



CERTIFICATE OF RECOGNITION

Awarded to

PEEL PARK FISHERIES

.....

Has successfully been recognised as one of
Fry Magazine's 50 Best Fish & Chip Shops 2015

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

Reece Head
Publisher of Fry Magazine

Mystery visit report for:

Peel Park Fisheries (Ref: 21125)

Survey: 50 Best Fish and Chip Shops 2015

Visit date: 07 February 2015



Overall visit score: 98%

Change since last visit: N/A

Venue average YTD: 98%

Visit details:

Location	Bradford	Visited on:	07 February 2015 at 13:15
Visit duration:	15 minutes	Trade Level	5%
Served by:	No name badges		

Breakdown by section:

Section	07 Feb
1. Telephone Enquiry	100%
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	86%
9. Payment	100%
10. Lasting impressions	100%

Survey responses

1 - Telephone Enquiry				100%
No.	Question	Response	Weight	Score
1	Was the phone answered within 5 rings by a person or an answer phone?	Yes	2	2
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				4/4

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 and the surfaces and floors were clear and tidy</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>It's a really noticeable place with a big vivid sign. It's also accessible and has high standards of cleanliness.</i>			
Section total				7/7

3 - Service				93%
No.	Question	Response	Weight	Score
1	Were the staff who served you polite and professional?	Yes	2	2

Yes I was greeted and asked if I was having fish whilst just finishing with another customer. This was great so I felt welcome.

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?	No	1	0
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?	Yes	1	1
<i>There was a 'special fish' on the menu but it was not clear what this was.</i>				
7	Did your server offer or recommend any additional items to accompany your order?	Yes	1	1
<i>I was given the price for my order without the server asking if I wanted any sides or additional items. When I later asked for sauce I was offered 2 different types of curry sauce and asked if I wanted anything else.</i>				
8	Were your fish and chips cooked fresh to order?	Yes	1	1
<i>This was great I could see the cooking process as the fish is cooked to order but I liked that the counter is set in front of the fryers so you can see all the food being made</i>				
9	Was it apparent that the staff were proud and knowledgeable about the products on offer?	Yes	1	1
<i>I could tell that the staff enjoyed what they were doing and had pride in this. This was demonstrated when I ordered a second portion of fish and chips, my first portion was put on the hot counter to keep it warm whilst the second portion was cooked. Also a customer dropped their empty cone on the floor outside when they'd finished their chips. The server went out and cleared this straight away.</i>				
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>There was a poster about the fish but I did not see anything about the oil</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>Haddock and chips with mushy peas and curry sauce. A can of pop.</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 in trays and wrapped in paper which kept the food warm. It was more than 10 minutes before I arrived home and the food was still hot.</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 was really tasty. The batter was perfectly done.</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	Yes	4	4

drain off the oil sufficiently before it was packaged)?

6 COMMENTS

There was a good size portion of fish.

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

The chips were really nice. They were crispy, golden on the outside and well done in the middle. Some of the best I have tried.

Section total

20/20

8 - Staff

86%

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?	No	1	0
	<i>There was 2 staff and neither had a name badge.</i>			
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

The staff were focused solely on the customers and going about their work in the shop.

Section total

6/7

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
	<i>There was a 50p charge for payments on card under £10</i>			
3	Did any member of staff thank you, say goodbye or acknowledge you when you were leaving?	Yes	2	2
4	COMMENTS			

The staff were really friendly and attentive and this was a pleasant experience with great food.

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.			

They could promote the loyalty card more. Make it clearer if there is a special dish on a particular day by displaying a poster on the counter so it's easily noticed. Reduce the limit for making a charge for card payment to £5.50

Section total

2/2