

CASE STUDY:  
**Gainsborough Old Hall**

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CATERING  
CONSULTANTS

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## Case Study: Gainsborough Old Hall

### *New Cafe Operation*

Gainsborough Old Hall is one of the most impressive and best preserved medieval manor houses in England, regularly described as a “hidden gem in Lincolnshire”. Gainsborough Old Hall is owned by English Heritage and operated by Lincolnshire County Council. Famous visitors to the Old Hall have included Richard III, Henry VIII, John Wesley and the Pilgrim Fathers.

In 2011 Gainsborough Old Hall was reopening after major refurbishment works. AD Catering where approached to set up a 50 seat café operation in **just three weeks** due to the café contractor pulling out at the last minute. We mobilised immediately and we successfully launched the Hall’s new café operation.

Within this short timescale we had to:

- Recruit and train staff in service, production and monitoring procedures
- Compile the café offer
- Write menus, produce dish specifications with yield and portion cost
- Source suppliers for product and equipment
- Compile and implement all operational and daily financial procedures including all due diligence
- Write a Business Case for the Local Authority, demonstrating the viability, risks and how to alleviate the risks
- Compile management monitoring documents
- Create a brand and name for the café to use for signage and P.O.S material

