

York Museums Trust Museum Development Yorkshire

Museums Development Yorkshire Support 2021-22

Front of House Cohort

After four very successful years we will again be running the programme as a cohort or learning group of museums. This is open to both non-NPO and NPO museums alike. All of the participants will receive training and non-NPO museums 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. In previous years this has been the Head of Front of House, working with a member from their team.

Programme

- Mixture of workshops and individual mentoring involving a variety of learning styles
- Four whole-day workshops, spread across the year – dates to be agreed by cohort members
- Action learning in between the workshops
- All non-NPOs will be assigned a mentor, who will visit them on site and provide feedback, support and recommendations

Workshops

1. Valuing your Visitor

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

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

Based at one of the cohort member museums, this practical day will focus on developing formal and informal tours and improving general interaction with visitors in the galleries.

4. Making everyone feel welcome!

This workshop will highlight two important themes. In the morning we focus on understanding the needs of visitors with disabilities. Whereas in the afternoon we look at supporting family audiences with a presentation from Kids in Museums.

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

Feedback from Participants

"It has really improved my confidence on the floor. I have been able to explain to colleagues why we need to improve" Visitor Assistant

"I'm new to the role and this has been really useful. I particularly liked the section on dealing with difficult customers" Front of House Supervisor

"Really enjoyed the Cohort, and quite sad it's come to a finish!" Front of House and Volunteer Manager

Any Questions?

The Museum Development lead on this project is:

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