

Questionnaire Example

This represents the type of feedback and level of detail we need from you. As you progress through the questionnaire please correct any spelling mistakes that your browser highlights in red or alternatively you can use the spell checker at the bottom of each page.

Section: Visit Details

Question: Please give the time and date of your visit

Comment

Monday 15th June at 17.45

Please make sure you include a date and a time. The day of the week is also useful for us - thank you.

Question: Description of exterior? e.g. is it stone, brick etc.? Are there any distinguishing features? (This is so we can check you have been to the pub we think you have been to)

Comment (Comment Required)

White render and thatched roof.

Question: Please tell us which food and drink items were purchased during your visit

Comment (Comment Required)

1 glass of house red, 1 carling, 1 coke, 2 scampi and 1 steak and ale pie

Section: Roadside Appeal

Question: Was the pub generally well presented from the roadside?

Yes - No - N/A

Comment (Comment required if "No")

It is a pretty pub and all the planting makes it stand out.

We are looking for any information that backs up why you have selected Yes, No or NA. You can leave a comment for almost every question. The more detail we have the better your report will be and you will be prioritised for future visits.

Question: Is it obvious from the roadside that food is available?

Yes - No - N/A

Comment

There is an A board at the car park entrance.

Question: Was the pub well lit from the roadside? (Please answer NA if visited during day light hours)

Yes - No - **N/A**

Comment

We visited when it was still light (I have driven past at night though and it is lit).

If you don't know an answer or are unable to answer a particular question please just select NA and pop a comment in the box telling us why you have selected this.

Question: Would you be tempted to visit this pub on roadside appeal alone?

Yes - No - N/A

Comment (Comment required if "No")

Very much so.

Some questions require a comment. Others require a comment if you have answered Yes or No. We will prompt you as you go through the questionnaire if you have missed anything.

Section: Approach to Pub, First Impressions

Question: Were the exterior signage and chalkboards clean and well presented?

Yes - **No** - N/A

Comment

The main signs were but the 'A' board was messy and had spelling mistakes.

Question: Was the car park/outside well presented and area free from litter and weeds?

Yes - **No** - N/A

Comment

From the road the pub looked great but when close up there was a lot of litter around the edge of the car park. There was also some discarded building materials.

Question: Were flowers/ planting present AND in tidy condition for the time of year?

Yes - No - N/A

Comment (Comment required if "No")

The flowers were very well looked after. Full bloom and lots of colour. Obviously well watered etc.

The best comments explain why you have selected a particular answer by offering evidence. They are also succinct - we don't need war and peace!

Question: On approach did you feel the pub was welcoming?

Yes - No - N/A

Comment (Comment required if "No")

Section: External Eating and Drinking Areas

Question: Was the outdoor area either visible OR advertised internally or externally?

Yes - **No** - N/A

Comment (Comment required if "No")

We found a little courtyard out the back which we had no idea was there on our previous visits to this pub.

Question: Was the outside area clean, clear of glasses and ashtrays empty?

Yes - **No** - N/A

Comment (Comment required if "No")

It was a busy day but there were lots of empty glasses on tables outside. They were cleared later but this did take some time.

Question: Were the external areas well lit?

Yes - No - **N/A**

Comment

Question: Was the outdoor eating and drinking area well presented and free from litter and weeds?

Yes - **No** - N/A

Comment

Once again it was busy and sunny but people had left litter such as crisp packets and cigarette packets and these were not cleared quickly.

Question: Did the planting and decorations make the outdoor area appealing for the time of year?

Yes - No - N/A

Comment

Once again the planting was great.

Section: Initial Internal Impression

Question: Was the pub well lit and were all light bulbs working?

Yes - **No** - N/A

Comment

There were some light bulbs out over the fire place.

Question: Was the temperature comfortable? (if not please state why)

Yes - No - N/A

Comment (Comment required if "No")

Question: Were the tables clean and free from dirty glasses?

Yes - No - N/A

Comment

Question: Was there any music playing?

Yes - No - N/A

Comment

It was a bit quiet inside too as everyone was sitting outside therefore there was no atmosphere.

Question: If music was playing was it appropriate in style and volume?

Yes - No - N/A

Comment (Comment required if "No")

Section: Drinks Range and Bar Layout

Question: Was there 2 or more cask ales available?

Yes - No - N/A

Comment (Comment required if "No")

Question: Did all handpulls have clean forward facing pump clips/beer name badges?

Yes - No - N/A

Comment

4 hand pulls. 3 on and 1 reversed clip.

Question: Was there a choice of draught lager available? If so, how many?

Yes - No - N/A

Comment (Comment required if "No")

4 I think.

Question: Was there any supporting chalkboards/tentcards, etc. to advertise the cask beers?

Yes - **No** - N/A

Comment

Question: Was the bar clean and free from dirty glasses?

Yes - No - N/A

Comment

Question: Was the back bar (Display area behind the bar) appealing and free from clutter?

Yes - No - N/A

Comment

All well presented.

Question: Were fridges full and well stocked, lit and bottles front facing so you could easily see the drinks range available?

Yes - No - N/A

Comment

Considering how busy they were the fridges were stocked.

Question: Was the wine range displayed OR a wine list available?

Yes - **No** - N/A

Comment

We had to ask what was available as it was not clear.

Question: Was wine available by the bottle AND the glass?

Yes - No - N/A

Comment

Question: Is it obvious that coffee is available?

Yes - **No** - N/A

Comment

Coffee is available as we were offered it later but it was not obvious in the bar area, only in the restaurant.

