



Thank you to our sponsors



CERTIFICATE OF RECOGNITION

Awarded to

PEEL PARK FISHERIES

Has successfully been recognised as one of
Fry Magazine's 50 Best Fish & Chip Shops 2017

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

Reece Head
Publisher of Fry Magazine

Executive Summary
Fry Magazine - Peel Park Fisheries

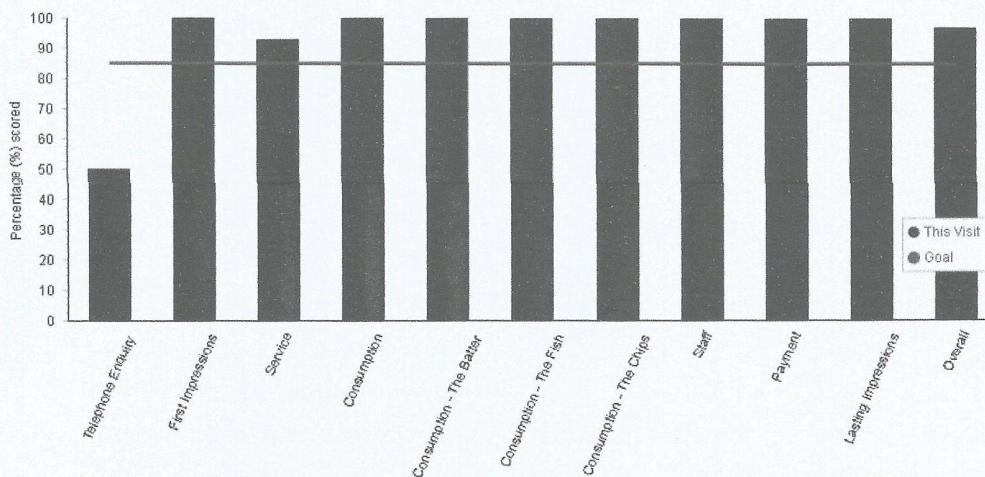


Visit Details

| | | |
|--|-----------------------------|---|
| Date: Thursday, 02 February, 2017 | Time of Visit: 18:30 | Experience: 50 Best Fish & Chip Shops 2017 |
|--|-----------------------------|---|

The Experience

| Experience | Actual Score | Potential Score | % | Change Since Last Visit |
|-----------------------------|--------------|-----------------|------------|-------------------------|
| 1. Telephone Enquiry | 2 | 4 | 50% | N/A |
| 2. First Impressions | 7 | 7 | 100% | N/A |
| 3. Service | 13 | 14 | 93% | N/A |
| 4. Consumption | 2 | 2 | 100% | N/A |
| 5. Consumption - The Batter | 20 | 20 | 100% | N/A |
| 6. Consumption - The Fish | 20 | 20 | 100% | N/A |
| 7. Consumption - The Chips | 20 | 20 | 100% | N/A |
| 8. Staff | 7 | 7 | 100% | N/A |
| 9. Payment | 4 | 4 | 100% | N/A |
| 10. Lasting Impressions | 2 | 2 | 100% | N/A |
| Overall totals: | 97 | 100 | 97% | N/A |



Key Performance Indicators

| | | | | | | | |
|--------------|------|------------------|-----|--------------|----|---------------|------|
| Presentation | 100% | Customer Service | 91% | Sales Skills | 0% | Food Feedback | 100% |
|--------------|------|------------------|-----|--------------|----|---------------|------|

Executive Summary

Fry Magazine - Peel Park Fisheries



Visit Information

Shopper: Male in his Forties

Weather:

Report Information

Within this report there are 4 categories of questions. Each represents a key performance indicator as follows:

| | |
|---|------------------|
| P | Presentation |
| C | Customer Service |
| S | Sales Skills |
| F | Food Feedback |

Snapshot Report

Fry Magazine - Peel Park Fisheries



Thursday, 02 February, 2017

1. Telephone Enquiry

| | | | Value | Score |
|-----|---|---|---|-------|
| 1.1 | Date and time of phone call: | P | 17.45 on 02/02/2017 | |
| 1.2 | Was the phone answered within 5 rings by a staff member or an answerphone? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 2 / 2 |
| 1.3 | Did the answerphone or staff member give you all of the information you needed to know? | C | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | 2 / 0 |

SCORED 2 out of 4 = 50%

2. First Impressions

| | | | Value | Score |
|-----|--|---|---|-------|
| 2.1 | Was the exterior to the shop clean and free from litter? | P | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 / 1 |
| 2.2 | Was there a Food Hygiene Rating sticker or certificate on display? | P | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 / 1 |
| 2.3 | When you entered, was the fish and chip shop: | P | | 2/2 |
| | Clean and tidy? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 |
| | Well presented? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 |
| 2.4 | Was there disabled access? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 / 1 |
| 2.5 | Did a staff member greet you or acknowledge you when you were at the front of the queue? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 2 / 2 |

