

Cornwall Food & Drink

Consumer Perceptions of Cornish Food and Drink

A report on research conducted by
Cornwall Food & Drink

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OVERVIEW

Cornwall is increasingly recognised as a place with a strong reputation for good food and drink, and the food and drink industry is a vital part of Cornwall's economy. Nearly one in three jobs in the county involves food or drink in some way and food production is Cornwall's largest manufacturing sector. It also plays an increasingly important part in the county's attractiveness as a visitor destination. The latest recorded estimate of the value of the sector in Cornwall was in 2011¹ when it was valued at £1.4bn. After two phenomenally good summer seasons, more industry investment, growth of exports and wider trade developments in the interim, we estimate that this figure will now have risen to around £2bn.

As an organisation with a keen interest in identifying and maximising the market opportunities for Cornish food and drink businesses, Cornwall Food & Drink has undertaken a study to investigate consumer perceptions of Cornish food and drink in more detail, to gain a better understanding of the factors driving the reputation and also to identify any factors that might be addressed to enable that reputation to flourish even more widely.

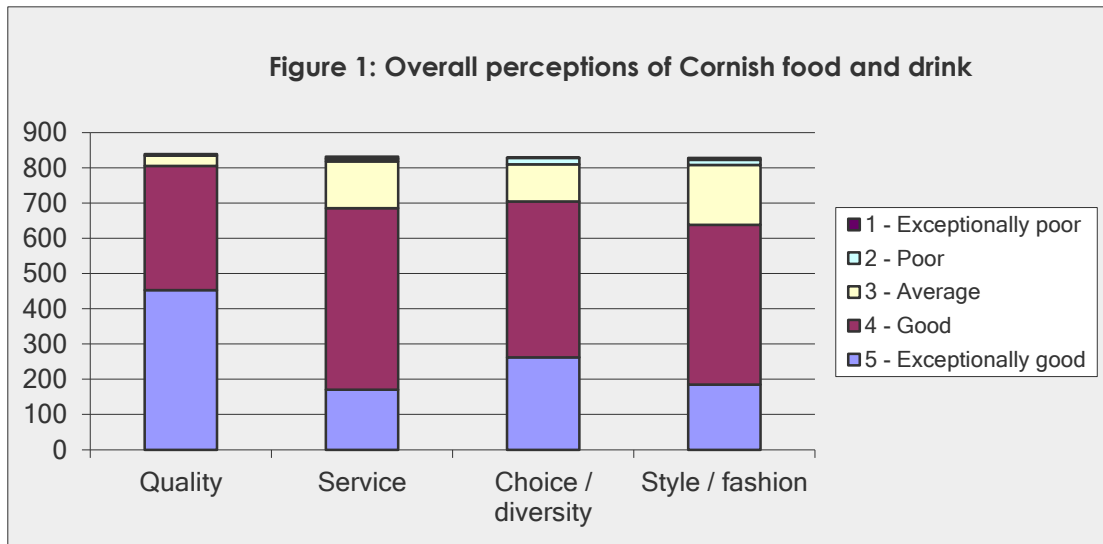
An online survey was conducted during July 2014 and received 1096 responses. Of these, 60% of respondents lived outside Cornwall and covered many different parts of the UK. A small number (less than 1%) responded from outside the UK. Of the 654 people who do not live in Cornwall, over 90% come to Cornwall regularly for business or pleasure. The majority of the survey sample therefore includes people who either live in Cornwall or who, from frequent visits to Cornwall, are familiar with the county's food and drink.

The study produced interesting and valuable results, including some unexpected findings, which we have detailed in this report.

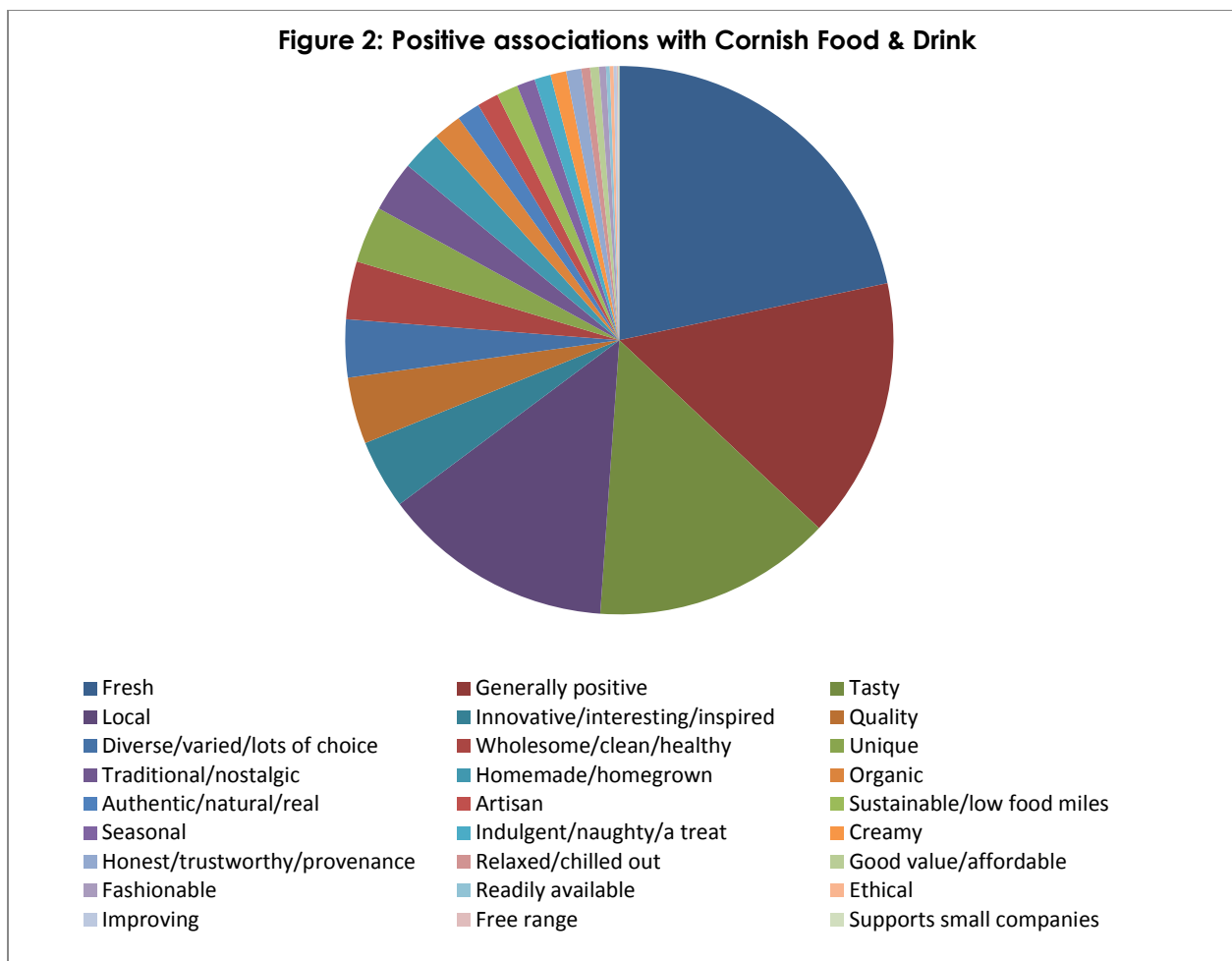
¹ A Review of Cornwall's Agri-Food Industry, University of Exeter, 2011

1. Thoughts on Cornish Food & Drink

Overall perceptions of Cornish food and drink were very positive, with indications of quality reassuringly high – over 50% of responses rank the quality of Cornish food and drink as exceptionally good. There is an indication that there is some room for improvement in the style of the offering.



When asked what thoughts sprang to mind when thinking of Cornish food and drink, three out of four respondents had something positive to say and less than 2% said something negative.

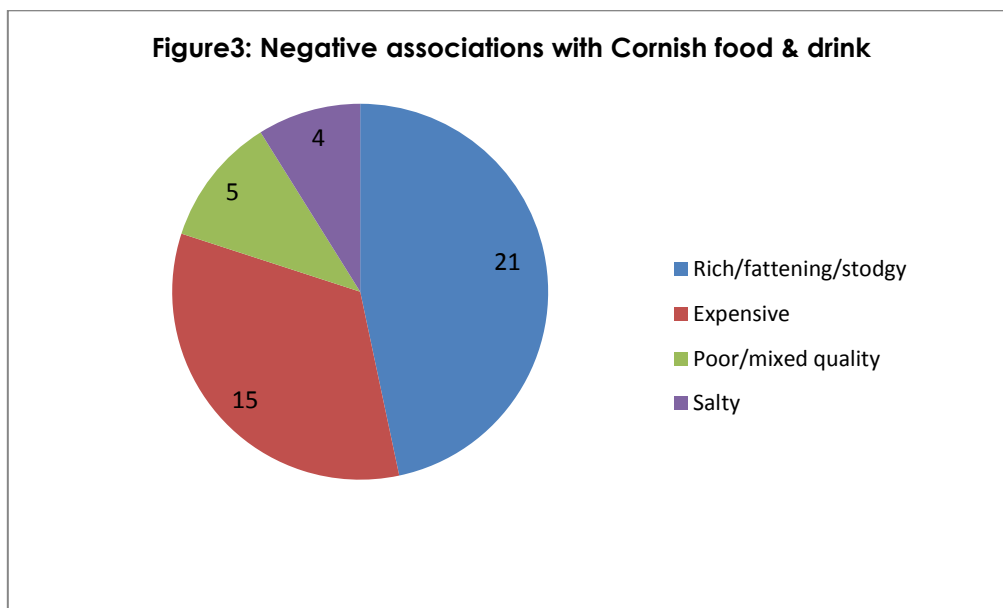


'Fresh' was the most popular word that people thought of when considering Cornish food and drink. The next most popular category was a collection of positive words such as 'great', 'fabulous', 'sublime', etc. Other popular words included 'tasty' (or synonyms thereof) and 'local'. These four most popular responses accounted for over 60% of all responses.

