

BILLINGSGATE GOSSIP

THE LONDON FISH AND POULTRY RETAIL ASSOCIATION NEWSLETTER

SUMMER 2004



Future! Future! Future!

Another new business in Billingsgate. Fawsitt Fish Ltd. Lee Fawsitt as worked in Billingsgate for the passed nineteen years, working with L.M.C, Cushways, A.A.Lyons and Leleu & Morris.

Lee was quick to acknowledge that working with his past employers he had gained so much experience of the trade. But now came the time to look to the future.

"I am looking forward to the next twenty-five years with Billingsgate" said Lee. "I am confident that with the team I have with me, we can build a very good business". The sales team are aged 30, 34 & 35. Lee would not identify the baby.

"We have already built a good relationship with our suppliers and customers and we hope to keep expanding both".

You can contact Fawsitt Fish at Office 4, Billingsgate Market, London E14 5ST. Telephone: 020 7987 9933 Fax: 020 7987 5415.

Craftsmanship update

Look out for an update on the Hay's Galleria Seafood Fair & The National Federation of Fishmongers Craftsmanship Competition to be held on 3rd, 4th and 5th September 2004.

Final detail are now being prepared ready for insertion in the next edition of the National Federation's Newsletter.

Comments from the LFPRA Chairman Ray Sandys

New blood in Billingsgate

Good Luck to both of the new Billingsgate businesses announced in this edition of The Gossip. Deano's Fish and Fawsitt Fish. The London Fish & Poultry Retail Association are pleased to see that there are still some people who believe that there is a future in fish. Good Luck to both of you.

West Country shenanigans

I was pleased to be able to take part in the recent social weekend at Torquay. More than sixty people were in attendance with Ken Condon, Charlie Caisey, John Masters and their wives making up the London group.

Many thanks to our National Federation President, Gordon Sage (Hundreds), and our very hard working secretary, Helen Leftwich, for making it such an enjoyable weekend. Nice to see Chris Leftwich also relaxing amongst many old and new friends.

Into the den of Lyons!



Bill Lyons gets his collar felt by a Yeoman Warder. Photograph by Terry Bloomfield.

Bill Lyons (A.A. Lyons) was arrested recently in Billingsgate Market, taken to The Tower of London by horse drawn vehicle and thrown in jail!!! Dear oh dear. What would Mum say? "He didn't do it" or "leave him there"? Bill was now rotting in the dungeon with nothing to look forward to but bread and water. But wait! Step forward a clever father, Tony Lyons, with a cunning plan.

It is said that the last man to be jailed in The Tower was in 1601 and that if you can raise £1601 you become a free man. So after some frantic phone calls and 'tin rattling', Tony managed to collect over £1700 from the more than generous workers at Billingsgate and Bill was free! Billingsgate to the rescue again.

The bail money was later gratefully received by The Royal National Institute for the Blind.

Greater London Seafish - Group Training Association

Dear Colleagues,

Get into Fishmongering!

The GTA, together with the LFPRA are working towards offering a free introductory course to anyone who wants to get into the trade. Fishmongering can be an exciting and rewarding, however access into the business lacks a formal training route. Our aim is to offer a practical and motivational introduction into the basics of fishmongering. There will be 'hands on' experience preparing fish, together with an introduction to Billingsgate and also direct contacts with our Seafood Jobfinder network who regularly employ staff. Places on the course will be strictly limited; if yourself or one your friends or family would be interested in finding out more, please contact us using the contact details below.

Poor Communication Skills costs you money

In association with Newham College of Further Education the GTA are delighted to be able to offer London Seafood companies the opportunity to receive free workplace training. There are over 3 million workers with poor communication skills in employment in this country, reducing productivity and profitability. Do your employees count towards this number?

FREE Staff Training in the Workplace

The process begins with a short and simple assessment. If this highlights areas where your business could benefit from training an individual plan will be put together for your business. Course work is based around individual's real work and is therefore directly relevant and useful to both staff and employer.

