**Eureka! Jargon Buster**

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The Organisation and People

* **Customer Service Team**

The CS Team support visitors before and after their visits to Eureka! They deal with phone calls, emails and social media enquiries.

Our CSAs (Customer Service Advisors) work across both sites.

* **E!**

Eureka!   
Us!

* **ECM**

Our Halifax site: [Eureka! The National Children’s Museum](https://play.eureka.org.uk/)

Discovery Road  
Halifax, West Yorkshire  
HX1 2NE  
01422 330069

* **ESD**

Our Wirral site: [Eureka! Science + Discovery](https://discover.eureka.org.uk/)

Victoria Place  
Wallasey, Merseyside  
CH44 6QY  
0151 323 0033

* **Enablers**

The team out and about in our venues interacting with visitors.

At Halifax we wear light blue t-shirts, and at Wirral we wear purple t-shirts.

* **Finance (Finance Department)**

Handling all things money including payroll. The team is based in the 1855 Building at Halifax, but work across both sites.

* **FoH (Front of House)**

The people taking care of visitors face-to-face

Enablers, Café, Retail, Visitor Services

* **HR (Human Resources)**

Assists the employee journey throughout Eureka!

The team is based in the 1855 Building at Halifax, but work across both sites.

[hr@eureka.org.uk](mailto:hr@eureka.org.uk?)

* **Kudos**

A way to share and recognise when our team members do great stuff. Read [“What are Kudos?”](https://www.teameureka.org.uk/news/what-are-kudos)

* **M&D (Marketing & Development)**

Also known as Marketing, Customer Services & Communications.

M&D do all they can to make sure that the whole world knows about Eureka! and wants to visit us - everything from advertising, digital content, working with the press, communicating with visitors and subscribers, and more.

The team works across both sites.

* **Ops (Operations & Facilities Department)**

The folks keeping the venues running: the wheels turning, the grass growing and the lights turning on!

Everything from hands-on technical support and maintenance, liaising with external contractors, and security support. There is a site-specific team based at each venue.

* **P&L (Play & Learning)**

The team that plans, develops and trains for our events and activities, be it for the public, schools, SEN events, Home Educators, plus supporting the development of new gallery content.

They also process bookings for schools, groups, Home Ed events and - at ESD - birthday parties and venue hire.

The team works across both sites.

* **SLT (Senior Leadership Team)**

The team of leaders that oversee Eureka! operations, strategy and direction!

The team, comprised of our Chief Exec and Directors, meets every week.

* **Techies (Technicians and grounds team)**

Fixing and checking the museum and grounds on the day to day

* **Trustees (Board of)**

Volunteers with a range of skills, knowledge, age and experience who, as [a group or ‘board’](https://play.eureka.org.uk/connect/people/?department=board-of-trustees), lead our Educational Charity and decide how we are run.

Board members change every few years and are lead by a Chairperson.

* **VSM (Visitor Services Manager)**

Each venue has it’s own team of VSMs, who oversee enabler operations, rotas and line management.

* **VSS (Visitor Services Supervisor)**

Enablers who assist VSMs and are hands-on to support and supervise Enablers when we’re open to the public.

Systems, Technology and All Things Bookings

* **Activation Link**

When booking online, visitors receive a second email that includes a link to activate their annual pass.

Visitors do **not** receive an activation link if the pass is made at the tills!

* **Adult-Only Group**

Visiting groups that don’t include children, including lone adults, are not allowed to enter Eureka! venues without prior agreement. This is part of our child safeguarding policy.

Admission must be agreed by a Visitor Services Manager.

* **AP (Annual Pass)**

When paying general admission, visitors receive an annual pass which allows them to visit for the next 12 months free of charge – starting from the date of the first visit!

* **BCN**

Our IT (Information Technology) support for computer-related issues (not Gamma)

* **Booking Ref**

Every visitor booking made on Gamma creates a unique 8-digit booking reference. The visitor receives this by email, including a scannable bar code with the reference too.

