

confidence
assured
at bath

Hospitality at Bath
Parade Bar Survey - April 09



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1. Introduction

1.1 Context

In April 2009 Hospitality at Bath committed to gathering views and opinions from users of the Parade Bar on the University of Bath Campus. The research was required to aid future decision planning and making. The survey was run from 27 April to 6 May 2009. This report aims to summarise the findings of the Parade Bar survey.

1.2 Methods

An online survey was developed aimed at students and staff. It was available through our website www.HAatbath.co.uk and advertised via the University of Bath homepage. No hard copies of the survey were made available due to the poor response rates of previous hard copy surveys.

We decided that we needed feedback and suggestions on:

- Opening times
- Promotions
- Menus
- Pricing
- Customer Service
- Events
- Advertising

A pilot survey was carried out in April 2009 to test the online survey. A selected group of staff and students were asked to check the content and wording for suggestions and typos. A total of 416 responses were collated.

1.3 Response rates

The response rate for the survey is difficult to estimate as we do not know how many members of staff viewed the internal website at the time of advertisement. We have broken down the respondents in the table below:

Table 1-1: Respondents in Parade Bar Survey April 2009

	<i>Frequency</i>	<i>Percent</i>
Staff	52	12.5%
Undergraduate students	319	76.7%
Postgraduate students	39	9.4%
Visitors	3	0.7%
Other	3	0.7%
Total	416	100%



2.0 Buyer Behaviour

2.1 Usage of Parade Bar

To find out the frequency of visits we asked users to state how many times a week they visit the Parade Bar. Table 2-1 shows the results of the question. As shown respondents most commonly visit the Parade Bar one to two times a week (59.6%). 34 of the 69 respondents that stated 'Other' use the Parade Bar one to two times a month.

Table 2-1: Parade Bar usage

	<i>Frequency</i>	<i>Percent</i>
Never	13	3.1%
1 – 2 times a week	248	59.6%
3 – 4 times a week	72	17.3%
5 + times a week	14	3.4%
Other	69	16.6%
Total	341	100%

3.0 Outlet

3.1 Food service times

We asked Parade Bar customers when they would like to see food service start. Table 3-1 shows customers' midweek preferences (Monday to Friday) and Table 3-2 shows their weekend preferences.

Table 3-1: Monday to Friday food service start times

	<i>Frequency</i>	<i>Percent</i>
9am onwards	63	18.5%
10am onwards	55	16.1%
11am onwards	124	36.4%
Noon onwards	99	29%
Total	341	100%

Table 3-2: Saturday and Sunday food service start times

	<i>Frequency</i>	<i>Percent</i>
9am onwards	40	13.1%
10am onwards	64	20.9%
11am onwards	97	31.7%
Noon onwards	105	34.3%
Total	306	100%

Overall it is clear that respondents require food service to be available from 11am onwards Monday to Friday and from Noon onwards at weekends.

We also asked Parade Bar customers when they would like the food menu to be available until. Table 3-3 shows customers midweek preferences (Monday to Friday) and table 3-4 shows their weekend preferences.

Table 3-3: Monday to Friday food service finish times

	<i>Frequency</i>	<i>Percent</i>
Until 7pm	11	3%
Until 8pm	39	10.7%
Until 9pm	111	30.6%
Until 10pm	202	55.7%
Total	363	100%

Table 3-4: Saturday and Sunday food service finish times

	<i>Frequency</i>	<i>Percent</i>
Until 7pm	34	10.1%
Until 8pm	45	13.4%
Until 9pm	89	26.7%
Until 10pm	167	49.9%
Total	335	100%

The majority of customers would like to see food available until 10pm midweek (55.7%) and at weekends (49.9%).

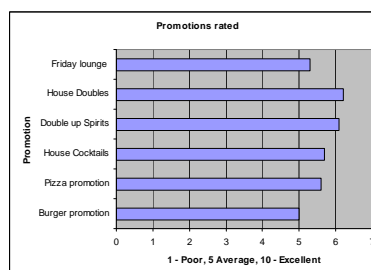
4.0 Promotions

4.1 Existing promotions

We asked customers to rate the current promotions available in the Parade Bar on a scale of 1 to 10 (1 – Poor, 5 – Average, 10 – Excellent). Table 4-1 shows the results. All of the promotions were rated as average or just above average. The only two to stand out were the 'House Doubles' (6.1) and the 'Double up on Spirits' (6.2). Promotions rated above average at 5.7 overall.

Table 4-1: Current promotions rated

<i>Promotion</i>	<i>Rating</i>
Friday lounge	5.3
Burger promotion £5	5
Pizza promotion £4.50	5.6
House Cocktails £2.25	5.7
Double up Spirits for £1	6.1
House Doubles £2.50	6.2
Friday lounge	5.3



Total average 5.7

4.2 Suggested offers

We gave respondents a list of food and drink promotions and asked if they would visit the Parade Bar for these offers. Table 4-2 shows the customers that answered 'yes' to being interested in the offers. Tuesday Mexican and a drink deal was the most popular (62.6%).

Table 4-2: Customers interested in specified offers

	<i>Frequency</i>	<i>Percent</i>
Monday, Chinese and a drink £5	201	49.8%
Monday, Curry and a drink £5	240	58.8%
Tuesday, Mexican and a drink £5	256	62.6%
Sunday, Roast dinner £6.95	218	53.6%

5.0 Food Menu

5.1 Parade Bar food menu

We asked customers to rate the Parade Bar food menu across a range of aspects on a scale of 1 to 10 (1 – Poor, 5 – Average, 10 – Excellent). Table 5.1 shows the results. Overall the food menu was rated below average with a score of 4.2 out of 10.

Table 5-1: Parade Bar food menu rated

<i>Aspects</i>	<i>Score</i>
Variety	3.8
Portion size	5
Value for money	3.9
Healthy options	4.3
Service	4.3
Quality	3.8
Total average	4.2



The aspects of the food menu which were rated lowest were the quality of the food (3.8) and the variety of the menu (3.8).

5.2 Comments

Customers were asked if they would like to see anything added to the menu or if they have any comments. 136 comments were made. These have been sorted out into a top five below in table 5-2. Each group has a couple of selected comments as an example. For the full list of comments see Appendix A.

