

Display of food hygiene ratings in England Northern Ireland and Wales

Prepared for: Food Standards Agency

Prepared by: BMG Research

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1 Executive summary

The Food Hygiene Rating Scheme (FHRS) operates in England, Wales and Northern Ireland. It helps consumers to make informed decisions about where to eat out or shop for food by giving them information about the hygiene standards in establishments that serve or sell food.

In Wales and Northern Ireland it is a statutory requirement that inspected establishments display their rating sticker in a prominent place so that it can be seen from all customer entrances to the premises. Display became mandatory in Wales in November 2013 and in Northern Ireland in October 2016. In England establishments are encouraged, but not required by law, to display their rating.

The Food Standards Agency (FSA) has been assessing the proportion of food outlets that are displaying their rating since 2011 through covert mystery shopping audits. In addition to this, each year a telephone survey has been conducted amongst food outlets to explore business attitudes towards the scheme including the reasons for display and non-display and to also monitor awareness of the safeguards associated with the scheme. This report provides the findings from the 2017 wave of research, making comparisons to previous years where possible.

The findings for each country are representative of all food outlets with an FHRS rating that are publicly accessible within that country. As there are differences in the profile of food businesses within each, countries should not be directly compared to each other.

1.1 Rates of display

Observed rates of display where the rating is visible outside the establishment's premises are as follows:

- 49% of establishments in England (in the form of a sticker or certificate)
- 84% of establishments in Wales
- 82% of establishments in Northern Ireland

It is worth noting that a small number of establishments audited (43 in England, 21 in Northern Ireland and 5 in Wales) are located within another establishment (such as a coffee shop within a department store) and so do not have external walls or doors on which to display their rating. The base for display figures is all audited establishments, but any establishments without their own entrance that are displaying their rating do not count towards the proportion displaying outside.

In Wales there has been a significant increase in the proportion of outlets that are displaying their statutory sticker so that it is visible from the outside of the premises – a rise of 16 percentage points¹, to 84%. A similar proportion (84%) of outlets are

¹ Percentage points refers to the absolute difference between two percentages. For example if a figure has increased from 20% to 30% it has increased by 10 percentage points.

displaying their rating so that it is clearly visible to customers², continuing the upwards trend seen over time. However, only 42% of establishments with multiple entrances are displaying so that the rating is visible from all of their customer entrances.

In Northern Ireland there has been a 21 percentage point increase (to 85%) in the proportion of establishments that are displaying their rating. This is likely driven by the legal requirement for outlets to display that was introduced in October 2016. 82% of outlets are displaying their rating so that it is visible from the outside and 83% are displaying it so that it is clearly visible. Where establishments have multiple entrances only 27% are displaying their rating so that it is visible from all of their customer entrances.

In Wales display of the bilingual statement on takeaway leaflets was also measured. Only 18% of takeaways or sandwich shops had leaflets available, and of these just 13% included some reference to their rating. Only 8% of those that had a takeaway leaflet available were displaying the bilingual statement that is now required by law.

1.2 Drivers of display

Customer assurance is one of the main self-reported drivers of display. It is the most commonly mentioned in England (53%, although down 20 percentage points from 2016) and is the second most mentioned in Northern Ireland and Wales (41% and 37% respectively). In Northern Ireland and Wales, the most commonly cited reason for display is the compulsory nature of the scheme (54% in Northern Ireland and 64% in Wales). Encouragingly, the proportion of establishments that say they display their rating because they are proud of it has increased significantly in each country in 2017 (the figures are now 36% in England, 30% in Northern Ireland and 28% in Wales).

In England reasons for non-display were also asked. There is no clear driver of non-display, but the most commonly mentioned (without prompting) are;

- 'because it is not compulsory' (15%),
- a lack of awareness that they should display it (13%),
- a 'lack of room/visibility' (11%), and
- having a low rating (10%).

The most commonly mentioned reasons all suggest a general lack of willingness by businesses to display ratings under the voluntary scheme in England.

1.3 Impact of the scheme

Around a third of establishments in each country say that display of their rating has had a positive impact upon their business (31% in England, 39% in Northern Ireland and 35% in Wales). These proportions are all significantly lower than those seen in 2016. The positive impacts businesses report experiencing centre around heightening levels of customer confidence and in attracting more customers. Only a very small proportion say that display has had a negative impact (1% in England, 2% in Northern Ireland and 2% in Wales). The majority say display does not have an impact upon

² Clearly visible means that it is not obstructed by any furniture or other posters and is located in a position where it can be easily seen in full. This can be inside or outside the outlet.

their business (or they do not know what the impact is). This contradicts the findings regarding actions taken to improve ratings as set out below.

The majority of establishments that receive a rating of 4 or below continue to take action to improve their rating (86% in England, 81% in Wales and 80% in Northern Ireland). Businesses report implementing a variety of remedial actions which cover all three elements of the rating system: purchasing new equipment or undertaking repairs/refurbishment (compliance with structural requirements); cleaning equipment more regularly (compliance with food hygiene safety procedures); and improving documentation/record keeping (confidence in management/control procedures).

The most common positive impact reported is greater customer confidence (13% of those displaying their rating), but more customers (12%) and a better reputation amongst customers (7%) are also commonly mentioned.

1.4 Compulsory display

In general food businesses support the statutory nature of the scheme in Wales and Northern Ireland. The vast majority (95% in Northern Ireland and 98% in Wales) are aware that display is mandatory. Most are positive about the scheme, with 80% in Wales saying it is a good idea or they understand why it is necessary and 79% saying the same in Northern Ireland. Businesses are also supportive of extending the scheme so that it includes display on online ordering platforms.

In England, business attitudes towards compulsory display are also positive, with over three-quarters (77%) saying the introduction of compulsory display would be a good thing. Perhaps unsurprisingly, those with a lower rating are less likely to support compulsory display: 64% of those with a rating of 0-2 say it would be a good thing, compared to 81% of those that have a rating of 5. In terms of outlet type, retailers are the most likely to say compulsory display is a good thing (82%) and takeaways and sandwich shops the least likely (69%).

1.5 Business Safeguards

Recollection of the inspection letter is high in all countries (73% in England, 86% in Northern Ireland and 91% in Wales), although there is a slight downwards trend in England (the proportion has fallen from 79% in 2015).

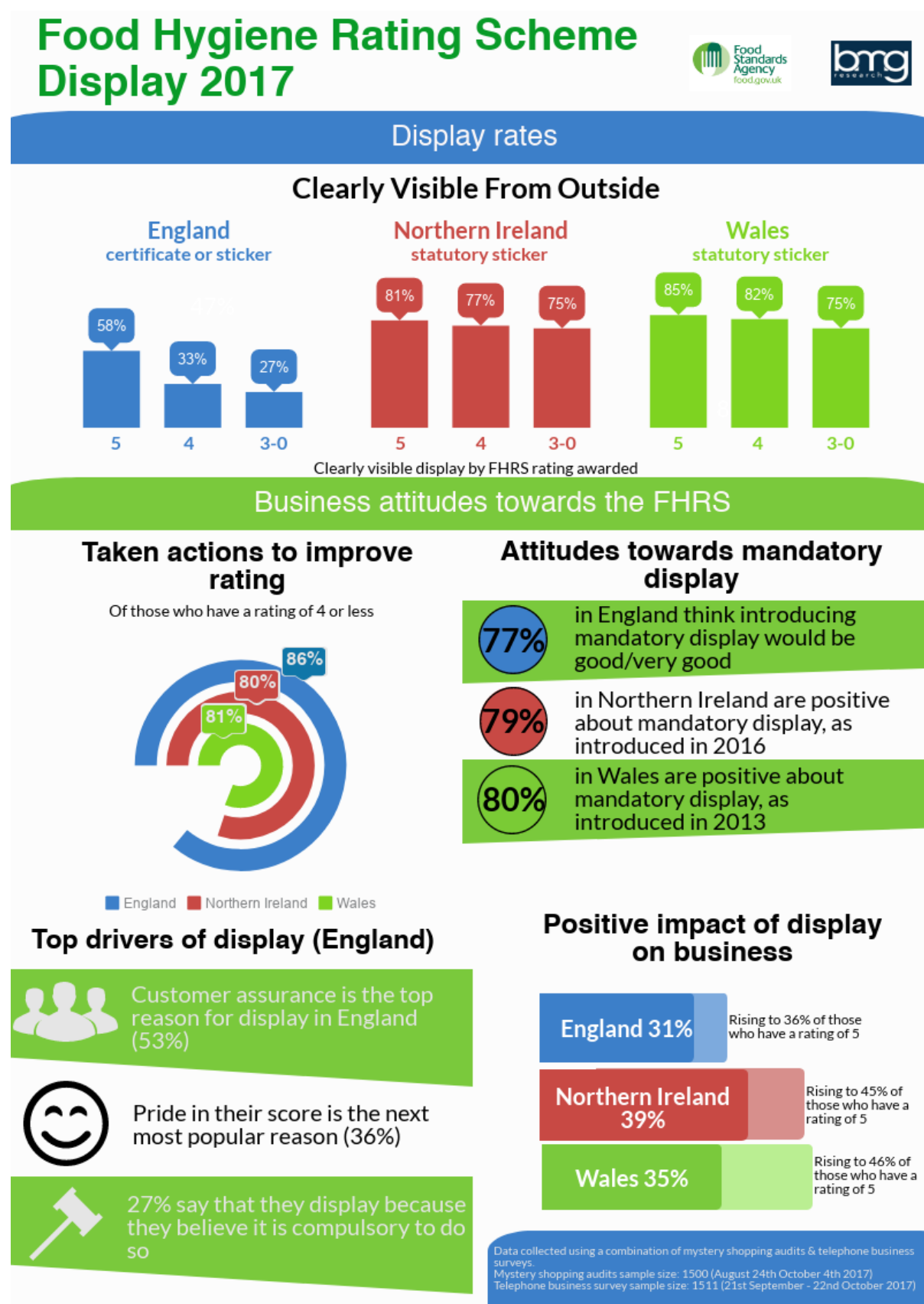
There is also high recollection of the contents of the inspection letter for businesses that have a rating of 4 or below:

- In England
 - 79% recall the letter containing instructions on how to achieve a maximum rating,
 - 81% recall the letter detailing the fact that they can appeal the rating,
 - 83% recall the letter informing them of their right to a re-rating inspection, and
 - 77% recall the letter explaining their right to reply
- In Wales

- 92% recall the letter containing instructions on how to achieve a maximum rating,
 - 93% the letter detailing the fact that they can appeal the rating,
 - 88% recall the letter informing them of their right to a re-rating inspection, and
 - 75% recall the letter explaining their right to reply
- In Northern Ireland
 - 91% recall the letter containing instructions on how to achieve a maximum rating,
 - 91% the letter detailing the fact that they can appeal the rating,
 - 85% recall the letter informing them of their right to a re-rating inspection, and
 - 83% recall the letter explaining their right to reply

There continues to be low levels of take up of the safeguarding options, although in Wales an upward trend can be seen in the proportion reporting that they have appealed (7% in 2017, up from 3% in 2015) and that have applied for a re-rating (7% in 2017, up from 4% in 2015).

1.6 Summary infographic



2 Background and methodology

2.1 The Food Hygiene Rating Scheme

The Food Hygiene Rating Scheme (FHRS) operates in England, Wales and Northern Ireland. It helps consumers to make informed decisions about where to eat out or shop for food by giving them information about the hygiene standards in establishments that serve or sell food.

The scheme has been developed and is implemented in partnership between the Food Standards Agency (FSA), local authorities and, in respect of Wales, the Welsh Government. Local authority officers are responsible for checking food hygiene standards at food premises to assess compliance with legal requirements.

Following an inspection, food premises are awarded a rating based on the food hygiene standard observed, ranging from 0 (urgent improvement necessary) to 5 (very good). Once they have been inspected all food premises receive a sticker showing their food hygiene rating. The ratings for establishments are publicly available via the FSA website³ and via apps.

FHRS covers establishments supplying or serving food to consumers, such as restaurants, takeaways, cafés, pubs, hotels, guest houses, schools, hospitals, care homes, supermarkets and other retailers⁴.

In November 2013, legislation was introduced in Wales making it a statutory requirement for food premises to display the sticker showing their rating in a prominent place at all customer entrances to the establishment. This may mean that more than one sticker may need to be displayed. Display also became mandatory in Northern Ireland in October 2016. In England establishments are encouraged, but not required by law, to display their rating. Examples of the stickers are below:

England and Northern Ireland



Wales



Previously, certificates showing ratings were also issued to establishments. Certificates have not been issued in England since July 2014 but are still valid for display in premises inspected before this date until a new rating is awarded.

³ <http://ratings.food.gov.uk/>

⁴ In Wales, the scope of the scheme has also been extended to include manufacturers and packers with no retail outlet

Certificates are not issued under the statutory schemes in Wales and Northern Ireland. Examples of the certificate in England are below:

England



2.2 The research

The Food Standards Agency has commissioned research into the display of FHRs stickers and certificates and the drivers of display/non-display on a regular basis since 2011.

In England and Northern Ireland the research has been carried out since 2011, with previous waves taking place in 2011/12, 2013, 2014, 2015 and 2016. In Wales previous waves have been carried out in 2011, 2013, 2015 and 2016.

In 2017 BMG Research was commissioned to repeat the research.

As in previous years, the research focuses on establishments that have been given a FHRs rating and that are publicly accessible. As hospitals, schools and care homes are not open to the public these establishments were excluded from the research. The research consisted of two stages; a covert audit of a representative mix of establishments across all three countries to record the proportion of businesses displaying their rating and a telephone survey of a representative mix of establishments across the three countries to explore drivers of display/non-display as well as attitudes towards the FHRs. The majority of the questions asked in the survey are consistent with previous waves, allowing for differences over time to be explored.

For the 2017 research fieldwork ran between September and October.

2.3 Research objectives

The main objectives of the research were to:

- Identify the proportion of establishments that are displaying the FHRS sticker and if this has changed over time
- Explore attitudes towards the FHRS in general
- Understand drivers of display/non-display and how these have changed over time
- Explore the impact of the introduction of the mandatory scheme in Wales and Northern Ireland
- Determine levels of awareness of the safeguards associated with the scheme

2.4 Research methodology

2.4.1 Audit of food establishments

The first stage of the research was to carry out covert mystery shopping audits. Auditors visited a representative mix of establishments and recorded:

- If an FHRS rating was on display
- The format of display, e.g. sticker, certificate or other
- Where the rating was displayed
- How clearly the rating was displayed

The sample for the audits was drawn from the FHRS database. Further details on the sampling process can be found in the appendices of this report. The total number of establishments audited in each country is as follows:

- England: 500
- Northern Ireland: 500
- Wales: 500

2.4.2 Telephone survey of businesses

The second stage of the research was the telephone survey of establishments. The survey sought to find out:

- Awareness of the FHRS scheme and the statutory requirements (where relevant)
- Stated levels of display
- Drivers of display and non-display
- Impacts of display
- What changes have been made to achieve higher ratings
- Use of the rating in advertising, publicity and other forms
- Awareness and use of safeguards
- Attitudes towards compulsory display

The sample for the telephone survey was drawn from the FHRS database and included those establishments that had been audited. The total number of establishments surveyed in each country is as follows:

- England: 504 (202 had been audited through the mystery shopping exercise)
- Northern Ireland: 501 (207 had been audited through the mystery shopping exercise)
- Wales: 506 (233 had been audited through the mystery shopping exercise)

2.5 Notes on the report

The following points should be considered when reading this report:

- The terms establishment, business and outlet are used interchangeably to describe food business outlets throughout this report.
- Data have been weighted for both the mystery shopping audit and the telephone survey. Details of the weighting scheme can be found in the appendices of this report.
- Unless stated otherwise, all differences noted in this report are statistically significant at a 95% confidence level. This means that there is only a 5% probability that the difference has occurred by chance, rather than being a 'real' difference.
- Sub-groups with a sample size of less than 30 have not been tested for statistical significance as they are too small. Therefore, these results should be interpreted as indicative only.
- Significant differences between 2017 and 2016 data are indicated with a vertical arrow. Green arrows indicate that the 2017 score is statistically significantly higher than the 2016 score, whereas red arrows indicate that the 2017 score is statistically significantly lower than the 2016 score.
- Trends over time have been identified by comparing the result in the first year the statistic was collected to the most recent year (2017).
- Significant differences over time (trends) are indicated with a diagonal arrow. Blue arrows indicate that the trend over time is positive (i.e. the score has increased over time), whereas purple arrows indicate that the trend over time is negative (i.e. the score has decreased over time).
- In the tables and charts, * denotes a proportion that is less than 0.5%, but greater than zero. Any zero scores are indicated with a '-'.
- Where results do not sum to 100% this is due to rounding. All percentages are shown rounded to the nearest whole percentage.

3 Audit results

This section reviews the findings of the audits in England, Northern Ireland and Wales, and explores the display rates for the FHRS, the mode of display which outlets use, and the location of display. These results are compared with previous years' data where possible, and characteristics such as location, outlet type and rating are also explored where pertinent. All figures for Wales and the 2017 figures for Northern Ireland refer to the display of the statutory sticker unless otherwise stated.

3.1 Rates of display

Figure 1 details the proportion of establishments across England, Wales and Northern Ireland which are displaying their FHRS rating as well as the location of this display.

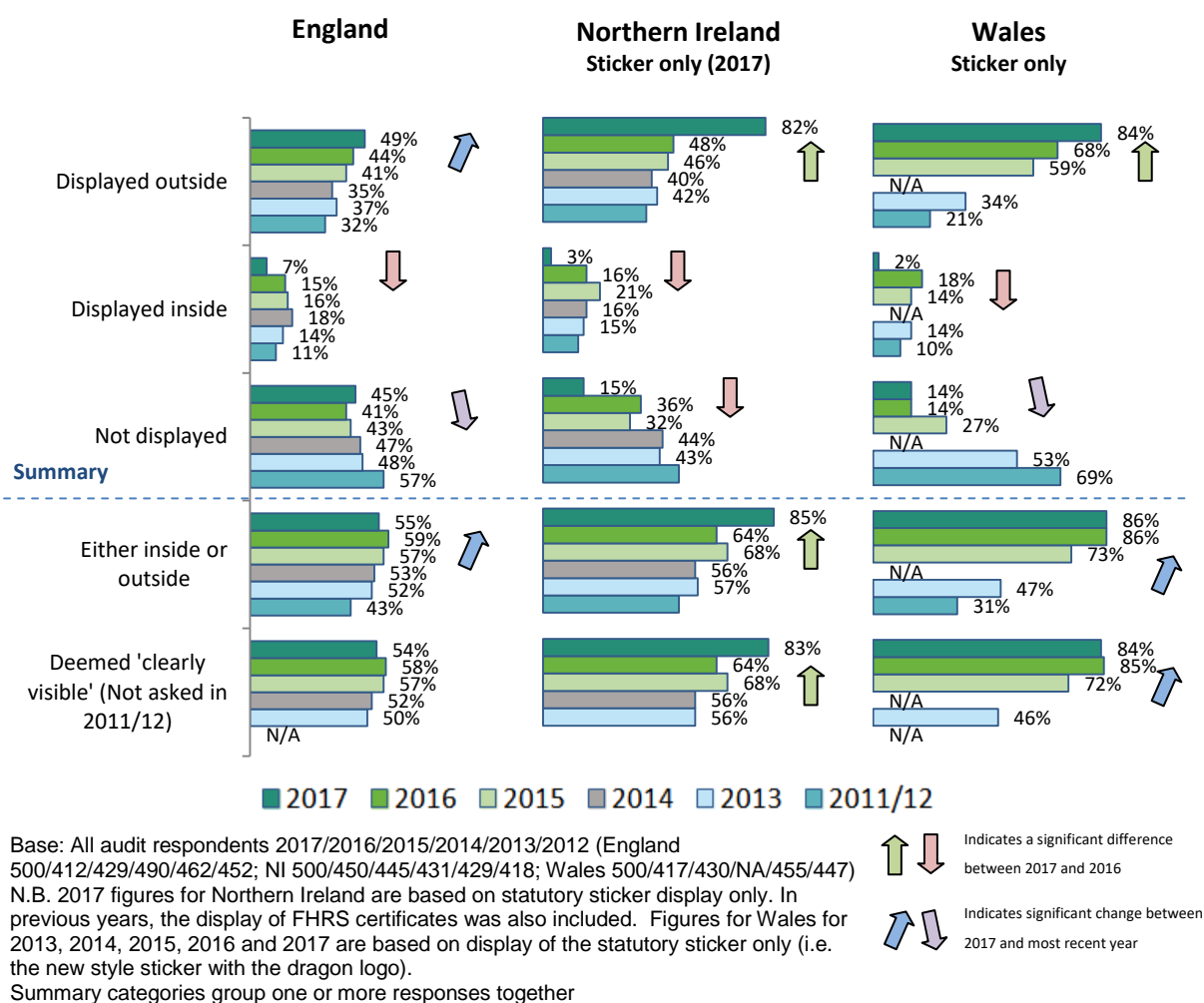
In England the proportion of outlets displaying somewhere on the premises, whether that be inside or outside, has fallen slightly to 55%, from 59% in 2016. This fall, however, is not statistically significant and there is still a significant upward trend in the proportion that are displaying overall in England. This upward trend can also be seen when it comes to establishments in England displaying their rating so that it is visible from the outside, with 49% of English outlets doing so in 2017 compared to 44% in 2016.

In Northern Ireland the proportion of establishments displaying their rating (either inside or outside) has significantly increased to 85%, from 64% in 2016. This increase is likely attributable to the introduction of mandatory display in October 2016. Similarly, the proportion of outlets that are displaying their rating so that it is visible from the outside of their premises has increased significantly to 82% (from 48% in 2016). These increases are accompanied by corresponding significant decreases in the proportion of establishments that are not displaying their rating or that are only displaying it so that it is visible from inside the premises.

In Wales the proportion of establishments displaying their rating (either inside or outside) has remained at 86%. However, a positive trend in the proportion increasing over time can still be observed, and there has been a significant increase in the proportion that are displaying their rating so that it is visible from the outside of the premises (84%, up from 68% in 2016). Corresponding with this, levels of display inside have fallen significantly. This would seem to suggest that outlets are increasingly displaying their FHRS sticker in accordance with the legislation.

In terms of the visibility of display, the only significant change came in Northern Ireland which saw an increase from 64% to 83% for the proportion deemed clearly visible, again signalling the impact that mandatory display has had.

Of those outlets with more than one entrance, only 27% in Northern Ireland and 42% in Wales are complying with legislation and displaying their statutory sticker so that it is visible at all customer entrances.

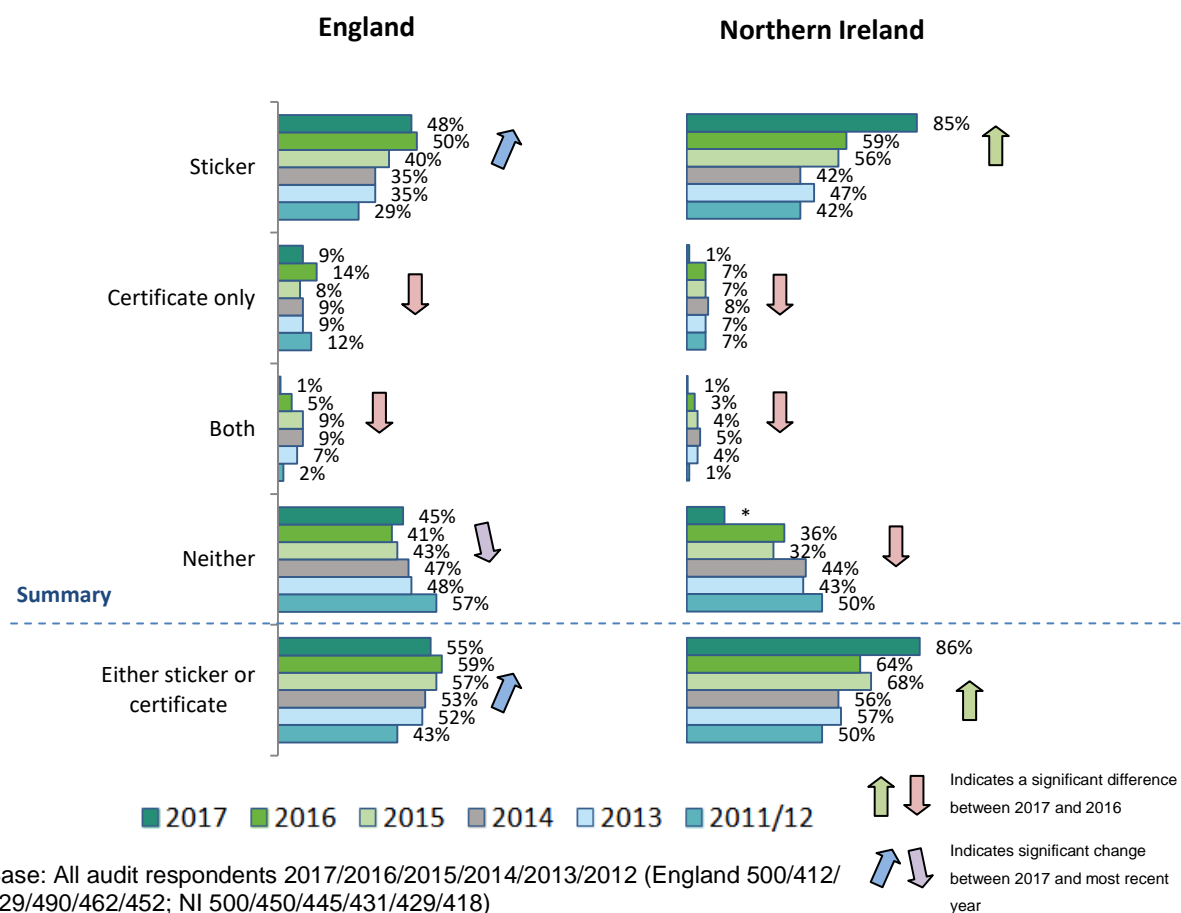
Figure 1: Display rates

3.2 Mode of display

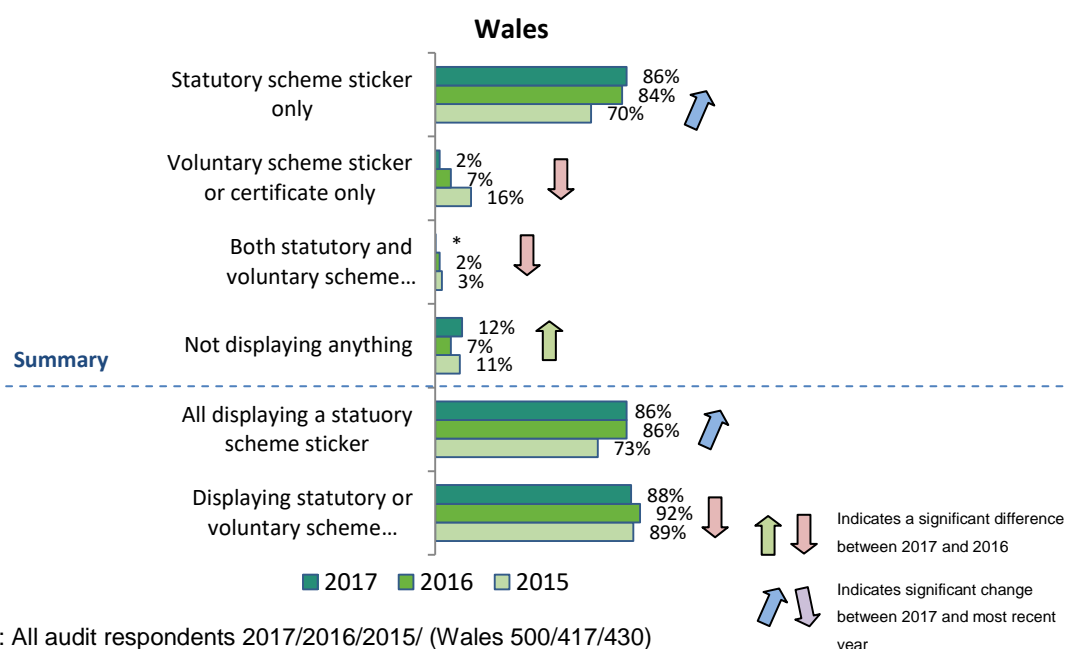
In keeping with previous waves, the FHRs sticker remains the most widespread mode of display.

