



PUB PARTNERS QUARTER 2 RESULTS

(2946) Bridgewater Arms - Darlington

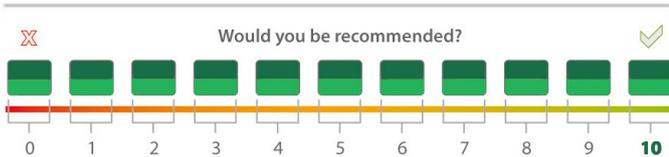
Job ID: 2272360
Job Date: 09/11/10
Job Time: 18:15 -> 20:35
Spent: £74.65
Receipt: 000000#4048

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

100.0%

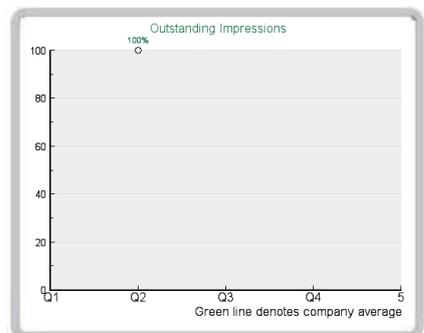
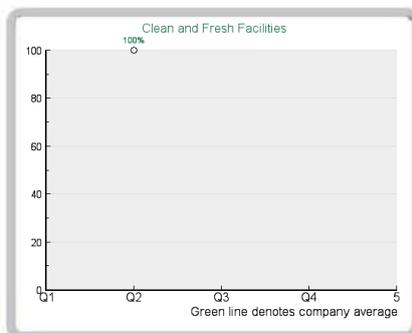
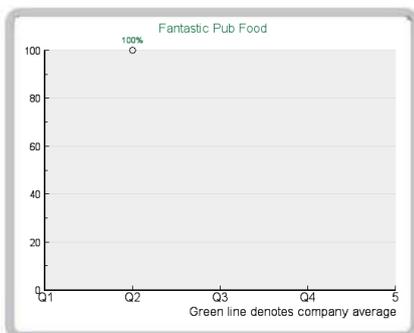
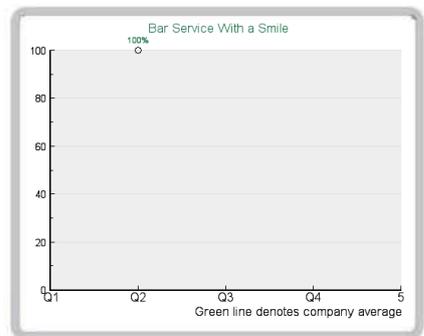
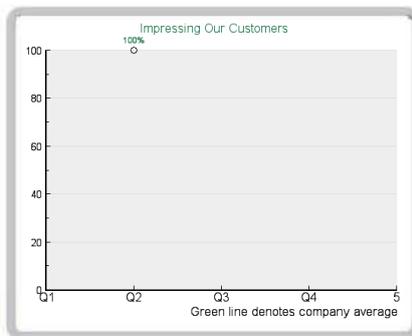
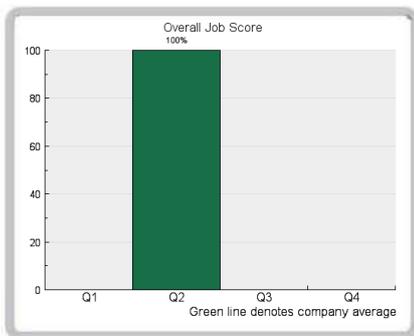


No change from last round



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

A wonderful dining experience for those who enjoy good food and service.



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: 100.0%
	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>If we were to pay for a good quality meal we would visit the West Park Cafe in Darlington - good local produce, great food and right on the doorstep. A little more expensive than your average pub food but worth paying.</i>
2	When you called the location, what time were you advised that food was being served until? 21:00
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>Yes - it looks like a nice country pub from the road as you approach. As you come into the car park the pub takes on a different look and is quite distinctive - it looks like it has a lot of history and would be an interesting place to visit.</i>
4	What was your impression of the pub BEFORE you entered? Very welcoming, exceeded my expectations (n/s) <i>The exterior of the pub was warm and welcoming - as you stepped out of the car the smell of a log fire and food wafted out.</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 pub itself was clean and well maintained - the building was an old but this did not detract from first impressions. The pub was clean with a roaring fire and a homely feel.</i>
7	Were the tables clean and tidy? Yes (2)
8	When you arrived at the location, what time was food being served until? 21:00
9	How would you rate the trade level at the time of your visit? Moderate (n/s) <i>We arrived at around quarter past six. There was another couple in the bar who were having a drink and we were the first to order food. During the evening more people entered, making it a lovely atmosphere without being overbearing.</i>
10	How would you rate the quality of the furniture and pub layout, was it appropriate for the pub offer? Yes (2) <i>The different elements of the pub from the outside to the decor all complemented each other beautifully.</i>

