



The D-Day Story

Driving efficiency, engagement and collaboration to maximise the visitor experience

New operating model to drive efficiency and commerciality - self sufficient

Development of wider volunteer roles throughout museum

Specific areas of responsibility
Rotas, retail, events

Staff

Volunteers

Development of M&VS role and B5 team to ensure continuity and reflect operational need

Simplified PDR, focus on service & development. Regular one to ones, enable active line management

Increased engagement and understanding of collection

Tailored induction for new starters including kickstarters

Internal comms strategy to ensure Staff and volunteers well informed and engaged
"One museum, one team"

Collaboration with Ali to ensure consistent volunteer experience

Volunteer meetings

Developing the Visitor Experience

```
graph TD; A[Developing the Visitor Experience] --> B[Events calendar across year  
Planned, varied audiences, clearly promoted.  
Become known for this.]; A --> C[Development of retail offer  
Products incl LCT, merchandising, upselling,  
link to events]; A --> D[Investigate opportunity for events on  
LCT and 'lates']; A --> E[Launch and promote new trail]; A --> F[Clear standards across all areas of the museum,  
develop welcome offer  
to maximise upselling]; A --> G[Develop and promote new group offer  
at varying different price points]; A --> H[Re-launch newsletter and develop mailing list  
planned throughout the year]; A --> I[Work to enhance the café experience]; A --> J[Launch and promote audio guide]; A --> K[Successfully relaunch schools  
and education offer];
```

Events calendar across year
Planned, varied audiences, clearly promoted.
Become known for this.

Development of retail offer
Products incl LCT, merchandising, upselling,
link to events

Successfully relaunch schools
and education offer

Investigate opportunity for events on
LCT and 'lates'

Launch and promote audio guide

Launch and promote new trail

Work to enhance the café experience

Clear standards across all areas of the museum,
develop welcome offer
to maximise upselling

Re-launch newsletter and develop mailing list
planned throughout the year

Develop and promote new group offer
at varying different price points