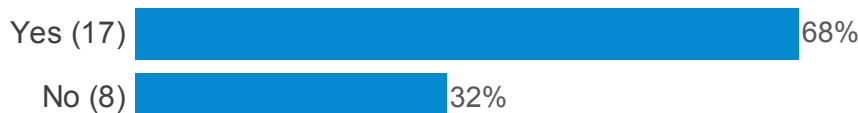


Overall 28 respondents completed this questionnaire.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

Has being a member of Heart of Derbyshire helped you to promote your business?



If Yes, how has it helped?

Overall awareness of the business can never be bad thing

It has made people read the reasons why the certificate was awarded and reaffirmed to them how healthy our food is.

It is an excellent topic of conversation with customers as the certificate is displayed on a wall with several other awards

customers notice the sticker in the window and ask what it is all about

It has allowed us to be found on the heart of derbyshire website

designing menu options taking into account the reasons for heart of derbyshire, and asking the customer of there opinions regarding the options

I would think it has had a little bit of a positive impact as customers may have found us from your website. but i wouldn't be able to quantify how many booking

Although I don't feel it has brought increased custom to our business, customers do read the information and comment positively on it. I feel it is good to have

Community and Visitors in [our business] are aware now that we are consciously considering their health in our day to day food provision

Advertising our membership on our website and instore enables customers to become aware of the scheme and give them confidence that as a Buiness we are mainta

The supporting promotional posters/window stickers etc help us to inform and attract potential customers who are seeking a healthy dining experience

Made us do fresh veg daily this in turn has created more custom

Made more people aware that healthy options are available whilst dining out

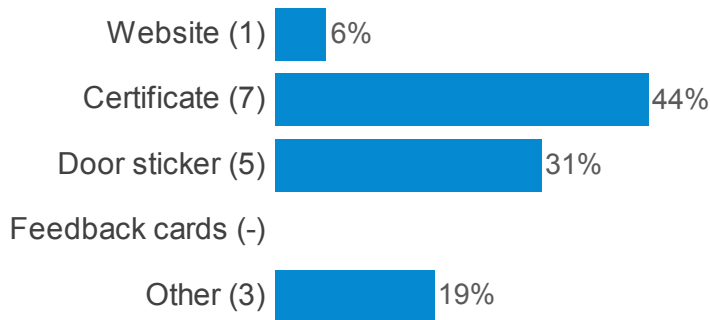
More interest in ingredients and ways of cooking food. Increase a few customer

It has encouraged customers to speak openly of their allergies/intolerances and in so doing we have been able to produce more dishes to support their needs

Customers awareness

certificate on wall and door sticker

If Yes, what has made the biggest difference when helping you promote Heart of Derbyshire?



If other, please tell us what:

In-house designed customer information cards
 people's appreciation that we can answer their questions regarding dietary needs

If No, what could we do better to help you promote your business?

I don't think there is any more, our customers just don't seem very interested in eating healthily when they are coming out for a treat!

Has not resulted in anyone bookings and no guest so far has commented on it

Not sure its really what motivates people to eat somewhere, we all know that fast food is bad for us and assume a venue producing real food will be better for us. Not sure the scheme was overly necessary

Local radio or papers explaining what it is all about

the website is really bad for heart of derbyshire no one really know what it is about?

Link your site to social media, tripadvisor, etc

more advertisement

Have you had any customers comment about your membership of Heart of Derbyshire?



If Yes, roughly how many comments do you get and what have customers said about the scheme?

Two or three customers comment every week. They think the scheme is brilliant and they make a point of congratulating us. The

Some have commented on the certificate, others have found us via the www. About 15 comments

8%, 000 thats good then, does it mean the food is healthier?

Customers have been interested in the scheme

some feel the absence of salt/pepper pots takes away the habit of seasoning before tasting,

On average probably one comment per week. Most feel that it's very positive to have a choice, as with anything we have had a

usually comments are made when they see the food intolerance signs at the point of sale. also when a customer asks for the sa

approx. once a fortnight, generally asking about what being a member entails. A few comments about lack of salt pots on table

Makes people more confident in asking or discussing individual dietary requirements

Most of them ask what is all about

What % of your customers currently ask for healthier food and drink options?

5%

0

None, they simply ask for what they like or ask us to omit what they don't.

10% perhaps. Our menu is chip and fat free so there is not really an unhealthy option

25%

70%

Approx 15%

7

5

around 30% ask for the healthier options, but we are just starting our main season, and are seeing more requests for the specials we offer.

