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THE

1913 - 2013 - 100 YEARS SERVICE TO THE TRADE



fishfriers

Issue 5
August 2013

REVIEW



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How to save money by David Henley - page 12



NFFF Centenary AGM and Banquet and Ball - page 14

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Points of View

By Denise Dodd, General Secretary

At last, potato prices are starting to fall having peaked in some areas at more than four times the price of last years' supplies. We're monitoring the prices into shops but they do vary considerably across regions. As the majority of the crop is sourced in the East Midlands region, the farther away you are the more you will have to pay, mainly due to fuel and transport costs.

NFFF Executive Council members provide head office with weekly commodity price updates which we are happy to share with any members contacting us for comparisons. Even this relatively small price sampling varies enormously with one EC paying more than double of another for the same variety and quality of potato, apparently due to geographic location.

On Tuesday, 23rd July 2013, there was a visit to the East Riding of Yorkshire by Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall. As part of their visit, Clarence House asked that a visit to a fish and chip shop in Bridlington could be accommodated as part of the National Federation of Fish Friers centenary celebrations.

The Lord Lieutenant's office selected *Fish and Chips at 149*, Marton Road, Bridlington, as the shop is not only an NFFF member, they are also holders of the NFFF Fish & Chip Quality Award. Andrew Crook greeted The Duchess of Cornwall on arrival at the shop and presented her with a commemorative plaque celebrating 100 years of the NFFF. She couldn't wait to get into the shop and meet the owners Sue Gilbertson and John Hutchinson and to try some of their haddock and chips which she clearly enjoyed.

We also took along Miss Edna Beevers, a truly inspirational lady who lives very close to NFFF head office and is also celebrating her Centenary year. It's hard to believe that Edna was born in the same year that the NFFF was established, one hundred years ago. She still hikes up the hill with her walking poles and has many a story to share about her very active and interesting life. Edna was thrilled to meet The Duchess of Cornwall and she is now looking forward to meeting the students at our training course on the 7th August whilst they prepare a fish and chip lunch for her and her guests as part of our joint Centenary celebrations.

The Royal visit was a huge success and many fish and chip shops throughout the UK will have benefitted from the superb PR it generated for our great British dish. You just can't buy that kind of promotion for fish and chips.

The 29th July also sees the NFFF, in partnership with Seafish and the Seafood Training Academy, meeting with a small group of training providers and employers to discuss how to roll out the benefits of professional qualifications and apprenticeships to fish friers nationally. Apprenticeships and the qualifications that underpin them represent an important opportunity for fish frying businesses, managers and employees, and through the course of our discussions we intend to establish a 'scheme of work' that delivers these benefits nationally.

You'll be able to read more about this meeting and our progress in the next issue of magazine.



Did you know? Fish, chips and mushy peas was one of Michael Jackson's favourite meals! Who ever said he had no taste?



Next Issue: Booking deadline – 16th August, Artwork / copy deadline – 23rd August, Publication date – 20th September

Use your smart-phone to scan the QR code and learn more about the NFFF



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News

Training our Executive Councillors



Stuart, the two Johns and alan

Can't teach an old dog new tricks? Think again.

On 23rd July, the day after the NFFF Executive Council meeting, some of the Executive Councillors were given a fish and chips training session by NFFF Vice President and Head Trainer, Mark Drummond, and Richard Wardell of Seafish.



John McNeill hard at work!

The eager students consisted of one of the Executive Councillors for England John McNeill, Executive Councillor for Wales John Penaluna, Executive Councillor for Northern Ireland Alan Hanna and Executive Councillor for Scotland Stuart Atkinson.

You can never stop learning and this was

certainly the case. As Stuart said, "The objective was to increase the number of tutors available to deliver NFFF in-house training – especially in the more remote areas of the country where coming to the NFFF's headquarters in Leeds may prove too costly or time-consuming. Though all attendees have enjoyed a great friendship, we were nervous about wondering what we'd been doing wrong all these years!"

Richard focused on training delivery, giving some very useful techniques on how to present information to students, which I will be putting to good use right away with the two new members of staff in my shop. Mark concentrated on best practice in the preparation of fish and chips and I have to confess that even with a lifetime of experience in this trade I still came away with some very useful tips; it just shows that there is always something more to learn!"

If time or distance prevents you from attending the training school in Leeds, just remember that NFFF in-shop training is now available nationwide.

For a testimonial on in-house training undertaken by our very own John McNeill, please see page 31.

Dinner and dance – Welsh style!

The fish and chip industry is one to celebrate at any time, but following on from the NFFF's Centenary Banquet and Ball in June, you now have another chance to put on your best suits and frocks and "get on down" at The Park Inn, Cardiff.

This social event is *not* restricted to NFFF members – it is an open invitation to all those involved in the fish and chip industry, so be sure to book your tickets now. At a cost of just £40 per ticket, this is an absolute bargain!

Tickets are available from NFFF Executive Councillor for Wales John Penaluna by calling 07903 864869, or from Secretary Welsh Area Mair Griffiths on 01443 773403.



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National Federation of Fish Friers



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Woodland House
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Caerphilly NP11 3NP
Tel 07903 864869

Secretary Welsh Area
Ms Mair Griffiths
44 High Street
Treorchy
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CF42 6NR
Tel: 01443 773403

News

Scott's Gun and done it!



Nigel Male and Brittany Hardy

Our Treasurer, Andrew Crook, is a well-travelled man, and he certainly has been getting around the country recently. On one of his stops he called in to NFFF member restaurant *The Dog & Gun* in sunny Netheravon, Wiltshire, to see owner Scott Hardy and his wife Brittany.

As locations go, The Hardy's couldn't have picked a better one, as their fish and chip restaurant – once a pub – is on the main tourist route to Stonehenge. With a keen eye for business and knowing what customers want, Scott immediately spotted the opportunity of converting the pub into a thriving fish and chip restaurant.

Scott enlisted the help of Nigel Male, a former NFFF Executive Councillor, to set about the conversion. The layout of the restaurant is still a work-in-progress but as trade has been brisker than expected they are looking to reorganise things to aid smooth operation during service.



Not only does *The Dog & Gun* have the passing tourist trade, it is also situated close to an army base which generates some fantastic regular trade which will help once the tourist season is over. *The Dog & Gun* recently gained the NFFF Fish and Chip Quality Award, which they about to promote and drive their business further forward.

Andrew and Nigel were treated to some delicious cod and chips served with mushy peas and a homemade tartare sauce (well you would, wouldn't you?) What could be better sat in the sun in a lovely village in Wiltshire!

Fish Friday Special



The Fishermen's Mission is delighted with the response to their National Fundraising Day, Fish Friday, held on 21st June 2013.

Director of Fundraising, Alison Godfrey said, "The response was fantastic! Over 300 fish and chip shops and restaurants across the country signed up to join in and 603 Tesco stores also took part. We are hoping to beat our 2012 amount.

So what did some of our other members do? Read on...



Not your average Friday



wearing blue hats and pinnies to complement the blue and white balloons. Badges and posters added a touch of decorum – but only a touch! And it wouldn't really be

The Bangles famously sang about "Manic Monday", but on 21st June a Bridlington chippie had a very Manic Friday!

"Fish Friday" was in full swing at Fish and Chips at 149, with their staff dizzy from the excitement and the lack of oxygen from blowing up so many balloons. A nautical theme was the order of the day, with staff

a fundraising celebration without a big yellow welly!

Then Big John entered proceedings with a bain-marie bursting with fresh minted mushy peas. The problem wasn't so much if they would sell, but rather if the award-winning shop had enough to go around. With proceeds going to The Fishermen's Mission, the shop had done the charity proud on their biggest national fundraising day by completely selling out.

In fact, the minted peas were so well received that they were sold as a weekend special. The counter girls worked really hard and promoted the event fantastically. Who knows what *Fish and Chips at 149* will do next year? Watch this space!

Fintastic!

In another outstanding "Fish Friday" display, *Chamberlains* in Oldbury reported their busiest ever Friday evening – beating their previous best on Good Friday.

Kicking off with an impressive 360-mile round trip from Birmingham to Whitby, *Chamberlains* brought in the freshest fish to England's second city to keep their customers satisfied with lip-smacking seafood. 20 types of British fish and seafood species were served and it was a delight for diners to sample courses they'd not usually try. The food was collected from Dennis Crooks of Whitby,



and aside from the ever-popular fish and chips, customers were treated to tapas-style catfish cheeks, Scarborough woof, skate wings, red mullet, Whitby scampi and Scarborough crab.

Visit *Birmingham* – the official visitor website for the city – voted "Fish Friday" the Top Thing to do on the weekend, so the local residents knew they were in for a great time. Continuous tweets increased the anticipation of the event, with a potential 150,000 interactions within a 24-hour period.

Simon Shaw, co-owner, said: "It was a great way to complete the cycle from fisherman and merchant to restaurant and customer and give money back to the fishermen."

Chamberlains hope to have raised several hundreds of pounds and although the day was hard work it was well worth it; their customers won't want to wait another year for a similar day so *Chamberlains* hope to repeat it soon!



News

The French Connection

On the first of July Andrew Crook, NFFF Treasurer, met with a group from France, led by Fabrice Rozenwajn. Fabrice and Andrew have been communicating through social media to discuss Fabrice's dream to launch fish and chips in France. The meeting took place at Jasmin Kaplan's restaurant in Deal in Kent, located at the end of the pier – this seemed to be the perfect location for the French to sample our great British meal.

The group comprised of officials from the French Chamber of Commerce, executives from French education facilities and the also the MD of an information technology facility situated close to Paris. Fabrice also brought over some of his employees that have never tasted fish and chips to gauge their reaction.

Jasmin arranged for the chairman of their local Chamber of Commerce and two of the Deal Regatta Princesses to greet the French delegation before treating us to some delicious locally-sourced fish. They were presented with a selection of cod, haddock, plaice and rock salmon to see which was the most favoured by the French taste buds.

Fabrice is very passionate about fish and chips and regularly makes the trip across the channel to satisfy his craving for our national dish. He is hoping the NFFF can work with him to develop training and work placements for



Jasmin and Andrew



young UK fish friers, who will in turn train people in France. Wearing a Union Flag polo shirt Fabrice said, "I cannot understand why fish and chips have never been offered to the French. We have nothing similar and it is a delicious, nutritious meal that is convenient to eat on the move as well as in an a la carte environment. We want to use all British ingredients, packaging and friers to ensure what we produce is authentic."

We are pleased to report the delegation left enthused about fish and chips and hopefully we can develop an exchange program for young people to share ideas and experiences in the future and help export fish and chips across the channel.

TV chef defends his *Fight*

The TV presenter Hugh Fearnley-Whittingstall confronted his critics at a meeting in London last month.

The Common Language Group (CLG) meeting, organised by Seafish, was held in June at Fishmongers Hall, just south of the River Thames. Mr Fearnley-Whittingstall, renowned for his *Fish Fight* campaign, has attracted media attention with his dogged campaigning and uncompromising views. With 40 seafood business leaders attending the meeting, Mr Fearnley-Whittingstall clarified that his campaign intended to help – not hinder – the seafood sector.

The once frizzy-mopped TV star stressed he wanted to see a thriving fishing sector – but only if the oceans are protected and fished in a responsible way. He said, "I was delighted to be invited along to this meeting with the fishing and seafood industry. I heard their concerns about the campaign, and about the positive moves being made to make fishing more sustainable, reduce discards, and improve global seafood supply chains. It was a constructive and positive meeting – despite a few well publicised ding-dongs in the press, there's plenty that we agree on."

"I emphasised that Fish Fight has always been about promoting a positive future for the fishing industry. That means reforming the legislation that causes crazy outcomes like discarding fish. It means

celebrating British seafood that is caught responsibly. And it means asking for transparency and action from our big retailers so that we can all make the right choices with our wallets."

Seafish Chief Executive Paul Williams was delighted that Mr Fearnley-Whittingstall accepted the invitation to attend the CLG meeting. Mr Williams said, "Hugh knew only too well how angry the industry was about the Fish Fight campaign, so it was a pretty brave move coming in to face your fiercest critics face-to-face. I think we all learned a lot from the frank exchange of views, and although Hugh and his team are perfectly entitled to campaign and have a point of view, I hope we will see a more balanced perspective in future reporting."

"The media expects, rightly, that the seafood industry acts in a responsible way. We in turn hope they will report on the industry in a similar responsible way."

There is one more *Fish Fight* programme planned that will be broadcast on Channel 4 sometime in the autumn.



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Hygiene Tips

Hygiene has always been important, and none more so than now. This article (right) appeared in the *Fish Friers Review* in 1970. 43 years on, and we take a look at how hygiene procedures are maintained in two shops; *Croft Street Fisheries* in Leeds and *Burton Road Chippy* in Lincoln.

Our new Executive Councillor for England, Raf Chandler, reveals that being organized is the key to a cleaner workplace.

We all know how important it is to produce the finest fish and chips in our business and I am sure that many of us also take great pride in the customer service we offer, spending lots of time and effort training our staff to the highest standards so that they represent our business accordingly.

However, one thing that can often get overlooked in our busy day to day lives is our hygiene procedures. I have worked in the industry for almost 14 years now. In that time I have worked in shops with the highest levels of hygiene, and also in shops that, let's say, "could learn a little" when it comes to their hygiene management.