Table 5-2: Comments on Food menu

1. Not enough variety/choice on the menu – 63 comments

"You generally need more choice on the menu and alternatives to chips like vegetables with main meals"

"Where has all the choice gone? There needs to be a menu with more than 4 choices!"

2. More vegetarian/special diet options – 23 Comments

"More vegetarian options. It doesn't bother me excessively (though its dull) but it DOES bother my two friends, one of whom is a vegan and the other cant eat cheese"

"As a vegetarian there are only two things on your menu that are edible"

3. More healthy options needed – 23 Comments

"You need a bigger range of healthier options – more than just two salads on the menu"

"More healthy options - ones which are affordable. Currently the options are poor, and over priced. I have also been unable to eat salads in the past as they were drowned in dressings, olive oil ones which are therefore high in fat!"

4. Poor quality food – 22 Comments

"I'd like you to return to the nice burgers – the down grading to chip shop quality burgers is very noticeable"

"Stop doing promotions, just do good basic food everyday"

5. Too expensive – 14 Comments

"Give us student prices"

"Cheap food? I don't care if its not nicely presented, some pasta or something from the slop bucket. Me don't got no money to be spending £5 on a meal when spending a day in the library"

5.3 Food suggestions

The top five most common food items requested are shown in table 5-3 in order of requests.

Table 5-3: Food suggestions

1. Nachos
 2. Pasta dishes
 3. Salads
 4. Paninis
 5. Cheesy chips
-

6.0 Prices

6.1 Expected prices

We asked customers to say how much they would be happy to pay for a range of food items. Table 6-1 shows the price for each of the items.

Table 6-1: How much customers would like to pay

	<i>Price</i>
Lasagne and chips	£4.15
Burger and chips	£4.55
Caesar salad	£3.70
Roast with all the trimmings	£5.90
Jacket potato and one filling	£2.45

7.0 Customer service

7.1 Aspects of customer service

We asked customers to rate various aspects of customer service on a scale of 1 to 10 (1 – Poor, 5 – Average, 10 – Excellent). Table 7-1 shows the results. The best rated aspects were staff friendliness (6.7), staff presentation (6.5) and staff product knowledge (6.5) which all achieved above average scores. Speed of food service was an area that needs improving with a below average score of 3.6. The overall rating of the customer service received was just above average (5.7).

Table 7-1: Customer service aspects

<i>Aspects</i>	<i>Score</i>
Speed of food service	3.6
Speed of drinks service	5.2
Staff presentation	6.5
Staff friendliness	6.7
Staff product knowledge	6.5
Product availability	5.7
Cleanliness of outlet	5.6
Total average	5.7



8.0 Events

8.1 Popular events

Customers were asked if they would be interested in attending various events in the Parade Bar. Table 8-1 shows that respondents would be most

interested in attending a comedy event, closely followed by live music. 15.6% of customers said they are not interested in attending events in the Parade Bar.

Table 8-1: Events

	<i>Frequency</i>	<i>Percent</i>
Not interested	65	15.6%
Live music	176	42%
Poker night	93	22%
Bingo	57	13.7%
Themed party nights	66	15.9%
DJ's	78	18.7%
Comedy night	190	45.7%
Other	50	12%

15.6% of those surveyed are not interested in events being held in the Parade Bar. Table 8-2 shows a few comments of those respondents.

Table 8-1: Events

"Normal night": no gimmick, just a regular bar not trying to be something else. The venue is not appropriate for other entertainments. Also, turn the music down. Friday DJ "lounge" should be removed, there's no way you can compete with the SU's club nights, removing tables is ridiculous as no-one dances in the space thus made available (or hadn't you noticed?!)"

"It is not a good venue for events due to size/shape/layout/decor. Keep it as a drinks pad, there aren't many left where you can just go for a drink and a bite to eat!"

"Don't try to be Flirt! Alternative nights like bingo would be nice though"

9.0 Advertising

9.1 Most effective advertising

We asked customers to rate how effective certain advertising media is for them on a scale of 1 to 10 (1 – ineffective, 5 – Average, 10 – Very effective). Table 9-1 shows that Posters (5.6), Social networking sites (5.3) and Digital signage are what our customers feel have the greatest effect on them.

Table 9-1: Most effective advertising

<i>Methods</i>	<i>Score</i>
Flyers	4.7
Posters	5.6
Digital signage	5.3
Websites	4.8
Social networking sites	5.3



10.0 Comments and Suggestions

10.1 Additional comments

Customers were asked if they had any further comments or suggestions. 152 comments were made. These have been sorted out into a top five below in table 10-1. Each group has a few selected comments as an example. For the full list of comments see appendix B.

Table 10-1: Additional comments and suggestions

1. Prices are too high – 34 comments

“As postgraduate students, we will be very happy to eat everyday here is it would be more options available and prices were cheaper. We are mainly foreign students, and GB is in recession, we cannot make enough money to pay this place that is getting very expensive. Parade Bar used to be cheaper and very respectable business, now local pubs are better (i.e. WeatherSpoons)”

“Cheaper alcohol! The main thing keeping people away is the expense of alcohol I don't know anyone at universities that pay £2.60 for a pint, its outrageous”

“Hold more party nights! I really enjoyed the beach party that you held in semester 1 of 2007-08. A larger range of cocktails would be nice too. And whatever happened to 2 for 1 cocktails on saturday nights? Even if you will only just make a little profit please bring it back. We are students remember!”

2. General service complaints/speed of service – 23 Comments

“The only real problem with the Parade Bar is the absolutely terrible speed of service. A revamp of the menu should include considering what menu options could be more easily offered swiftly - perhaps by consulting those in charge of the Blues Cafe who operate much more efficiently?”

“If Parade bar returned to how it was during the early and middle parts of last year there would be no problems arising or any criticism”

“To eat at Parade bar you must put aside a solid 1hr - 1.30hr of your time, with waiting times on dishes a minimum of 30mins (all of the menu) to 45mins (frequently) and on multiple occasions up to an hour. The bar staff are polite, well presented and efficient. There seems to be no management front of house as of late and that perhaps explains the scruffy appearance of the place. Overall, I will not be here to appreciate the changes that will come about as a result of surveys such as this, however after 4 yrs of loving the Parade bar, I feel sadden that the place is becoming less and less popular and successful.”

