



Blakesley Hall

Facilitated sessions for students
studying GNVQ, AS/A2 and BTEC
Travel / Leisure and Tourism

Travel / Leisure and Tourism

Blakesley Hall plays an important part in Birmingham's leisure and tourism industry as a museum, visitor attraction and leisure facility. It is one of eight museums within the Birmingham Museums and Art Gallery network, which receive over 600,000 visitors across its sites each year.

Customer Service

Students will explore our unique Tudor house (and experience customer service) in order to consider the following questions:

- What is a museum?
- Who are our customers?
- What motivates our customers to use our service?
- How do we try and meet the needs of different customers?
- How do we provide customer service?
- What skills do our members of staff need to deliver good customer service?
- What are the consequences of poor customer service?

Students can also take part in role plays based on real customer service experiences.

Teacher Comment

'Well prepared and organised. Variety of activities, appropriate to the level of pupils and their educational needs.'

Teacher at Moseley Secondary School

To enquire or to book a visit, contact Ruth Millett on (0121) 464 2336 or email ruth_millett@birmingham.gov.uk

Business

In this session students consider the following:

- What kind of organisation does Blakesley Hall Museum belong to?
- How do the aims of the organisation affect Blakesley Hall Museum?
- How is the Museum Service funded?
- What commercial opportunities does the museum use to raise revenue?
- How does Blakesley seek to gain competitive advantage?
- What kind of marketing strategies does the museum use?
- How accessible are we to different customers?
- How is Blakesley Hall staffed and how do we get the best out of our staff?

Sessions accommodate 20 students and are normal half-day sessions. Both of these can be delivered as part of an on-site visit or at your college. Pre-booking essential. Birmingham Colleges £2.50 / Non-Birmingham Colleges £3.50 per student.