Gethin Pritchard Powerpoint

by Gethin Pritchard

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Remember to include a title page.





The Red Lion (Wetherspoons) – Restaurant Review

This presentation provides a detailed review of The Red Lion, a Wetherspoons pub located in Morriston. My visit was carried out as a secret diner to ensure an authentic evaluation of the venue's food, drinks, service, atmosphere, cleanliness, accessibility, and overall customer value. This approach aligns with the reflective evaluation methods outlined by Wetherspoon plc (2024).

I chose this venue instead of a fine-dining restaurant because Wetherspoons represents a realistic hospitality experience for everyday customers. The review is supported by photographs, research, and online reviews to provide a balanced and informed assessment.

Why I chose this restaurant

•Wetherspoons is one of the most frequently visited pub chains in the UK, offering a consistent and recognisable brand experience. Its accessible price point and broad customer base make it an ideal venue for evaluating value, service, and customer expectations.

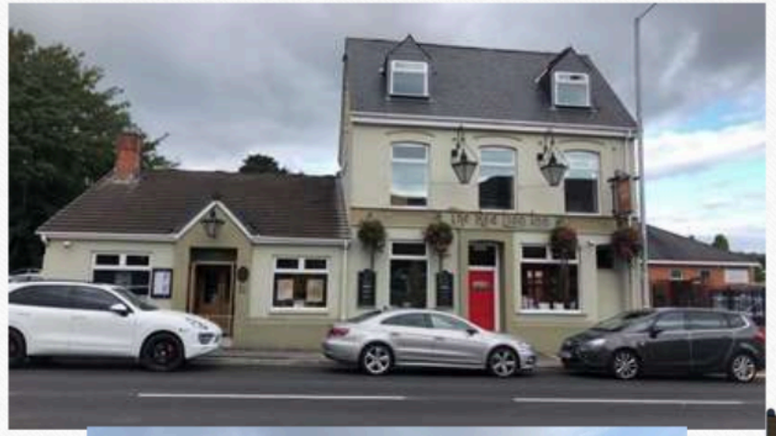
•I frequently visit this venue, allowing me to compare my current experience with past visits and identify any changes in quality or service.

Your use of photos to support your points is effective.

Exterior Overview

•The exterior reflects Wetherspoons' signature use of repurposed, characterful buildings, which helps create strong brand familiarity and a sense of heritage (Wetherspoons plc, 2025). Positioned on a main road, the venue benefits from high visibility, making it easy for customers to locate.

•The signage is clear and well-lit, reinforcing the brand identity and supporting customer navigation. Promosigns (2025) highlight the importance of visible signage in attracting customers. The venue's exterior aligns with industry guidance on branding, accessibility, and visibility from Visit Wales (2023) and UK Hospitality (2023).





First Impressions

•The signage outside the venue is bright, clear, and easy to read from a distance, which helps customers identify the venue quickly, especially during evening hours. This contributes to a welcoming first impression and supports customer confidence when approaching the venue. The combination of lighting, branding, and building design creates a familiar and approachable atmosphere.

