



# National Fish & Chip Awards 2016

## Best Multiple Fish and Chip Operator Award

### Entry Form

Business Name:	
Business Address:	
Postal Town:	County:
Postcode:	
Tel:	Mob:
Email:	
Website:	
Facebook:	
Twitter:	
FSA/Scores On The Doors rating:	
Name of entrant:	
Job title:	
Nos. of years in the fish and chip trade:	
Name of business owner:	
Number of fish and chip businesses owned:	
Company trading name:	
Company registration number:	

#### Business Opening Hours

Day	Morning	Evening	Day	Morning	Evening
Monday			Friday		
Tuesday			Saturday		
Wednesday			Sunday		
Thursday					

NB: Any shop judging visits will take place between 10 August and 30 September 2015.  
Please state here any holiday or closed periods that we should be aware of:

**I have read and understood the 2016 competition rules.**

Signature of entrant:  
(for postal applications only)

Date:

- If you are completing this form electronically, please tick this box to confirm that you have read and understood the 2016 competition rules

## **CLOSING DATE FOR ENTRY IS 17 JULY 2015**

### **Who Can Enter**

The Best Multiple Fish and Chip Operator Award category is open to all bona fide fish and chip businesses with three or more outlets in their group (including those with a restaurant attached), in the United Kingdom (but excluding businesses in the Channel Islands and the Isle of Man).

Businesses with three shops or more in their ownership are able to enter all of the shops in their group into this Best Multiple Fish and Chip Operator Award **OR** only one shop from their group into the Independent Takeaway Fish and Chip Shop of the Year Award category – but **CANNOT** enter both categories.

Businesses should have been in operation for at least 18 months, as of 1 April 2015. Businesses, trading for 18 months or more who have acquired an additional shop to their group, therefore not trading in the new outlet for the required time, can still enter the group in the Best Multiple Fish and Chip Operator Award category but cannot enter that particular shop in the Independent Takeaway Fish and Chip Shop of the Year Award category.

Businesses will be judged at a head office level on a wide variety of criteria relating to their business, including; marketing, PR, training, general business practices and commercial awareness. In order to authenticate entries, a minimum of three outlets in every business group will be randomly chosen to be mystery judged.

### **How To Enter**

All entrants will complete an entry form to be submitted to Seafish along with photograph/s of the business entered and some supporting written documentation. Entries open on 1 May 2015 and close for this category on 17 July 2015

### **Judging**

An industry judging panel, comprising senior representatives from across the fish and chip sector, will appraise and score all submitted entries, in order to determine a shortlist of the top 3 businesses in the UK. This category is judged nationally and not by region.

Outlets of the 3 shortlisted businesses will be mystery shopped, on an un-announced date by a Seafish appointed auditor. If on inspection, a

business/shop does not match the information written on their application form, the business/shop will automatically be disqualified. Judging undertaken during visits to the three shortlisted businesses/shops will determine the overall winner. A member and one guest from each of these three shortlisted businesses/shops will be invited to attend the national awards ceremony in London in January 2016, where the overall winner of the 2016 Best Multiple Fish and Chip Operator Award will be announced and presented with this prestigious award.

### **Completing Your Entry**

Initial shortlisting is determined upon the information that you provide in your entry form and in any additional supporting material. Keep entries concise but informative and use bullet points where possible. All entries and supporting materials must be clearly labelled with the business name. Digital copies and/or photocopies are acceptable as any original documents that are submitted will not be returned.

Ensure that your answers are clear and legible, as illegible entries will be disqualified.

The judges will be looking for clear evidence of:

- responsible sourcing and traceability policies, including relationships with suppliers
- menu development and innovation
- commitment to customer service
- commitment to employee training
- marketing and promotional flair
- financial success of the company, the food operation in particular.

Please complete the entry form and submit it to Seafish along with the required supporting photographic and written documentation. Where possible, photographs should ideally be submitted in digital format.

### **Supporting Materials**

- Please supply a range of photographs showing your business
- A copy of your menu(s) or photograph of menu board(s)
- Outlets list with addresses
- Customer feedback samples
- Media coverage material/evidence
- Marketing and promotional materials
- Photographs of your fish and chips product
- Please do not supply large bulky packaging or POS, photographs will be accepted.
- Any other relevant information that you may wish judges to consider

## Entry Checklist

Have you:

- Read the rules?
- Completed your entry form with as much information as you can?
- Included your photos?
- Included a copy of your menu?
- Included any supporting materials that you want us to see?
- Checked your entry form again to ensure all questions are answered?
- Remembered the closing date is 17 July 2015?

Please remember to keep a copy of your entry form if possible. If you are entering multiple categories please send a set of supporting materials with each entry as required as category judging panels may sit at the same time in different venues.

All entries will receive feedback between February and May 2016.

All information provided in this entry form will be treated as confidential and will not be published at any point. The answers provided are an essential part of judging and without completing these questions your entry will not be considered.

## FOR INFORMATION

Please provide accurate figures for the last financial year (taken to be April 2014 to March 2015, unless you state otherwise). Please also provide a percentage figure where appropriate.

Company annual turnover 2014/2015	£
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12 months food sales to April 2015	£
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12 months food sales to April 2014	£
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Annual Increase/decrease turnover (year-on-year % comparison)	%
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What percentage turnover is accounted for by fish sales?	
2013	%
2014	%
2015 (to date and forecasted)	%

How many outlets do you operate? (Owned and/or leased)

2013 \_\_\_\_\_ outlets

2014 \_\_\_\_\_ outlets

2015 (to date and forecasted) \_\_\_\_\_ outlets

What is the main species of fish sold in outlets and form purchased (for information purposes only)

- Cod
- Haddock
- FAS Frozen at Sea
- Fresh/Wet

## QUESTIONNAIRE

In no more than 100 words per question please answer the following questions.

1. Describe your company's overall fish and chips offering and why it differs from your competitors.

2. Describe how you source your fish, what policies you have in place to guarantee they are from sustainable sources, and what evidence do you have to back this up? (please provide a copy of any documentation)

3. Describe how you build and maintain good relationships with suppliers to ensure a high standard of product quality across your outlets.

4. Explain what innovations you have used to make your outlet's fish and chip offering a success.

5. What have been your most successful marketing initiatives to drive fish and chip sales in the past year?

6. How you measure customer satisfaction levels?

7. Explain how you ensure consistent high levels of service across your estate.

8. What have been the best ideas you have introduced to drive your fish and chips offer in the past year?

9. How do you control consistency across multiple outlets?

10. What has enabled you to achieve recognition as a multiple operator?

11. Please provide details of any investment that has been made to your business in the last twelve months.



12. What is your company's unique selling point?

13. Why do you believe that you are the Best Multiple Operator for 2016?

Completed entry form, photographs and any supporting documents (including a copy/details of your menu) can be submitted to:

**National Fish & Chip Awards 2016**  
**Best Multiple Fish and Chip Operator Award**  
**Seafish**  
**18 Logie Mill**  
**Logie Green Road**  
**Edinburgh**  
**EH7 4HS**

[awardentry@seafish.co.uk](mailto:awardentry@seafish.co.uk)

[www.fishandchipawards.com](http://www.fishandchipawards.com)