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**AMGUEDDFA CYMRU – NATIONAL MUSEUM WALES**

**MANAGING VISITOR FEEDBACK  
PROCEDURES**

## Information for Visitors: Compliments, Comments and Suggestions

### Compliments, Comments and Suggestions

We welcome all compliments, comments and suggestions as they offer us the opportunity to pass on thanks to staff or to improve our services. If you would like to give us feedback, please complete and submit one of our Visitor Feedback Forms. This will ensure that your feedback is given to the relevant person or team in the organization. Our Visitor Feedback Forms are available at the information desks at each of our museums and you can also use the Contact Us page on our website [museum.wales/enquiries/](https://museum.wales/enquiries/) .

You can also send your compliments, comments or suggestions to us by:

e-mail: [comments@museumwales.ac.uk](mailto:comments@museumwales.ac.uk)

or

post: Head of Policy & Public Affairs  
Amgueddfa Cymru  
Cathays Park  
Cardiff  
CF10 3NP

### Compliments

Where our staff have provided you with excellent service we are keen to hear about it. Any compliments will be passed to the relevant team. If you provide positive feedback about individual members of staff this may be included in their individual staff performance reviews.

### Comments and Suggestions

Comments, suggestions or queries about our services will be passed to the relevant team for consideration. We will acknowledge receipt of your comments within 3 working days if requested and, if you request a response, we will send one within 10 working days.

### Complaints

#### What is a complaint?

If something goes wrong or you are dissatisfied with our services, please tell us. This document describes our complaints procedure and how to make a complaint. We regard a complaint as any expression of dissatisfaction about our action or lack of action, or about the standard of service provided by us or on our behalf.

#### What can I complain about?

You can complain about matters such as:

- a delay in responding to your enquiries and requests
- your experience of our services
- our standard of services
- our policies
- the actions of a staff member/s
- our failure to follow proper procedure.

Your complaint might involve more than one service or be about someone working on our behalf, e.g. franchise holders, contractors or volunteers.

### **What can't I complain about?**

There are some things we can't deal with through our complaints procedure. These include:

- a routine first-time request for a new service
- requests for compensation
- any attempt to re-open a previously concluded complaint or to have a complaint reconsidered where we have already given our final response
- complaints that we deem to be repetitive, i.e. repeated complaints of a similar nature from the same individual or group of individuals, which we believe have been answered fully in the past
- complaints that we believe to be vexatious or frivolous, i.e. which are not a genuine endeavour to seek redress, but are aimed at disrupting the business of the organization or harassing staff.

If other procedures or rights of appeal can help you resolve your concern, where possible we will give you information and advice to help you.

### **Who can complain?**

Anyone can make a complaint to us, including the representative of someone who is dissatisfied with our service.

Please see **Getting help to provide feedback** (below) if you need assistance.

### **How do I complain?**

You can complain in person at any of our museums, to any member of staff. You will be referred to this Guide, and asked to complete and submit a Visitor Feedback Form so that we have the necessary information to begin considering the complaint. This Guide and our Visitor Feedback Form are available at the information desks at each of our museums.

It is easier for us to resolve complaints if you make them quickly and directly at the museum, so please talk to a member of our Visitor Services teams first – they can try to resolve any problems on the spot.

Alternatively, you can use the 'Contact Us' page on our website at [museum.wales/enquiries/](https://museum.wales/enquiries/)

You can also communicate your complaint to us by phone, or by:

e-mail: [complaints@museumwales.ac.uk](mailto:complaints@museumwales.ac.uk)

or

post: Head of Policy & Public Affairs  
Amgueddfa Cymru  
Cathays Park  
Cardiff  
CF10 3NP

To make a formal complaint, please tell us:

- your full name and contact details (post, 'phone or e-mail)
- as much as you can about the complaint
- what you think has gone wrong.

## **How long do I have to make a complaint?**

Please notify us of your complaint as soon as possible, and within three months of:

- the event you want to complain about, or
- finding out that you have a reason to complain.

In exceptional circumstances, we may be able to accept a complaint after the time limit. If you feel that the time limit should not apply to your complaint, please tell us.