I have found that a properly implemented cleaning rota is just as important as every other aspect of the business, and that shops which have one in place are a much happier environment to work in. Our staff needs leadership to perform their job role in an effective way, and a properly instigated cleaning schedule gives them just that.

We do a very repetitive job – often performing exactly the same tasks day after day – and although we may think we can do the job in our sleep, it is this complacency that can lead to problems. In my shop

Fish Friers' Review, January 1970

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THE REFLECTIONS OF AN AVERAGE FRIER

BY 'COMMONER'

Keep fish shops tidy!

Clean up inside and OUTSIDE after each frying session

MAKING a commoner my first 1970 article by writing regularly the best of good fortune in this New Year, I certainly consider that we are going to need all the best of good luck in the months ahead.

As I read the current edition of the *Fish Friers' Review*, it appears that we are set fair for a continuing success in most of our commodity prices. It is obvious that the government have abandoned all attempts to keep a hold on wage and price levels, and as a result we are on the spiral once more of general inflation.

Higher prices

Meaning to our trade will not be to say what should be our attitude to this state of affairs. A careful check on costs and profit of all weekly fish and potato bills will indicate that action is necessary, and that I shall be raising my selling prices in relation to the increased charges we are facing.

It appears to me that no fisher who is offering his customers a reasonable standard of food quality and, in present circumstances, at the low price that is set, a portion, and this is the strictest of terms.

Seriously it is time that a national minimum value for chips was agreed. Here I should advocate nothing less than elegance.

"Sixpence" or "thirty"

I realise that those who are against an agreed minimum chip price will advance the argument that what really matters is the size of the bag and the weight of chips put into it. While that is acceptable, what I have in mind is that it is time we get away from the traditional figure of sixpence which is neither one, nor the other, and is a mere shadow of the value of the chips.

"Sixpence" or "thirty"

"Sixpence" or "thirty"

"Sixpence" or "thirty"

"Sixpence" or "thirty"

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"Sixpence" or "thirty"

Spilling the beans... followed by a thorough tidy up!

Lesley Graves of Burton Road Chippy in Lincoln reveals how the restaurant is kept immaculate. The only grease you'll find here is elbow grease!



Every self-respecting food business prides itself on clean, hygienic premises.

Burton Road Chippy has achieved a food hygiene rating of 5 from our local council since the day we first opened. We are proud to display this and would love to see a law passed that everyone had to display their rating as it would reward the people who work hard to achieve and maintain their high ratings. It's only fair the public know that there could be potential risks to health from eating from the low or

none-rated businesses. People are far more aware of the dangers to health relating to food these days and it's really not hard to keep premises clean by applying a little common sense.

We don't use any advanced technology in order to achieve this – it's called elbow grease! Or as my mum used to say you need to "put your back into it!" We don't feel the need to have a cupboard full of sophisticated and expensive cleaning materials; what we do use is washing-up detergent and anti-bacterial spray.

How do we maintain our high standards? Mainly through staff training, personal hygiene, correct colour-coded cleaning equipment, colour-coded cloths and tea towels (which we change at the end of each shift and remove for high temperature washing) and, of course, cleaning rotas. Yes, these all take a little time to compile and safeguard but it is well worth the effort.



Each day starts by ensuring the outside is tidy, that the windows are clean and the path and parking areas are swept. The shops' signs need to be sparkling, too. After all, this is the first impression our customers get and displaying your quality award and food hygiene rating on dirty windows is unacceptable.

We are big believers in 'clean as you go' and I'm forever saying "it's easier to KEEP IT CLEAN than having to get it clean." Having an enthusiastic team who share your pride in the business and understand the need for cleanliness is always a benefit and we are very lucky with ours. A major factor in keeping our premises clean is the hygienic wall cladding we have throughout, as well as the anti-altro-slip flooring. The walls are washed down each day and floors scrubbed and then mopped, all with hot soapy water. Work surfaces are cleaned and wiped with anti-bacterial spray – not forgetting the vital ingredient of 'elbow grease!' Having the correct equipment in good clean condition is a must for us because there's no point trying to clean with damaged or dirty equipment.

Cleaning is a never-ending job and the use of rotas is a must in our shop. Every job is listed in each area and when it's completed it's signed off by the team member who has completed it. After that it's checked and counter-signed by a supervisor or manager so no job gets overlooked.

So, to conclude, the elements for a hygienic fish and chip shop are hard work, being well organised, having dedicated staff and decent equipment. If you have these, you can't go far wrong.





Speak up, Stay safe

Health and safety should never be taken lightly but, whilst it's the employer's responsibility to ensure the work environment is as safe as it should be, research shows that the risk of accidents for new starters is higher than those who have worked for a longer period. The British Safety Council confirms that workers are far more likely to be injured in workplace accidents during the first few months of a new job than at any other time. And with the holiday season in full swing, employers are urged to pay extra attention to the health and safety of young people hired for temporary, summer work.

It is expected that for employees who have spent more than 5 years in their job, on average 1 in every 30 employees will have a workplace injury. Compare this with 1 in every 10 for workers in the first 6 months of employment and the figures speak for themselves.

By taking some simple steps, says Alex Botha, Chief Executive Officer at the British Safety Council, the risk of injury to young workers can be easily prevented. *"Vacation jobs are a great way for young people to earn money, get some experience and develop skills but we know they can be particularly vulnerable when they start work," he said. "There are many reasons for this: a general lack of work experience; unfamiliarity with the workplace, machinery or work processes; a lack of physical capability to do the job or the confidence to raise concerns; a failure of employers to provide the necessary training and familiarisation."*

"Leadership is key in preventing injury to a young person at the start of their working life. Organisations need to ensure that safe and healthy work practices are the rule and they have a culture that promotes and values safe behaviour. The first step is to plan ahead and establish what the risks are - risks from lifting, working at height, using machinery, moving around the site, inhalation of

dust, are the most common ones. Then using the knowledge of experienced staff decide how best to control these risks including through the provision of relevant training. Do check that young people have understood what they have been taught."

"The British Safety Council is determined to keep health and safety simple and has a priority to reduce the risks young people face at work. We have worked closely with schools and have provided resources to help them develop hazard awareness among young people. We have a dedicated website that is easily accessible, with information that is simple to understand and advice that is helpful for any employer working with young people. I strongly advise employers to check out the resources we have made freely available."

The British Safety Council's *Speak Up, Stay Safe* campaign highlights the particular risks that young people face and puts good communication at the heart of good health and safety.

Some top tips to be safe at work are:

- If something feels unsafe, it probably is.
- If in doubt about any aspect of work, stop what you're doing and ask someone.
- Trust your gut feelings.
- Don't be afraid to say you can't do something; safety first at all times.

A dedicated website with information, fact sheets on the law and good practice, top tips on working with young people as well as videos and links to organisations like the Health and Safety Executive (HSE), is freely available at www.britsafe.org/speakupstaysafe



The new workplace pension scheme – Step 4: Communicating the changes to all workers

For more information, please visit: www.thepensionsregulator.gov.uk

THE SEVEN STEPS:

1. Know your staging date
2. Assessing your workforce
3. Reviewing existing pension arrangements
4. **Communicating the changes to all workers**
5. Automatically enrolling “eligible jobholders”
6. Registering with The Pensions Regulator and keeping records
7. Contributing to workers’ pensions

“The applicant must possess excellent communication skills.”

This line could be taken from any job description. “Communication skills” is repeated *ad nauseam* but the fact is they are important, and informing your employees about the new pension scheme is no different.

Employers need to inform their workers **in writing** (by post or e-mail) about the pension changes and how it affects them individually, and they may be required to do this before and after their staging date. Those exempt from this are workers under the age of 16 and 75 or over.

Whilst it remains the employer’s duty to inform all workers about the new scheme (and whether they have the right to opt in or out), there are different obligations assigned to each type of worker. Here we take a look at the communication requirements.

These are the communication criteria for “**eligible jobholders**”:

- Automatically enrolled jobholders must be provided with the information about automatic enrolment. They must also be told what it means for them and their rights to opt out.
- Members of a qualifying scheme must be provided with information about

that scheme.

- Workers must be told if the employer chooses to use postponement.
- Employers must give information to those who transfer from defined benefit (DB) to defined contribution (DC) – see issue 4 of *The Fish Friers Review* for definitions.

Criteria for “**non-eligible jobholders**” includes:

- These employers must be told of their right to join an automatic enrolment scheme.
- Those that are members of a qualifying pension scheme must be given information about their active membership of that scheme.
- Workers must be told if the employer chooses to use postponement.

Criteria for “**entitled workers**” includes:

- Entitled workers must be given information relating to their right to join a pension scheme *if they wish to do so*.
- Workers must be told if the employer chooses to use postponement.

Displaying generic information in the workplace is not sufficient – employers must write to their workers with information. It is also the employer’s responsibility to write to their workers on time, and to present clear and accurate information.

Letter templates are available to assist employers, but they should be altered accordingly to satisfy each individual case. Templates can be downloaded at: <http://www.thepensionsregulator.gov.uk/employers/letter-templates-for-employers>

Communication is simple but is often ineffective; anyone who has been a victim of “communication breakdown” will identify with this. Of course, the trick is to know what to say – and when to say it.

Look out in the next issue for advice on the fifth step: “Automatically enrolling “eligible jobholders””.

If you’d like to follow these steps in every issue please call Louise on 0113 230 7044 about becoming a member of the NFF



100 YEARS
Supporting the fish & chip industry

A Royal Appointment

The weather didn't dampen the spirits when HRH The Duchess of Cornwall visited NFFF members *Fish and Chips at 149* in Bridlington to celebrate the NFFF's centenary year. *Fish and Chips at 149* was specifically selected by Clarence House because, as holders of The NFFF Fish and Chip Quality Award, the Duchess wanted to experience our national dish at the highest standard, both in terms of food and customer service.

Wearing a crisp white dress, HRH was in Bridlington as part of her visit to East Yorkshire with her husband, HRH The Prince of Wales.

With umbrella in hand, HRH first met NFFF Treasurer Andrew Crook, who presented her with a plaque commemorating the NFFF's centenary. The plaque featured two photos: one taken in 1913 of the Federation's founder members, and the other an equivalent photo of our Executive Council taken last month in Manchester at the AGM and Banquet and Ball 100 years on.

HRH was then introduced to NFFF General Secretary Denise Dodd before climbing the shop steps to meet the owners Sue Gilbertson and John Hutchinson. HRH was then pleasantly surprised when she was presented inside the shop with a posy of flowers in the NFFF colours from Leeds resident Edna Beevers, who eagerly travelled with Denise for the royal visit. It was especially fitting because Edna, a huge fan of fish and chips, also celebrates her centenary year and hadn't been to the seaside in years!

After Edna said a few words – possibly on the secrets of how to live long and prosper – HRH tucked in to some of the finest haddock and chips.

Sue Gilbertson said, "We were thrilled and honoured to welcome HRH The Duchess of Cornwall to *Fish and Chips at 149*. It was amazing for our wonderful staff, the people of Bridlington and HRH was given a very warm welcome indeed."

Denise and Andrew then took Edna to the sea front to enjoy ice cream and to rekindle memories of her childhood holidays.



From top to bottom:
The Duchess arrives,
Edna helps HRH into
the shop, HRH
prepares to tuck into
our national dish,
Andrew with the
commemorative
plaque, with Sue,
Denise and John, HRH
receives the NFFF
commemorative plaque



Blind Ambition

Student conducts cod tests at Falmouth's *Harbour Lights*

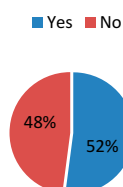
A 30-year-old marine science student spent time at an award-winning Cornish fish and chip shop to determine whether customers preferred deep frozen Barents Sea MSC certified cod to locally-caught ice-stored Western Channel cod without MCS certification.

Nick Archer, who recently completed his degree with Plymouth University at the Falmouth Marine School Campus, collected his findings as part of his final year project. With a passion for sourcing sustainable seafood, Nick conducted his research at the renowned *Harbour Lights* restaurant in Falmouth. A blind sensory evaluation was performed on 110 *Harbour Lights* customers to see if there was any inclination towards the types of cod.

Whilst *The Fish Friers Review* cannot publish all of Nick's results, we'll extract the data to reveal the most relevant to *Review* readers. General results from the questionnaire issued to each participant revealed that:

- Of the 110 customers surveyed, nearly 80% lived in Cornwall.
- 3% purchased food from a fish and chip shop more than once a week, but about half did on average more than once a month.
- About half of the customers consider it to be an important factor to know which part of the world the fish has come from when buying cod from a fish and chip shop.

Do You Consider What Part of the World the Cod You Purchase Has Come From to be an Important Factor When Purchasing Cod From a Fish & Chip Shop?



- Nearly two-thirds would choose to eat locally-caught cod without a sustainable certificate over sustainable internationally-caught cod.
- 69% said that they would buy cod more regularly if it was sourced from sustainable stock.
- 61% would buy cod more regularly if sourced locally by Cornish fishermen.
- Lastly, a third believed cod would taste better if caught and deep frozen immediately at sea and eaten within 30-90 days; a significant two thirds thought cod would taste better caught and stored on ice and eaten within seven days.

The four criteria used for the blind sensory tests were: odour, appearance, taste and texture, and the participants used the food industry standard 9-Point Hedonic Scale to score their opinions within the range of "Extremely like" to "Extremely dislike".

