

2011
SHOWCASE
& AWARDS

KEMPTON PARK RACECOURSE

Raceday Experience

Grandstand ground floor refurbishment

Summer 2011



Objectives

- To modernise the ground floor of the Grandstand main food and beverage area, to enhance the Kempton Park experience for racegoers and C&E clients - in response to the findings of the Touchpoint Audit carried out by Harrison: Fraser in 2010 and feedback from VisitEngland's Racecourse Assessment Team's visit in 2010 as part of the Visitor Attraction Quality Assurance Scheme (VAQAS)
- To provide a food and beverage offer that competes with other non-racing and high street competition and to encourage local residents and people working locally to choose Kempton Park as a venue to socialise – particularly at one of Kempton Park's many evening or twilight fixtures
- To present familiar and trusted high street brands i.e. Costa Coffee in a stylish environment, for raceday and C&E customers
- To be an active expression of Kempton Park's consumer brand essence – to be 'surprisingly different'
- To provide an offer that stands apart from other racecourses in the region
- To increase spend per head from customers on all race days
- As a result of all of the above – to enhance the customer experience, drive repeat visitors, encourage word of mouth recommendations, and increase the frequency of visits



Delivery

- Harrison: Fraser appointed to design and oversee the project based on the findings of the Touchpoint Audit
- Project managed by Katrina Plant, Operations & Facilities Manager at Kempton Park and completed in just over a month – in our quietest racing month of July (with just one fixture) therefore minimising disruption for racegoers, and also remaining open for the Antiques Fair during that period
- Project included internal and external development of the ground floor of the Grandstand with investment made in modernising and improving the materials and appearance of the public areas, seating, bars and food outlets
- The food and drink offering has been improved with the introduction of a Costa Coffee outlet and Trattoria Pizza (JCR brand) outlet, in addition to the remodelling of the Best of British outlet including a new and improved menu
- New look ground floor launched at Irish Night on 3rd August – highlighted to racegoers upon entering the site with Costa Coffee and freshly baked pizza sampling
- Despite the modernisation, the history and heritage of Kempton Park remains a strong theme with the renamed ‘Kings of Kempton’ bars and a new collection of framed photos of popular Kempton Park racing legends



Results/Anticipated Results

- Fantastic feedback received from racegoers:
 - *“The recent improvements to the decoration and furniture are excellent”*
 - *“I'm not a regular race goer but was very impressed by the modern facilities and the standard of the food”*
 - *“Kempton Park racecourse and all its facilities far exceeded our expectations in every respect”*
 - *“Since I was last at Kempton the inside area and the food court/bar area have been massively improved - the ambience and quality is great. A credit to the course now.”*
 - *“Really good night and impressed with facilities.”*
- The developments have helped Kempton Park increase the overall VAQAS score (ranked on Services Efficiency, Services Friendliness, Cleanliness and Facilities/Services) by 2.1% on last year to 86.17% as a result of Visit England’s assessment conducted on 3rd August, rating the new food court area as ‘excellent’, ‘well presented and has resulted in an excellent selection of food and bar facilities’ and ‘attractive overall’

