

2011
SHOWCASE
& AWARDS

Aintree Racecourse Operational Excellence

Catering staff training at Aintree for 800 new recruits for the John Smith's Grand National meeting – April 2012



Objectives

Catering at Aintree Racecourse (an arm of Jockey Club Catering) completed an intensive one-day training programme for its temporary recruits prior to this year's showcase John Smith's Grand National.

At the start of the process, all candidates were interviewed and graded (1-5) prior to the training day and only candidates achieving a high grade of 4 to 5 were put through to the training day. Training was held in March, with close proximity to the meeting itself for greater familiarisation – a task within itself considering the operational build.

Objectives of the day included:

- o Making customers feel welcomed (90% customer facing)
- o Upselling / increasing sales
- o Training for serving drinks
- o Educating porters and wash-ups on wastage (thinking sustainably), rubbish disposal, ice stores, linen rooms etc.
- o To educate all bar and team leaders on commercial processes, including; handling change, forgeries and using a cash register
- o Training on company health and safety policies, manual handling and fire evacuation processes.
- o A full show round was given of the venue to familiarise new recruits.

Aintree prides itself on high levels of customer satisfaction new recruits were encouraged to:

- o Be the best you can be and to enjoy the experience.
- o Remember that you don't get a second chance to make a great first impression!
- o Choose your positive and negative words carefully as to not offend the customer.
- o Ensure you thank the customer and leave a lasting 'Goodbye'

Delivery



800 new recruits volunteered for training as part of employment

All new recruits trained in their specific job role

Bar Staff

Waiting Staff (Restaurant)

Waiting Staff (Boxes)

Waiting Staff (Fine Dining)

Porters & Wash-ups

Barrel Changers



All new recruits given site orientation



3200 training hours within 4 hours

Results

- A record breaking 2011 John Smith's Grand National admissions and hospitality result.
- £2.1million sales were taken over the three day meeting with Friday (Ladies' Day) being the highest figure Jockey Club Catering has taken on any one day in racing.
- Catering at Aintree provides employment opportunities in the local area and career opportunities within the group for those looking to expand upon their potential.
- Through independent research study of 4,000 visitors by JD Power out of 10, staff ranked at 7.97 in terms of helpfulness with staff appearance scoring 8.17
- Speed of service scored 7.36 out of 10 with room for improvement, however, a pleasing result considering the 150,000 racegoers in attendance
- Several managers and supervisors that were employed this year have progressed to work for Jockey Club Catering on the National Circuit at other events.
- Several staff continue to work for the business (Aintree, Haydock and Carlisle) with an estimated 300 returning to work Grand National 2012, reducing the training effort require in future years.