SCORED 7 out of 7 = 100%

3. Service

| | | | Value | Score |
|-----|--|---|---|-------|
| 3.1 | Were the menu boards: | P | | 2/2 |
| | Clear? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 |
| | Easy to read? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 |
| 3.2 | Was there a notice identifying where the fish is sourced? | P | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 / 1 |
| 3.3 | Was there a notice or sign identifying what oil is used for cooking? | P | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 / 1 |
| 3.4 | Was there a specials board offering "Catch of the Day" or another similar alternative fish or "special" product? | P | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 / 1 |

| | | | | | | |
|------|---|---|---|--|---|-----|
| 3.5 | Did you find the ordering of your food and drink easy and straight forward? | C | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 1/1 |
| 3.6 | Did your server offer or recommend any additional items to accompany your order? | S | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | 1 | 0/1 |
| 3.7 | Were your fish and chips cooked fresh to order? | C | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 1/1 |
| 3.8 | Were you offered salt and vinegar on your food? | C | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 1/1 |
| 3.9 | Were the staff members who served you polite and professional? | C | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 2 | 2/2 |
| 3.10 | Was it apparent that the staff members were proud and knowledgeable about the products on offer? | C | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 1/1 |
| 3.11 | Taking into account how busy it was, did you feel the service you received was efficient and appropriately paced? | C | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 2 | 2/2 |

SCORED 13 out of 14 = 93%

4. Consumption

| | | | | Value | Score | |
|-----|---|---|---|-----------------------------|-------|-----|
| 4.1 | Please list the food you sampled | | | | | |
| | Fish and chips | | | | | |
| 4.2 | Was there an adequate choice and range of food available? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 1/1 |
| 4.3 | Were you happy with the way your food was packaged and presented? | P | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 1 | 1/1 |

SCORED 2 out of 2 = 100%

5. Consumption - The Batter

| | | | | Value | Score | |
|-----|--|---|---|-----------------------------|-------|-----|
| 5.1 | Did the batter cover the whole of the fish? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 5.2 | Was the thickness of the batter even across the fish? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 5.3 | Was the batter crispy (not soggy)? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 5.4 | Was the batter even in colour? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 5.5 | Was the batter free from carbon particles (black specs)? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |

SCORED 20 out of 20 = 100%

6. Consumption - The Fish

| | | | | Value | Score | |
|-----|---|---|---|-----------------------------|-------|-----|
| 6.1 | Was the fish white (not grey)? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 6.2 | Was the fish flaky? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 6.3 | Was the fish moist? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 6.4 | Was the fish at an acceptable temperature for consumption? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 6.5 | Was the fish free from excessive grease and oil absorption? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |

SCORED 20 out of 20 = 100%

7. Consumption - The Chips

| | | | | Value | Score | |
|-----|--|---|---|-----------------------------|-------|-----|
| 7.1 | Were the chips a nice even golden colour? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 7.2 | Were the chips free from excessive oil or grease? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 7.3 | Were the chips crispy on the outside and fluffy on the inside? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 7.4 | Were the chips free from carbon particles or "eyes"? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |
| 7.5 | Were the chips of an even size? | F | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | 4 | 4/4 |

SCORED 20 out of 20 = 100%

8. Staff

| | | | | Value | Score |
|-----|--|---|---|-------|-------|
| 8.1 | Were the staff members focused on serving customers and work related tasks rather than talking amongst themselves? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 2 | 2/2 |
| 8.2 | Was your server: | P | | | 5/5 |
| | Wearing a clean and presentable uniform/apron? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 2 | |
| | Wearing a name badge? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 | |
| | Wearing a hat or hair net? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 | |
| | Free from jewellery and nail polish? | | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 | |

SCORED 7 out of 7 = 100%

9. Payment

| | | | | Value | Score |
|-----|---|---|---|-------|-------|
| 9.1 | Was the payment transaction well handled? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 | 1/1 |
| 9.2 | Did the shop offer card payments? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 | 1/1 |
| 9.3 | Did the staff member thank you, say goodbye or acknowledge you when you were leaving? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 2 | 2/2 |

SCORED 4 out of 4 = 100%

10. Lasting Impressions

| | | | | Value | Score |
|------|---|---|---|-------|-------|
| 10.1 | Do you think this fish and chip shop offers good value for money? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 | 1/1 |
| 10.2 | Based on this experience, would you eat from here again or recommend to others? | C | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | 1 | 1/1 |

10.3 Please suggest anything you feel could help improve this business and/or service

The business could have an answerphone facility, because the voice message did not create a good impression

10.4 Comments:

I tried to make my phone call at 17.45 on 02/02/2017. The call went to an answerphone message after four rings. The message was automated and stated that nobody was available to take my call and also stated that there was no facility to leave a message either. This did not create a particularly positive first impression of the company.

I arrived at the shop, which was lit from the outside and free from any litter. There was a food hygiene sticker in the window. I was the only person in the shop and was immediately acknowledged by Paul.

I asked for some fish and chips. Paul asked if I would like anything else, but did not suggest anything specifically. I took a bottle of pop from the well stocked fridge. Paul rang it up and said the total was £5.80. I asked if I could pay by card, which I could. The card was processed with no problems.

There were no fish or chips in the holding area. Paul told me it would be a few minutes to cook and I said that would be fine.

Whilst I was waiting for the food to cook, I looked around the wall displays. There seemed to be numerous awards and nominations for fish and chip shop of the year. There was also a poster explaining that all of the fish sold in the shop was haddock and where it was sourced. There was also an explanation about the oil used.

The menus were very clearly set out and there were various meal deals that could be had such as an extra 50 pence to have a small portion of chips with a "bottle". There was also the option to have a "special" which was a larger piece of haddock.

Paul offered me salt and vinegar and to wrap the chips up, but I chose to have them in a box. Paul said "See ya later" as I left the shop.

I sampled the food immediately and it was of an excellent standard. The fish was white and flaky and fell apart in my mouth. It had just the right amount of batter and was not at all greasy. The chips were golden brown, crisp on the outside and soft on the inside. It was the best fish and chips that I have tasted in a long time.

I would definitely recommend to friends and family.

SCORED 2 out of 2 = 100%