- Fresh – 22%
- Generally positive – 15%
- Tasty - 14%
- Local – 14%.

- Other popular descriptors were:
- Innovative/interesting/inspired - 4%
 - Quality – 4%
 - Diverse/varied/lots of choice -3%
 - Unique – 3%
 - Traditional/nostalgic – 3%
 - Homemade/homegrown -2%
 - Wholesome/clean/healthy – 2%
- All other categories received fewer than 2% of the total responses.

Fewer than 2% of respondents (68 people) made negative associations with Cornish food and drink. These are mainly associated with price or the richness of the food products.



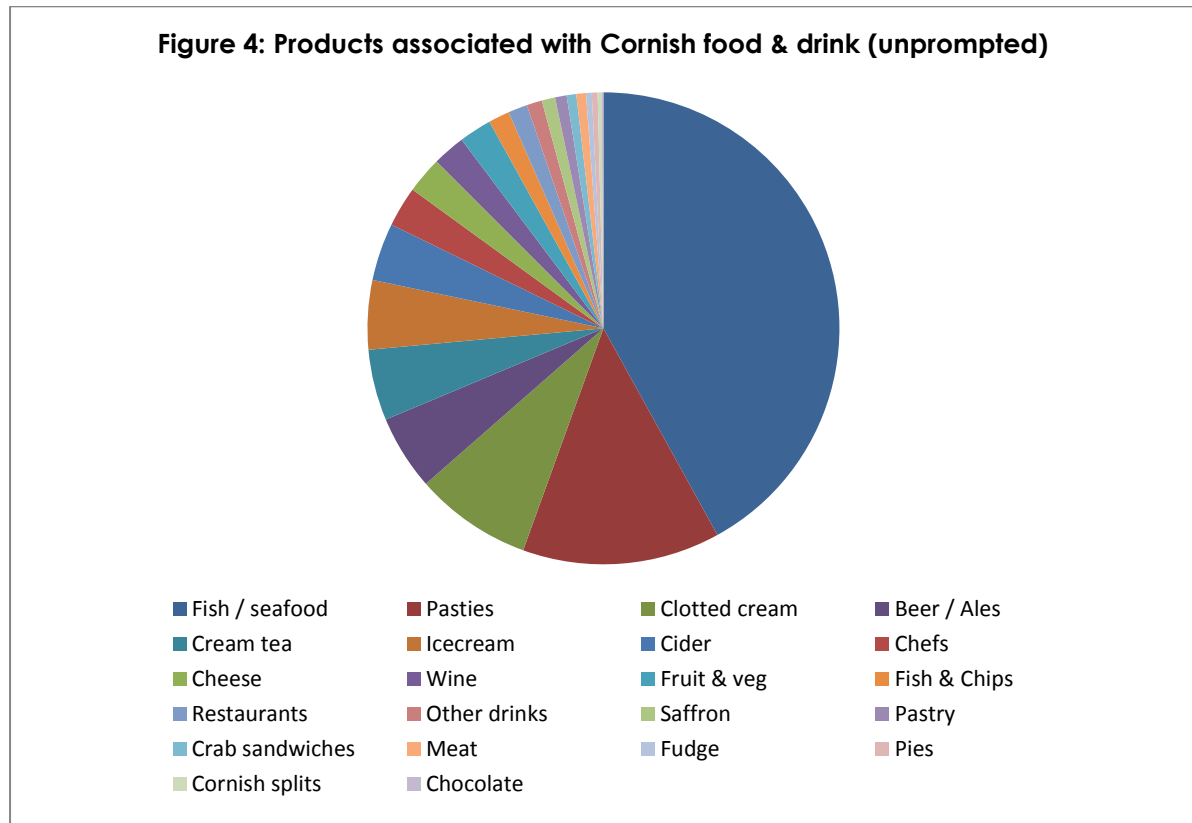
For reference, the 15 people who said Cornish food and drink is expensive represent less than 1.5% of all survey participants. All other responses were a varied collection of words mentioned by just one or two individuals, some suggesting that Cornish food and drink has become over-commercialised or geared mainly towards the tourist market.

Words such as 'rich' may of course be regarded by some as a positive attribute rather than a negative one, or to suggest that Cornish foods are perceived as a treat to be enjoyed occasionally rather than every day.

However, although the responses to this survey are overwhelmingly positive and the negative responses very small in number, some of these responses indicate that there is still room for improvement in some areas of the industry.

2. Products

When asked what characteristics came to mind when thinking about Cornish food and drink, 1 in 5 (21%) referenced a specific food or drink or chefs and restaurants. Nearly half (42%) of these responses referred to fish specifically. 1 in 7 mentioned pasties. 1 in 11 mentioned clotted cream.



Respondents were also asked specifically to list the foods or drinks they associate with Cornwall (the previous question simply asked respondents what characteristics they associate with Cornish food and drink). Of all responses, 78% related to food products and 22% related to drinks.

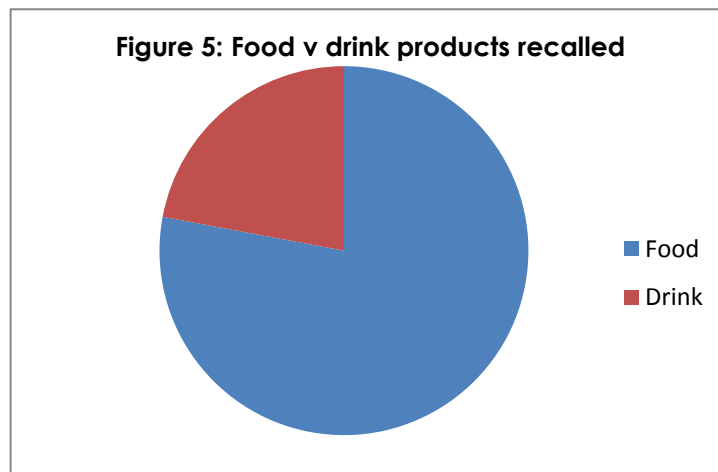
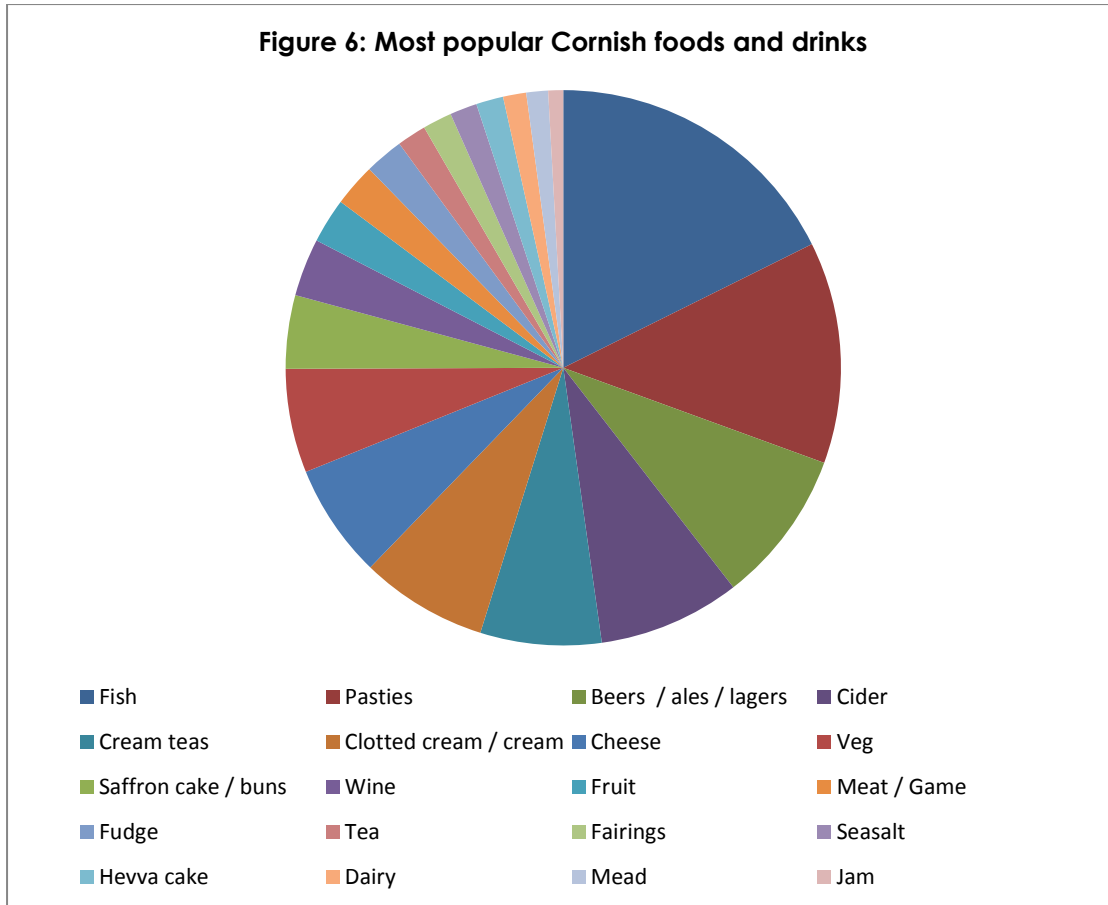


