

Case Study: **MARSTON'S PLC**

Match the words in Activity A (below) with the blanks in the article. Work in your exercise book.

"The hospitality sector is a major part of the modern UK economy. It provides many jobs and services. Thankfully, most companies within the sector now understand the key role they must play in encouraging the responsible attitudes towards alcohol which will protect our communities."

... comment from a Government minister.



Marston's PLC

Marston's PLC is a major company in the UK's hospitality sector. It operates four breweries and is responsible for over 2,000 public houses. In total, Marston's 1) _____ more than 13,000 people spread throughout the country. The company head office is in Wolverhampton.

History

Like many large UK companies, Marston's has a long and varied history. It was formed in 2) _____ in Wolverhampton though some companies within the Marston's Group can trace their history all the way back to 1834. Over the years, the company has changed its name a number of times. It has also grown greatly in size, partly through operating as a successful business and also by acquiring a number of 3) _____ companies.

People

Marston's PLC believes the best route to business success is through recruiting a skilled and motivated 4) _____. Steps are taken to employ people of a high calibre and much time and 5) _____ is spent on training employees in an effort to encourage teamwork, flexibility and good customer service.

Social Responsibility

Marston's PLC aims to contribute towards the communities it serves. Employees often live and 6) _____ in these communities and the company tries to act in a manner that will enhance its reputation.

Marston's is particularly aware of the serious social and personal problems that the misuse of 7) _____ causes in some communities. The company is therefore involved in school-based programmes which encourage 8) _____ people to develop more responsible attitudes towards alcohol.

The company also ensures that its own employees, particularly those working in public houses, are fully trained and aware of the important issues surrounding the 9) _____ of alcohol by young people. In this way Marston's is typical of many companies working within the licensed retail sector. They work closely with the 10) _____, local authorities and other bodies to try to reduce the problems caused by individuals who break the 11) _____ and cause a wide variety of problems for those who 12) _____ around them.

ACTIVITIES

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| <p>A) Match the words below to the 12 blanks in the article:
smaller law workforce live employs alcohol
1890 police work young consumption money</p> <p>B) How many people work for Marston's PLC?</p> <p>C) When and where was the company formed?</p> <p>D) Write a sentence about Marston's and employee training.</p> | <p>E) Read the comment made by the Government minister. Then read the section headed 'Social Responsibility'. What evidence is there that Marston's understand the key role companies should play in encouraging responsible attitudes towards alcohol?</p> <p>F) List some problems young people may have to cope with if they get very drunk.</p> |
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