

# VISITOR EXPERIENCE CHARTER

## OUR VISITORS

We will greet warmly all visitors and customers at the earliest opportunity or acknowledge them otherwise.

We will aim to approach and engage with them as soon as possible and make them to feel comfortable and welcomed.

Our visitors will be treated with respect and without bias; requested product, service or information will be made available in the most accessible way.

They will be able to find out more about Waltham Forest, things to do and see, and get clear directions to main local attractions and suggestions on events hosted as part of the London Borough of Culture programme.

We will ensure that all visitors are able to leave feedback on the product, service or information provided and we will utilise this to improve the experience we provide.

They will be assured that any concerns or complaints will be dealt with efficiently and fairly, and will be informed at all stages of the process.

## OUR PEOPLE

We will ensure all our staff are friendly, polite, respectful and courteous at all times and are given relevant training necessary to perform their work duties to a high standard.

We will address any queries in a timely manner whilst being pro-active; whether this is in person or over the phone or email.

They will listen patiently, will not interrupt and be honest if they do not know something, and will do whatever they can to address the issue efficiently.

They will make every visit fun and engaging whilst making the visitor feel special and valued. They will be equipped with knowledge on Waltham Forest's cultural offer and will be happy to provide advice to all visitors.

They will make sure they are excellent communicators using both verbal and non-verbal communication skills alongside welcoming and approachable body language.

They will address any complaints and issues in a timely manner, with a professional and friendly approach. We will listen to the visitor and address the issues promptly, keeping them informed through the process, and if they cannot correct it, they will explain why.

## THE BOROUGH

We will strive to ensure that Waltham Forest, the first London Borough of Culture, is a welcoming place for all residents and visitors to enjoy.

Our local businesses will establish a reputation of excellence in visitor experience and customer service.

We will create a Culture Guide with the help of local residents to showcase our heritage and cultural offer, and share widely with local residents, businesses and visitors.

We will plan exciting and engaging events for local communities and all visitors to Waltham Forest and work with local businesses to actively participate and advertise these to all visitors and customers.

We will ensure our premises and facilities are maintained to high standards and endeavour to rectify any issues in a timely manner.

We will strive to ensure that all visitors and customers can enjoy our cultural and heritage offer, and that our events are inclusive.

We will ensure all our staff are highly trained and offer exceptional visitor experience and customer service at all times. Our staff will be equipped with knowledge on the borough's Culture and Heritage and details on events taking place.

EXPERIENCE  
WALTHAM  
FOREST

