



Passport to your future

Sophie's Story

The Line Managers Perspective

Gibside and Cherryburn

The overall experience- how was it?

We found the PTYF experience an overwhelmingly positive one. Initially slightly sceptical and in need of an extra pair of hands to support one of our smaller properties, our opinions soon changed as our trainee became a valuable member of the team and rapidly exceeded our expectations of the project and our individual trainee. Through Sophie's hard work we have managed to achieve targets and complete projects that would otherwise have been impossible.

'Initially we were in need of an extra pair of hands to support one of our smaller properties, our trainee became a valuable member of the team.'

The benefits to the property

Our property obviously benefited from the extra projects and tasks that we were able to complete thanks to the work of our trainee, however, the biggest benefits have been more surprising:

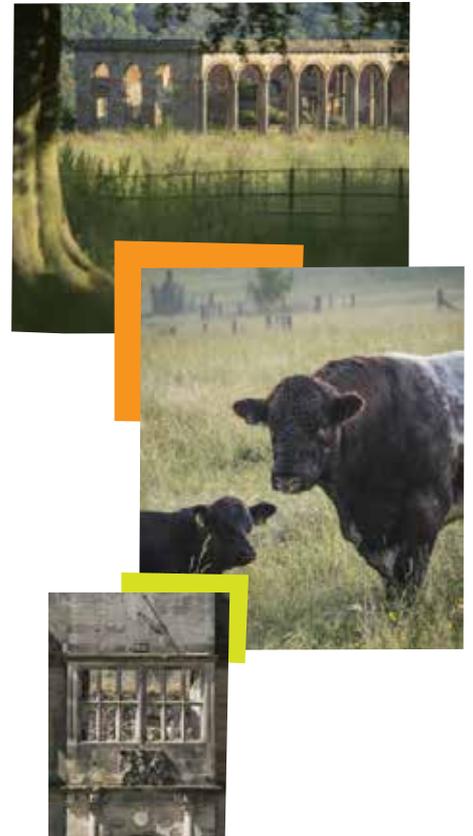
- Encouraged us to take a more holistic approach to Cherryburn's visitor welcome/ retail/catering/events/learning - working closely with VSAs and landscape team.
- Enabled us to focus attention on developing our events programme (limited capacity in existing team to do this) - driving family visitors and creating a reputation for becoming a family friendly visitor attraction, every school holiday - some successes this year, but more about creating foundations for sustainable programming in the future.

- Enabled us to test changes to our staff structure - the legacy of which is the introduction of a new visitor experience supervisor role that is about to be advertised.
- Gave us a strong, stable presence on site in the Cherryburn VE team during a time of substantial change when the two long standing members of staff retired - bridging any previous gap between the Cherryburn and Gibside management team.
- Enabled us to do gain more audience insight than ever before through surveying visitors - again this is essential for formulating our future vision and plans for Cherryburn.

What worked well for you?

We found the guidelines for recruitment really helpful and innovative. Initially we were a little unsure about unfamiliar practices such as group interviews, open days before interviews, interviewing all applicants regardless of written applications etc. but we were given some really useful guidelines as to how to run accessible 'non-scary' interviews. We were also encouraged to appoint the applicant who was most enthusiastic and had to the most potential - this empowered us to make the right choice.

We also found that working flexibly with the passport and its guidelines made it a more manageable task for manager and trainee. We developed our own system of meetings and objective setting that enabled the trainee to keep up to date with the passport and complete the tasks that we set. As line manager I was able to monitor the trainee's development, offer the right training and mentoring without cutting other tasks out of my day.



'...driving family visitors and creating a reputation for becoming a family friendly visitor attraction, every school holiday.'