

Introducing the third way...

*a new business model for sport, arena  
and entertainment venue catering*





# What is the Third Way?

## *The Third Way*

The Third Way is a new integrated partnership approach designed from over 58 years of business and venue catering experience, that will grow your catering business profits by making it more efficient, transparent and a cost effective part of your customer's total venue experience and helps to maximize the life time value of your customers to your venue.

It has generated significant proven results whether as a total solution partner, part solution partner or project advisor.

Please read through the following pages that will guide you through our approach that has resulted in **client profit growth of up to 44% at one of our venue over three years.**



# Contents

## *Contents*

- 4 Venue Catering **Partners**
- 5 Venue Catering **Proposition**
- 6 Venue Circle to **Profit**
- 7 Venue Catering **Projects**
- 8 Venue Catering **Participation**
- 9 Venue Catering **Proof**
- 10 Venue Catering **Provenance**
- 11 Venue Catering **Provides**
- 12 Venue Catering **Promise**





# Venue Catering Partners

## *A fresh and tasty approach to arena and venue catering*

Here at Venue Catering Partner (VCP) we do things differently to deliver a real difference for your enterprise.

Traditionally, you had the choice of either outsourcing your catering and handing over control to a contractor or taking on the risks yourself and manage your catering services in-house.

Now you have a third, innovative approach. One that bridges the gap between the traditional models. It's much less prescriptive and much more flexible because you're free to choose from two options:

### *Taster*

We work with you on a range of specific, bespoke and one-off problem-solving projects, from reviewing the efficiency of your catering operations to undertaking detailed financial analysis of your sales and profit data.

### *A la Carte*

We become your catering partner, taking full responsibility for your catering operations and working with you as an integral part of your business. We provide on-going strategic input, operational support, detailed monthly financial reports and quarterly performance reviews.

### *Setting a new standard which sets us apart*

Our 'Bridging the Gap' approach gives you:

- greater control over brand, pricing policy and service delivery
- fast, easy access to specialist expertise
- experienced and benefit driven support and insights
- enhanced flexibility, efficiency, cost-effectiveness and profitably
- total transparency on procurement and retrospective discounts, back to the venue, which often pay for our VCP management fee
- new transparent sponsorship opportunities

# Venue Catering Proposition

## *The best of both outsourced and in-house catering worlds*

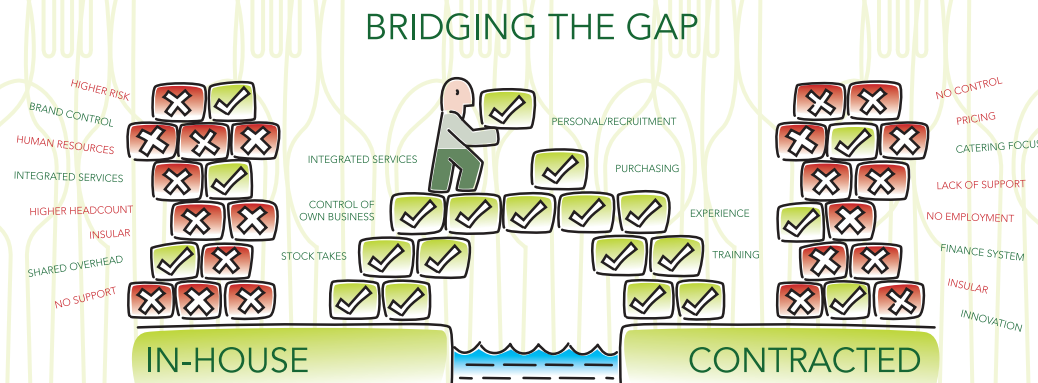
We seamlessly 'bridge the gap' between 'in-house' and 'outsourced' catering for you. In addition, we can deliver a wide range of bespoke facility management services tailored to the needs of you and your venue.

Our third way is already paying dividends for a growing list of prestigious clients, including Hull FC, Hull City FC, Wolverhampton Wanderers FC, Peterborough United, Saracens Rugby Club, Chesterfield FC, Scunthorpe Utd, Worcester Warriors, Rochdale, Walsall, Norwich City, West Bromwich Albion, Avery Fields and Bournemouth International Centre.

### *Don't take our word for the quality of our work*

*'VCP is so close that to all intents and purposes they are internal to our business. Their manager that works with us is employed by VCP but is genuinely a member of our senior management. I would recommend VCP highly.'*

Richard Skirrow, Company Secretary, Wolverhampton Wanderers.





