



**SUNDIAL**  
Venues and  
events group

## Quality Promise

Each of our venues operates within the 'Sundial Standards'. These standards are set to ensure that our customers receive the same level of quality both in service and facility whichever venue or service they work with.

Sundial is an award-winning organisation, and our standards are uncompromising with a relentless drive for value for money and continuous improvement. We thrive on feedback and innovation. Every staff member is issued with a copy of the relevant Standards manual for their departments at induction stage to ensure they understand and are trained to deliver the standards consistently and effectively.

The standards are checked and measured regularly using:

- **Daily Standards Check** – Conducted by the General Manager. A different standard is selected for checking and the results and recommendations are recorded.
- **Monthly Departmental Audits** – Conducted by Departmental Heads and the information is reported back to the General Manager in monthly departmental review meetings. Recommendations and actions are recorded and reported.

Sundial Group measures performance using an adaptation of Kaplan and Norton's Balanced Scorecard which focuses on Key Performance Indicators (KPI). These indicators are related directly to the Sundial standards, and are linked to the performance related bonus employees receive. Factors include customer experience, event host feedback, environmental performance, financial performance and employee satisfaction levels.

In addition, Sundial Group's entire portfolio subscribes to two specialist, independent market research and benchmarking programmes operated by BDRC.

- **BDRC Venue Verdict**  
Real-time event-host feedback and benchmarking service providing venues with all the information they need to improve the customer experience and drive business retention. Each year a league table is published: Sundial Group topped this in 2006 and 2007.
- **BDRC Meetings Benchmark Tracker**  
Continuous monitoring of enquiry handling standards through mystery shopping, with real-time benchmarking against industry competitors

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**Sundial Group Ltd is registered in the UK no: 3432674 and its registered office is Highgate House, Creaton, Northampton, NN6 8NN**  
This policy also applies to Sundial Group's subsidiary companies.

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