3. Music is too loud – 14 Comments

“The music should not be so loud during the day and evenings. At the moment cant sit and talk which is the whole point of a bar especially when eating”

“Quieter music on a Friday for those not going to flirt but still wanting to go for a drink - more pub/bar atmosphere as opposed to club”

“The noise level is unbearable due to the stupidly high volume of the music played which requires everyone to shout”

4. Food service hours – 14 Comments

“The main issues for me are slow service, high prices and the early cut-off time for food. Why bother eating in parade when it would be cheaper, and quicker to get a bus into town and go to Weatherspoons?”

“The provision of food on this campus is a disgrace. It should be close to 24/7 in a variety of outlets. Food availability should be a SERVICE for staff and students, not a revenue generating mechanism for the university. It is embarrassing to walk around this campus in the day evening and weekends and to have no food available. The Parade Bar is not enough, you should have proper restaurants with proper kitchens”



"I think that food should be served beyond the current 7pm cut-off in order to make the service accessible to more students who may wish to eat a hot meal later than this"

5. Needs decorating – 14 Comments

"Hate the black decor in Parade, makes it feel dark and unwelcoming whatever the weather or time of day"

"The parade bar has an excellent location which could be used to turn it into a nice place to meet, however at the moment it looks run down and dirty"



Appendix A

7. Is there anything you would like to see added to the menu?
"Food" that isn't as bland as cardboard, something that doesn't have a tonne of grease and has some sort of taste/nutritional value for a price that competes with far better food available in town.
A few pasta dishes would be nice!
A menu with more than 4 choices!!!
A really cheap option, Like a noodle bar open to late.
Affordable cheesy chips to share. My sports club used to go to parade once a week and have four or five of these, back when they were real chips and it only cost 1.50
Allergy labelling: ie. Gluten-free (this used to be marked)
Alot more variety and more budget items. It seems that in the last year or so the menu has been shortened, made more expensive and portions reduced!!
Arizona Ice Tea
better quality salads quiche
better sandwiches, more fillings, paninis etc
Bring back nachos and regular pub fare please!!!!
bring back the pizza deals before 7pm on Thursdays
Bring back the steaks for under a fiver! Also, pub food such as cottage pies, baguettes and sausage and mash would be good. Finally, you should have a wider range of healthier options- bigger than only two salads on the menu.
BRING BACK THE SUNDAY ROAST!
Bring back what used to be on it!
Bring back: curry and a cobra; chilli and a carlsberg; pizza deal; cavery. Cheesy chips also wouldn't go amiss.
cannelloni
Cheap food? I don't care if its not all nicely presented, some pasta or something from the slopbucket. Me dont got no money to be spending £5 on a meal when spending a day in the library!
Cheaper food Full english breakfast More emphasis on lunchtime service
curry, pasta dish, fajitas
decent food
Deep fried mars bars
Definitely a greater variety is needed, ushc as cooked food (steaks, vegetariajn options, etc) combined wiht better prices. Currently, Prade Bar is very expensive.
For the quantity of the meals, the food is overpriced.
Freshly cooked food that was massed produced in Shropshire
Full breakfast
generally more choice and alternatives to chips like main meals with vegetables
Get the basics right, its more important than variety. to many times i have ordered a sandwich with chips and the chips are always cold. also the consistency of coffee making is pretty poor.
Get the carvery back!
ham egg and chips sausage and chips etc
healthier options
Healthier stuff!!!
Healthy options! Meals without chips
healthy, tasty low fat options
I think that the times when things are served at the moment are not good.
I would like to see more vegetarian options.
I'd like you to return to nice brugers - the down-grading to chip shop quality burgers from very good ones is noticeable.
Individual Pizzas available during lunchtime Vegetarian Lasagne and generally more veggie options
Irrelevant if food is not served after 7pm which is generally when people have tea.
It would be great if the main menu could be extended to lunchtime!
jacket potatoes
Jacket Potatos Back!!

just a few more options than just pizza after 7pm.
Larger portions. Pasta & sauce dishes.
Lasagne back, pasta dishes, less dishes that are clearly just reheated.
Lighter meals for less money starters in the lunch menu
lots
Lots! More variety needed.
low fat/ sugar options
Meals with vegetables
More Chinese Food
More choice
more choice - used to have a lot more options than there is now
More choices
More fish and veggie options, and less stodge eg. chips, bread
More food
more food after 7pm other than pizza
More gluten free options, these have been taken off the menu since it changed and I was very disappointed.
more gluten-free options
More grill options for the evening menu or maybe a grill special offer night
More healthy food and more variation. There is no way I can focus on my studies with the low nutrition level in the food.
more healthy food, not sandwiches and burgers
More healthy options - ones which are affordable. Currently the options are poor, and over priced. The portion sizes for salads are considerably smaller than for other meals. I have had side salads in Bath which are the same size as some of the salads I have been served. I have also been unable to eat salads in the past as they were drowned in dressings, olive oil ones which are therefore high in fat!! Also I think the additional option of skimmed milk as a low fat option would be really appreciated!
More healthy options, eg. sushi, more salads
More hot sandwiches, paninis etc Curly fries
More hot vegetarian options would be nice.
more lunch vegetarian meals that aren't salad (more choice than just falafel)
More meal options, e.g. lasagne, spaghetti bolognese, chicken and chips, steak and chips that run throughout the day, every day, until late.
more pasta and a roast
more pasta options
more salads
More salads, pasta, more vegetarian alternatives,
more than about 4 items. Falafel sandwich
More unhealthy/ chips alternatives
More varied vegetarian options - pie with goats cheese is not a good option as goats cheese is quite an acquired taste. Probably better to go for options that will appeal to more people
More variety
More variety
More variety and better prices
more variety at lunchtimes and BREAKFAST
More variety like there used to be cocktails at a reasonable price!
More variety with cheap basics and healthier options. Also dish of the day which could be cheap and substantial and served later than 7 for those people working in the library at night. E.g spaghetti bolognese, shepherd's pie
MORE VARIETY. Choice at the moment is useless and Parade has become kind of an 'everything with chips' type of place. Chips are okay but there should be more salads, pastas, jacket potatoes through the day.
more vegetarian options
more vegetarian options
more vegetarian options
more vegetarian options
More vegetarian options Pasta

