

LEEDS & CASTLE  
KENT, ENGLAND

To whom it may concern

Mark Fagan

This is to confirm that Mark Fagan worked with Leeds Castle in the capacity of consultant to our hospitality business between May 2010 and March 2011. Mark's remit was to support the management and delivery of the castle's wedding, conference and banqueting business after the sudden departure of a manager. The team was in disarray, having been neglected for some time; the product base was limited and unappealing to clients; marketing had dried up – and so had sales.

What Mark achieved in something over 20 days consultancy was approaching miraculous. Within a very short timeframe he assessed and gained a real understanding of our business- which is complex and rather alien to most hotel professionals. He took control, working with the team to develop their potential, releasing me to deal with other matters, but keeping me entirely in the picture. He reviewed the product offer and delivery, and ensured clients' expectations were met in the short term, and the whole offer was redefined in a more attractive way for the future. He worked with our marketing team to re-inject passion and enthusiasm for promoting the product, resulting in a far crisper and more elegant design for the website and all collateral. He smartened up the sales team, introduced performance targeting and standard operating procedures. He advised on the refurbishment of rooms in three areas of the castle, which has transformed their sales potential. He worked with the finance department to ensure the management team were getting accurate financial information on sales to evaluate the performance of the sales team, enabling us to budget more effectively, and with the in house caterers to ensure we were getting better value for money and higher standards of service. And finally he helped recruit and establish a new manager for the department, ensuring the work and time he had invested was sustainable and reaped long term benefits.

He achieved all this with quiet enthusiasm, immense good humour and charm; he was embraced by our team for his genuine goodwill and professionalism, and has made many friends. I can honestly say that I have never before worked with a consultant who in such a short time was able to add such significant value to our business. His actions have increased our bookings by 40% already; I am confident that there is more to come. That he was such a pleasure to work with was a massive added bonus.

Please do not hesitate to contact me and I will be glad to talk to you about how Mark might help you. Expect him to be busy, because I have already recommended him widely.



Victoria Wallace  
Chief Executive