



PECAN CULTURE REVIEW

On 15th and 18th March, we welcomed Pecan back to Chester to present the findings of their culture review.

Pecan's review identified some great stuff about our business - mainly you guys! Pecan highlighted our dedicated and skilled people and how focused you are on creating a great customer experience. They highlighted the pride our people take in their jobs and doing them well. So well done and thank you for being the best thing about Chester Race Company.

Whilst there were plenty of positives, there were also areas identified as opportunities for development. We've got a chance to create some positive change in the culture of our business, particularly around communication, working as a bigger team, and defining our common purpose, vision, and goals in order to align our working. We also need to translate the things we do at our best into our agreed team values.

After presenting their review, the session split into groups to discuss what we did well currently and what we want to aspire to do well. We also talked about what that might look like for our customers and our local communities. There was some lively debate and some great ideas - thank you for your enthusiasm and energy, the discussions and suggestions you made have been shared with the Board of Directors.

Next steps

Louise and the Senior Management Team will take your ideas (and many post-it notes!) away to collate them into common themes. They will then be presented to the Board.

By MayFest, we will report back to share our vision and values for 2022 and beyond. These are important because they become our purpose and our agreed "way of doing things". They will be the things we celebrate as a team, and - most importantly - they will be based on what you have told us.

Thank you again - not just for your time but for your input, honesty, and constructive feedback throughout this project.

Mark Wilcockson – Director of HR