



Theatre Collection

## **CUSTOMER CARE & SERVICE POLICY**

**Date Approved:** 27 June 2024  
Head of Theatre Collection

**Review Date:** Annually by Theatre Collection

**Renewal Date:** June 2029

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# Theatre Collection: Customer Care & Service Policy

## Policy Statement:

**The Theatre Collection is dedicated to the provision of a high quality, accessible, inclusive and welcoming service to all our users.**

Our workforce is encouraged, through training and development, to offer the highest possible standards of helpfulness, courtesy and professional knowledge. Staff introduce themselves to our visitors and will deal efficiently and courteously with all enquiries, whether made in person or remotely. Our workforce is committed to promoting the Mission Statement and objectives of the Collection and to delivering the standards contained in this Policy.

The Policy is available [online](#) and can be made available on request on-site. See also the Theatre Collection Access and Learning policy and User & Community Consultation policies.

In adopting the term ‘customer’, we recognise that we provide a service to a wider range of people than those who actually visit us in person. We recognise that our customers cover a broad spectrum, from members of the general public to students and researchers, national and international scholars, members of the creative and cultural industries, the media, online users and stakeholders. Our aim is to exceed our customers’ expectations and in so doing, make every customer a natural advocate for the Theatre Collection. We aim to be responsive to the variety of needs of the range of different users. We also aim to assist our future customers by building a world class collection and taking excellent care of our holdings now to ensure that they remain in good condition for posterity.

Providing high standards of service for our users supports our Mission Statement and Key Aims in enabling the Theatre Collection to work collaboratively to realise the potential of our collections to deliver research, educational, creative, and social outcomes for diverse communities locally, nationally, globally. To this end:

- We will ensure that we make every visitor to the Theatre Collection feel valued by welcoming them in person. Our workforce will introduce themselves to visitors.
- We will ensure that every user who contacts us remotely receives an equivalent and high standard of service to those users who visit our site.
- We will ensure that all visitors and remote enquirers are treated with equal courtesy and efficiency, irrespective of the nature of their visit or enquiry.
- We will be equally open and responsive to supporting academics and research students from any institution and the cultural and creative industries for individual research or larger and/or collaborative research projects, as well as independent researchers.

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- We will ensure that we maintain all areas accessible to the public in a comfortable, clean, presentable and safe condition at all times.
- We will offer and maintain a high level of service to our remote customers through our research enquiry service, facilitating on-site visits and offering advice and guidance as appropriate and facilitating the provision of digital substitutes or online visualiser meetings where possible for users who are unable to visit the Theatre Collection in person.
- Online visualiser meetings are offered for researchers who are unable to visit the Theatre Collection (see our Access and Learning Policy). Visualiser meetings are intended as a way to gain an overview of a collection or to check specific holdings. They are not recommended as an alternative to longer, in-depth academic research of multiple holdings. If a remote researcher requires more in-depth or academic research to be undertaken on their behalf, they may be advised to employ a research assistant who will be able to visit the Theatre Collection to study holdings in detail.
- We will provide clear and accurate information about our remote services (e.g. scanning and research facilities) via our website and in response to enquiries.
- We will ensure that entrance to the Theatre Collection remains free and that our reading rooms and exhibition spaces are accessible to all our visitors both physically and intellectually.
- We will provide clear, visible and accurate signage, information and promotional material about our location, opening times, exhibitions, activities and events and will be considerate and responsive to requests to enable access by anyone with specific requirements.
- We will make material from our collections available to users and retrieve items prior to a research visit. Wherever possible, users will be advised of any potential delays in retrieving items (e.g. if items are held off-site). If items are requested during a research visit, retrievals may be made depending on staff availability and the capacity of the reading rooms.
- We will welcome visits by groups and will be responsive to the requests of the group (e.g. educational, special interest, professional, academic) in providing formal visits, tours and workshops as appropriate.
- We aim to answer telephone calls within six rings or, where not possible, ensure that calls are received by an accurate voicemail message.
- We aim to respond to general enquiries to the Theatre Collection made remotely within 5 working days.

- We will monitor our standards through actively consulting with and being responsive to our customers (both on-site and remote) and informal feedback on our service.
- We will operate a simple and effective complaints procedure designed to resolve problems, prevent them re-occurring, and improve our services (see below).

**To help us to deliver excellent customer care we ask our workforce:**

- to be courteous
- to be helpful and responsive to the needs of our users
- to help users to get the best from our services by sharing our knowledge of our collections and services and by explaining and demonstrating catalogues and equipment where necessary e.g. how to use our scanning facilities
- to provide specific contact details for following up enquiries
- to explain our reading room rules to visitors in a clear manner

**To help us to deliver excellent customer care we ask our customers:**

- to be courteous and show consideration towards other users
- to contact us prior to an on-site research visit in order that we can retrieve requested and relevant material in advance
- to comply with our reading room rules

**Resolving problems**

We are committed to providing a high standard of customer care to all our users and stakeholders across every aspect of our work. However, while we take great care to ensure that we deliver our services efficiently, courteously and to a high standard, we accept that things may occasionally go wrong and encourage feedback to help us to address the problem. Any expression of dissatisfaction by email, letter, telephone, or verbally will be responded to, investigated and used as a means to improve our service standards.

**How to contact us:**

**Stage 1**

You can log a complaint in person to any member of the Theatre Collection workforce, or by telephoning the Head of the Theatre Collection. Alternatively, you can write or email the Theatre Collection at the address below:

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University of Bristol Theatre Collection  
Vandyck Building  
Cantocks Close  
Bristol BS8 1UP

Tel: 0117 33 15045

Email: [theatre-collection@bristol.ac.uk](mailto:theatre-collection@bristol.ac.uk)

## **Stage 2**

We will respond to all written complaints within 5 working days. If you are dissatisfied with the outcome and investigation into your complaint, then you can appeal to the Associate Director (Culture & Collections), Library Services at the above address.

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