Leading to City & Guilds Qualifications

Staff will work towards nationally recognised qualifications from City & Guilds. Improving communication skills in the workforce will mean increased staff flexibility, greater ability to meet targets and increased efficiency.

Better Key Skills creates better service and increased efficiency

Improved communications skills lead to better telephone and reception skills. Staffs with good literacy and numeracy skills are more able to communicate with customers, follow guidelines and produce quality products. Through this project we can also train your staff in computer skills tailored to suit the needs of your organisation.

Seafish Fish Friers Qualification under development

Seafish are currently working on a qualification for people working in fish and chip shops/ restaurants. The key areas include frying skills, health and safety and food hygiene. A trial will shortly be undertaken which will lead to 'roll out' of the national qualification later this year. Please contact the GTA if you would like to be involved either as a participant or feel that you have relevant experience to act as an assessor to help raise quality and standards within the industry.

Date for the diary

SHOREHAM PORT - OPEN DAY Sunday 11th July 2004, 10am - 4pm

Once again the Port of Shoreham will open its doors to the public to meet those who go down to the sea in ships at another fun-filled day. Cross the locks at Southwick or take the free vintage bus from Hove Lagoon to see what makes the tick; there's plenty to see and do for all the family.

For more details on any of the above please contact myself on 020 7517 3545 or come along to Office 28 Billingsgate Market.

Best wishes,

Adam Whittle
Development Manager
Greater London Seafish GTA.

Deano's Fish - new for Billingsgate

It is great to see a familiar face take up the challenge of trading from Billingsgate. Dean Lewis is now running his own business 'Deano's Fish' from stands G1 and G2 Billingsgate Market.

"We focus on UK whitefish such as Monk, Turbot, Coley, Pollack and Whiting," explains Dean. "Our fish mainly comes from Fraserburgh where we have excellent contacts." The first couple of months of trading have been a real challenge but encouraging and Dean is positive for the future. "Deanos Fish offer quality service together with a consistently superb product.

We are always happy to discuss specific customer orders so please call us on 020 7537 2121 at Billingsgate or in the office on 01708 853 123."

You can also contact Deanos on: mobile: 07947 108 701 or email: deanoshark@aol.com.



Seafood Jobfinder

Martin is looking for work at Billingsgate



Martin Cyrille from Bow, attended an introductory course here at the Seafood School and loved the market so much he would like to find a job here. He also has recently also received his Foundation in Food Hygiene Certificate. As one of our most enthusiastic students with great people skills, he would be ideal for selling or helping out on the floor. If you can offer Martin work please call him on 020 8981 3048 or 07957 752 698 or contact Adam in Office 28

Poisson Quality Fishmongers & Caterers require:

Experienced Fishmonger

Must have experience in wet fish preparation and/or fish cooking. Will possess outstanding customer service skills. Must have a positive attitude to work, in a can-do environment. Must be flexible, approachable and have the ability to smile! Should be sales driven and quality focused. In return we offer an excellent salary of £18-25k p.a and the ability to develop in this fast growing small independent business.

Full Time Counter Assistant

Must have interest in fresh fish and/or cooking. General duties including serving, re-stocking. Food preparation and display. Must be prepared to give outstanding customer service. 30-40hrs per week over 4/5 days. Excellent pay rates for right person

Part Time Counter Assistant

Must have interest in fresh fish and/or cooking. General duties including serving, re-stocking, Food preparation and display. Must be prepared to give outstanding customer service. 18hrs per week over 3 days. Excellent pay rates for right person.

Please pop in to 7 Station Parade, Cockfosters, Barnet, EN40DL or ring or Ross for an informal chat on 020 8449 0335

Fishmonger Required for Dagim Fish & Deli (North London)

There is currently an opportunity for a full time fishmonger at Dagim Fish & Deli, Enfield N16. The job is full time Tuesday to Saturday and is open experienced or motivated individuals. Please contact Mr Deutsche on 020 8802 1307.