Figure 6: Most popular Cornish foods and drinks



Within the most popular products, notable figures include:

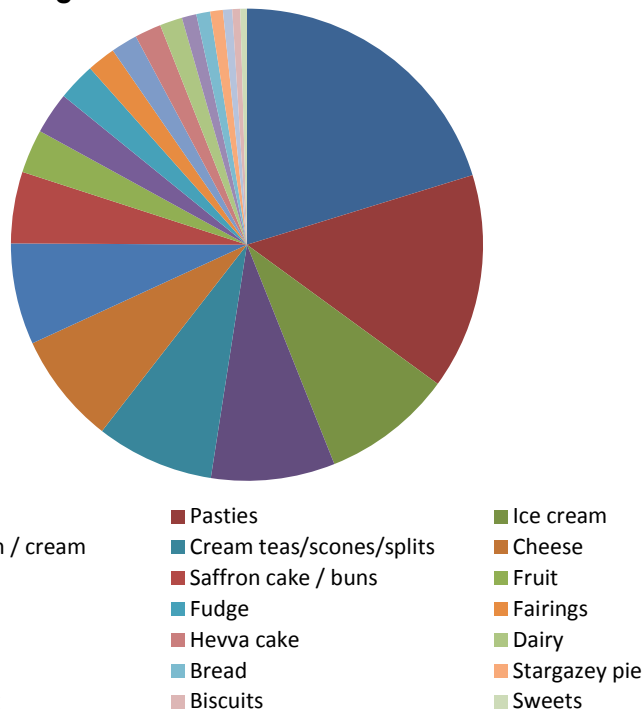
- 16% of respondents included fish among the ten products that they most readily associate with Cornish food and drink.
- 11% made reference to pasties.
- 8% mentioned beers or ales.
- 8% mentioned cider.
- 7% mentioned cream teas, scones or splits.
- 7% mentioned clotted cream.
- 6% mentioned cheese.
- 3% mentioned wine.

For comparison, in a similar study in 2002², the two most popular Cornish products were pasties and clotted cream. These recent findings confirm that Cornish food and drink is now recognised for a much wider variety of products, although the traditional products remain popular. The Cornish drinks industry has made notable leaps forward in the past 10 to 15 years and these findings confirm the prominent part that drinks now play in Cornwall's reputation for food and drink.

Confirming that Cornwall is now known for a wide variety of produce, and a mix of contemporary and traditional, the following chart details the foods that were mentioned specifically by name by at least 10 people.

² Consumer Attitudes to Cornish Produce, Taste of the West, 2002

Figure 7: Foods associated with Cornwall



Of the 2,286 responses that referenced food products, notable figures include:

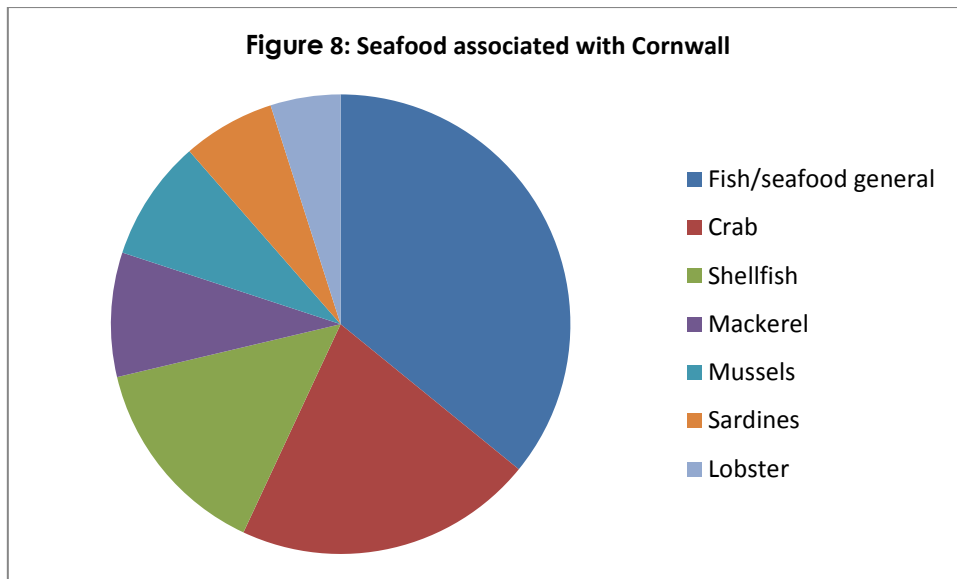
- 20% (1 in 5) mentioned fish (either in general or a specific seafood product)
- 14% mentioned pasties (of which 2.8% mentioned specific brands)
- 9% mentioned ice cream (of which 9% mentioned specific brands)
- 8% mentioned clotted cream (of which 8% mentioned specific brands)
- A further 8% mentioned cream teas, or splits or scones
- 7% mentioned cheese (of which 38% mentioned one specific cheese).

Narrowing this down a little, the top 8 foods collectively made up 78% of the total responses relating to specific food products.

Of the 20% of responses mentioning fish:

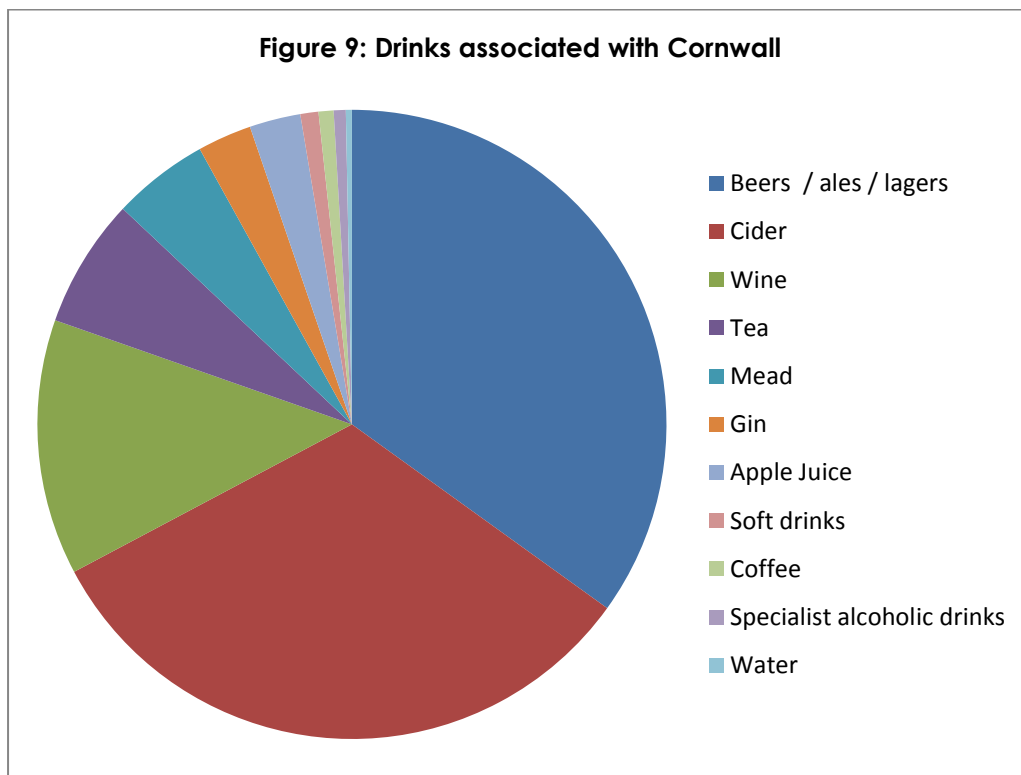
- 36% referred to fish or seafood generically
- 21% mentioned crab specifically
- 14% mentioned shellfish specifically
- 9% mentioned mackerel
- 9% mentioned mussels
- 7% mentioned sardines
- 5% mentioned lobster.

Shellfish was therefore mentioned either specifically or generically in over half of all responses relating to fish.



