



TAKEAWAYS

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CERTIFICATE OF RECOGNITION

Awarded to

PEEL PARK FISHERIES

Has successfully been recognised as one of
Fry Magazine's 50 Best Fish & Chip Shops 2016

A handwritten signature in black ink, appearing to read 'Reece Head'.

Reece Head
Publisher of Fry Magazine

Visit to Peel Park Fisheries on 13 Feb 2016

Mystery visit report for:

Peel Park Fisheries (Ref: 1254)

Survey: 50 Best Fish and Chip Shops 2016

Visit date: 13 February 2016



Overall visit score: 97%

Change since last visit: N/A

Venue average YTD: 97%

Visit details:

| | | | |
|------------------------|---------------|--------------------|---------------------------|
| Location | Bradford | Visited on: | 13 February 2016 at 13:05 |
| Visit duration: | 5 minutes | Trade Level | 10% |
| Served by: | Bethene, Paul | | |

Breakdown by section:

| Section | 13 Feb |
|-----------------------------|--------|
| 1. Telephone Enquiry | 50% |
| 2. First Impressions | 100% |
| 3. Service | 93% |
| 4. Consumption | 100% |
| 5. Consumption - The Batter | 100% |
| 6. Consumption - The Fish | 100% |
| 7. Consumption - The Chips | 100% |
| 8. Staff | 100% |
| 9. Payment | 100% |
| 10. Lasting Impressions | 100% |

Survey responses

| 1 - Telephone Enquiry | | | | 50% |
|-----------------------|--|----------|--------|------------|
| No. | Question | Response | Weight | Score |
| 1 | Was the phone answered within 5 rings by a person or an answer phone? <i>The phone was answered in 10 rings. I asked what time they closed that evening and was told they closed at 7.30pm.</i> | No | 2 | 0 |
| 2 | Did the answer phone or call handler give you all the information you needed to know? ie opening times etc | Yes | 2 | 2 |
| Section total | | | | 2/4 |

| 2 - First Impressions | | | | 100% |
|-----------------------|--|----------|--------|------------|
| No. | Question | Response | Weight | Score |
| 1 | Was the exterior of the shop clean and free from litter? | Yes | 1 | 1 |
| 2 | Was there a Food Hygiene Rating sticker or certificate on display? | Yes | 1 | 1 |
| 3 | When you entered was it clean, tidy and did it appear well presented? <i>It was very clean inside, it looked well cared for and was very tidy. There were posters on display advertising the source of fish and the other food that was served there as well as the hygiene rating. The hygiene rating was on the door.</i> | Yes | 2 | 2 |
| 4 | Was there disabled access? | Yes | 1 | 1 |
| 5 | Did a member of staff greet you or at least acknowledge you when you were at the front of the queue? | Yes | 2 | 2 |
| 6 | Comments <i>I was greeted as soon as I went in as there was no queue, there was just one other person who was waiting for their food. The staff member smiled and said hello and asked how she could help.</i> | | | |
| Section total | | | | 7/7 |

| 3 - Service | | | | 93% |
|----------------------|---|-----------------|---------------|--------------|
| No. | Question | Response | Weight | Score |
| 1 | Were the staff who served you polite and professional? <i>The staff member who served me was very polite throughout and treated me as a valued customer.</i> | Yes | 2 | 2 |
| 2 | Were the menu boards clear and easy to read? | Yes | 2 | 2 |
| 3 | Was there a notice identifying where the fish is sourced from? | Yes | 1 | 1 |
| 4 | Was there a notice or sign identifying what oil is used for cooking? | Yes | 1 | 1 |
| 5 | Did you find the ordering of your food and drink easy and straight forward? | Yes | 1 | 1 |
| 6 | Was there a specials board offering "Catch of the Day" or another similar alternative fish or "special" product? <i>There was a special extra large fish.</i> | Yes | 1 | 1 |
| 7 | Did your server offer or recommend any additional items to accompany your order? | No | 1 | 0 |
| 8 | Were your fish and chips cooked fresh to order? | Yes | 1 | 1 |
| 9 | Was it apparent that the staff were proud and knowledgeable about the products on offer? <i>I asked what the difference was between the chip shop curry and the Chinese style and I was told that the chip shop curry had onions in it and the Chinese style curry was slightly hotter. The member of staff clearly knew what was in each sauce.</i> | Yes | 1 | 1 |
| 10 | Taking into account how busy it was, did you feel the service you received was efficient and appropriately paced? | Yes | 2 | 2 |
| 11 | Were you offered salt and vinegar on your food? | Yes | 1 | 1 |
| 12 | ANY ADDITIONAL COMMENTS; <i>I was not offered any sides or drinks, I was just told the price of the fish and chips so I then ordered curry sauce and a Diet Coke.</i> | | | |
| Section total | | | | 13/14 |