For enquiries about The Greater London Seafish Group Training Association, please contact Adam Whittle, Office 28, Billingsgate Market, London E14 5ST.

Tel: 020 7517 3545 Fax: 020 7517 3535

E-mail: info@london-seafish.org.uk

Web: www.london-seafish.org.uk

Poisson set for expansion

The Cockfosters fishmongers Poisson, is one of those little gems that you hear about but rarely actually find. This family run business established in 1959 is where the serious fresh fish buyers from miles around, head for. Any day you go there you can expect to find a wonderful selection of seafood direct from the coast; other prime fresh and shell fish is sourced on a daily basis through numerous specialist suppliers at London's Billingsgate Market. The shop is currently planning ambitious expansion over the summer and is looking for additional staff to develop the business. The premises will be expanded and new product lines introduced to cater for the existing 'top end' customer base.

At this time of year there will be Wild Canadian halibut, yellow fin tuna, red mullet, small tender squid, clams, fresh scallops, succulent fresh crevettes, wild Scottish Salmon from the Tay, sardines, monk fish, bream, snappers....the list is almost endless. The present



• Left to right - John, Carol and Ross Arnold

owner of the shop, John Arnold, assisted by his wife Carol and son Ross has ensured that this is no ordinary fishmongers. The shop is full of home made produce. You'll find fish fried in egg and matzo meal, patés and terrines, salmon-en-croûte, poached salmon, the best fish cakes you'll ever taste and beautiful hand made salads all caringly produced by Carol. From specialist suppliers, Ross sources an unrivalled selection of shellfish, premium brand ice-creams, both fresh and frozen desserts and a mouth-watering array of marinades, sauces and accompaniments. Poisson also run a separate catering arm (not exclusively fish) which prospers predominately from word of mouth recommendations.

The shop was nominated as Retailer of the Year 2003 in the Pride of North London Awards for the London Boroughs of Enfield and Barnet and finished in the top 4 for both Boroughs. If you consider yourself to be a serious "foodie" and you haven't experienced what Poisson has to offer, then you've missed out. The location is perfect for relaxed shopping with plenty of low cost Pay & Display Parking, which you'll need if you visit: Poisson at 7 Station Parade, Cockfosters, Herts., EN4 0DL, Telephone 020 8449 0335. The shop is open Tuesday to Saturday from 8am to 6.00pm and accepts all major debit/credit cards.

Customers who have come from abroad or who have holidayed in foreign parts have often asked for fish that they have seen on a menu and which on many occasions have been quite unknown to me. Very often, a restaurateur would name a fish exclusively for his English customers. For example, I was in Portugal and saw on the menu Swordfish. My daughter was fond of the dense, boneless piece of fish that I had previously served to her at home, but on this occasion, she was served Scabbard. The waiter said that most English customers thought that because the Scabbard looked like a sword, that it was in fact Swordfish. The Portuguese name for each is quite similar. Peixe Esparda and Espadarte. Nothing wrong with the fish, but what's in a name?

I have seen Greenland Halibut (Mock Halibut)(Black Halibut) served as Halibut. An entirely different fish, and with the advent of the farmed variety, good as it is, eating out can be confusing. When in France they offer you Fletan (Halibut), which type will you be served. A good friend of mine used to sell Flounders (Flukes) as Welsh Halibut. Talking of Flounders, if in America you are offered Black Back, Summer Flounder, Yellowtail Flounder, Gray Sole or Lemon Sole, they are collectively called Flounders, but what's in a name?

I'm sure most people have enjoyed Sardines either at a barbecue or holidaying in Spain, France Portugal etc, but it is noticeable that mostly the natives prefer the smaller Sardine, as opposed to the larger Pilchard. Better still, Chinchard, related to the Horse Mackerel. Various names of fish similar to this are Carapao, Suri, Donkey, Scad, Jack and Southern hemisphere fish Pompano, Trevally Akule and

Retailer's Meeting held at Billingsgate

The Seafish Seafood Retailers' Training Advisory Group members met at the Billingsgate Seafood Training School on 18 May. The group is made up of representatives from the UK's seafood retailing sector and co-opted representatives from external organisations that have a direct involvement in training from this sector.

