

# Customer survey

Interviewee ID								
Business name								
Date								
Fish and chip shop use								
<b>1. Do you use this fish and chip shop regularly?</b>								
Yes <input type="checkbox"/>				No <input type="checkbox"/>				
<b>2. What do you mean by regularly?</b>								
More than once a week <input type="checkbox"/>	Once a week <input type="checkbox"/>	Once every 2 weeks <input type="checkbox"/>	Once a month <input type="checkbox"/>	Once every 3 months <input type="checkbox"/>	Once every 6 months <input type="checkbox"/>	Once a year <input type="checkbox"/>	First time <input type="checkbox"/>	
<b>3. What are the main <b>two</b> reasons why you come to this fish and chip shop?</b>								
Taste/Quality <input type="checkbox"/>	Convenience <input type="checkbox"/>		Price <input type="checkbox"/>		Portion size <input type="checkbox"/>			
Purchase behaviour								
<b>4. For how many people do you usually order for?</b>								
Write answer:								
<b>5. What do you normally order and what portion size? i.e. large/regular/smaller</b>								
Write answer:								
Portion size								
<b>6. What do you think of the portion sizes here?</b>								
Too small <input type="checkbox"/>		Just right <input type="checkbox"/>			Too big <input type="checkbox"/>			
Smaller portions								
<b>7. Are you aware of the smaller portions offered?</b>								
Yes <input type="checkbox"/>				No <input type="checkbox"/>				

<b>8. Have you noticed the new posters or other forms of promotion in the shop?</b>					
Yes <input type="checkbox"/>		No <input type="checkbox"/>			
<b>9. Have you tried the smaller portions?</b>					
Yes <input type="checkbox"/>		No <input type="checkbox"/>			
<b>10. If not, would you buy it in future?</b>					
NA <input type="checkbox"/>	Yes <input type="checkbox"/>		No <input type="checkbox"/>		
<b>11. If yes, who for?</b>					
Write answer:					
Other options					
<b>12. Are there any meals/dishes/portion sizes you would like to see offered at this fish and chip shop?</b>					
Write answer:					
Gender					
Female <input type="checkbox"/>		Male <input type="checkbox"/>			
Age category					
18 – 30 <input type="checkbox"/>	31 - 40 <input type="checkbox"/>	41 - 50 <input type="checkbox"/>	51 - 60 <input type="checkbox"/>	61 - 70 <input type="checkbox"/>	Over 70 <input type="checkbox"/>

# Owner/manager interview topic guide

## Interviewee background

- Please could you introduce yourself and state your role in the business
- Do you have any other premises?
- How long have you been working in fish and chips?
- How did you get into fish and chips?
- What is special or unique about your business?

## Engagement with the project

- Did you attend the engagement event?
  - Why did you decide to attend the event?
  - What did you think about the event?
    - Prompts:
      - Speakers
      - Material
      - Location, i.e. convenience
      - Venue & refreshments
      - Henry Colbeck and their staff
      - Information delivered
  - What did you like?
  - Did you learn anything new?
  - Did you speak with other owners?
  - Any missing stakeholders?
  - Was there any part of the event you thought was missing, disliked or would change?
  - Was it worthwhile attending?
- If you didn't attend, did you speak with Henry Colbeck about portion control?
  - What did they tell you about portion control?
  - Was any of the information new?
  - What changes did they ask you to make?
  - What made you choose to give the posters/smaller portions a go?
  - Anything further at the time of the visit that could have been offered or suggested to support you to make changes?
- Did you complete a pledge sheet/Do you remember the pledge sheet?

## Changes

- What changes have you made since attending the event?
  - Prompts
    - Increased awareness/regulation of portion control in your staff
    - Reduced portion sizes
    - Changed packaging
    - Introduced smaller portions
    - Put up poster(s)
- What's the role/importance of customer service?
- What response from customers?
  - Prompts
    - Changes in sales increase/decrease
    - Comments/Conversations
- Have you gained new customers?