More vegetarian options and typical pub food options such as lasagne, pasta bake and salad.
More vegetarian options as the goats cheese in the pie is very specialised and not to everyone's taste. It would also be good to have the lasagne and jacket potatoes added back to the menu.
More vegetarian options involving Quorn products.
More vegetarian options, more healthy options and more sandwiches.
More vegetarian options. Paninis etc for lunch, vegi burgers. Look at the wetherspoons menu, it's almost faultless for a pub on a budget.
more variety
Much more healthy options
Nachos
Nachos
nachos
Nachos Cheesy Chips
nachos more vegie options / snacks
nachos like previously
Not just Pizza after 7pm. Proper meals
Old items from a few years ago that were dropped.
Other pasta dishes, like a bolognese, carbonara; or even a themed pasta evening i.e. pasta + sauce of choice for £XX including a drink
Panini's
Paninis
Parade is a waste of space! very expensive, useless staff and it gets worse as the years go by!
Pasta
pasta dishes
pizza offer more days a week
Please go back to your old menu. Food selection is awful. Even plug's microwaves do better than you!
Portions are TOO big. Save money here!
Previous menus have been far better.
Proper healthy food not just food that is better than the average burger option...
Salads
Salads More Jacket potato fillings
Service can be sometimes far too slow.
Shit
Shocking Service and Extortionate Prices!
simple sandwiches made fresh
Some thoughtful food - there are surely cooks with the skills to make something intersting and non-standard.
Something healthy
Something other than pizza in the evenings. It doesn't bother me excessively (though it is dull) but it DOES bother my two friends one of whom is a vegan and the other can't eat cheese!
Something other than pizza, and some prompt service!
Soup
Soup Fish Mixed salad
stop doing promotions, just do good basic food every day
Student prices!
sunday roast again.
The 14" pizzas should be reintroduced. I find it appalling that the price was cut by £0.50 while pizza size went down to 10", which is ~50% of 14" if you do the maths.
the breakfast deal back
the falafel wrap again, more options without cheese!
The list is too long, and the kitchen facilities are probably inadequate anyway.
The menu lacks vegetarian options that don't contain milk. Being allergic to the latter, I found myself stuck eating chips last time - which were greasy, by the way.
The service is appalling with waits of often 40 minutes. The current provision after 7pm is awful and needs to be



drastically improved.
There is no variety at all regarding food. Prices are too expensive for nothing.
Used to really like the Cajun Chicken Salad which has now been removed from the menu
Vege burger back, more veg options
Vegetarian burger option!
Very awful variety in food. Very limited (and disgusting) vegetarian options and no Halal options present at all. Pathetic
What you had about 2 years ago was fine, before you cut it down
Wider variety of salad options. Return of jacket potatoes. More main meals, eg sausage & mash, cottage pie, meat & fish pasta dishes.
Would generally like the menu to be a bit less restricted
Yes, proper food
Yes, the old menu from 2 years ago, which actually served good food, at fair prices for students. Currently it's a joke.
Yes, where has all the choice gone? There need to be a greater number of dishes to choose from and specifically for vegetarians! As a vegetarian there are two things on your current menu that are edible. Secondly, some healthier salads and sandwiches for lunch would not hurt.

Appendix B

12. Have you any suggestions or comments you would like to make?
A more varied selection of drinks would also be appreciated.
A return to the old menu with the old portion sizes would be great. The old menu offered real value for money...
A wider choice of meals other than pizzas to be available for longer periods of time. Perhaps a few more standard promotions ie. not from 5pm-9pm but all day or all weekend as it's not always clear when cheaper items or deals are available. Staff are friendly (the student staff anyway) and are usually willing to help.
Although there are negative points in my answers, I do not believe it to be any bar staff fault. Often I find that it is a lack of staff and often poor management of staff that slow down service. Often I have seen a 3 deep bar and only 2 people on service while one person is slicing lemons or emptying ash trays... unnecessarily at busy times... Just employ more people and rather than faffing get them on the bar and serving. As a department, we regularly attend and are often disappointed by our evening being interrupted or rudely forced to leave our tables to make room for dance floors or infuriating events... decide are you are a bar or a club? it's confusing.
As a member of staff many offers start after I finish work, if put on over lunch time would visit. Uni wants to make all outlets staff and student friendly - perhaps decorate different areas of bar to cater to these needs (proportionately to useage of course) so that staff/students gravitate towards 'their area' of the bar.
As I said, BRING BACK THE SUNDAY ROAST!
As postgraduate students, we will be very happy to eat everyday here is it would be more options available and prices were cheaper. We are mainly foreign students, and GB is in recession, we cannot make enough money to pay this place that is getting very expensive. Parade Bar used to be cheaper and very respectable business, now local pubs are better (i.e. WeatherSpoons)
as somewhere to wind down on a friday with friends, it can be too loud and overcrowded inside
At the moment it is cheaper for students to take a bus to weatherspoons (£1.80) and get a meal (£1.99) than it is to eat at parade - this needs to be changed.
Be fairer, it's a shame you went from being somewhere popular amongst me and my friends, to a place where we only go if we are literally bound to (exams when you've had every take away under the sun in the last few days). The food has got worse, and the service, is like... btw we don't have this. I didn't want to tell you when you ordered, but it's ok we won't get anything to replace it, or reduce the cost of your meal, we will simply walk off. It's fine because your a student. It's not fine. Sort it out.
beer spilt onto flooreboards (presumably) smells a bit like urine, when entering from the west entrance

