

How do you know Toby, and for how long have you known him?

I work for a web design and marketing company, which handles the websites and email marketing for Mercy Nightclub, Roccas Bar and Restaurant, and Lace Gentlemen's Club, of which Toby manages all three. Toby has been my main point of contact for any website updates and email campaigns, and I have worked with him for over two years now. We have regular meetings to ensure the websites for these venues are kept as up to date and as optimised as possible, as well as organising any email shots to be sent out for any promotions or special events that may be running at the time.

Please rate Toby's reliability:

Toby is always on hand to answer any calls I make to him regarding the websites or email shots, and will never fail to deliver on his word – overall I feel Toby is very reliable.

How does Toby get along with co-workers and management?

In my experience, Toby's colleagues all seem to have respect for him and have nothing but positive things to say about him.

How would you describe his management skills?

Toby gives clear direction to the team he manages, delegating tasks to the most appropriate person. He is the driving force behind his team, encouraging them to do their best and is always on hand if anyone is struggling or in need of extra help.

Describe Toby's ability to handle pressure? Can you give an example?

I have witnessed Toby handling pressure on several occasions, where there has been big events at Mercy, including the recent Radio 1 Big Weekend Launch Party. With the BBC involved, there was immense pressure to ensure that the event was marketed effectively and as much as possible, and that the event ran smoothly from start to finish. From the initial announcement, right through to the actual event, including the technical side, Toby organised this with precision, which resulted in the night club generating over £140,000. To conclude, I believe that Toby works best under pressure and has the natural ability to handle it.

Ability to handle conflict?

Toby has a NCFE Level 2 certificate in conflict management, as well as years of experience in handling conflict at the night clubs he has worked for. He stays calm in potentially heated situations and manages to diffuse them quickly.

How would you rate Toby's communication skills?

Toby has good communication skills, is always on hand to answer my phone calls and emails, and communicates with the team he manages to keep them all in the loop and aware of what is required of them. He always effectively communicates face-to-face at our meetings, giving clear instruction on what is needed from us, and the vision he has for the website and any marketing material required.

What do you consider Toby's key strengths?

One of Toby's biggest strengths is his passion and drive – he loves what he does and it shows in his work. The clubs and restaurants he has been associated with really reflect his hard work – they are always busy and pulling in customers, providing top class entertainment and bringing in big name

PA's. His other key strengths include; organisation, leadership, management, communication and drive.

What would you say was Toby's biggest accomplishment since you have known him?

Managing the BBC Radio 1 Big Weekend Launch Party at Mercy Nightclub when the Big Weekend came to Norwich this year, with big name DJs such as Annie Mac, Pete Tong, Duke Dumont and many more. The festival was a great boost for all the local people and businesses, so the launch party was a huge deal for us all. The launch party was broadcasted live on BBC Radio 1, so there was a lot of pressure on everyone to ensure that the event ran smoothly, from the build-up to the actual event. He organised with myself to send out an email shot to promote the event as soon as it was announced live on Radio 1, and ensured that it was advertised on the Mercy Nightclub website, to gain maximum exposure. Toby was there throughout the whole event, ensuring that the marketing team, promotions team, tech team, and Radio 1 staff were all clear on what needed to happen; making sure that no mistakes were made. The event was a massive hit, the club was packed and the club made over £140,000.

Is there anything else you would like to add about Toby?

Overall Toby is an extremely focused and driven manager, with decades of experience in the nightclub, entertainment and restaurant industries.