Of the 647 responses that mentioned drink products, notable figures include:

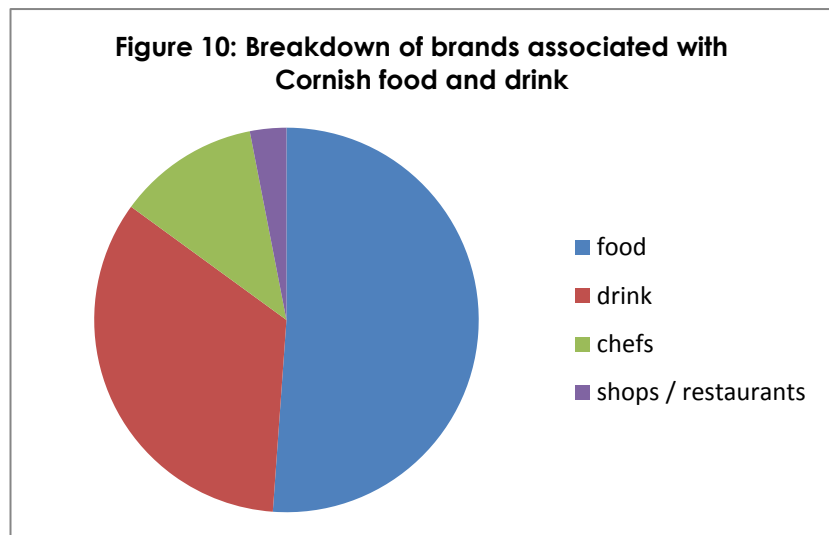
- 35% mentioned beers or ales (with 43% of those respondents referencing specific products, brands or producers)
- 32% mentioned cider (with 18% of those referencing particular brands or producers)
- 13% mentioned wine (45% of those mentioned a specific type of wine, and 29% mentioned one specific brand)
- 7% mentioned tea, the 5th most popular mention
- 5% mentioned mead.



3. Brands

No fewer than 103 specific brands or business names were mentioned among the words that came to mind when people think of Cornish food and drink. These include the well-known names and a huge variety of smaller names, indicating that people who live in Cornwall and those who visit develop keen allegiances to specific products they discover and not just the big brands.

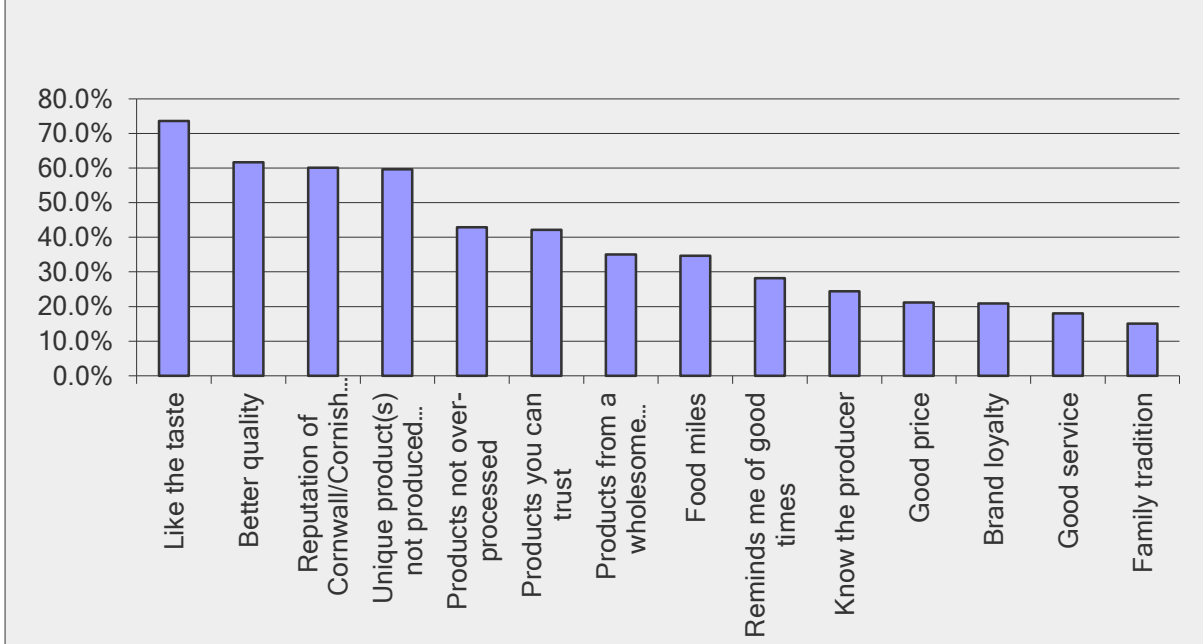
The data relating to specific brands is commercially sensitive and therefore not published here but it is interesting to note that the brand mentioned most frequently was mentioned almost twice as many times as the second most popular name. Amongst the eight brands mentioned most frequently, half were drinks brands. Figure 10 shows that the recognisable names and brands are not limited to products:



4. Buying Cornish Food and Drink

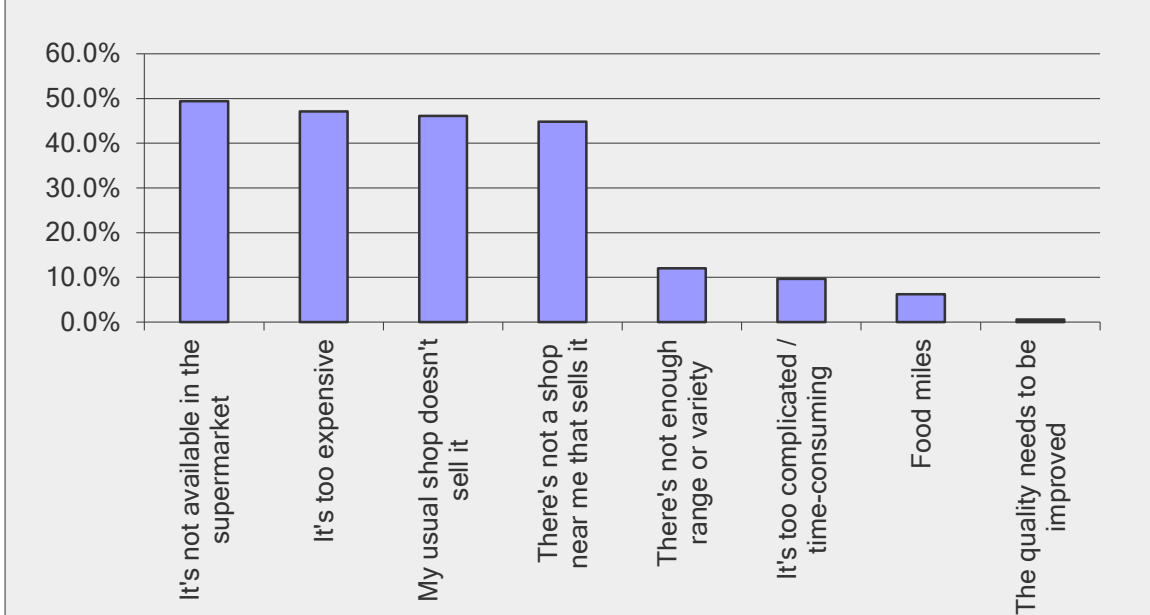
Respondents were asked what their main reasons are for buying Cornish food and drink. Taste and quality again featured strongly, along with a wide range of other positive attributes. In some cases people are choosing Cornish products for ethical reasons such as reducing food miles, eating products that have not been over-processed or have been produced in a wholesome environment. However, these reasons tend to be of less importance overall than those that relate to the quality or the attributes of the product itself. Emotional considerations such as family traditions, loyalty, trust and simply an association with 'good times' also feature strongly.

Figure 11: Reasons for choosing Cornish produce / suppliers



People are using many different methods to buy Cornish products but, overall, more people find them in the major supermarkets than anywhere else. Nearly a quarter of respondents (22%) buy Cornish food from a large supermarket once a week, whereas only 9% buy from farm shops once a week and even fewer, 6%, buy from farmers' markets once a week. The number of respondents from outside Cornwall – who wouldn't ordinarily be expected to find Cornish food in their local farm shops or farmers' markets - will have a bearing on these figures.

Figure 12: Factors preventing people from buying as much Cornish food and drink as they would like

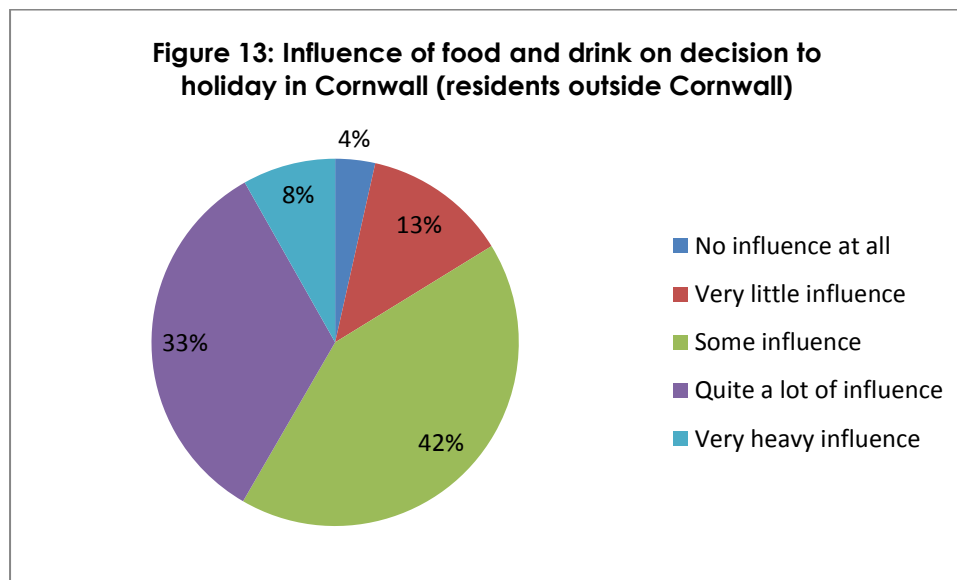


When asked what factors prevent people from being able to buy as much Cornish produce as they would like, most cited poor access to it, i.e. lack of availability in the places where

