



Billericay Rugby Football Club

Parent Survey on the new Beehive

Firstly, thank you to all parents and visitors for taking the time to complete our survey on The Beehive. Participants were asked to answer questions on the range, quality and pricing of hot food and beverages as well as the range of cold drinks and snacks on offer.

For the final four weeks of the 'challenged' 2020/21 season the new Beehive was opened for Sunday training from 0830 to 1330/1400. The purpose of this was to gain an understanding of customer reaction to the Beehive initiative, gauge demand, assess range of products to offer and the staff.

Staff

Sally and Jason Rajack (Sally is the Catering Manager at Buttsbury School) were employed to deliver the Sunday morning catering survey. They were assisted by Scott and Laurence during this period.

Range of products

See Appendix 1 for a copy of the menu showing the selection and range of products on offer and associated pricing during this period.

Trends to come out of the survey and what we need to review.

- The range of cold drinks and snacks on offer.
- The quality of the food on offer and particularly that of the bread products as well as the range of bread products
- The presentation and range of the cold beverages and snacks

- Provision of vegetarian options
- Better signage

Overview of outcomes

Question	% Excellent	% Very good	% Good	% Fair	% Poor
Quality of hot food on offer	36.6	22	34.1	7.3	0
Range of hot food on offer	31.7	39	26.8	2.5	0
Pricing of hot food on offer	42.5	30	25	2.5	0
Range of hot beverages on offer	50	28.6	19	2.5	0
Quality of hot beverages on offer	47	31	19	3	0
Pricing of hot beverages on offer	42.8	31	26.2	0	0
Range of cold drinks and snacks on offer	28.60	21.4	35.7	14.3	0

Summary of outcomes

- Between 58.6% and 78.6% of respondents rated the range, quality and pricing of hot food and beverages as excellent or very good with the range and pricing of hot food receiving 70% or above.
- The category respondents were least happy with was the range of cold drinks and snacks on offer, followed by the quality of hot food where the good or fair outcomes were 50% and 41.4% respectively.
- Not one category received a single 'poor' rating with six of the seven categories receiving between 1 and 6 'fair' responses with pricing of hot drinks again receiving none.

What you said about the Beehive

"Love the Beehive, added a special dimension of the Club. Food great, coffee perfect. People pretty amazing too".

"Friendly, good selection and good prices. it's a great club initiative. These types of things go a long way to making clubs stand out to people".

"The Beehive has been a great addition to the club. Service provided has been very good. Friendly staff...".

"Think your pricing for food is spot on, maybe a bit more choice ie cakes and pastries to complement the great coffee".

"Great addition. Have used it regularly. Bread rolls are a bit dodgy".

“Coffee was lovely, son liked the food”.

“Lovely coffee & hot choc. Always cheery staff.

Your suggestions

“Please can you offer pastries, not everyone likes burgers etc, these would go down well with a coffee. It is difficult to see what soft drinks, snacks are on offer when ordering from the window. I didn't see if there was a sign outside with what's on offer. Soft drinks for the little ones would also be great”.

“I haven't visited yet but will there be veggie options available please”?

“Need to think about the flow in and out. Think it will be better served from a hatch when it is really busy otherwise you can't make an obvious queue in and out”.

“When it's cold and muddy, to save the floor it may be best to serve from the window”?

“Better quality food produce and put the prices up. As money goes back to the club, I don't think people will mind”.

“I would prefer baguettes or crusty rolls”.

“Coffee options should include “normal” coffee like Americano or filter for those that want milk but not latte or flat white”.

“The kids love burgers abs stuff like that, I'm only going to buy less greasy food, pastries, loaf cakes, stuff like that. Also, would prefer more vegetarian options”.

“I'm thrilled it's here. It feels a little haphazard so far, everyone was falling over each other, which might just be getting everything bedded in but there is much to be said for getting organised so you can serve more people, and there's less chance of anyone getting injured or something getting spilt”.

“Better quality of bacon/sausage - increased number of soft drinks available - Addition of soft drinks fridge”.

“Definitely serve alcohol! Can we get a Guinness keg in? Or get guest ales from Billericay Brewery”?

“Maybe a bigger seating area”?

Actions

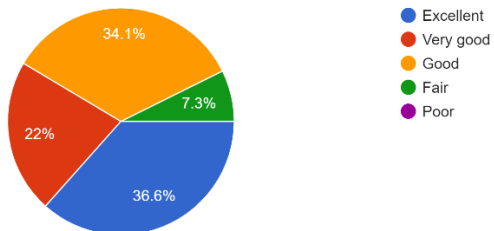
Over the summer the Club Committee will, amongst other areas, review:

- The range of cold drinks and snacks on offer.
- The quality of the food and particularly that of the bread products
- The presentation of the cold beverages and snacks
- Provision of vegetarian options
- The signage

Note, after the first week of the survey being open and in response to some initial comments, we did improve the quality of the burgers on offer.

