

The Barn Function Centre

Business Sector: Leisure
Business Size: 1-49
Region: South West

Business Profile: The Cattle Country Adventure Park in Berkeley is firmly on the map as one of Gloucestershire's leading tourist attractions. But in recent years the business behind it, Berkeley Heath Enterprises, has been working to develop its hospitality services.



"The adventure park is very seasonal whereas the function centre is all year round. Our five-year business plan envisages revenue from the function centre that matches that of the park, and conferences will be an important part of that."

Martin Andrews
 Deputy Manager

The challenge

The Barn Function Centre is popular for weddings and Christmas parties, but managers are now looking to attract more corporate events to the venue, which is fully equipped to host conferences for up to 300 delegates, as well as exhibitions and team building events.

The solution

Martin Andrews and business owner Tony Cullimore turned to Train to Gain, a Government-funded free service delivered through Business Link that matches companies' training needs with relevant providers.

Business Link Adviser Sandra Tanner analysed the company's training requirements, and the service was able to fund Institute of Leadership & Management courses as well as IT and sales and management training that will help Martin and his colleagues develop their business planning moving forwards.

Another Business Link Adviser is also due to visit to help review operations. Sandra said: "The company realises that business advice and enhanced management skills can help them extend and develop the corporate aspect of the services they have there."

The results

Martin said: "I've already found the training useful in allowing me to speak to other people in a similar position to myself and in terms of giving us ideas to think about."

What is Train to Gain?

Train to Gain is a service offering independent advice on improving the skills of your employees. The Service helps employers – of all sizes and in all sectors – to boost their business by training their staff.

Independent Business Link Advisers help you to find the right training and the right providers, and construct a training package tailored to each business.