VENUE  
CATERING  
PARTNER

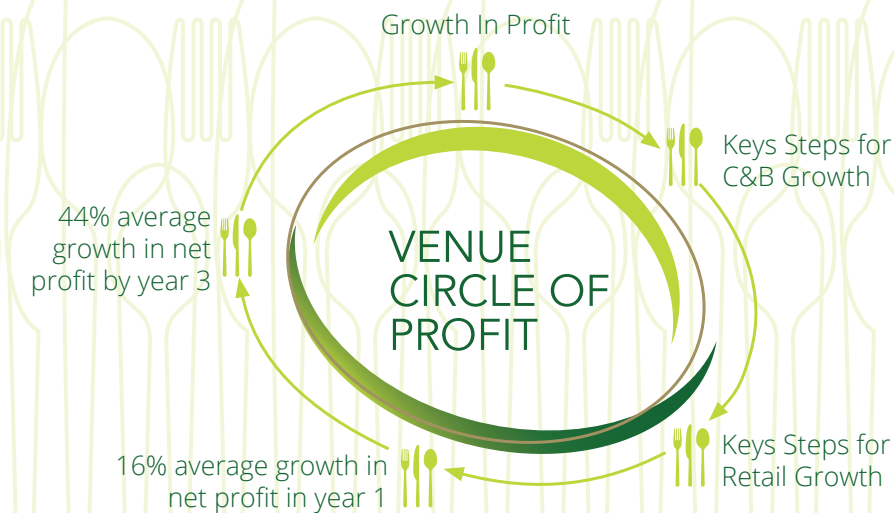
## Venue Circle to Profit



### *Top quality services, bottom line benefits*

Our unique approach to sport, arena and entertainment venue catering has resulted in client returns increasing significantly. In fact, those increases in profits have averaged 16% during the first 12 months of the contract.

Our real time analysis of trading performance and understanding of the operational business model means that we deliver your KPI's, whilst driving a strategic creative approach in delivering profit.



VENUE  
CATERING  
PARTNER

## Venue Catering Projects



### *Two partnerships, two stadia, two game-changing performances*

We worked in partnership for three years with Saracens FC to help plan, build, develop and open the new Allianz Park Stadium, in Hendon, North London.

Voted 'Best New Stadium in the World' by Stadium Business Summit 2013.

We designed all the catering outlets and restaurants and opened and operated the new £18 million Stan Cullis Stand at Wolverhampton Wanderers' famous Molineux Stadium to much critical acclaim.

Awarded the Best Designed Stand in 2013.







# Venue Catering Participation

## Adding the services that add value

At VCP we do not limit our participation to catering but support our client's wider ambitions.

As an integrated part of our client's management structure we are often tasked with providing additional expert, experienced and high quality solutions in related areas of facility management and new commercialisation of your venue. These include:

- **Cleaning**
- **Asset management**
- **Concerts support**
- **Project management**
- **Stadium and stand catering design**
- **Mystery shopper quality audits**
- **Brewery and other procurement tenders**
- **Enhanced Commercialisation of Your Brand and Venue**
- **Digital Sales and Marketing Opportunities**
- **Pop Up and Mobile Retail Opportunities**
- **Brand Exposure**
- **Outdoor Media Income**

*'We are only as good as the team around us and that certainly includes VCP.'*

Bob Symms, Chief Executive Officer, Peterborough United – on becoming League One CEO of the year.



# Venue Catering Proof



**IT'S A HATTRICK!**  
Winners of the Best Stadium Catering award

## How to judge whether our approach works

We believe our fresh approach – where we're the nearest thing you can have to enjoying all the benefits of an 'in house' service, without all the day to day problems – is a winner. Look at the accolades we've already won:

2012/13	Directors Choice, Boardroom of the Year Stadium Experience
2014	RYTAS Conference & Events Winner
Trip Advisor	Voted Best Premier League Away Ground by Fans - Public Catering
2014/15	Winner of Best Match-day Hospitality Medium Stadium Experience
2014/15	Winner of Overall Best Match Day Hospitality Stadium Experience
2013/15	Runner Up Premier League Mystery Shopper - Retail Catering
2016/17	Winner Best Match Day Hospitality Medium Stadium
2016/17	Winner Overall Best Match Day Hospitality Medium Stadium
2017/18	Winner Best Match Day Hospitality Medium Stadium
2017/18	Winner Best Overall Match Day Hospitality Medium Stadium





VENUE  
CATERING  
PARTNER

## Venue Catering Provenance

10

### *Adding transparency*

At VCP we have lifted the lid on the whole opaque sector of retrospective discounts, which through our transparent approach now become part of your profit contribution.

This approach allows you to control your brand and we can source local quality provenance for some of your fresh food suppliers. This local twist is highly valued by customers and the perception is you are working with the local business community, creating deep meaningful sponsorship marketing opportunities and putting something back into the local economy.

You are not involved in the black art of someone else's retrospective discounts and placement fees, who are sourcing from suppliers from all over the UK or Europe, when there could be a quality local supplier on your door step!



VENUE  
CATERING  
PARTNER

## Venue Catering Provides

11





# Venue Catering Promise

## Contact Paul or David

Paul Biffen and David Hulme  
Chief Executive & Financial Partners

The Oaks, Dunston Business Village, Dunston ST18 9AB

07768 900317  
01782 816394

[info@venuecateringpartner.co.uk](mailto:info@venuecateringpartner.co.uk)

[www.venuecateringpartnerltd.co.uk](http://www.venuecateringpartnerltd.co.uk)

## *The experience behind this new catering experience*

After more than 58 years of combined industry experience gained across over 70 of the UK's leading venues, we founded Venue Catering Partners to bring you a unique and flexible 'partnership model.' Our aim: to provide tailored catering services to a select range of venues like yours.

We were a key part in the growth of The Lindley Group, and in less than 10 years helped to take that business from £18 million of turnover to over £60 million. At the same time, we worked hard to build its reputation as one of the best venue caterers in the UK.

As venue catering specialists we'll work in partnership with you to help run your business more efficiently, transparently and cost effectively, whilst also giving you control of your brand, pricing, retro discounts and service delivery.

Our values are driven by putting people and service before profit. By engaging our team on our values and support the profit comes through our focused ownership. This way our vision and values are through:

- Partnership
- People
- Professionalism
- Performance

Which combined delivers .....

- Profit

To find out more about how our new approach could benefit your venue and business, please do not hesitate to contact us.