

York Museums Trust Museum Development Yorkshire

Museums Development Yorkshire Support 2017-18

Front of House Cohort

We propose to run the programme as a cohort or learning group of museums. All of the participants will access training and those that applied for specific customer care support (via the original application) will access additional mentoring.

Important Commitment for ALL Participant Museums

We ask that a lead individual from each institution commits to attending every session. This is to ensure consistency, to lead on the action planning and to be the contact for the mentoring - if applicable. We believe that this opportunity would benefit from the lead representative being accompanied by at least one other relevant staff member. If desired, this can be a different individual, dependent on the subject nature of the workshop. We will try and open up more than one additional place, if venue size allows. Please confirm that the lead and other attendees are happy for their email address to be used to:

1. keep them up to date with related events now and in the future
2. be informed of other events and opportunities related to the subject of the learning cohort
3. be shared with other members of the cohort

Please do this in your email confirming the name of the lead

Participating museums:

- Barnsley Museums
- Harewood House
- Bahamas Locomotive Society, Keighley
- Burton Constable Hall
- Epworth Old Rectory
- Pannett Art Gallery
- Whitby Museum
- Wilderspin National School
- Baysgarth House Museum

Programme

- Mixture of workshops and individual mentoring involving a variety of learning styles
- Four whole-day workshops, spread from September to February
- Action learning in between the workshops
- An implementation fund of up to £500 is available to participating museums to enable them to embed learning and trial ideas. The fund will be accessed via a simple application form with a quick decision made within 2 weeks. All monies will need to be spent by the end of February 2018.

Workshops

1 Valuing your Visitor Tuesday 19th September, York Castle Museum

This first workshop will cover Front of House essentials, thinking about barriers to interaction, the visitor journey and upselling strategies for encouraging secondary spend

2 Understanding your Visitor Tuesday 17th October, York Castle Museum

A focus on dealing with difficult situations and the importance of gathering, listening to and acting on feedback either on site or via methods such as Trip Advisor

3 Developing Tours 28th November, Burton Constable Hall

Based at Burton Constable Hall, this practical day will focus on developing formal and informal tours and improving general interaction with visitors in the galleries.

**4 Making everyone welcome and giving great service to all 28th February,
York Art Gallery**

Understanding the needs of visitors with disabilities. Ensuring that family groups are catered for – providing a good welcome and warm return!

Expected outcomes from the work include:

- Museums have increased confidence in regard to customer facing work with specific goals, developed by each museum.
- Museums will have tools to better communicate with visitors and proactively seek and use customer feedback.
- Museums to understand the importance of excellent internal communications and working environment in the delivery of front of house services.
- Museums can identify how excellent customer service is demonstrated in the heritage sector and how it impacts on the bottom line
- Participants have increased skills in providing a high quality experience in a range of situations for their visitors

Trainers

Katy Moussaada

Katy has worked with a variety of museums in the North West. She will be running workshop 1 & 2 and providing mentoring to some of the museums. <http://www.tourismtraining.co.uk/>

Laura Malpas

Laura has a background of working with the National Trust. She will be running workshop 3 and also providing mentoring to some participating museums.

<http://www.eastcoteconsulting.com/>

Phil Chambers

Phil currently provides advisory support for MDY in regard to access for all.

<http://www.philchambersconsultancy.co.uk/>

Workshop outlines

Workshop 1 - Valuing your visitor

Aim

To understand, develop and instill the necessary skills and attitude required to ensure that all visitors receive a positive, professional and consistent level of service at every part of the visitor interaction (the Customer Journey) whilst also looking at visitor focused strategies to increase visitor spend.

Workshop Outline

The workshop will be delivered using innovative styles and methods of delivery. It will be highly interactive.

Topics include:

- Our visitors – VIPS- putting them at the centre of our organisation, their expectations and needs
- The visitor journey – excellence at every step
- Service excellence where do we excel or fall short?
- Defining excellent and consistent customer service and how important is it to our visitors?
- The importance of creating ‘visitor rapport’ through positive interaction
- What and how can we increase secondary spend the benefits and ways in which it can enhance the visitor experience.
- Creation of personal action plans

Workshop 2 - Understanding your visitors

Aim

To give Museum and Gallery customer facing staff the necessary understanding, skills and knowledge required to deal with difficult/problem situations/customers. This could be in the workplace either face to face, over the telephone or written. We will focus on the appropriate methods that ensure visitors remain loyal and are retained.

Workshop Outline

A participant guide will be created to be used for notes and as an ‘aide memoire’, not something to be worked through page by page during the workshop.

Topics include:

- Complaint handling - defining line of visitor service excellence – why?
- Understanding and determining the importance of empowerment when handling complaints
- Understanding and defining causes of customer frustration/anger.
- The importance of effective and positive communication skills in complaint handling
- Pre-empting customer anger – organisation wise and personally
- Problem solving with specific Museum/Galleries scenarios session
- Dealing with the frustrated/angry customers

- Tips and techniques for implementation in the workplace
- Personal and workplace action planning

Trainer: Katy Moussaada

Katy has worked with a variety of museums in the North West – providing Customer Care training and mentoring. She will be running workshop 1 & 2 and also providing mentoring to some of the participating museums. <http://www.tourismtraining.co.uk/>

Workshop 3: Tours - Journeys undertaken for pleasure...

Aim

This session is designed to give practical skills and a methodology to museums wishing to develop tours, and a refresher to those who already offer them. To offer confidence and ideas to improve interpretation and interactions with visitors.

Workshop outline

By the end of the session, participants will be able to recognise what makes a great story, then turn that story into an engaging well-structured tour. Participants will deliver a short tour to the group. The trainer will demonstrate techniques to encourage the deeper interaction of visitors with objects. Everyone will be encouraged to consider their provision, in regard to resources aimed at a variety of audiences including adults, children and families

Topics include:

- Why tell stories?
- The importance of emotional impact
- Turning a story into a structured tour
- Techniques for linking the story to the place
- Managing groups of varied types of people
- Ad hoc tours
- Delivery techniques

Trainer: Laura Malpas

Laura hails from Yorkshire but is now based in the East Midlands. She has a background of working with the National Trust in Visitor Experience and Operations management. Laura will be running workshop 3 and also providing mentoring to some participating museums.

<http://www.eastcoteconsulting.com/>

Workshop 4: Making everyone welcome & giving great service to all!

Aim:

This session will focus on both understanding the needs of visitors with disabilities and ensuring that family groups are catered for. The morning session will be led by Access Consultant, Phil Chambers. In the afternoon we will look at how families can be best served. Both session will include visits to the galleries and practical activities. By the end of the

workshop participants will have an increased understanding of the needs of a variety of different visitors. Delegates will have more confidence in providing appropriate service that establishes a good welcome and encourages an enthusiastic return!

Topics include:

- Providing accessible information to all
- Appropriate and effective communication skills
- Understanding the different requirements of varied audiences
- How to audit your customer care provision for specific audiences (Access for All and Families)
- What makes a family friendly visit?
- Providing the information that families need!

Trainer: Phil Chambers

Phil currently provides advisory support for MDY in regard to access for all. He has worked with a variety of clients from public spaces, historic houses and museums to waterways, parkland, forests and nature reserves. <http://www.philchambersconsultancy.co.uk/>

Any Questions?

The Museum Development leads on this project are:

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