Glenmore Visitor Experience Performance Monitoring Plan

1. Outcome Monitoring:

- **Visitor Numbers**: Monitor the number of visitors to the Glenmore Visitor Centre and Cafe on a monthly basis to track overall visitation trends.

- **Visitor Feedback**: Implement a feedback system to gather input from visitors about their experience at the cafe. This can be done through comment cards/QR links, online surveys, or feedback forms available in the cafe.

- **Community Impact:** Assess the impact of the cafe on the local community by tracking community engagement, volunteer participation, and feedback from local stakeholders.

2. Visitor Experience Monitoring:

- **Customer Satisfaction Surveys**: Conduct regular surveys to measure customer satisfaction with various aspects of the cafe, including food quality, service speed, cleanliness, and ambiance.

- **Mystery Shopper Program**: Implement a mystery shopper program to evaluate the visitor experience anonymously. Mystery shoppers can provide valuable insights into service quality and adherence to operational standards.

- **Online Reviews and Ratings**: Monitor online review platforms such as Google Reviews, TripAdvisor, and Yelp to gauge customer sentiment and identify areas for improvement.

3. Performance Monitoring:

- **Food and Beverage Sales:** Track sales data for different menu items to identify popular offerings and monitor overall revenue performance.

- **Staff Productivity:** Measure staff productivity metrics such as average order processing time, table turnover rate, and customer wait times to optimize staffing levels and improve efficiency.

- **Inventory Management:** Monitor inventory levels and turnover rates to minimize waste and ensure sufficient stock of popular items.

4. Equalities Statement and Monitoring

- **Developing an Equalities Statement**: Develop a comprehensive equalities statement that outlines the Trust's commitment to promoting equality, diversity, and inclusion in all aspects of cafe operations.

  - **Equalities Outcomes Measurement:** Identify key performance indicators (KPIs) related to equalities outcomes, such as staff diversity, accessibility accommodations, and inclusive customer service practices.

- **Data Collection and Reporting:** Collect data on equalities-related metrics and regularly report on progress towards achieving equalities outcomes. This may include demographic data on staff and visitors, accessibility audits, and feedback from marginalized communities.

- **Continuous Improvement:** Use the data collected to identify areas for improvement and implement targeted strategies to address any disparities or barriers to equality and inclusion.

5. **Accessibility Monitoring**

- **Accessibility Audits:** Conduct regular accessibility audits of the Glenmore Visitor Centre and Cafe to identify any physical or environmental barriers that may hinder access for individuals with disabilities.

- **Accessibility Accommodations:** Implement accommodations such as wheelchair ramps, accessible seating, and signage in compliance with accessibility standards and regulations.

- **Feedback from Diverse Communities**: Seek input from diverse communities, including individuals with disabilities, ethnic minorities, and LGBTQ+ individuals, to ensure that the cafe meets their needs and preferences.

- **Training and Awareness:** Provide staff training on inclusive customer service practices and sensitivity towards diverse customer demographics to create a welcoming and inclusive environment for all visitors

By implementing this performance monitoring plan, the Aviemore and Glenmore Community Trust can effectively track outcomes, measure visitor experience and expectations, promote equality and inclusion, and continuously improve the operations of the Glenmore Visitor Centre and Cafe.

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