

English Skill: “Listen and respond appropriately”

Used in the workplace at Berkeley Castle:

A visitor attraction, wedding and events venue in Berkeley



**Pippa Crossman, Wedding and Events
Manager at Berkeley Castle**

“It is essential that we listen to our customers and demonstrate that we have heard by responding appropriately, particularly in the weddings side of the business. From the bride’s perspective, being listened to and showing that we can meet her needs, makes all the difference to her feeling safe and secure that she will have the day of her dreams”.

“This needs to happen right from start, at the enquiry and viewing stage - if the couple don’t feel that they are being listened to and understood, they will simply go elsewhere. Continuing to listen to both the client and all members of staff involved in the wedding is key to a smooth-running day.”

About Berkeley Castle

Berkeley Castle is situated in Berkeley, Gloucestershire, and has been home to the Berkeley family since their ancestor completed the Keep in the late 12th Century. This Norman Castle, as well as its grounds and Butterfly House, is a popular family visitor attraction, a venue for weddings and other special events and also a film location. Residential and commercial lettings operate in the wider Berkeley Estate.

Who do Berkeley Castle Employ?

Currently 20 permanent staff, 60 seasonal staff plus volunteers, including:

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| ➤ Estate Director and Estate Secretary | Operations Manager – Visitor Business |
| ➤ Accounts/Finance staff | Wedding & Events Manager and Assistant |
| ➤ Shop Manager & Ticket Office staff | Bar Manager & Bar staff |
| ➤ Maintenance Team | Housekeepers |
| ➤ Guides | Head Gardener & Gardeners |
| ➤ Butterfly House Manager & staff | Archivist |

Range of Salaries: from National Minimum Wage (hourly rate) to £50k+ per year for senior managers.

Skills Shortages: We don’t usually struggle to recruit for any of our roles. However seasonal staff don’t always come with the right work ethic. In this industry you need to be prepared for hard work and having a “can do” attitude, rather than waiting to be told what to do.

Useful Links

www.berkeley-castle.com
www.instituteofhospitality.org

www.berkeleycastleweddings.co.uk
www.people1st.co.uk



See the accompanying film production for more on the use of this skill

Video summary: wedding and events staff need to be able to listen and respond appropriately to customers at Berkeley Castle so that...

- They can 'win' the business in the first place
- They can understand what the client wants and show how they can deliver what the customer is looking for
- The wedding day itself can run smoothly, because they have listened and responded to clients, family members and staff.