

play providers association



Welcome to the north east ppa regional meeting



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30.11.2009

introductions



CHRIS GILL - KIDZ ALOUD (chair and PPA EXEC)
CAROLYN MAKEY - ADVENTURE POINT (host)
JANICE DUNPHY - CREEPY CRAWLIES (PPA CHAIR)
JOHN TREWHITT - ADVENTURELANDS (PPA EXEC)
KATE COSTIN - PPA ASSOCIATION MANAGER

introduction of all attendees ...



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agenda



- 10:30** arrival, tea and coffee and registration
- 10:45** Welcome and PPA Update
- 11:00** TOPIC Table 1
- 11:45** TOPIC Table 2
- 12:15** networking lunch and suppliers workshop
- 1:15** presentations & conclusions from topic tables – open forum
- 2:30** Close and site tour



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Table TOPIC choices



2 FROM ...

- 1. Shaping the PPA**
- 2. The Food service operation**
- 3. "expert session":**
- 4. admissions v parties v F+B**
- 5. monitoring staffing wages and costs**



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ppa UPDATE – 2009 review



- * **Background to the PPA (FOR the benefit of non members)**
 - * **PPA 2009 Strategy Update**
 - * **Rating Update**
 - * **Review of recent membership offers to PPA members**
-
- * **Shaping the PPA going forward... We want YOUR input**



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SHAPING THE ppa



idea's to be used by the exec to shape 2010 strategy ...

* **Feedback on current activities :**

Critique ... angel / devil / judge

challenge and build ... good / better / best

* **Recommendations for the ppa's development :**

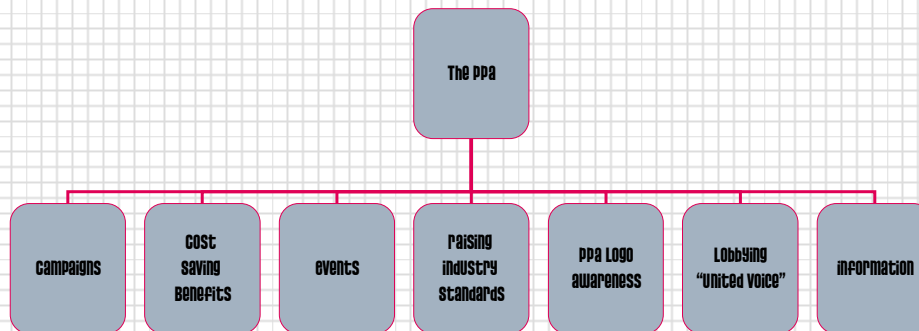
future activities ... start / stop / keep doing



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current offering



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The Food service operation



TO COVER ...

- * **SPEED OF SERVICE**
- * **SERVERY VS SELF SERVICE OPERATIONS**
- * **EFFECTIVE STOCK CONTROL**
- * **NEGOTIATING WITH SUPPLIERS**



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Discussion questions ...



1. **What is the most effective way to manage your food service operation in "peak times"**
 - * **What is the focus : speed v quality**
2. **ideas to ensure more customers purchase a meal when visiting??**
3. **DO VENDING MACHINES DRIVE OR DILUTE F+B SPEND?**



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admissions V parties V F+B



	admissions	parties	catering
2008	41%	24%	35%
2007	39%	26%	34%
"industry benchmark"	33.3%	33.3%	33.3%

* reliance on admissions is increasing as the popularity of parties decreases

is this JUST a consequence of the credit crunch or a wider issue ??



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Discussion questions ...



1. Having good footfall is vital to play centres : are there any examples of ...

- * entry offers that work, that don't dilute revenue??
- * successful ways to create a "regular" customers?? ie- membership or loyalty schemes
- * benchmarking good practice in other visitor attractions??

2. Party revenues have been falling : Have any operators bucked the trend here and how have you achieved it??

3. What are attendees forecasting/predicting for admissions in 2010 ??



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MONITORING STAFF COSTS



TOTAL STAFF COSTS VS REVENUE (EXC DIRECTORS REMUNERATION)

QUESTION OPTION	PERCENTAGE
LESS THAN 10%	3%
11-15%	6%
16-20%	3%
21-25%	6%
26-30%	42%
31%	11%
NO RESPONSE	29%



MONITORING STAFF COSTS



TRADE OFF : FULL TIME VS PART TIME STAFF

YEAR	2008	2007
FULL TIME	5	7
PART TIME	17	20

DISCUSSION OF DATA ...

BEST PRACTICE MODELS IN STAFF ROTA'S



Discussion questions...



1. DOES IT PAY TO PAY?

- DOES HAVING BETTER, MORE QUALIFIED STAFF RESULT IN A MORE PROFITABLE BUSINESS? EG: GOOD CUSTOMER SERVICE GENERATING INCREASED CUSTOMER LOYALTY OR HIGHER PARTY BOOKINGS??

2. INCREASING THE SKILLS SET OF YOUR WORKFORCE

- IS THERE A PAYBACK TO INVESTING IN UP SKILLING YOUR WORKFORCE?
- IS THERE INCREASED FLEXIBILITY AND HENCE BENEFIT IN TRAINING STAFF TO DO A VARIETY OF JOBS?
- CASE STUDIES OF GOOD PRACTICE IN THIS AREA??



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Suppliers presentations



innovative leisure



Nestlé
PROFESSIONAL
Creative Food & Beverage Solutions

Pelican
buying company
20 YEARS
leading best value procurement



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CONCLUSIONS



- 1. Shaping the PPA**
- 2. The Food Service Operation**
- 3. "Expert Session":**
- 4. Admissions v Parties v F+B**
- 5. Monitoring Staffing Wages and Costs**

OPEN FORUM DISCUSSION * TOUR * CLOSE



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