



QUARTER 3 2011 RESULTS

(1314) Wheatsheaf - Cambridge

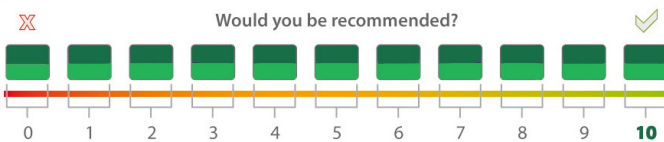
Job ID: 2380822
Job Date: 24/01/11
Job Time: 13:05 -> 14:30
Spent: £13.20
Receipt: 056279

This Visit - The Detail	Points	Out of	Category %
Impressing Our Customers	21	21	100.0
Bar Service With a Smile	30	35	85.7
Fantastic Pub Food	51	51	100.0
Outstanding Impressions	22	24	91.7
Clean and Fresh Facilities	16	16	100.0
OVERALL	140	147	95.2

95.2%

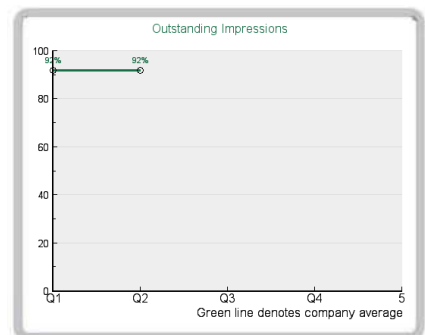
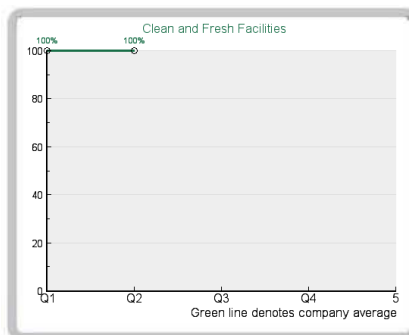
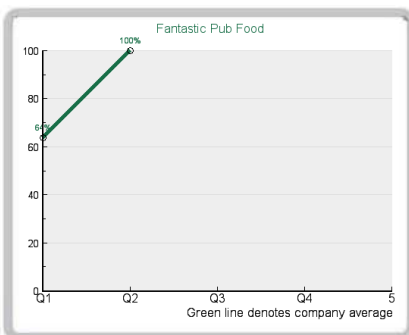
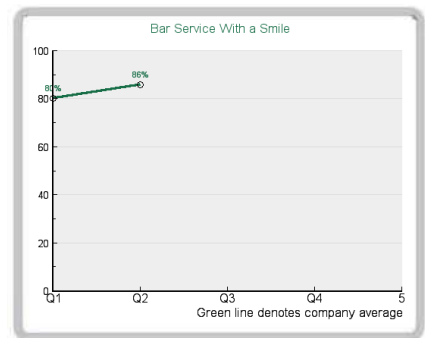
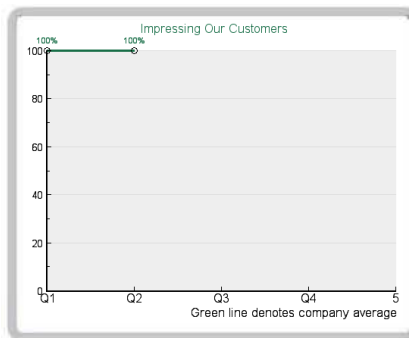
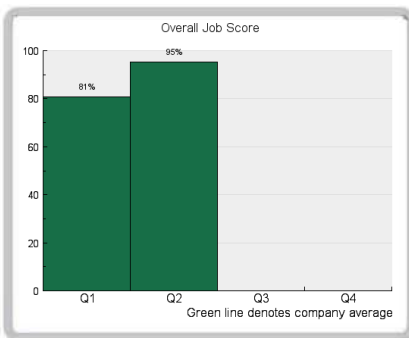


No change from last round



Would you recommend this location to your friends, family and colleagues?

The quality and service given by the staff was excellent.



If you have any queries relating to this report, please contact your Area Manager.