| 4 - Consumption | | | | 100% |
|------------------------|---|-----------------|---------------|--------------|
| No. | Question | Response | Weight | Score |
| 1 | Please list the food you sampled: Please specify which fish you had. <i>I had fish and chips, it was Haddock. I had chip shop style curry sauce and a diet Coke.</i> | | | |
| 2 | Was there an adequate choice and range of food available? | Yes | 1 | 1 |
| 3 | Were you happy with the way your food was packaged and presented? | Yes | 1 | 1 |
| 4 | ANY ADDITIONAL COMMENTS <i>The food was very well packaged and stayed perfectly hot.. It looked delicious.</i> | | | |
| Section total | | | | 2/2 |

| 5 - Consumption - The Batter | | | | 100% |
|-------------------------------------|---|-----------------|---------------|--------------|
| No. | Question | Response | Weight | Score |
| 1 | Did it cover the whole fish? | Yes | 4 | 4 |
| 2 | Was the thickness of the batter even across the fish? | Yes | 4 | 4 |
| 3 | Was the batter crispy (not soggy)? | Yes | 4 | 4 |
| 4 | Was the batter even in colour? | Yes | 4 | 4 |
| 5 | Was the batter free from carbon particles? (black specs) | Yes | 4 | 4 |
| 6 | COMMENTS <i>The fish looked excellent and was perfectly cooked, it was very tasty.</i> | | | |
| Section total | | | | 20/20 |

| 6 - Consumption - The Fish | | | | 100% |
|-----------------------------------|---|-----------------|---------------|--------------|
| No. | Question | Response | Weight | Score |
| 1 | Was the fish white (not grey)? | Yes | 4 | 4 |
| 2 | Was the fish flaky? | Yes | 4 | 4 |
| 3 | Was the fish moist? | Yes | 4 | 4 |
| 4 | Was the fish at an acceptable temperature for consumption? | Yes | 4 | 4 |
| 5 | Was the fish free from excessive grease and oil absorption (had the fish been left to drain off the oil sufficiently before it was packaged)? | Yes | 4 | 4 |
| 6 | COMMENTS <i>The fish was extremely fresh and was served hot, it was just right.</i> | | | |
| Section total | | | | 20/20 |

| 7 - Consumption - The Chips | | | | 100% |
|------------------------------------|--|----------|--------|--------------|
| No. | Question | Response | Weight | Score |
| 1 | Were the chips a nice even golden colour? | Yes | 4 | 4 |
| 2 | Were the chips free from excessive oil or grease? | Yes | 4 | 4 |
| 3 | Were the chips crispy on the outside and fluffy on the inside? | Yes | 4 | 4 |
| 4 | Were the chips free from carbon particles or "eyes" (black specs, circles or any black areas)? | Yes | 4 | 4 |
| 5 | Were there a lot of smaller chips or scraps in your portion of chips? | No | 4 | 4 |
| 6 | COMMENTS | | | |
| | <i>The chips were delicious, perfectly cooked, served hot and with no grease.</i> | | | |
| Section total | | | | 20/20 |

| 8 - Staff | | | | 100% |
|----------------------|---|----------|--------|-------------|
| No. | Question | Response | Weight | Score |
| 1 | Were the staff focused on serving customers and duties rather than talking amongst themselves? | Yes | 2 | 2 |
| 2 | Was your server wearing a clean and presentable uniform/apron? | Yes | 2 | 2 |
| 3 | Did your server have a name badge on? | Yes | 1 | 1 |
| 4 | Were staff wearing hats or hair nets? | Yes | 1 | 1 |
| 5 | Were all staff free from jewellery and nail polish (except for a wedding ring)? | Yes | 1 | 1 |
| 6 | COMMENTS | | | |
| | <i>The servers were very well presented and looked very clean and neat. Both servers wore name badges.. I had the server's full attention throughout.</i> | | | |
| Section total | | | | 7/7 |

| 9 - Payment | | | | 100% |
|----------------------|--|----------|--------|-------------|
| No. | Question | Response | Weight | Score |
| 1 | Was the payment transaction well handled? | Yes | 1 | 1 |
| 2 | Did the shop offer card payments? | Yes | 1 | 1 |
| 3 | Did any member of staff thank you, say goodbye or acknowledge you when you were leaving? | Yes | 2 | 2 |
| 4 | COMMENTS | | | |
| | <i>I was thanked and wished enjoyment of the food as I left.</i> | | | |
| Section total | | | | 4/4 |

| 10 - Lasting Impressions | | | | 100% |
|---------------------------------|---|----------|--------|-------------|
| No. | Question | Response | Weight | Score |
| 1 | Do you think this venue offers good value for money? | Yes | 1 | 1 |
| 2 | Based on this experience, would you eat from here again or recommend to others? | Yes | 1 | 1 |
| 3 | Please suggest anything you feel could help to improve this business and service. | | | |
| | <i>I cannot offer any suggestions for improvement, the service was good and the quality of the food was excellent. It was extremely clean. I would be very happy to return to this fish shop and I would definitely recommend it to others.</i> | | | |
| Section total | | | | 2/2 |