

Survey Results and Solutions. This is part 13 of a series of newsletter articles informing Members of the results and of any solutions (to be) implemented from the survey feedback. The full series of these articles can be viewed on the Clubs Website www.clubsofmarlborough.org by clicking on the "About" page.

The first seven issues dealt direct with the percentage results of the various questions asked in the survey but for the remainder of this series I will be reporting on the many numerous suggestions that members freely made about the entire Club operation and what, if any, action will be taken.

The Taylor Restaurant. This area of the Clubs operation attracted the most attention. The inconsistency in the quality of food, presentation and service featured, as well as a lack of bar service, atmosphere and for some, the limitation of the Birthday Voucher to the Taylor caused us more grief than the rest combined.

We had been aware before we surveyed our Members that we needed to instigate change with the Taylor Restaurant if it was to maintain or indeed service a greater portion of our membership and it became clear that the change needed to be significant and that it needed to address all aspects of the Restaurants operation.

Solution: The total refurbishment and rebranding from the Taylor Restaurant to Taylor's Bar and Eatery

- **Deck.** The entire deck is now fully covered in but it has been installed with five Café Curtains (windup windows) that allows for the Staff to open up on sunny days. The deck can be used for dining or for a social drink. The deck is available for Members casual usage throughout the day when the Taylor's Bar and Eatery is not open if they prefer to eat their Bistro lunch there or for a casual drink. Strip L.E.D lighting has been installed with a multitude of colours and options to match the mood and to create atmosphere.
- **Internal Décor.** We have moved away from the 70's Burgundy with lighter colours that have opened the room right up, making it look more spacious and less formal.
- **Floor Area.** Moveable walls have been used to separate the room between a 75 seat dining area complimented by a casual bar area. If we have a large function such as a Wedding, the walls can be removed to cater for 100 plus.
- **Structural Changes.** The main doors to the old Restaurant have been shifted away from the Bistro line-up to a more central location allowing for easier access and has a greater visual appeal. An additional internal wall in front of the main service doors to the kitchen has assisted with controlling noise levels and between the two structural changes it has created a natural area within Taylor's for casual dining drinks.
- **Bar.** One of the bigger features has been the installation of a standalone bar that serves premium products primarily exclusive to Taylor's with the big feature being Heineken on tap, a first for Clubs in New Zealand. Also exclusive to the Taylor's bar operation are our very own designer leaners made locally from wine barrels coupled with a fair amount of imagination and skill. Not limited to drinkers, these leaners can be used for dining purposes as well. For staffing purposes, access has been provided between the bar and the Terrace Café and a sliding door has been installed to reduce any associated noise.
- **Staff.** It makes no difference how good your facilities or the products you serve are if your service does not meet expectations, so a completely new Front of House team has been employed under the direct control and supervision of Sharon Kerry to front our Taylor's catering operation and the same rationale has been applied to the bar, so you will see new faces servicing our new facilities.
- **Birthday Vouchers.** The \$40.00 Birthday Voucher, which is our gift to all financial members, was designed solely as a promotion to drive our Taylor Restaurant business

and although it had reasonable success we were aware it was not reaching its full potential and indeed confusing to some Members. To eliminate these issues the voucher now offers three different dining options on the one voucher but priced accordingly so that the recipient can determine just how they would like to celebrate their Birthday at the Club. The options still includes the Taylor's but now incorporates the Bistro or the Terrace Café, but as noted above, priced accordingly.

- **Menus.** There has also been a lot of work undertaken in the kitchen to ensure consistency in the quality and timely delivery of food. Our Chefs have been busy with menu design and they are quietly confident that the main menu complemented by some lighter bar options will cater for a wider variety of needs and in a timely fashion to suit Theatre goers or those under time restraints. Gluten Free and vegetarian items have also been highlighted on the menu and of course keeping in with our "family friendly" environment we also cater for children.
- **Kitchen layout.** With the addition of a bar in the Taylor's, the wait station in the kitchen area that used to provide beverage service has now been consumed by our bakery division, which in turn has allowed for more prep space in the kitchen proper.

Lee Davis
Chief Executive Officer



Bar open from 4pm– late

**Wednesday, Thursday Saturday &
Sunday**

& Fridays 11am-Late