top	Response
Drinks Upsell	
Food Upsell	
Desserts/Coffee	

top	Licensees Action Plan		Score: 95.2%
Comments			Actioned
Impressing Our Customers			
Bar Service With a Smile			
Fantastic Pub Food			
Clean and Fresh Facilities			
Outstanding Impressions			
ACTIONS	Comments	Licensee	BDM
Licensee Plan Review Dated:			

top	Impressing Our Customers (21 out of 21) 100.0%
1	If you had not visited this pub, where would you have visited instead and why? <i>I would have visited The Missing Sock, as this is in the same area which I am visiting on other business.</i>
2	When you called the location, what time were you advised that food was being served until? <i>14:00</i>
3	If you were not visiting this location as a mystery guest, would the exterior advertising and the appearance of the pub have attracted you in? Yes (n/s) <i>When passing, it looks a very thriving and clean pub.</i>
4	What was your impression of the pub BEFORE you entered? Very welcoming, exceeded my expectations (n/s) <i>Having parked the car and walking towards it, it looked very clean and nice and friendly.</i>
5	Please tick all that apply in relation to the exterior. Exterior signage, chalkboards and advertising posters were clear and well maintained (4) Free of exterior litter (e.g., used cigarettes, broken glass, bottles, etc.) (2) Entrances and exits were clear and unobstructed (2) General exterior condition and/or furniture (if applicable) clean and tidy (2) External planting and hanging baskets in good condition (2) All windows free from stickers (1) None of the above (0)
6	What was your initial impression of the pub upon entering? The pub was reassuringly clean and tidy (4) <i>The whole of the inside looked very well kept. For instance the Carvery was not open on a Monday but it was all clean neat and tidy.</i>
7	Were the tables clean and tidy? Yes (2)
8	When you arrived at the location, what time was food being served until? <i>14:00</i>
9	How would you rate the trade level at the time of your visit? Busy (n/s)
10	Was the quality of the furniture and pub layout appropriate for this pub? Yes (2)

top	Bar Service With a Smile (30 out of 35) 85.7%
11	Once you arrived at the bar were you greeted in a friendly manner with a smile? Yes (5) <i>The Team Member welcomed me as soon as I went to the bar and ask how she could help.</i>
12	Was the bar gleaming and immaculate? Yes (2)
13	When ordering your drinks did the bar staff member demonstrate knowledge of their available range? Yes (5) <i>I ask what ale they had and was told IPA and Old Speckled Hen.</i>
14	When ordering your drinks, did the bar staff member make a recommendation? No (0) <i>She did not recommend anything, although I did ask 'Is IPA alright?' and she said 'Yes.'</i>
15	Was your Coke/Diet Coke: Served in the correct branded glass (n/s) Served at the correct temperature (n/s) Served in a clean glass (n/s) Ice or fruit was offered (n/s) None of the above (n/s)
16	Was your Cask ale: Served in the correct branded glass (2) Served at the correct temperature (2) Served in a clean glass (2) Tasted good, (lively on the tongue, not vinegary) (2) None of the above (0) <i>The IPA that I had was at the correct temperature and tasted very nice.</i>
17	In your opinion, did you receive friendly and hospitable service at the bar?

	Yes - Staff members were genuinely friendly and helpful which added to my experience (8) <i>After finding out my requirements, the Team Member took me to a table as she had previously asked would I like to have a meal. She was very friendly and courteous. She explained the menus in detail telling me the offers.</i>
18	Did you also observe other customers receiving friendly and hospitable service at the bar?
	Yes (2) <i>Both Team Members were extremely friendly and helpful to all customers.</i>

top	Fantastic Pub Food (51 out of 51) 100.0%
19	Was the location serving food at the time of your visit?
	Yes - The location was serving food (0)
20	When you ordered your food, did the staff member clearly recommend any specific starters, side orders or additional items?
	N/A - I did not expect any additional recommendations with my order (n/s)
21	When you asked your question about an item from the menu or specials board, did the staff member seem to be knowledgeable with their response?
	Yes (2) <i>She was very knowledgeable about all items.</i>
22	Were your chosen FOOD menu items available?
	Yes - All food items were available (3)
23	Did your meal look appetising when served?
	Yes - The meal looked very appetising, very appealing and was very well presented (8)
24	When your meal was served, did the content match the description provided in the menu?
	Yes - The meal was served exactly as described in the menu (2)
25	Were sauces and cutlery brought to your table?
	Yes (2)
26	At the point where your food was being served, were you offered any further drinks?
	Yes (2) <i>She asked me would I like another drink.</i>
27	Was your meal cooked to your satisfaction?
	Yes (5)
28	Was your food served within an appropriate timescale for you?
	Yes (3) <i>When she took the order, she said it would not be long. They were very efficient, it came very quick.</i>
29	Please state how long it took for your meal to be served.
	Within 15 minutes (n/s)
30	Whilst eating were you asked if you had everything you needed?
	Yes - in a genuine and friendly manner (8) <i>She asked me was everything alright and did I require anything else.</i>
31	After your main meal, did the staff member clearly offer or recommend any specific desserts?
	Yes - the staff member clearly offered or recommended specific desserts (4) <i>She explained what was available and recommended the Apple Strudel.</i>
32	After your main meal did the staff member clearly offer any coffee or tea?
	Yes (4) <i>She asked would I like anything else to drink or tea or coffee.</i>
33	Please state how long it took for your plates to be cleared.
	Within 5 minutes and we ate inside (n/s)
34	Giving consideration to the level of trade in the pub, were your plates cleared in an acceptable timescale?
	Yes - Plates were cleared soon after finishing (2)
35	Do you feel the presentation of the menu was good and appropriate for the pub?
	Yes (2) <i>The menus were presented very well with the daily menu, normal menu and chalk boards above the bar.</i>
36	Do you think the product range was good and appropriate for the time of day?
	Yes (2) <i>There was a very good choice with good English meals.</i>
37	Was the system for ordering food clear to you?
	Yes (2) <i>It was waitress service which was very good.</i>