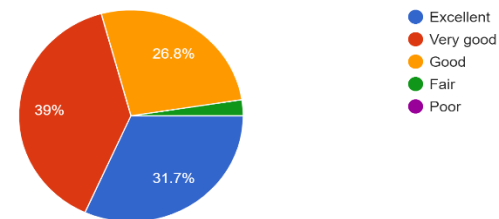
How do you rate the quality of hot food on offer?

41 responses

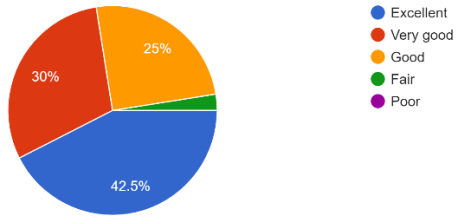


How do you rate the range of hot food on offer?

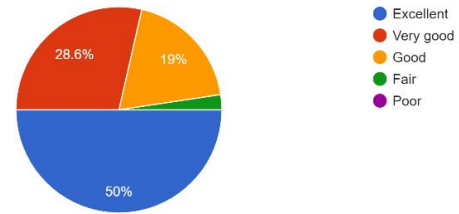
41 responses



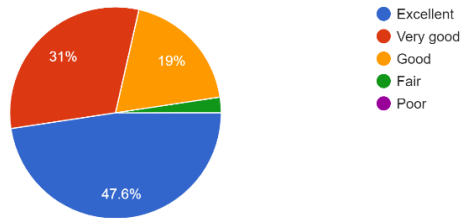
How do you rate the pricing of hot food on offer?
40 responses



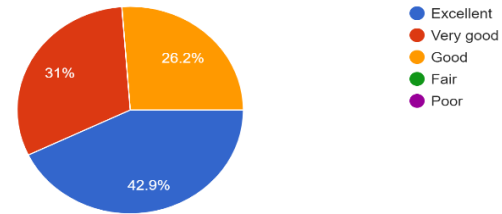
How do you rate the range of hot beverages on offer?
42 responses



How do you rate the quality of hot beverages on offer?
42 responses

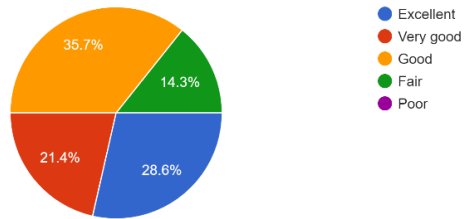


How do you rate the pricing of hot food on offer?
42 responses



The above relates to the pricing of pricing of hot beverages and not hot food.

How do you rate the range of cold drinks and snacks
42 responses



Note the reason we have between 40 and 41 respondents to the different questions is that not all questions were answered by all respondents.

4/27/2021 9:37:10	Great service but always find the bread a bit stale !! Sorry		Very good	Good	Good	Very good	Very good	Good	Good
4/27/2021 12:28:45	The Beehive has been a great addition to the club. Service provided has been very good. Friendly staff, awful singing though	Maybe a number ticket system to keep track of orders	Very good	Very good	Excellent	Excellent	Very good	Excellent	Very good
4/27/2021 12:43:10	Think your pricing for food is spot on, maybe a bit more choice ie cakes and pastries to complement the great coffee.	Maybe a bigger seating area?	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
4/27/2021 12:44:38	Excellent		Excellent	Excellent	Excellent	Very good	Very good	Excellent	Very good
4/27/2021 14:13:09	Amazing and very welcomed.	Perhaps a bigger area both outside and in.	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
4/27/2021 19:14:00	Great service but always find the bread a bit stale !! Sorry		Very good	Good	Good	Very good	Very good	Good	Good
4/27/2021 19:25:48	Great addition. Have used it regularly. Bread rolls are a bit dodgy but assume they are long life rolls so understandable.	Better quality food produce and put the prices up. As money goes back to the club, I don't think people will mind.	Very good	Fair	Very good	Very good	Very good	Very good	Very good

4/28/2021 11:43:00	Friendly, good selection and good prices. it's a great club initiative. These types of things go a long way to making clubs stand out to people	no.	Very good	Very good	Excellent	Very good	Very good	Excellent	Very good
4/28/2021 12:27:54	Fine	Fine	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
4/28/2021 21:16:37	No	You need to follow covid rules, no one was wearing a mask inside to many behind counter and waiting to be served	Good	Good	Good	Good	Good	Good	Good
05/01/2021 17:36	excellent, so pleased with it. quality, range, service: 10/10	use an app for ordering	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
05/01/2021 21:03	Coffee was lovely, son liked the food	When it's cold and muddy, to save the floor it may be best to serve from the window?	Very good	Very good	Very good	Excellent	Excellent	Very good	Fair
05/01/2021 21:04	Great service. Good prices, tasty food and great you can be cashless	Maybe take Pre orders for after training	Very good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent

05/01/2021 21:08	Lovely coffee & hot choc. Always cheery staff.	Fresh cookie, cakes or donuts??	Good	Very good	Very good	Very good	Excellent	Very good	Good
05/01/2021 21:10	Hot drinks are great for adults do you plan to offer some children's cartons? Apple juice etc	Little snacks for younger kids after training would be great	Very good	Very good	Very good	Excellent	Excellent	Very good	Fair
05/01/2021 21:15		I haven't visited yet, but will there be veggie options available please?							
05/02/2021 11:21	Coffees are very good	Definitely serve alcohol! Can we get a Guinness keg in? Or get guest ales from Billericay Brewery?	Good	Good	Good	Good	Very good	Good	Good
05/02/2021 11:33	For me would be get better bacon.	No, I think it's going well	Good	Good	Good	Very good	Good	Good	Very good
05/02/2021 12:38			Good	Good	Good	Good	Good	Good	Good
05/02/2021 21:18		Plenty of BBQs please	Very good	Very good	Very good	Very good	Good	Very good	Fair
05/03/2021 06:30	Service and products were good.	Love the Coffee machine but it is slow. Maybe sell normal coffee option on other side of cabin. Enlarge the door	Very good	Very good	Very good	Excellent	Excellent	Very good	Fair

<p>05/03/2021 08:06</p>	<p>I'm thrilled it's here. It feels a little haphazard so far, everyone was falling over each other, which might just be getting everything bedded in but there is much to be said for getting organised so you can serve more people, and there's less chance of anyone getting injured or something getting spilt.</p>	<p>The kids love burgers and stuff like that, I'm only going to buy less greasy food, pastries, loaf cakes, stuff like that. Also, would prefer more vegetarian options.</p>	<p>Good</p>	<p>Good</p>	<p>Good</p>	<p>Very good</p>	<p>Very good</p>	<p>Very good</p>	<p>Good</p>
<p>05/03/2021 08:07</p>	<p>Burgers are great and so is the coffee</p>	<p>Please can you offer pastries, not everyone likes burgers etc, these would go down well with a coffee. It is difficult to see what soft drinks, snacks are on offer when ordering from the window. I didn't see if there was a sign outside with what's on offer. Soft drinks for the little ones would also be great.</p>	<p>Excellent</p>	<p>Excellent</p>	<p>Excellent</p>	<p>Excellent</p>	<p>Excellent</p>	<p>Excellent</p>	<p>Good</p>

05/03/2021 08:32	Looks great and a welcome addition.	Signs that you order inside and collect from the window at busier times.	Good	Good	Good	Good	Very good	Good	Good
05/03/2021 08:50		Being able to pay by card	Good	Good	Good	Good	Good	Good	Good
05/03/2021 11:47	I would prefer baguettes or crusty rolls		Good	Good		Good	Good	Good	Good
05/03/2021 19:04	Only used at end of day when food choice was limited. Coffee excellent.	Wider choice of food - paninis, cakes etc	Fair	Good	Excellent	Excellent	Excellent	Excellent	Fair
05/04/2021 10:18	Have used it every Sunday morning when I've been there.	Would be nice if beers were served in the afternoons if that was possible?	Excellent	Excellent	Excellent	Excellent	Very good	Very good	Very good
05/04/2021 10:28			Good	Good	Excellent	Excellent	Excellent	Excellent	Excellent
05/05/2021 07:44	Coffee options should include "normal" coffee like Americano or filter for those that want milk but not latte or flat white.	Could cook in bulk to speed to turnaround times rather than cooking to order, especially at the end of training when the players all arrive at once.	Very good	Very good	Very good	Fair	Fair	Very good	Good

Completed at Club

Appendix 1



THE BEEHIVE

Hot Drinks

Cappuccino	£2.50	Latte	£2.50
Flat White	£2.00	Hot Chocolate	£2.00
Americano	£2.00	Mocha	£3.00
Tea	£1.50		

Extras: Marsh Mellows 25p, Cream 25p, Vanilla/Caramel shot 25p

Food

Burger	£2.50	Hot Dog	£2.50
Bacon Baguette	£3.00	Bacon Bap	£2.50
Sausage Baguette	£3.00	Sausage Bap	£2.50

Bacon & Sausage Bag £3.50
Extras: Cheese 25p

Bacon & Saus Bap £3.00

What we like

Muffin £1.50
Crisps 80p
Haribo 50p
Flapjack £1.00

Cake £1.50
Chocolate £1.00
Fredo 25p

Cold Drinks

Coke £1.20
Lucozade £2.00
Red Bull £2.00
Appetiser £1.00
Water £1.00

Diet Coke £1.00
Lemonade £1.20
Slush £1.50
Fruit Shoot £1.00