The meeting was well attended and the group were shown the facilities available at the Seafood Training School by Director Lyn Gower. The group discussed various issues concerning the sector including the development of a customer care training package and the training opportunities that are available through the Greater London Group Training Association.

The next meeting will be held on Wednesday 29 September at Fishmongers Hall, London Bridge.

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YOUR FUTURE IS OUR FUTURE

Examples

Merlan	Whiting
St. Pierre - Janitore	John Dory
Lotte - Rape	Monk
Bar	Sea Bass
Raie	Skate
Cabillaud	Cod
Merleu	Hake
Loup de Mer	Cat
Calmar	Squid
Poulpe	Octopus
Thon	Tuna
Huitres	Oysters
Homard	Lobster

Opelu, but what's in a name? Even in this country, where description laws are pretty well adhered to I have seen some shady goings on. For example SOLE with a posh description after it could be the very best Dover Sole, Lemon Sole, Witch or Megrim etc. A friend of mine

said he was served a Sole so large he couldn't see the plate. Mmmmm If you saw Bream on a menu, what would you expect? Snapper, Redfish (Bergylt) Gilthead, Lithrini, Dorade, Vivaneau or a best Cornish Bull's Eye. Not to mention Fresh Water Bream.

The 'Ethnic' varieties are providing some excellent eating fish. MahiMahi is probably one of the best eaters, but it would take a far better man than me to compare the merits of the various fish available now. One exception I will make is that the Red Mullet brought up by the Gulf Stream and caught off Ireland and Cornwall are incomparable to the Brazilian Mullet, Goat Fish and Salmonette generally available. Let us know if you have had a 'Fish Name' experience. Below are just a few of the

more common names that you might be asked for.

The list of fish is endless and the World is getting smaller so forgive me if I have missed your local name for a fish or my spelling is wrong, but when I entered the business I did not know such a huge variety of fish were in our own waters let alone in the Gulf of Akabar.

Further reading

Should you wish to know more about names of fish there are numerous books on fish and shellfish that list local names, common names and foreign names. Here is a selection of some of the more readily available ones.

All of these books are available from Fishing News Books

- Illustrated Multilingual Guide to the Worlds Commercial Freshwater Fish.
By Claus Frimodt
- Illustrated Multilingual Guide to the Worlds Commercial Saltwater Fish.
By Claus Frimodt
- Multilingual Illustrated Dictionary of Aquatic Plants and Animals.
- Multilingual Dictionary of Fish and Fish Products.
- Illustrated Guide to Shrimp of the World.
By Dore and Frimodt
- Lobsters of the World.
By Williams and Dore

These two books are available through most good book shops:

- North Atlantic Seafood
By Alan Davidson
- Mediterranean Seafood
By Alan Davidson

This book will be available from Quantum publishing from this coming October:

- Fish and Shellfish: A Comprehensive Guide to the Seafood Industry and its Products.
By Chris Leftwich, Libby Woodhatch and Fred A'Courta

After a quiet start to the year, the Seafood School has been flat out, particularly during March when there were only two days when there was not some kind of course running. We had courses ranging from a special one off course "Sushi on Saturday" for just two people, to a week long pilot course for Fifteen Food Standards Agency officers. All the cookery courses we have run have been well supported. We have covered subjects from "catch of the day" to the Steve Pini Masterclass at Fishmongers Hall.

We are continuing to extend our links with local organisations and have worked with the Learning & Skills Council to provide an insight into the fish industry to local young people who are classified as hard to reach, in other words, those that fall through the gaps in the system.

We will be working with Springboard U.K. and the Learning & Skills Council to

BILLINGSGATE SEAFOOD SCHOOL

Update by Lyn Gower

provide a day of training and competition to aspiring young chefs. This will form part of Springboards Summer School and will hopefully pave the way for more courses with these partners.