top	Clean and Fresh Facilities (16 out of 16) 100.0%
38	Following your visit to the toilets, please select all of the following that apply.
	<p>All lighting was working (2)</p> <p>Locks on toilet doors were present and working (2)</p> <p>Toilets/urinals were unblocked, clean and working with flushing water (2)</p> <p>Toilet paper was available and fully stocked (2)</p> <p>Hand basins were unblocked and clean with running water and soap (2)</p> <p>Hand towels were available and fully stocked OR hand dryers were in good working order (2)</p> <p>Toilet was pleasant smelling (2)</p> <p>Toilet was generally clean (2)</p> <p>None of the above (0)</p> <p><i>As you walked into the toilet it immediately smelled clean and was clean and everything in order.</i></p>

top	Outstanding Impressions (22 out of 24) 91.7%
39	Did staff members appear to be suitably dressed and were they neat and tidy?
	Yes (5)
40	Was there evidence of future events or activities being promoted inside the pub?
	<p>Yes (2)</p> <p><i>There was just one leaflet on my table advertising a Folk Night on Friday.</i></p>
41	Could you see evidence that the pub was collecting customer feedback?
	No (0)
42	Did the pub have an atmosphere you felt comfortable with?
	<p>Yes (5)</p> <p><i>The pub had a very friendly atmosphere. The two Team Members were friendly to all customers, they had obviously met some who had been in before. The place was nice and clean and airy. Very Good.</i></p>
43	Based on your visit experience, did the bar, food service areas and pub overall appear to be well run?
	<p>Yes (5)</p> <p><i>The two Team Members, were very experienced and knew what they were doing, working as a good team, helping each other.</i></p>
44	Did there appear to be a manager on duty during your visit?
	No (n/s)
45	If you had a need to complain about anything during your visit, was this handled effectively?
	N/A - I did not have any need to complain (n/s)
46	When leaving the pub, were you bid farewell by any staff member?
	<p>Yes (5)</p> <p><i>The Team Member was very courteous in saying goodbye and looked forward to seeing me again.</i></p>
47	Based on your experience today, would you return to this pub again?
	<p>Yes (n/s)</p> <p><i>It was a very good experience, the staff were friendly, good food, clean, good value for money. Excellent.</i></p>
48	What one part of your visit experience could be improved?
	<i>There is nothing that could be improved, It was an excellent experience.</i>
49	Did you feel any member(s) of staff offered exemplary service?
	<p>Yes (n/s)</p> <p><i>I think the main Team Member, who served me was Ellie but both Team Members served me as they helped each other. They were both excellent.</i></p>
50	Please name or describe the staff member that served you.
	<i>Ellie was the Team Member, who served me first, but both Team Members did.</i>
51	Please detail what you had to eat during your visit.
	<i>I had the Liver and Bacon on a bed of mashed potatoes followed by Apple Strudel and Ice Cream.</i>
52	Please provide an overall description of your visit to this location.
	<i>On arrival I walked towards the bar and the Team Member ask could she help me. She offered me three choices of table. She explained the menus and drinks available, was very polite and helpful. When bringing the food was very polite, she checked back that everything was alright, then collected the dirty plates in good time asking if I required a dessert and described them,. She asked would I like another drink. Cleared away the dirty dessert plate again asking would I like another drink or tea or coffee. On every occasion they came to me both Team Members engaged in friendly conversation of the correct length. When paying the bill again, she was very friendly and bid me farewell thanking me for my custom and hoped to see me again. Everything was very genuine.</i>

top	Divisional Specific (non scoring)
53	How would you rate the service you received?
	10 (n/s)
54	How would you rate the quality of food?
	10 (n/s)
55	How would you rate the quality of drink?
	10 (n/s)
56	How would you rate value for money?
	10 (n/s)
57	Based on your experience today, on a scale of 0-10, where 10 is most likely and 0 is least likely, would you recommend this location to your friends, family and colleagues?
	10 (n/s) <i>The quality and service given by the staff was excellent.</i>