better food service and choice- quality better than quantity, music not so loud during the day and evenings. at the moment cant sit and talk which is the whole point of a bar esp when eating.
Better opening times during university holidays.
Between many people I know Parade is considered overpriced
Biggest problem with Parade is just that the food has become too expensive. There is a complete lack of variety in the remotely affordable options. I no longer can afford to eat in Parade, which combined with the limited menu, and slow service means I rarely bother going in.
Both choice and price-value ratio have declined quite substantially over the last few years, with the big incentives (large pizzas to share, carvery, Mexican) having been abolished recently. One other aspect is that music in the evenings is often far too loud; people go to the Parade to socialize and talk, and the volume of the background music should reflect this.
Bring back Carvery and give larger portions of wedges/chips to make meals appear larger. Wider variety of meals available for £5 with drink. Cheaper alcohol main thing keeping people away is expense of alcohol not any1 i know at other uni pay 2.60 for a pint its outrageous.
Bring back the carvery, with quicker service to avoid the half-hour queues.
bring back the old menu!!
Bring back the old menu. My friends also miss pizza before 7pm
Cheaper food
check the facebook group, enough said!
Chinese and curry night should be on separate nights. Prices are rising and food quality is dropping. It isn't worth it anymore.
Even more bar staff on Fridays (and not disappearing when the queue is short).
Extension is really needed. Often not enough places to sit and eat.
fewer gimmicks- just reasonably priced food please
Fire the kitchen staff. Put table numbers on the tables and keep them in the same place. This will quicken service and get rid of those stupid bottles which make the place look tacky. Scrap the menu and get new suppliers who don't rip you off 'cause the quality of the food is absolute crap and the price point is verging on fantasy. Don't make up customer service surveys you criminals.
Food is often inexcusably slow. Often no consistency in food hours ie community needs to know that food is guaranteed until a certain time (eg 9pm or 10pm). I believe the Parade Bar ice storage breaches Health & Safety. In food hygiene terms, Ice is a foodstuff; therefore storing juice bottles and milk cartons in it is unhygienic as is using a sink for storage (assuming that there is an outlet direct to a drain.
Food needs to be served faster and availability of food needs to be improved.
for those living in town it's often not worth coming up to campus. part of your issues seems to be that you can't cope with large numbers so you've raised prices. . surely it makes more sense to improve staff skills and get a much greater throughput. Reasonably priced panini's to take down to the lake? The bar type ordering system doesn't really work when it's busy. designate one till for food orders and getting served will be more civil for those wanting a meal as a break from the library
Full menu open for much longer, with Pizza deals starting earlier in the evening, some of us have clubs and societies that meet at 7/7:30, would be nice to eat some reasonably priced food before then!
Generally, staff services has been good. But in one occasion, a manager (staff in different uniform) has made my dining experience a bad one. Please let them know, you never ask "why" to a customer request.
Get rid of pool table - need space for tables. Re-extend the menu. Nothing nice for veggies. I'm forced to eat CHIPS or a fatty heavy massive fallafel thing with more chips than a chippy van.
Great atmosphere, good beer... I like Parade but the high prices and lack of food when I need it stop me coming.
Hate the black decor in Parade, makes it feel dark and unwelcoming whatever the weather or time

of day.
Have music shows playing on the big screens
Having asked what the wait on food was the other afternoon, i was told "nothing else on order, as long as it take" It took over 40 minutes for my chips and cheese to arrive! This was mid afternoon and not an acceptable wait!
HAving not visited for a while while eating, I was serverely dissapointed with the reduced standard of the pizzas, both in terms of the size and taste, and in terms of the quality of the cooking.
healthier options on the menu, and better dispenser sodas.
Hold more party nights! I really enjoyed the beach party that you held in semester 1 of 2007-08. A larger range of cocktails would be nice too. And whatever happened to 2 for 1 cocktails on saturday nights? Even if you will only just make a little profit please bring it back. We are students remember!
I don't understand why food stops at 7pm. I quite often have late meetings/events so it would be great to get a hot meal before or afterwards. The menu used to be a lot more varied but it has shrunk quite a lot recently.
i dont think the quality of the food is good alot of it is like microwave meals
I have been ripped off a few times on the pizza deal, advertises a 10 inch pizza and delivers not much over 8!!! Nearly 40% difference!!! Was pissed off they didnt say so and offered no discount at the till despite knowing that customers were short-changed.
I think that food should be served beyond the current 7pm cut-off in order to make the service accessible to more students who may wish to eat a hot meal later than this.
I thought the SU was meant for students. Cheap food and booze is all I'm concerned about. I wouldnt mind seeing other things ommitted to secure this aim
i want mexican! and more variety of food on the menu
If Parade bar returned to how it was during the early and middle parts of last year there would be no problems arising or any criticism
If you compare the prices of Parade to any other SU in the country, it is so expensive! Sort your prices out.
Improve the lighting!
Improve the quality of the food
Improve the services please. i fed up the lack of food at expensive prices. Infact replace parade with plug bar!!!!
In general, please take a long hard look at your target market. You are charging town centre proces to students. Some of your prices are ridiculous when compared to student outlets at other universities. No-one wants to pay in the region of 5pounds for simple quick food such as sandwiches. (I can't even remember exactly what is available now as i've stopped going, but it seems from your proposition more like parade is thinks she's serving bath cafe dwellers than students) Wetherspoons can manage alot better than that. If you can't do it properly, bring in spoons.
In the 5 years i have been at bath the parade has gone from having cheap drinks and a menu which covered several pages to having reasonably priced drinks and a menu which covers one very small flyer sized piece of card which is only avialbe for a few hours a day. As it is the only place u can really get sit down food on campus (save for the god awful level 1) it would be nice if there was a wide selection, theres only so many club sandwiches one can eat. As for a crap burger and a pint of coke for 5£ spoons seems to be able to do the same deal with a beer for 4£. Stop profitering and put some effort into the students. All in all the parade seems to be getting progressively worse out a shear lazy atitude towards the customers as u realise u have a monopoly on campus. Not on really. Bring back the old parade, or atleast one which offers more than 5 overpriced meals which are avialbe for 15 minutes a day.
Invest in a highly trained and professional marketing department in order to diversify your markets, reach out to the general public and eventually go global.
it is a student bar. make the food cheaper. beer and a burger (+chips) in wetherspoons in under