Many thanks to those of you that responded to my plea for more help with schools courses. Sod's Law says that since then we have not run many school courses in the last couple of months. That's all set to change for the Summer term though, so

don't think we've forgotten you, your call up papers will arrive shortly!! We are already getting bookings for schools and colleges right up to the start of the school holidays, and there seems to be a lot more catering colleges interested this year.

Our two day FREE!! courses for fishmongers which is subsidised by The Fishmongers Company & City & Guilds is already fully booked and we have a small waiting list. If there is so much demand, perhaps we can look at running two of these courses next year.

This year to co-incide with the launch of Seafood Week we will hold our Open Day on Friday 1st October, and this year I will make sure we have enough food to go round! So remember the date and look out for more details on notice boards around the market.

Terry Bloomfield will hopefully provide a 'Journey through our Market - Past & Present' With his photographs and camera.

Obituaries

George Bedford

June 1923 - April 2004

To all who knew George, a well respected character from the Old Billingsgate, what more can one say than this tribute. George was unique, full of life, a sportsman, family man par excellence, a man's man, who enjoyed company.

He gave more than he took and whose special gift enriched the lives of all those that came into contact with him.

George was one of five brothers, all of course market people. As managing director of Sidwell & Magraths he played a leading role in the introduction of importing fish from far and wide, seeing a future need for a changing market.

This was George, always ready with a new idea. George spent his life in Billingsgate. We hope that we can perhaps persuade his son Brent to write about some of the history of such a man. Football, boxing, business and life.

Ken Beeken

There is probably no more than a handful of people reading this article who would have heard of Ken Beeken, but to those of us that managed to venture out of the "smoke", Ken was a well known and respected figure in the fish industry.

It is therefore with great sadness that I report on his untimely death on 7th May.

Ken started work for the Grimsby Fish Merchants Association just after the 2nd World War and served them in many capacities over a period of 48 years, eventually becoming company secretary in 1967 and life president in 1998. He was a key figure in the project to re-build the Grimsby fish market and more recently he had been persuaded to come out of retirement to Chair the Board of the newly formed Humber Seafood Institute.

Ken was one of the first people with whom I came into contact when joining the industry nearly 20 years ago and we quickly became friends. On many occasions I can recall sending visitors from both home and abroad up to Grimsby, and on just the briefest of calls, Ken would arrange everything from transport and accommodation to visits around market and the various companies in Grimsby. Nothing was too much trouble, and such was the esteem

in which he was held that no company ever turned him down when requested for a visit.

The Industry and those of us working in the industry have lost a true friend.

by Chris Leftwich

Louis Hart

November 7, 1925 - May 13, 2004

How sad it is to have to record the passing of 'Lou' Hart. It is possible that each and everyone of the London Fish & Poultry Retail Association has, at some stage, traded with Lou.

He was always ready to support our members, he supported our dinners and he would donate to our shows and encourage all of us.

"Have you tried this?". Ten boxes of prawns or just one, we were all important customers to Lou. Full of fun, recognising us all and making each of us feel that we had done a good deal. A lesson perhaps we all should remember, every customer, large or small, is important.

We have all lost a very good friend and long may we remember him. Our condolences and deepest sympathy to Dolly and Family from all your friends at The London Fish & Poultry Retail Association.

Alan Sullivan

1943 - 2004

The passing of a quiet and fine gentleman, Alan Sullivan. Alan worked for his Father at S & H Seafoods then moved on to Jecks and finally to Nathans.

Alan was such a quiet market man, never known to raise his voice and very much a family man with wife Val and his two sons Gary and Grant. He was always ready to talk about his four lovely Grandchildren.

Our Deepest sympathy to all the Family, from his many friends in Billingsgate.

The Gossip is planning a series of articles on the people above and other high profile figures both past and present. If there is anybody who you feel we should feature, then please feel free to contact us. Especially if you have any historical documents or photographs

A title claimed, or can you beat it?