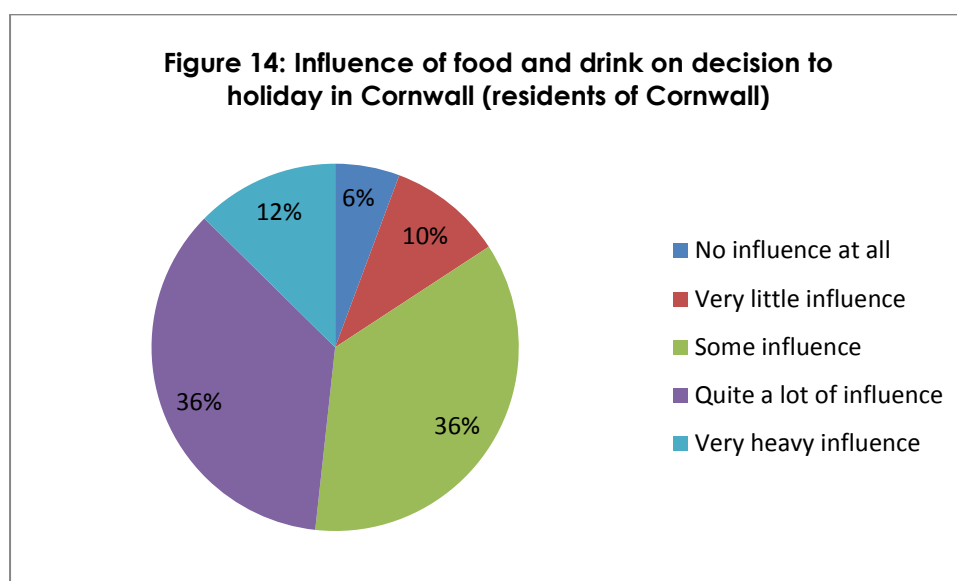
they shop. One in five felt it is too expensive. Many people from outside Cornwall mentioned that when they are at home they support their own local producers and that Cornish produce is something they enjoy only when they are in the county. A full list of more detailed reasons given for not being able to buy Cornish produce is shown in Appendix A.

5. Food and Drink and Tourism

Of the 60% of respondents who live outside Cornwall, over 90% visit Cornwall for business or pleasure, More than half visit more than once a year and 25% visit once a year. For over 80% of the people who live outside Cornwall and come to Cornwall on holiday, the food and drink has an influence on their decision to choose Cornwall as their destination; and for more than 40%, it has either quite a lot of influence or a very heavy influence on that decision.



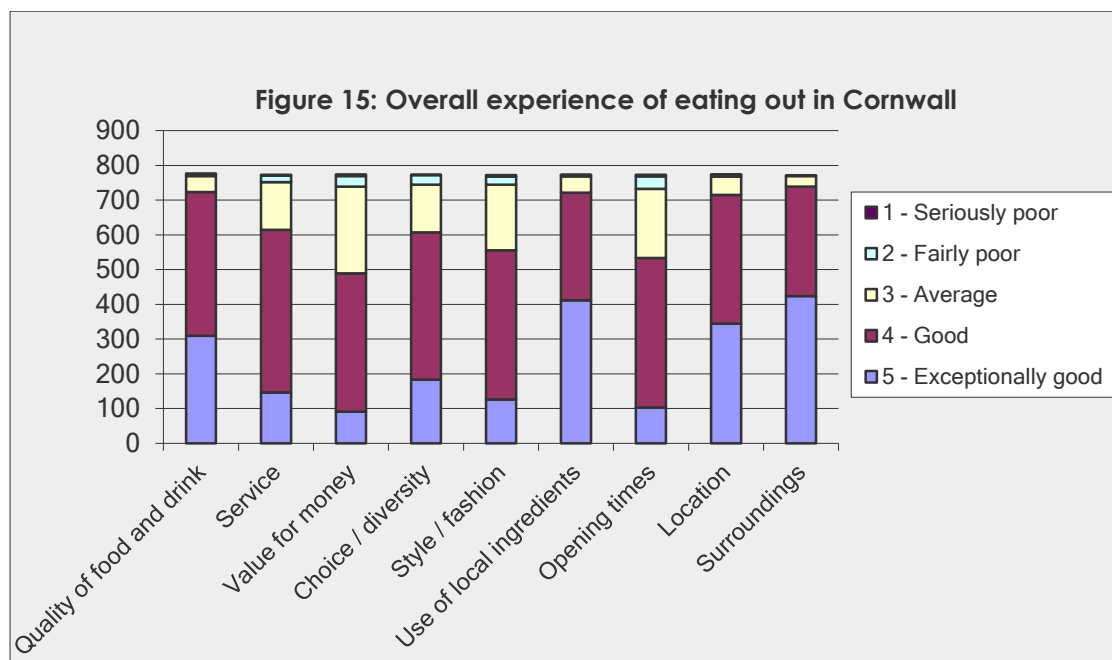
Perhaps surprisingly, of the 40% of respondents who live in Cornwall, 76% (3 out of 4) take holidays in Cornwall. Over half (51.8%) do this more than once a year and nearly one in three (31%) do this once a year.



Although we were aware that people in Cornwall choose to holiday within the county from time to time, the high percentage and the frequency with which they do so were greater than might have been anticipated. We also anticipated that these people, who have access to Cornish food and drink at any time, might have felt that the food and drink has less influence on their decision to holiday here than for those who live outside the county. However, that was not the case – for people who live in Cornwall and choose to holiday here, the food and drink has an even greater influence than on those from outside Cornwall.

6. Eating Out

Nearly all (95%) of those who took part in the survey have eaten out in Cornwall. Respondents were asked to rank specific elements of their experience of eating out in Cornwall.

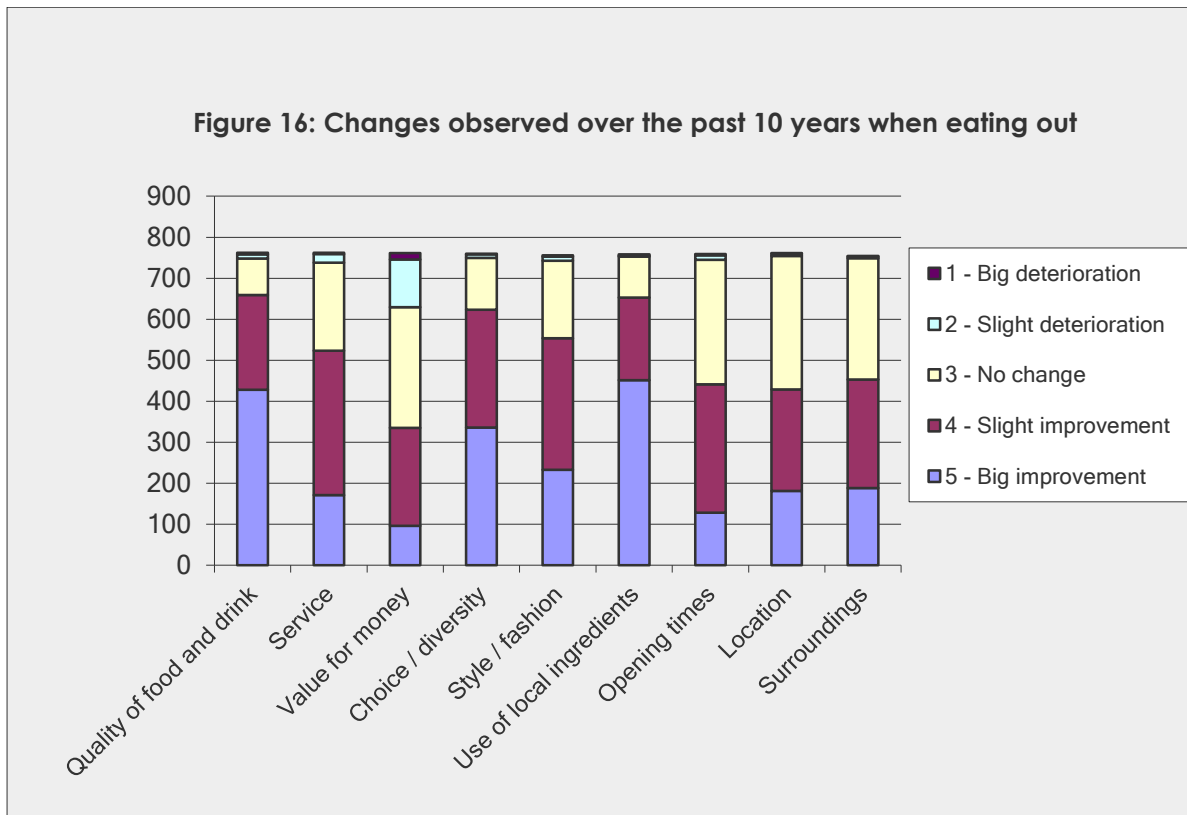


Here, although once again the rankings are very positive, we see differences in the ranking of the specific elements around eating out. The surroundings and locations, which can often be stunning, the use of local ingredients and the quality of the food and drink are highly rated but there is room for improvement in terms of value for money, style and fashion, opening times and the diversity on offer.