top	Bar Service With a Smile (35 out of 35) 100.0%
11	Once you arrived at the bar were you greeted in a friendly manner with a smile? Yes (5) <i>We were greeted with eye contact and a smile.</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 requested a Cask ale and the man behind the bar spoke about the two on offer. He recommended one in particular and let me have a taste to see if I liked it before pouring me a pint. I don't usually drink Cask ale but it was a lovely pint and well recommended.</i>
14	When ordering your drinks, did the bar staff member make a recommendation? Yes (5) <i>Having helped me with the Cask ale selection my partner then ordered a glass of wine. The bar staff member handed her the menu and spoke about the choices on offer and those available by the glass or bottle.</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) <i>Having drunk my Cask ale I was asked if I would like another drink. I ordered a Diet Coke which was served the correct way.</i>
16	Was your Cask ale:

	<p>Served in the correct branded glass (2)</p> <p>Served at the correct temperature (2)</p> <p>Served in a clean glass (2)</p> <p>Tasted good, (lively on the tongue, not vinegary) (2)</p> <p>None of the above (0)</p> <p><i>A surprisingly pleasant drink - not one I would normally order but really nice.</i></p>
17	In your opinion, did you receive friendly and hospitable service at the bar?
	<p>Yes - Staff members were genuinely friendly and helpful which added to my experience (8)</p> <p><i>I think we were served by the Manager/Owner who was very attentive, very friendly and obviously passionate about the pub and what it had to offer. We were both offered a taster of our drink before buying it to ensure we were happy with it.</i></p>
18	Did you also observe other customers receiving friendly and hospitable service at the bar?
	<p>Yes (2)</p> <p><i>Overall there was a very friendly atmosphere in the pub and the bar staff member took time to chat to every customer and make them feel really welcome.</i></p>

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?
	<p>N/A - I did not expect any additional recommendations with my order (n/s)</p> <p><i>The member of staff chatted through a few of the items from the menu and we were then given time to make our choices, which was lovely as we did not feel rushed or being watched over. The man was very attentive in knowing exactly when to approach us again and took the order. We were offered water with our meal and bread and butter came with our starter.</i></p>
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)
22	Were your chosen FOOD menu items available?
	Yes - All food items were available (3)
23	Did your meal look appetising when served?
	<p>Yes - The meal looked very appetising, very appealing and was very well presented (8)</p> <p><i>The food was beautiful to look at and tasted out of this world.</i></p>
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?
	<p>Yes (2)</p> <p><i>The table was already set up for us - we sat right next to the fire and received an exceptional level of service.</i></p>
26	At the point where your food was being served, were you offered any further drinks?
	<p>Yes (2)</p> <p><i>My partner had ordered a red wine initially but then ordered fish so was asked if she would like to try a different wine that would complement both the fish and the sauce it came in. A further recommendation was made and a glass of white wine delivered to the table. We did not have to catch the staff member's attention at any time, as he just seemed to know when to approach and when to offer additional drinks.</i></p>
27	Was your meal cooked to your satisfaction?
	<p>Yes (5)</p> <p><i>Suberb! We both had scallops which can be tricky to cook but they were cooked to perfection! A magnificent meal on all levels! Worthy of a Michelin star!</i></p>
28	Was your food served within an appropriate timescale for you?
	Yes (3)
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?
	<p>Yes - in a genuine and friendly manner (8)</p> <p><i>The staff member was very attentive knowing when to approach without making us feel like we were being watched all the time. Wonderful service.</i></p>
31	After your main meal, did the staff member clearly offer or recommend any specific desserts?
	<p>Yes - the staff member clearly offered or recommended specific desserts (4)</p> <p><i>The staff member asked if we wanted dessert and we were left to consider our choice. No specific recommendation was made.</i></p>
32	After your main meal did the staff member clearly offer any coffee or tea?
	<p>Yes (4)</p> <p><i>We were asked if we would like any tea, coffee or other drinks.</i></p>