From Steve Davies

Is there any other family business fishmongers, still trading, with more than five consecutive generations, or do we claim the title? Along with this goes my buying name on the market floor, "Young Cole". As the lines on my face get longer and deeper many people have started to ask why I am called Young Cole?.

Well it all started around 1898, when my Great Grandfather, George Davies, died of an appendicitis, leaving my Great Grandmother, Harriot, a widow with three young sons, George - 8, Thomas - 6 and Arthur - 4.

They lived in the Haggerton area of East London and my Great Grandmother soon remarried, changing her name, while the sons kept theirs. Great Grandmother had married a fishmonger, who lived locally and was trading in the Haggerton market. They lived in Whiston Road, where the business was run from having "smokeholes" in the backyard!

It was when my grandfather, Thomas, started to go to Billingsgate with his Stepfather that he became known as "Young Cole". Henceforth, then my father, Arthur Davies, and now myself. The latest addition to the family business being my own son, 18 year old Daniel. So there you have it 5 generations.

A very interesting letter that should stir a few memories. But does Steve hold the record or does your business go back further? Tell us your history and we'll try and publish the best stories in future editions of The Gossip.

Elected LFPR Council Members 2004

- Mr. R. Sandys.....Chairman
- Mr. K. Condon.....Treasurer
- Mr. C. CaiseySecretary
- Mrs. S. Lyons.....Joint Secretary
- Mr. E. Saunders
- Mr. D. Shepperdson
- Mr. G. Sage
- Mr. B. Bunkell
- Mr. L. Mash

STOP PRESS

Premises wanted
An independent retail fishmonger is looking for a suitable premises for a new business. Anywhere within the M25 considered. Telephone: 07720 805 306.

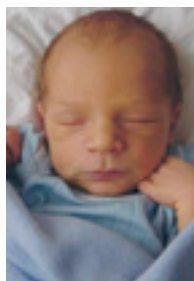
Congratulations

With so many up-beat words appearing in the Gossip let's keep it going. New and future, what could be more beautiful than a picture of a new baby to accompany these words? Take a bow Master Whittle.

Our congratulations to Adam and Meg, well done to both of you.

We trust the baby has his name on the list for a future knives skills course.

The London Fish & Poultry Retail Association send you their very best wishes.



Are we still listening continued...

- Put it all in a packet? Recently listening to Essex Radio, an interview was taking place with two young doctors. They were talking on the merits of repeat prescriptions using computers. The question arose of 'old' doctors who would not use modern technology, what a surprise answer from these young doctors. "Let us see what we can learn from these 'old' practices before we get to carried away". There is hope for you 'old' fishmongers yet! Do not despair. What better way than to ask your customers, "Would you like it cleaned, filleted, skinned or portioned" and free of charge! Then wrap it carefully or put in a bag in a way that good food should be handled.
- Don't be afraid of computers. Have you got a web page yet? Have you got a Shoppers Guide in your area with a web site or listing that you could be part of? Can your customers reach you by e-mail?
- Have not seen any new notice boards appear yet!!! (See Spring edition of The Gossip) Stop Press...It's been agreed. Wow!!!
- We've not yet been overwhelmed by donations for the Fishmongers & Poulterers Institution!
- Having listened to market talk for many years "What a terrible trade" or "the trade's finished". It suddenly occurred to me how fashions re-appear: 1950s - Drink, clubs, modern cars, boxing, football, house on the coast and how much money your father had made and wasted!!
Now - The Best Restaurant, nightclubs, bigger expensive cars, football (Arsenal, Spurs, West Ham & Man.U.), Villa in Europe and I do believe we may soon have a Yacht Club!. Sorry lads. It was all done before in the 50s.
I forgot to mention the big house and even bigger credit card! and the trade's finished?

Did you enjoy the Summer helping of Gossip?

If you do, then tell us. If not, then tell us why not. Drop us a line and you could be in the next issue! Send your letters, pics or general gossip to:

The Gossip,
67 Albany Road, Hornchurch,
Essex, RM12 4AE.
Or e-mail: gossipnews@macmail.com