Section: Bar Service

Question: Were you acknowledged on approach to the bar?

Yes - No - N/A

Comment

Question: Was the service warm and welcoming?

Yes - No - N/A

Comment (Comment required if "No")

Lovely staff.

Question: If applicable was the staff member able to offer advice/knowledge on drinks?

Yes - No - N/A

Comment (Comment required if "No")

They knew which wine was available by the glass.

Question: Was your drink served in either the correct branded glass OR a plain glass of the right size and shape?

Yes - No - N/A

Comment

Not branded glasses but they were the right shape etc.

Question: Was your drink served to standard i.e. correct temperature, ice and lemon etc?

Yes - No - N/A

Comment

Question: Are the staff well presented?

Yes - No - N/A

Comment (Comment required if "No")

Most are but one waitress had a stained shirt on and it was not tucked in.
Lots of rings on too - it didn't look great.

Section: Food Offer and Service

Question: Was it obvious how to order food?

Yes - No - N/A

Comment

On menu and chalkboard.

Question: Were the menus clean and presented well?

Yes - No - N/A

Comment (Comment required if "No")

Mine was splashed with food and had a crossing out in biro on it.

Question: Were you made aware of any specials?

Yes - No - N/A

Comment

Question: Were any food promotions advertised? E.g. Sunday lunch, mothers day or 2 for 1 etc.

Yes - No - N/A

Comment

So many! Sunday lunch, fish Friday, supper club and dine around the world monthly club (sounded great!).

Question: Was your order taken with a smile and eye contact?

Yes - No - N/A

Comment (Comment required if "No")

Lovely waitress (Sally?).

Question: Did the member of staff try to sell you any extras such as side dishes?

Yes - No - N/A

Comment

Our meals already had veg and chips I don't think they could have sold us anything else.

Question: Did your food arrive in the appropriate amount of time? Please State how long it took.

Yes - **No** - N/A

Comment (Comment Required)

30-35mins - just too long.

Question: Was food well presented and as per the meal description?

Yes - **No** - N/A

Comment (Comment Required)

The food was amazing. Good portions of great quality food.
Nice presentation. Very Happy!

Question: During your meal did someone check to see if you were enjoying it?

Yes - **No** - N/A

Comment

Only at the end when they cleared the table.

Question: Did a member of staff prompt for coffee or dessert?

Yes - **No** - N/A

Comment

Question: After each course or at the end of the meal was your table cleared in an appropriate time?

Yes - **No** - N/A

Comment (Comment required if "No")

Within a couple of minutes.

Question: Did a member of staff try to sell you extra drinks at the table?

Yes - **No** - N/A

Comment

We had to go to the bar for more during our meal so table service would have been nice.

Section: What's On

Question: Was events advertising current and up to date?

Yes - No - N/A

Comment

There was loads advertised - Sunday lunch, fish Friday, supper club and monthly dine around the world. There was also a charity open mic night planned for next month.

The What's On section traditionally causes the most problems. As a mystery visitor please remember to read all the signs so that you can answer this section. There is often confusion as to what we mean by an event or what's on but this can be anything from the traditional quiz to an oysters and champagne evening

Question: Were there any pub events advertised? E.g. Food evenings, Live music, other speciality events

Yes - No - N/A

Comment

Section: Toilets

Question: Did the toilets have an acceptable aroma?

Yes - No - N/A

Comment

Question: Were the toilets clean (inc toilet bowls and floor)?

Yes - No - N/A

Comment (Comment required if "No")

They were immaculate.

Question: Was there hot water AND soap available?

Yes - No - N/A

Comment

Question: Were there adequate hand drying facilities? (Hand dryer OR paper towels)

Yes - No - N/A

Comment

The hand dryer was only blowing cold air.

Question: Did the toilet environment meet OR exceed your expectations for this type of pub?

Yes - No - N/A

Comment (Comment required if "No")

Toilets were excellent. They were clean and had obviously been decorated recently.

Section: Lasting impressions and Staff

Question: If the opportunity arose were you acknowledged on leaving the pub?

Yes - No - N/A

Comment

Both the manager and the waitress said goodbye.

Question: Did the staff appear motivated?

Yes - No - N/A

Comment

Lovely team.

Question: Was the staff team as a whole OR any individual worthy of recognition? Please give names if possible

Yes - No - N/A

Comment

They were all excellent.

Question: Given the style of pub, was this visit good value for money?

Yes - No - N/A

Comment (Comment required if "No")

The food quality and portions were amazing and the standard of service very good.

Section: Summary Section

Question: Would you return to this pub as a customer?

Yes - No - N/A

Comment

This was a very nice pub. The lovely sunny night saw the beer garden well used and the food was excellent.

Question: Would you recommend this pub to others?

Yes - No - N/A

Comment

Great food.

Section: Other Comments

Question: Is there anything else you would like to comment on?

Comment

No further comment.

Use this section to tell us about anything which has not been covered by the questionnaire

Section: Seasonal Focus (NON SCORING SECTION)

Question: Is WiFi available AND advertised?

Yes - No - N/A

Comment

Question: Were summer events being promoted? e.g. May Bank Holidays, Father's Day, BBQ's etc

Yes - No - N/A

Comment

Question: Was there any information on allergens available if requested? i.e. There should be a sign or information on the menu/ food ordering point indicating allergen information can be given if required.

Yes - No - N/A

Comment

Just a bedraggled poster on the wall saying could we tell them if we are allergic to anything please.