## Posters

- Where you offered both poster designs?
- Did you display them? And where? (possibly answered from previous questions)
  - If not, why not
  - If only inside/outside why?
- What did you think about the posters?
  - Prompts
    - Design
    - Wording
    - Appropriateness for your shop
- Any comments from customers? (possibly answered from previous questions)
- Could you suggest any changes?
- Will you keep the posters up?
- Did you do any further promotion?
  - Prompts
    - Staff led
    - Social media

## Incentives

- What did you think of the incentives provided by Henry Colbeck?
  - Prompts
    - Loyalty scheme points
    - Free packaging
- Anything further you feel that they could have offered to support you in offering smaller portions/regulating portion size?

## Sales data

- Did you record sales data?
- Was it easy to keep track of sales data?
  - Prompts
    - Lunchtime/Evening service
- Were the sales booklets that we provided of use?
- Have any of the changes you've made been financially beneficial?

## Portion control

- Prior to this engagement with Henry Colbeck was portion control something that you considered?
- As a result of the engagement with Henry Colbeck do you give greater consideration to portion control?
- Is it important to you and your business to offer your customers a range of portion sizes?
- Will you continue to monitor the portion size of your meals?

## Future plans

- Are you happy with the changes?
- Will you stick with the changes that you've made?
- Do you plan to make any further changes?

## AOB

- Is there anything further you'd like to add about this process?

# Intervention deliverer interview topic guide

## Interviewee background

- Please could you introduce yourself and state your role in Henry Colbeck
- How long have you been working for Henry Colbeck?
- What do you feel separates Henry Colbeck from other suppliers in the industry?

## Motivation for the work

- History of portion control
  - What work that you know of has been done broadly, what work has Henry Colbeck done specifically?
- Why were you interested in furthering such work (motives)?
  - What does your business stand to gain from such work?
  - Is it purely financial, or other broader enhancement of the industry?
- How did this specific work come to fruition?

## Development

- What was your role in the development process?
- What was your role in the delivery process?
- How did you identify suitable project partners and speakers for the event?
- What role did the University research team play in the development of the intervention?
- Incentives, why were they chosen?
- Did it detract from your usual business operations?
- Was it costly to the business?

## Engagement event

- Was it delivered as you had envisioned?
- What did you like most about the event?
- Any problems on the day?
- Any feedback from those that attended?
- Anything that you would do differently?

## Posters

- Please could you detail the design process regarding the posters?
  - Prompts:
    - Costs
    - Time
    - Stakeholders
    - Designers
- You offered two posters, was there a preference for one over the other?
- Did you receive any feedback from owners?

Goffe et al. 2018. *Feasibility of working with a wholesale supplier to co-design and test acceptability of an intervention to promote smaller portions: an uncontrolled before-and-after study in British Fish & Chip Shops*

- Anything learnt for future poster production?

## Incentives

- You offered both loyalty scheme points and a free case of packaging, how were they received?
- How important did you feel they were to getting businesses to trial the smaller portions?
- Is there anything else that you considered offering?

## Packaging

- You have a wide range of different packaging, was there a particular type you were interested in promoting as part of this work?
- Does the active promotion of specific packaging types raise any issues with customers, for examples those customers that have their own branded packaging?
- Did you receive any useful feedback from your customers?

## Your assessment

- Overall how have your customers responded to this work?
- Do you feel that this project has been significant increase in your efforts to promote portion control and smaller portions compared to previous efforts?
- What is your overall assessment of the project? Are you happy? Was this extra and unnecessary work?
- What were the major learning issues for you?
- Did anything surprise you?
- Did you personally enjoy the work?
- Anything you didn't enjoy or found frustrating?
- Anything that you would do differently?
- What does Henry Colbeck, gain from this work?
- What have you gained personally from this work?

## Future plans for smaller portions

- You have continued to the develop packaging for smaller portions, please can you detail what further work you done since the work with the feasibility study
- What was your motivation to continue on with this work?
- How receptive have your customers been?
- Do you have any other future work or ideas regarding portion control or reduced sized portions that you would like to detail?

## AOB

- Is there anything further you'd like to add about this process?