

Dr Johnson's House: Customer Charter 2016

Statement of Purpose

To preserve for the use and benefit of the public, Dr Johnson's House at 17 Gough Square, London and to advance and encourage learning and scholarship.

To ensure that visitors are at the heart of practice at Dr Johnson's House, we have developed a Customer Charter that aims to deliver excellent customer service and an enjoyable experience for all our visitors. We recognise that our visitors 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 and continue to review and improve our visitor services.

This charter applies to all our customers: general admission visitors, education groups, researchers and private hire guests, whether visiting the House in person or communicating remotely through our website or digital offering.

This Customer Charter governs the behaviour of all staff and volunteers at Dr Johnson's House and aims to foster a culture of courtesy and care. Everyone has a role to play in putting our audiences at the heart of what we do.

1) We will give our visitors a warm welcome

When people choose to visit us, we will make it clear we are pleased. We will show we care. All staff and volunteers, whatever their role, will smile and be friendly, approachable and courteous. We will make it clear that we are not too busy to listen to comments or answer questions and ensure that attending to the visitor is our first priority at all times. Through training and access to personal development opportunities, staff and volunteers will be knowledgeable about the House and our collections, and able to deal with enquiries efficiently and direct visitors to appropriate sources of further information.

2) We will meet the basic needs of all our visitors

In Dr Johnson's House, visitors will have access to clean toilets and a specified area to leave bags and coats. We will provide comfortable environmental conditions, a clean, well-lit and litter-free building, and a safe, secure and accessible experience. All staff and volunteers understand the Health and Safety and First Aid procedures to follow and the relevant staff to contact in an emergency. There are places to sit, rest and reflect, and customers will not feel rushed through their visit. Staff and volunteers will have the knowledge to direct customers to the nearest disabled-access toilet and baby-changing facilities, local transport services, nearby cafes and restaurants, and other heritage attractions. Our shop will be good value for money and offer an appropriate range. Our offer will set high standards in service, quality and value. On arrival at the House, any visitors with access requirements will be sensitively offered assistance to enhance their visit. On the web, we will provide a site that is easy to use, with more detailed information on our services and facilities, and access to the House. Dr Johnson's House is committed to making improvements for physical access

to the listed building in the future and to improve digital offerings for remote access to the House's interpretation and collections information. Please see our Access Policy for further information.

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

In the House and on the website, visitors will find well-planned spaces and interpretation that make sense, clear signage in the building, and appropriate labelling. Staff and volunteers will give visitors a brief introduction and orientation when they arrive, and direct the visitor to any area of special interest. Staff and volunteers will gauge how much the visitor wishes to hear or whether they prefer to be left in peace. We will offer our visitors choices about how they navigate the House and allow them to set their own routes. We will continue to work with the local authority to provide effective signage in the neighbourhood, in addition to information about the House.

4) We will encourage customer feedback, listen to it and act on it

We will provide opportunities for our visitors to express their points of view, whether verbally to staff or volunteers, or by means of written comments in our Visitors' Book and regular Visitor Survey forms or online. We will monitor our standard of service through evaluation of this feedback and practise continuous improvement. In the unlikely event of a complaint by or about a visitor, the situation will be alleviated through calm and measured mediation, and the individual's opinion will be treated with respect.

5) We will give our audiences access to our collections and exhibitions

We will endeavour to make the House, our collections, exhibitions and services accessible to all audiences. We will design our offer, whether in the House or on the web, so that we welcome people of all generations and backgrounds. No-one will feel excluded. In-line with our founding aims, we will not close off rooms for private use during the times that we are usually open to the public, unless in exceptional circumstances. Visitors will be advised of any anticipated closures via the website and through our social media channels and at the Front Desk upon arrival. Our collections will be available for researchers by appointment.

6) We will be accurate, reliable and clear

The information we provide in the House, on our website, in our publications and any other products will be accurate, reliable and understandable. If we are offering an opinion, we will make this clear.

7) We will make sure that the House is somewhere where you can have a pleasant and rewarding experience and learn something too

We will work to make sure that there are no barriers to a good experience, whether in the House or on the web. Exhibitions and displays will be well -designed, and labels will be clear, relevant and easy to read. The House will have a friendly and informal atmosphere and visitors will feel encouraged to talk, interact and share. People learn in different ways and we recognise this in the way we develop and deliver our cultural offer. We will remain committed to providing an education programme for school groups and adult learners, and for anyone interested in hearing more about Johnson, his life and works, and the 18th-century world in which he lived.

We hope to welcome you to Dr Johnson's House soon!