



# National Fish & Chip Awards 2016

## Independent Fish and Chip Restaurant of the Year 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 Independent Fish and Chip Restaurant of the Year Award category is open to all bona fide independent fish and chip restaurants (including those with a takeaway 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 the Best Multiple Fish and Chip Operator Award **OR** only one shop from their group into the Independent Fish and Chip Restaurant of the Year Award category but **CANNOT** enter both award categories.

For those restaurants that also have takeaway facilities, they can choose to enter either the the Independent Fish and Chip Restaurant of the Year Award **OR** or the Independent Takeaway Fish and Chip Shop of the Year Award but **CANNOT** enter both award categories.

Businesses should have been in operation for at least 18 months, as of 1 April 2015.

### **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 and foodservice sector, will appraise and score all submitted entries, in order to determine a shortlist of the top 10 restaurants in the UK. This category is judged nationally and not by region.

These 5 shortlisted businesses will be mystery shopped, on an unannounced date by a Seafish appointed auditor. If on inspection, a business/shop does not match the information written on their application form, the business will automatically be disqualified. Judging undertaken during visits to the 5 shortlisted businesses will determine the overall winner.

A member and one guest from each of these 5 shortlisted businesses will be invited to attend the national awards ceremony in London in January 2016, where the overall winner of the 2016 The Independent Fish and Chip Restaurant of the Year 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

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 (business frontage/signage/customer area/promotional materials/staff dress code, etc.)
- A copy of your menu(s) or photograph of menu board(s)
- 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**

**\*Questions are for information purposes only and do not carry a score rating.**

\*What type of fish and chip restaurant do you run?

- Owned
- Leased
- Managed
- Franchised

\*Please indicate the number of staff you employ

Full Time:

Part Time:

\*What is the percentage of fish and chip sales to other food products?

\*What is the average spend on food per head?

£

\*How many diners does your restaurant hold?

# QUESTIONNAIRE

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

1. Please describe your customer base and how you attract new business.
2. Please give details of any investment that has been made in your restaurant in the past twelve months.
3. What have been the best ideas you have introduced to drive your fish and chip sales in the last 12 months?

4. Please give details of your sales figures for the following period (Please note that figures are strictly confidential and will not be released to any third party).

- 12 months food sales from April 2014
- 12 months food sales from April 2015

5. How do you measure customer satisfaction levels?

6. What have been the most successful marketing initiatives to drive food sales in the last 12 months?

7. What have been your most successful food events and promotions in the last year?

8. How do you plan to drive fish and chip sales further?

9. How do you ensure that your fish is from responsible sources?

10. How do you promote sustainability to your customers?

11. How do you ensure that you are not serving fish to avoid/endangered species?

12. How often do you introduce new or alternative species to your menu?

13. What staff training and development do you undertake with regards to the products you sell?

14. What staff training do you undertake with regards to customer service?



15. What is your restaurant's Unique Selling Point that makes it different to your competitors?

16. What meals do you provide for customers with allergen or dietary needs?

17. What do you do to encourage children to eat fish or seafood?

**National Fish & Chip Awards 2016  
Independent Fish and Chip Restaurant of the Year Award  
Seafish  
18 Logie Mill  
Logie Green Road  
Edinburgh  
EH7 4HS**

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

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