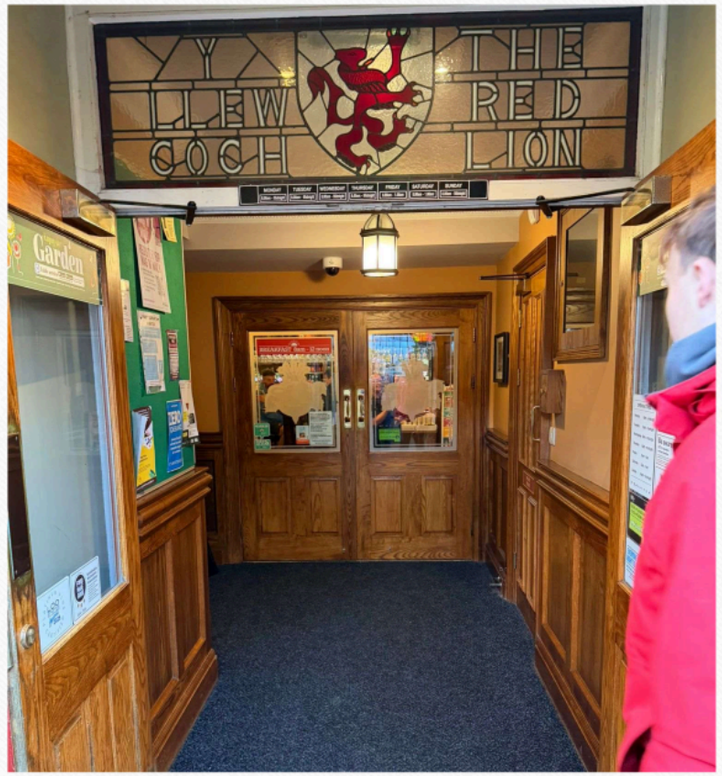




Entrance & Accessibility

The entrance is wide, accessible, and easy to navigate, essential for ensuring inclusivity. The British Hospitality Association (2023) emphasises that accessible entrances are a fundamental requirement for modern pubs and restaurants.

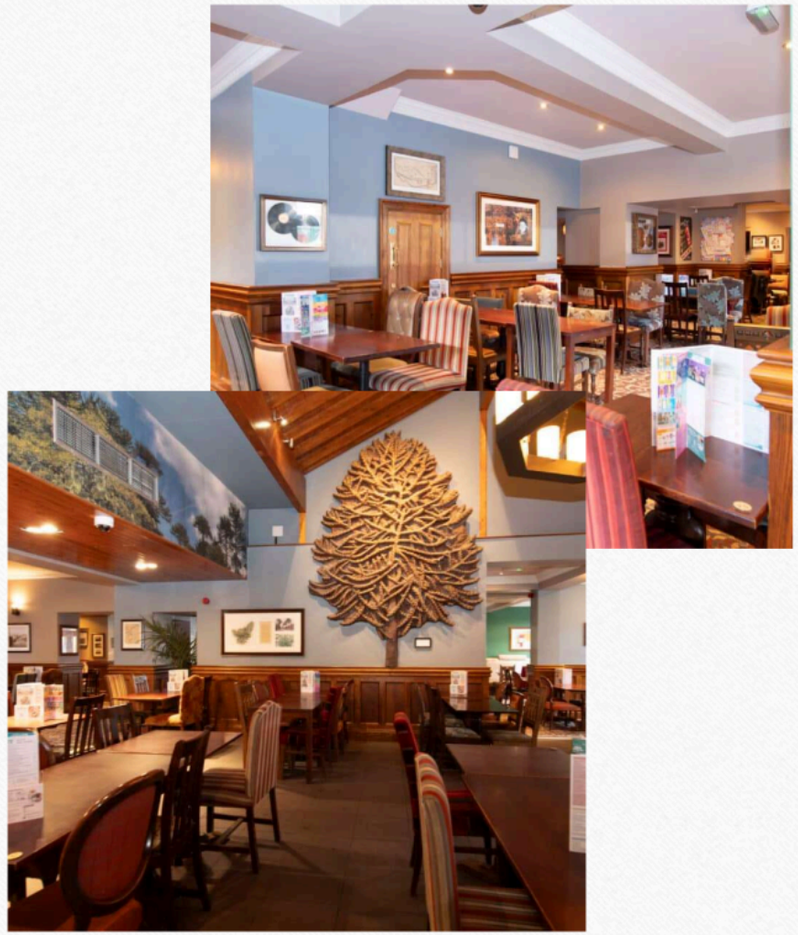
The layout supports wheelchair users, prams, and customers with limited mobility, creating a positive first impression and encouraging repeat visits. The ease of access reflects industry standards and demonstrates the venue's awareness of customer needs. Fire exits are clearly signposted across the venue in compliance with Health and Safety Executive (2023).



Main Seating Area

The seating area is spacious and designed to accommodate a high volume of customers without feeling overcrowded. According to Which? (2023), customer satisfaction in pub chains is strongly influenced by comfort and seating layout.