£5. think about it.
It is my opinion that the Parade bar has gone downhill since 2006 with more and more cuts to the menu and food serving times.
It is surprising that a campus establishment is charging more than pubs in town, particularly as the quality of the food is far lower. The Parade Bar used to have meal deals available at lunch time, but this has been replaced by an expensive sub-standard menu. I never eat at the Parade any more due to this, whereas I used to eat there at least once a week.
It just feels as though the food quality in general has been lower compared to 3 years ago or so. It seems as though the quality has been lowered in favour of lower prices. It would be nice to still have the choice of comparatively expensive salads or pizzas alongside the cheaper ones now. (I think the Cajun Chicken Salad might have been around £6, but it was excellent, so was happy to pay for it)
It might not be right for the parade bar, But I, and many other students would like to see a low cost, large portion option available till late. Something Like a small noodle take away, or pasta take away would be perfect- not necessarily requiring much choice, things like carbonara and macaroni are good. low cost and availability are the key.
It would be nice especially when the other options are close to be able to have a quiet chat with friends
It would be nice if the staff would serve all customers fairly and not just their friends and/or people they want to chat up. I have made complaints in the past about this and have been told basically to not bother complaining again. I think this is shocking from a service provided by the university.
LIGHTS! Not that expensive and would allow you to see something when you are in the place - a simple 100W bulb would considerably brighten things up - I've seen nightclubs with more ambient light than the parade! And NOISE! I go to the parade to socialise and to talk! Not to be deafened by a shit sound system eating food I can't see! Turn the sound down and the lights up!
make customres aware of the offers available
make it stay open later
Make the menu more varied and serve food until late so people who are working late on campus can eat there. Speed up service and lower prices, it was much much much better when 3 years ago when I lived on campus
More food options after 7 (the korma special after seven was a very good idea as you don't need a cook.)
more food variety and cheaper drinks & food
more info in kitchen drops
more vegetarian options cheaper options healthier options
music is too loud, but the music choice is quite to my liking
Music quieter so we can actually talk. There is no need for it to be at 'club volume' before 9:30
nope
Of late, the Parade bar seems to have lost leadership and the drive to be a successful food outlet on campus. I feel the bar is coasting on the captive student market and the limited competition from other food outlets out of university hours. After 4 years of frequenting Parade bar for a variety of reasons (midday coffee, evening meals and socialising) I feel that the last year represents a low in terms of how busy the place appears, the variety of the menu offered and general cleanliness throughout the day. Overall, I think the food that is provided is consistantly of good quality and enjoyable, the Parade Club, for example, I feel offers great value for money, however, the excessive wait times on all the food dishes still seems to plaque the outlet. To eat at Parade bar you must put aside a solid 1hr - 1.30hr of your time, with waiting times on dishes a minimum of 30mins (all of the menu) to 45mins (frequently) and on multiple occasions up to an hour. The loss of all the special food evenings (at least as a regular event, e.g. Curry and pint, mexican wednesdays, etc) is a great shame and seems to typify the bars lack of imagination in creating, what could be the social hub of the university. The bar staff are polite, well presented and efficient. There seems to be no management front of house as of late and that perhaps explains the scruffy appearance of the place. Overall, I will not be here to appreciate the changes that will come about

as a result of surveys such as this, however after 4 yrs of loving the Parade bar, I feel sadden that the place is becoming less and less popular and successful.
Oh my god train your staff! I have worked in hospitality for seven years and manage restaurants and your staff are awful!!! (although not quite as horrendous as plug, but that is just a joke.)
Parade Bar has been on a long slippery slope since I started uni here - it used to be amazing before a night out, but now it just saps at your wallet until you have nothing left for the night. I remember in my first year when the menu first changed - the portions became smaller and the prices went up - I complained, and was told that "that's the way it is". The food now available is a joke, the only decent meal being the pizza offer - the sunday roast also used to be extremely welcome. I now avoid parade (whenever possible), and even when I do go I do not feel it worth the money to buy anything while I sit in there. A coke is almost twice the price as plug, and I overheard someone at the lake claiming that a jug of pimm's is "only £9"... when it is almost half that price in plug. Parade has become a joke, and unless something is done about it soon. It appears that the "mystery customer" survey is the only people getting a half-decent service from parade - and if that's so, how do i become one?
Parade bar is awful, hence why I never Visit
Parade has gone downhill over the past two years. Bring the quality back to the standard of the beginning of the 08/09 year and then push to maintain and improve it.
Parade is the only big restaurant right on Campus, it needs to be a bigger variety of food, higher speed and more effeciency employees. I go to Parade just because there are no other options close, but it needs to be improved and follow a more healthy approach, it is too much unhealthy food. A restaurant on campus should encourages better food.
Parade is the only main food and drink outlet on campus that's open through the day and into the evening, Plug bar's kitchen being too small to offer anything more than fast food. Students have nowhere else to go to eat when stuck on campus, whether for study/sport/activity reasons. I'd be surprised if you could find one student who would choose to go to Parade if there was a viable alternative, or who would think highly of the place. Food prices are just about acceptable but too high considering the quality and size of dishes. They need to be lowered if they want to be a decent deal to students. Main problem is waiting time - this has always been ridiculous, but now with the new limited menu it is completely and utterly unacceptable. Last week I waited 1 hr 10 mins for a falafel (basically a SANDWICH AND CHIPS) meaning I missed my sports session. I wasn't informed there would be a wait when I placed my order or even later, until I asked. The staff were dismissive and not particularly helpful. The place wasn't even crazily busy. I bought practically the same meal as this in a SERVICE STATION off a motorway for 50p less and it contained meatballs (meat would probably bump up the price by £1 in Parade!). I have had to wait over an hour several times in the past. In town this would make a place go out of business. Needs to be radically improved by promising a shorter wait and advertising this to students! The new pizza deal is 50p less than last year but the pizzas are almost half the size in area. Rip-off. Also house cocktails need to go down to £2 again to be a decent deal. With exams looming and most students being forced to stay on campus, we need to be able to find a decent and reasonably priced meal. There is no need for Parade bar to be this bad, it needs to be urgently sorted, and cater for students not profit margins. Try to appeal to students with decent food/drinks prices and faster service, rather than relying on the fact that we have nowhere else to go. Students are tired and fed-up of this.
Parade used to be substantially better. It's shocking students are unable to get a proper meal after 7. Even if one went to parade before 7 the variety and cost is poor.
Please bring back BlackBush to the bar Many Thanks
Please bring back the sunday carvery!
Please improve food somewhere on campus, this is embarrassing.
PLease see: http://hadleighroberts.co.uk/?p=392
Please sort your acts out and stop trying to cut costs to make money - provide a decent service instead and then you'll make money! EVER having only pizza available is unacceptable, let alone on a Friday night! And sort out your crappy staff.
Pricing does not reflect student clientelle. Stupidly high food prices for the quality provided. Poor