After running the data through a chi-squared test, Nick's null hypothesis which stated that "there would be no *significant* difference in taste, texture, appearance and odour between deep frozen Barents Sea Cod and ice-stored Western Channel cod" can be accepted. So, it seems that the difference between the types of cod – at least in the opinion of the *Harbour Lights* faithful – is minimal.

Although there was a small propensity towards the Western Channel cod at the "Extremely like" end of the scale, it was deemed insignificant for statistical purposes.

The project taught Nick a lot, and despite his initial thoughts that local is better, he now believes that MSC-certified cod is the best way forward, but believes there must also be more focus on supporting UK fishing fleets and inshore fisheries.

Nick's final journal article has been submitted to the *Journal of Food Science*.

Nick is looking for a position within the marine research industry, so please get in touch at nickarcher25@gmail.com if you can help, or if you require further information on his findings.



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Health and Safety Law Poster – invalid after March 2014

The Health and Safety Law poster, issued by the Health and Safety Executive (HSE), remains a valuable source of information for employers and employees alike. However, from April 2014, the poster will be invalid.



Employers should be made aware that the new posters have boxes to complete and, although it is not a legal requirement to complete them, it is considered best practice to do so.

NFFF members are reminded to replace their existing old poster if they haven't done so already.

How to make your business more profitable

David Henley of Henleys of Wivenhoe passes on his expert tips

In 33 years in our industry I have only once seen potato prices so high; in mid-June I paid £17.50 for a sack of best quality Agria. Although I can get Maris Pipers at £11.25, now is not the time to cut back on quality.

To illustrate the challenges we are facing I took a photo of my wife's BMW Z3 recently which I'd gladly swap for 100 bags of potatoes! Just to reiterate – never, if at all possible, cut corners on quality, as this is very short-sighted and a reputation built up over many years can be lost in just a few days. My advice would be to look for saving elsewhere. Let's look at some alternatives:

1. Whilst on the subject of high potato costs, spare a thought for your potato merchant because high potato prices is the last thing he wants. Build up a good relationship with him; I have been dealing with Neil at H E Edwards for 25 years – Neil even came to my wedding! Communicate regularly with your merchant and he will keep you informed with how the market is shaping. I was able to reserve 20 tonnes at £11.25 while everyone else was paying £16.50. On that one deal I saved £4,200.

I did exactly the same with my fish merchant, Jason, at Unique Seafood Ltd. They have direct access to the *Granit VI* – the vessel that catches our cod and haddock. They have the MSC Chain of Custody and they are fully sustainable. When they indicated prices were on the increase I reserved a whole 90-case pallet at £66 for 45lb of cod. When the price increased to £78.50 I saved an incredible £1,125.

2. We have seen a steady increase in utility charges (gas, electricity etc). I now go through a broker who searches the market-place for me to get the best deal. Currently I am in a fixed price two-year deal for gas and electricity and now keep an eye on my consumption, buying & renewing energy-efficient equipment, lighting etc. At the end of each session all items on standby are turned off, including our water heater. Over the next two years I am looking at savings of around £1,500 - £2,000.

3. Bank Charges. This really does annoy me! We get charged for paying in cash – something they need! They also charge us for change, cheques etc. I was paying £120 on average per month. Most banks offer two years' free banking on new accounts so I open a new account every two years. There's nothing wrong with this practice and the benefits are huge; the savings over 2 years is £2,880.

4. Everything is up for negotiation. If you lease your business, approach your landlord for a reduction or rent-free period. All the major high street stores are doing it; the landlord would much rather have a good



relationship with an existing tenant than think you might be moving on. It would also be a good time to renew terms in advance, extend your lease or agree to no increases rather than wait for the next rent review!

5. One area that I would advise never to skimp on is your "team". They are your best and most important asset. Training and development is key. Create an environment where everyone's views are respected, and give support and training. I believe this leads to true professionalism within the workplace.

Henleys of Wivenhoe won the title "Best Independent Fish and Chip Shop in London & South East 2013" and I can honestly say this was only achieved with the help of the NFFF, who supplied our staff training and development at their training school in Leeds. Seafish helped out considerably, too. We also gained the NFFF Fish and Chip Quality Award – for less than 50p a day! I promise it will be the best investment you will ever make!

Good luck and happy frying one and all!



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100 YEARS
Supporting the fish & chip industry

NFFF Centenary AGM and Banquet & Ball 2013

The NFFF Annual General Meeting, which took place on the afternoon of Sunday 23rd June on the first floor of The Midland Hotel in Manchester, was so well attended that the room was bursting at full capacity. This was a fair indication of what the NFFF has achieved during the past twelve months.

As friends and acquaintances greeted each other over coffee and biscuits, it was down to business as NFFF President Gregg Howard welcomed his fellow Officials, the Executive Council, Life Members and Delegates.

A minute of silence was observed to respect the passing away of: NFFF members John Banks and John Connelly, Associate Member Steve Hill, and Maureen Howard, Gregg's mother.

Apologies of absence and the appointment of the tellers was recorded, before Gregg highlighted some key points in 2012 / 2013 in the Annual Report. Some memorable events included:

- A meeting with HRH Prince of Wales, in which the future of the fish and chip industry was discussed. Working with the Prince's Trust International Sustainability Unit, MSC, Good Catch winners, suppliers and the Young Fish Friers, the promotion of sustainable sourcing is in good hands.
- NFFF Vice President Mark Drummond and Stelios Theocharous of Fish and Chips Test performed nutritional testing at the NFFF training school in June.
- The smartphone app, iFish4Chips, was launched in December.
- The official NFFF website went live in December.

Finance

The next agenda was finance and the Auditor's Report. The NFFF Treasurer, Andrew Crook, analysed the NFFF end of year accounts. It was concluded that, overall, 2012 was a year that saw investments made for the future of the NFFF. The report on the Financial Statements (including the Statements of Accounts, balance sheet and the Auditor's Report for 2012) was adopted.

Membership

The Executive Council had proposed that membership fees be increased in line with RPI. In addition, other changes to membership were supported by the members in the room:

A new category for overseas members

Owners outside the UK can apply for this type of membership. The Fish Friers Review will be sent electronically, although a hard copy

can be purchased if a subscription fee is paid in addition to the membership fee. This membership does not include access to the Lighthouse Business Protection scheme, but overseas members do qualify for EC advice as members.

Branch and Association fees

All full members will pay direct membership fees. However, if a Branch or Association also decides to charge for meeting etc, they are at liberty to do so.

Members out of Business (MOB)

It was proposed that we end the individual MOB over and under retirement fees and introduce a flat rate for all MOB's regardless of age or employment status. The majority of members in the room supported this proposal.

Bulmer & Co were re-appointed as the NFFF's auditors.

National Officials for 2013/2014

Nominations for National President, National Vice President and National Treasurer closed on 13th May.

Gregg Howard was re-elected to the office of National President, Mark Drummond as National Vice President and Andrew Crook as National Treasurer.

The Executive Council, outside of England, remained intact, with the following councillors preserving their titles unopposed:

- John Penaluna – Executive Councillor for Wales.
- Alan Hanna – Executive Councillor for Northern Ireland.
- Stuart Atkinson – Executive Councillor for Scotland.

There were seven nominations for Executive Councillors to represent England: Craig Buckley, Rafael Chandler, Jasmin Kaplin, John McNeill, Richard Ord, Mike Smith and John Wild.

Due to other commitments, Craig Buckley declined to stand for election. It was therefore down to the remaining six to battle it out. Denise Dodd, the NFFF General Secretary, thanked everyone for the impressive response with the voting forms. Tension grew as Denise read out the final results. The four Executive Councillors for England were finally revealed as:

- Rafael Chandler.
- John McNeill.
- Richard Ord.
- John Wild.

The NFFF would like to congratulate Rafael Chandler, owner of Croft Street Fisheries in Farsley, Leeds, who was elected as a new Executive Councillor for England. We're sure he'll relish his role in the NFFF and will be keen to answer any queries the members might throw his way. We'd also like to thank Jasin Kaplan, owner of The Telegraph Chippie in Kent, as his role of Executive Councillor for England came to an end. We wish him the very best in the future. Gregg thanked and congratulated all the Councillors.

As the AGM drew to a close, a bouquet of flowers was presented to Dorothy Scholes. Mrs Scholes has attended 50 consecutive NFFF AGMs and she explained that this will probably be her last one. The late Arnold Scholes had been National President for a number of years and they had made many friends in the fish frying industry. We wish her all the best.

Lesley Graves and Des Anastasiou from Burton Road fish and chip shop then gave a short presentation of their work on portion control.

Gregg said a final thank you and hoped everyone would have an enjoyable evening at the Centenary Banquet and Ball in the Trafford Suite later that evening.

NFFF Centenary Banquet & Ball

Once the business necessities were complete, a group photo of the NFFF delegates was taken in the hotel foyer. Denise then led a 25-strong NFFF group to the nearby tram stop in St Peter's Square to travel to Piccadilly and the Victoria Memorial.

At Piccadilly Gardens our photographer, Matt Roberts, organised the NFFF officials, Executive Councillors and Life Members into something resembling an orderly group. Once the famous picture of 100 years ago had been recreated, plus a few more for good measure, it was back to the hotel to relax and prepare for the evening's event. But those who couldn't relax were the dedicated trio of Karen Clark and Sue and Dennis Tate, who pulled out all the stops to help set up the tables in the elegant dining room. The floral arrangement looked spectacular, and the tables were garnished with gifts for the guests, sticks of commemorative NFFF rock and the special NFFF Centenary programme.

The drinks reception was held in and around the bar terrace adjacent to the grand foyer entrance, with the guests eagerly awaiting the arrival of The Lord Mayor of the City of Manchester. It was great to see an assortment of people from the frying industry – both young and old – congregate to celebrate the NFFF's landmark. Sipping bucks fizz (or whatever tickled your fancy), the anticipation grew as seats were taken at the dining tables. NFFF President Gregg Howard and his wife Caroline then escorted The Lord Mayor to the top table, accompanied by other distinguished top-table guests: Mrs Elaine Hayes (Chair of Seafish, and Guest Speaker) and her husband Steve, Mr Iain MacSween (Chair of Seafood Scotland, CEO of the Scottish Fisherman's Organisation), Mr Stephen Bickmore (Chairman of NEODA) and his wife Lynn, and Mr Jonathan Adams (President of The National Federation of Fishmongers) and his partner Ms Emma Enos.

After Gregg had welcomed the guests, NFFF Treasurer Andrew Crook proposed Grace. Stomachs rumbling, everyone tucked into the sumptuous starter of pressed chicken and Cumberland sauce. Our renowned singer for the evening, Stephen Bayliss, effortlessly crooned from table to table, astounding diners with his mellifluous tone.

The fabulous fish course of tempura-fried MSC Scottish haddock was universally praised before the generous main course of roast lamb was revealed in all its glory. Sharing the entertainment with Stephen, our magician Chris Congreave stunned guests with eye-popping trickery. Eton Mess for dessert didn't disappoint and before long the only sensible course of action to take was to bop away on the dance floor with DJ Dave's tunes providing the perfect backdrop for some hip-shaking frivolity.

As the evening drew to a close the residents retired to their luxurious rooms, content that the NFFF Centenary Banquet and Ball had been a roaring success.

Well, what more can we say? Apparently quite a lot, as many compliments soon came streaming in:

Briar Wilkinson, Sales and Marketing Director, Drywite:
"May I take this opportunity to congratulate you all at the National Federation of Fish Friers for celebrating your Centenary in such style – well done!"

Peter Hill, Middleton Foods: "The AGM Banquet and Ball was the best one I've attended."

Tracy Poskitt: "What an absolutely fantastic night; the whole day went off brilliantly. A big thank you to Denise and all at the office, and Gregg, Mark and Andrew who have done a great job this year along with all the ECs. The Federation is the strongest it has been for years, well EVER in my opinion. Thanks again for organising such a brilliant event. I'm sure everyone will be fighting for tickets next year again."

Stephen Bayliss, singer: "From start to finish the audience from the NFFF was right behind the choice of music that I sung. It made the evening an even more pleasurable experience, one that I would love to repeat. I would also like to thank Denise for inviting me to perform at such an event."

Andrew Naylor, Managing Director, Henry Colbeck:
"Congratulations to you and your team for organising such a lovely event. The food and the atmosphere were excellent and it was a great cross section from the industry to mark the milestone. Thank you and well done."

Thornhill Insurance: "Thank you for a fantastic evening at the Centenary Ball! We had a brilliant time!"

John Hutchinson, Kingfisher Fish and Chip Restaurant:
"Thank you for a fantastic day – it was a pleasure to meet so many lovely people."

Paul Thomas, New Dolphin Fish Bar: "Another great night on Sunday in Manchester. Good to see friends again and meeting new friends in the trade, seems to me we all have very similar experiences, same "ups and downs". Being in the NFFF gives me a feeling that I am not alone and advice is only a phone call away."



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NFFF Centenary AGM photos



The NFFF founding members in Manchester in 1913



Recreating the scene -
our Executive Council
at the memorial



Dorothy Scholes' 50th AGM!