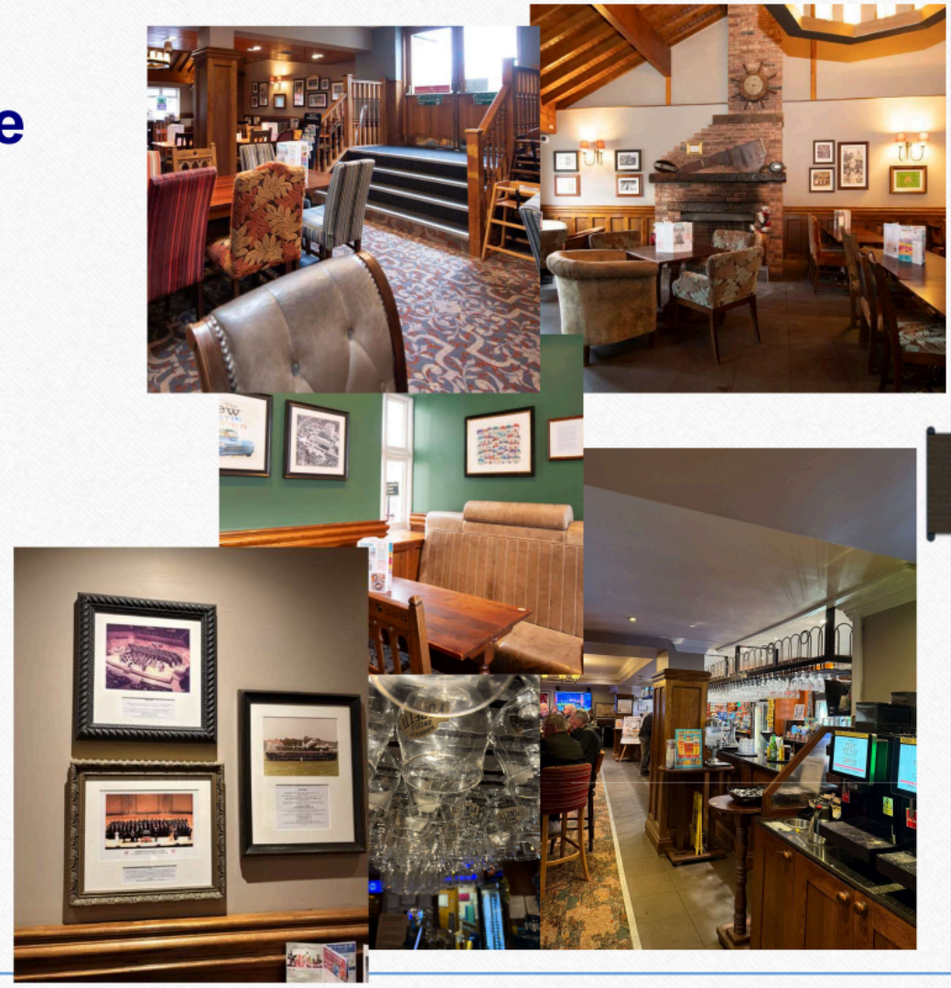
Arrangement of tables supports both small and large groups, offering flexibility during busy periods. This thoughtful layout contributes to a relaxed and functional dining environment.



Seating, Layout and Ambience

The seating throughout includes a mix of booths and tables, catering to different customer preferences. Tables are spaced well to allow easy movement and reduce congestion, helping to maintain a calm and comfortable atmosphere.

The décor follows Wetherspoons' traditional style, with pictures of the local area creating a familiar and welcoming environment. This aligns with guidance from the British Hospitality Association (2023), who highlight the importance of ambience in shaping customer perceptions.



Food Menu Overview

The venue a wide-ranging me[4]that reflects Wetherspoons' commitment to consistency and val[5]Classic pub dishes such as burgers, curries, pizzas, and all-day breakfasts are available, aligning with Wetherspoon plc's (2024) emphasis on maintaining a reliable national menu.

