



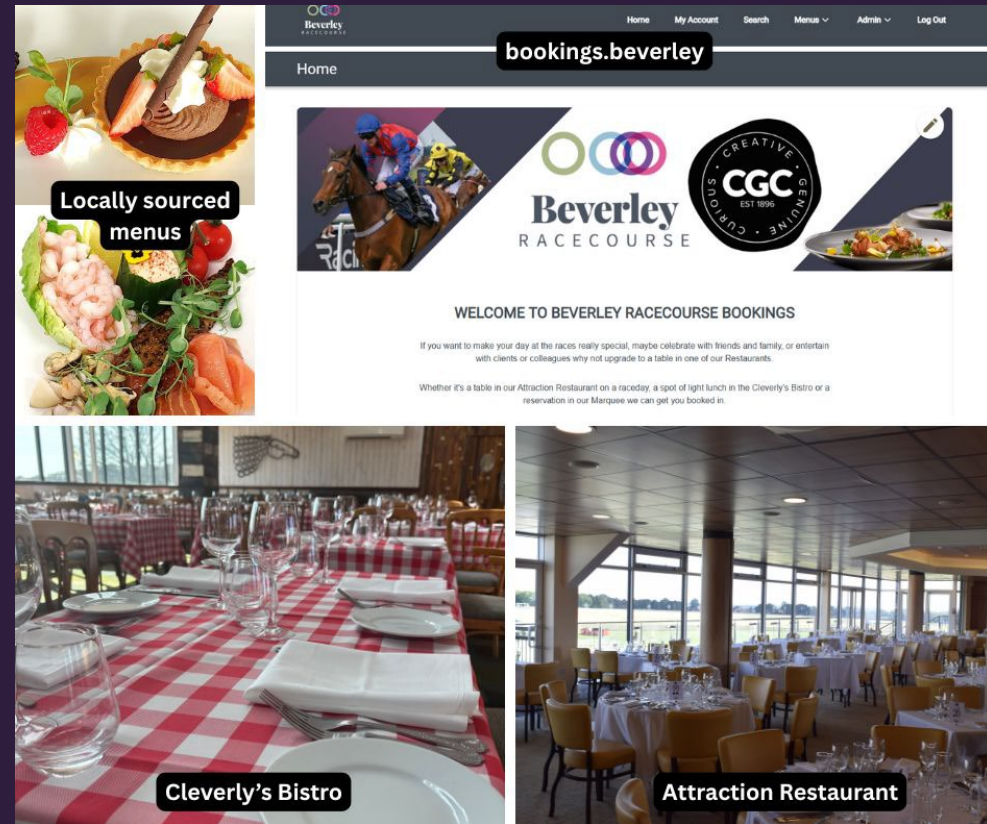
Booking to Pudding Dining & Hospitality 2025

Food & Beverage

Showcase & Awards 2025



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Objectives

Our concept at Beverley Racecourse for 2025 – The Dining & Hospitality offering had become stale; freshen up menus with a focus on regional Yorkshire produce, supported by a new online booking system and customer journey emphasis. Booking to Pudding was born.

Customer feedback on food, service and offering was central to our decision to freshen up our Dining & Hospitality menus across the Attraction Restaurant, Cleverly's Bistro and Private Boxes, joined by a magnified emphasis on booking process to arrival at your table.

- Develop and present new Yorkshire supplier menus across all Dining & Hospitality offerings. Working with CGC (catering partner) chefs and F&B Manager. ***Aim for 40%+ regional produce celebrating our great county.***
- Development with local business FAN GO of a brand-new booking system. ***Digitalizing customer journey from booking to arrival with focus on customer / Racecourse account management.***
- Operational focus on pre-arrival with creation of upgrade extras elements to standard bookings – Window upgrade, pre-arrival drinks bookings, allergen and dietary requirements. ***10%+ of bookings uptake in Year 1.***
- NEW Cleverly's Bistro: Complete refresh from menu to furniture, provision for a Grandstand & Paddock bookable Bistro, with 1.5-hour time slots. ***Revenue to break £50,000 and capacity to break 50%.***
- Drive of sales across all refreshed Dining & Hospitality options. ***Uplift of 20% of revenue yoy.***
- Feedback from customers is imperative. Hospitality team to in person detail individual feedback across season. ***Increase the customer feedback score from 6 to 8 minimum out of 10.***

Delivery

Beverley Racecourse and award-winning catering partners CGC joined forces to reflect on recent years customer feedback with a new direction of attack and concept “Booking to Pudding.”

