



Yorkshire Air Museum & Allied Air Forces Memorial

Visitor Charter

Mission statement: to Honour, Educate & Inspire

This charter sets out our core values and what you can expect from your visit to this Museum.

The Museum strives to deliver the highest possible standards of customer care at all times from the moment you arrive to the moment you leave.

We value each individual visitor and as such we want you to feel welcome, valued and appreciated. The Museum is striving to ensure that each visitor enjoys both a culturally enriching experience and environment where everyone has the opportunity to learn and connect with past service personnel's stories and items in a very personal way that is unique to them.

We are a museum that caters for the cross section of the international community we serve for all ages and backgrounds. This Museum is for the people by the people and as such remains relevant and appropriate to present day. To this end it undertakes periodic visitor research to ensure we continue to meet and exceed visitor's high expectations.

The Museums core values are as follows:

- To be welcoming, polite and courteous at all times
- Answer your questions in a timely manner whether this is by telephone, email or in person
- Ensure you are served promptly and efficiently
- Take the time to ensure you have all the information you require to extract the most from your visit
- Continue to provide a safe, empowering and enriching Museum environment which is open to all
- Address all areas which require improvement from the visitor experience to site maintenance
- Maintain and continue to provide an accessible (step free) environment where practical

These core values apply to each Museum department, not just visitor services, therefore as the combined Museum community delivers on these values; we will in turn deliver on our mission statement thereby enabling you to honour, educate and inspire others in all aspects of one another's lives.