Each meal offers the choice of a soft drink or an alcoholic beverage, enhancing affordability and customer value. Although alcoholic drinks are priced higher, they remain competitively priced within the pub sector, reflecting wider trends in UK hospitality pricing (The Caterer, 2024).



Drinks Menu Overview

The drinks menu is extensive, offering beers, ciders, spirits, cocktails, wines, and soft drinks. Wetherspoon plc (2024) highlight that competitive pricing is a key part of their business model, and this is evident in the affordability of the drinks.

Statista (2024) also note that refillable hot drinks are a major value driver for customers, and this feature is available at the venue. The range and pricing contribute to a strong value proposition.



Deals Boards & Promotions

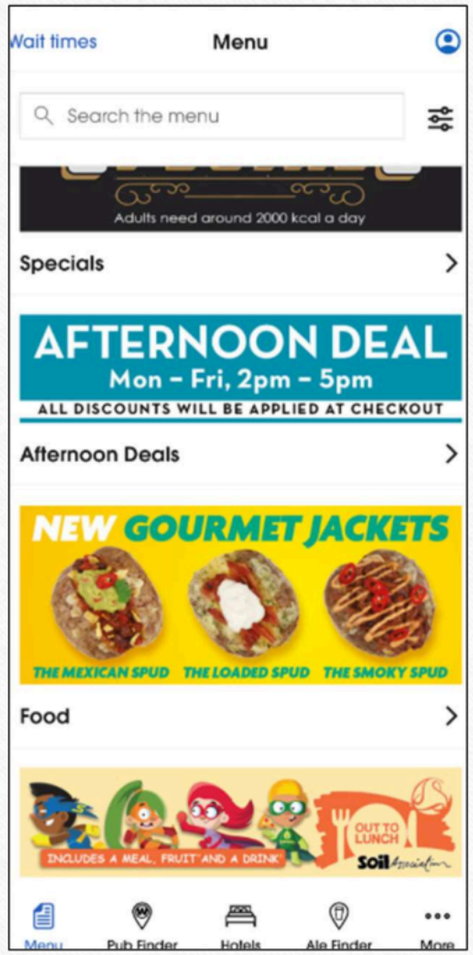
Promotional boards throughout the venue highlight themed offers such as Curry Club, reinforcing Wetherspoons' strategy of providing affordable dining options. Wetherspoon plc (2024) emphasise that these promotions are central to their value-driven approach.

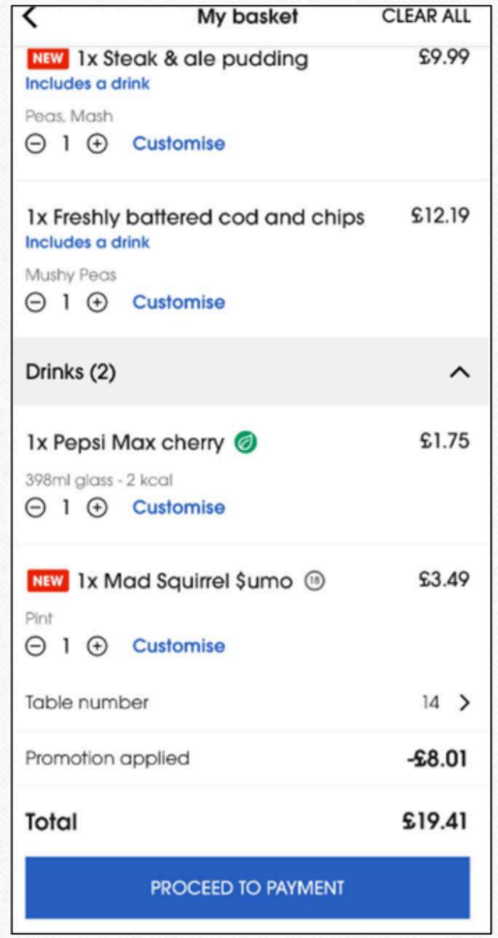
Mintel (2023) also note that cost-effective deals significantly influence customer decision-making in UK pubs. Combined with competitive pricing and generous portion sizes, these promotions contribute to strong customer value and support expectations of affordability within the chain.