* **Bookwhen**

A site that we sometimes use to sell tickets for specific events (e.g. Home Educator Days, Lates).

* **Charity CRM**

Our annual pass database used mostly by the Customer Services Team.

* **Breathe**

An online HR system we use for staff to book holidays and check policies and procedures. Also used by the HR team to send updates and announcements to everyone.

* **Childminder Pass**

This annual pass is specifically for childminders and admits for the lead childminder, 1 unnamed adult and 5 unnamed children (unless they have paid for more) – these annual passes are created by **Customer Services (CSAs)** only

* **DECT Phone (Digital Enhanced Cordless Telecommunications)**

The portable phones used by **Visitor Services** & **Facilities** who may be out and about around the museum and grounds to make them contactable.

* **DSE (Display Screen Equipment)**

A form filled in by desk-based workers around annually to make sure their workspace is correct and in-line with health and safety procedures.

* **EurNews**

An online blog for staff to keep up to date with all Eureka! News and Updates, as well as access to important links, dates and contacts.

* **Gamma / Access Gamma**

**Gamma** is the name of the software that we use for different functions - power our tills, bookings and more.

**Access** is the name of the company that owns the software, and who we speak to when we have any issues.

**EPOS** - the till system used by Front of House to process payments  
**Bookings** - used by back of house to book visitor in  
**Tour Management** - used to release tickets and check visitor numbers  
**Stock** - used by retail and café to manage items sold respectively

* **Gift Aid**

[Eureka! is an educational charity](https://register-of-charities.charitycommission.gov.uk/en/sector-data/top-10-charities/-/charity-details/292758/what-who-how-where), which means we can claim extra money on admissions sales made by UK Tax Payers - with their permission.

For every £1 spent on admissions by someone that pays taxes, we can claim an extra 25p from the government.

* **GV (Gift Voucher)**

These could be annual passes for a specific number of people or day tickets for a family of up to 5 people that may have been won as prizes(always check the voucher for what it is for)

* **Hello@**

The customer service email for **ESD** ([hello@eureka.org.uk](mailto:hello@eureka.org.uk)) – Inbox is monitored by **CSAs** at either site

* **Info@**

The customer service email for **ECM** ([info@eureka.org.uk](mailto:info@eureka.org.uk)) – Inbox is monitored by **CSAs** at either site

* **iHasco**

An online, video-based training portal for staff, including safeguarding, disability awareness, neurodiversity, etc

* **Love to Visit / Picniq**

Third party sites that sell additional tickets for us at a discounted rate (not valid for an annual pass)

* **Office Rota**

[A spreadsheet](https://eurekachildrensmuseum.sharepoint.com/:x:/g/ERyq62mx9vhOoK2Dr8T6xdcB-WkcuCpmSl4TzmVio7yV9A?e=IKZ0Um) that we ask all office-based and management team members to keep up to date with their whereabouts.

* **Rotacloud**

An app and online system that we use to check rotas or claim shifts when additional support is needed.

* **SharePoint**

A secure, internal system that our team uses to store and share files, and more.

* **Stripe**

Finance system used to process online payments

* **Xelion**

The phone system we use at both sites.(physical phones and app-based). A company called Abzorb set up and support this for us.

Events and Schools

* **EY (Early Years)**

The children under or just starting school (Nursery or Reception)

* **Home Ed (Home Educators Day)**

An event for Home Educator Families to book on to that allows them to visit the museum as well as take part in themed events

* **KS1/KS2/KS3 (Key Stage 1/Key Stage 2/Key Stage 3)**

The various school stages (broken down below):

Key Stage 1: Years 1 & 2 (5-7 years)  
Key Stage 2: Years 3, 4, 5 & 6 (7-11 years)  
Key Stage 3: Years 7, 8 & 9 (11-14 years)

* **Lates (Adult-Only Lates Event)**

This runs on an evening occasionally  for adults only. It allows people who maybe don’t have kids or want to experience Eureka! without the kids or maybe reminisce when they visited as a kids (with a little bit of alcohol too!)