In England the only statistically significant change for 2017 is in the proportion displaying both the sticker and certificate, which has fallen to 1% (from 5% in 2016). Although there has been a slight (but not significant) decrease in the proportion that are displaying either the sticker or certificate, or the sticker only in England there is still a positive trend over time for these categories.

As one might expect given the recent regulatory changes, the most prominent change is present in Northern Ireland. For 2017 the findings shown are for the sticker only (as this is now a statutory requirement in Northern Ireland), but nonetheless large increases in the proportion of outlets displaying the sticker can be seen. Certificate use has decreased markedly, with only 1% of establishments in Northern Ireland now displaying the certificate only and less than 1% displaying both the sticker and the certificate.

Figure 2: Mode of display in England and Northern Ireland

In Wales the proportion of businesses complying with the statutory requirement to display a sticker remains the same at 86%, maintaining the positive trend seen in 2016, but not advancing on it. Meanwhile, outlets in Wales continue to move away from the voluntary sticker/certificate display, declining from 16% in 2015 to just 2% in 2017. However, there has also been a significant increase in the proportion of businesses not displaying anything, up from 7% in 2016 to 12% in 2017, suggesting that some businesses that had been displaying incorrect or out of date information are now not displaying anything.

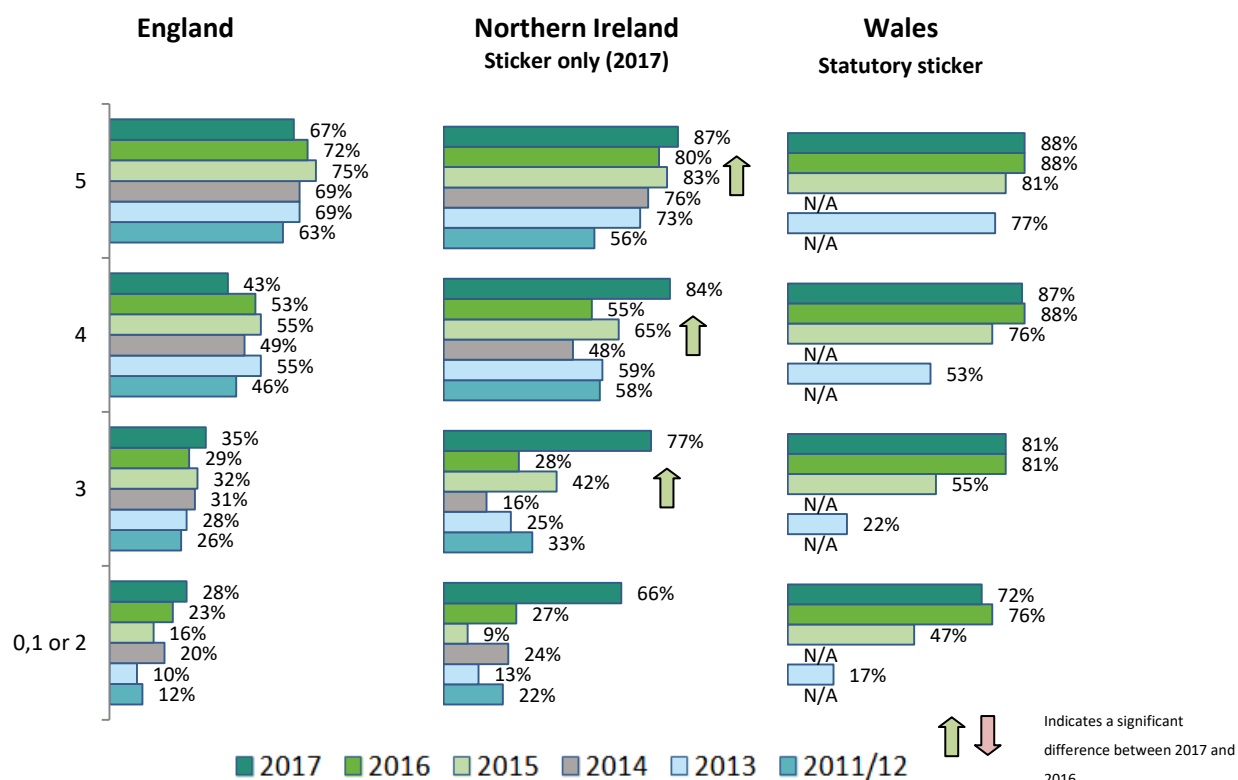
Figure 3: Mode of display in Wales

3.3 Display by rating

In England, businesses with a higher rating remain more likely to display than those with a lower rating. Over two-thirds (67%) of those with a rating of 5 are displaying their rating in 2017. This falls to a little over a quarter (28%) of those that have a rating of 0-3. These proportions are in line with those seen in 2016.

In Wales there is much less disparity between the display rates of those with higher ratings and those with lower ratings. This is likely to be due to the statutory requirement to display the rating. The proportions seen for Wales in 2017 are also in line with those seen in 2016, with no statistically significant differences.

Significant increases (compared to 2016) can be seen across all rating values in Northern Ireland. Among businesses rated 5, an increase in the display rate of 7 percentage points was exhibited, bringing the total up to 87% of businesses with a rating of 5 displaying. The most prominent changes came from those businesses rated 4 (a 29 percentage point increase, up to 84%) and 3 (a 49 percentage point increase, up to 77%). Changes in the 0-2 category were not deemed statistically significant because of the extremely low base size, but the change from 27% in 2016 to 66% in 2017 can be considered indicative.

Figure 4: Display by rating outside or inside premises

Base: Base of ratings: 2017/2016/2015: England 5 (302/239/225), 4 (105/85/97), 3 (57/60/65) 0-2 (36/28/42); NI 5 (345/252/223) 4 (111/128/140) 3 (38/56/63) 0-2 (6/14/19); Wales 5 (298,218/208), 4 (119/120/117), 3 (54/42/58), 0-2 (29/37/47)

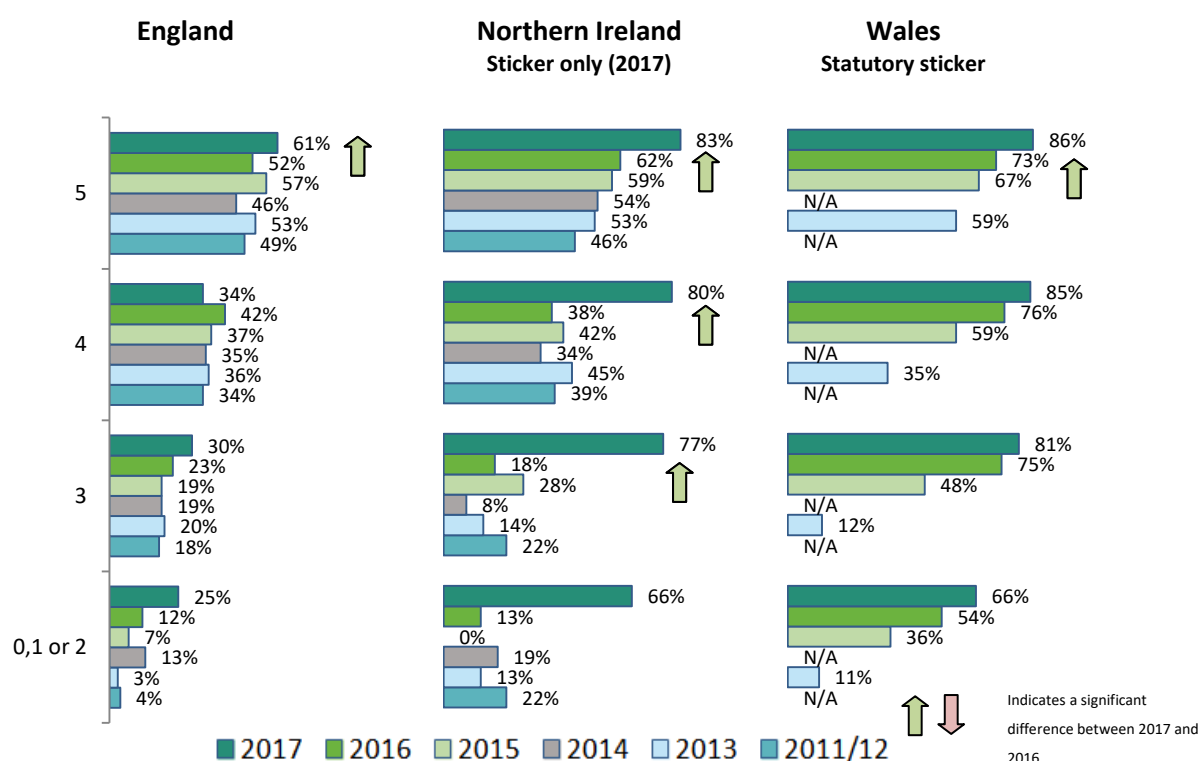
N.B. 2017 figures for Northern Ireland are based on statutory sticker display only. In previous years, the display of FHRS certificates was also included.

N.B. Unable to perform trend across time testing due to unavailability of base sizes from previous years.

A similar pattern can be seen when we focus on establishments that are displaying their rating so that it is visible from outside the premises. In England, the proportion of establishments with a rating of 5 which are displaying their rating so that it is visible from the outside has increased to 61% (up from 52% in 2016). A large disparity exists between those rated 5 and all other groups in England. Almost double the percentage of businesses rated 5 displayed their rating outside compared to those rated 4 or below.

In Northern Ireland again the introduction of the statutory scheme is a likely explanation for the increases that can be seen in the proportion that are displaying their rating so that it can be seen from outside the premises. Significant increases can be seen for all levels of rating (again, the base size for those with a rating of 0-2 is extremely low, so is not marked as statistically significant).

Outside display rates continue to climb for Wales suggesting greater compliance with the legislation. Amongst outlets with a rating of 5, the proportion that are displaying their rating so that it is visible from the outside has increased to 86% (up from 73% in 2016).

Figure 5: Display outside the premises by rating

Base: Base of ratings: 2017/2016/2015: England 5 (302/239/225), 4 (105/85/97), 3 (57/60/65) 0-2 (36/28/42); NI 5 (345/252/223) 4 (111/128/140) 3 (38/56/63) 0-2 (6/14/19); Wales 5 (298,218/208), 4 (119/120/117), 3 (54/42/58), 0-2 (29/37/47)

N.B. 2017 figures for Northern Ireland are based on statutory sticker display only. In previous years, the display of FHRS certificates was also included.

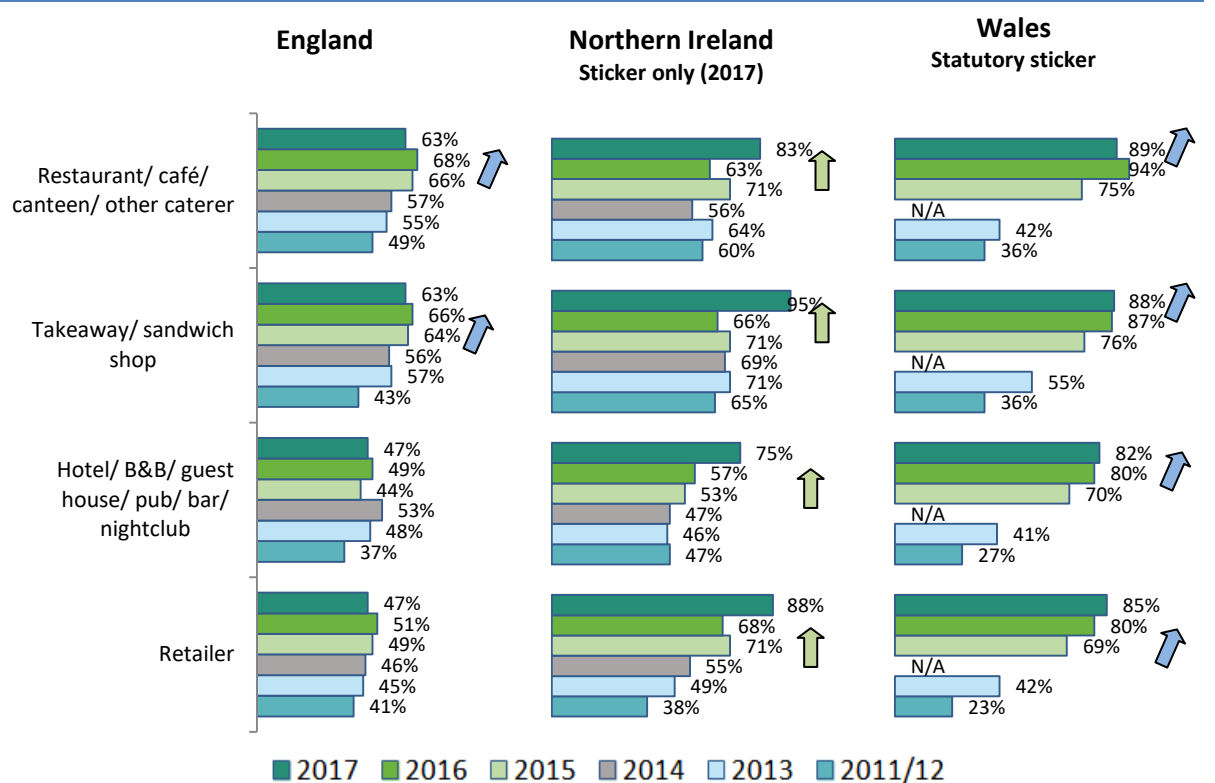
N.B. Unable to perform trend across time testing due to unavailability of base sizes from previous years.

3.4 Display by business type

In England business types that are most likely to be displaying their rating continue to be 'restaurant/cafe/canteen/other caterer' and 'takeaway/sandwich shop'. There is little change in the proportion of these that are displaying since 2016. However, a positive trend can still be seen over time.

In Northern Ireland, there has been a significant increase in the proportion of establishments that are displaying across all four categories of outlets. Takeaways are the most likely to display their rating (95%), while the least likely category to display is hotel/B&B/guest house/pub/bar/nightclub (75%). Although the proportion for this category has increased significantly since 2016, this group shows the smallest percentage point increase when compared to 2016.

In Wales although there are some minor differences by business type none of the changes are statistically significant. Restaurant /cafe /canteen /other caterer continues to be the category that are most likely to display their rating (89%) and hotel /B&B /guesthouse /pub /bar /nightclub is the category least likely to display (82%).

Figure 6: Display by business type

Business type base 2017/2016/2015/2014/2013/2011/12 : (England Restaurant... 193/134/164/154/165/160, Takeaway 47/67/69/100/91/84, Hotel... 101/10287/108/105/98, Retail 131/109/109/128/101/110; NI Restaurant... 196/164/151/137/136/132, Takeaway 76/88/77/84/89/60, Hotel... 87/80/80/71/72/75, Retail 141/118/137/139/135/151; Wales Restaurant... 163/127/152/NA/140/140, Takeaway 60/71/74/NA/84/95, Hotel... 107/146/102/NA/139/135, Retail 108/73/102/NA/92/82)

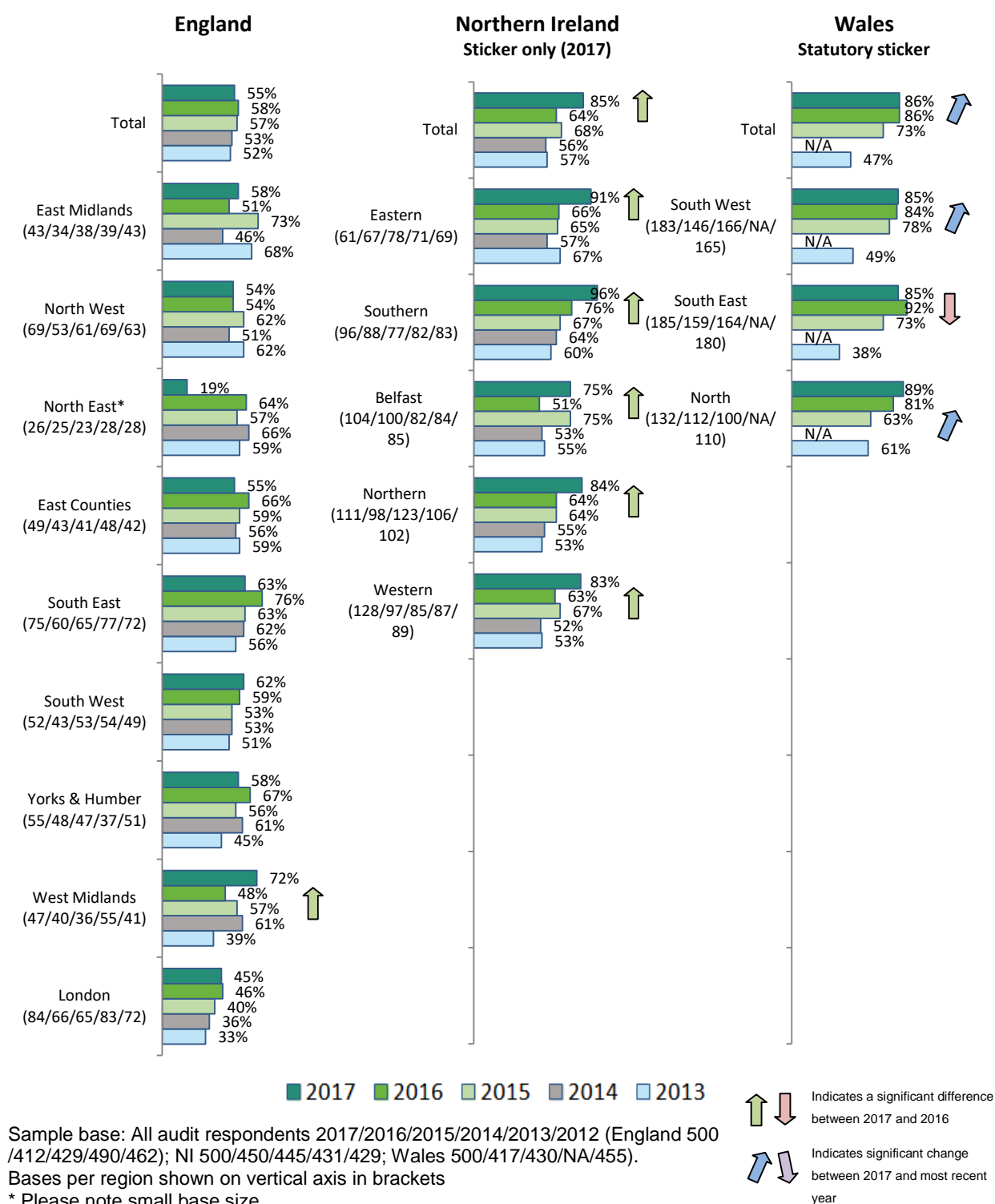
↑ ↓ Indicates a significant difference between 2017 and 2016
 ↗ ↘ Indicates significant change between 2017 and most recent year

3.5 Display by region

While there was some variation in this year's figures for England, only one of these changes is statistically significant. This is the West Midlands, where the display rate has risen from 48% in 2016 to 72% in 2017.

In Northern Ireland statistically significant year-on-year changes can be observed across all regions. All regions have seen a 19-25 percentage point increase in display rates. Belfast reversed last year's statistically significant drop in display rates, recovering back to 2015 levels of display (75%), however it remains the region least likely to display. Establishments in the Southern region are the most likely to display their rating in Northern Ireland with 96% doing so in 2017.

For Wales the only region with a significant change compared to 2016 is the South East, where the display rate has fallen by 7 percentage points to 85%. In the South West and North there is a positive trend in display rates over time, but the changes from 2016 to 2017 are not significant.

Figure 7: Display by region England & Northern Ireland


3.6 Alternative formats of display

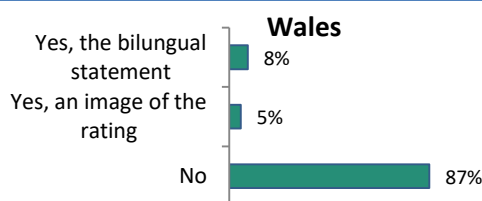
In keeping with previous years, auditors were instructed to observe whether outlets had opted to display their FHRs rating in another format, for instance a poster, a banner or a free-standing sign. Very few cases of alternative display were found in 2017 across all countries.

In England only two instances of alternative display were found; both were posters. In Northern Ireland two instances of alternative display were also found; one was a banner and the other was a free standing sign. In Wales no instances of alternative display were found.

3.7 Display on takeaway leaflets in Wales

In Wales when auditing outlets classified as a takeaway/sandwich shop or a restaurant/cafe/canteen, auditors were asked to observe whether a takeaway leaflet was available at the premises and, if so, whether any information about an outlet's FHRs rating was included. In particular, they were looking for the bilingual statement that is now required by law on any new takeaway leaflets. Only 18% of these businesses (40 out of 218) had leaflets available, and of these just 13% (5 out of 40) included some reference to their rating. Only 8% of those which had a takeaway leaflet available were displaying the bilingual statement.

Figure 8: FHRs on takeaway leaflets

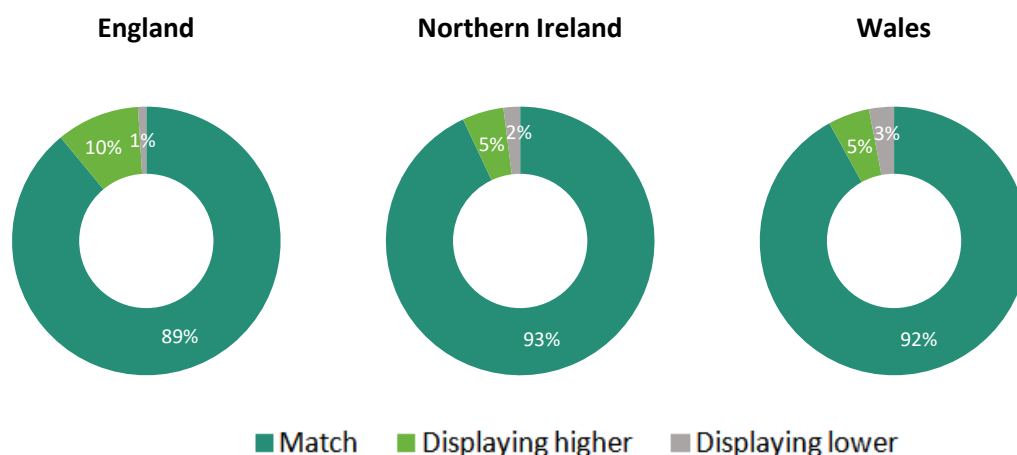


Q5.3a Was any information about the rating included on the takeaway leaflet?
Base: Where takeaway leaflet was available at the premises (40)

3.8 Comparison of rating on display to those recorded in FHRs database

It is also possible to compare the rating on display to that recorded in the FHRs database to ascertain if outlets are displaying the most up-to-date rating. The proportions shown in figure 9 are based on those that are displaying.

In England 89% of ratings on display match the FHRs database, whilst 10% are displaying a rating higher than shown in the database and 1% are displaying a rating lower than in the database. In Northern Ireland 93% of ratings on display match the FHRs database, whilst 5% are displaying a higher rating and 2% a lower rating. Similarly, in Wales 92% of ratings on display match the FHRs database, whilst 5% are displaying a higher rating and 3% a lower rating.

Figure 9: Comparison of rating displayed and recorded

Q4.2: What rating was on the sticker/certificate?

Base: All those displaying FHRs rating (England 276; NI 435; Wales 438). Where more than one rating was on display the first one seen has been used

Perhaps unsurprisingly, those with lower ratings are more likely to be displaying a rating that is higher than the one recorded in the FHRs database. The table below summarises the rating on display, split by the most recent rating given.

Table 1: Comparison of rating on display to rating recorded in FHRs database

	Rating awarded	base size	Rating on display			
			0 - 2	3	4	5
England	0 - 2	10	0%	40%	40%	20%
	3	20	0%	50%	40%	10%
	4	45	0%	2%	80%	18%
	5	201	0%	0%	*	100%
Northern Ireland	0 - 2	4	48%	24%	28%	0%
	3	30	0%	71%	10%	19%
	4	95	0%	2%	88%	9%
	5	306	0%	0%	2%	98%
Wales	0 - 2	22	68%	9%	9%	4%
	3	45	0%	78%	5%	15%
	4	104	4%	5%	84%	8%
	5	267	0%	1%	0%	99%

Q4.2: What rating was on the sticker/certificate?

Base: All those displaying FHRs rating Where more than one rating was on display the first one seen has been used. In Wales a small proportion of outlets were displaying 'Awaiting inspection' ratings (9% of those with of rating of 0-2, and 2% of those with a rating of 3)

4 Business telephone survey

This section of the report comprises the results from the telephone business survey. The telephone questionnaire covered topics including; awareness of FHRs, stated display and reasons for display/non-display, perceptions of FHRs, awareness of safeguards and views on the mandatory display of food hygiene ratings.

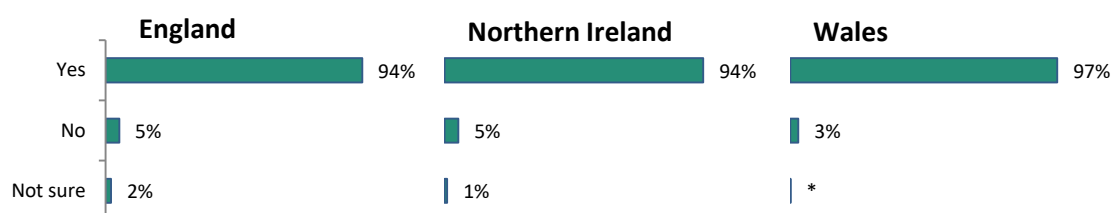
Data have been weighted to represent the 'in-scope' population in each country (food outlets that have been given a FHRs rating and are publicly accessible). All percentages shown in this section are based on weighted data⁵ and therefore can be extrapolated to the all publicly accessible outlets with an FHRs rating within each country.

A short route survey was offered to respondents that could not complete the full survey if their outlet had been audited during the first stage of the research. This was to maximise the response rate amongst audited outlets. 17 respondents in total completed the short route survey and so are not included in the base for all questions in this section of the report.

4.1 Recollection of FHRs

Nearly all respondents have heard of FHRs, with awareness highest in Wales at 97%. This question was not reported on in previous years and so we cannot say how this proportion has changed over time.

Figure 10: Recollection of the FHRs



B1: Have you heard of the Food Hygiene Rating Scheme or the FHRs?

Base: All long interview respondents (England [498], Northern Ireland [494], Wales [501])

4.2 Stated display of stickers and certificates

Outlets were asked if they currently display their food hygiene rating at the premises. In England 87% stated that they display it in a place that is visible to customers, and a further 2% are displaying it in a place that is not visible to customers. This is markedly higher than the proportion of English outlets that were observed to be displaying in the mystery shopping audits (55%).

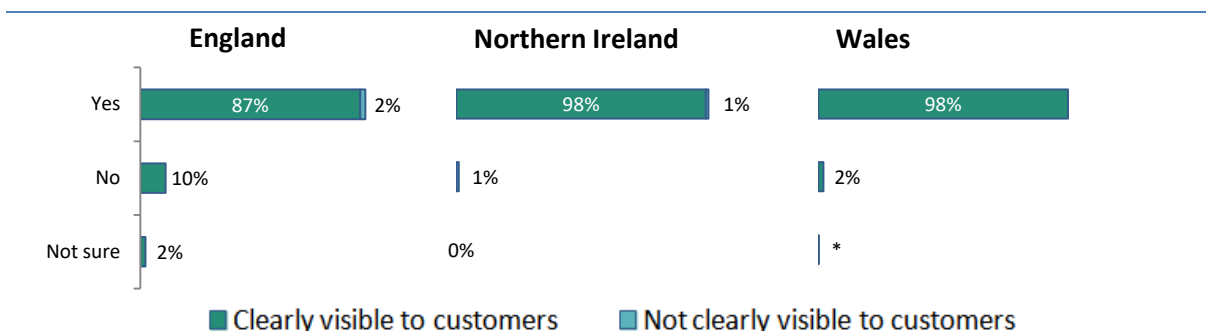
In Wales and Northern Ireland, nearly all outlets said that they are displaying their rating so that it is visible to customers (98% in each). In Northern Ireland a further 1% are displaying the rating so that it is not visible to customers. Again, these stated rates

⁵ More information on the weighting scheme can be found in the technical report, located in the appendices of this report

of display contrast with the display rates seen in the mystery shopping audits. In Northern Ireland 85% of outlets were found to be displaying the sticker and in Wales 86% of outlets were found to be displaying the statutory sticker.

Further analysis on those outlets that were both audited and took part in the telephone survey can be found in section 5 of this report.