- Booking: Working with Beverley based FAN GO a new [beverley.bookings](#) website has been created. Offering a digital customer journey from the time of booking through to arrival in the Restaurant/s or Suites.
- Booking: A shift towards pre-arrival upgrades, window tables, drinks, afternoon tea have supported a new focus towards the dining operations.
- Pre-raceday: Upgrade upsell e-shots sent before each fixture, focus on pre-drinks and window upgrades.
- Pre-raceday: All hospitality bookers sent enhanced pre-raceday e-shot with Hospitality check-in, menu and digital racecard.
- Food: Culinary Director James Tagg worked closely with local meat, vegetable and drink providers to improve regionality.
- Food: New suppliers onboard including [Soanes](#), [Drewtons Farm](#), [Sandgate Seafoods](#) and [DeliFresh](#). All Yorkshire based.
- Food: Signature dish Farm to Fork created Yorkshire Beef; local root veg and good old fashioned Yorkshire Puddings.
- Drinks: Working with local wine merchant [House of Townend](#), wines were selected with focus on [Little Wold Vineyard](#)
- Furniture: New tables, seating, glass wear and furnishings improved immediate ambience and atmosphere.
- Menu: New Menus – 4 in total, Rota delivered across our Premier Attraction Restaurant, encouraging repeat visitors.
- NEW Cleverly's: Option to book 1.5-hour slots in advance live from April, along with slim down of menu and focus on new décor. Experience open to Grandstand & Paddock customers.
- Private Boxes: New Package created with 100% Yorkshire produce – Meat, fish and Sweet inc – [Rhubarb Triangle](#)
- Feedback: Raceday Steward upgrade to Hospitality Executive. Individual feedback gained with Feedback scores requested.

We know first impressions are lasting impressions. Aware that negative feedback from 2024 across all hospitality was around long wait time for drinks, food choice and racecourse contact. Our pre-arrival drinks orders meant customers were enjoying their first drink within minutes. Alongside our refreshed regional menus & pre-raceday comms, the customer not only had a stress-free time pre-event, but a much-improved experience on the day.

Results



- Central to our concept, 5 new suppliers were taken onboard all within Yorkshire but importantly within 15 miles of Beverley.
- 45% of suppliers are based in Yorkshire, economic factors and pricing have hit locality. Area to improve for 2026.
- Signature Yorkshire Beef dish proved popular but with warmer racedays a lighter option could be considered for 2026.
- Private box Yorkshire Package proved popular with 15% uptake, pricing is an issue but regionality proved a success with guests.
- Theakston Brewery Battered Fish & Chips most popular option in revamped Cleverly's Bistro.
- Beverley based [FAN GO](#) fully integrated as bookings.beverley website. Offering pre-bookable hospitality options with upgrades.
- Total revenue of £904,976.58 with a capacity of 73% to date. Uplift 25% on revenue and up 6% on capacity to date
- Attraction Restaurant total revenue - £323,451.14 with a capacity of 92%, up 46% yoy revenue with capacity up by 12% to date
- Cleverly's Bistro total revenue – £55,002.44 with capacity of 55%, up 5% revenue yoy with same capacity yoy to date
- Hospitality Suites total revenue - £526,523.00 with a capacity of 90%, up 4% revenue yoy with capacity same yoy to date
- Total of 3,893 pre-book customers across Attraction Restaurant and Cleverly's Bistro to date.
- Extras Upgrades - 655 total extra upgrades – Total revenue £6,762.40, 16.8% of bookings made across Attraction and Cleverly's
- Pre-Order – 394 individual pre-order of drinks – Total revenue £12,383.74, 10.1% of bookings.
- Dietary and Allergen Requirements- Option to include taken up by 113 individual bookings, 2.9% of bookings
- 3693 new hospitality customer data points added to contactable database, creating a marketable stepping point for 2026
- Pre-raceday emails sent to all bookers with open rates averaging 80% and CTR averaging 52%
- Feedback has greatly improved across dining and hospitality with average scores averaging 8.3/8.4 out of 10

2026 focus for Booking to Pudding is to work closer with our regional suppliers, champion the local suppliers and produce but importantly inform our guests of where their food comes from. Look to focus on awareness of Cleverly's Bistro and work on the perceived value to the customer. This campaign has started better than ever but always room to improve, adapt and deliver.

Supporting Information



Table 3 - 9/10 - Everything has been fabulous and much nicer than last year when they did the same meeting – August 24th

Table 18 – 9/10 - Regular customer Ian McWilliam actually tracked me down as he had reasons to complain last time he visited the Attraction Restaurant. He said “what a difference” it’s like “black v white”. The food has been far superior this year, experience far superior than last year. – July 5th

Table 20 – 9/10 - Regular customer Mr Dickinson with party of 10 – thought the meal and service was SO much better than last year and was very complimentary. – 13th May

Table 12 – 8/10 - Great idea with booking system, allowing us to pre-order drinks and secure a window upgrade. Whole experience great improvement on 2024 – 24th April

Links

<https://bookings.beverley-racecourse.co.uk/>
<https://beverley-racecourse.co.uk/dining-and-hospitality/>
<https://bookings.beverley-racecourse.co.uk/eventGroups/3Xxi7n6QVBIGRsMhvmzA>
<https://mailchi.mp/4b8e396c4fb0/your-visit-to-beverley-racecourse-13307334>

Menus

<https://beverley-racecourse.co.uk/wp-content/uploads/2025/08/ATTRACTION-RESTAURANT-2025.pdf>