100 YEARS

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NFFF Centenary AGM and Banquet & Ball

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NFFF Banquet & Ball photos



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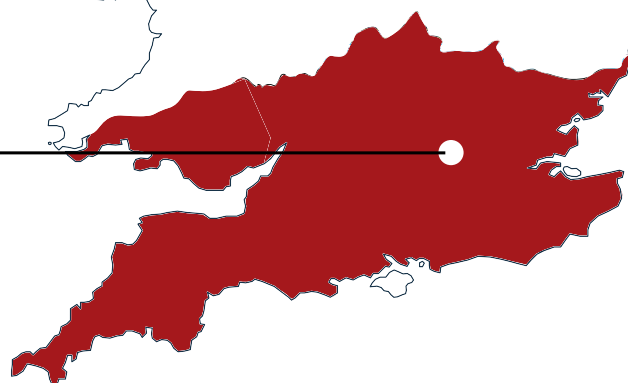
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Collins Seafoods grows web presence to fish for new customers

A FROZEN seafood business is targeting future expansion after boosting its online presence to transform the way customers and suppliers can interact with the business.



Collins Seafoods, based in Newton Aycliffe, is expecting to grow its customer base on the back of its investment in a new website and improved communications setup.

The group, which is one of the UK's leading suppliers of Frozen At Sea fish, lists fish and chip shops across the North of England and wholesalers throughout the UK and Ireland among its customers.

Its new website means customers and suppliers now have instant access to in-depth information on the wide range of products and services provided by Collins.

As well as signing up to receive a product guide and regular newsletter, clients can also interact directly with the company through its newly launched Facebook, Twitter, Pinterest and Google+ accounts.

Claire Carter, operations director at Collins Seafood, said, "Social media is a fantastic platform on which to build relationships with our customers and suppliers and generate new business. It's also a great way for us to promote our sustainable fishing values.



"We were really keen to improve our communication systems with our customers and suppliers, we wanted to make their experience with us as easy and helpful as possible, and we really hope we've done that."

Earlier this year Collins doubled the size of its North East headquarters to more than 10,000 sq ft to accommodate new staff. Having built up a sales force to target new opportunities in Yorkshire, the business is now gearing up for further growth outside the North East region.

"Despite tough times in the industry our investment in new staff has led to significant amounts of new customers, meaning turnover and profit has increased," said Mrs Carter.

Among several new starters at the firm in recent weeks is BA Hons Business Management student Sam Richardson who has joined on a part-time basis.

For more information on Collins Seafoods, which sells an average of 10,000 tonnes of frozen fish every year, visit its new website: www.collinsseafoods.co.uk

How to find us

Unit 2, Park 2000, Heighington Lane Business Park,
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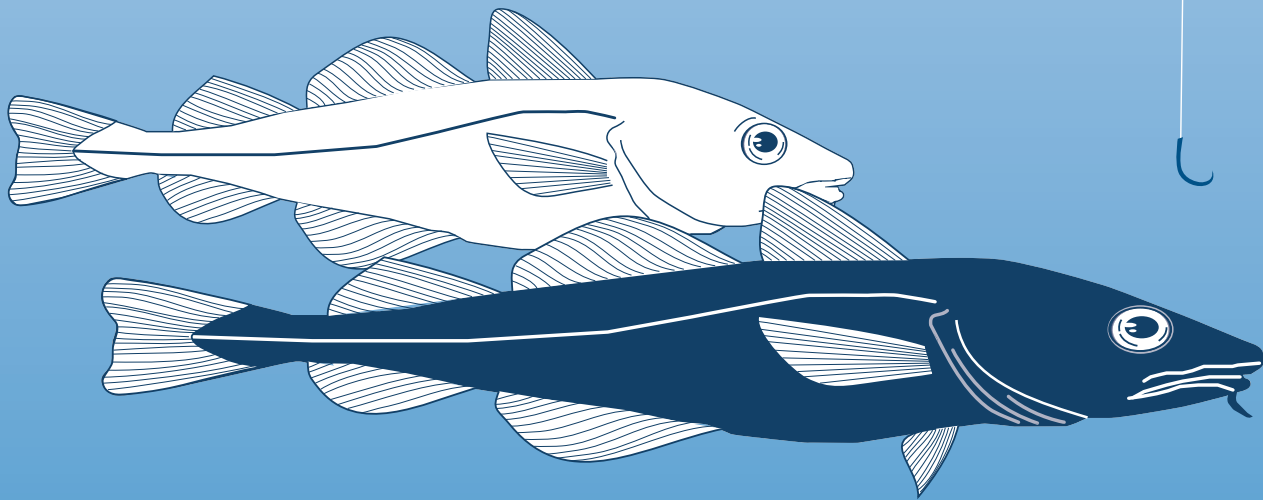


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All wrapped up and ready to go

Is there anything more British and iconic than fish and chips wrapped in newspaper? This form of packaging has been the mainstay of our national dish for years. However, as portion size and environmental issues edge into the spotlight, fish and chip packaging has evolved to become imaginative, eco-friendly and cost-effective to retailers.

Fish and chip packaging has progressed to cater for all tastes. Whilst some boxes are perfect for larger appetites, smaller containers are available for “light bites” and children’s portions. Boxes with compartments are now prevalent due to their ability to reduce damage to the food, as well as keeping it hot and crisp. Compartmented boxes also score top marks for aesthetics.

Going green means you can help the environment by purchasing biodegradable and compostable packaging. Though the two terms are similar, a biodegradable material can be chemically broken down by bacteria or other biological processes, thus avoiding pollution. Compostable materials are broken down in a compost pile, regardless of the process. Some “bio-boxes” are manufactured from vegetation when the sugar has been extracted from the sugar cane plant. Another substance used in biodegradable packaging is PSM, or PlaStarch Material, which is derived



from renewable corn starch. A main advantage of PSM is that it is heat resistant and can be disposed of by incineration; the resulting white residue can be used as fertilizer.

Modern packaging can improve the flavour of fish and chips. In the past the transportation of fried food has spoiled the texture of the batter and impaired the flavour. Quality packaging overcomes this problem as some designs absorb excess

condensation, helping to retain crispy batter.

Thickness of packaging is usually dependent on which type of food is being served. An E flute board is common for fish and chip containers at around 1.5 mm. This type of material is also ideal for printing on, as it has a smooth surface. Other benefits of E flute boards are that it is crush resistant and has good compression strength. Design is important as the food will appeal to more customers if served in boxes that are pleasing on the eye.

So whilst newspaper may be confined to the scrapheap, shops have a wider choice when it comes to selecting their packaging. An increase in technology and design means owners have plenty to choose from. The question is: which packaging will suit you best?



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FISH & CHIP AWARD

How the NFFF Fish and Chip Quality Award could affect you

A few weeks ago, the NFFF was contacted by a shop which had recently gained the NFFF Fish and Chip Quality Award. They wanted to let us know that a customer had driven 30 miles to buy their fish and chip supper. When asked why, the shop revealed that, although other shops were closer to home, the customer had specifically chosen their shop because of the Quality Award. Quite simply, the Quality Award enhances the reputation and profits of your business.

What this tells us is that the great British public will happily go the distance to sample the best fish and chips the UK has to offer. Not only will they be confident of excellent customer service, they will also be sure of being served by a shop with impeccable hygiene standards. If people are willing to travel miles for their favourite food, just think what achieving the Quality Award could mean for your business – and the community.

With so many people on the lookout for Quality Award-holding shops, it makes perfect business sense to apply. Some shops are concerned that they are too small. In fact, size doesn't matter as the vast majority of fish and chip shops in the UK are independent, family-run businesses. Think of the prestige and publicity you would gain if your shop was the first in the community to gain the Quality

Award. If you think you're already too busy, imagine what would happen if another shop in your area acquired the Quality Award. Can you afford to miss out on being one of the best fish and chip shops in the country?

By gaining the NFFF Fish and Chip Quality Award, it tells your customers that you are working to the highest standards and selling exceptional fish and chips. The "Big Q" sticker is a way of saying you sell the best the industry has to offer. The NFFF would then send press releases to your local radio stations and newspapers. Not only that, your shop will feature on our dedicated website, www.qualityfishandchips.co.uk, and you'll have a premium listing on our smart phone app iFish4Chips, which includes a GPS location on our map – you'll soon be welcoming customers from miles around. All Quality Award-holding shops feature in our *Official Guide to the UK's Top Fish and Chip Shops*, with 100,000 copies distributed to consumers through visitor attractions, Tourist Information centres and through the Life series of country magazines.

Customers buy with confidence when they see the Quality Award sign. So, if your shop has well-trained staff with outstanding customer service, an excellent hygienic environment and great food, you need to contact us on 0113 230 7044. Your customers will thank you for it.

Quality Awards round-up

www.qualityfishandchips.co.uk



To learn more about the Quality Award, scan the QR code

The “Big Q” is fit for royalty

The NFFF Fish & Chip Quality Award Scheme is all about rewarding those shops throughout the UK that give their customers the best food, outstanding customer service and excellent hygiene standards.

When HRH The Duchess of Cornwall visited Yorkshire last month, she wanted to taste some of the finest fish and chips the UK had to offer. Prior to the royal visit, Bridlington's *Fish and Chips at 149* was selected by Clarence House because, as a Quality Award holder, they knew the shop could deliver the goods. The “Big Q” sticker in the shop window tells customers they're ahead of their game and committed to providing the best fish and chips possible. If the Quality Award passes the

royalty test, just think what it could do for your business.

The amount of publicity generated by the royal visit alone is testament to the award's reputation in the industry. Upon gaining the Quality Award, you can expect your turnover to increase and your shop will be promoted in the local media. Can you afford to miss out on such a great marketing opportunity?

What's more, NFFF members receive a £50 discount when applying for the Quality Award.

For more information, please call 0113 230 7044 and ask to speak to Paul.



The NFFF is pleased to report the following shops have recently joined the Quality Award scheme:

Christian Abson	Doodles Poulton Chippy	Poulton Le Fylde	Lancashire
James Lipscombe	Fish'n'chick'n	Brighton	East Sussex
Lee Holt	Holt's Fish & Chips	Nelson	Lancashire
Gerard Mcmonagle	Superbites Takeaway & Restaurant		County Down
Shaun Littler	Lanehouse Road Chippy	Stockton-on-Tees	Cleveland
Stephen Barker	Fox Hall Inn	Richmond	North Yorkshire

Renewing shops include:

Theo Ellinas	Winyates Chippy	Redditch	Worcestershire
Paul & Patricia Linford	Linford's Traditional Fish and Chips	Peterborough	Cambridgeshire
Robert Peck	Peckish Fish And Chips	Camelford	Cornwall
Philip Lye	Seafare	Woking	Surrey
Adam Alexander	Carlo's	Alnwick	Northumberland
George Panteli	Marino's Fish Bar	Canterbury	Kent

All NFFF members receive a £50 discount when applying for The Fish and Chip Quality Award. For membership details please see page 26.



NFFF membership: are you missing out?

What would you do if a customer is injured in your shop and threatens to sue you? If a member of staff wants to take you to a tribunal, what steps would you take? And who would you turn to if your frying equipment is faulty and the manufacturer won't help?

These scenarios can happen every day, but if you're a member of the National Federation of Fish Friers (NFFF) you'll have peace of mind knowing that you have our support and guidance. The NFFF has been protecting and promoting the fish frying industry for 100 years. During this time we have assisted fish friers all over the world, and our work helps every frier in various ways. If you are not a member of the NFFF, you will be missing out on some valuable benefits. The question is: can you afford to?

Some shops pay business protection companies over £150 a month. A full years' NFFF membership costs less than this! **For the price of one fish per week**, NFFF members take advantage of:

- **The Lighthouse Business Protection service.** This service entitles you to:
 - Indemnity insurance cover for any employment or health & safety issues.
 - 24-hour confidential telephone service, including health & safety, employment and legal advice.
 - An on-line service you can access anytime to produce employment documents including employment contracts.
 - Tax advice plus tax protection.
- **Advice from highly experienced and award-winning fish friers.** Our Executive Council is a team of 10 working fish friers and NFFF members. Between them they employ over 120 staff and collectively have 228 years' of fish frying experience. By becoming a member they can advise you on a range of subjects specific to fish and chip shops including:
 - Potato and fish prices and suppliers in your area.

- Frying mediums.
- Ranges.
- Landlord, rent and bill disputes – free advice on these subjects can save you thousands of pounds alone.
- Frying techniques.
- Planning permission, and so much more.

You simply won't get better advice anywhere else!

- A free copy of *The Fish Friers Review* magazine. Our members' magazine is the only publication dedicated to the frying industry, with useful business and suppliers' contact details – some of which provide discounts to NFFF members only.
- A free premium listing on our iFish4Chips smart phone app.
- How to reclaim unfairly applied VAT.
- Discounts on applications for the Fish & Chip Quality Award scheme.

Being a member of the NFFF guarantees a close network with other friers. The more members we have, the more resources we have and the more work we can do on your behalf. No wonder our members consider us to be a significant part of their business.

As John Penaluna says, "Lee contacted the NFFF for their experienced assistance and subsequently saved a lifetime in subscription fees. Their quick and effective help relieved a lot of worries and fears and allowed me to concentrate on my own business."

To become a member and take advantage of all these benefits, ring NFFF head office on 0113 230 7044. If you want your voice to be heard – and have peace of mind – join us today!

It could well be the most important thing you do to help your business develop.



Prince gives thumbs-up to cod

HRH The Prince of Wales has advised people should eat cod and chips without worry as stocks recover around the UK thanks to a "new dawn" in the fishing industry.

In the past the Prince has warned that fishing stocks are depleting, with the majority of fisheries being over exploited. However, on a visit to Brixham, Devon, he spoke with fishermen and said that around the UK stocks of species like cod, lemon sole and dover sole are recovering. Lauding the fishing industry for managing the coast so that only older fish are caught, HRH said the hard work done by the industry has allowed the younger fish stock to continue breeding.