Figure 11: Self reported display

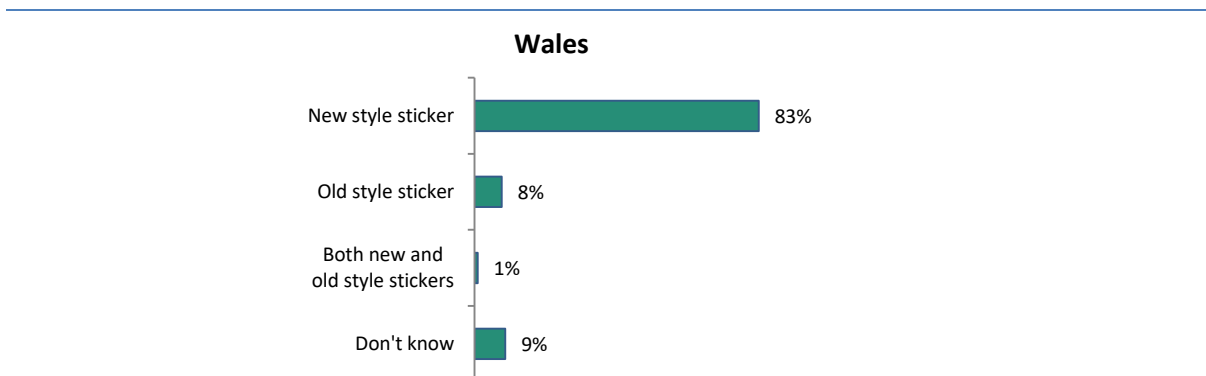


SR4/B10A/B10E: Is your food hygiene rating sticker or certificate on display in your premises?

Base: All respondents (England 438; NI 476; Wales 487)

In Wales businesses were also asked the format in which they are displaying the sticker. The majority state that they are displaying the statutory sticker (83%), however, 8% stated they are displaying the old-style sticker only and a further 1% say they are displaying both the old and statutory stickers.

Figure 12: Wales sticker display type



B10i: And are you displaying the new style or the old style sticker at your premises?

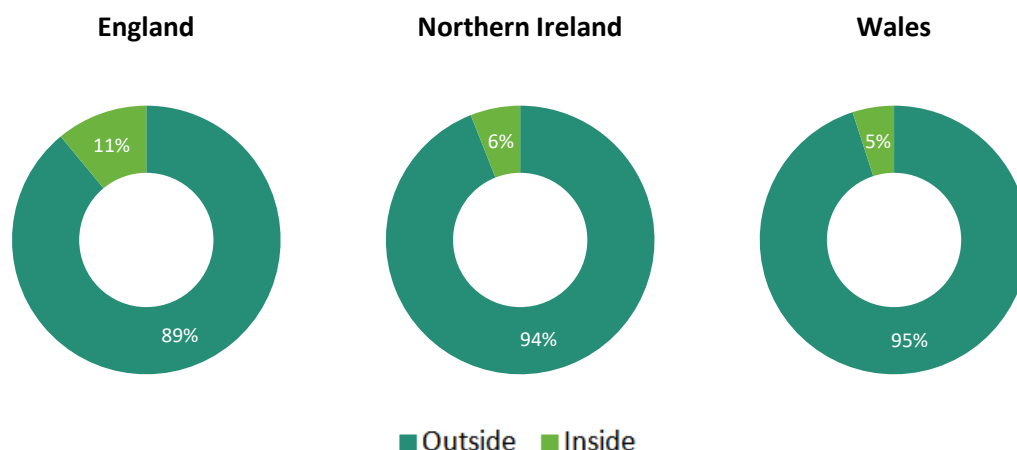
Base: all long interview respondents with their FHRS sticker on display

4.3 Stated location of display

Establishments which stated that they are displaying their rating were asked whether this rating is visible from the outside of their premises or not. 89% of those that state they are displaying in England say that the rating is visible from the outside. Again, this contrasts with the 48% of outlets which were found to be displaying their rating so that it is visible from the outside in the mystery shopping audits.

In Northern Ireland 94% of those that say they are displaying say that this is so that the rating is visible from the outside. This is a similar proportion to Wales (95%). As with England these proportions are at odds with those observed during the mystery shopping audits where 82% of outlets in Northern Ireland were displaying outside and 86% of outlets in Wales were displaying outside.

Figure 13: Stated display outside or inside



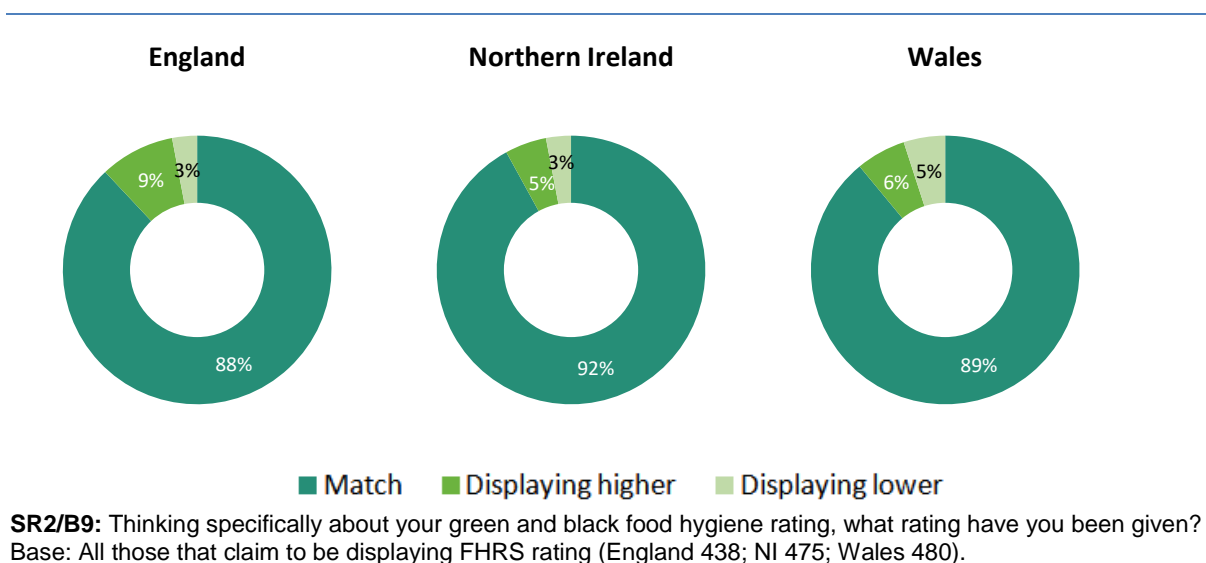
SR5/B10C/B10G: Can customers clearly see the sticker or certificate from the outside of your premises, in other words, without having to enter your premises?

Base: All those displaying FHRs rating (England 400; NI 473; Wales 479)

4.4 Comparison of stated rating to those recorded in the FHRs database

It is also possible to compare the rating that survey respondents said they have been given to those recorded in the FHRs database. This allows us to ascertain if businesses are discussing their most up-to-date rating and have recalled the rating correctly. The proportions shown in figure 14 are based on those that said they are displaying their rating (as only they were asked what rating is on display).

The majority gave the correct rating when asked (88% in England, 92% in Northern Ireland and 89% in Wales). However a small minority said that their rating is higher than it actually is (9% in England, 5% in Northern Ireland and 6% in Wales). Interestingly a small proportion in each country also said that their rating is lower than it actually is (3% in England, 3% in Northern Ireland and 5% in Wales).

Figure 14: Comparison of stated rating to recorded

Perhaps unsurprisingly, those with lower ratings are more likely to say their rating is higher than it actually is. The table below summarises the ratings stated by businesses, split by the most recent rating actually given.

Table 2: Comparison of stated rating to rating recorded in FHRs database

	Rating awarded	base size	Rating stated in survey				
			Awaiting inspection	0 - 3	4	5	Don't know
England	0 - 3	52	2%	65%	13%	11%	8%
	4	86	1%	2%	80%	15%	3%
	5	310	0%	*	4%	96%	*
Northern Ireland	0 - 3	21	0%	76%	20%	4%	0%
	4	91	0%	4%	83%	12%	1%
	5	364	0%	1%	3%	97%	0%
Wales	0 - 3	62	0%	72%	17%	6%	4%
	4	106	0%	6%	85%	8%	1%
	5	319	1%	2%	3%	94%	1%

SR2/B9: Thinking specifically about your green and black food hygiene rating, what rating have you been given?
Base: All those who claim to be displaying FHRs rating.

**caution, low base size

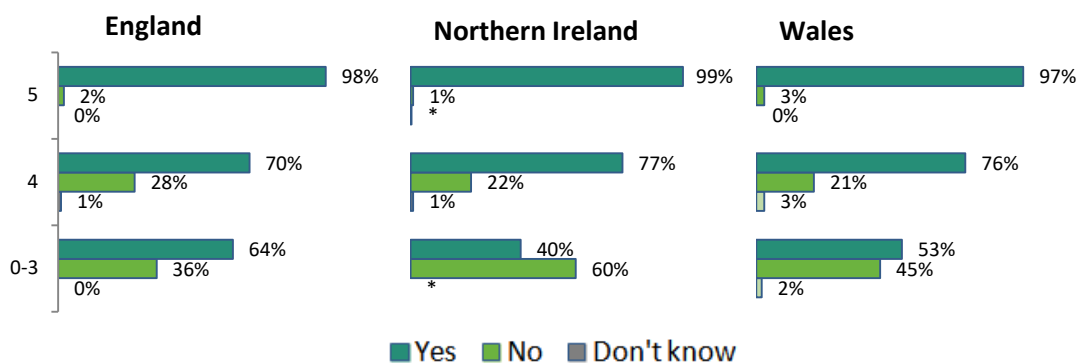
4.5 Satisfaction with rating

Establishments that recalled receiving a FHRs rating were asked how satisfied they are with the rating received. The majority of establishments are satisfied with their rating. In Wales 86% of businesses that recall receiving a rating are satisfied with it as are 87% in England and 89% in Northern Ireland.

Not surprisingly, satisfaction with the rating received is dependent on the level of that rating. Establishments that receive a lower rating are less likely to be satisfied,

particularly those which receive a rating of 3 or below. Receiving a rating of 3 or below is most likely to cause dissatisfaction in Northern Ireland where 60% of those that received a rating of 3 or below are not satisfied.

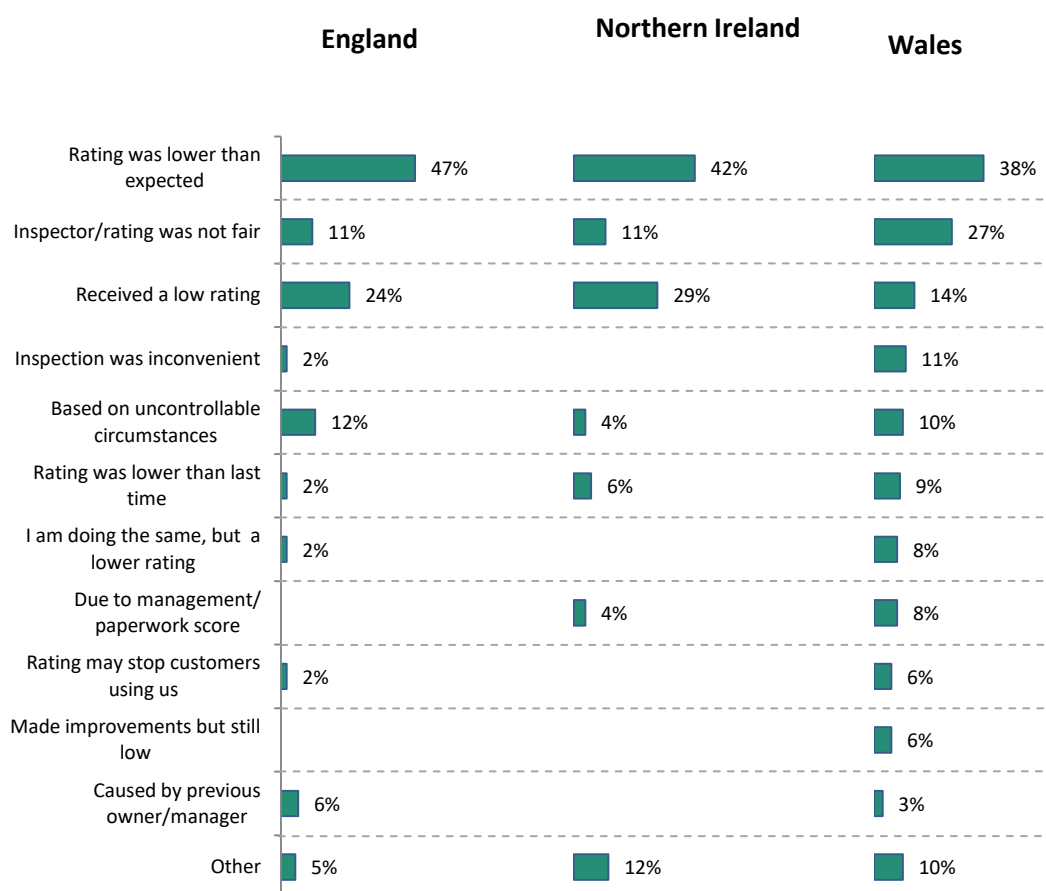
Figure 15: Satisfaction with rating by rating



B9b: Are you satisfied with the rating you received?

Base: All long interview respondents that have an FHRS rating sticker/certificate (England: [432] 0-3 (47), 4 (82), 5 (303); Northern Ireland [469] 0-3 (21), 4 (89), 5 (359); Wales [475] 0-3 (59), 4 (104), 5 (312))

Those businesses not satisfied with their rating were asked the reasons for this. Figure 16 summarises the reasons given. Although the base sizes are relatively low within each country the reason most commonly given is that the rating was lower than expected, rather than any perception of the rating being unfair.

Figure 16: Reasons for dissatisfaction with rating

B9c: Why are you not satisfied with the rating you received?

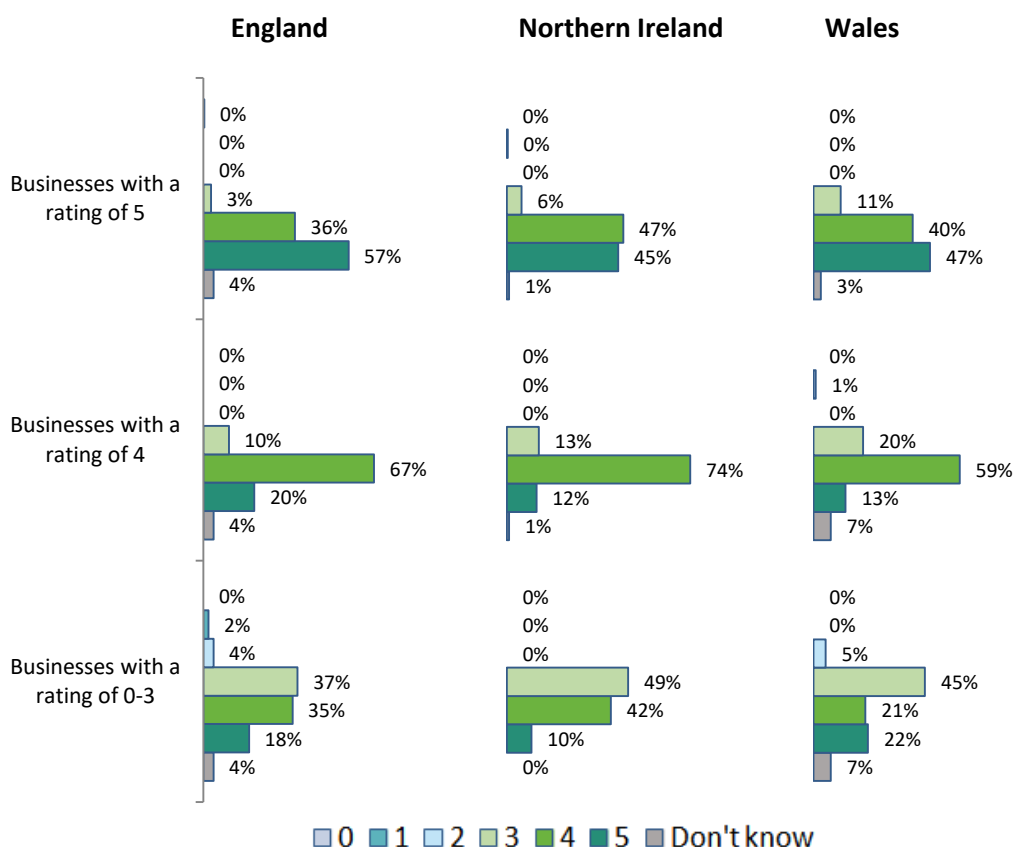
Base: All long interview respondents that are not happy with their rating (England [47], Northern Ireland [33], Wales [56])

4.6 Actions taken to improve ratings

Establishments were asked what the lowest rating is that they would be happy to display. If they have been given a rating of 4 or below they were also asked if they have taken any actions to improve their rating, and if so, what these actions have been.

4.6.1 Lowest acceptable ratings for display

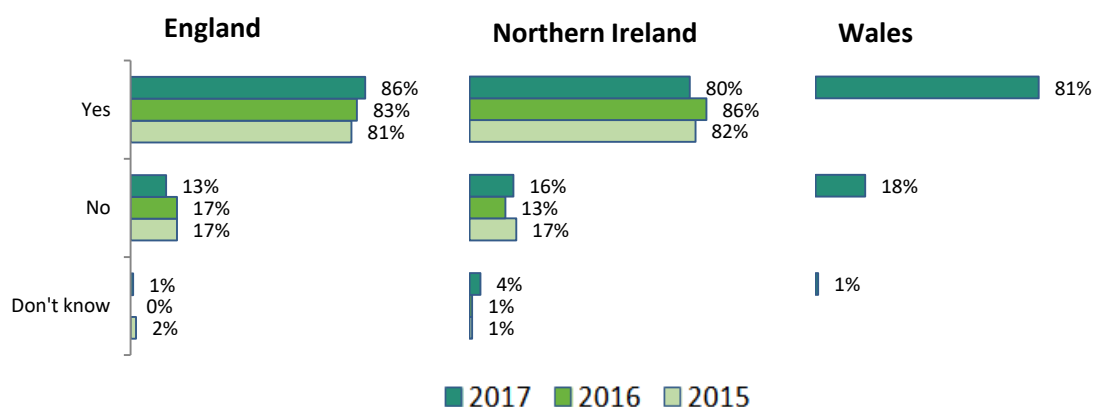
Perhaps unsurprisingly, there is a correlation between the rating that outlets have been given and the lowest rating that they would display. Those that have been given a rating of 5 are most likely to say that a 5 is the lowest they would display, whilst those with a rating of 4 are most likely to say a 4 is the lowest they would display. However, generally a rating of 3 or more is considered good enough to display.

Figure 17: The lowest rating respondents would consider good enough for display


B21b: What is the lowest food hygiene rating that you would consider 'good enough' to display at your premises?
 Base: All long interview respondents that have an FHRs sticker/certificate (England [442]: 0-3 (52), 4 (86), 5 (304); NI [467]: 0-3 (19), 4 (89), 5 (359); Wales [475]: 0-3 (59), 4 (102), 5 (314))

4.6.2 Improving standards

The majority of outlets that have been given a rating of 4 or lower have taken actions to improve their ratings. For England and Northern Ireland, the proportions are in line with those seen in 2016 and 2015. This question was asked for the first time in Wales in 2017 and so no data from previous years is available.

Figure 18: whether establishments with a 0-4 rating have done anything to improve their rating

B9e: Have you made any changes to the way you do things at your premises in order to improve your food hygiene rating at next inspection?

Base: Those that have FHRS rating 0-4 (England 124/138/160; NI 109/157/148; Wales 165)

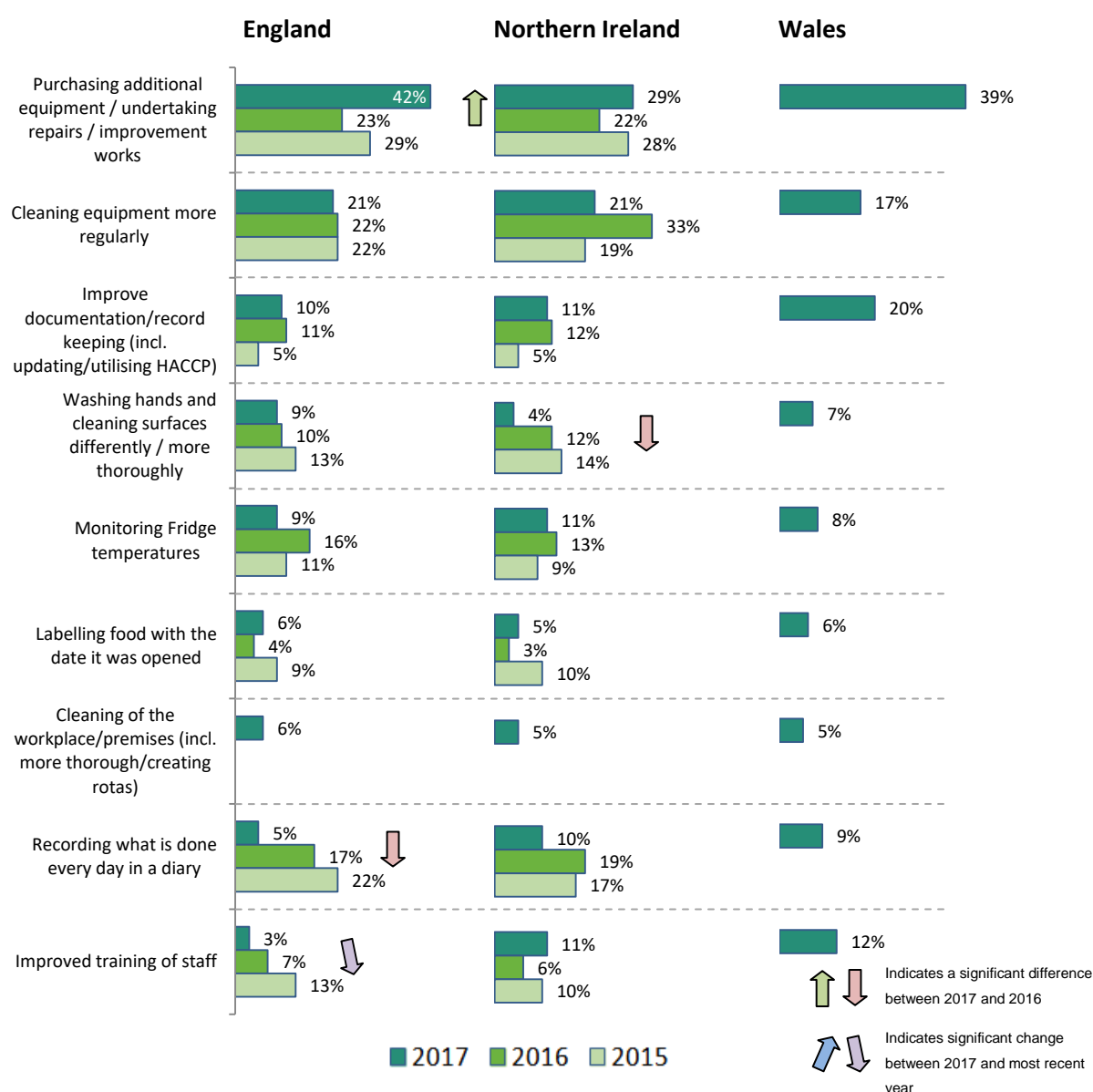
4.6.3 Actions taken to improve rating

The most common action reported by businesses to improve ratings is to purchase additional equipment, undertake repairs or improvement works. In England 42% of establishments did this, a significant increase from the proportion seen in 2016 (23%). Cleaning equipment more regularly is also a common action taken, with around 21% citing this in each country.

In England there has been a decrease in the proportion that are recording what is done every day in a diary (5%, compared to 17% in 2016) and a downward trend in the proportion that say they have improved training for their staff to help improve their rating.

In Northern Ireland the only significant change is a decrease in the proportion that mentioned washing hands and cleaning surfaces differently or more thoroughly, with only 4% of those that took action to improve their rating citing it in 2017, compared to 12% in 2016.

This question was asked for the first time in Wales this year. The results for Wales are broadly in line with those seen in England and Northern Ireland. Interestingly, the three most common actions taken across each country cover all three of the elements which make up the basis for the rating score – compliance with structural requirements, compliance with food hygiene safety procedures, and improving documentation / recording keeping.

Figure 19: Actions taken to improve ratings

B9f And what changes have you made at your premises in order to achieve a higher food hygiene rating at your next inspection? What other changes?

Base: All long interview respondents that have made changes to improve their rating (England 106/112/128; NI 85/135/119; Wales 134 N.B this question was not asked in Wales in previous years)

4.7 Customer awareness of FHRS

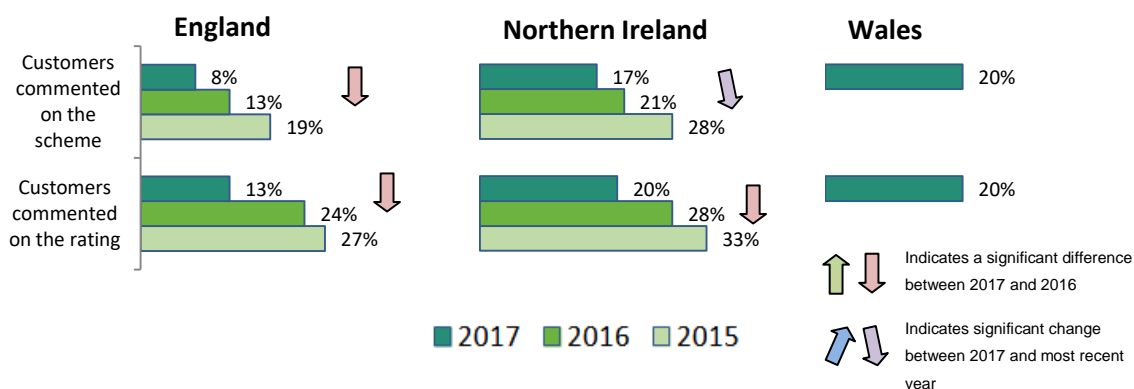
Establishments were asked if customers had commented on the FHRS in general and if customers had commented on their rating specifically. In England there has been a significant decrease in the proportion of establishments that report that customers have either commented on the scheme or commented on their rating. In 2017 only 8% report having customers who commented on the scheme and 13% who had customers comment on their rating.

In Northern Ireland there has also been a decrease in the proportion of outlets that have had customers comment on their rating, falling from 28% in 2016 to 20% in 2017.

There is also a negative decline over time in the proportion of outlets that have had customers comment on the scheme.

In Wales 20% of outlets have had customers comment on the scheme and on their rating. This is the first year that the question was asked in Wales.

Figure 20: Customer comments



B9h: Have any customers commented on or asked about the food hygiene rating that has been awarded to your premises? This could be to you or other members of staff.

B9g: And have any customers commented on the food hygiene rating scheme in general to you or other members of staff?

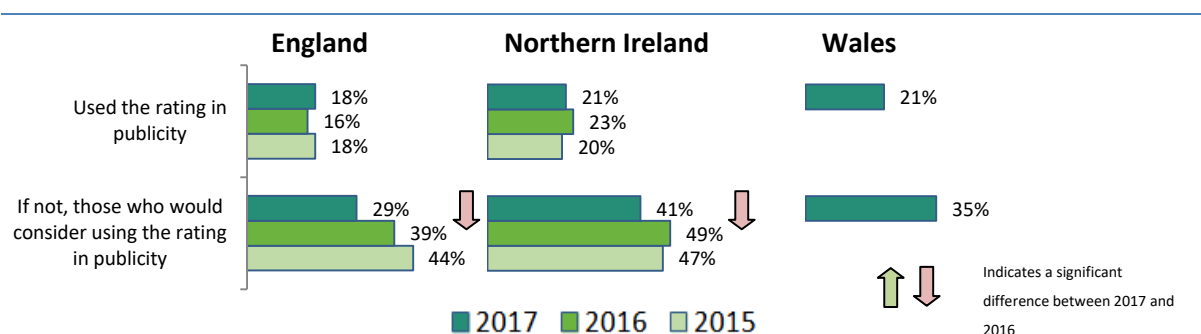
Base: All long interview respondents that have an FHRs rating sticker/certificate (England 442/417/430; NI 470/446/440; Wales 482 N.B. this question was not asked in Wales in previous years)

4.8 Use of FHRs in marketing

Outlets were also asked if they are using their rating in any of their marketing or publicity materials. Those that are not currently using the rating in their materials were asked if they would consider doing so.

