

Front of House Cohort 2022

Due to popular demand, the Front of House cohort is returning! It was rested last year, but in 2022 it returns with a refreshed and extended programme. The cohort is open to both non-NPO and NPO museums alike. All of the participants will receive training and networking opportunities, whilst non-NPO museums can also 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 often 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
- Whole-day in person workshops and half-day online sessions,, spread across the year
- All non-NPOs will be assigned a mentor, who will visit them on site and provide feedback, support and recommendations

Development Programme

1. Valuing your Visitor Tuesday 28th June, 2022 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 Thursday 21st July 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. Welcoming Families Tuesday 6th September (online 10am – 12.30pm)

Facilitated by *Kids in Museums*, this interactive session will consider why family visitors are so important to museums. The group activity focuses on developing your welcome, farewells and playful interactions with museum visitors.

4. Developing Tours October venue and date tbc

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.

St Mary's Lodge,
Marygate, York, YO30 7DR

🐦 @MusDevYorks

✉️ mdyoffice@ymt.org.uk

🌐 www.museumdevelopmentyorkshire.org.uk

5. Creating Positive Family Interactions Wednesday 9th November (online)

We'll be looking at common scenarios involving family visitors and identifying top ways of interacting positively with families on site. Finally, we'll discuss how we can put into practice our learning from both sessions with Kids in Museums.

6. Staff Support & Development December (online 10.00-12.30) tbc

In this online session we'll be joined by Tamsin Russell, Workforce Development Officer at the Museums Association to talk about [Front-of-House Charter for Change - Museums Association](#)

7. Making Everyone Feel Welcome! January/February 2023 tbc

Our final session will focus on understanding the needs of disabled visitors.

Mentors

Museums that are accredited (or officially recognised as *Working Towards Accreditation*), but not NPOS or nationals, are eligible to have a mentor. This will include a site visit. The mentor will offer email, online or phone follow-up support, to discuss their reflections and agree actions. This year we have extended our pool of expertise to represent:

- Customer service
- Tour development and visitor interaction
- Family audiences
- Access (you can choose a generalist or a mentors with lived experience of autism or SEND)

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

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

Find out more at: [Front of House Cohort - Case Studies](#)

Submit your expressions of interest by 9am, on 6th June:

www.museumdevelopmentyorkshire.org.uk/expressions-of-interest-mdy-learning-cohorts-2022-23