HRH soon got to grips with the tools of the trade, first inspecting a net with larger mesh so only big fish are caught, and a trawler with rollers on the bottom so that the sea floor is less damaged.

HRH said, "In the North Sea, where the decline in the cod population has raised such concern, I see from recent reports that the population is, in fact, recovering. Because of collaborative efforts, this iconic species could soon be

providing more fine food with less worry about stocks."

The Prince's International Sustainability Unit (ISU) has been helping fishermen work with environmentalists, processors and local communities to ensure boats can make a living while maintaining a workable fish stock.

The Prince said fishermen are able to keep their jobs in the long run and even for the next generation if stocks are protected, as well as providing healthy food, preserving seaside towns and maintaining the environment.

"Fishing, far from being as some appear to have assumed, an industry that is sailing into the sunset, is, in fact, increasingly witnessing hints of a new dawn," he said.

The ISU works to determine and resolve some of the main environmental challenges facing the world, like food safeguarding, ecosystem resilience and the depletion of Natural Capital. The NFFF acts with the ISU to ensure fish stocks are kept at a sustainable level so that fish and chips will stay on the menu for many years to come and that people will continue to enjoy our national dish.



Cafe Central

The recent refurbishment works at Cafe Central have completely transformed the visual identity & appeal of this well renowned fish & chip shop. Located in the heart of Dunbar, East Lothian this long established take-away & cafe had gained an admirable reputation for serving great quality fish & chips prepared in a traditional manner. It was felt however that it was time for Cafe Central to undergo a much needed change in terms of visual identity & the dining experience for customers, thus



Before



After

away & cafe interiors demonstrate Elite Shopfitters Leeds ability to combine high quality material finishes & bespoke features to create highly original interiors,

all of which provide the space with dynamic hints of tone, colour and texture which include; A multitude of tile finishes including white gloss & textured stone wall tiles, black slate & oak effect floor tiles, walnut laminate counters with black granite worktops, black leather fixed seating, walnut tables with stainless steel bases, walnut chairs with a red leather upholstery & red glass



Before



After

the take-away & cafe spaces have been completely refurbished & the result is quite simply stunning.

Notable elements of the refurbishment included;

- The existing hardwood shopfront has been retained & re-painted in a grey finish which gives Cafe Central a more dynamic appearance & presence amongst the adjacent shops, new branding & signage has also been incorporated which further adds to the new identity of the take-away & restaurant.
- The newly refurbished take-

& fabric pendant lighting. The inclusion of such strong colour & the variety of materials utilised throughout the take-away & cafe spaces have allowed Cafe Central to achieve a distinct & unmistakable visual identity.



Before



After



A West Yorkshire based company, Elite shopfitters (Leeds) offer an expert shopfitting & design service to the catering industry throughout the UK.

Whatever the size or style, modern or traditional, Elite have the experience and enthusiasm to complete a project to the highest of standards. From building works to electric & gas supplies, a skilled and reliable team will undertake all aspects of a shopfitting project. Working to your designs & specifications, or by using our specialist design team, we have gained a reputation for sourcing the very best materials and finishes. Elite endeavour to maintain their high standards of work by using only qualified & skilled craftsmen, this combination of design & build has enabled us to give our customers some cutting edge and innovative spaces over the years.

To view more of our projects please visit the website, this should give you an impression of what Elite are about, Integrity, Craftsmanship, Service, Reliability & Quality.

Our services include:

Shopfitting
Project Management
Interior/Exterior Design
Equipment supply
Signage

Contact:

For further information or a no obligation appointment contact us:

T: 0113 2583324

E: eliteshopfittersleeds@iidp.co.uk

Or visit our website: www.eliteshopfittersleeds.co.uk

Expert shop fitting & finishing since our inception in 1986



Before



After



Before



After



Before



After

Special NFFF Training Feature

Another satisfied customer...

Award-winning *John Dory's*, with six locations in Northern Ireland, knows the value of good staff training. So when two of their young friers wanted expert help and advice, they enrolled on the Fish Frying Skills training course at NFFF headquarters under the watchful eye of tutor Arthur Parrington.

The two friers, Kat Deuchars and Chris Murray, attended the course on 18th July and they were impressed right from the start.

"We were greeted by Karen and Arthur who were very welcoming and accommodating," said Kat. "Initially, Arthur talked us through written theory about various processes involved in the filleting of fish and the preparation of potatoes for chipping. We also talked a lot about various techniques for the control of portioning and to minimise wastage during preparation. We found this information very helpful and informative; we look forward to the challenge of trying to adapt these to our own processes where possible, to increase our businesses performance."

"It was then time to get 'hands-on'! We had the opportunity to spend the day in the brilliant training kitchens at NFFF with the legendary Arthur Parrington. Batter was made, fish was filleted and we got to make our own chips! The latter was a new experience for Chris and me, as we use ready-cut chips. Arthur gave us a lot of new ideas for different products and approaches, including the



famous Lancashire Fishcakes that we prepared, cooked and enjoyed tasting!

"The entire day provided us with a lot of great information and some new skills that we are putting into practice now that we are back in Belfast. I would like to thank the staff at NFFF Training School for having us and I would highly recommend the course for those who are passionate and want to develop themselves within the fish frying industry."

John Dory's owner Mark Polley echoed Kat's sentiments. Mark commented, "Please pass on my thanks to all the staff who helped provide Kat and Christopher with a productive and enjoyable day at the training course. They both found it very interesting and helpful and I have no doubt they will be better for the experience. Arthur, in particular, deserves our thanks for passing on his knowledge and advice."

So there you have it: two satisfied friers recommend training with the NFFF. Like Kat and Chris, you too could benefit from our tutors' guidance. ***If you're interested in attending training courses here at the NFFF in Leeds, please call 0113 230 7044. You won't be disappointed!***



NFFF Executive Councillor John McNeill on “in-shop” training

Whether you're a member of the NFFF or not, what do you do if you want expert advice on your own premises? Ask the NFFF for some in-shop training, of course! And that's exactly what Tony Bratch and his family did last month at their shop Ramsgate Fish and Chips. NFFF Executive Councillor John McNeill (aka Johnny Mac) didn't need asking twice and made the journey to their new clean-cut shop in Kent.

NFFF in-shop training is not rigid and is tailored to the shops' exact needs. The type of advice given can be on anything from food guidance (fish preparation and frying, potato storage and preparation, and oil management) to how to run a success business (marketing, how to increase profitability, and customer service). The subjects covered are entirely down to you!

After his visit John said, "What a great couple of days I've had with Tony and his family. They have spent a lot of money putting this project together. The shop is well kitted-out to a high standard, but more importantly they are very enthusiastic about the future and they have been a pleasure to teach.

"On the first day we started in the potato room, and then we covered fish prep, batter making, stock control and the importance of correct procedures and stock rotation and storage. Once we covered all these areas we moved on to shop set-up, correct oil levels in fryers, correct working temperatures, safe and hygienic working practices, before working on the counter set-up; this included having enough change in the till, packaging, paper bags etc, how to address the customer and how to present meals in a professional way with a confident smile, and appreciate their custom.

"I then showed them my promotional material to teach them how they can promote themselves on a daily basis, such as menu price lists, local advertising, daily specials, and advertising in local businesses in their community. When they mentioned they were thinking about doing meal deals and deliveries, I said "before you run you must learn to walk!" After some discussion with them, I learned they had overpaid on some produce from local and national suppliers on fish, potatoes and certain equipment. I rang around and got them some very competitive prices on

their day-to-day produce and pretty much did their orders for the week! I even sent back lots of potatoes to the supplier as they were nowhere near good enough for any chip shop, never mind a beginner.

"As a family they have been trading next door in their corner shop for the last nine years and are a very popular family in the area. This was plain to see. I believe they will succeed if they stick to the rules I have set out. This is a tough industry when you start out, but I hope they do very well and they make a good living. I have also left my contact number with them to ring me no matter how small the problem is; that way I will be able to assist immediately."

Tony was full of praise for John. "John was such a great help; what a guy, what a cook and what a teacher! His favourite line was "And that was for free!" Also, he has been texting me every night asking me how I'm getting on. It was very daunting thinking about our first few days of opening. That's when we decided to call the NFFF and they sent Johnny Mac to support our opening. Thank god they did as we learnt so much from him. I could write a long list on all the things he taught me over those few days but the most important things he taught me was how to prepare before you open each day, how to keep ahead of yourself when your open and lastly prepare for the next day the night before. These three key skills have allowed me to cope with the challenges my new business brings me. I would recommend in-shop training to anybody starting off in this trade as four weeks on I am still in contact with Johnny Mac on a regularly basis asking him for guidance as when needed! A big thank you to the NFFF and especially Johnny Mac."

You, too, could benefit from in-shop training. Contact the NFFF and you could be on the road to success in no time. NFFF members receive a generous discount!



Industry great Tracy Poskitt on training



Knowledge is one of the greatest gifts you can have when you're in business. The only drawback is that it has to be learnt, and it can't be bought.

It seems years ago now that Richard Wardell from Seafish phoned me and asked if one of

my staff and I would like to trial a new qualification they were hoping to roll out for the fish frying industry – the Seafish/NFFF fish frying skills. We were both excited but I was really nervous as it had been 25+ years since I had done any studying; like a lot of other people in the trade you just left school and got stuck into work to earn a living.

So in 2005, armed with 2 modules (books), we set to work, scrutinising each page doing all the tasks set out in the books, looking up words we didn't know the meaning of (I didn't know what "review" or "evaluate" meant in those days.) We spent an hour each morning before work going through a section of the book and then spent all day quizzing each other about what we had learnt, for example "What does COSHH stand for? What is it to do with? How do you conduct a COSHH assessment?" Sounds scary, but the manuals explained everything you needed to know. We spent a lot of time highlighting things we thought were useful to us in the business as well.

After two months with our modules and exercises complete we both felt we'd done as much learning as we could and we were ready to be assessed. When the day came we were nervous wrecks. On the practical side of it we were pretty confident because it is what we do on a daily basis; it was the multiple choice questionnaire we worried about but as long as we remembered to answer the questions as the book described as BEST PRACTICE we would be fine!

We both passed with FRYING colours, thank goodness, as we didn't want to let anyone down. Later on that year the Seafish/NFFF Customer Service in Fish Frying was launched and since that year both these qualifications have been my bible for staff training. Over the years I have probably put 30+ staff through either or both of these.

As owners of fish and chip businesses just think how fantastic it

would be to know that your staff has the knowledge and can deal with any problems in your absence. For instance, if the potatoes are too dark when frying and are full of sugar they would know what to do to rectify the problem, or indeed prevent it happening in the first place by doing a sugar test on delivery. Knowing the frying medium is being looked after correctly and that the fish you have bought is being treated in the best possible way produces the finest fish and chips.

Whether you are a 16 or 60 year-old employer or employee, these qualifications are a must. With rocketing prices of raw products and the focus on customer service being as important as the quality of fish and chips, gaining these qualifications now are definitely worth doing. Gaining these qualifications will give you the confidence and security that you have competent and knowledgeable staff and you are doing the right thing for your business. Don't be put off by big words and don't think you know it all and can't learn anything else. Have a look at the NFFF website and see the testimonials of well-known shops and how their businesses have benefited.

The process

- Apply to the NFFF for your pack.
- Study your 2 modules and fill in the exercises.
- A NFFF assessor will come and visit your shop and watch you working and assess you practically on what you do on a day-to-day basis. They will also ask you questions about what you have studied in the books. You will be given an exam which has 40 multiple choice questions. You may be told there and then if you have passed the practical assessment but you won't find out about the exam till between 1-2 weeks later. The whole assessment lasts between 2-3 hours.
- What are you waiting for? Apply today and improve your knowledge and the knowledge of your staff.

ALL NFFF MEMBERS RECEIVE LARGE DISCOUNTS FOR THESE QUALIFICATIONS



NFFF Training News



To book your place on a NFFF training course, scan the QR code



In the last edition of *The Fish Friers Review* we asked the question, "Would fish friers be as interested in fish and shellfish industry skills qualifications as the fishmongers seem to be?" The answer would appear to be a resounding "YES!"

The response to our initial e-mail and Twitter feed a few weeks' ago has seen serious enquires from a number of fish frier employers, leading to the first UK fish and chip shop to sign up as learners for both an Intermediate and an Advanced Apprenticeship programme.



The Level 3 Fish and Shellfish Industry Skills qualification that underpins the seafood pathway in the advanced apprenticeship framework was only launched in June and already we have several fishmongers registered and in Mr C's of Selby, we have our first of many fish frying businesses involved.

Mark & Denise Corbally, owners of Mister C's said, "As former winners of staff training & development awards, Mister C's recognise the importance and necessity to encourage our staff to further themselves.

We have an extensive in-house training schedule and all our staff have basic qualifications relevant to their job roles. We do, however, encourage them to expand on their training through external courses such as a practical fish frying skills course from the NFFF that was recently funded through the Women & Work programme.

When Lee Cooper, from Seafish, gave us the details of these qualifications, we thought it was the perfect time to give some of our staff the opportunity to build and expand their knowledge

and skills. We are excited to see the progress they will achieve during their apprenticeships.

We are in no doubt that having more knowledgeable staff contributes to a higher level of professional and standard of customer service.