In England the proportion of establishments that are using the rating in publicity materials is relatively stable; however, the proportion that say they would be prepared to use the rating has decreased significantly (29%, compared to 39% in 2016).

In Northern Ireland there is a similar pattern, with around one-fifth of establishments already using the rating in publicity materials (21% in 2017). Whilst over two-fifths of those that are not already using the rating say they would consider using it this is a decrease from 2016 when nearly half (49%) said so.

Figure 21: Use of FHRs in marketing

B9i: Have you used the rating you have been given in any advertising, publicity or marketing you have done about your premises?

Base: All long interview respondents that have an FHRs rating sticker/certificate and know their rating (England 432/413/424; NI 469/440/434; Wales 475 N.B. this question was not asked in Wales in previous years)

B9j: Would you consider using the rating you have been given in any advertising, publicity or marketing you do about your premises in the future?

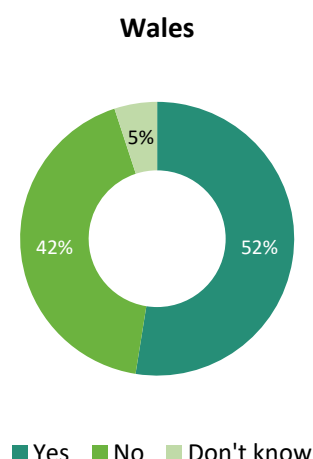
Base: All long interview respondents that have not used their rating in advertising (England 327/333/327; NI 334/321/332; Wales 354 N.B. this question was not asked in Wales in previous years)

4.9 Use of FHRs on takeaway leaflets in Wales

In Wales in November 2016, it became a legal requirement that takeaway leaflets should contain a bilingual statement about the FHRs and to advise consumers where they can go to view the rating for the business⁶. Takeaways/sandwich shops in Wales were asked if they include any information about FHRs on their takeaway leaflets to measure awareness of and compliance with this legislation.

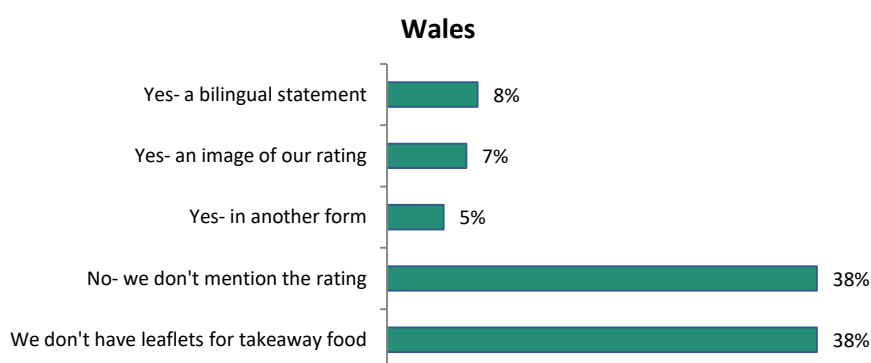
Only 8% of takeaways (5 out of the 60 interviewed) currently include the bilingual statement on their takeaway leaflets. A further 7% include an image of their rating and 5% include the rating in some other form (such as text that describes which rating they have). However, nearly two-fifths of the takeaways questioned do not use takeaway leaflets, so if these are removed from the base the figure for those that are displaying the bilingual statement increases to 13% (5 out of 38 takeaways).

⁶ The statement that should be included is: Ewch i food.gov.uk/ratings i ganfod sgôr hylendid bwyd ein busnes neu gofynnwch inni beth yw ein sgôr hylendid bwyd wrth archebu. / Go to food.gov.uk/ratings to find out the food hygiene rating of our business or ask us for our food hygiene rating when you order

Figure 22: Awareness of requirement to display FHRs on takeaway leaflets in Wales

C19: And were you aware before this interview that it is a legal requirement to publish a bilingual statement regarding the FHRs rating on any takeaway leaflets, flyers or menus that show food for sale, the price and a way of ordering the food without visiting the business?

Base: Takeaway/sandwich shop with FHRs (59)

Figure 23: Use of FHRs on takeaway leaflets in Wales

B10f: Do you include any information about your rating on your takeaway leaflets, flyers or menus?

Base: Takeaway/sandwich shop with FHRs (60)

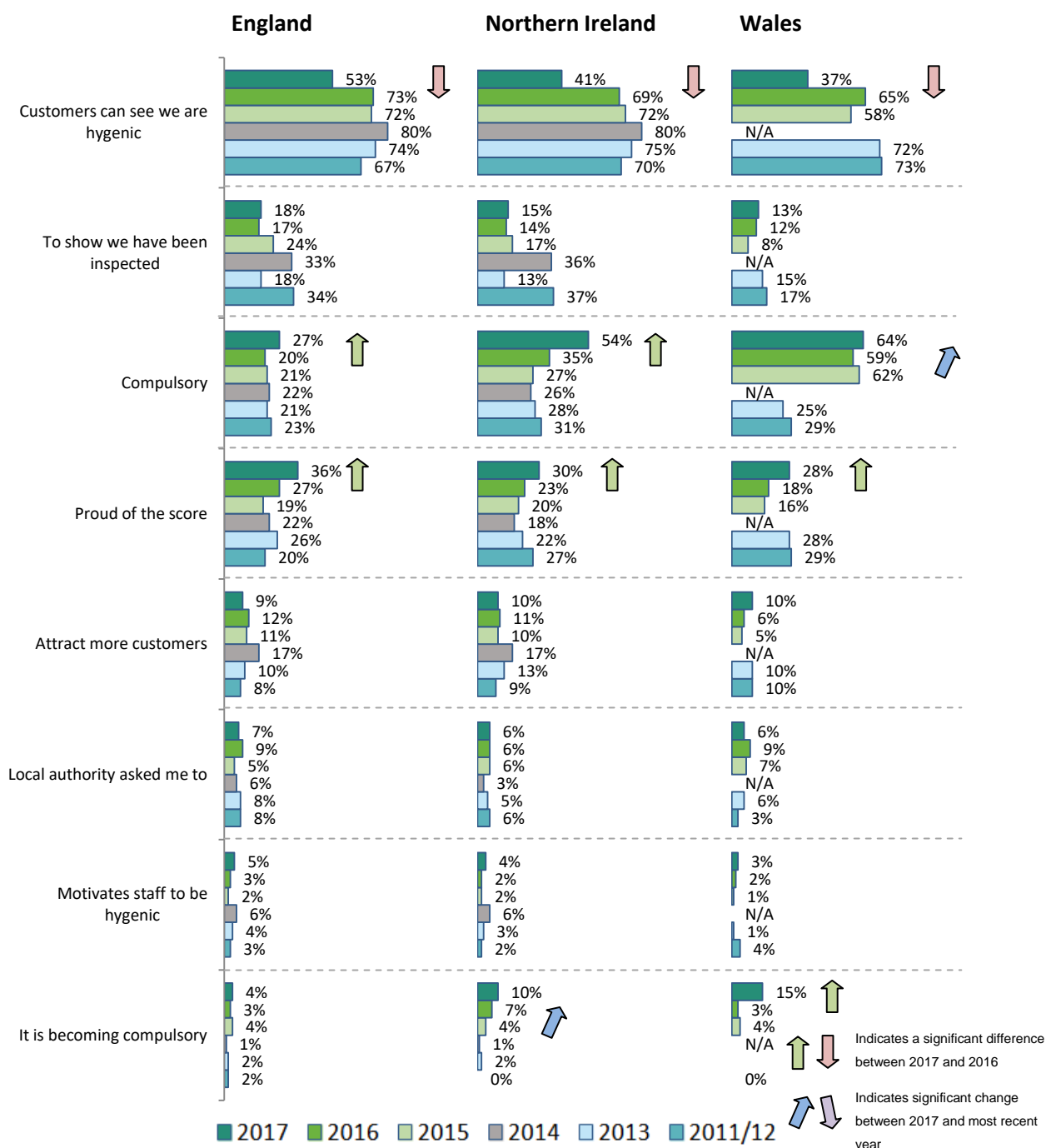
4.10 Drivers of display

All respondents that stated that they are displaying their rating were asked for the reasons why they display it. Figure 24 summarises these reasons and how they have changed over time.

In England 53% mentioned customer assurance (so that customers can see they are hygienic). Although this is still the most cited reason in England the proportion mentioning it has fallen significantly when compared to 2016 (where 73% mentioned it). Other key reasons mentioned in England include believing that the scheme is compulsory (27%) and being proud of their rating (36%). The proportion mentioning these motivations have increased significantly since 2016.

In Northern Ireland there has also been a decrease in the proportion that are motivated by customer assurance (41%, down from 69%). Perhaps unsurprisingly, given the changes in legislation, the proportion that are motivated by the compulsory nature of the scheme has increased significantly, with over half (54%) mentioning this in 2017. An upward trend can also be seen in those that believe that display is becoming compulsory (but is not yet). There has been a significant increase in the proportion that say that they are proud of their rating in Northern Ireland (30%, up from 23% in 2016).

In Wales there is a similar pattern to that seen in Northern Ireland. The proportion that are motivated by customer assurance has fallen to 37% (down from 65% in 2016), whilst the proportion that are proud of their score has increased to 28%. Although the increase in the proportion that mentioned the compulsory nature of the scheme has increased in 2017, there is not a significant difference when compared to 2016, but there is an upwards trend over time. Again in Wales there has been an increase in the proportion that believe that the scheme is compulsory, with 15% mentioning this as a motivation.

Figure 24: Drivers of display


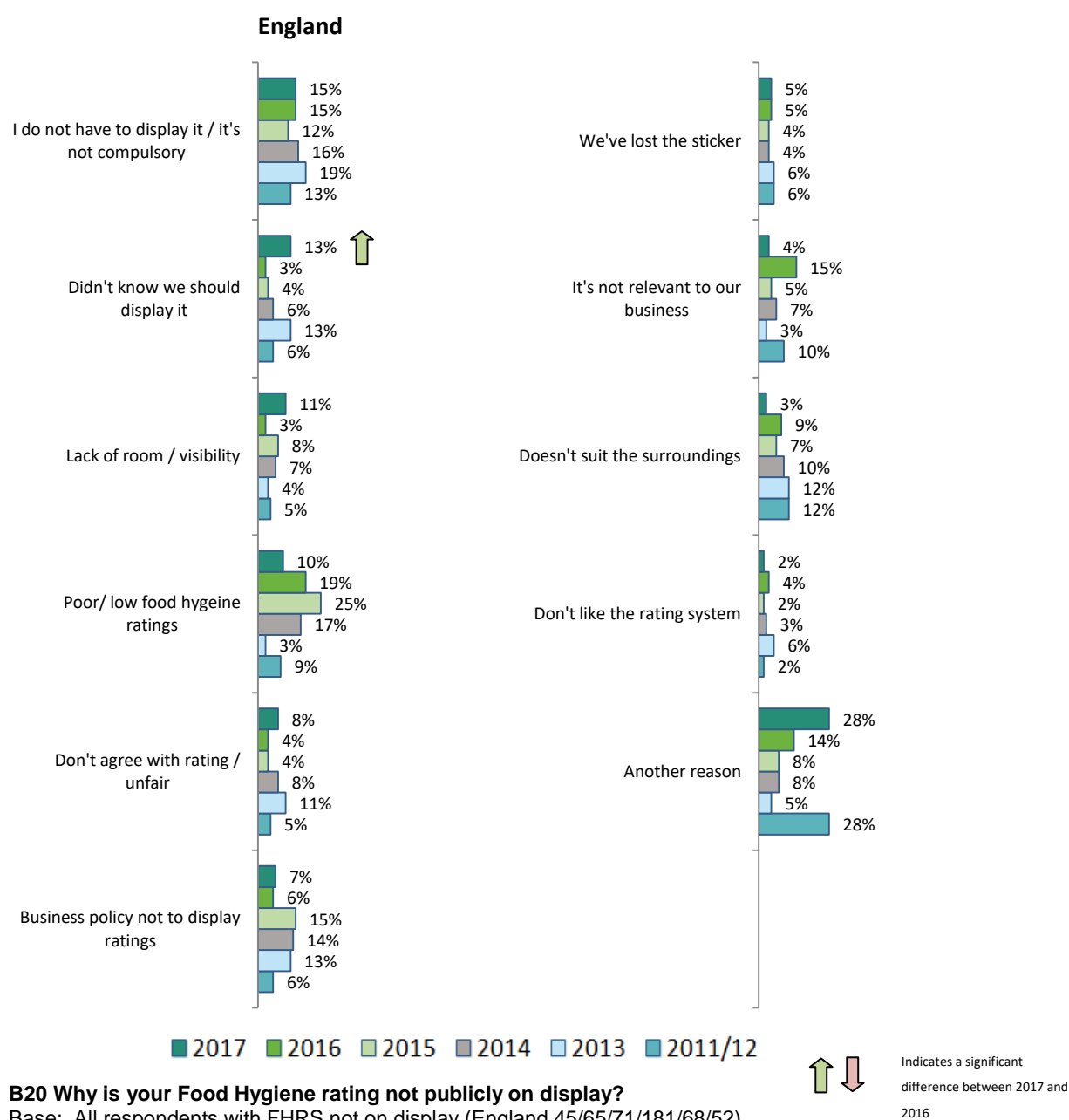
B18 Why do you display the FOOD HYGIENE RATING in your premises? What other reasons?

Base: All long interview respondents with FHRs on display 2017/2016/2015/2014/2013/2012 (England 393/356/362/337/316/296), NI(466/401/409/403/372/308), Wales (473/473/467/NA/340/245)

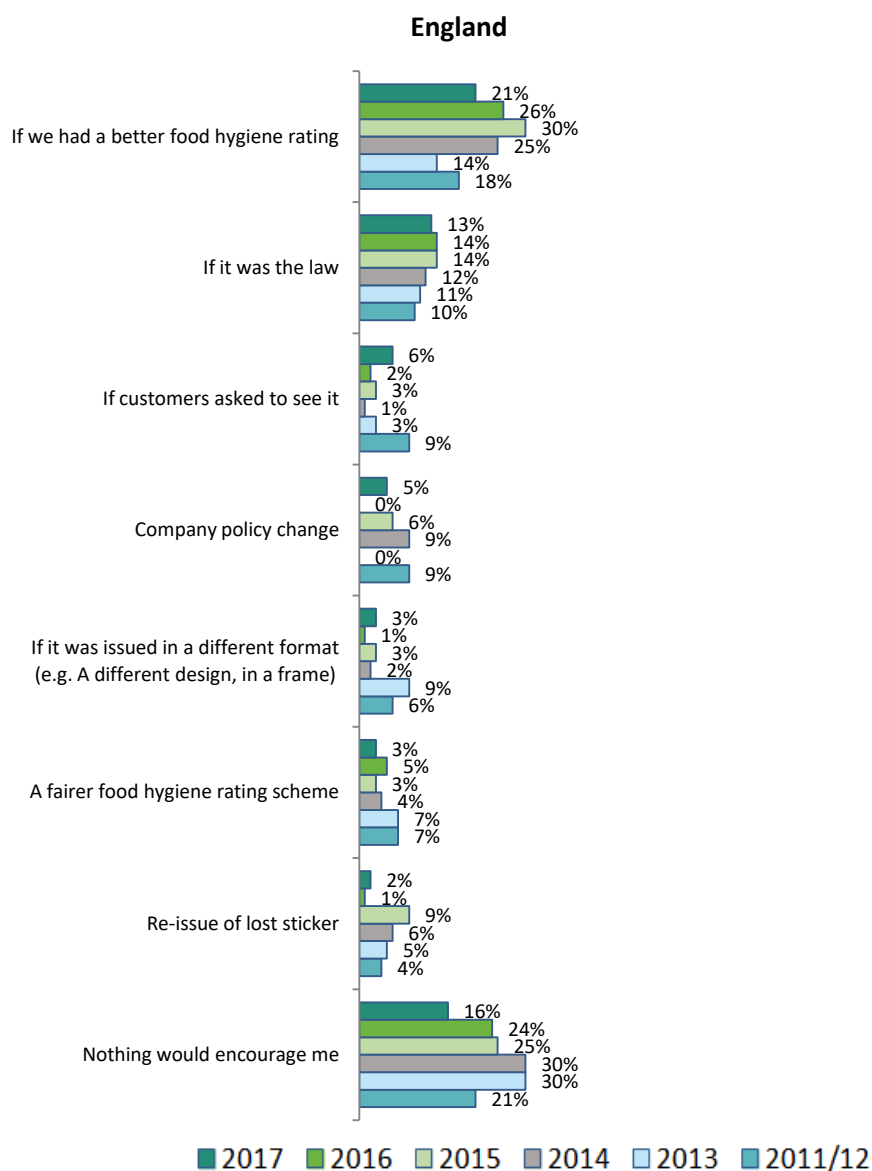
In England the reasons for non-display were explored with businesses that said they were not displaying their rating. As the proportion of outlets that say they are not displaying is relatively small, no significant changes over time are seen. However, the most cited reason for not displaying is the non-compulsory nature of the scheme in England (15% of those that do not display). Other reasons cited include not knowing

they should display it (13%), lack of space to display (11%) and having a low rating (10%).

Figure 25: Reasons for non-display England



Additionally, those outlets that are not displaying their rating in England were asked what, if anything, would encourage them to display. Again, base sizes here are small so no significant differences over time are observed. The most commonly mentioned method of encouragement is having a better hygiene rating (21%) as seen in previous years. 16% of English outlets that are not displaying state that nothing would encourage them to display.

Figure 26: Encouraging wider use in England

B21 What would encourage you to public display your food hygiene rating?

Base: All respondents with FHRs not on display (England 45/65/71/181/68/52)

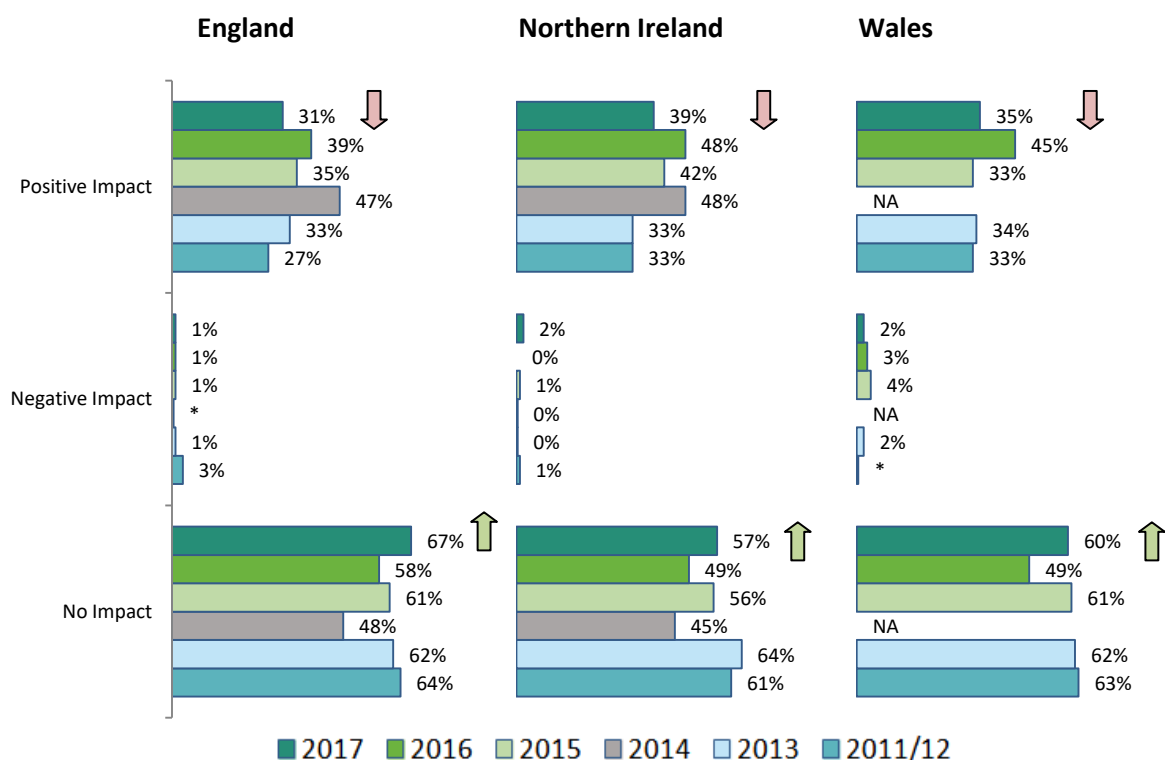
4.11 Impact of display

All outlets that stated they are displaying their rating were asked what impact, if any, this has had on their business. Figure 27 summaries these impacts.

In England a little under a third (31%) say display has had a positive impact upon their business. This figure has fallen since 2016 (39%), but has been prone to fluctuation over the years. The proportion that say displaying the rating has had no impact (or they do not know the impact) has increased to over two-thirds in 2017 (67%), an increase of 11 percentage points from 2016 (58%). However, this contradicts the findings regarding actions taken to improve ratings, where the majority of businesses with a rating of 4 or less say they have taken action to improve it (86%).

In Northern Ireland and Wales there is a similar picture, with the proportion that say display has had a positive impact upon their business decreasing (39% in Northern Ireland and 35% in Wales). There has been a corresponding increase in the proportion that say display has had no impact (or they do not know the impact) upon their business (57% in Northern Ireland and 60% in Wales). As seen in England, these contradict the findings regarding action taken to improve ratings (80% in Northern Ireland and 80% in Wales)

Figure 27: General impact of display



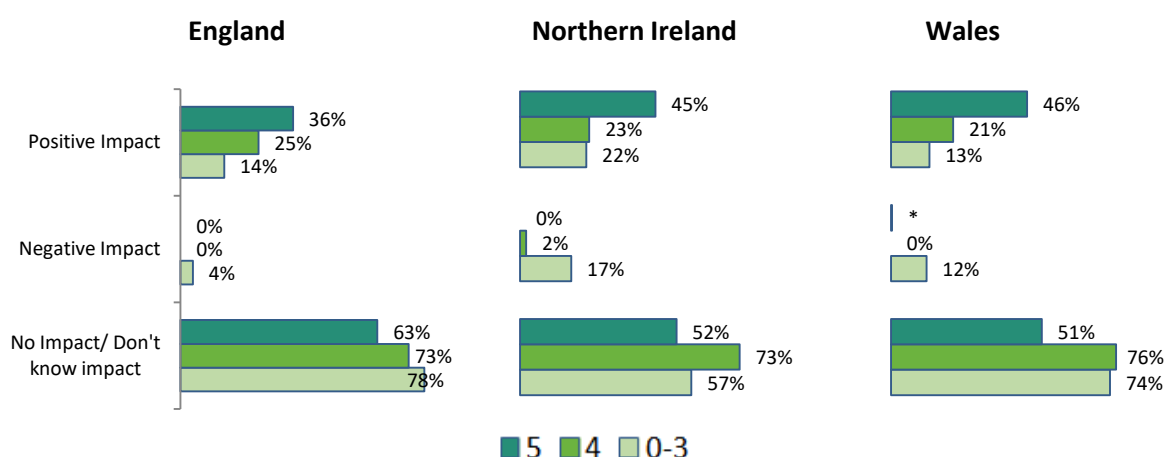
B19: What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?

Base: All respondents with FHRS on display (England 394/356/362/337/316/296, Northern Ireland 467/401/409/403/372/308, Wales 474/473/467/NA/340/245)



Indicates a significant difference between 2017 and 2016

Perhaps unsurprisingly, those that have been given a lower rating are less likely to say that display of their rating has had a positive impact upon their business. Businesses with a rating of 5 are more likely to say that display has had a positive impact, whilst those with a rating of 3 or below are more likely to say it has had a negative impact, particularly in Northern Ireland and Wales.

Figure 28: General impact of display by rating

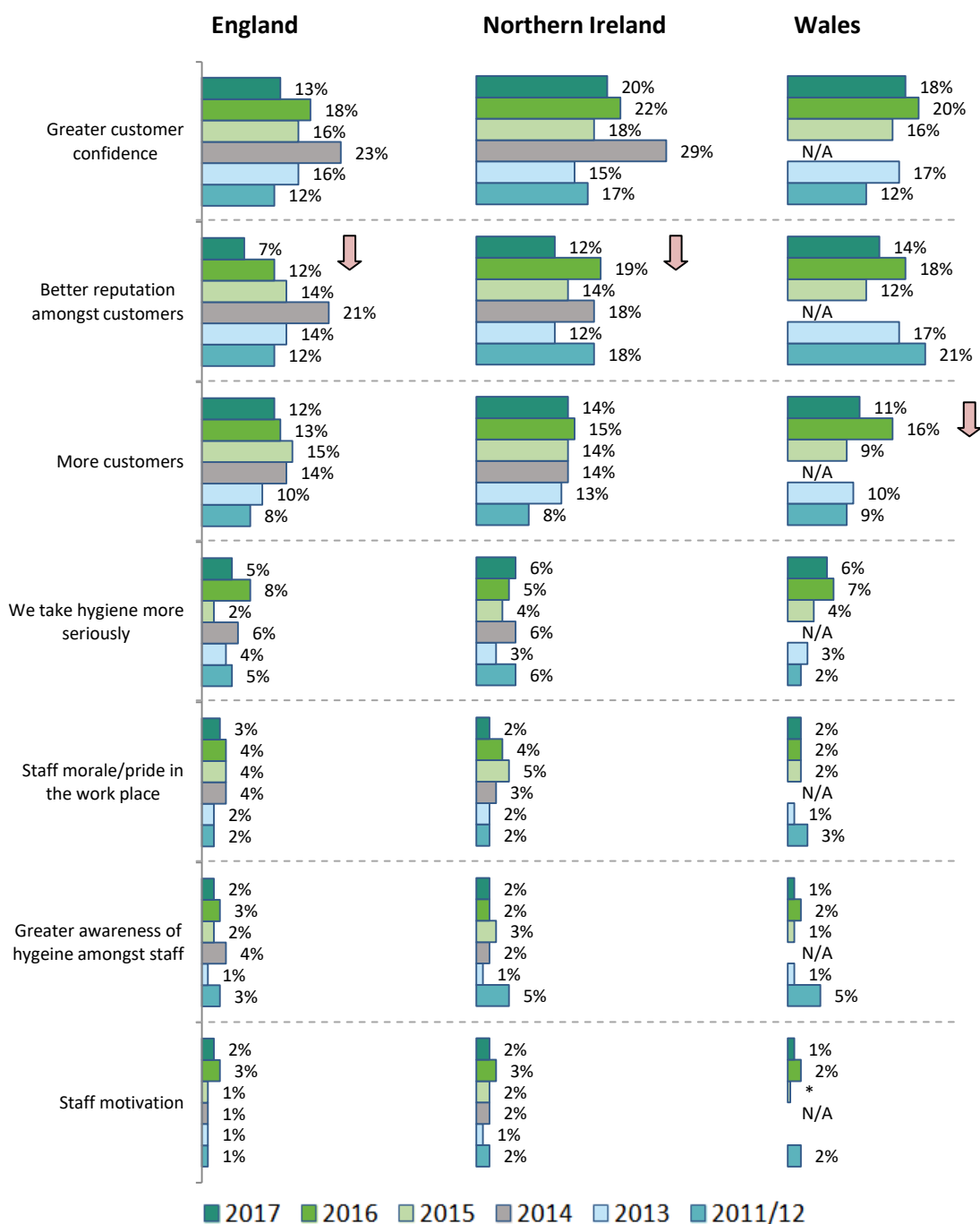
B19: What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?
 Base: All respondents with FHRS on display (England 5 (290) 4 (71) 0-3 (33); NI 5 (359), 4 (89), 0-3 (19); Wales 5 (313), 4 (102), 0-3 (59))

Businesses were also asked to describe the nature of the impact of displaying their rating, beyond whether it is positive or negative. The results are shown in figure 29 and do not differ considerably from those seen in previous years of the research.

In England greater customer confidence remains the most frequent positive impact mentioned, with 13% of those displaying citing this. 12% mentioned that display of the rating has helped to encourage more customers into the establishment. However, the proportion saying that display of the rating has helped to give them a better reputation amongst customers has declined in 2017 to 7% (down from 12% in 2016)

In Northern Ireland greater customer confidence also remains the most mentioned positive impact, with 20% citing this. Similarly to England, the proportion that mentioned a better reputation amongst customers has fallen when compared to 2016 (12%, down from 19%).