menu choice and over priced drinks - £1.70 for a coke?!?!? Better food system where chips don't take 40 minutes and better planning of the menu where lunch food is on it - paninis etc, not a choice of 3 or 4 burgers. Vegetarian options are awful. No other word for it. Pizzas are OK, but should be served throughout the day.
Provide more options or have daily deals, and serve these options past 7pm.
Pull everything apart and start from scratch!
quieter music etc on a friday for those not going to flirt but still wanting to go for a drink - more pub/bar atmosphere as opposed to club.
Really need to improve food portion sizes or quality for the amount people have to pay for food. Currently its more economical for us to drive all the way to town and go and eat there, then come back to campus. Then to just go to Parade Bar for food. Also food serving hours need to be extended, if you could lower prices or improve quality then I would most definately use Parade bar in the evenings where I am on campus till late at night.
Regarding staff friendliness, some staff are absolutely fine. One of the managers is rude and does not behave in the way a manager should. Need for more varied lunchtime options and below £5.
Ridiculously overpriced, poor choice of food, expensive drinks, ever-shorted menu. Have you given up?
Section 9: Very difficult to rate as speed of staff and their attitudes are very variable
serve food earlier. bring back bogof cocktails. turn the music off/down
Serve food later, some people dont finish lectures till7pm and have more of a variety like you used to
serve food till later and have a alrger variety of food options
Service and range of food is exceptionally poor at present. Food is overpriced for the terrible quality recieved.
Serving reasonably priced and a variety of meals as late as possible in the evening should be a priority as there is nothing available except pizza in the evenings on campus now. The Parade Bar seems to be the only facility on campus that is able to provide this service in the evenings so it is crazy that you have stopped.
shit
Speed of service is always terrible. Music is almost always deafening.
speed service up!
Staff are not quick off the mark to serve and look at who is ready to be served next. Management are rude!
staff never serve the clients in turn, so there's plenty of q jumping. Also a smile might help, and have the coffee menu displayed easily so I can tell what drinks are available at what price, its so dark in there I cant find ever find the drinks price list
Stop smoking on the whole premises. The last 2 times I have been to Parade, people on the table next to me outside have been smoking despite being sat in the non-smoking section. Even if they smoke on the balcony, the smoke gets indoors and round the side of the building. It doesn't make for a pleasant dining or drinking experience. Staff need to be more aware of this and have more power to eject people from the premises for smoking. On the occasions mentioned, staff walked past those smokers without asking them to put them out until we told them they were smoking, and on one of these occasions the person re-lit up immediately after the waitress had left. I, and my friends, are reluctant to return to Parade as we will want to sit outside but not have to put up with inconsiderate and arrogant smokers who think the rules do not apply to them. Please sort this out!
The above advertising methods are rated should the flyers etc be distributed properly. Just leaving a few flyers on tables is not correct distribution.
The bar freaking expensive and offers really shwite quality of food and service. No value for money!!!!
The biggest complaints I have are about the variety and service relating to food. Several times I have seen friends receive the wrong meal, and I have waited over an hour in some cases. This is terrible!

The coffee making slows up other drinks being served - perhaps separate coffee bar or dedicated coffee service - pay for drinks and coffee get drinks then queue at coffee area with receipt and your coffee will be handed to you.
The food is cold and just not enough variety
The food is overpriced with minimal offers.
The food is terrible, the menu is too limited and doesn't change often enough
The food needs to be hot.
The food you currently provide is good enough quality and pretty good value for money. Your biggest problems are the service which is unacceptable (I have waited over an hour for a sandwich on more than one occasion) and the short time periods when food is available. During exam/deadline time in particular you have the potential to draw in a lot more of the late-night students from the library, but when the only option is pizza people tend to get bored quite quickly.
The main issues for me are slow service, high prices and the early cut-off time for food. Why bother eating in parade when it would be cheaper, and quicker to get a bus into town and go to Wetherspoons?
the menu has become increasingly limited both in variety and in the hours of food service. The different days were always good particularly the carvery but the fact that only pizza, which is fairly average, is served after 7pm has drastically reduced the number of visits my friends and I make to parade bar as many of us would have a drink and a bite to eat once the day is finished (usually after 7pm when people have finished sport or library work). However, now we are so limited in choice it is not an attractive option to visit Parade Bar
The menu split into three parts is both annoying and confusing. for example fish and chips only available between 4pm and 7pm, Pizzas only after 7pm etc.
The menu was cut right down, and now the variety has been severely limited. I'm sure there was a reason for this but it's not good now.
The music is too loud so you can't have a conversation
the music level is always too loud there - need to find the balance of music and talk and it's always too much on the music side. the place is very messy and needs to be cleaned a lot more during the day.
the new opening times are poor and with regard to value for money it is cheaper to get a bus to town and go to a pub with "2 mains for £5.50" offers etc than eat in parade and yet this is supposed to be catering for students - or is it just taking advantage of its monopoly on campus?
The only real problem with the Parade Bar is the absolutely terrible speed of service. A revamp of the menu should include considering what menu options could be more easily offered swiftly - perhaps by consulting those in charge of the Blues Cafe who operate much more efficiently?
The Parade bar generally has gone significantly downhill. Friday afternoon/evenings are a joke. The music is on way too loud. Food takes forever, the orders are often wrong, cold or worse. The mystery customer scheme is a joke, you need a larger sample size!
The parade bar is far more expensive than level 1, for a very similar (in my opinion) level of quality. A pint of coke for £1.70 is way too expensive as well
The parade bar menu desperately needs to change. There should be a lot more choice and the prices should be kept to student prices. Take a look at Wetherspoons menu in town and try to design something on a smaller scale. If the prices were the same as Wetherspoons and the quality and choice improved, you would have a great place to socialise and eat!
The Parade Bar staff look like they work very hard at their job. Rewarding them for good service/communication skills should be introduced (unless it is already in place) i.e. give them discounted meals or free drinks etc.
The parade is a great place. Like it like it is. Just need to keep the kitchen open later, even if that means opening later. Also, please expand weekend/holiday service - the ugrads may be gone, but many of the staff and PGs work late and through the holidays, seven days a week.
The price of the hot drinks and soft drinks appears to be exceptionally high in what is effectively a student bar. Especially in a time when "binge drinking" is being discouraged surely a pint of coke