It also gives us the chance to keep a high profile with our local press – they are always eager to print stories like this. We would encourage you all to give your staff as much training as you can, as it is paramount to a successful business."

Peter Calvert, 22, Amy Grimwood, 23, and Saffron Morris, 24, of Mister C's in Selby are proud to be the first to sign up for exciting new apprenticeships developed by Seafish, which can be tailored to individual needs and interests.

As they are all under 25, they can benefit from apprenticeship funding



The apprenticeships will be supported by ESTC of Nantwich as the apprenticeship provider, with assistance from the NFFF, Seafish and the Seafood Training Academy.

Other News Limitations on space mean we cannot report in full about these other news items. See the News for Fish Friers section on the home page of www.seafoodacademy.org for more on:

- Discussions to deliver Advanced Apprenticeships for fish friers in Wales and Northern Ireland;
- Online (and free) learning materials for fish friers;
- Fish Frying Skills – the movie, now available online for free.

NEWSFLASH

Seafish are currently in discussions with an awarding organisation to add key food service and oil frying units to the existing Level 2 Fish and Shellfish Vocational qualification. If successful, this qualification will be of great interest to friers and supervisors in fish and chip shops. For an update on the discussions see the online news for fish friers at www.seafoodacademy.org



NFFF Associate Members Business Directory



BUSINESS SUPPLIES

British Gas
British Gas is proud to be working closely with National Federation of Fish Friers. We're confident that we can help you reduce your business energy costs. As a NFFF member we have an exclusive deal to make the most of your energy. If you sign up with British Gas for your business Gas or Electricity the NFFF will give you FREE membership for one year. Tel: on 0800 980 8047 or email introducer@britishgas.co.uk (Quoting: National Federation of Fish Friers)



NFFF MEMBER DISCOUNT AVAILABLE

CLEANING AND HYGIENE SERVICES



Environmental Hygiene Services Ltd

Total Solution Services include;

- Pest Control
- Fly Killer Maintenance
- Fire Protection Services
- PAT Testing
- Washroom Services
- Professional Kitchen Cleans

Tel: 01937 841306

NFFF MEMBER DISCOUNT AVAILABLE

WALL AND CEILING CLADDING

Hygienic Plastics
Hi-Plas based in Sheffield is a direct supplier of Hygienic Wall and Ceiling Cladding. We are industry leaders in setting standards in quality and performance. Due to the directors long involvement with the fish and chip industry they will offer 12.5% discount for NFFF members. Contact: Peter Wallace Tel: 0114 2446357



NFFF MEMBER DISCOUNT AVAILABLE

DUCT CLEANING/RANGE SERVICING

EPS Envirotech Ltd
'Frying range extraction cleaning specialists AEME trained and working to B&ES TR/19 guidelines. We provide comprehensive before & after photo's, after service report and certificate for insurance purposes.' Contact: Richard Bushell or Wendy Bruce Tel: Birmingham Office: 01212 706581 Tel: Grimsby Office: 01472 806199



Gasco Solutions
Annual Servicing of all Ranges and all Catering Gas Appliances. Insurance/Safety Certificates. Breakdown and Repairs. Emergency call outs. Specialists in Fish & Chip Shop Ranges. Covering all areas in England. Contact: Harps Baines Tel: 07951 067893 Email: gascosolutions@hotmail.co.uk Web: www.gascosolutions.co.uk



NFFF MEMBER DISCOUNT AVAILABLE

Keep Environmental Services
Keep Environmental Services offer specialized and professional cleaning and certification of



duct and extraction systems, with many clients in the fish frying industry. Contact: Dave Penson Tel: 07740 061526 www.ductcleaners.co.uk

Range Response
Range Response have over 30 years' experience of working in fish and chip shops. We specialise in the service, breakdown and installation of frying ranges nationwide and also offer duct cleaning. Contact Paul Douglas Tel: 07500 334533 E: sales@rangeresponse.co.uk www.rangeresponse.co.uk



KLS (UK) Ltd
Independent Frying Range Engineers, Servicing all makes of Ranges. Services include Annual Range Servicing, Insurance Certificates, Extraction Ducting Steam Cleaning, Repairs & Modifications. Covering East Anglia, East Midlands, Kent & London M25. Contact: Mike Kitchingman Tel: (01553) 772935 or mike@kisonline.co.uk NFFF Member discount available, call for more details



NFFF MEMBER DISCOUNT AVAILABLE

FINANCIAL, LEGAL AND INSURANCE

Cherry & Griffiths
Cherry & Griffiths are a firm of claims consultants and insurance loss assessors with offices throughout the North. The directors have over 140 years of combined experience in insurance loss assessing. Contact: Robert Godlonton Tel: 08448 223 623



Brian Thornhill Insurance
We are a family run business, specialising in insurance for the fast food industry since the 1980's. We insure a significant number of fish and chip establishments throughout Great Britain. Contact: Lucy Thornhill Tel: 01924 499182



NFFF MEMBER DISCOUNT AVAILABLE



Ellis Bates Group
'Trusted Insurance brokers and financial services company who have worked with the NFFF for a number of years' Contact: Sarah Barker Tel: 01423 724530 NFFF Member discount available, call for more details

Johnson Reed Catering Finance
Equipment leasing for new and established fish and chip shops. Contact: Mark Johnson Tel: 0161 429 6949



Morrish Solicitors LLP
'We offer a full range of business services to cover all aspects of advice that you may require in the course of running your business such as: commercial leases and all associated landlord and tenant work, sale and purchase of commercial property, business sales, shareholder agreements, debt



NFFF MEMBER DISCOUNT AVAILABLE

recovery and commercial and property litigation". Contact: Mathew Haynes Tel: 0113 2450733 Email: mathew.haynes@morrishsolicitors.com

Takeout Insurance
Takeout Insurance have many years' experience in meeting the insurance needs of the fast food industry. We have a dedicated team who understand fish & chip shop insurance requirements that will be happy to give you a quote today. Please contact us on 0844 855 4606 and quote NFFF when calling.



FISH SUPPLIERS

Collins Seafoods Limited
'Over 30 years in depth market knowledge of supplying Fish and Chip Shops across the North East, Yorkshire and Cumbria and a new depot in Leeds. We are able to offer guaranteed delivery and high quality sustainable Frozen at Sea Fish at competitive prices.' Contact: Craig English Tel: (01325) 315544 craig@collinsseafoods.co.uk



Fastnet Fish Ltd
'Suppliers of frozen at sea fish to the frying trade.' Contact: Laurie Little Tel: 01472 243698



F Smales & Son Ltd
Supplier of frozen fish, seafood and catering products. The UK's number one supplier of frozen at sea fillets to the fish frier, with the widest choice of frozen at sea brands in the market. Contact: Simon Smales Tel: 01482 324997



T Quality
'Suppliers of fish and sundries to the fish and chip industry' Contact: Derek Dews Tel: 07769 933002



GENERAL FOOD SUPPLIERS

AG Barr
'Soft drinks manufacturers supplying to the fish frying trade.' Contact: Nick Evitt Tel: 01204 664200



The Batter Company
'The Batter Company creates and manufactures Natural Batter Mixes for the fish and chip industry; we can also create bespoke batter mixes for individual groups or chains.' Contact: Stelios Theocharous Tel: 02476 350734



NFFF MEMBER DISCOUNT AVAILABLE

Ben Shaws
'Providers of quality traditional beverages to the fish and chip industry.' Contact: Ally Whitehead Tel: 01509 680279



Keejays
'The leading supplier to the fish frying trade in Chinese curry sauces for over 20 years.' Contact: Michael Price Tel: 01473 827304



Kerry Foodservice
'Suppliers of Goldensheat Batter Mixture, Henry Jones Batter Mixtures, Dinaclass Curry Sauces and Gravy.' Contact: Alan Pearce Tel: 01454 201666



Meadow Vale Foods
'Your Partners in Poultry. Suppliers of quality chicken products to the fish frying trade.' Contact: Lianne Dodd Tel: 01978 666102



Middleton Food Products
'Manufacturers of the Nations favourite Batters. Middleton's manufacture Batters, Curry, Gravy and Chicken Breeding's and supply Nationwide through a network of Suppliers.' www.middletonfoods.com Contact: Ryan Baker Tel: 01902 608122



Parripak
Parripak Foods have over 25 years' experience in processing potatoes, our pre prepared fresh chips can save you time and money. Less water. No waste. Guaranteed Quality each and every time. Tel: Liam Byrne on 07748946991 for further information



GENERAL TRADE

Elite Shopfitters
Elite Shopfitters offer a UK-wide shop fitting service to the catering industry. Specialising in bespoke shop fitting, we offer restaurants and fast-food establishments with complete kitchen and dining area re-designs and installations. Contact: Dave Belsham Tel: 0781 405 3248



FASFA
Fasfa is the Frozen at Sea Fillets Association, representing trawler owners and distributors of FAS filleted fish from Norway, Iceland, Faroe Islands, Spain, Russia and the UK. Fasfa works to improve the understanding of frozen at sea fish with consumers and trade by promoting environmental, quality and healthy eating messages. Contact: John Rutherford jarutherford@btinternet.com



Fish & Chips Test
Nutritional testing service for the fish frying industry. 15% DISCOUNT FOR CURRENT NFFF MEMBERS. PLEASE QUOTE MEMBERSHIP NUMBER AS REFERENCE. Contact: Stelios Theocharous Tel: 0845 3711 5522



NFFF MEMBER DISCOUNT AVAILABLE



NFFF Associate Members Business Directory



Marine Stewardship Council

MSC works to recognise and reward sustainable fishing practices. Any fish bearing the MSC ecolabel can be traced back to an independently certified sustainable fishery. By getting MSC certified and offering your customers seafood certified sustainable fish with our distinctive blue ecolabel, you will be helping to transform the global seafood market to a sustainable basis. Find out more at www.mscc.org/fishandchips
Contact: Ruth Westcott
Tel: 0207 246 8916



The Sustainable Restaurant Association

The Sustainable Restaurant Association are a not for profit organisation, helping restaurants and food businesses become more sustainable and diners make more sustainable choices when dining out.
Contact: Mark Linehan
Tel: 0207 479 4236



FILTRATION

Premier 1 Filtration

'Top quality filters available.'
Contact: Jeff Stephenson
Tel: 07836 370234

STEVE HILL SERVICES

Steve Hill Services
'Provider of fat filtration machines, filters and liners.'
Contact: Marie Quinton
Tel: 07860 232741

OILS AND FATS

Olenex Trading (UK) Limited

Frymax is the premium quality frying fat developed specifically for the fish and chip trade. It is refined and packed to the highest standards by one of Europe's largest refiners of oils and fats and has been the fryers' favourite for over 50 years.
Contact: Cyril Solomons
Tel: 01322 444836/07714 335464



J.L. Owen Ltd

We offer wholesale of oils, fats and sundries for the fish frying trade, specialising in Kingfisher oils and fats, Newo batter mix and Frilite batter mix.
Contact: Jonathan Owen
Tel: 0161 2360507

Nortech Foods Ltd

'Offering a broad product portfolio of vegetable and animal oils and fats' Contact: New business team
Tel: 01302 390880



PRINTING, PACKAGING AND CLOTHING

Tebays

A highly respected print, design and web company, helping organisations to communicate their message by delivering, creative, marketing solutions.
Contact: Jane Appleby,
Tel: 01943 870054



PIES, SAUSAGES AND BURGERS

James T Blakeman Co Ltd

'Manufacturers of sausage and meat products.'
Contact: Cherry Ward
Tel: 01782 569610



McWhinneys

'Supplying traditional Irish pork sausage to quality fish and chip shops.'
Contact: Ivan Bond
Tel: +44 (0)7894 343536



Peter's Food Service

Peter's is one of the UK's best known and best loved bakers of pies, sausage rolls and pasties. With 10 distribution depots throughout the UK, Peter's has more than 50 years' experience in supplying fast food outlets and fish bars throughout the country.
Contact: James Osgood
Tel: 08708 505 606



Pukka Pies Ltd

'Brand leaders, supplying pies and pasties to the fish frying trade.'
Contact: Peter Mayes
Tel: 0116 2609755



PASSION FOR BETTER FOOD

Vion Foods UK

'Suppliers of frozen food, sausages and burgers to the catering trade'
Contact: Graham Thompson
Tel: 01931 716561

Walter Hollands & Sons

'Pie manufacturer, supplying fish and chip shops across the North West'
Contact: Leanne Holcroft
Tel: 01706 213591



RANGES AND CATERING EQUIPMENT

Cymtec

Cymtec Limited, based in the UK, specialise in the bespoke design of electronic products. Our latest venture has been the design and manufacture of a wireless temperature monitoring device for fridges and freezers, designed to aid in inspections, release staff time, warn you of potential stock losses and result in cost savings due to energy conservation. 10% discount for NFFF members ordering 10 or more sensors
Contact: Samantha Yandle
Tel: 01443 866266
Email: sales@cymtec.co.uk



Frying Solutions Ltd

'Designing, Supplying and Installing Florigo frying ranges Nationwide.'
Contact: Robert Furey Tel: 01527 592000



Hewigo UK Ltd

'Manufacturers of both continental style round pan and British deep pan fryers. Nationwide coverage.'
Contact: Phillip Purkiss Tel: 0121 5449120