In Wales greater customer confidence is also the most cited reason and the only statistical change from 2016 is a fall in the proportion that say that display of their rating has helped to encourage more customers into the establishment (11%, down from 16%).

Figure 29: Positive impacts of display


NB: Mentions of 1% of more per country

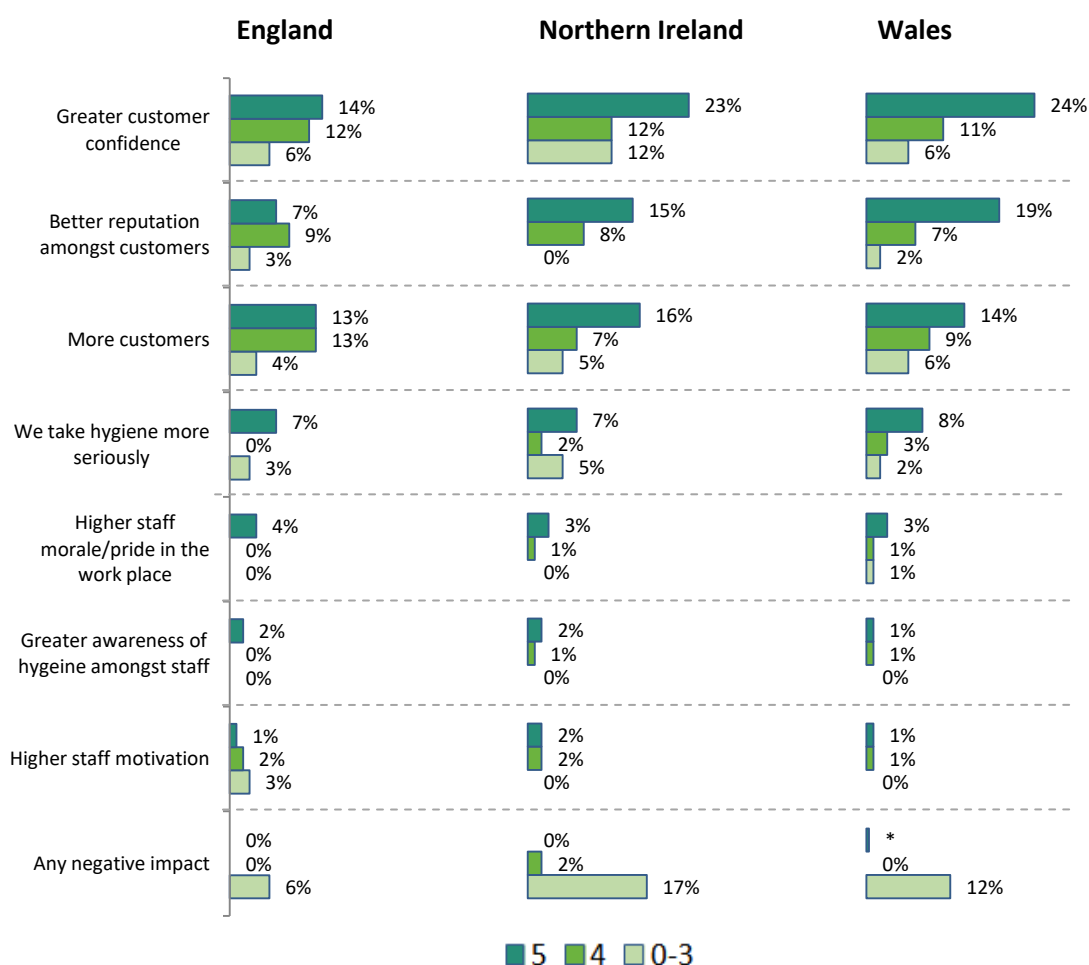
B19: What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?

Base: All respondents with FHRs on display 2017/2016/2015/2014/2013/2012 (England 394/356/362/337/316/296), NI (467/401/409/403/372/308), Wales (474/473/467/NA/340/245)



Indicates a significant difference between 2017 and 2016

These impacts can also be examined by looking at the rating that the establishments were given in their last inspection. As seen in figure 30 businesses with a rating of 3 or less are more likely to say that display has had a negative impact. However, they are also slightly more likely to mention that display of the rating has caused them to take hygiene more seriously and are as likely to agree it helps to motivate staff.

Figure 30: Specific impacts of display by rating

B19: What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?
 Base: All long interview respondents with rating on display (England 5 (270), 4 (71), 0-3 (33)); NI 5 (359), 4 (89), 0-3 (19); Wales 5 (313), 4 (102), 0-3 (59))

4.12 Attitudes towards compulsory display

Due to the differing legal requirements across the countries, questions around attitudes to compulsory display were asked slightly differently in Wales and Northern Ireland compared to England. Businesses in Wales and Northern Ireland were asked about their awareness of the legal requirement to display their rating and how they felt about this. As the statutory scheme is relatively new in Northern Ireland, establishments there were asked if they recalled receiving information about the impending statutory requirement. Additionally, businesses in Northern Ireland and Wales were asked their opinions on the statutory scheme being extended to require ratings to be displayed on online ordering platforms.

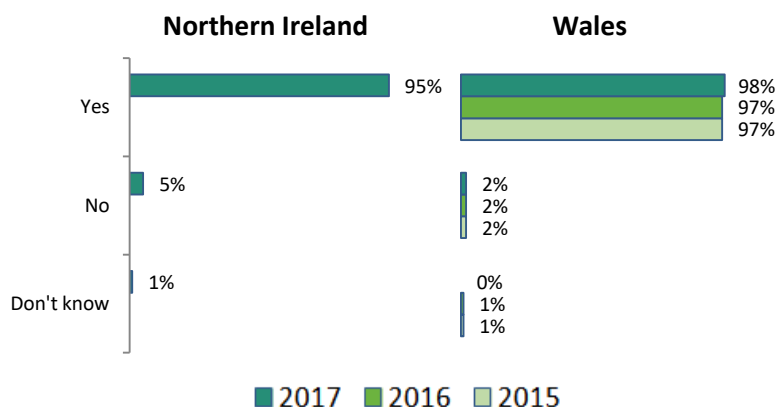
In England businesses were asked how they would feel if the display of ratings became a legal requirement.

4.12.1 Wales & Northern Ireland

4.12.1.1 Awareness

The vast majority of businesses in Wales (98%) and Northern Ireland (95%) are aware of the legal requirement to display ratings.

Figure 31: Awareness of legal requirement to display ratings

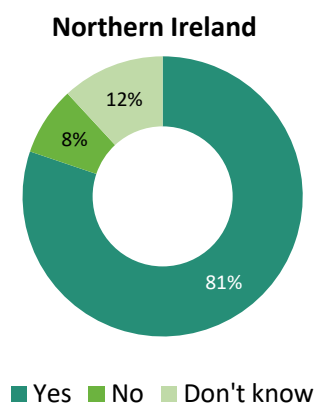


C15: And were you aware before this interview that it is a legal requirement in Northern Ireland/Wales to have your FHRS rating publically on display

Base: All long interview respondents that have an FHRS rating sticker/certificate (NI 467; Wales 475/481/474)

81% of businesses in Northern Ireland recall receiving a letter informing them of the statutory requirement to display their rating. Only 8% do not recall receiving the letter.

Figure 32: Recollection of letter informing of mandatory display in Northern Ireland



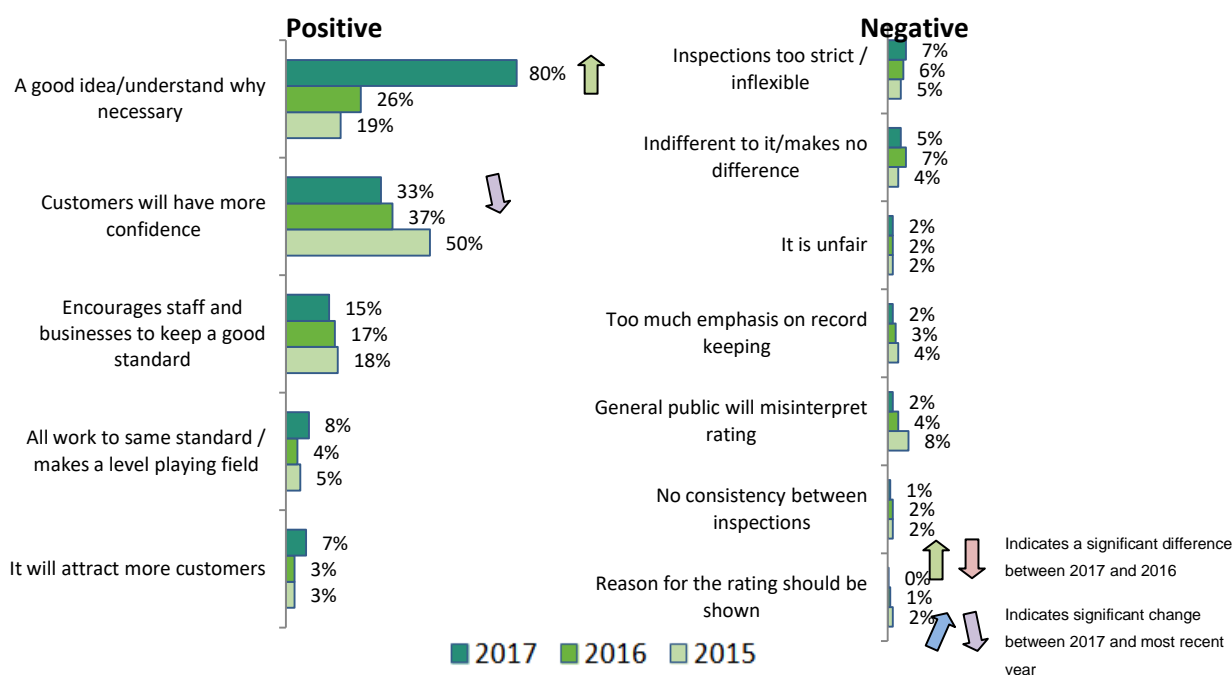
C16: Do you recall receiving a letter informing you of the statutory requirement to display your rating?

Base: All that have a FHRS rating sticker/certificate in Northern Ireland (467)

4.12.1.2 Feelings regarding the scheme in Wales

The majority of respondents in Wales had positive comments to make about the statutory scheme when asked to share their feelings. 80% said that the compulsory display of ratings is a good idea or that they understand why it is necessary. This is a marked increase compared to 2016 where around a quarter mentioned this (26%). There is, however, a downward trend in the proportion of businesses that cite improved customer assurance levels (33% in 2017 vs. 50% in 2015). The most commonly mentioned negative comment continues to be respondents feeling that the inspection was too strict or was inflexible, although only 7% mentioned this.

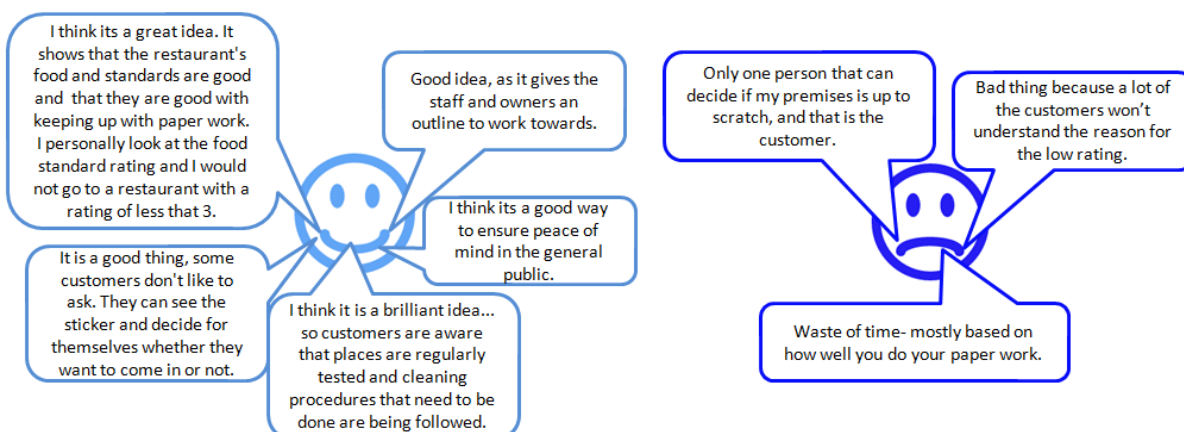
Figure 33: Attitudes to compulsory display in Wales



C18: And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?

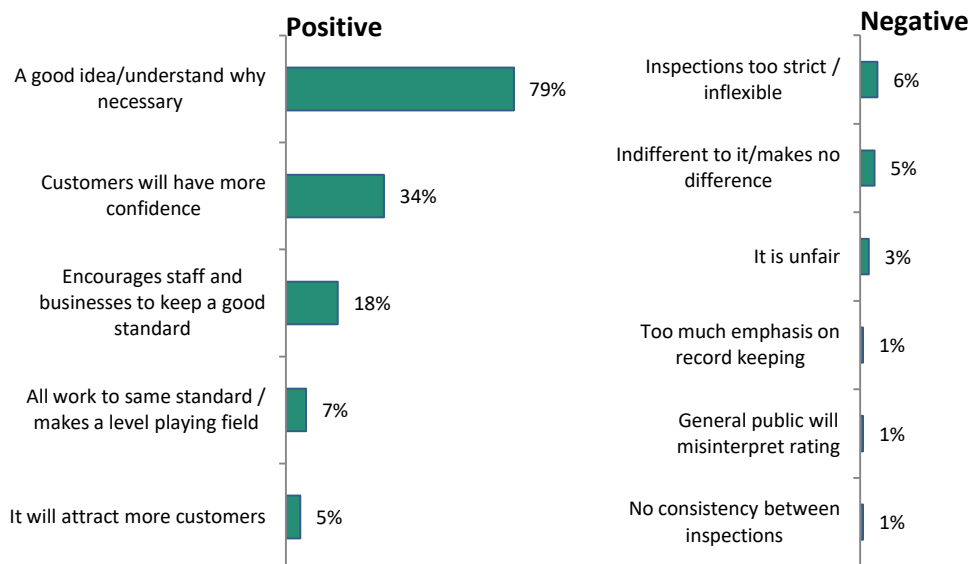
Base: All long interview respondents that have an FHRS rating sticker/certificate in Wales 2017/2016/2015 (475/481/474)

Figure 34 shows an excerpt of some of the verbatim responses given by survey respondents at this question.

Figure 34: Excerpt of verbatim responses in Wales – attitudes to compulsory display


4.12.1.3 Feelings regarding the scheme in Northern Ireland

Respondents in Northern Ireland gave similar responses to those seen in Wales with 79% saying the scheme and the legal requirement to display ratings is a good idea or they understand why it is necessary. 34% feel that the scheme will allow customers to have more confidence.

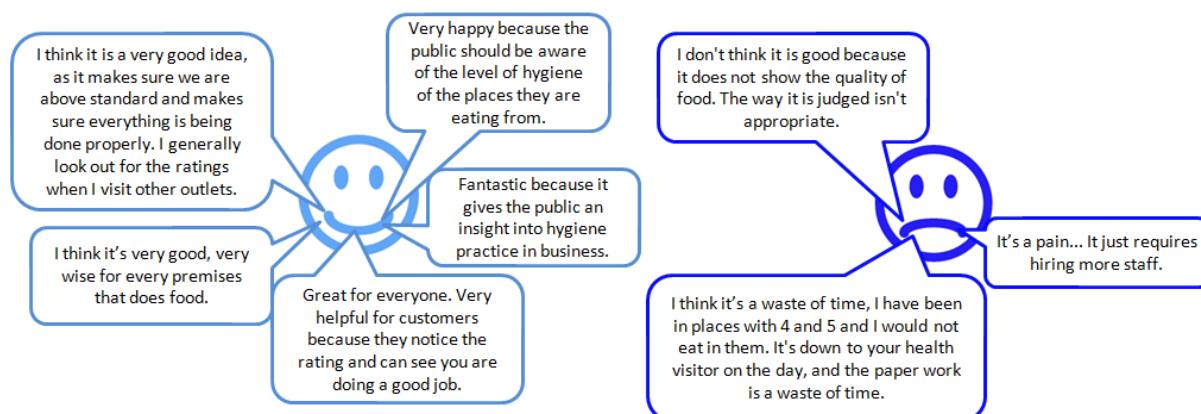
Figure 35: Attitudes to compulsory display in Northern Ireland


C18: And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?

Base: All long interview respondents that have an FHRS rating sticker/certificate in Northern Ireland (467)

Figure 36 shows a sample of the verbatim responses received from businesses in Northern Ireland concerning compulsory display.

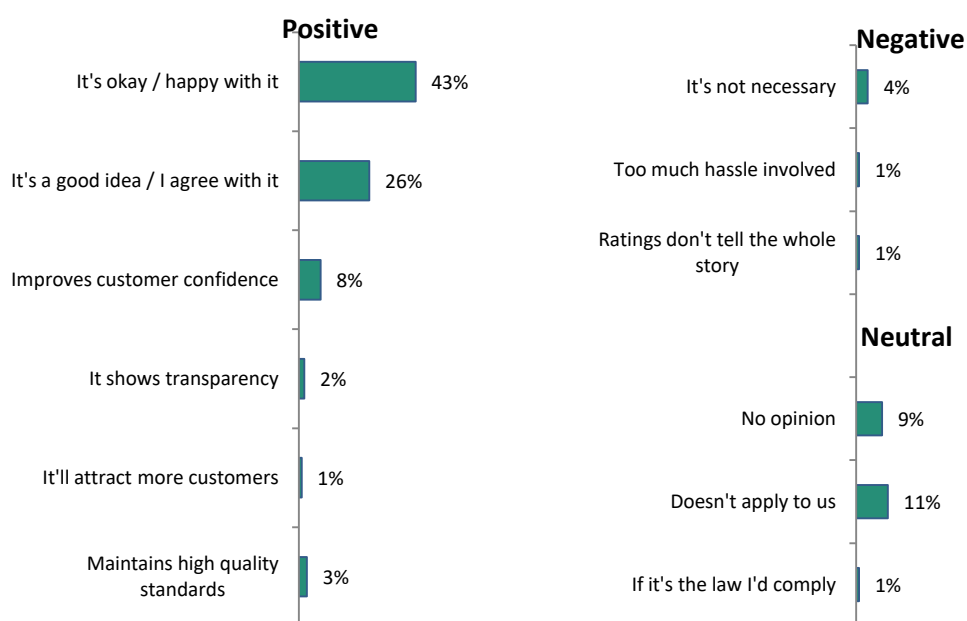
Figure 36: Excerpt of verbatim responses in Northern Ireland – attitudes to compulsory display



4.12.1.4 Attitudes towards compulsory display on online platforms

The majority of outlets in Wales are supportive of compulsory display on online platforms. 43% are happy with the suggestion and 26% say that it is a good idea. Only a minority were negative, with 4% saying they do not feel it is necessary and 1% saying there is too much hassle involved or ratings do not tell the whole story.

Figure 37: Attitudes to compulsory display on online platforms in Wales



C20: How would you feel if an amendment was added to the statutory scheme to require you by law to include your rating on any online platforms that are used to offer an online ordering facility?

Base: All long interview respondents that have an FHRS rating sticker/certificate in Northern Ireland (475)

A similar pattern can be seen in opinions to compulsory online display in Northern Ireland. The majority of outlets are supportive of the idea and only a small minority are negative.

Figure 38: Excerpt of verbatim responses in Wales – attitudes to compulsory display on online platforms

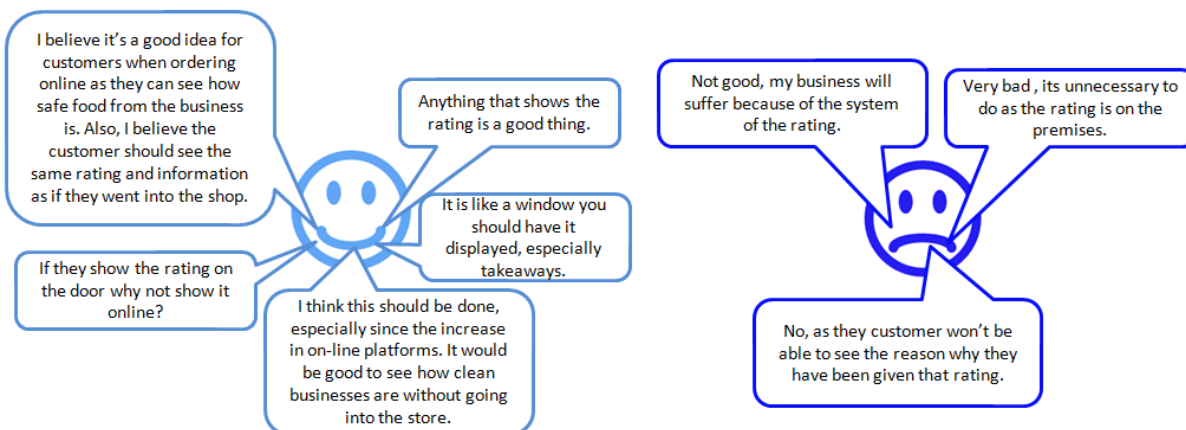
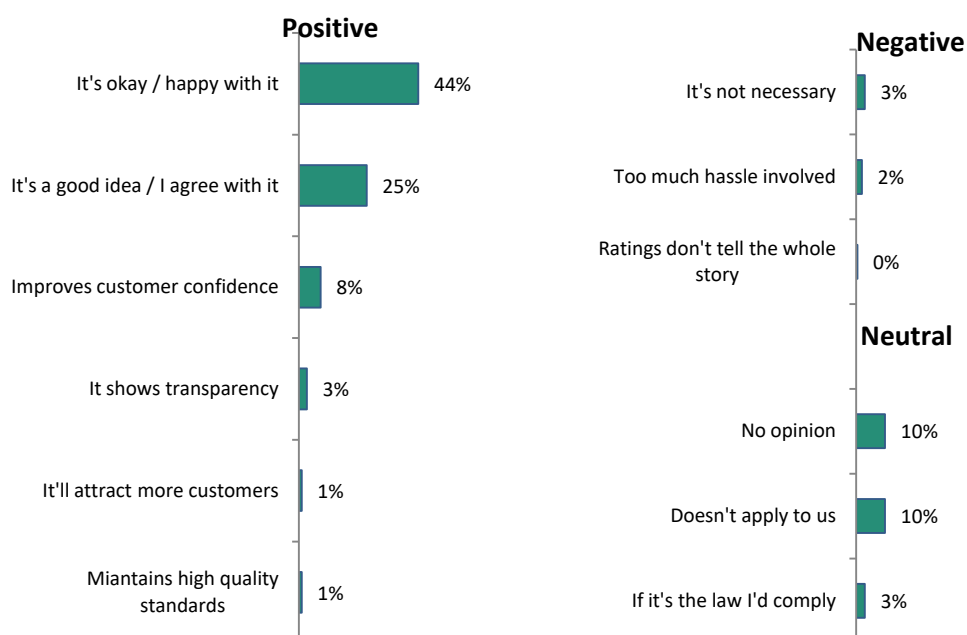


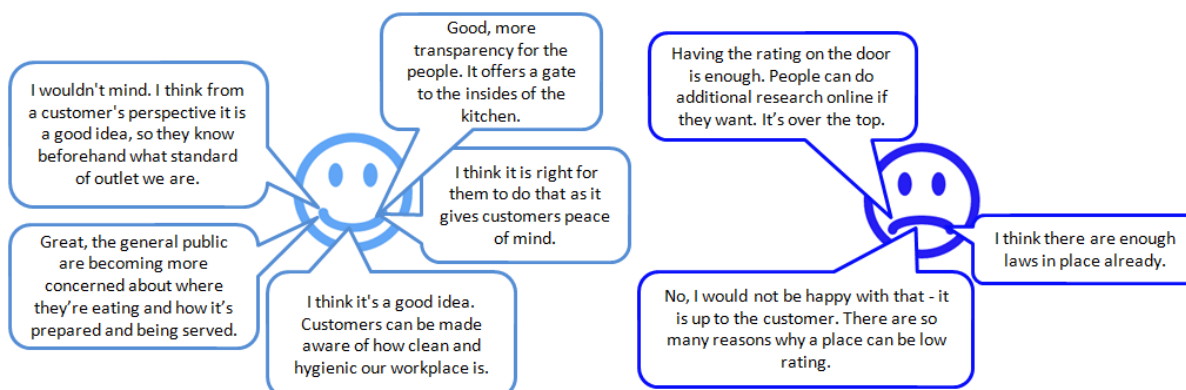
Figure 39: Attitudes to compulsory display on online platforms in Northern Ireland



C20: How would you feel if an amendment was added to the statutory scheme to require you by law to include your rating on any online platforms that are used to offer an online ordering facility?

Base: All long interview respondents that have an FHRS rating sticker/certificate in Northern Ireland (467)

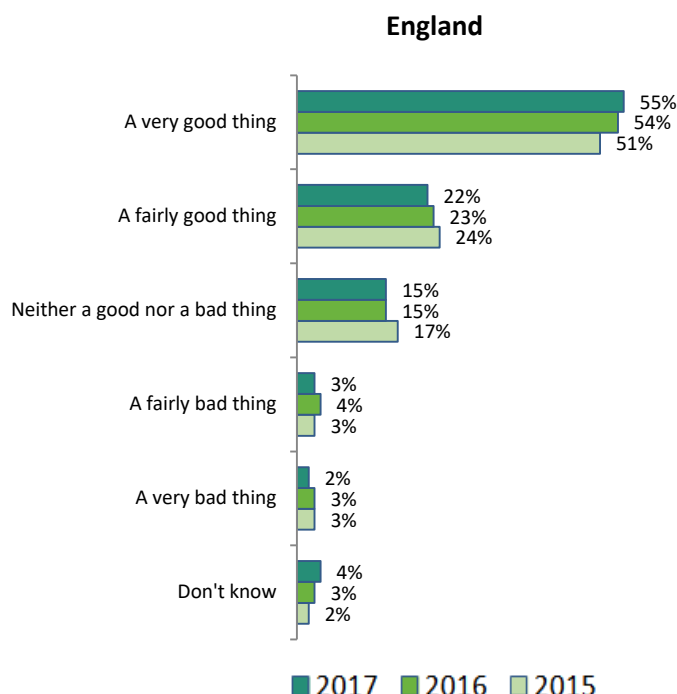
Figure 40: Excerpt of verbatim responses in Northern Ireland – attitudes to compulsory display on online platforms



4.12.2 England

Attitudes towards compulsory display of ratings are positive in England and are broadly the same as in 2016. 77% of businesses would support the introduction of compulsory display with 55% agreeing that compulsory display would be 'a very good thing' and a further 22% agreeing that it was 'a fairly good thing'. Only 5% think it would be a bad thing (3% a fairly bad thing and 2% a very bad thing).

Figure 41: Attitudes to introducing compulsory display in England



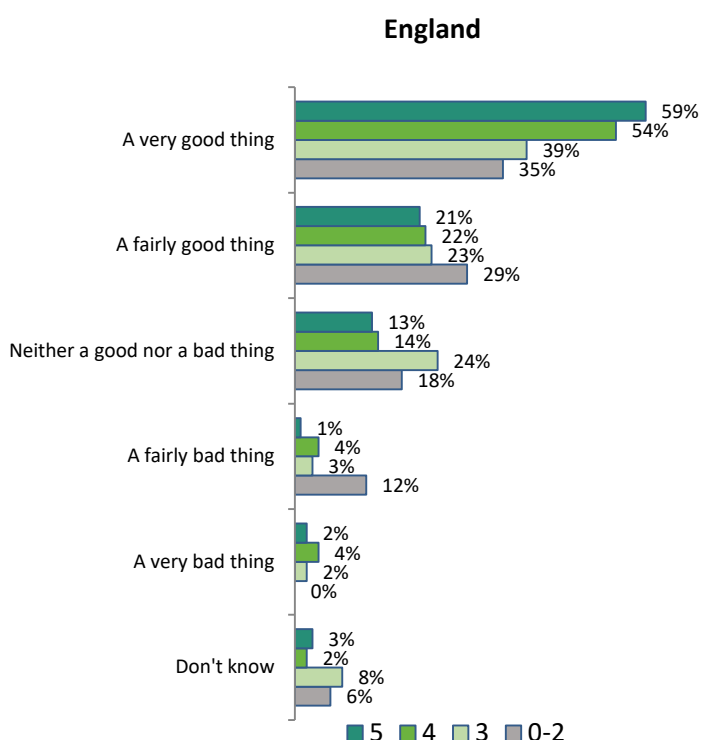
C14: And how would you feel if a scheme was introduced where you were required by law to display your FHRs rating at all of the entrances to your premises? Would you say it would be a...