## **What happens when I have complained?**

We will inform you who is dealing with your complaint. Our complaints procedure has two stages:

### **Stage 1: Frontline resolution**

We aim to resolve complaints quickly and close to where we provided the service to which the complaint relates. This could mean, for example: an explanation of the issue in question or an on-the-spot apology and explanation if something has clearly gone wrong, and immediate action to resolve the problem. We will give you our decision at Stage 1 within ten working days (i.e. Monday to Friday) from date of receipt or less, unless there are exceptional circumstances.

If we can't resolve your complaint at this stage, we will explain why and tell you what you can do next. We might suggest that you take your complaint to Stage 2. You may choose to do this immediately or sometime after you receive our initial decision.

Again you can write to us, noting that you want to take the complaint further by:

e-mail: [complaints@museumwales.ac.uk](mailto:complaints@museumwales.ac.uk)

or

post: Head of Policy & Public Affairs  
Amgueddfa Cymru  
Cathays Park  
Cardiff  
CF10 3NP

### **Stage 2: Review**

Stage 2 deals with two types of complaint: those that have not been resolved at Stage 1 and those that are complex and require further detailed review.

When using Stage 2 we will:

- acknowledge receipt of your complaint within three working days from date of receipt
- where appropriate, discuss your complaint with you to understand why you remain dissatisfied and what outcome you are looking for
- give you a full response to the complaint as soon as possible and within twenty working days (i.e. Monday to Friday)
- inform you if our investigation will take longer than twenty working days; we will explain the revised time limits and keep you updated on progress.

### **What if I'm still dissatisfied?**

After we have fully investigated and if you are still dissatisfied with our response or the way we dealt with your complaint, you can ask the Public Services Ombudsman for Wales ([www.ombudsmanwales.org.uk](http://www.ombudsmanwales.org.uk)) to consider it.

The Ombudsman **will not** normally consider:

- a complaint that has not completed our complaints procedure (i.e. Stage 1 and Stage 2)
- events that happened, or that you became aware of, more than a year ago
- a matter that has been or is being considered in court.

You can contact the Public Services Ombudsman for Wales by:

post: Public Services Ombudsman for Wales  
1 Ffordd yr Hen Gae  
Pencoed  
CF35 5LJ

Freephone: 0300 790 0203

or

e-mail: [ask@ombudsmanwales.org.uk](mailto:ask@ombudsmanwales.org.uk)

You can contact the Welsh Language Commissioner ([www.comisiynyddygydraeg.cymru](http://www.comisiynyddygydraeg.cymru)) to complain about services in relation to our compliance with the Welsh Language Standards.

You can contact the Information Commissioner's Office ([www.ico.org.uk](http://www.ico.org.uk)) to complain about services in relation to our compliance with Freedom of Information or Data Protection.

### **Getting help to provide feedback**

We understand that you might be unable, or reluctant, to provide feedback or to make a complaint yourself. We can take feedback from a friend, a relative or an advocate, if you have given them your consent to comment on your behalf.

We are committed to making our service easy to use for all members of the community. In line with our statutory equalities duties, we will always ensure that reasonable adjustments are made to help everyone access and use our services. If you have difficulty in providing feedback in writing or want this information in another language or format, please get in touch with us.

## Annex 2

### Example of Visitor feedback Form

#### Visitor Feedback Form

##### Privacy statement

Amgueddfa Cymru – National Museum Wales will only use your data in order to respond to your comments if you would like a personal reply. Your contact details will be kept for no longer than 12 months. We will never sell your data. Our full Privacy Notice is available online at <https://museum.wales/privacy-notice/>

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**How would you rate your visit to the Museum today?** (Please tick as appropriate.)

- Excellent    |     Good    |     Average    |     Poor    |     Very poor

**Please tell us more.**

**How could your experience have been improved?**

**If you would like a reply, how would you like us to contact you?**

- My e-mail address is.....
- My telephone number is .....
- My postal address is.....
- .....
- .....

**Date of visit:** .....

**Thank you for your feedback.**