



Customer testimonial March 2010

Patrick Trodden
Principal Lecturer Hospitality Management
University of Salford

As a principal lecturer in hospitality management at the University of Salford I have over my academic and professional life extolled the need for venues to 'combine the values of food, drink, service and atmosphere in welcoming surrounding' if they are to enjoy success. It is a privilege to teach students the skills that are needed to be successful in the hospitality industry and the joy of my work is surpassed when I see students develop into practitioners. For me this process is assisted by employers who work with students to offer them the opportunity to develop their skills in a supportive environment.

In addition to offering a supportive environment for students to learn about the hospitality industry Room also offers a unique dining experience. From entering the venue to leaving the focus of all staff is to 'look after the guest'. This basic, but quite often neglected need, is critical when establishing key factors for success and provides for Room an excellent platform on which they build their dining experience.

The food is based on classical interpretations of traditional food with a modern day twist. Cooked to perfection and presented in a unique style by professionally qualified and trained personnel this venue leaves nothing to chance. The professionalism of the staff means that they are able to identify and satisfy the social and esteem needs of all of their customers.

Whether attending the venue for a glass of wine, cup of coffee, a meal with friends or a more formal dinner the venue staff have the ability to identify customer needs and to satisfy them in their unique Room way.

The support Room provide to students who work part time or who attend the venue on an industrial visit is inspiring and is acknowledged by students. This level of care and acknowledgement is also provided to other customer segments.

I appreciate the support that Room has provided me as a lecturer, events organiser and private customer. It is without doubt that wish Room every success and congratulate them on their nomination for the Northern Hospitality Awards.