* **SEN/SEND (Special Educational Needs/and Disabilities)**

We run regular “Relaxed SEN Days” specially for these visitors with a reduced capacity for SEN families that may benefit from a quieter day the most. We also do get SEN group visits.

* **STEM/STEAM (Science, Technology, Engineering, Art and Maths)**

An umbrella term used in education regarding the subjects above

Locations

* **1855 Building (ECM)**

The fancy building across from the museum   
Upstairs is the office where Finance, Marketing and HR live. Ground floor is where some school workshops are held.

* **Basement (ECM)**

The basement level of the 1855 building and often where meetings can be held

* **Beach (ECM)**

Another name for the sandpit outside

* **Conservatory (ECM)**

Round the side and back of the 1855 building, there is a conservatory which is sometimes used as a lunch area or for some events

* **Discovery Road (ECM)**

The street name of Eureka!

* **Great Northern Shed (ECM) & Working Horse Museum (ECM)**

These are listed heritage buildings on Eureka’s site next to the back car park behind the building

* **Mersey Travel (ESD)**

Located in the Terminal Building with us, they are in charge of the ferries going between Wirral and Liverpool

* **Terminal Building (ESD)**

Where the ferries come in and where the Burrow and café are located

* **Wonder Walk (ECM)**

A sensory nature walk just next to the museum at the gift shop/café side

* **YBR (ECM) - Yellow Brick Road**

The path leading to the entrance of the building – its yellow!

* **AAM (ECM) - All About Me**

The gallery upstairs that is all about the body, healthy eating and even roleplaying as a doctor, midwife or dentist!

* **The Burrow (ESD)**

Under 7s area based around nature

* **Cash Room (Both)**

Where the **VSM/VSS** cashes up the tills and where the safe is

* **Changing Places (Both)**

Accessible toilet for adults that require a hoist and changing bed

* **Classroom (ECM) - Creativity Space**

Under 5 area upstairs that runs craft and sensory activities (Little Explorers)

* **Community Space (ESD)**

Versatile space used for birthday parties, venue hire and occasional craft events

* **DD (ECM) - Desert Discovery**

Under 5 gallery upstairs themed on a desert

* **I Space (ECM) - Imagination Space**

Room next to the theatre that can be used for events or as a lunch area on busy days

* **Info (Both) - Information Desk**

A hub for staff and visitors to get information. Where the tannoy system is and located by the till points/entrance

* **Ludus (ECM) - Ludus Wall**

The interactive gaming wall in the theatre – often open on weekends when no events are taking place

* **LWT (ECM) - Living and Working Together**

The large roleplay area downstairs that includes the bank, shop, post office and house along with Eco Street

* **MakeCreate (ESD)**

A flexible space used for events and workshops

* **Snack Bar (ECM)**

Previously known as the Kiosk.

A hut outside the museum for visitors to purchase snacks and drinks

* **Spark Up/Down (ECM)**

The Spark gallery upstairs and downstairs which holds temporary exhibitions

* **SS (ECM) - Soundspace**

The gallery dedicated to sound and includes the under 5 area Sound Garden

* **Theatre (Both)**

 A location for events held at either site

* **Zoom’s Corridor (ECM)**

Located in All About Me by the second Zoom, this room is where the **enabler** voices Zoom from

* **Baku (ECM)**

Eater of dreams located in the Bedroom/House area (occasionally needs emptying of dreams)

* **Luna (ESD)**

The giant cat

* **Max (ESD)**

The dog located in the homes gallery

* **Orby (ECM)**

The alien mascot for the Soundspace gallery

* **Zoom (ECM)**

The robot mascot for the All About Me gallery

Miscellaneous

* **EDI**

*Equity, Diversity, and Inclusion*

* **LGBTQIA+**

An acronym that stands for Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and Asexual.

The “+” at the end of the acronym represents additional identities that are not included in the letters.

* **SEO**

*Search Engine Optimisation*

Some behind-the-scenes work that the M&D team do to boost Eureka!’s placement in search engine results