App Ordering

The Wetherspoons app allows customers to order food and drinks directly from their table, reducing waiting times and improving convenience. Hospitality Insights (2024) highlight that digital ordering systems enhance operational efficiency, and Statista (2024) report that customers increasingly prefer app-based ordering for its convenience.





My Meal: Overview

I ordered a Halloumi Salad with roasted veg for £8.49 to assess quality, portion size, and value. Mintel *(2023)* note that customers expect consistent quality from budget chains, and my meal aligned with these expectations. The dish provided a good representation of the typical Wetherspoons dining experience.





Taste ,Quality & Expectations

The Halloumi Salad offered a typical example of Wetherspoons' food quality, with well-roasted vegetables but overcooked halloumi, which is made from imitation "halloumi-style" cheese as stated on the menu. While the dish was not gourmet, it met the predictable standard customers expect from chain venues, as highlighted by Which? (2023).

Considering the low price, the portion size and overall quality provided strong value for money, supporting Mintel's (2023) findings that affordability remains a key reason customers choose Wetherspoons

Cutlery & Condiment Stations

Cutlery and condiment stations are clearly positioned and regularly stocked. Customers can access sauces, napkins, and utensils easily.

These stations help streamline service and reduce waiting times. Their cleanliness and organisation contributed positively to the overall dining experience, ensuring customers have everything they need without relying on staff.



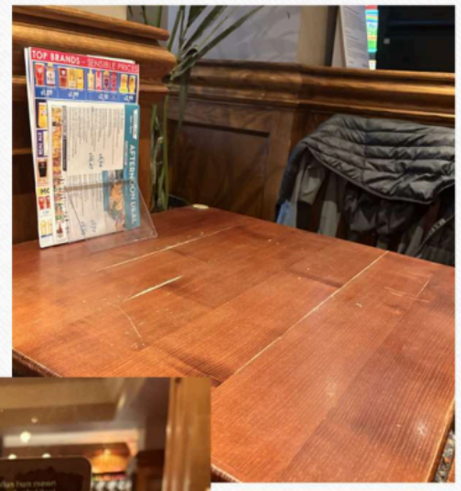
Refill Stations

The refillable hot drinks station is a popular feature offering unlimited refills. It was easy to use but wasn't kept clean throughout my visit. However this does add significant value for customers, especially families and groups.



Hygiene & Cleanliness

The Red Lion maintained a good standard of cleanliness, with staff regularly clearing tables and keeping areas tidy. The Food Standards Agency (2023) stress the importance of visible hygiene practices, and the venue met these expectations.



Swansea Council (2023) also highlight the need for clear hygiene ratings, which were properly displayed. Although peak times caused slight delays, staff managed table turnover efficiently, supporting the British Hospitality Association's (2023) guidance on maintaining smooth operations in busy venues. The table shown was cleared within seven minutes, reflecting effective service standards.



Marketing Approach

Wetherspoons rely heavily on brand recognition, in-house promotions, and their mobile app rather than traditional advertising. The Caterer *(2024)* note that this strategy reduces costs while maintaining customer engagement.

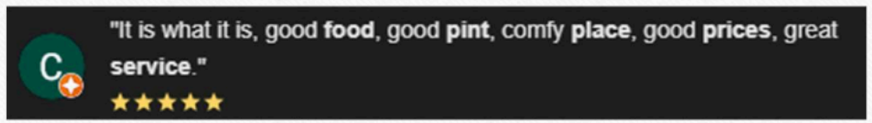
The British Hospitality Association *(2023)* also emphasise that value-driven marketing is effective in attracting a broad customer base. Most advertisements will be found in app or in the news magazine .