5% but its generally for dietary requirements as to be being healthier i.e. dairy free

Approx 25%

About 20%

10%

10% - these are normally customers who have intolerances mainly gluten and dairy and also request no salad dressing drink options - customers ask for a 'skinny latte' but they are quite happy to have semi ski

Difficult to assess. Not sure

20%

very very few

10%

30% ish

5%

What % of your customers currently ask for healthier food and drink options?

they don't 0%

5-10%. We have found that 'word of mouth' applies also and have seen a significant increase in trade because we offer a menu to cater for those with dietary needs - we also found it needed little adjustment t

50%

20%

Are you satisfied with the Heart of Derbyshire branding materials?

Yes (21)  84%

No (4)  16%

If No, how could the materials be improved?

The window sticker is hopeless it just will not stick

The Certificate is on normal A4 white paper and looks cheap also it came folded in the post so we don't have it on display. The Stickers don't stay on the windows after reattaching every day for a week we gave up with the sticker

The certificate is good, but the door stickers do not stick and we have had a second delivery of these and they do not stick.

Have you looked at your page on the Heart of Derbyshire website?

Yes (16)  67%

No (8)  33%

If Yes, are you happy with your page?

Yes (14)  88%

No (2)  13%

If No, please tell us how you think it could be improved

just a really bad website, really hard to find and really hard to navigate

I have done everything you asked for, but I don't have 5 stars

Can you tell us what it was that interested you in the scheme and encouraged you to join?

It is good to show customers what is available if they would like to eat more healthily and the scheme seemed a good way to promote this

To promote booking

It was simply another opportunity to get our business advertised on another website

We already produce healthy options so it's nice to promote that and learn more of what we can do

Good to have more awards

We received an invitation to join and were enthusiastic to participate. 'Healthy food' is a bit of a hobby horse of ours! We are disgusted with the food that is offered in some establishments.

Thought it was a good way to promote the guidelines we already used to design our menu around i promote healthier lifestyles generally and so this is supportive

Just to be part of something different. fresh healthy foods is something we are interested in

i had started to look at healthier options to a new menu that was been developed due to several members of my own staff been vegetarian, and were unable to have a large choice on menus they had seen in places they visited.

i was interested because it seemed to be an other advertising tool, tap into another market, healthier eating. also certificates to display in the pub create great interest from customers and encourage repeat business, but the material is not good enough to display.

We always strive to offer customers healthy options, we were already complying with many of the pledges on the scheme, so there were minimal changes we needed to make. It was good to have a scheme where these options could be promoted.

Always want to encourage/ promote healthier eating

As a Community Charity we are keen to do our best for the Health and Wellbeing of our Customers..... both Community and Visitors.... and to set an example, where we can, as part of the learning opportunities we deliver

To have some kind of measure that we are providing our customers with the best options and quality of food.

Gave us an opportunity to showcase/promote the healthy options we make available to our customers

Good marketing products and good ideas

I have always had an interest in health living and wholesome food

Have a family member who was suddenly diagnosed with cholesterol problems and had to follow a healthy diet, so incorporating it into our menu seemed the way forward. Little changes can mean a lot

Promote health food, better life style

Because we have a lot of people that walk to the area

The mail shot looked interesting. We were already creating dishes to help customers enjoy their dining experience without making them feel they were 'a nuisance'. The scheme is encouraging customers to be more specific which leads to a better dining experience for them and in turn success and happiness for us!

Healthier food is always a good thing

Please give us any feedback on how you think the scheme could be improved

No problems with the scheme

Not sure g

If its costing me as a tax payer any money I would suggest that money is better spent on something else. It comes down to market research, how many members of the public even said they wanted this type of website

Perhaps TV coverage? Obviously better window stickers!

We are perfectly happy with the scheme. Keep up the good work!

Additional, promotion in local press, Reflections magazine etc

small heart of Derbyshire stickers that could be applied to the items on the menu board, same as you would identify VG as vegetarian options

improve the quality of the material, certificate and window sticker. Has any external advertising of the scheme being done on social media, i have not seen any thing, or i have not seen anything in any of the Derbyshire papers, magazines or council press.

maybe using Case Studies

Maybe have some small stickers or small labels which have the logo on which could be used in store on our products maybe on price labels. when we have our new menu printed I would like to add your logo to the menu inside where healthy options are a choice.

The audit process revealed that some of the criteria is difficult to measure so maybe this needs to be reviewed. Some of the standards are also open to interpretation so perhaps need to be made a little clearer

See Q4. When I browsed (quickly) through your site I didn't come across one single customer review, I will make an effort to also push Heart of Derbyshire on my own social media sites. It's free and easy.

Maybe advertising in local press and well woman/well man clinics at local doctors surgeries

More promotional/show material. Promote importance and benefit of being part of the scheme

I think you should advertise more in the places where people meet for walking in local clubs areas where people meet for different events. You should try with posters not just internet not everybody goes on the internet

Continued feedback and encouragement from you will give us the incentive to carry on offering a good service to our customers especially after the initial 'newness' of the scheme begins to wear off. It's a good idea - one we've been trying to offer for a good few years!