Base: All long interview respondents that have an FHRs rating sticker/certificate (England 442, 430, 417)

However, business attitudes to compulsory display in England differ depending on the rating that the outlet has been given. Outlets with a lower rating (0-2) are less likely to

support compulsory display (12% think it would be a fairly or very bad thing), and are less likely to say it would be a very good thing (35% compared to 59% of businesses rated 5). Meanwhile, support across outlet types is more consistent, with retailers the most likely to believe compulsory display is a good thing (82%) followed by hotels / B&Bs / guest houses / pubs or clubs (78%) and restaurants/ cafes / canteens / other caterers (76%). Takeaways / sandwich shops are the least likely outlet type to support this, but a majority are still in favour (69%).

Figure 42: Attitudes to introducing compulsory display in England by rating



C14: And how would you feel if a scheme was introduced where you were required by law to display your FHRS rating at all of the entrances to your premises? Would you say it would be a...

Base: All long interview respondents that have an FHRS rating sticker/certificate (0-2 (17), 3 (35), 4, (86), 5 (304))

4.13 Business Safeguards

After a business has been inspected by their local authority they are sent a notification of rating letter. This letter sets out the rating awarded and includes a sticker with the appropriate rating. If the rating awarded is lower than 5, the letter also includes suggestions on what needs to be improved to achieve a higher rating and what the options are in terms of safeguards (appeal, right to reply, right to request a re-rating).

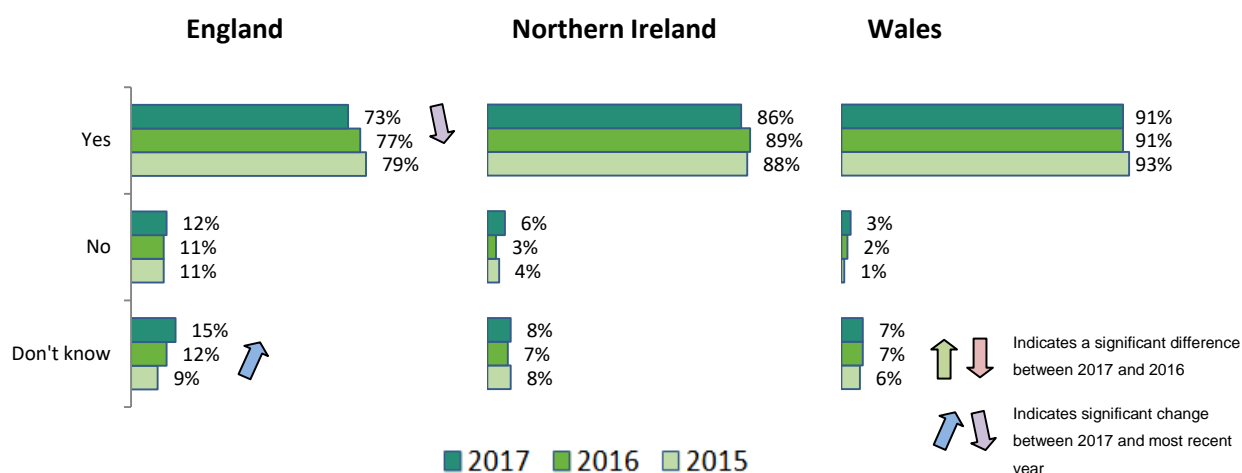
4.13.1 Recollection of inspection letter

Establishments were first asked if they recalled receiving this letter. The majority of outlets recall receiving the letter in each country. In England 73% of outlets recall

receiving the letter. This is a slight (but not significant) fall from the proportion that recall receiving the letter in 2016 (76%). However, the proportion that does not recall receiving the letter remains unchanged.

In Northern Ireland 86% recall receiving the letter. This is line with the proportion seen in 2016 and 2015. Similarly, in Wales there is little change from previous years with 91% saying they received the inspection letter.

Figure 43: Recollection of receipt of inspection letter



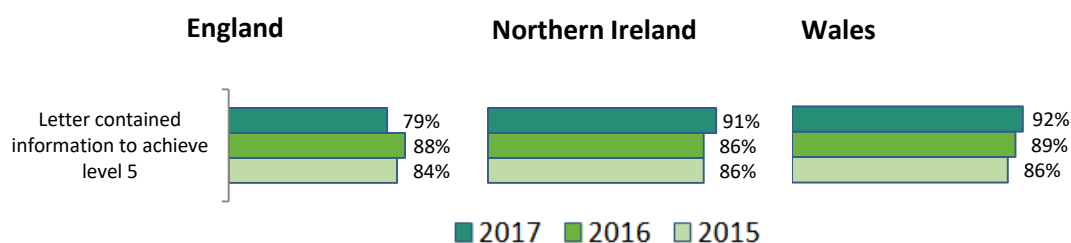
C1: Did your business receive an inspection report letter from the local authority which told you your FHS rating and contained your sticker to put on display? The letter would have been sent out after your inspection.

Base: All long interview respondents that have an FHS rating sticker/certificate (England 442, 417, 430; NI 467, 446, 440; Wales 475, 481, 474)

All establishments that said that they received a rating of less than 5 (and remember receiving the inspection letter) were asked if they recall the letter containing information on how to achieve a higher rating.

Again, a similar pattern to recollection of the letter overall can be seen, with establishments in England a little less likely to say the letter contained the information. 79% of English outlets with a rating less than 5 say the letter contained the information, compared to 91% in Northern Ireland and 92% in Wales.

Figure 44: Recollection of letter instructing how to achieve a maximum rating



C2: If you received a rating of less than 5 were you told in this letter about what improvements you would need to make to achieve the highest FHS rating of 5 at your premises?

Base: All long interview respondents who received an inspection report letter and received a rating of less than 5 (England 140, 107, 117; NI 163, 138, 123; Wales, 237, 184, 204)

4.13.2 Appeals

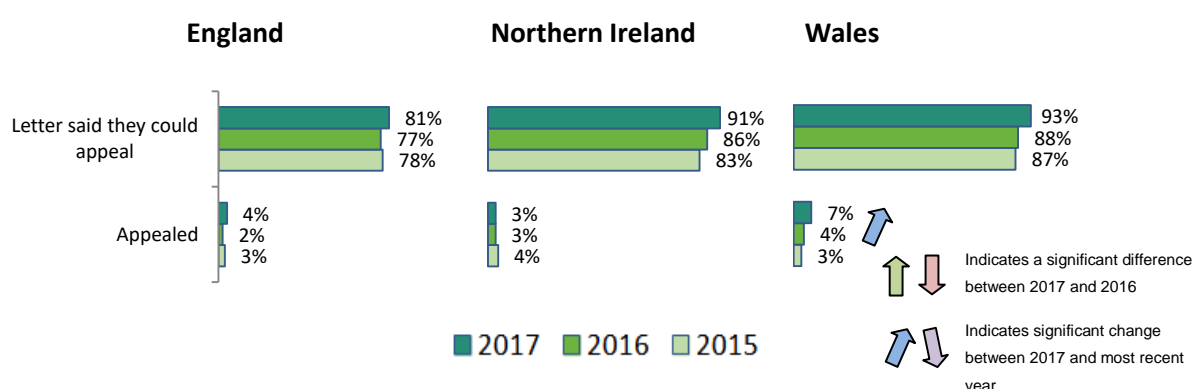
In England 81% of those who recall receiving the letter and had a rating of less than 5 remember the letter including information about the appeals process. This is in line with the proportion seen in 2016 and 2015.

In Northern Ireland 91% remember the letter including information about the appeals process. Although the proportion who remember this information being included in the letter has been increasing this trend over time is not statistically significant.

There is a similar pattern in Wales with 93% remembering this information being in the letter, which has again increased over time, but not significantly.

All establishments who have an FHRs rating less than 5, were asked if they had appealed their rating, irrespective of what rating they were given or if they recalled receiving the inspection letter. In England 4% say they have appealed, compared to 3% in Northern Ireland. These proportions are all in line with those seen in 2016 and 2015. In Wales an upward trend in the proportion of establishments that say they applied for an appeal (7%) can be seen.

Figure 45: Summary of appeal findings



C3: Did the letter inform you of your right to appeal the rating you had been given?

Base: All long interview respondents that received an inspection report letter and received a rating of less than 5 (England 140, 107, 117; NI 163, 138, 123; Wales, 237, 184, 204)

C4: Have you appealed the rating you have been given at this premises with your local authority?

Base: All with an FHRs rating (England 442,417,430; Northern Ireland 467,446,440; Wales 475, 481, 474)

Those establishments that say they appealed their rating were asked what the outcome of their appeal was and how fairly they feel this was dealt with by the local authority. As only a small proportion of establishments say they appealed their rating, figures given in the tables below are absolute numbers, rather than percentages.

Around half of those that appealed their rating report that they were awarded a higher rating.

Nearly all of those that appealed their rating feel that their appeal was dealt with fairly by the local authority. Across all three countries only 5 outlets feel that their appeal was not dealt with fairly (out of 59 that appealed). This is a little lower than 2016 where 7 out of 37 felt their appeal had been dealt with unfairly.

It is worth noting that these outcomes are self-reported and have not been verified against any other sources.

Table 3: Results of appeals⁷ as reported by businesses

Result of appeal	England	NI	Wales
Awarded a higher rating	7	10	16
Rating stayed the same	3	1	2
Awarded a lower rating	-	-	1
Waiting to hear back from LA	6	5	10
Don't know/other	2	-	2

C5: And what was the result of this appeal?

Base: All long interview respondents that appealed the rating (England 18, NI 16, Wales 31)

Table 4: Perceptions of fairness of appeals process

Dealing with appeal	England	NI	Wales
Very fairly	7	6	8
Fairly	5	7	17
Neither fairly nor unfairly	1	-	1
Not very fairly	-	1	1
Not at all fairly	1	-	2
Don't know/ can't remember	4	2	3

C6: And thinking about your appeal, how fairly do you think your appeal was dealt with by the local authority?

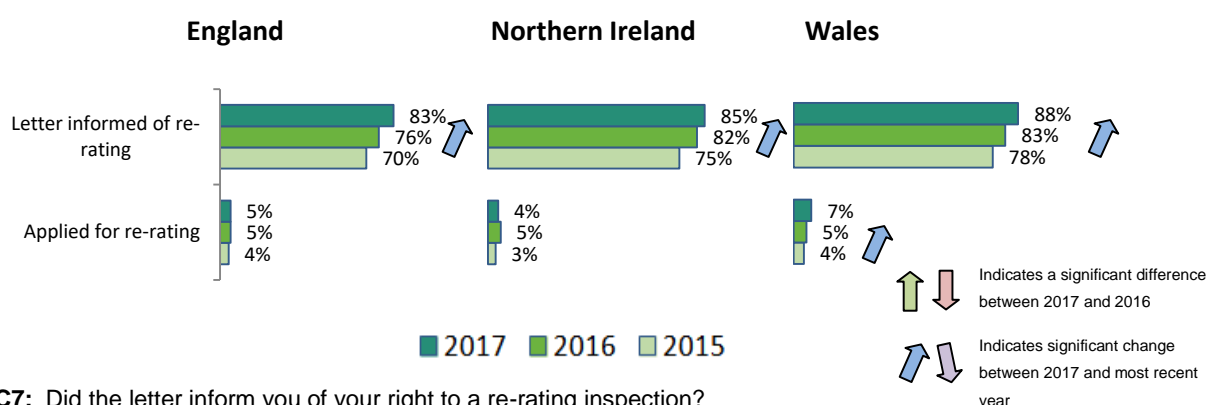
Base: All long interview respondents that appealed the rating (England 18, NI 16, Wales 31)

4.13.3 Re-rating inspections

Establishments that remember receiving the letter and had a rating of less than 5 were asked whether they recall the letter containing information on their right to request a re-rating inspection; the majority of which did. Across all three countries there is an upward trend in the proportion that recall the letter containing this information.

All establishments that have an FHRS rating were asked if they exercised their right to a re-rating. 5% of establishments in England responded that they have exercised this right, similar to the proportions seen in 2016 and 2015. In Northern Ireland 4% of establishments have exercised this right. In Wales there is an upwards trend in the proportion of outlets that have exercised this right.

⁷ These findings are based on reported outcomes by businesses. Actual data for Wales on appeals is available in a report for the National Assembly for Wales on the operation of the appeals system in Wales (February 2017): <http://www.assembly.wales/laid%20documents/agr-ld10952/agr-ld10952-e.pdf>

Figure 46: Summary of re-rating findings

C7: Did the letter inform you of your right to a re-rating inspection?

Base: All long interview respondents that have an FHRS rating/certificate and received a rating of less than 5 (England 140, 107, 117; NI 163, 138, 123; Wales, 237, 184, 204)

C8: Have you applied for a re-rating inspection from the local authority?

Base: All with an FHRS rating (England 442,417,430; Northern Ireland 467,446,440; Wales 475, 481, 474)

Those that exercised their right to request a re-rating inspection were asked the outcome of this and how fairly they feel the request was dealt with by their local authority. As only a small proportion of establishments exercised this right, figures given in the tables below are absolute numbers, rather than percentages.

In England the majority of these establishments indicated that they are waiting to hear back from their local authority. In Northern Ireland around half were awarded a higher rating and around half are waiting to hear back from their local authority. Similarly, in Wales around half say they have been awarded a higher rating and around half are waiting to hear back from their local authority. Again, it is worth noting that these outcomes are self-reported and have not been verified against any other sources.

Those that requested a re-rating were also asked how fairly they felt the local authority dealt with their request. The majority feel that their request was dealt with fairly (51 out of 74 that requested a re-rating). Only 5 outlets feel that their request was not dealt with fairly. This is a little lower than the 7 out of 67 respondents that felt they had been dealt with unfairly in 2016.

Table 5: Results of re-ratings as reported by businesses

Result of re-rating	England	NI	Wales
Awarded a higher rating	3	7	14
Rating stayed the same	3		
Awarded a lower rating			
Waiting to hear back from LA	13 ⁸	9	16
Don't know/other	3	4	2

C9: And what was the result of this request for a re-rating?

Base: All long interview respondents that applied for a re-rating inspection (England 22, NI 19, Wales 33)

⁸ Local authorities have a 3 month window in which to undertake a requested re-rating inspection

Table 6: Perceptions of fairness of re-rating

Dealing with re-rating	England	NI	Wales
Very fairly	4	9	11
Fairly	8	8	11
Neither fairly nor unfairly	1		5
Not very fairly	3		1
Not at all fairly			1
Don't know/ can't remember	6	2	4

C10: And thinking about your request for a re-rating. How fairly do you think your request has been dealt with by the local authority so far?

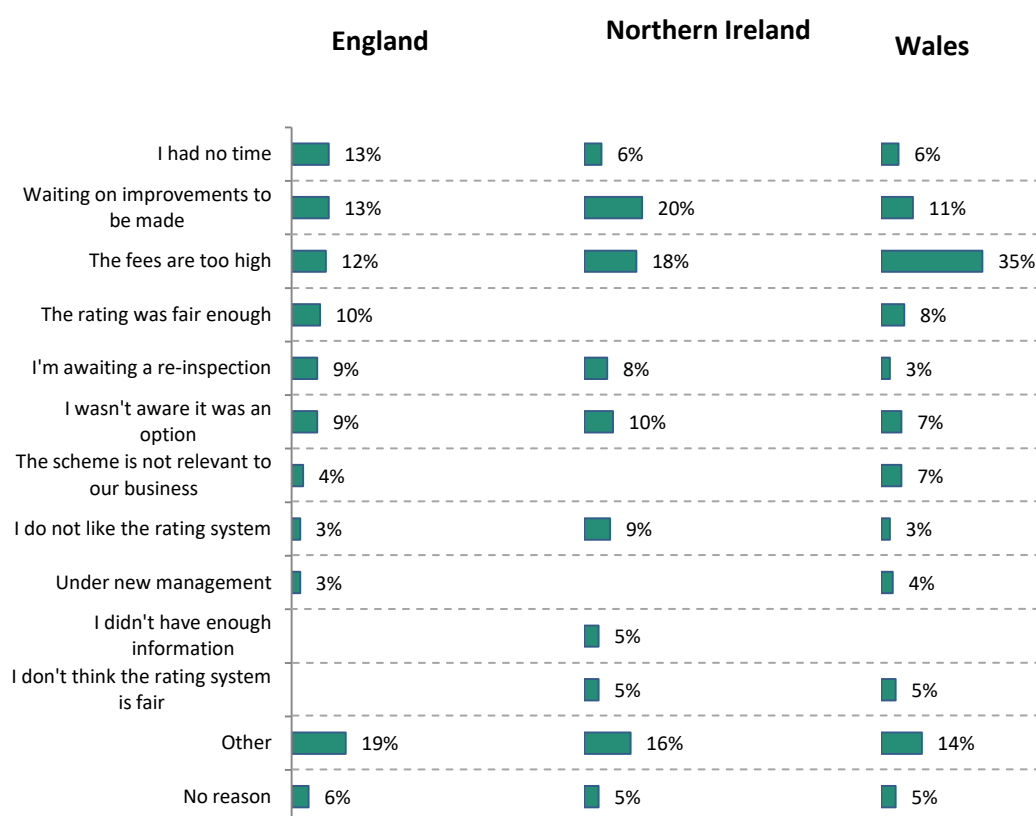
Base: All long interview respondents that applied for a re-rating inspection (England 22, NI 19, Wales 33)

This year, outlets that had earlier indicated that they are not happy with their rating) and that have not applied for a re-rating were asked why it is that they did not apply. It is worth noting that the base sizes for this question are relatively small, so the results should be interpreted with caution. However, they provide a useful insight into why the safeguard has not been taken up by those that are unhappy with their rating.

In England the most common reasons given for not applying for a re-rating are not having the time (13%) and the fact the outlet is waiting for improvements to be made (13%). Another commonly mentioned reason is a perception that the fees are too high (12%)⁹.

In Northern Ireland the most commonly mentioned reasons are waiting for improvements to be made (20%) and the perception that the fees are too high (18%). In Wales over a third (35%) of those that did not apply for a re-rating inspection say this is because the fees are too high.

⁹ Some local authorities in England charge a fee to recover the costs of carrying out a revisit inspection. In Wales and Northern Ireland all local authorities charge a fee to recover costs for the re-visit under their statutory schemes.

Figure 47: Reasons given by businesses for not applying for a re-rating

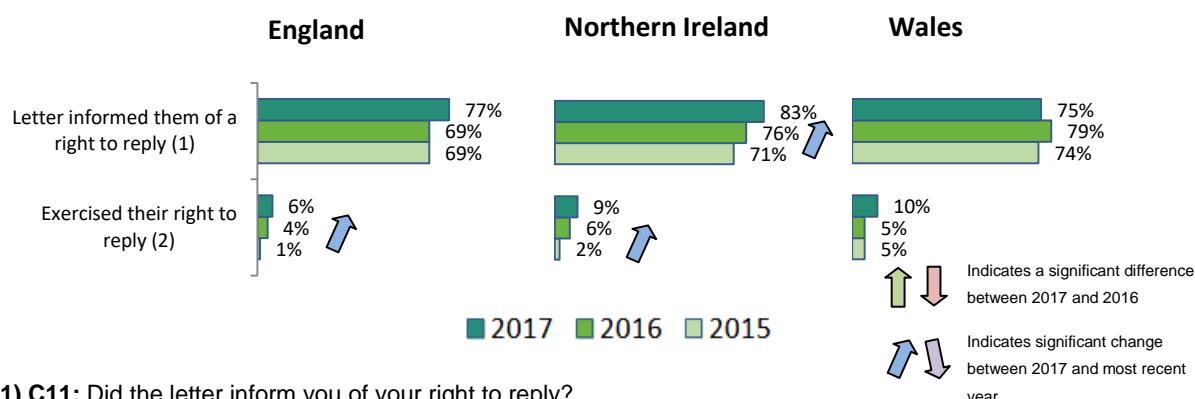
C8a: Why did you not apply for a re-rating?

Base: All dissatisfied with the rating that did not apply for a re-rating (England [37], Northern Ireland [23], Wales [41])

4.13.4 Right to reply

The majority of establishments that received a rating of less than 5 (and remember receiving the inspection letter) recall the letter containing information about their right to reply (77% in England, 75% in Wales and 83% in Northern Ireland. Despite the 8 percentage point increase in England, this is not a statistically significant change. In Northern Ireland there is an upwards trend in the proportion that recall the letter containing information on their right to reply (83% in 2017 vs. 71% in 2015).

All establishments that have an FHRS rating were asked if they have exercised their right to reply. In England and Northern Ireland there is an upwards trend in the proportion of outlets that have exercised their right to reply. Although the figure has also increased in Wales to 10%, this is not a statistically significant change from 2016 or 2015 (both 5%).

Figure 48: Summary of right to reply findings


(1) C11: Did the letter inform you of your right to reply?

Base: All long interview respondents that received an inspection report letter and received a rating of less than 5 (England 140, 107, 117; NI 163, 138, 123; Wales, 237, 184, 204)

(2) C12: Why did you not exercise your right to reply?

Base: All long interview respondents that have an FHRS rating sticker/certificate (England 442/417/430; NI 467/446/440; Wales 475/481/474)

Those that exercised their right to reply were asked whether their comments were published on the FSA website. As only a small proportion of establishments exercised their right to reply, figures given in the table below are absolute numbers, rather than percentages.

In England 13 out of the 27 that exercised their right to reply do not know if their comment has been published. 7 know that their reply was published, while the remaining 7 know that their reply has not been published.

In Northern Ireland the majority (30 out of 40) do not know if their reply was published. 6 know that their reply has been published, while the remaining 4 know that their reply has not been published.

In Wales over half (30 out of 50) do not know if their reply has been published or not. 8 know that it has been and the remaining 13 know that their reply has not been published.

Table 7: Results of right to reply as reported by businesses

Whether comments were published	England	NI	Wales
Yes	7	6	8
No	7	4	13
Don't know	13	30	30

C13: And thinking about your right to reply, were your comments published on the FSA website

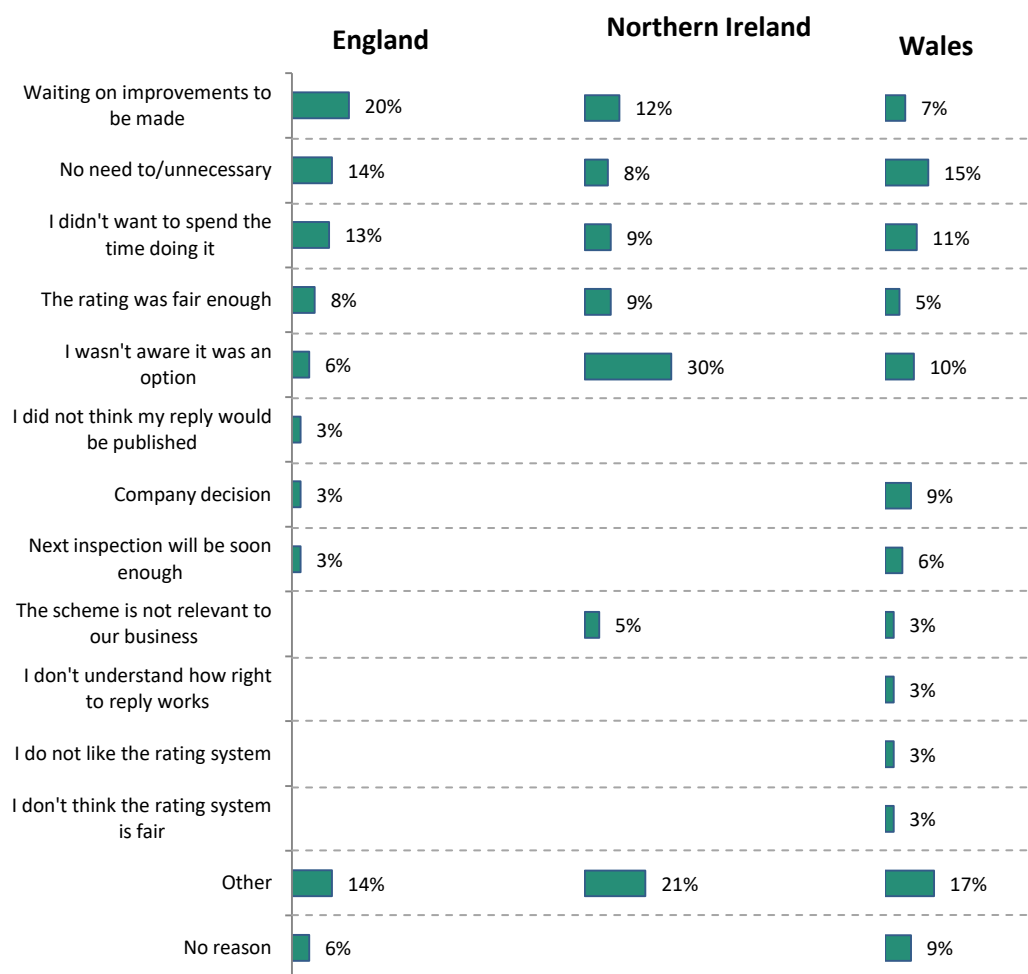
Base: All long interview respondents that exercised right to reply (England 27, NI 40, Wales 50)

As with the right to a re-inspection, outlets that had earlier indicated that they are not happy with their rating and that have not exercised their right to reply were asked why they did not exercise this right. It is worth noting that the base sizes at this question are relatively small, so the results should be interpreted with caution, however, they

provide a useful insight into why the safeguard has not been taken up by those that are unhappy with their rating.

In England the most commonly cited reason for not exercising the right to reply is that the outlet is waiting for improvements to be made (20%) and in Northern Ireland it is not being aware that it is an option (30%). Meanwhile, in Wales there is no stand out reason, although 15% said they did not need to exercise their right or it is unnecessary.

Figure 49: Reasons for not applying for a right to reply



C12a: Why did you not exercise your right to reply?

Base: All dissatisfied with the rating that did not exercise right to reply (England [36], Northern Ireland [21], Wales [38])

5 Comparisons of audits and business survey

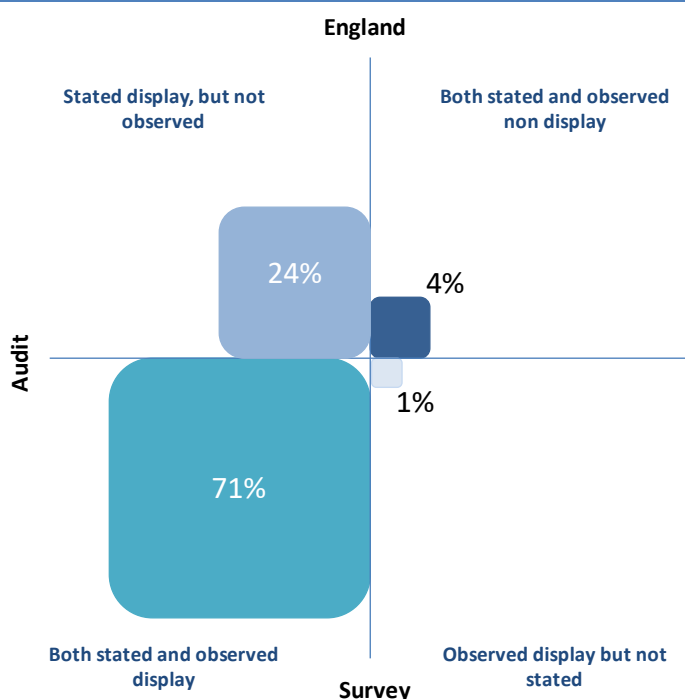
As nearly half of the establishments that took part in the telephone survey were audited during the mystery shopping it is possible to compare observed display (i.e. seen during the mystery shopping audits) with stated display (i.e. responses given during the telephone survey). This section of the report focuses only on those establishments that were both audited and took part in the telephone survey. The characteristics of these outlets are detailed in the table below. All data shown in this section are unweighted. This is because we are focussing on a sub sample of the population, rather than saying these respondents are representative of all outlets in each country. A breakdown of this group by outlet type, rating and region can be found in the technical report in the appendices of this document.

5.1 Stated vs. observed display

In all countries the majority of outlets said that they are displaying their rating and were also observed to be.

In England 71% matched in terms of stated and observed display. However, just under a quarter (24%) stated that they are displaying but were in fact observed not to be. A further 4% said that they aren't displaying and were observed to not be displaying, whilst the remaining 1% said that they aren't displaying, but a rating was found during the audits.