Research & Online Reviews

Research from TripAdvisor helped shape my expectations before visiting the venue, as customer reviews provide insight into common experiences *(TripAdvisor, 2024)*. Google Reviews also highlighted themes such as value for money and quick service, which aligned with my own observations *(Google Reviews, 2024)*.





Conclusion

My review aims to provide a balanced reflection on The Red Lion, highlighting both strengths and areas for improvement. Honest evaluations support customer decision-making and help venues refine their service, aligning with UK Hospitality (2023) on the value of customer feedback in operational development. Research from TripAdvisor (2024) and Google Reviews (2024) shows that diners increasingly rely on peer reviews to shape expectations, and my findings were consistent with common themes such as value, speed of service, and predictable quality.

Overall, The Red Lion delivered an affordable and consistent Wetherspoons experience, reflecting Mintel's (2023) observation that budget-friendly venues continue to attract customers seeking reliability and convenience. Based on my visit, the venue met expectations for the brand and offered a satisfactory dining experience. I would recommend this venue.

Reference List

Remember to follow the Harvard Reference Guide.

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GRADEMARK REPORT

FINAL GRADE

66/100

GENERAL COMMENTS

This submission has been IV'd by Jess Newport who agrees with the mark given by Antoinette Milne.

PAGE 1

Text Comment. Remember to include a title page.

PAGE 2

Comment 1

It is important to provide an in-text citation for support.

PAGE 3

Text Comment. Your use of photos to support your points is effective.

PAGE 4

PAGE 5

PAGE 6

PAGE 7

Comment 2

It can be helpful to mention why this is important. For example, employees can move freely whilst delivering food, meaning service is more efficient.

Comment 3

It is important to provide an in-text citation for support.

PAGE 8

Comment 4

Please review the grammar.

Comment 5

It is important to provide an in-text citation for support.

PAGE 9

PAGE 10

Comment 6

It is important to state whether this is your opinion and/or if there is a source to support this.

PAGE 11

PAGE 12

PAGE 13

Comment 7

It is helpful to explain this in more detail, for example, why it was overcooked (texture, taste etc.).

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19

PAGE 20

Text Comment. Remember to follow the Harvard Reference Guide.

Text Comment. Am unable to access this source below.

PAGE 21

GRADING FORM: BMGM4001INTRO TO GASTRONOMY #2

GETHIN PRITCHARD	**66**

ENGAGEMENT WITH LITERATURE /10

You have provided the required references. Remember to follow the Harvard Reference Guide (the references start with the name of the website, as you have stated, however, remember to have the name of the article on the same line, rather than having the website as a title. There are a number of points that require an in-text citation for support (please see in-text comments).

6

KNOWLEDGE & UNDERSTANDING /25

You have demonstrated knowledge and understanding of the concepts and principles of restaurant reviewing. In some cases, it is important to provide more specific detail, such as when discussing movement on slide #7, it can be helpful to mention why this is important. For example, employees can move freely whilst delivering food, meaning service is more efficient. Remember to include knowledge of ease of use re: customer parking/accessibility, transport links etc. More detail about any employee service/interaction is important.

17

COGNITIVE & INTELLECTUAL /25

You have analysed and evaluated the concepts and principles of restaurant reviewing to support many of your views. You have followed the customer journey as a restaurant reviewer, which demonstrates a thoughtful, organised and thorough approach. On slide #13, when discussing taste, It is helpful to explain in more detail, why it was overcooked for example, texture, taste etc. and also to provide detail about the roasted vegetables.

17

PRACTICAL APPLICATION /30

You have generally applied concepts and principles of restaurant reviewing to your visit effectively. In some cases, it is important to provide support for your points and to provide more specific detail (please see in-text comments). Your presentation was professional and personal and you spoke clearly and confidently with noticeable eye contact/connection. Perhaps consider slowing the speed of delivery, as you were speaking a little quickly, especially at the beginning. Overall, well done.

20

TRANSFERABLE SKILLS /10

You have written clearly and in an organised and professional way. Your use of photos to demonstrate points is meaningful and effective. Remember to include a title page with your name and details (module name etc.).

6