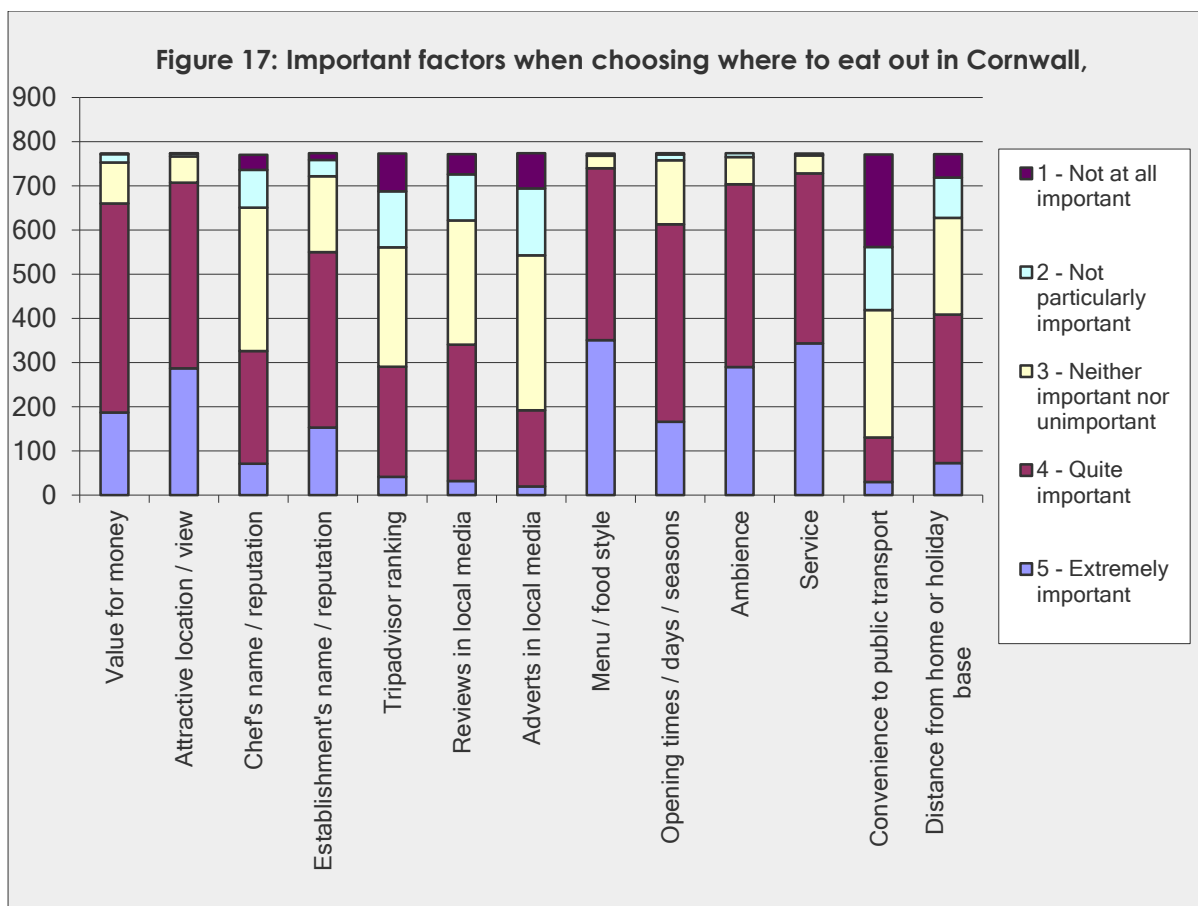
When asked what changes they have observed in Cornwall's eating out scene over the past ten years, responses are again mixed. Overall there have been big improvements in the use of local ingredients, quality of the food and drink, and choice, but value for money and service levels have seen the greatest deterioration. Rankings remain high for most factors and the poor rankings are low in number but are not to be ignored.

Elements such as opening times would be worthy of re-consideration for many businesses, especially as the branded chains of restaurants and cafes offer more comprehensive opening times. In 2006, there were no chain coffee shops, for example, in Cornwall. At least one of the popular names can now be found in most towns in Cornwall and, in some places,

they are the only eating places open on a Sunday. This is a strategy used to gain customer loyalty by these brands.



Overall, the menu, the location, the service and the ambience are the most important factors determining where people choose to eat out in Cornwall. Value for money and opening times are the next most important factors and therefore the concerns that some respondents had about both these factors should be taken seriously. Note that many of the respondents feel that some of the factors that might be considered important in general marketing terms (e.g. reviews in local media and Tripadvisor ratings) have little influence on them.



Participants were also asked if there are particular areas of Cornwall where the eating out options could be improved. Open-ended invitations to provide criticism tend to encourage strong responses, but the very large number of individual responses and the very specific nature of some of the issues indicate that there is some strong scope for improvement of particular factors and in particular geographic areas. The areas outside of the tourist areas, the coastal towns and some of the larger towns were mentioned most frequently. However even in some of the larger towns people claim to be poorly served. The full list of comments on this subject can be found at Appendix B.

Much of this criticism will be driven by the dilemma of operating businesses in an area with low population density and a highly seasonal market. Much as many people resident in Cornwall will want more comprehensive choices for eating out in their own areas, if there is insufficient year round demand to make those businesses viable, they will either not exist or will operate the restricted opening times that some respondents referred to.

CONCLUSIONS AND RECOMMENDATIONS

This research confirms the high degree of love that exists for Cornish food and drink and the high regard in which it is held by people all over Britain. Many people associate positively with Cornwall in general and the reputation for food and drink is part and parcel of that association.

The findings in this report suggest that reputation is justified and founded mainly on the quality of the product. The range of products that people identify with Cornwall is diverse and both traditional and contemporary products sit comfortable side by side in the list.

One of the significant findings was the enormous strength of the association between Cornwall and seafood, which was the product mentioned most frequently both when prompted and unprompted. Nowadays, seafood appears to be associated more readily with Cornwall than the iconic products such as pasties and clotted cream. Shellfish accounts for an important part of this association. These are important findings for the Cornish seafood industry and for restaurants and food retailers to be aware of. Our view is that more can be done to maximise the opportunities this presents, both in terms of marketing and in evolving the supply chain to ensure market demand can be met.

Another significant development is the readiness with which people cite brand names and specific product names when thinking of Cornish food and drink. This applies to both contemporary and traditional products, and drinks brands feature heavily in the list. Capitalising on these associations to market other elements of Cornwall by fostering business collaborations is recommended. After the natural landscape, food and drink is probably the Cornish asset that has the greatest marketing and market development potential and is an element that can easily be combined with all other marketing initiatives. Every business and organisation promoting their Cornish credentials should consider how the well-known and highly regarded Cornish food and drink brands can aid their efforts, even if only by using their products for hospitality. There is obvious win-win potential here.

Food and drink plays a significant part in people's choice of Cornwall as a holiday destination. Cornwall is also the holiday destination of choice for a high proportion of people who themselves live in the county and the reputation of the food and drink has an even stronger influence on those people. Respondents included a high number of regular repeat holidaymakers, suggesting that the food and drink also has an influence on visitor loyalty. We recommend that food and drink producers and tourism businesses forge even stronger links to ensure that the experience justifies – and preferably extends – that reputation. In particular, we recommend that marketing and business planning activity pays due regard to the large number of people who both live and holiday in Cornwall.

For some, Cornish produce is part of their holiday experience and when they return home they support their own local food producers. Others buy Cornish produce when they can and would like more opportunities to buy it outside Cornwall. Developing supply chains outside Cornwall therefore offers potential to satisfy some of this demand and build Cornish business in high population areas where significant returns are possible compared to the 'home' market which is naturally limited by its relatively low population.

The supermarkets, although much maligned by many supporters of local produce, are the shopping outlet of choice for the majority of people and this is where most people buy Cornish produce most regularly. However, the range of different grocery shopping options has extended measurably in recent years and this survey supports the conclusion that a greater variety of methods than ever is being used to buy Cornish produce. We recommend this variety is supported and encouraged as competition is always of benefit to suppliers. The increased diversity in shopping options is already having some impact of this nature on the UK food retail market but the independent retail sector will continue to need nurturing through this transition.

The eating out experience in Cornwall is also highly rated and the increased use of local produce is one of the factors that people have noticed and enjoyed over the past decade. The experience of eating out in Cornwall is connected in a large way to the location, indicating that stunning settings add to the appeal of a venue. However, the less stunning

settings, such as town centres or inland locations, are the areas where people say the eating out offer and experience need to improve.

There is some indication that people feel value for money when eating out in Cornwall has declined in the past decade. This is a danger to the industry and we recommend that a price comparison exercise is undertaken to establish whether people's concerns are justified and, if so, why prices are higher in Cornwall than elsewhere. If they are not, there is a perception issue to overcome.