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 menu was presented on a chalk board which was different and very visual. I felt this allowed for flexibility for the venue to change menu to suit seasonal produce and it was a change from looking at a paper version type. It was also very appropriate for the pub adding to the whole comfortable country feel that it had.</i>
36	Do you think the product range was good and appropriate for the time of day?
	Yes (2) <i>Fresh produce and local to the area. A good range with something for everyone.</i>
37	Was the system for ordering food clear for you?
	Yes (2) <i>There was one blackboard showing the regular starters and main meals and another one showing specials.</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.
	All lighting was working (2) Locks on toilet doors were present and working (2) Toilets/urinals were unblocked, clean and working with flushing water (2) Toilet paper was available and fully stocked (2) Hand basins were unblocked and clean with running water and soap (2) Hand towels were available and fully stocked OR hand dryers were in good working order (2) Toilet was pleasant smelling (2) Toilet was generally clean (2) None of the above (0) <i>Overall a clean and tidy toilet.</i>

top	Outstanding Impressions (24 out of 24) 100.0%
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?
	Yes (2) <i>In the entrance there was a selection of local newsletters, pub guides and items of interest to the local area. Whilst we were waiting for our meal a staff member came over to chat to us about the new look website and showed us an article in the local press about a spitfire flying under Winston Bridge, which is also detailed on the website. The man was obviously very passionate about the local area and the pub and what it had to offer.</i>
41	Could you see evidence that the pub was collecting customer feedback?
	Yes (2) <i>The website was mentioned and how it had been updated. It was not suggested that we leave feedback via the website. We were asked if everything was ok and that we had enjoyed our meal. We were not directly asked to leave any feedback. The open communication though made it very easy to give feedback and we were asked at every opportunity if everything was ok allowing us the opportunity to give feedback directly.</i>
42	Did the pub have an atmosphere you felt comfortable with?
	Yes (5) <i>The pub was warm and welcoming with a real coal fire, good lighting which complemented the surroundings and fabulous customer service. We will certainly be returning and recommending the pub to our friends and family.</i>
43	Based on your visit experience, did the bar, food service areas and pub overall appear to be well run?
	Yes (5) <i>Perfection on all levels.</i>
44	Did there appear to be a manager on duty during your visit?
	Yes (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?
	Yes (5)
47	Based on your experience today, would you return to this pub again?

	Yes (n/s) <i>Absolutely - it has been a while since we have enjoyed an evening as much. Wonderful food and fantastic service.</i>
48	What one part of your visit experience could be improved? <i>We wished they served Sunday lunch - we did ask, but were advised that the pub does not open on a Sunday or a Monday.</i>
49	Did you feel any member(s) of staff offered exemplary service? Yes (n/s) <i>The manager - who was very passionate about his pub and making sure his customers were looked after. Also he was very very passionate about the food he was serving. He was approximately 5ft 8ins tall with short dark hair and not wearing glasses. He was wearing a shirt with a pale blue pin stripe.</i>
50	Please name or describe the staff member that served you. <i>Male - about 5ft 8ins tall with short dark hair and not wearing glasses.</i>
51	Please detail what you had to eat during your visit. <i>For starters I had a "Wild Game breasts in a mushroom fricasse, my partner had King Scallops, black pudding and sweet potato puree and oyster sauce. For main my partner had Halibut Chunk with mussels, queenies and a pernod sauce, I had pan fried fillet of Sea Bass with stir fry green and king scallops. We both shared a Creme Brulee.</i>
52	Please provide an overall description of your visit to this location. <i>When we arrived in the car park we were welcomed with an old and historical looking building and smells of a warm coal fire and wonderful food. Our experience was enhanced by the superb levels of customer service and magnificent food. The evening was one to remember and the meal one of the best we have had in a long time. The staff member serving was attentive and took time to chat to us and make us feel welcome. Nothing was too much trouble. The food was excellent and certainly worth the slightly expensive price.</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? 9 (n/s) <i>Slightly expensive but the quality and taste certainly made it worth the cost.</i>
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 Greene King to your friends, family and colleagues? 10 (n/s) <i>A wonderful dining experience for those who enjoy good food and service.</i>