



## Standing out in the Cotswolds

Newsletter Issue: 7

### In the deep mid winter...



### On the twelfth day of Christmas ...

Take advantage of our season of goodwill with a 10% discount on all day meeting bookings for 2011 if confirmed in writing by the 12th Day of Christmas ie. 6th January 2011. Get your diary and start panning now to take advantage of this very special Christmas bonus. It's a new year and a good time to meet up and re-focus on the next stage of your business plan for 2011.

### Christmas is coming...

The Conference & Hospitality Department has just run an online competition through myvenues.com to develop potential new contacts and enhance the client database. The prize was an exclusive Muddy Wellies Christmas Hamper, containing a selection of branded food and drink products, locally produced or sourced by RAC Enterprise Students. Response to the competition was brisk, but the lucky winner was a representative of the Victorian Society in London, who received a box of goodies just in time for the festive season.



The Muddy Wellies produce is also on sale at the Cirencester Christmas Market, a new initiative this year to bring more visitors and shoppers to the town. The RAC has a stall to support the event until 19th December.

Contact the Conference team on 01285 652531  
Email: [events@rac.ac.uk](mailto:events@rac.ac.uk)  
[www.rac.ac.uk](http://www.rac.ac.uk)

 **Royal  
Agricultural  
College**

Conference and Hospitality

## Flexibility - the Key to good business

Maybe you're bored with the nine to five norm or maybe you just don't have enough hours in the day.

As the modern business approach moves towards more flexible working, the RAC has been adapting its business hours to suit client needs and budgets. You can now do business 7 days a week and book early morning slots, part days or weekends or our latest Sundowner Special, which has proved a hit with groups over the summer.

With this offer you can enjoy 5 canapes and a glass of wine or fruit juice for just a tenner per person. The deal includes a fully equipped meeting room available 5.30pm -8.30pm Monday to Thursday – ideal for a team briefing, a training session or simply a networking opportunity.



It's relaxed, colourful, different and a flexible way to get together with colleagues. Call us to check availability for the Sundowner Special and make the most of valuable meeting time. 01285 652531

## A Hectic Schedule 2010

Even with a huge building programme in place throughout the summer and autumn, the College has enjoyed a hectic residential conference season with almost 4000 delegates through our doors from July to September. From primary school groups through to the University of the Third Age, many have been repeat clients, who come back year on year to enjoy the College facilities and the quiet rural location. There's something for everyone with such a versatile range of conference rooms and extensive grounds and sporting facilities for hire.

The new build is a major investment in state-of-the-art teaching facilities which will provide seven lecture rooms and four teaching support rooms, all based around a central, natural light atrium. It should, on completion early next year, also allow greater flexibility for our conferences and business meeting clients. The £1.4m building is part of £3.5m of developments taking place around the campus, making it the largest capital development project undertaken in the College's history. Future projects include updated student residences, teaching and support facilities.



*Artist Impression of new building*

## EWEN at the RAC

Just one of the many major residential events during the summer was the 5th European Workshop on Equine Nutrition (EWEN) held in the UK for the first time, with Cirencester as its location. Leading experts from the equine world, including HRH Princess Anne, descended on the RAC for the two-day seminar.

On day one delegates enjoyed a scientific schedule with presentations from scientists and nutritionists from across the globe, whilst the second day was aimed at all those who own or work with horses, offering information about the latest research into equine nutrition. Princess Anne was guest of honour and delivered a speech at the gala dinner.

As part of the social programme, there was also a 'best of British' farmers market and craft fair in the College grounds, featuring local producers and crafters.

## Spotlight on our Business Centre

As budgets shrink, the RAC has put its focus on meeting the needs of business users with provision of a cost effective solution to events management.



The 16th Century Bathurst Wing, with its suite of fully-equipped meeting rooms, serves as a dedicated conference centre for business meetings, training seminars, or a team-building day with colleagues. It provides a tranquil setting for 25-30 delegates, with overnight accommodation available all year round in rooms within the historic main building. An experienced member of our conference team takes care of each event from initial enquiry, through planning, to implementation to support the client.

The business centre has proved ideal for a diverse range of events from a wine skills master class, to financial review meetings, to healthcare training seminars for clients from social services and the NHS, to legal updates and acquisitions meetings where neutral territory is vital.

Andreas Stihl, a leading company within the garden sector in Europe made good use of the facilities, both inside and out. They held a two-day sales training course for distributors with meetings in the business centre and practical sessions, demonstrating their grass trimmers and power tools, in the grounds.



New client, Biofuels Media, benefited from the College connections and brought two one-day seminars to explore the topical issue of biogas production and its profitability, with a study tour to a working anaerobic digestion biogas plant at nearby Kemble Farm. There were 100+ delegates at each meeting, who found the large lecture areas ideal to hear presentations from experts within the biogas industry, followed by a private luncheon and networking opportunities in the Kenneth Russell Function Room.

## And Don't forget the Boutflour Hall

Our free standing hall adjacent to the main car park with its raised stage, wooden floor and in built sound systems provides a versatile space for a whole range of events from band nights, parties, concerts and ceilidhs, to sale room, exhibition area and of course formal lecture hall. With an area of 161 square metres, soaring ceilings and a capacity of at least 200, it's worth a look if you're planning an event. We can serve food, install a bar and help you set up any displays. Indeed, local supermarket giant, Waitrose, chose the hall this November to mark 15 years since their opening in Cirencester. They organised an awards night, supper and disco for present and past employees.

## Golden Moments

The College is also still a favourite setting for special family celebrations and milestone birthdays. We have recently hosted Christening parties, Wedding Anniversaries, Reunion Dinners and Birthday events for all ages from 18 to 80, with even a 90th birthday luncheon.

Guests enjoy the country house atmosphere, the elegant function rooms and the extensive range of dining options from a simple buffet to a formal dinner to a more relaxed BBQ in the gardens. Our chefs use fresh local ingredients wherever possible and are always happy to create bespoke menus to suit every occasion.



# Charity Fundraising Dinner

Eat for Art

We try to support local charitable events wherever possible and look forward to welcoming New Brewery Arts for a fundraising dinner in February 2011. "Eat for Art" will be a special evening of music, dance, guest speaker, and prizes and includes a three course dinner in the main Victorian Dining room at College.

## STOP PRESS ... STOP PRESS ... MORE WEDDING OPTIONS

The latest news is that the Royal Agricultural College has just been granted a civil licence allowing us to conduct non-religious marriage ceremonies in various rooms around the College, as well as commitment and naming ceremonies and wedding vow renewals.

This complements the existing College facility for religious marriages in our own picturesque Victorian chapel and means that with our prestigious function rooms, fine dining options and overnight accommodation, we can bring together all the elements for a romantic Cotswold wedding in one glorious location.



We also launched our new wedding brochure at a Wedding Venue Open Day in September, when clients had an opportunity to view the College set up as it would be for a full scale marriage ceremony and wedding breakfast. The latest brochure boasts wonderful photos of all the best features of our venue and helps guide would-be bridal couples through the process of arranging their big day at the RAC. Call to order your copy now on 01285 652531.



Just one of our many happy couples this year, photographed on the tree-lined avenue at the Royal Agricultural College.

*"Thank you so much for the incredible planning, service and attention to detail. We got the wedding that we dreamt of and all our guests commented on what an amazing venue the RAC was" Helen and Paul.*