



Maintenance team:

Always a lot of activity around site this time of year with the team preparing for the May Festival. Over the next couple of weeks the focus will be on completing any outstanding projects and getting the racecourse looking immaculate ready for the race season.

Catering and Events:

Horseradish's planning and preparation is paying off! With thousands of pieces of cutlery, plates and glasses being meticulously polished throughout April the team have already been busy setting up areas ahead of the Boodles May Festival.

The Chefs have been busy cooking up a storm in the kitchen, not only delighting clients with delicious menus on a day-to-day basis for outside events but prepping over 7,500 meals in anticipation of smooth services each day of racing, including everything from grand buffets to 5 course fine dining experiences.

The cellar team have taken delivery of thousands of litres of beer, wine and spirits which have been carefully distributed around the site to prepare each bar for the inevitable crowds. With over 60 food and beverage points open over the May Festival, serving everything from premium champagne to cooked to order stir-fry's the team have meticulously planned every move in every area. We are looking forward to the final build up into the festival and excited to see the fruits of our labour.

Marketing:

Marketing have made some big plans in the lead up to the May Festival. Three shops in the centre of the city of Chester are having their entire frontage covered in pink flowers, with windows turned into beautifully illustrated selfie points for both city visitors and racegoers. Benches in the city will also be transformed into 3-D selfie points. Accompanying these, the path from Chester train station to the racecourse will be lined with decorative, bespoke stickers on the ground guiding racegoers to the racecourse.

We also have a pink telephone box being delivered to be displayed at Chester train station, where surrounded by pink trees, it will act as an engagement hub for commuters this weekend as well as racegoers next week. Visitors can grab photos and if they sign up to our email newsletter, will receive complimentary Boodles pink macarons (with QR code stickers to purchase tickets via their phone).

Additionally, we've had the #ChesterRaces sign at the racecourse re-dressed with flowers, a new bespoke photo frame and neon sign created and due for installation outside the Paddock rooms and the existing photo wall re-dressed in luxurious long floral arrangements.

Plus! Keep an eye out for some famous faces at the racecourse next week!