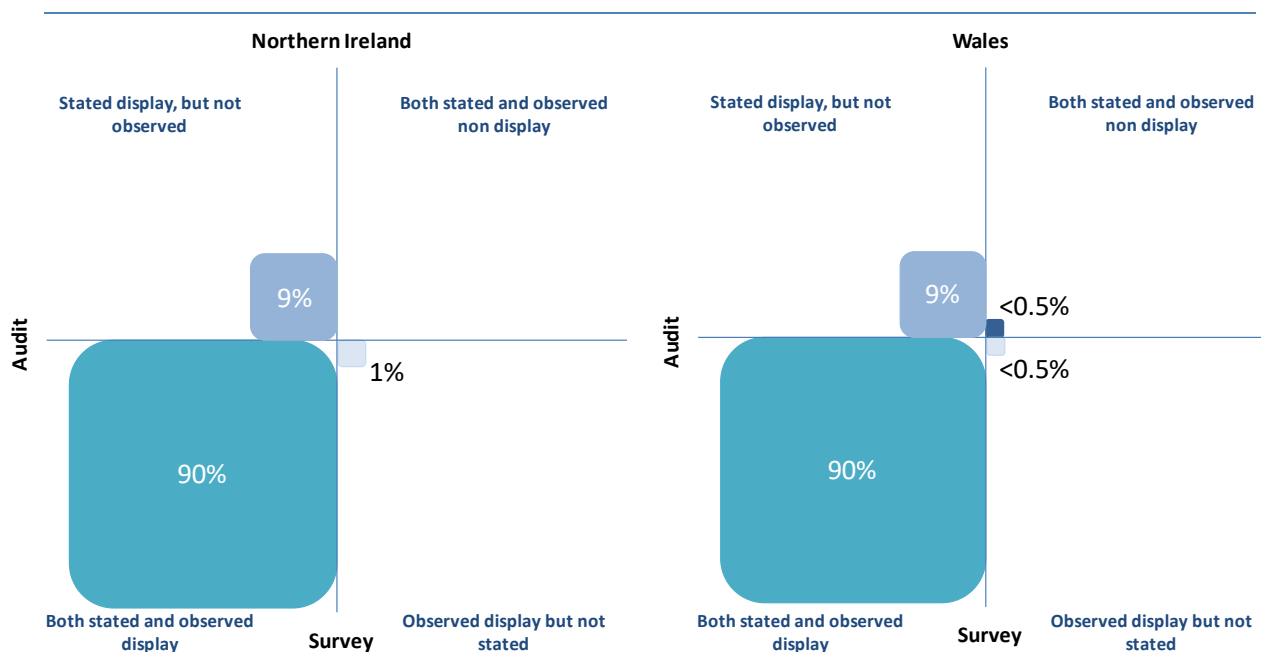
Figure 50: Stated vs. observed display in England



Base: All that were audited and took part in telephone survey and recalled FHRS (168)

In Northern Ireland nine in ten (90%) matched in terms of observed and stated display. Only 9% said that they are displaying, but were observed not to be during the audits. The remaining 1% said that they aren't displaying, but a rating was found during the audits.

Figure 51: Stated vs. observed display in Northern Ireland and Wales



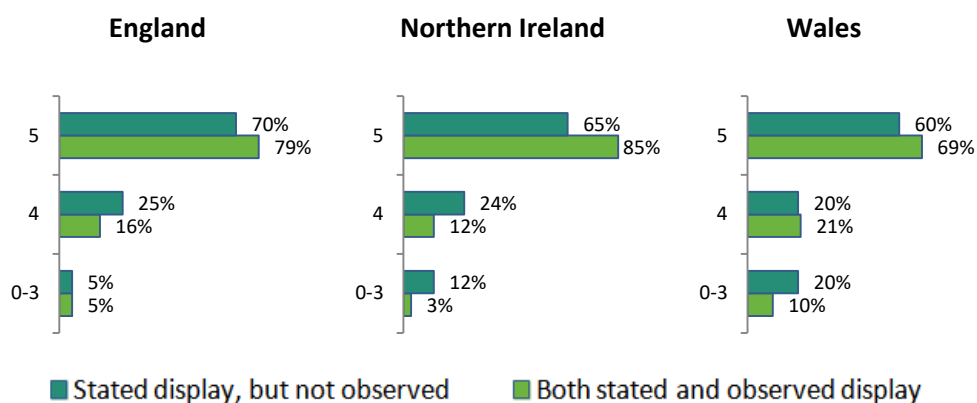
Base: All that were audited and took part in telephone survey and recalled FHRs; Northern Ireland (197), Wales (225)

In Wales the situation is similar to that in Northern Ireland. Nine in ten (90%) matched in terms of observed and stated display. Only 9% said that they are displaying when no rating was observed during the audits. The remaining 1% are made up of those that matched for non-display and those said they are not displaying but were observed to be.

5.2 Display by rating

Figure 52 shows the main outcomes for stated vs. observed display broken down by the rating the outlets have received. Although only a minority of those establishments that took part in both the audit and telephone survey have low FHRs ratings those that said they are displaying their rating, but were not observed to be are more likely to have been awarded a lower rating. This suggests that the rating received is a driver in whether outlets are truthful about their display or not.

Figure 52: Observed vs. stated display by rating



Base: All that were audited and took part in telephone survey. Both stated and observed display: England (120), Northern Ireland (178), Wales (203). Stated display, but not observed: England (40), Northern Ireland (17), Wales (20)

6 Conclusions and Recommendations

6.1 Conclusions

Since compulsory display has been introduced in Northern Ireland, there has been a corresponding significant increase in the rates of display, seemingly impacting on both rates of stated and observed display. The vast majority of businesses in Northern Ireland are supportive of the statutory scheme (79%) and only a small minority feel that it has had a negative impact upon their business even amongst those that have lower ratings. In fact, outlets generally support the scheme being extended further to cover online ordering platforms. There is also high awareness of the statutory nature of the scheme. This all indicates that the introduction of compulsory display in Northern Ireland has been successful and lessons can be learnt from its introduction.

England (49%) continues to lag behind Wales (84%) and Northern Ireland (82%) in terms of rates of outside display. Compulsory display would likely have a big impact upon display rates in England, as seen in Northern Ireland and Wales.

In Wales whilst the proportion of businesses displaying overall has remained constant there has been an increase in the proportion that are displaying the statutory sticker so that it is visible from the outside, as required under the statutory scheme. There continues to be support for the statutory nature of the scheme in Wales and there is also support for the introduction of an extension to the scheme which requires ratings to be displayed on online ordering platforms.

However, compliance with display on takeaway leaflets is noticeably low amongst takeaways and restaurants. Only 8% of businesses audited are currently using the bilingual statements (although this rises to 13% of those that use leaflets from the telephone survey). Just over half (52%) said they are aware of the need to include the statement, but not all are including it. It appears that some further communication and awareness raising around the requirements for takeaway leaflets is needed for businesses in Wales.

Businesses cite customer assurance as being a key driver for display, particularly in England where there is currently no legal requirement to display at premises. However, businesses report that the proportion of customers that are commenting on the scheme or on business' ratings has fallen, suggesting that a campaign to increase customer awareness of the scheme could have an impact upon display rates. If more customers are aware of the scheme and ask about it, businesses may be more likely to display their rating or to take actions to improve their ratings. As the majority of outlets with a rating of 4 or below have taken action to improve their ratings, it can be surmised that the transparency the FHRS provides to consumers, in turn provides motivation for businesses to improve their compliance with food safety regulations and practices.

Although the proportion of business using the rating in publicity at the moment is relatively stable, there has been a decline in the proportion who say they would be willing to use it. The proportion that says they display their rating because they are proud of it has increased in all countries, but this is not carrying forward into the use of

the rating in publicity materials. It may be that businesses need a little more education as to the benefits of including their rating in publicity materials. Case studies of where the use of the rating in publicity materials has had a positive impact in different types of businesses could be a way to achieve this.

Appendix: Technical report

7.1 Overview

This technical report details the sampling methodology, fieldwork process and weighting scheme used for the mystery shopping audits and the telephone business survey. A consistent methodology was used for each country within the scope of the research (England, Northern Ireland and Wales).

The first stage of fieldwork consisted of a mystery shopping audit of a representative mix of food outlets to determine rates of display and non-display of FHRs ratings. The second stage consisted of telephone interviews amongst a representative mix of food outlets to determine drivers for display and non-display as well as actions taken to improve ratings, views on the FHRs scheme and awareness and usage of the schemes safeguards. Nearly half of the telephone interviews were conducted with establishments who had been audited.

7.2 Sampling

7.2.1 Sample definition

The sample for the study was taken from the FSA's FHRs database. The database contains all food outlets in England, Wales and Northern Ireland who are known to the FSA.

The database includes outlets that have not yet been inspected and issued with a FHRs rating. As the rating was not yet known for these outlets they were excluded from the sample for the study.

The other main exclusion from the database was outlets that are not publically accessible. This is because these outlets do not typically have the same element of consumer choice, and would not be able to be accessed by a mystery shopper.

Mobile caterers were also excluded from the scope of the research. The nature of their business means that the location of the caterer cannot be ascertained at any given day or time, and so mystery shopping mobile caterers would not be possible.

Additionally, any food businesses that are based in a residential property were excluded, again due the difficulty of accessing these for the mystery shop.

Therefore, the revised sample definition for the study was food outlets that have been issued with a FHRs rating and are publicly accessible.

7.2.2 Sampling methodology

FSA provided a database of all food outlets in England, Wales and Northern Ireland, excluding establishments where the registered address was identified as a residential address by the local authority and excluding the following business types:

- Distributors/transporters
- Farmers/growers

- Hospitals/Childcare/Caring premises
- Importers/Exporters
- Manufacturers/packers
- Mobile caterers
- School/college/university

The business types above were excluded from the scope of the research as they are unlikely to be publicly accessible (and in the case of mobile caterers are unlikely to be able to be successfully sought out for the mystery shopping audits).

The database received from FSA contained 355,842 food outlets. These were not equally split by country, with the majority (91%) being in England (and 6% and 3% in Wales and Northern Ireland respectively).

BMG analysed the database and also made some exclusions. The exclusions included; those outlets that were not publically accessible, but had not been picked up by the original exclusions performed by the FSA; those that did not have a rating; and those that did not contain sufficient address information to perform an address lookup. Additionally, any establishments in Wales who had not been inspected since November 2013 were also excluded. This is because they have not yet been inspected since the statutory scheme come into force and so may not have been issued with a statutory sticker.

Once these exclusions were made there was a total of 306,254 food outlets in the database. From this two random samples per country were drawn, stratified by outlet type, FHRS rating and region. These samples were representative of food outlets based on the stratification variables (please see section 7.2.3 for more detail on the strata). Reserve samples were also drawn for each country. This resulted in 4 sample files per country.

As the FHRS database does not contain telephone numbers, the next stage was to perform a telephone lookup on these samples. This was conducted by BMG's supplier Experian, with an average match rate of 47% achieved.

The 4 sample files per country were used as follows:

- Sample 1 – mystery shopping audits. These were also used for the telephone business survey, allowing for a direct comparison to observed levels of display and stated levels of display
- Sample 2 – for the telephone business survey only
- Sample 3 – reserve sample for the mystery shopping audits (this was used to replace any outlets that were discovered to not exist, not be publically accessible, have gone out of business or to have a different name to the one stated in the FHRS database)
- Sample 4 – reserve sample for the business telephone survey

Table 8: Summary of sampling process

	England	Northern Ireland	Wales
Total records received from FSA	322,268	10,995	22,579
Records after BMG exclusions	277,457	9,780	19,017
Samples drawn			
Sample 1 - mystery shopping audits	1,200	1,200	1,200
Sample 2 - telephone business survey	3,750	3,751	3,750
Successful number matches			
Sample 1 - mystery shopping audits	627	538	551
Sample 2 - telephone business survey	1,870	1,716	1,650

7.2.3 Sample targets

Targets were set during fieldwork for both the mystery shopping audits and the business telephone survey to ensure that the completed audits and interviews broadly matched the profile of the sample and the FHRS database. These targets are detailed below and were the same for both the audits and the telephone survey.

Table 9: Targets profile

FBO type	England		Northern Ireland		Wales	
	%	Target	%	Target	%	Target
Hotel/bed & breakfast/guest house/Pub/bar/nightclub	20%	101	17%	87	25%	126
Restaurant/Cafe/Canteen/Other catering	39%	193	39%	196	36%	181
Retailers	26%	131	28%	141	25%	126
Takeaway/sandwich shop	15%	75	15%	76	13%	67
Total	100%	500	100%	500	100%	500

FHRS Rating	England	Northern Ireland	Wales
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	%	Target	%	Target	%	Target
0	0%	2	0%	0	0%	1
1	4%	18	0%	2	3%	14
2	3%	16	1%	4	3%	14
3	11%	57	8%	38	11%	54
4	21%	105	22%	111	24%	119
5	60%	302	69%	344	60%	298
Total	100%	500	100%	500	100%	500

Region	England		Northern Ireland		Wales	
	%	Target	%	Target	%	Target
East Midlands	9%	43				
Eastern Counties	10%	49				
London	17%	84				
North East	5%	26				
North West	14%	69				
South East	15%	75				
South West	10%	52				
West Midlands	9%	47				
Yorkshire & Humberside	11%	55				
Belfast			21%	104		
Eastern			12%	61		
Northern			22%	111		
Southern			19%	96		
Western			26%	128		
North					26%	132
South East					37%	185
South West					37%	183
Total	100%	500	100%	500	100%	500

7.3 Mystery shopping audits

7.3.1 Methodology

The mystery shopping audits were carried out by BMG's experienced field research team. Team members were matched geographically to sampled outlets and were tasked with visiting each sampled outlet during its opening hours.

Each mystery shopper travelled to each food outlet and first looked to see if a FHRS sticker or certificate could be seen from the outside of the premises. If a sticker or certificate could be seen from the outside they observed all necessary details about the rating, including whether it could be seen clearly, what rating was displayed and whether it was on display at all customer entrances.

If a sticker could not be seen from the outside the mystery shopper entered the premises and looked for a sticker or certificate inside the outlet. Mystery shoppers were instructed to look in all publicly accessible areas within the establishment to see if a rating was on display. Again, they observed the necessary details about any sticker or certificate that was on display.

The mystery shopper also looked to see if the FHRS rating was displayed in any alternative format and in takeaways in Wales looked to see if takeaway leaflets contained any references to the FHRS scheme.

The mystery shopper then filled in an online questionnaire on a tablet computer immediately following each audit, but out of sight of the food outlet.

There were a small number of instances where it was not possible to conduct the audit. The reasons for this included:

- The establishment no longer being in business
- The establishment being closed for refurbishment
- The establishment being closed for another reason (but within their advertised opening hours)
- A change of name of the establishment, suggesting that it is a different business
- The establishment not being publicly accessible

In some cases it was still possible for the mystery shopper to complete the audit. If the business was still trading (and had not changed name) and a sticker was visible from the outside of the premises the details were recorded and it was treated as a successful audit. Where it was not possible to complete the audit the mystery shopper was given a new establishment to audit, from the reserve sample, which met the same criteria in terms of region, outlet type and rating.

Fieldwork was initially piloted to test that the questionnaire worked well and allowed the auditor to record all of the necessary information easily. No major changes were made to the questionnaire after the pilot stage. The pilot mystery shops took place between 24th and 26th August 2017. The main stage mystery shopping audits took place between 8th September and 4th October 2017.

7.3.2 Questionnaire

The questionnaire for the mystery shopping audits was similar to those used in previous waves of the research. There was a slightly different questionnaire in Wales than in England and Northern Ireland. This was to allow details of the type of sticker being displayed in Wales to be collected (e.g. statutory sticker vs. the old style sticker).

The main changes to the questionnaire for the 2017 audits were as follows:

- Questions were added for England and Northern Ireland to capture whether and ratings were displayed at all or only some entrances where an outlet had more than one customer entrance. These questions had previously been asked in Wales but were asked for all countries in 2017.
- A question was added to capture if, in instances where an outlet was displaying more than one sticker or certificate, the ratings were the same.
- Small changes to the structure of the questions were made to suit the online nature of the questionnaire, compared to the pen and paper versions used in previous years.

Copies of the questionnaires used are in the appendix of this report.

7.3.3 Auditor briefing

All mystery shoppers were fully briefed in person prior to carrying out the audits. Where auditors could not be briefed directly by a member of the core project team a pre-recorded video briefing was also used.

Briefing materials were shared with each of the mystery shoppers. The briefing materials explained the purpose of the audits, what the mystery shopper needed to look out for and examples of the stickers and certificates. The full briefing materials are included in the appendix of this report.

7.3.4 Audit outcomes

A total of 500 establishments were successfully audited in each country. The completed audits matched the targets set out in section 7.2.3 in terms of outlet type, rating and region. The table below shows the number of outlets where it was not possible to carry out the mystery shopping audit and the reasons for this. As described in section 7.3.1, these establishments were replaced with those of a similar profile.

Table 10: Reasons for unsuccessful audit

	England	Northern Ireland	Wales
Outlet not publicly accessible	6	20	6
Outlet closed - out of business	7	9	11
Outlet close – refurbishment/holiday	3	3	3
Outlet doesn't exist	10	11	8
Total unsuccessful	26	43	28

7.3.5 Weighting

Although the profile of the mystery shopping audits was in line with targets set (all cells at a non-interlocking level matched), and therefore the FHRS database (minus exclusions) it was felt useful to apply a weighting scheme to the audit data. This weighting scheme was interlocking, meaning that it takes into account not just the number of establishments that fall into a category at a total level (for example, the number of takeaways/sandwich shops within England), but also how these are split out by outlet type, overall rating and region (for example, how many takeaways/sandwich shops in England have a rating of 5 and are in the East Midlands region).

The weighting factors applied range from 0.81 to 2.17.

7.4 Telephone business survey

7.4.1 Methodology

The second stage of fieldwork was a telephone survey with food establishments. The sample for the telephone audits consisted of all of the establishments from the audit stage where a successful audit had been conducted (whether the establishment was displaying a FHRS rating or not) and those establishments sampled specifically for the telephone business survey (sample 2).

Interviews were conducted via Computer Aided Telephone Interviewing (CATI) from BMG's office in Birmingham. CATI interviewing allows the profile of the sample to be closely controlled to ensure it is as representative as possible. It also uses an automated script so that any routing based on answers given by the respondent is automatically incorporated into the questionnaire.

As named contacts for the establishments were not available the first task of the interviewer was to determine the best person to speak to within each establishment. Interviewers asked to speak to the most senior person with responsibility for food safety at the establishment (and not at head office if the establishment was a chain). If this person was not available at the time of calling they called back at a different time until they were able to speak to them. Typical job roles included Head Chef/Cook, Manager and Owner/Proprietor/Managing Director.

One of the aims of the survey was to maximise the number of business surveys completed with establishments who had been audited. To maximise the response rates amongst these establishments, quotas were not set for this portion of the sample. However, targets were set for sample 2 – those specifically drawn for the

telephone survey – based on outlet type, rating and region to ensure that the achieved sample was as representative as possible of the total population.

The average interview length for questionnaire was 12 minutes. The survey was initially piloted to ensure that the questionnaire worked well. Pilot interviews took place between 21st September and 22nd September. The main stage fieldwork took place between 25th September and 22nd October 2017.

7.4.2 Questionnaire

The questionnaire was largely similar to that used in previous surveys. The main changes related to interviews in Northern Ireland and were to ensure that the questions sufficiently reflected the statutory nature of the scheme in Northern Ireland (as the scheme was not a statutory requirement when the survey was previously conducted in 2016). The majority of questions were the same across all three countries, but there were a few questions that were specific to one country. Additionally, establishments in England were asked about FHRS stickers and/or certificates, whereas establishments in Northern Ireland and Wales were only asked about FHRS stickers.

Below is a list of the broad topics covered by the questionnaire. Topics in *italics* are new for the 2017 survey:

- Awareness of the FHR scheme
- Whether the establishment has received a FHRS rating
- What rating the establishment holds
- Satisfaction with the rating given
- Reasons for dissatisfaction
- Changes made to improve ratings
- Customer comments on the scheme
- Use of FHRS in advertising or publicity
- Whether the establishment displays their rating
- Format and location of display
- *Use of the rating on takeaway leaflets – for takeaways in Wales only*
- Reasons for display
- Impact of display
- Reasons for non-display
- Awareness of safeguards, including recollection of the inception report letter
- Use of safeguards and reasons for not taking them up
- Appetite for compulsory display – England only
- *Awareness of compulsory display – Asked in Wales and Northern Ireland – new for Northern Ireland only*

- *Recollection of the letter informing them of compulsory display – Northern Ireland only*
- *Feelings about compulsory display – Wales and Northern Ireland only*
- *Awareness of requirement to include bilingual statement on takeaway leaflets – takeaways in Wales only*
- *Feelings about extending compulsory display to online platforms – Wales and Northern Ireland only*

A small proportion of respondents completed a shorter version of the survey. This consisted of 5 key questions (8 in Wales) and was used in instances where the establishment had been audited and it was not possible to conduct the full length interview with the respondent. The short route questionnaire has been successfully used in previous years and was introduced to help maximise the response rate amongst audited establishments. This survey was offered at the interviewer's discretion. In 2017 a total of 17 short route interviews were completed.

7.4.3 Survey outcomes

In total 1511 telephone surveys were completed across England, Northern Ireland and Wales. The table below details the number achieved in each country and how many were from the audited sample.

Table 11: Number of completed telephone surveys

	England	Northern Ireland	Wales
Number of completed interviews from audit sample	202	207	233
Number of completed interviews from sample 2	302	294	273
Total completed interviews	504	501	506

It was not possible to contact some establishments, either because the telephone number returned was not correct, or because the establishment had closed or changed names. A summary of the call outcomes is provided below.

Table 12: Telephone survey outcomes

	Outcome
Total sample loaded	6,736
Completed interviews	1,511
Unobtainable/wrong number	511
Business does not exist	371
Relevant contact not available	104
Refusal	607
No answer	1,600
Call back/soft appointment	2,482

7.4.4 Weighting

As in previous years, a weighting scheme was applied to ensure that the reported results are representative of the population (food outlets with an FHS rating that are publicly accessible). The table below shows the unweighted and weighted counts for each country, split by the main sample criteria. Weighting was based on outlet type, rating and region within each country. Weights were calculated at a cell level (e.g. all businesses in the East Midlands of England, which are a takeaway/sandwich shop and have a rating of 5 have the same weight). The weighting factors used range from 0.59 to 2.51, with the exception of one business where a weighting factor of 4.35 was used.

Table 13: Unweighted and weighted telephone survey profile

FBO type	England			Northern Ireland			Wales		
	n	Unweighted	Weighted	n	Unweighted	Weighted	n	Unweighted	Weighted
Hotel/bed & breakfast /guesthouse/Pub/bar/ nightclub	98	19%	20%	71	14%	17%	140	28%	25%
Restaurant/Cafe/ Canteen/ Other catering	197	39%	38%	217	43%	39%	184	36%	37%
Retailers	135	27%	27%	145	29%	28%	116	23%	25%
Takeaway/sandwich shop	74	15%	15%	68	14%	15%	66	13%	13%

FHRS Rating	England			Northern Ireland			Wales		
	n	Unweighted	Weighted	n	Unweighted	Weighted	n	Unweighted	Weighted
0	2	*%	1%	0	0%	0%	0	0%	0%
1	12	2%	3%	1	*%	*%	11	2%	3%
2	11	2%	3%	1	*%	1%	9	2%	3%
3	44	9%	11%	22	4%	8%	50	10%	11%
4	97	19%	21%	99	20%	22%	111	22%	24%
5	338	67%	60%	378	75%	69%	325	64%	60%

Region	England			Northern Ireland			Wales		
	n	Unweighted	Weighted	n	Unweighted	Weighted	n	Unweighted	Weighted
East Midlands	49	10%	9%						
Eastern Counties	47	9%	10%						
London	75	15%	17%						
North East	16	3%	5%						
North West	62	12%	14%						
South East	86	17%	15%						
South West	58	12%	10%						
West Midlands	52	10%	9%						
Yorkshire & Humberside	59	12%	11%						
Belfast				95	19%	21%			
Eastern				75	15%	12%			
Northern				119	24%	22%			
Southern				93	19%	19%			
Western				119	24%	26%			
North							146	29%	26%
South East							180	36%	37%
South West							180	36%	37%

7.4.5 Changes in the population over time

The table below shows the profile of the survey population and how this has changed over time. These population percentages are based on the FHRS database, minus any exclusions applied by the FSA or the research agency (therefore the 'in-scope' population).

Table 14: Survey population profile over time

	England			Northern Ireland			Wales		
	2015	2016	2017	2015	2016	2017	2015	2016	2017
Business type									
Hotel/bed & breakfast /guesthouse/Pub/bar/ nightclub	20%	19%	20%	18%	18%	17%	25%	24%	25%
Restaurant/Cafe/ Canteen/ Other catering	41%	42%	38%	37%	37%	39%	38%	40%	37%
Retailers	25%	25%	27%	30%	29%	28%	22%	22%	25%
Takeaway/sandwich shop	14%	14%	15%	15%	14%	15%	16%	14%	13%
FHRS Rating									
0,1 or 2	9%	8%	7%	4%	4%	1%	10%	7%	6%
3	14%	13%	11%	12%	12%	8%	13%	12%	11%
4	23%	22%	21%	30%	30%	22%	26%	25%	24%
5	53%	57%	60%	54%	54%	69%	50%	55%	60%
Region									
East Midlands	8%	7%	9%						
Eastern Counties	10%	10%	10%						
London	16%	14%	17%						
North East	6%	5%	5%						
North West	14%	13%	14%						
South East	17%	18%	15%						
South West	11%	11%	10%						
West Midlands	11%	11%	9%						
Yorkshire & Humberside	7%	11%	11%						
Belfast				19%	20%	21%			
Eastern				17%	12%	12%			
Northern				25%	24%	22%			
Southern				19%	19%	19%			
Western				20%	25%	26%			
North							23%	25%	26%
South East							38%	44%	37%
South West							38%	31%	37%

There has been little change in the profile of food establishments in England, Northern Ireland and Wales over the past 3 years in terms of business type and region. However, some changes in rating can be seen across all three countries.

In England the proportion of establishments with a rating of 5 has increased from 53% in 2015 to 60% in 2017. There has been a small decrease in the proportion of establishments with all of the other ratings. Similarly, in Wales a steady rise in the proportion of establishments who have a rating of 5 can be seen, rising from 50% in 2015 to 60% in 2017.

In Northern Ireland the increase in the proportion of establishments with a rating of 5 is more marked, with the proportion increasing from 54% in 2015 and 2016 to 69% in 2017. It is likely that the introduction of the statutory requirement to display the rating has had an impact upon the efforts undertaken by establishments to achieve a better rating, and can in part explain the rise.

The relative stability of the profile of the population (aside from the changes in rating, which can be attributed to a number of factors, including legislative changes and the efforts of the FSA and local authorities) helps to give validity to the results detailed in this report. As the population is relatively stable we can be more confident that any changes commented on in this report are due to real change, rather than due to changes in the population.

7.4.6 Regional definitions used in this report

Regions used in this report are consistent with those used in previous years. As the regions used in Wales and Northern Ireland are not standard definitions we have provided the areas included in these below:

Northern Ireland

- Belfast – Belfast CC
- Eastern – Ards, North Down, Castlereagh, Downpatrick, Lisburn
- Northern – Newtownabbey, Carrickfergus, Lame, Antrim, Ballymena, Ballymoney, Coleraine, Magherafelt, Moyle, Cookstown
- Southern – Newry and Mourne, Dungannon and South Tyrone, Banbridge, Armagh, Craigavon
- Western – Strabane, Fermanagh, Omagh, Derry, Limavady

Wales

- North – Conwy, Denbighshire, Flintshire, Gwynedd, Anglesey, Wrexham
- South East – Blaenau Gwent, Caerphilly, Cardiff, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taff, Torfaen, Vale of Glamorgan
- South West – Bridgend, Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire, Powys, Swansea

7.4.7 Statistical significance testing

All wave on wave statistically significant differences commented on in this report compare 2017 data to 2016 data. Changes over time compare 2017 data to the first year that the question was asked or data was collected for that variable.

Countries have been tested independently, with separate data file (and set of data tables) for each country.