Hopkins Catering Ltd

Established in 1957 and supplying customers throughout the UK and worldwide, we manufacture, service and maintain not only fish frying ranges but chippers, peelers, batter mixers and refrigeration too. We also have an online store for all our spare parts and ancillary equipment available to order 24 hours a day.
Contact: Victoria Hopkins
Tel: 0113 257 7934



KFE

'Supplier of fish and chip frying ranges, supplying Kiremko ranges nationwide.'
Contact: Paul Williams Tel: 01778 380448



KLS UK Ltd

'Suppliers of fish frying ranges, installation service, shopfitting design and refurbishment. Areas covered: Midlands, East Anglia, London M25, South & South East England, Oxfordshire, Berkshire, Hampshire & Kent. Discount available to NFFF Members
Contact: Mike Kitchingman
Tel: 01553 772935
Email: mike@kisonline.co.uk



Mallinson's of Oldham Ltd

For over 85 years the name Mallinson has been seen on frying ranges in thousands of establishments throughout the UK and many parts of Europe. Mallinson's can provide every aspect from the design and manufacture of your frying range to the installation by our own fully skilled engineers. Contact: Dave Horsfall or Terry Cowell Tel: 01706 299000

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Preston & Thomas

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Contact: Simon Preston
Tel: 02920 793331



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Contact: Richard Edmondson
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Drywite

'Providers of numerous products to the catering industry and specialists in products for fish frying.'
Contact: Nicky Lewis
Tel: 01384 569556



Caterway

'75 years history of supplying chip shops with a full range of products'
Contact: David Parnell
Tel: 01623 515812



Friars Pride Ltd

'Dedicated wholesalers to fish and chip shops offering all products for a one stop supply. Supplying the Midlands, South Yorkshire, Lincolnshire, the East of England and the South East of England.'
Contact: Rebecca Lord
Tel: 01733 316400



Henry Colbeck Ltd

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Contact: Duncan McLean
Tel: 0191 4828406



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Contact: Tony Rogers
Tel: 01706 364211



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Commodity Watch

All information correct at the time of going to print: 23/07/2013



Average Prices:

We spoke with fish friers around the country to generate a current average price being paid for commodities (*last issue price in brackets*). Please note, average prices may not be representative of commodity supplies to the South West and Northern Ireland where extra transport costs may increase prices.

Potatoes Price per 25 kg sack Varieties include Maris Piper and Sagitta	Palm Oil Price per 12.5 box	Dripping Price per 20kg box	FAS Cod 16-32oz fillets Price per lb Skinless/boneless	FAS Haddock 8-16oz fillets Price per lb Skinless/boneless	Ready Chipped Price per 10 kg bag
£12.42 ↓ (£14.00)	£15.20 ↑ (£14.60)	£22.40 ↑ (£20.90)	£1.73 ↑ (£1.69)	£2.40 ↑ (£1.90)	£7.40 ↓ (£8.00)

Potato Report:

(All prices free market ex farm £ per tonne, 40 bags (25kg) to a tonne)

Crop Development (2013 Crop)

In the East Irrigation, where available, was in full use as temperatures reached close to 30°C during the week. The sunshine was very welcome and most crops progressed well. The warm, dry conditions helped dry matters to improve and assisted in blight control. First early crops were bulking and early main crops such as M Piper and Estima were at a typical stage for mid-July. Early bakiers such as Winston were not far off a marketable size. In East Anglia first burn off of ware crops was expected in the next seven to ten days with the first set skin anticipated in the first week of August.

In the West Irrigation was a priority in all districts in a week of very hot conditions which, although highly beneficial to growth, sometimes compromised bulking but at the same time improved dry matter development. Non-irrigated crops, however, were suffering, with most wilting badly, particularly in Pembrokeshire, where some had the appearance of early senescence. Crops generally continued to make good progress and the movement of early chippers increased, particularly in Shropshire, where dry matters have reached acceptable

levels. Harvesting loose skinned salad crops increased in Pembrokeshire and steady movement of Worcestershire M Peer was maintained. Lifting also continued in Cheshire.

In the South The very high temperatures were affecting crop bulking with a number commenting that although crops look very healthy they were not putting on the weight expected. Some crops were wilting by midday. Some good yields were reported and tops were being burnt or flailed off in some cases to control tuber size. Although dry matters were improving slowly on early crisper crops in Cornwall and the Isle of Wight, yields were still lower than expected and contracts were running light. Irrigation continued to be necessary, particularly in the South East but other areas were starting where facilities were available.

In Scotland The week was mostly hot and sunny with some cloud cover at the end of the week. Crops were generally healthy with good tuber numbers. Irrigation was being applied where available and crops that had not been irrigated were in need of rain. Some Casablanca had been flailed to allow skin set.

FAS Fish Report:

What a wonderful summer it's been so far. Sunshine, holidays and fish & chips – perfect!! We've been saying for 18 months how the North Atlantic supply of cod is strong, sustainable and secure. Prince Charles (who last year was still repeating inaccurate scare stories) cottons on that even our local fisheries in the North Sea are improving and it's headline news. So thank you sir, and let's have more Royal headlines like "Prince says it's OK to eat cod" as we expect strong demand for quality frozen fish fillets over the summer holidays.

Meanwhile, somewhere someone sneezed and early summer cod prices went up, although from an extremely low base. International suppliers



representing the fishermen are finding stronger markets elsewhere in the EU where they can get better prices than in the UK. One FASFA boat, for instance, will re-start catching cod in August and expects to sell over half its catch into the EU for the first time.

Haddock is almost the exact opposite situation, with lower stocks and quota limits pushing prices, exacerbated by little fishing for haddock up at this time of the year. One recent business and well-known failure of the currently low margins in the frozen fish sector went so far as to blame high haddock prices for the cause of his company's collapse.

The problem – even in the deep, cold northern fishing grounds – is that cod and haddock feed together and usually are caught at the same time. It's possible to avoid haddock while catching cod but any specific action to restrict fishing opportunities always adds cost, and these dis-economies are likely to worsen next year.

In conclusion, it seems clear that many markets have welcomed the improved supply of premium quality frozen at sea cod fillets. Other key species like salmon have seen high prices which are still on the rise. Cod is very competitively priced and sales have been very good this year, with strong demand from many different markets and segments as many retailers are putting a lot of effort into promoting cod products. All this good news is being picked up by the general public and should be reinforced by the fish and chip sector whenever possible.

Executive Director,
John Rutherford Fasfa, June 2013



As always, many thanks to John Rutherford of FASFA, NFFF Executive Council and The British Potato Council for all their help and contributions to this feature.

If you have any questions or would like to submit market reports about your commodity please email Jo at j.varley@federationoffishfriers.co.uk. We welcome any contributions to this feature.

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June and July NFFF activity round-up



Executive Council enquiries

Throughout May and June, the NFFF has taken calls from members and offered advice and assistance on the following issues:

- Filtering using Frymax – AC
- Damage to building and the landlord is not repairing it – JW
- Pan manufacturer wants owner to pay £5-6,000 for new pan – SA
- Advice on opening a new shop – MD
- Increase in membership fees – MD
- Comments to media regarding shop proximity to schools – MD
- Evaluating second-hand ranges – MD
- Percentage content of a bag of pre-cut chips – AC
- Salford council news to close shops within 400 metres of schools – AC / JW / RO / MD
- Confirm quote to *The Independent* – AC
- Advice regarding the potato prices – JW
- Media interview – AC/RO
- Meeting with a member who wants to apply for the quality Award – RO
- TV company wants a member to feature on a TV show – DD
- Problem with fish odour coming from bins – JK
- Advice on profit margins – RO
- Increase in shop numbers in the UK since recession – MD
- Potato prices and what other members are paying in same area – JM
- Benefits of using own or ready chips – MD
- Comment on government encouraging public to eat fewer chips – AC
- Economical values of electric deep fat fryers – MD
- Help regarding creating a staff training manual – TP
- What are the NFFF doing about increase in potato prices? – AC

NFFF Activities

Date	Event/Engagement	NFFF representation
25th June 2013	Food Hygiene Rating Scheme awareness seminar for Trade Associations Wakefield local authority offices	MD
27th June 2013	Business Reference Panel (BRP) Primary Authority workshop Birmingham	MD
1st July 2013	Meeting with French delegation to discuss training requirements Jasins Restaurant, Deal, Kent	AC, JK
3rd July 2013	Potato Council – Chip Week meeting. Potato Council offices, Stoneleigh, Kenilworth	GH
8th July 2013	Visit to new member and QA holder needing advice Salisbury	AC
9th July 2013	Quality Award scheme review audit carried out by Jim Hyam of Seafish NFFF head offices	DD, MD, PD
9th July 2013	Update meeting – draft agenda for EC meeting NFFF head offices	DD, MD
15th July 2013	Officials meeting – approval of agenda for EC meeting NFFF head offices	AC, DD, GH
22nd July 2013	Executive Council meeting NFFF head offices	AC, AHA, DD, JP, SA, JM, RC, KC, MD
23rd July 2013	Train the EC training day NFFF Training School	JP, SA, JW, JM, AHA, MD
23rd July 2013	Visit by HRHs The Duke and Duchess of Cornwall to Fish & Chips @ 149, Bridlington as part of NFFF Centenary celebrations	AC, DD
29th July 2013	Training development meeting at NFFF head offices held by Lee Cooper, Seafish	DD, MD
5th August 2013	National Fish & Chip Awards 1st round judging Warwick	DD, MD, GH
6th August 2013	Young Fish Friers of the Year 1st round judging Drywite offices, Halesowen	MD

New and returning NFFF members June/July

Contact	Company	City
Mark Fox	Big Fish Trading Co.	Blackpool
Tim Skinner	Skinner's	Clacton On Sea
Daniel Boatwright	Drakes Fish And Chip Restaurant & Takeaway	Babbacombe
George Makry	Pat's Fish & Chips	Stourport On Severn
Wayne Leese	Lakeside Fish And Chips	Poole
John Reeves	Pelican Jack's	Middlesbrough
Narinder Atwal	The Brothers Fish Bar	Ilford
Nick Phedon	Hillmorton Fish Saloon	Rugby
Ian Blamires	The Fish Bar	Leeds
Scott Hardy	The Dog And Gun Inn	Salisbury
Elizabeth Kourdoulos	The Friary	Stockport
Riccardo Beghini	Cefn Glas Fish Shop	Bridgend

Contact	Company	City
Alper Tekin	Fishdish	Felixstowe
Isabella Mohnsame	Le Fish & Chips	Bridgend
Mohammed Javed Ali		Brighouse
Dharminder Gill		Birmingham
Paraskevas Nicolaou	George's	Dunstable
Martin Conlon	The Chip Company	Belfast
Dominic Wragg		Sheffield
David Atherton	Colyton Take Away	Colyton
David Heywood	Seashells	Whitley Bay
Ivor Cook	I J Cook Ltd	Ryton
Grainne Lavery	Fish City	Ballynahinch
Graham Reed-Stephenson	The Fishermans Wife	Lower Dunsforth

Key

GH	Gregg Howard, President
MD	Mark Drummond, Vice President
AC	Andrew Crook, Treasurer
JP	John Penaluna, Executive Councillor
SA	Stuart Atkinson, Executive Councillor
RO	Richard Ord, Executive Councillor
JW	John Wild, Executive Councillor
AHA	Alan Hanna, Executive Councillor
JM	John Mcneil, Executive Councillor
JK	Jasin Kaplan, Executive Councillor
MS	Mike Smith, Executive Councillor
DD	Denise Dodd, General Secretary
PD	Paul Douris, Quality Awards Co-Ordinator
KC	Karen Clark, Training Co-Ordinator
JV	Jo Varley, Media Co-Ordinator
TPT	Tracy Poskitt, Special projects advisor

Essex 01279 466323



Fish & Chip Bar Essex Coastal Town
Leasehold £159,995 Ref: CF30136B

Average weekly sales £5,000
Prime town centre location
Huge footfall year round, uplifts in summer
3 bed self contained accom. EPC Rating tba

Notts 01858 469469



Fish & Chip Takeaway Leicestershire
Leasehold £65,000
Freehold £250,000 Ref: CF30625G

Stated takings £2,330pw
Well established & presented, accom included
Picturesque & affluent village
Good parking. EPC Rating tba

Warwicks/Northants 01564 771770



Fish & Chip Takeaway Northants
Leasehold £95,000 Ref: CF30298SM

Taking £2,500 pw, rent £12,000 pa
Clean well equipped business, easily run
Good residential area
Suit couple/partnership. EPC Rating C

Bristol 0117 960 6563



Fish/Chip & Chinese T/away Bristol
Freehold £280,000 Ref: CF30475L

£135,000 pa, £60,000pa return to owners
Well equipped shop, prep rooms, 3 bed accom
Website, excellent trading position
Populated area, retirement sale. EPC Rating E

North West 01704 211900



Fish & Chips Cheshire Mkt Town
Leasehold £110,000
Freehold £250,000 Ref: CF30509NW

Well established £2,650pw turnover
Spacious well equipped ground floor
3 bed flat with lounge over shop
Sought after location. EPC Rating D

West Midlands 01543 411036



Fish & Chip Shop West Midlands
Leasehold £149,000 Ref: CF30297K

Takings £3,900pw
Profitable fish & chip shop
Good trading position
Includes 3 bedroom accom. EPC Rating D