There is also an indication that service levels are not always as high as they might be, yet menu and service are the two most critical factors affecting people's choice when deciding where to eat out. Therefore, there is a danger that poor service could undermine the massive amount of investment in product quality that has taken place, both in the production of the raw ingredients and in the dishes created by chefs. We recommend a 'whole industry' approach to standards to ensure that no single aspect is able to put the rest of the supply chain in danger. Funding mechanisms in the past have been weighted towards the production of food and drink rather than the sale of food and drink via the retail and hospitality sectors. These findings suggest that this inequality in investment may have led to disparity between the amount of progress achieved in the hospitality sector compared with the production sector.

APPENDIX A: Factors preventing purchase of Cornish food and drink

Awareness

Convenience. I enjoy the food I receive in my veg box but the delivery is only weekly so I often run out of things and if I'm away for a few days one week I might cancel the weekly box and then have to find alternative substitutes

I live too far away from Cornwall. I live in Sussex so I buy local Sussex food.

The Cornish pasty shop in my town centre closed and I was devastated.

I would buy more meat from a local producer but I can't often get to them to get it because of work hours

I don't live in Cornwall

I don't live in Cornwall so would only be when I'm on holiday

Work all day out and about so hard to get to good shops other than at weekends

I don't live in Cornwall!

The fact I'm stuck in London!

I don't normally look for Cornish produce in my local area. I look for my local produce from my area.

Would buy more Cornish fish if it was more readily available.

I'd like to buy all local but need to economise to feed my family.

We allow large supermarkets to bring in high air mile products that can be grown locally. It is easier for them to have big distribution centres rather than local deliveries, so that is why we try to buy local produce whenever it is available

Local food is not available in local town.

None of the shops/supermarkets in Hampshire seem to stock much in the way of Cornish products, apart from Kelly's and Rodda's

There is not the range of shops where I live so the shop facility we do have does not carry a large range. I Wish I lived in Cornwall like my brother

I don't feel that supermarket fish is as fresh as I can get from a Cornish fishmonger, Proper Cornish pasties aren't available (I know Ginsters is Cornish, but they're not true Cornish pasties in my eyes). I think that when I am in Cornwall, there are lots of opportunities to buy local produce, which I do, but these opportunities diminish with distance, and to my mind, the freshness may be lost with perishable items.

I live in London, but am moving to Cornwall next month when I will, no doubt, start buying more Cornish produce

I don't live in Cornwall so fresh bakery products aren't available/ don't taste as good as those from Cornish bakers

I live up North so have to make do with supermarket brands, of which there aren't that many, until I cross the Cornish border again.

What I can buy near my home doesn't compare with what I can buy when I visit. I'll always buy a saffron cake from a proper baker to bring back with me. Locally available doesn't compare. I'll buy a hogs pudding from a local butcher. Locally available doesn't compare.

Postage costs

Laziness on my part, sadly.

I am Welsh so tend to buy locally where possible.

Opening times limit me

I don't live there anymore

Mileage

Could do a whole shop, price is a factor, so buy selected items (half and half)

I buy local in Cornwall but it is not always available in the Midlands

Some products are ridiculously priced. They're priced for the holiday market and as such don't appeal to locals.

Don't live in Cornwall

We live in the Midlands :(

Not always aware that it's Cornish.

We live in East Anglia

Buy Cornish food / produce on monthly visits to Cornwall

Sometimes I find it too expensive especially as I am on sickness benefit and have a very small income

Not enough organic food produced

I live in Staffordshire so it's difficult to obtain in our shops

Unhealthy!

We only have a real fishmonger once a week

I do not think it is too expensive but I can't afford to buy it all the time. Ideally my shopping would be all local but price prohibits.

Tribute is expensive in supermarkets and the Asda pasties can be hit and miss

Live just over the border in Devon

Lack of money.

We live in the North East.

Needs to be more gluten and dairy free

I don't live in Cornwall and though I go there about 4 times a year would like to go there more if I had time

I usually shop in Tesco, but it frustrates me that Cornish food will have gone to large depots up country to come back. However I like to support local producers and so try to buy at farmers markets and farm shops.

Local shops selling local produce aren't always open at convenient time, e.g. local butcher and local greengrocer all selling Cornish produce not open outside of normal working hours so can only shop there on Saturday mornings = limits opportunity to buy and means making special effort rather than convenience.

This is the BIG issue. Whether to push quality and lifestyle as an economic growth area or whether locally sourced should mean less food miles and therefore cheaper and open to higher Cornish consumption. It should be the latter. Agricultural land should be protected to allow for mass production. Mass production does not need to lead to a reduction in quality.

Live abroad

I buy some local food that is well priced (I know a fisherman), while I wish I could buy more locally produced meat, which is generally very expensive and not of sufficient quality to merit such a high price. To be fair though, I could try more local produce and experiment more with locally produced food in my pursuit of fine Cornish food.

Buying local in Liskeard is difficult as the town shops' opening hours seem to be very short on the weekend - as full time workers it is also not very convenient to devote a whole morning to shopping around town.

We must force supermarkets to stock one whole aisle with local food from local producers under local control

Sometimes I feel some products are not priced as competitively as comparable products from elsewhere. Perhaps products Made in Cornwall should be a bit cheaper when bought within the county?!

Money

APPENDIX B: Areas in Cornwall where the eating out offer could be improved

Bude

Camborne, Pool, Redruth - really lacks any decent evening restaurants/bars. Helston - could do with good quality/healthy eating establishments for lunch and dinner

Penzance

Lower income areas via pop up restaurants.

Better access for locals out of season - local deals etc

Penwith which lacks the sort of chain mentioned in 14.

St. Austell could actually have some nice restaurants

St Austell and the Roseland

The coast is well covered but the options on the moors are limited yet a lot of people prefer the moors to the beach.

Penzance. Few places offering views and local food

Plymouth, Cawsand needs a good restaurant or pub specialising in great food

Right down toward Lands End and the Lizard.

Not in my experience, but we have come across some which have disappointed and one which was good, but subsequently deteriorated.

Hayle - lack of choice on Mondays

Central Cornwall. St. Austell.

It's great as it is!

Where I live in Penzance

Redruth

North west Cornwall

Millys Diner in Roche/Bugle area - very poor food and service. Glass House in Wadebridge - been several times sometimes ok sometimes poor - needs to be consistent

Wadebridge - sunny Sunday during the school holidays nowhere open serving food after 2pm!! (Padstow would have multiple eating options)

Bude area - seems geared to cheap and cheerful tourist fare

Between Barnstaple and Newquay on A39 a choice other than pubs supermarket or farm shops. Somewhere to stop for coffees snacks stretch legs with great views and easy access that fits in with the countryside.

Too much Rick Stein in Padstow!

Launceston. Gateway to Cornwall. Needs to offer an insight into the beautiful restaurants in Cornwall. An upmarket eatery, wine bar or bistro to attract a younger crowd.

Isles of Scilly need a fresh seafood restaurant. They have some lovely eating out places but considering that they are surrounded by the sea severely lacking in seafood restaurants.

The real Cornwall - not just the parts of outer London.

Don't know, but must be some

Kingsand and Cawsand - appalling pub and hotel food

St Austell

Looe. It's so close to Plymouth but isn't seen as a 'foodie' place like St Ives and Padstow and Newquay are

We live in the Redruth area which is sadly lacking in good quality restaurants

Even more emphasis on organic local food

West Cornwall

In general around the coast is well served whereas inland is mainly not so appealing.

Often it is simply finding places that is the issue, especially in more rural locations.

Halal options

Penzance

Falmouth was a bit tricky between lunch and evening compared to St Ives, Padstow etc. if you wanted more than Italian and chippies.

North Cornwall maybe but it's a bit weird up there.

North coast

More dog friendly eating places

More gluten free options available would be a great help, in any cafe or restaurant.

South coast near St Austell

Perranporth

More fish. We live on the coast and the choice is poor or v expensive

More variety, there are a lot of farmhouse kitchens, only a couple really stand out

Occasionally child's menus need to be improved but I have seen improvements recently.

There need to be healthier options, not all children want chicken nuggets

Not in the areas I visit

Redruth

Anywhere away from the coast.

Bodmin. Needs upmarket reasonable priced bistros

Vegetarian and vegan options are limited.

Geography-wise, around Newquay and Perranporth...too many fast food places.

Camelford - however several have tried and never lasted more than 18 months.....I guess it's just the people in the area.....

Service can be bad due to staff levels, or staff being temporary. Sometimes places sell ok food catering for holiday makers, thinking that they'll never come back. Not good for locals on tight budgets!

Newquay. Too much emphasis on fast, cheap food. Poor service and presentation often contributes to the decision not to eat in Newquay.

Most fishing ports.

Not to try to follow the trends of 'fine dining' stick to simple, well cooked food that Cornwall does best.

More special deals to make the restaurants normally outwith my budget, occasionally possible.

West Cornwall (West of Truro)

St Austell

St Austell, Bodmin area doesn't have as much diversity and culture of food as south-west Cornwall

St Austell

Helston and surrounds. There is a big gap in the market for restaurants in this area. With Culdrose, The Lizard, Helford, it is an untapped market with a community that are desperate for excellence.

Bodmin is lacking for such a crucial central area. The town should have no through traffic with more restaurants and cafes.

More variety in Penryn would be good. It's so close to Falmouth and Commercial Road is so busy, it would be particularly good as a pavement cafe and bistro stretch.

