

IMMA
CUSTOMER CHARTER
JANUARY 2026

Our Customer Charter

At IMMA, we believe that art should be part of everyone's life; not just something to visit, but something to experience, question, and connect with.

We are committed to delivering an experience that is welcoming, respectful, and inspiring for all our visitors, partners, and community members.

When you visit IMMA, in person or online, you can expect:

- A warm welcome in a space that is open, inclusive, and accessible to all.
- Helpful, friendly staff who listen to your needs and treat you with fairness and respect.
- Clear, easy-to-understand information about what we offer and how to access it.
- A commitment to respond to your questions and concerns quickly and honestly.
- A chance to shape our services through feedback, conversation, and collaboration.

This Charter is part of our wider promise to make IMMA a cultural space where creativity, people, and ideas meet - boldly, openly, and with care.

How to Get in Touch

Got a question, need help, or want to share your thoughts?

Email us info@imma.ie, call us on +353 1 612 9900 or visit www.imma.ie

Our Customer Action Plan

1. Quality of Service to Customers

We promise high standards of service, professionalism, and care to all our visitors, partners, and community members.

We will:

- Display this Charter on our website.
- Include customer service standards in staff inductions and training.
- Review service performance annually.

2. Equality and Diversity

We open our gates to everyone. Whoever you are, whatever your background or story, you're welcome here. Our spaces are for connection, reflection, and creativity and we work hard to make them accessible, inclusive, and comfortable for all.

We will:

- Provide regular training for staff on equality, diversity, inclusion, and anti-discrimination.
- Strive to make our services and information accessible to all.
- Ensure a safe, inclusive environment for everyone who engages with IMMA.

3. Physical Access

IMMA is committed to universal access, and we are working constantly to remove barriers and ensure everyone can enjoy what we offer.

We will:

- Ensure universal physical access to the museum campus.
- Provide clean, safe, and accessible facilities.
- Appoint an Access Officer to assist visitors with specific needs.

4. Information

We will always do our best to keep you informed in a way that is easy to understand. Need assistance or have a question? Just ask – we are here to help.

We will:

- Use plain language and avoid jargon in our communications.
- Keep our website and printed materials up-to-date, accessible, and easy to navigate.
- Offer information in both Irish and English, and in formats suited to individual needs.

5. Timeliness and Courtesy

We are always listening. Your feedback helps shape how we evolve. Whether you have a comment, suggestion, or complaint, we will make it easy for you to share it with us and we'll respond openly and fairly.

We will:

- Respond to queries within 7 working days and provide full responses within 20 days.
- Ensure staff identify themselves and provide contact details in all communications.
- Deliver regular training to support a respectful, responsive culture.

6. Customer Service Complaints

We take complaints seriously. Our process is transparent, easy to use, and designed to help us learn and improve.

We will:

- Acknowledge complaints within 5 working days and respond within 25.
- Use feedback from complaints to improve our services.

7. Customer Service Appeals

If you are not satisfied with our response, you can appeal. We will explain how, and we will review your case fairly.

We will:

- Offer a clear appeal process if you are not satisfied with how a complaint is handled.
- Refer unresolved cases to the Office of the Ombudsman, if appropriate.
- Review appeal outcomes regularly and share learnings with staff.

8. Consultation and Evaluation

We regularly ask for your feedback. Through surveys, conversations, and reviews, we work with you to make our services better.

We will:

- Run regular surveys and invite feedback online and on-site.
- Consult with customers and staff to help shape and improve our services.
- Use data and insights to inform policy and programme development.

9. Choice

We offer flexible ways to contact us and access services either in person, by phone, by email, or online.

We will:

- Offer multiple contact methods (phone, email, in person, and online).
- Publish contact details for key staff on our website.
- Use new technologies to expand how people engage with us.

10. Official Languages Equality

We are proud to be part of a bilingual country. If you would prefer to speak with us in Irish, just let us know and we will do our best to accommodate you.

We will:

1. Provide services in Irish and English in line with the Official Languages Act.
2. Offer an Irish-language information line and bilingual publications.
3. Support staff in developing their Irish language skills.

11. Coordination

We work closely with cultural partners and public bodies to deliver joined-up services and share best practice.

We will:

- Work with our sponsoring Department and partner cultural institutions on shared goals.
- Take part in national working groups and forums to improve service delivery.
- Use common platforms and tools to coordinate communications and resources.

12. Internal Customers

Our people matter. We support our staff to grow, learn, and deliver great service. Their insights help shape everything we do.

We will:

- Engage staff through team meetings, performance reviews, and open forums.
- Offer induction and ongoing training focused on IMMA's mission and values.
- Encourage staff to contribute ideas and improvements that benefit our visitors.

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