



DAVID MCDOWALL

Head of Group Operations

Qualifications:
HND in Marketing

Role:
Overseeing operations in G1 restaurants, premium bars and all new unit launches

Pre G1:
4 years with Bass Leisure Retail moving through the management ranks and 2 years as GM with an independent restaurant group

Operational Statement

The team at G1 are genuinely passionate about achieving excellence in every aspect of our operation. Our Business Development and Food Development Teams have an in-depth knowledge of each of our venues and the markets in which they trade. This fosters a culture in which quality, service and attention to detail are constantly at the forefront of our agenda.

Our people are our number one asset and there is a strong culture of people development within the Group. A large proportion of our Senior Operational and Food Development Teams, for example, have progressed their careers within G1, some moving through from unit management level.

The next year will see us continue to develop our focus on people, service and standards with further initiatives in training. Our “Open Doors” retail training programme and “Elevator” management development programme will continue to underpin this, and we will develop these to further reflect the individuality and unique offer that we have in each of our fantastic venues.

Our online marketing and e-commerce capability will continue to go from strength to strength, and with every enquiry to a G1 venue being professionally dealt with by our skilled call centre team, we will be best placed to capture every penny of market share.

At a time when customers are taking care to ensure that every penny they spend is well placed, we are in a strong position at G1. Our focus on company wide and unit specific marketing strategies and initiatives in our online marketing and call centre team, coupled with a dedicated operational team, ably backed up by a hard working and committed infrastructure of support functions will help us ensure that we are first choice in every market place that we operate in 2009.