<p>shouldn't be £1.70 when all it really is is post mix and soda water! Hot chocolate should be renamed warm chocolate as this never seems to be up to temperature.</p>
<p>The prices have gone ridiculously high for a student campus catering facility, the customers are 99% students which means almost everything/anything has to be put in place to please a typical student. Also, the variety of dishes has gone low in the past months which reduces the will to have a nice lunch/dinner with some friends at the Parade bar. Some staff do their jobs very well and are very professional. Some staff are passive and don't seem to understand that pleasing the customer is the number 1 priority. A smile is free, is always a plus and can change a lot in the customer's experience.</p>
<p>The provision of food on this campus is a disgrace. It should be close to 24/7 in a variety of outlets. Food availability should be a SERVICE for staff and students, not a revenue generating mechanism for the university. It is embarrassing to walk around this campus in the day evening and weekends and to have no food available. The Parade is not enough, you should have proper restaurants with proper kitchens</p>
<p>The quality of coffee you get depends greatly on which member of staff is serving you. it would be great to get the same quality everytime and not sometimes a nice cup of coffee and other times a burnt brown mess</p>
<p>The quality of parade bar, with respect to its food, service and value, has declined over the past two years an an unacceptable rate. It needs to be improved- no wonder its usually empty now.</p>
<p>The recent changes in the Parade bar have been very detrimental to it's service. It is highly unsatisfactory that food finishes being served at 7pm. The reduced menu is also poor, and difficult to explain given what used to be served. Furthermore, the quality of food has decreased. The Pizzas (which have been reduced in size) now actually taste bad, whereas they used to taste nice. As if this wasn't enough, the food portions are disgraceful. With the Burger, a normal size bun is served with a burger that does not cover half of the bun. When this (new, smaller size) burger came up, my table complained and asked for more burgers - these were given (20 mins later), perhaps because the manager was embarrassed by the size of the portions. The time it takes to order food and drink is abysmally slow. It is possible to wait for over 20mins in busy periods, but even when virtually empty, it can take several minutes to get served. Food can often take over half an hour to arrive. I used to eat in the parade bar two or three times a week. Since the reduced menu, the scaled back service times, the poorer food quality, the smaller servings - all for the same cost - I no longer eat there at all. The overall service is totally unacceptable. I want to go back to eating there, but the current overall service is a disgrace. Also I wasn't sure what section 4 meant - food isn't served until 8pm. Are these proposed meal deals?</p>
<p>The service is poor and the food unimaginative and largely very unhealthy</p>
<p>The speed and competence of service for drinks in the Parade Bar are the worst I have ever experienced at any bar, anywhere. The bar is usually filthy with dirty glasses and plates everywhere and the noise level is unbearable due to the stupidly high volume of the music played which requires everyone to shout. The quality of the beer is hopeless as I don't think anyone "managing" the bar has any sense at all of how to serve lagers (my beer of choice). And the swiping of cards on the tills is simply a joke. I have been in bars where there are 10x as many customers with 10x the speed of service with the same number of bar staff. The only reason I ever go in the place is when I'm desperate or working late. Otherwise I steer clear of it like the plague. Shame really as with a bit of imagination and professionalism the place could be a proper grown up bar instead of the amateur joke-fest it is now.</p>
<p>The staff are the best part of the bar, always friendly and generally quick in their service.</p>
<p>The standard of the pizzas is appalling for the quality of the produce.</p>
<p>The survey is difficult because if you ask what is a decent price for food - if it is parade quality, then pennies. If its decent food then the prices Ive put are reasonable. Students want a meal and a drink for £5 or less. The pizzas used to be delicious but have the texture of cardboard. Also the speed of service is disgraceful I once waited over an hour on a sunday when the bar was less than a quater full with next to no one eating. I ordered a salad. Ultimately the standard of food is never going to be amazing and expectations should remain realistic. However, even if you didnt change the standard of the crap you are currently pedalling - cut the price by 40% and no one would complain.</p>

The worst aspect by far in the Parade Bar is the music in the afternoon session in particular. Ideally there would be none but if there has to be, PLEASE keep it right down as frankly it is often really difficult to have a conversation in there. PLEASE PLEASE listen to this. Many others feel the same
This is a bar on a campus full of students. Why have the prices been made un-affordable for students for food that is of very very poor quality. It used to be good food at affordable prices. Why have all healthy options been removed from the menu. Why has it stopped serving at 7 when many students are on campus until 9 - 10pm revising for exams. Why is it the most expensive place to get a cup of coffee on Campus. Wetherspoons can provide meals at £3 for the general public let alone students. Why cant Parade do the same.
To serve a variety of food for evening meals not just pizza.
Top buttons done up, tables cleaned, food made downstairs - prices CAN reflect the product if the product is good - easy to make a really nice burger with fresh mince. I'd be there every day...
Train your staff what carlsberg and black is..... it means blackcurrant not a magical special brand of carlsberg. Poor, poor confused girl.
uni-sex toilets need much more regular cleaning to avoid the stench of man-wee and puddles in front of the toilets. Disgusting. Nachos were good on the old menu - why did they get taken away?
way to expensive for a student bar. The most expensive bar geared towards students exclusive of London i have ever been to.
We are students, we don't want to spend a fortune on mediocre at best food
We are students...so make it for students...there should be more variety and at decent prices.
With regard to staff knowing about promotions, I went into Parade Bar on Friday, and asked if it was Friday Lounge that day. The staff did not know what the Friday Lounge was and looked at me as if I was mad.
Would appreciate a full breakfast with it available by 10am
Would be great if you showed some more of the big sports matches.
Yes, bring back the carvery! Also parade bar staff do get the orders wrong sometimes, this needs to be worked on! Variety could be better.
you need to change stuff...please and hire more staff
You should remember that a) hospitality is the only provider of hot food on campus and should run its outlets as a social service and not as a money making machine; b) if you increase prices fewer people will use your services, so you will overall lose business whereas if you decrease your prices, more people will use your services and you can increase profits; c) parade bar has an excellent location which could be used to turn it into a nice place to meet, however at the moment it looks run down and dirty.