North East 01670 783220



Fish & Chip Shop & Café Cumbria
Leasehold £99,500 Ref: CF30217NE

T/o £4,500pw. 6 day trading
Excellent business overlooking Solway Firth
Café area for 20 covers. 3/4 bedroom flat
Freehold option £250,000. EPC Rating E

Devon & Dorset 01404 813762



Café/Fish & Chips/Ice Cream Torbay
Leasehold £169,950
Freehold £499,950 Ref: TR/CF30780N

Premier seaside location - ice cream kiosk
Extensively equipped, t/away area & 70 cover area
2 self contained 2 bed flats, garage, garden
Sales £204,246 ex Vat, 8 months. EPC Rating C

Bristol 0117 960 6563



Fish & Chip Takeaway Bristol
Leasehold £139,950 Ref: CF27114L

NFFF 2011 South West award winners
Superbly equipped, takings £5,500pw / 41 hours
Run mainly under management
Excellent local reputation. EPC Rating D

S & W Wales 01633 868609



Fish & Chip Takeaway Merthyr Tydfil
Leasehold £110,000 Ref: CF30962J

Excellent fish & chip takeaway
Sales of £3,500pw, Turn-key business
Pleasant 2 bed flat above plus garage
Well equipped & presented. EPC Rating E

Staffs/Derbys 01782 711022



Fish & Chip Takeaway Stoke On Trent
Leasehold £65,000 Ref: CF30622V

Stated takings £2,000pw
Well established
Recently refitted, accommodation included
Good parking. EPC Rating tba

Anglia 01767 654185



Fish & Chip Rest / T/away N. Norfolk
Leasehold £495,000 Ref: CF30124E

Prime sea front location, t/o £4,500pw
Fish & chips, family café & takeaway
Established 60 years - same family. 6 bed accom
Scope for B&B / holiday lets. EPC Rating E

North West 01704 211900



Fish & Chip Rest Fylde Coast
Leasehold £125,000 Ref: CF30245NW

Attractive restaurant / takeaway
T/o £3,500pw, spacious private accom
Well established in superb trading location
Viewing recommended. EPC Rating D

West Midlands 01543 411036



Fish & Chip Shop Walsall
Leasehold £89,500 Ref: CF30915K

Takings £2,500pw
Superb fish & chip shop
Busy main road trading position
Comfortable 3 bed accom. EPC Rating E

Cornwall 01404 813762



Fish & Chip Takeaway Cornwall/Devon
Leasehold £120,000
Freehold £450,000 Ref: CF31091M/N

Superbly presented town centre property
Includes 50 covers & 4 bed accom
5* Q quality award, Sales £246,083, £5,000+ pw
Trades 6 days, closed for holidays. EPC Rating D

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Hampshire	01404 813762
Herts, Beds, Essex	01279 466323
Kent & Sussex	01273 803777
London & Surrey	0207 7240707
North East	01670 783220
Notts & Lincs	01858 469469
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FISH & CHIP OUTSALES & RESTAURANT Up to 48 Covers Main Road Trading Position Exceptionally Well Fitted and Equipped Showing Over £35,000 NET PROFIT Prior To Depreciation & Wages Taking £2,200 Weekly REF 554761. EPC Rating D. Business & Property £225,000 Halifax	FISH & CHIPS Detached lock-up fish & chips takeaway Separate 3 bedroom home to rear Present owners retiring Adjusted Net Profits £15,122 Taking £1,000 weekly REF 201668. EPC Rating G. Business & Property OIRO £185,000 Bradford	FISH & CHIPS Prominent roadside position Deceptively large freehold property Owners spacious living quarters Taking £1,500 weekly Just 8 Openings and no nights REF 109648. EPC Rating E. Business & Property £160,000 Leeds	FREEHOLD FISH & CHIPS Busy Main Road Site Worked in Easy Hours Tremendous Potential 3 Bedroom Self Contained Accommodation Taking £900 to £1,000 Weekly REF 554125. EPC Rating D. Business & Property £149,950 Huddersfield	FISH & CHIPS, KEBABS & BURGER TAKE AWAY Excellent Trading Position Enviably turnover Tremendous Potential Viewing Highly Recommended Taking £5,500 to £6,000 weekly REF 555258. EPC Rating C. Business £130,000 South Yorkshire
FISH & CHIPS A well patronised concern Prime Site Viewing Highly Recommended Secure Lease Taking £4,000 Weekly Net Profits £49,957 REF 554803. EPC Rating F. Business £89,950 West Yorkshire	FISH & CHIPS Run Entirely By Staff Tremendous Potential Prime Trading Position Viewing Highly Recommended Taking £2500 weekly REF 555277. EPC Rating D. Business £64,950 or Business & Property £219,950 Lancashire	FISH & CHIPS Excellent Turnover Sensibly Priced To Sell Prime Site Run By Staff Taking £2700 weekly REF 109648. EPC Rating G. Business OIO £49,950 Keighley	FISH & CHIPS & HOT FOOD Massive Potential Reasonable Rent 3 Pan Counter Range Excellent Facilities Taking £2000 weekly REF 555049-EPC Rating F. Business £42,000 Inc Stock Leeds	FISH & CHIPS An Excellent Opportunity Viewing is a must Tremendous Potential First Rate Trading Position Taking £3,500 weekly REF 555044. EPC Rating C. Business £39,950 Sale Due to Bereavement Sheffield
FISH & CHIPS Excellent Trading Position Serious Illness Forces Reluctant Sale Viewing is highly recommended Tremendous Potential Here Taking £1500 weekly REF 555146 - EPC Rating B. Business £35,000 South Yorkshire	FISH & CHIPS Monopoly Position Priced To Sell Option Freehold or Leasehold. Run over 3 days. Taking £850 weekly REF 555201 - Awaiting EPC. Business £35,000 or Business & Property £175,000 Hull	FISH & CHIPS Excellent Trading Position Priced to Sell Run In only 3.5 days Viewing Highly Recommended Taking £1100/£1200 REF 555246. EPC Rating G. Business £29,950 Huddersfield	FISH & CHIPS Well Populated Residential Area Worked in Easy Openings Well Equipped, Immaculate Premises A SUPERB BUY - PRICED TO SELL Taking £1,400 to £1,500 Weekly REF 554876. EPC Rating D. Business £29,950 Selby	FISH & CHIPS Well Established Worked in Easy Openings Priced Very Sensibly To Sell Densely Populated Residential/ Commercial area Taking £1300 weekly REF 555280. EPC Rating D. Business £20,000 Halifax
FISH & CHIPS SHOP Well Populated Residential Area Corner Trading Position Imposing Purpose Built Building Tremendous Scope for Longer Hours Taking £850 Weekly REF 555315. EPC Rating E. Business £19,950 Leeds	FISH & CHIPS Tremendous Potential Has Taken More in the Past Well Fitted Sales Shop PRICED TO SELL Taking £1,500 Weekly REF 554103. EPC Rating D. Business £19,950 Huddersfield	CLOSED FISH & CHIPS WITH CAFE Newly Fitted Unit Tremendous Potential Excellent Location Cafe Seating 20 People VIEWING IS A MUST REF 554631. EPC Rating C. Business £14,950 Bradford	FISH & CHIPS Priced to Sell Early Viewing Recommended Run in 6 Lunches & 5 Teas Genuine Reason For Sale Taking £750/£800 weekly REF 555164 - EPC Rating E. Business £14,950 Barnsley	FISH & CHIPS SHOP Closed At Present Tremendous Potential Excellent Trading Position Vendor Not Suited to the Trade A Superb Buy REF 554832. EPC Rating D. Lease Premium £4,950 Barnsley

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Federation Noticeboard

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CF44 9SW

Our newest EC for England, Rafael Chandler

The NFFF would like to congratulate Mr Rafael Chandler on becoming the latest NFFF Executive Councillor for England.

Raf will join the three EC's for England: John Wild, Richard Ord and John McNeill.



Raf first became involved with the NFFF at the age of 17 when his former employer asked him to attend the NFFF Fish Frying Skills training course.

Later on in his career – after being a finalist in the Drywite / NFFF Young Fish Fryer of the Year competition – Raf became one of the training course tutors at the NFFF, getting involved on the practical sessions on both the 3-day and 1-day courses.

Raf is a great believer in what the NFFF does for our great industry, and it is an honour for him to be given the chance to be involved as an Executive Councillor. Raf is looking forward to the year ahead and hopes that he can be of benefit to the board of EC's.

Raf is the owner of *Croft Street Fisheries* in Farsley, Leeds, which currently holds the NFFF Fish and Chip Quality Award.

We wish Raf all the best in his new role.

HAS YOUR SHOP RECEIVED AN AWARD OR MAYBE RAISED FUNDS FOR A CHARITY?

Whatever you have done, please let us know, it's great to share with fellow friers and if it worked for you it could work for others!

10 questions with: ...father and daughter team

Richard Collins, Managing Director of Collins Seafoods Ltd, and Claire Carter, Operations Director of Collins Seafoods Ltd

1. What would you do with £500,000?

Richard: Buy some fish!

Claire: In business, spend more on marketing and advertising and if it was personally, spend it on my house. It needs a lot of work as it is a very old house that we are just starting to tackle.



2. What is your dream holiday destination in the UK, and also abroad?

Richard: Scotland and New Zealand.

Claire: Wick in Scotland as it is where I am getting married and Italy because it is where I am going on my honeymoon!

3. What is your favourite sport, and which is your least favourite?

Richard: Horse racing would be my favourite and cricket my least favourite as I find it too slow paced.

Claire: My favourite, British eventing and least favourite, cricket.

4. What is your favourite film?

Richard: Butch Cassidy and the Sundance Kid.

Claire: Cocktail.

5. What is your favourite drink?

Richard: Pint of lager.

Claire: Hendricks gin and tonic.



6. Which three people, dead or alive, would comprise your perfect dinner date?

Richard: Sir Bobby Robson, Paul Newman, Margaret Thatcher.

Claire: Lionel Richie, Prince Harry, Stephen Fry.



7. Describe your perfect weekend.

Richard: Horse racing with the family on a Saturday and football on a Sunday.

Claire: Drive out into the countryside, lunch in a local pub and a gin and tonic followed by a night at The Pheasant in Harome.

8. What is your first memory of fish and chips?

Richard: Going to a fish and chip shop in Boldon Colliery where they did the frying using an old coal range.

Claire: Going to Whitby on a weekend and eating fish and chips while the seagulls tried to pinch them!

9. What does the future hold for fish and chips?

Richard: Modernisation and bringing a traditional meal into the 21st century.

Claire: Upmarket fish and chip restaurants, fish and chip chains and drive through fish and chip outlets.

10. Do you prefer cod or haddock?

Richard: Haddock.

Claire: Haddock.



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Sunday 27th October

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£35 entry fee
£300 sponsorship target



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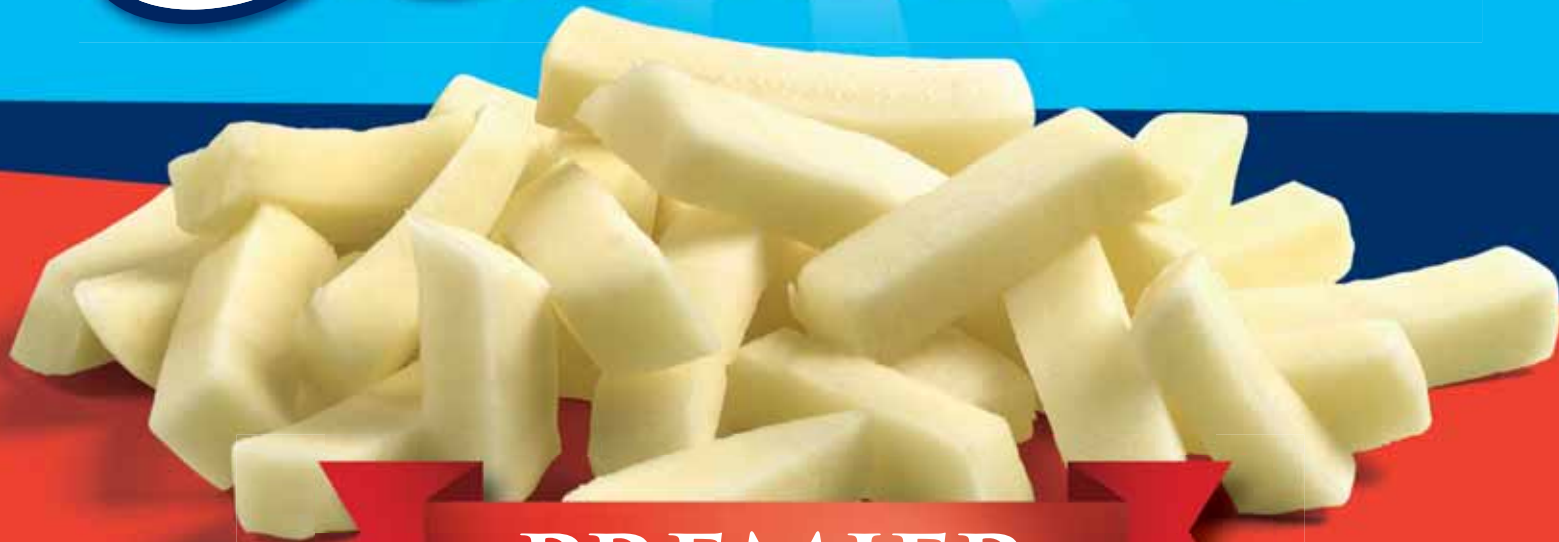
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