rolling stock, the original company and associated artefacts with video screens located elsewhere in the museum.
- Extra levels of information for visitors who want it, including folders of information and reference books relating to the collections and railways in general, available in the Museum Library.
- A research centre accompanying the Museum Library for people to look at books, photographs and other items in the stored collection and archives.
- Interactive models – push button, cut-away diagrams and models of rolling stock and locomotives that shows visitors different parts and how they work.

### **Learning opportunities for children:**

- Characters with a linked quiz and trails of ‘fun facts’ around the museum.
- An area containing simple toys (jigsaws, model railway sets, etc.)
- A mock-up locomotive and carriage for children to sit in and pretend to drive a train by ‘operating’ the controls and carriage and/or wagon for children to be a passenger or freight.
- A miniature locomotive that children can sit on.
- Free craft activities on selected days during school holidays.

## **COMMENTS AND COMPLAINTS PROCEDURES**

- The GRCWM encourages comments, both positive and negative, from visitors.
- The GRCWM aims to provide a high standard of customer care to all its users. While great care is taken to ensure that all our services are provided efficiently and courteously, we accept that complaints will be made.

- Complaints will be investigated and used as means to improving our service standards. We will aim to deal with complaints quickly and take action to ensure that complaints of a similar nature do not arise again.

Visitors may make comments or complaints in the following ways:

- Writing comments in the 'Visitors Book', which is permanently left out in the museum.
- Writing comments on the 'comments cards' left out to be posted into a designated box.
- Providing feedback via Visitor Surveys on planned sample days.
- In person to front of house volunteers, who will be instructed to record such comments and forward them to the Museum Curator or a Trustee.
- In writing to the Trust.
- By email or by telephone.

We will monitor our standards of service through evaluation of visitor comments and complaints, and regular visitor surveys.

### **Guidelines for Front of House Volunteers to Respond to Complaints**

If a visitor approaches you and wishes to make a complaint, the following options are available:

- Invite them to write their complaint down so that you can forward it to the Museum Curator or a Trustee for a response.
- Ask them to contact us by writing, emailing or telephoning.
- If they don't wish to do any of the above, make a record of the complaint yourself.
- Forward any written records to the Museum Curator or a Trustee within 3 working days to enable us to respond efficiently.

### **Contact details for the GRCWM:**

By post: The Gloucester Railway Carriage and Wagon Museum, 99 Sandyleaze, Elmbridge, Gloucester, Gloucestershire, GL2 0PU

By Email: [grcwm@outlook.com](mailto:grcwm@outlook.com)

By Telephone: 07859 357 827

The above procedures should also be followed if a visitor enquires about something that you cannot answer yourself, e.g. enquiring about bringing a group to visit.

