

2011
SHOWCASE
& AWARDS

Musselburgh Racecourse Operational Excellence

Visit Scotland 5 Star Attraction



Objectives

- Ensure consistent delivery of operational excellence throughout the year
- Retain Visit Scotland 5 Star Attraction Award for the 6th consecutive year
- Improve the overall percentage score awarded from inspectors report from 88%



1. The Pre Arrival Experience

Focus on customer communication: website investment, E–marketing strategy including e-blasts, social media updates, advance arrival operational emails, FAQ attachments to pre-booked e-tickets.

Consistent brand presence in marketing created by marketing design agency.

2. Raceday Experience

Consistent signage style updated and installed.

Free racecards in clear magazine style consistent with the Musselburgh Racecourse brand.

Mobile customer care information team, “Faces Of The Races”.

Introduction of new catering options to reflect “High Street” trends and unique Musselburgh experiences e.g. traditional Fish & Chips package (seaside racecourse).

Improved family days with increase in free children’s entertainments.

Additional big screens on feature race meetings with enhanced CCTV output.

3. Evaluation & Continual Improvement

Significant investment into training & development of core team to drive standards.

Online assessment & feedback forms sent out to all pre-bookers after race meetings .

Regular review & planning meetings with contractors & suppliers.

Post race fixture staff de-brief meetings.



Results/Anticipated Results

- Visit Scotland awarded Musselburgh Racecourse exceptional rating of 90%

- Increase from original assessment in 2004 of 84%

- “Coffee Ground” coffee unit turnover in first year £9000

- Sold 1750 Fish & Chips Packages (online in advance only) since 1 April 2011

- Visit Scotland report quote:

“On entering, it was good to be handed a free race card, and be asked “enjoy your evening’s racing”. This seems a small touch, but is representative of the little extra we look for at higher-scoring venues, and sometimes find lacking”.

Some customer feedback quotes:

“It’s a great experience every time I visit Musselburgh. The cleanliness of the toilets were second to none!!!!” Mr Garth Hill

“Musselburgh is one of the best small racecourses that I regularly visit, keep up the good work we will be back” Mr John Gray