Camborne, Redruth & Hayle areas

Camborne, there isn't really any great options of eating out in this place. All takeaways and cafés. Have a decent restaurant with an informal atmosphere to make you at ease.

Remote parts of Cornwall, West Cornwall

Grampound Road and surrounding villages have very little choice without driving to nearest town

More local produce to be served

Land's End.

St Ives, as I go there most often and have tried all the restaurants!

More deals for locals

More veggie food.

Close to Eden Project. Nearby seem to have developed rip-off for mediocre food and poor service to a fine art - with the attitude "If you don't like it don't come back - we can always find other customers" The understanding of "service " (e.g. US style) is generally lacking across the county.

South Kerrier, Helston, Lizard, and surrounding areas

Better facilities for those with young children, space for pushchairs, play areas and baby

changing most importantly

In and around Bodmin

Truro

Inland areas often lacking in choice, best eating places often coastal.

Redruth area is poor for eating out

Perranporth

Fewer junk food outlets!

Helston could be improved. Falmouth too - the only decent seafood restaurant is the Wheelhouse!

As above, in Truro specifically there is little choice for fish and I'm a bit bored with copycat burger joints now...

St Austell town centre

Service provided by staff needs improving

I feel that service and quality of food could be greatly improved. I cook a lot at home, so have high expectations when eating out, and do not want to be served food which is almost like a ready meal. I also do not want to have to pay a premium for freshly cooked local ingredients, although I understand you do have to pay more for quality cooked food, although this is not always the case.

Lostwithiel - later opening times - more choice

Truro especially is getting better but as the hub of Cornwall it could be doing so much better. Falmouth too has some decent places but there's so much more potential. Both places need a few places that open late especially in the Summer.

St Austell

Restaurants attached to "Travel Inn" type accommodation - some have such a huge choice, that you know it's frozen and reheated. Reduce the items on menu and improve the food on offer!

St Austell. more variety and bars

Camborne

Every last inch of Cornwall. It's an embarrassment to the UK. Cuisine hasn't changed since the 70s. Burger and chips et al. So cream tea, I've seen it served with jam in plastic foil top pots - £15!

The impression I get is that because people will come to Cornwall on holiday there is no great pressure to invest in service and surroundings. Many establishments are tired to look at and offer poor service and lack care and attention. Management needs to invest in training for themselves as well as staff and look outward to best practice in the industry and not settle for the levels of competition within their own location. Tea rooms offering Cornish cream teas can be particularly uninviting - as can be the product when delivered: poor quality ingredients and mean in quantity.

Newquay. One of the best restaurants in the Newquay area, Fistral Blue, closed and was turned into a surf shop. Says it all! Oh for a restaurant that caters for the discerning diner rather than families and stag parties. Newquay's restaurants are in a race to the bottom to provide poor quality mass produced food.

South east Cornwall & Truro

Further south in Cornwall i.e. below Truro

Most "resorts" or towns lack a Cornish flair

Newquay- better quality, overpriced, not great quality, more choice needed and better opening times.

The use of food courts

South Coast - more options

Improved choice away from Truro, Falmouth and Tourist areas. Probably limited by economics.

Fistral Beach. The beach café is the place I always remember for its appalling food and service. It lets Cornwall down. The place is monstrous.

Italian

More independent 'on the beach' cafes, bars & restaurants to make the most of the wonderful coastlines.

Mullion. In need of a good seafood restaurant...

Redruth, Hayle - anything would be an improvement
Launceston Liskeard Callington Bodmin all need more choice
Penzance
Newquay- to have a quality restaurant
Newquay
Liskeard, Callington , Bodmin
Far west, north Cornwall, east Cornwall
Mid-south, around Camborne/Redruth
St Austell
In the West of the county.....much is concentrated in Truro. Some quality restaurants needed.
Probably but don't know
Portscatho pubs & Boathouse restaurant have not been good despite lovely location. Heard
the Plume of Feathers has been taken over so hope food will be better this year
Penryn! We need more local shops, delis and restaurants in the ryn.
Parking
Easier payment methods
Falmouth (more and more popular by students who reside there)
Away from the coastal towns and in places like Bodmin, Greater choice of menu. Too many
'pub/bistro'
Helston, more gastropubs
St Austell - bigger range of high quality restaurants please. Prezzo is a good addition, but a
Sams and a Thai we would love to appear somewhere!
Newquay
Newquay town centre - there are plenty of restaurants surrounding Newquay but they lack the
child friendly atmosphere - the only place I would take my 3 year old is to the Fort Inn because
of the play area, it's all well and good catering for the wealthy tourists but I think people forget
the locals
Redruth
Truro lacks a really good restaurant
Special offers throughout the year, loyalty discounts, quality salads in the summer
Newquay
Bodmin, St Austell
Truro - prices are high for not particularly special food
Liskeard, Looe, south east Cornwall.
St Austell - although it is improving now as more businesses are coming to St Austell.
Penzance. More variety of Restaurants open later
Everywhere
Most places away from holiday hotspots
More Choice.
Cross routes from centres
Penzance - hard to find a good restaurant there
Contemporary fine dining
Penzance seems to lack nice restaurants and as for Newquay town centre.....
All towns that aren't Truro, Falmouth or Padstow
Launceston
Bodmin area
Generally restaurants, pubs, eating establishments could do with sprucing up their
establishments, especially toilet facilities, cleanliness lets down a lot of establishments.
North east, South east
There is always room for improvement giving choice and good value
South Cornwall - there's very little to entice me there!
Liskeard is very poorly served.
Camborne Area - something more unique - fine dining
Bude
Even Truro & Falmouth could do with a few more good quality and value options

Newquay area with more fine dining/top chef options.
Truro -only one good hotel where the food is good
Quite good for the parts we frequent
Better opening hours
Those areas that hold a consistent price the whole year round.
Beach food in general
Some places set the bar high - everywhere else needs to keep getting better
Mid Cornwall and Camborne Redruth areas.
Camborne / Redruth area
Newlyn and Mousehole: few places to eat and the nice ones aren't open in the evening,
leaving you with pubs or fish & chip shops.
North of Port Isaac to Bude
Pasty quality should be improved
Newquay St Austell More options in both areas.
The problem is that the really good stuff spoils us for the ordinary, and there is still quite a lot of
ordinary.
More outdoor options
South Coast
Launceston, Bodmin
A cafe in Par/Tywardreath would be nice!
Truro - lacks early evening dining options
Road signs that make sense
Near where celebs are the prices could be cheaper. Too many are cashing in on
North Cornwall
Seaside towns
The main holiday areas tend to either have expensive restaurants and ordinary Fish & Chip
joints or other takeaways. Wm Morrison's in Cornwall is fantastic, though.
Many places are limiting for disabled people. Cobblestones are not suitable for wheelchair
users. So we are limited where we can go
Gluten and dairy free options
Penzance, there are some locations that would be stunning locations for restaurants, there
also isn't a lot of choice apart from expensive restaurants or takeaways.
Bodmin - everything is based around a fat fryer
Away from the coast
Some areas put their prices up in the summer months. They should have more affordable
menus for locals
All areas
Coastal generally amazing, inland generally much poorer. I guess simply driven by tourism but
it's a shame when we live here!
Redruth-Camborne
Service can be improved with genuine warmth of hospitality
Establishments should operate to their level of competence, not pretend to offer something
they can't achieve in practice.
A lot of overpriced poor quality pub food aimed at tourists, not enough good quality good
value pub food
Need cheaper menus - lots of things are London prices!!
No because there is always somewhere good you can eat
North Cornish Coast needs some real change in options and diversity of dining options
Newquay - although haven't stayed over in Newquay for some years, when we last did, the
lack of restaurants to our taste meant that we weren't particularly interested in returning to
stay
Truro - too many burgers
Most restaurants cater to holiday trade and don't value local regular custom
Truro. The quality is high but the diversity is lacking. When one place does well, another six
others serving the same food opens

South East

Penzance

Better opening hours in out of season times

Would love more national chain restaurants generally in Cornwall

Being a high lesion tetraplegic and former chef wheelchair access is important to me but often sadly lacking at many establishments in Cornwall!

St Austell

Some need updating in terms of decor.

Camborne area

Penzance and surrounding area - St Michael's Mount, Praa Sands have spectacular views and beaches but little quality food options - especially in the evening.

Out of season

St. Austell

It is not for anyone to organise improvement. Business owners will make their own choices. I'm fussy and would eat out more if the standard of cooking were higher generally, and the focus on profit were not so tiresomely blatant. We are lucky though to have many good restaurants and a superb range of local produce.

Bodmin

South East Cornwall

South East Cornwall - lacks variety and quality. The foodie zone seems to be booming in key holiday spots for the middle class e.g. St Ives, Falmouth, Truro etc

Bude, Padstow, Wadebridge, Bodmin, Launceston

Wadebridge

Newquay is lacking in a variety of restaurants

Camborne/Redruth area. A few independent restaurants open in the evening would be helpful, especially with attractions like Heartlands and Tehidy Country Park nearby.

More mid-range restaurants. Quite often the choice is top end which is quite expensive or pub grub. Seems to be very little in the middle price range.

Newquay Redruth /Camborne

Central Fraddon area

Maybe more tapas or Mexican restaurants