Z-tests were used to test for statistically significant differences, with a confidence level of 95%. The tests predict the likelihood that the observed change or difference is not just 'chance' (an unusual finding only reflecting the sample) but a 'real' change or difference (reflecting the wider population). This means that a difference is considered to be significant if 95 times out of 100 we would find the same result in any sample.

The accompanying data tables for this report also include statistical significance testing between subgroups of the 2017 data. These are based on z-tests carried out on column percentages and t-tests on means. Each cell of the table is inspected in turn. The software package used (SGX) looks for a statistically significant difference between the cell proportion and the proportion representing the remainder of the population in the row which contains the cell. Weighted figures are used in the computation.

7.5 Analysis of businesses that were audited and also took part in the telephone survey

A little under half of the outlets that took part in the telephone survey had also been audited during the mystery shopping phase of the research. The table below details the profile of these businesses. It is worth noting that these businesses are not representative of all food outlets in any of the countries in scope, but do allow insights to be gathered about stated display vs. observed display.

Table 15: Profile of outlets who took part in both the audit and telephone survey

FBO type	England		Northern Ireland		Wales	
	n	%	n	%	n	%
Hotel/bed & breakfast/guest house/Pub/bar/nightclub	35	17%	25	12%	65	27%
Restaurant/Cafe/Canteen/Other catering	90	43%	94	45%	89	37%
Retailers	52	25%	66	31%	52	22%
Takeaway/sandwich shop	34	16%	25	12%	32	13%
Total	211	100%	210	100%	238	100%

FHRS Rating	England	Northern	Wales
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Display of food hygiene ratings in England, Northern Ireland and Wales

			Ireland			
	n	%	n	%	n	%
0	1	*	0	0%	0	0%
1	3	1%	0	0%	4	2%
2	0	0%	1	*	4	2%
3	15	7%	8	4%	22	9%
4	39	18%	33	16%	49	21%
5	153	73%	168	80%	159	67%
Total	211	100%	210	100%	238	100%

Region	England		Northern Ireland		Wales	
	n	%	n	%	n	%
East Midlands	21	10%				
Eastern Counties	17	8%				
London	28	13%				
North East	6	3%				
North West	24	11%				
South East	41	19%				
South West	23	11%				
West Midlands	26	12%				
Yorkshire & Humberside	25	12%				
Belfast			35	17%		
Eastern			32	15%		
Northern			51	24%		
Southern			38	18%		
Western			54	26%		
North					73	31%
South East					81	34%
South West					84	35%
Total	211	100%	210	100%	238	100%

Appendix: Audit materials

8.1 Audit briefing materials – England and Northern Ireland

Interviewer briefing notes England and NI

Background and Objectives:

The Food Hygiene Rating Scheme (FHRS) is a Food Standards Agency (FSA) and local authority partnership initiative operating in England, Wales and Northern Ireland. It provides information about the hygiene standards found in food premises during inspections carried out by local authorities to check compliance with legal requirements. The scheme covers businesses supplying or serving food direct to consumers, such as restaurants, takeaways, cafés, pubs, hotels, schools, hospitals, care homes, supermarkets and other retailers.

Once an outlet has been inspected they are given a rating, between 0 (urgent improvement necessary) and 5 (very good). They are also given a sticker with this rating on to display in their premises. In Wales and Northern Ireland it is a statutory requirement to display this sticker, no matter the rating, at all entrances to the outlet, so that it is visible from the outside, and can therefore inform customers' decisions about whether to use the outlet or not. If the outlet does not have its own entrance (e.g. a food court within a department store) then it needs to be displayed somewhere that is visible upon entering the outlet. In England it is not mandatory to display the sticker, but outlets are encouraged to do so.

Since 2011 the FSA has been tracking display of these stickers through covert mystery shopping audits. The audits are followed up by a telephone survey to further explore rates of display/non-display and the drivers of this.

There are different requirements for the display of the ratings by country. These are detailed later in these notes.

The aim of this mystery shopping audit is to determine the rates of display of the stickers (and/or certificates) and to record where they are being displayed. Only publicly accessible outlets are included in the audit (hospitals, care homes and schools have been excluded, as have mobile caterers as they have no fixed address).

You will be required to visit the outlet during its opening hours and look for display of the sticker. If the sticker is not clearly visible from the outside of the premises you will need to go in and have a look for it inside the premises. At no point should you make the outlet aware of your task – the mystery shops are to remain covert at all times. If you are approached by a member of staff of the outlet you will need to invent a scenario, such as looking at the menu, wanting to purchase a cup of coffee or wanting to enquire about a booking. You should not be displaying your BMG ID or wearing any clothing that has the BMG logo.

We expect that around 50% of outlets in England will be displaying their rating so that it is visible from the outside of the premises. In Northern Ireland we expect the figure to be higher as it is now a mandatory requirement.

You should record the details of your audit once out of sight of the outlet, using the CAPI machines. The questionnaire should be completed after each audit, to avoid any confusion between outlets. A photo of the outside of the outlet is also required. This should show the signage for the outlet and can be taken from a side on view. Again, this photo should be taken in such a way that the staff in the outlet do not know that you are conducting an audit.

Sample definition (who are we talking to?):

We are visiting food outlets across England, Wales and Northern Ireland. Only publicly accessible outlets are in scope. We have taken steps to remove as many outlets that are not publicly accessible as possible from the sample. However, there may still be some in there. If you find that an outlet on your list is not open to public (e.g. you need to be a member, employee or customer of another establishment to enter it, or you need to pay to gain access to it) please record this in the survey outcomes on the CAPI.

It is possible that some of the outlets will have ceased trading or will be closed for a prolonged period of time. If this is the case please record this in the survey outcomes on the CAPI. If an outlet appears to have closed down please check with neighbouring businesses to confirm that this is the case.

You will be visiting a mix of restaurants, takeaways, supermarkets, retailers, pubs, clubs, hotels and B&B's and other outlets. The mix of outlets you have will depend upon your location. You will be given a list of all outlets to be audited and a map with them plotted on. You will need to decide your own route to allow you to visit all of them. Please take into account the opening hours of the establishments. For example, takeaways are unlikely to be open before 12pm, but will stay open later than retailers.

Sample size and any quotas:

All of your available sample will be loaded onto your CAPI machine. You will have details of the name of the outlet, their address and the type of outlet (e.g. hotel or takeaway etc.). You will also be given a map with all of the outlets in your area plotted. Please decide your own route to visit as many of the outlets as possible.

You may see other outlets that sell food that are not on your list. Please do not visit these. The outlets on your list have been specifically chosen to provide a mix of outlet types and FHRs ratings. They have also been through a number matching process so that they can be contacted for the associated telephone survey.

We have flagged on the sample outlets that have ratings of 3 or less. It is likely that these outlets won't be displaying their rating as predominantly as those with higher ratings and so you may need to look harder to find their display (if it exists at all).

For Face to face jobs, any other sampling issues to be aware of:

Some outlets will have more than one customer entrance. You will need to look around for other entrances when auditing the outlet and note if ratings are on display at all or just some of the entrances.

It is possible that some outlets will be closed at the time of your visit. If this is the case, please record why the outlet is closed using the outcome codes. In some instances it will be possible to audit the premises even if it is closed. If they are displaying a sticker that is visible from the outside of their premises then the audit can still be completed even if it is closed.

Whilst we have tried to remove all outlets that are not publicly accessible it is possible that this will be the case for some of your sample. We expect that premises marked as 'other catering' for business sector are most likely to not be accessible to the public. This business sector includes a wide variety of outlet types, including shops, places of worship that offer catering, private members clubs and social clubs. If an outlet is not publicly accessible please record this using the 'Not publicly accessible' outcome code. By publicly accessible we mean you either need to be a member, employee or registered user to enter the site or you need to pay a fee or purchase a ticket to access the site. This includes outlets that are behind ticket barriers in train or bus stations.

In some situations you may need to construct a scenario in order to enter the premises, such as wanting to book a table, or thinking about booking a stay.

We need you to log all of the outlets that you have visited, even if you were not able to carry out an audit. Please use the outcome codes to record why you were not able to audit any premises.

Questionnaire issues:

There are two questionnaires, one for England and Northern Ireland, and a separate one for Wales. This is due to the need to distinguish between the old and new stickers in Wales.

In the Northern Ireland/England questionnaire:

Q1.6 and Q1.7 – these are for QC purposes. Please describe as clearly as you can what is to the left and the right of the outlet. If they are retailers or businesses please give the names of the establishments. If they are residential please give the house number.

Q1.7a – Again this is for QC purposes. Please use your CAPI machine to take the photo. The photo should show the signage of the outlet. Please make sure that you are not seen taking the photo by anyone from the outlet. You can take the photo before you audit the premises and then upload it to the survey when you fill in the questionnaire.

Q1.8 – ‘in a larger establishment’ can mean things like within an undercover shopping centre, or within a department store. ‘Somewhere else’ can include things like in a pedestrianized square.

Q2.0 – If the outlet does not have its own entrance it still needs to be audited. Examples of outlets that do not have their entrance include restaurants within a shopping centre food court, coffee shops within supermarkets etc.

Q2.2 – if a sticker is not visible on the outside of the outlet you will need to enter the premises and have a look around. Please look anywhere that a sticker could be displayed. This should include, but is not limited to:

- The inside of the doors/windows
- The area just inside the entrance
- On the walls
- At the counter or till
- The entrances to non-public areas, such as the kitchen

If you cannot check any of the above places, for example because they don't exist, please state why you couldn't check them (e.g. there were no internal doors or windows or the view was blocked by a piece of furniture)

Q2.4 By ‘alternative format’ we mean things like A boards, posters, banners or other promotional items which can be seen clearly from outside the premises. If both a sticker and certificate are displayed outside the premises you will be asked to enter details of the sticker only. If a certificate only is displayed outside the premises you will need to enter the outlet to look for a sticker.

Q2.5d – if an outlet has more than one entrance you will need to check all of the entrances to the premises for a visible sticker. In Northern Ireland outlets should be displaying stickers so that they are visible from all of their entrances. In England there is no mandatory requirement. If the rating is not displayed at all entrances please explain which entrances you could see the rating from and which you couldn't (e.g. visible from main entrance, but not from side entrance)

Q2.6a – if an outlet has more than one entrance you will need to check all of the entrances to the premises for a visible certificate. If the rating is not displayed at all entrances please explain which entrances you could see the rating from and which you couldn't (e.g. visible from the main entrance, but not from the side entrance)

Q2.7 – By ‘alternative format’ we mean things like A boards, posters, banners or other promotional items which can be seen clearly from outside the premises. If both a sticker and certificate are displayed inside the premises you will be asked for details of the sticker only.

Q3.1 – If the outlet does not have its own entrance you need to look inside the outlet and indicate where

you have looked and where the sticker/certificate is displayed, if at all.

Q3.2 – by alternative format we mean things like A boards, posters, banners or other promotional items that display the rating.

Q4.1 – If more than one sticker is visible and they show different ratings, please record all of the ratings that you can see. Q4.1c will then ask you to record which one you saw first.

Q4.2 – If more than one certificate is visible, please record the rating on the first certificate that you see.

Q5.2 – Please record the type of alternative format the rating was displayed in. Please give as much detail as possible if using the 'other' code.

Any other relevant information or requirements:

Requirements for display:

ENGLAND

In England it is not a legal requirement for food outlets to display their rating. However, they are encouraged to do so. All outlets should have been issued with a sticker. However, some may not be displaying the sticker at all and some may be displaying the old style certificates. Certificates haven't been issued for a number of years but outlets are permitted to display them as long as they still show the correct rating for the outlet.

You should first look at the outside of the premises to ascertain what, if anything, can be seen before entering the premises. If a sticker is not on display you will need to enter the premises and look inside to see if stickers or certificates are on display. If only a certificate (or alternative format) is visible from the outside you will need to enter the building to see if a sticker is on display inside at all.

NORTHERN IRELAND

In Northern Ireland it is a legal requirement to display the sticker, and has been so since October 2016. Outlets are required to display the sticker at a point where it can be readily seen and read by customers before they enter the establishment. It should be displayed at all entrances to the premises. It can be displayed in any way that means it is easily seen, including on doors, windows, pillars, notice boards etc.

You should first look at the outside of the premises to ascertain if a sticker can be seen. If the establishment has more than one entrance you will need to look at all entrances. If a sticker can not be seen from the outside you will need to enter the establishment and look inside to see if any stickers are on display. If no stickers are on display, please also look for certificates (although these have not been issued for a number of years and do not meet the statutory requirements) and other alternative formats.

In England and Northern Ireland stickers look like this: (not actual size – stickers are approximately 20cm x 10/13cm)



FOOD HYGIENE RATING

0
1
2
3
4
5

VERY GOOD

The Café
2 High Street
Exampletown
AA1 2BB

<p><small>Date of hygiene rating</small> 7 October 2011</p> <p><small>Authorising signature</small> <i>J. Smith</i></p>	<p><small>Contact details</small> Environmental Health City of Local Authority 14 Main Street Exampletown, AA1 3BB Tel: 011 1222 333</p>
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For more information about the Food Hygiene Rating Scheme visit food.gov.uk/ratings

The food hygiene rating shown above reflects the standards found on the date of inspection or visit by the local authority. Ratings are given on a scale from 0 (urgent improvement necessary) up to 5 (very good). The rating is not a guide to food quality.

This certificate remains the property of the local authority which reserves the right to remove it at any time.

FOOD HYGIENE RATING

AWAITING INSPECTION

The Café
2 High Street
Exampletown
AA1 2BB

<p><small>Date issued</small> 7 October 2011</p> <p><small>Authorising signature</small> <i>J. Smith</i></p>	<p><small>Contact details</small> Environmental Health City of Local Authority 14 Main Street Exampletown, AA1 3BB Tel: 011 1222 333</p>
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For more information about the Food Hygiene Rating Scheme visit food.gov.uk/ratings

The business named above will be given a food hygiene rating when it is next inspected by the local authority. Ratings are given on a scale from 0 (urgent improvement necessary) up to 5 (very good). The rating is not a guide to food quality.

This certificate remains the property of the local authority which reserves the right to remove it at any time.

8.2 Audit questionnaire – England and Northern Ireland

FSA Mystery Shopping Audit Questionnaire

England and Northern Ireland

SELECT NAME OF OUTLET VISITED

Q1.1 Organisation visited

WRITE IN

Q1.6 Standing facing the outlet, what was on the left of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

WRITE IN

Q1.7 Standing facing the outlet, what was on the right of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

ATTACH FILE

Q1.7a Please upload an image of the outlet. (The picture must show the signage of the outlet– please refer to the briefing notes for examples)

SINGLE CODE

Q1.7b How many entrances did the outlet have?

1. 1
2. 2
3. 3 or more

SINGLE CODE

Q1.8 Was the outlet on an external road or street or within a larger establishment?

1. On a road/street
2. In a larger establishment
3. Somewhere else (please explain)

SINGLE CODE

Q1.8a Was the site open at the time of your visit?

1. Yes
2. No

SINGLE CODE. ASK IF Q1.8A=2

Q1.8b Please specify whether the site has stopped trading/didn't exist or was closed at the time of the visit

1. Stopped trading and/or didn't exist
2. Closed at the time of visit

Locating the sticker at an outlet with their own entrance

SINGLE CODE. ASK IF Q1.8A=1 OR Q1.8B=2

Q2.0 Did this premises have its own entrance?

1. Yes
2. No

SINGLE CODE. ASK IF Q2.0=1

Q2.1 Did you see an FHRS sticker or certificate at this outlet?

N.B. if you could not locate a sticker/certificate please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

1. Yes
2. No (please explain)

SINGLE CODE PER ROW. ASK IF Q2.1=2 AND Q1.8A=1

Q2.2 Did you check the following locations inside the outlet for a sticker or certificate?

MULTI CODE. ASK IF Q2.1=1

Q2.4 Was an FHRS rating displayed so that it was visible from outside the premises?

1. Yes, sticker
2. Yes, certificate
3. Yes, alternative format
4. No FHRS rating was displayed outside the premises **[EXCLUSIVE]**

SINGLE CODE. ASK IF Q2.4=1

Q2.5 Could you clearly see the sticker from the outside of the premises, in other words, without having to enter the premises?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q2.4=1 AND (Q1.7B=2 OR 3)

Q2.5d Was the sticker displayed on one or more entrances? Please explain which entrances were not displaying.

1. One entrance only (please explain)
2. Some of the entrances (please explain)
3. All entrances

SINGLE CODE. ASK IF Q2.4=2 BUT DOES NOT =1

Q2.6 Could you clearly see the certificate from the outside of the premises, in other words, without having entered the premises?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q2.4=2 BUT DOES NOT=1 (AND (Q1.7B=2 OR 3)

Q2.6a Was the certificate displayed on one or more entrances Please explain which entrances were not displaying.

1. One entrance only (please explain)
2. Some of the entrances (please explain)
3. All entrances

MULTI CODE. ASK IF Q2.4DOES NOT =1 AND Q1.8A=1

Q2.7 Was an FHRS sticker and/or certificate displayed inside the premises?

1. Yes, sticker
2. Yes, certificate
3. Yes, alternative format **[IF ONLY CODE 3 SELECTED GO TO Q5.2]**
4. No FHRS rating was displayed inside the premises **[EXCLUSIVE]**

SINGLE CODE. ASK IF Q2.7=1

Q2.8 Could you clearly see the sticker inside the premises?

1. Yes
2. No (please explain)

SINGLE CODE. ASK IF Q2.7=2 ONLY

Q2.9 Could you clearly see the certificate inside the premises?

1. Yes
2. No (please explain)

Locating the sticker or certificate at an outlet without their own entrance

SINGLE CODE PER ROW. ASK IF Q2.0=2

Q3.1 Was an FHRS rating displayed at the premises in any of the following locations?

MULTI CODE. ASK IF Q3.1=1 FOR ANY ITERATIONS

Q3.2 What was displayed at these premises?

1. Sticker
2. Certificate
3. Alternative format **[IF ONLY CODE 3 SELECTED GO TO Q5.2]**

SINGLE CODE. ASK IF Q3.2=1

Q3.3 Was the sticker clearly visible?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q3.2=2 ONLY

Q3.4 Was the certificate clearly visible?

1. Yes
2. No (please state why)

Rating displayed on sticker and/or certificate

MULTI CODE. ASK IF Q2.4=1 OR Q2.7=1 OR Q3.2=1

Q4.1 What rating was on the sticker?

1. Awaiting Inspection
2. 0 – (Urgent Improvement Necessary)
3. 1 – (Major Improvement Necessary)
4. 2 – (Improvement Necessary)
5. 3 – (Generally Satisfactory)
6. 4 – (Good)
7. 5 – (Very Good)

SINGLE CODE. ASK IF MORE THAN ONE CODE SELECTED AT Q4.1

Q4.1c. Which rating did you see first?

1. Awaiting Inspection
2. 0 – (Urgent Improvement Necessary)
3. 1 – (Major Improvement Necessary)
4. 2 – (Improvement Necessary)
5. 3 – (Generally Satisfactory)
6. 4 – (Good)

7. 5 – (Very Good)

SINGLE CODE. ASK IF Q2.4=2 ONLY OR Q2.7=2 ONLY OR Q3.2=2 ONLY

Q4.2 What rating was on the certificate?

1. Awaiting Inspection
2. 0 – (Urgent Improvement Necessary)
3. 1 – (Major Improvement Necessary)
4. 2 – (Improvement Necessary)
5. 3 – (Generally Satisfactory)
6. 4 – (Good)
7. 5 – (Very Good)

Other observations

MULTI CODE. ASK IF Q2.4=3 OR Q2.7=3 OR Q3.2=3

Q5.2 What alternative format/s was the rating displayed in?

1. Poster
2. Banner
3. Free standing sign such as an A board
4. Other (please describe)

SINGLE CODE. ASK ALL

Q5.4 Is there anything else you feel may be relevant to this assessment?

1. Yes (please explain)
2. No

8.3 Audit briefing materials – Wales

Interviewer briefing notes WALES

Background and Objectives:

The Food Hygiene Rating Scheme (FHRS) is a Food Standards Agency (FSA) and local authority partnership initiative operating in England, Wales and Northern Ireland. It provides information about the hygiene standards found in food premises during inspections carried out by local authorities to check compliance with legal requirements. The scheme covers businesses supplying or serving food direct to consumers, such as restaurants, takeaways, cafés, pubs, hotels, schools, hospitals, care homes, supermarkets and other retailers.

Once an outlet has been inspected they are given a rating, between 0 (urgent improvement necessary) and 5 (very good). They are also given a sticker with this rating on to display in their premises. In Wales and Northern Ireland it is a statutory requirement to display this sticker, no matter the rating, at all entrances to the outlet, so that it is visible from the outside, and can therefore inform customers decisions about whether to use the outlet or not. If the outlet does not have its own entrance (e.g. a food court within a department store) then it needs to be displayed somewhere that is visible upon entering the outlet. In England it is not mandatory to display the sticker, but outlets are encouraged to do so.

Since 2011 the FSA has been tracking display of these stickers through covert mystery shopping audits. The audits are followed up by a telephone survey to further explore rates of display/non-display and the drivers of this.

There are different requirements for the display of the ratings by country. These are detailed later in these notes.

The aim of this mystery shopping audit is to determine the rates of display of the stickers (and/or certificates) and to record where they are being displayed. Only publicly accessible outlets are included in the audit (hospitals, care homes and schools have been excluded, as have mobile caterers as they have no fixed address).

You will be required to visit the outlet during its opening hours and look for display of the sticker. If the sticker is not clearly visible from the outside of the premises you will need to go in and have a look for it inside the premises. At no point should you make the outlet aware of your task – the mystery shops are to remain covert at all times. If you are approached by a member of staff of the outlet you will need to invent a scenario, such as looking at the menu, wanting to purchase a cup of coffee or wanting to enquire about a booking.

We expect that around 70% of outlets in Wales will be displaying their rating so that it is visible from the outside of the premises.

You should record the details of your audit once out of sight of the outlet, using the CAPI machines. The questionnaire should be completed after each audit, to avoid any confusion between outlets. A photo of the outside of the outlet is also required. This should show the signage for the outlet and can be taken from a side on view. Again, this photo should be taken in such a way that the staff in outlet do not know that you are conducting an audit.

Sample definition (who are we talking to?):

We are visiting food outlets across England, Wales and Northern Ireland. Only publicly accessible outlets are in scope. We have taken steps to remove as many outlets that are not publicly accessible as possible from the sample. However, there may still be some in there. If you find that an outlet on your list is not open to public (e.g. you need to be a member, employee or customer of another establishment to enter it, or you need to pay to gain access to it) please let us know as soon as possible.

It is possible that some of the outlets will have ceased trading or will be closed for a prolonged period of time. If this is the case please record this in the survey outcomes on the CAPI. If an outlet appears to have closed down please check with neighbouring businesses to confirm that this is the case.

You will be visiting a mix of restaurants, takeaways, supermarkets, retailers, pubs, clubs, hotels and B&B's and other outlets. The mix of outlets you have will depend upon your location. You will be given a list of all outlets to be audited and a map with them plotted on. You will need to decide your own route to allow you to visit all of them. Please take into account the opening hours of the establishments. For example, takeaways are unlikely to be open before 12pm, but will stay open later than retailers.

Sample size and any quotas:

All of your available sample will be loaded onto your CAPI machine. You will have details of the name of the outlet, their address and the type of outlet (e.g. hotel or takeaway etc.). You will also be given a map with all of the outlets in your area plotted. Please decide your own route to visit as many of the outlets as possible.

You may see other outlets that sell food that are not on your list. Please do not visit these. The outlets on your list have been specifically chosen to provide a mix of outlet types and FHRs ratings. They have also been through a number matching process so that they can be contacted for the associated telephone survey.

We have flagged on the sample outlets that have ratings of 3 or less. It is likely that these outlets won't be displaying their rating as predominantly as those with higher ratings and so you may need to look harder to find their display (if it exists at all).

For Face to face jobs, any other sampling issues to be aware of:

Some outlets will have more than one customer entrance. You will need to look around for other entrances when auditing the outlet and note if ratings are on display at all or just some of the entrances.

It is possible that some outlets will be closed at the time of your visit. If this is the case, please record why the outlet is closed using the outcome codes. In some instances it will be possible to audit the premises even if it is closed. If they are displaying a sticker that is visible from the outside of their premises then the audit can still be completed even if it is closed.

Whilst we have tried to remove all outlets that are not publicly accessible it is possible that this will be the case for some of your sample. We expect that premises marked as 'other catering' for business sector are most likely to not be accessible to the public. This business sector includes a wide variety of outlet types, including shops, places of worship that offer catering, private members clubs and social clubs. If an outlet is not publicly accessible please record this using the 'Not publicly accessible' outcome code. By publicly accessible we mean you either need to be a member, employee or registered user to enter the site or you need to pay a fee or purchase a ticket to access the site. This includes outlets that are behind ticket barriers in train or bus stations.

In some situations you may need to construct a scenario in order to enter the premises, such as wanting to book a table, or thinking about booking a stay.

We need you to log all of the outlets that you have visited, even if you were not able to carry out an audit. Please use the outcome codes to record why you were not able to audit any premises.

Questionnaire issues:

There are two questionnaires, one for England and Northern Ireland, and a separate one for Wales. This

is due to the need to distinguish between the old and new stickers in Wales.

In the Wales questionnaire:

Q1.6 and Q1.7 – these are for QC purposes. Please describe as clearly as you can what is to the left and the right of the outlet. If they are retailers or businesses please give the names of the establishments. If they are residential please give the house number.

Q1.7a – Again this is for QC purposes. Please use your CAPI machine to take the photo. The photo should show the signage of the outlet. Please make sure that you are not seen taking the photo by anyone from the outlet. You can take the photo before you audit the premises and then upload it to the survey when you fill in the questionnaire.

Q1.8 – ‘in a larger establishment’ can mean things like within an undercover shopping centre, or within a department store. ‘Somewhere else’ can include things like in a pedestrianized square.

Q2.0 – If the outlet does not have its own entrance it still needs to be audited. Examples of outlets that do not have their entrance include restaurants within a shopping centre food court, coffee shops within supermarkets etc.

Q2.2 – if a new style sticker is not visible on the outside of the outlet you will need to enter the premises and have a look around. Please look anywhere that a sticker could be displayed. This should include, but is not limited to:

- The inside of the doors/windows
- The area just inside the entrance
- On the walls
- At the counter or till
- The entrances to non-public areas, such as the kitchen

If you cannot check any of the above places, for example because they don't exist, please state why you couldn't check them (e.g. there were no internal doors or windows or the view was blocked by a piece of furniture)

Q2.4 By ‘alternative format’ we mean things like A boards, posters, banners or other promotional items which can be seen clearly from outside the premises. If both a sticker and certificate are displayed outside the premises you will be asked to enter details of the sticker only. If a certificate only is displayed outside the premises you will need to enter the outlet to look for a sticker.

In Wales you will need to identify whether any stickers displayed are in the new style or old style. The new style stickers have a dragon logo at the top in the middle, as shown in the pictures below.

Q2.5b and Q2.5d – if an outlet has more than one entrance you will need to check all of the entrances to the premises for a visible rating. In Wales outlets should be displaying stickers so that they are visible from all of their entrances.

If the rating is not displayed at all entrances please explain which entrances you could see the rating from and which you couldn't (e.g. visible from main entrance, but not from side entrance)

Q2.7 – By ‘alternative format’ we mean things like A boards, posters, banners or other promotional items which can be seen clearly from outside the premises. If both a sticker and certificate are displayed inside the premises you will be asked for details of the sticker only.

Q3.1 – If the outlet does not have its own entrance you need to look inside the outlet and indicate where you have looked and where the sticker/certificate is displayed, if at all.

Q3.2 – by alternative format we mean things like A boards, posters, banners or other promotional items that display the rating.

Q4.1 – If more than one sticker is visible, please record the rating on the first sticker that you see (In Wales this should be the first new style sticker that you see).

Q4.1b – If multiple stickers are displayed and they show different ratings please code all ratings that are shown. Q4.1c will then ask which rating you saw first.

Q4.2 – If more than one certificate is visible, please record the rating on the first certificate that you see.

Q5.2 – Please give as much detail as possible if selecting 'other'

Q5.3 – If you see a takeaway leaflet in the process of your audit please pick one up and take it away with you (if possible). This is only applicable to takeaways and restaurants.

Q5.3a – at the end of 2016 it became the law that any takeaway leaflets in Wales should be displaying information about the food hygiene rating system. As the law is new outlets have some time to make the changes, i.e. it applies to any new leaflets that they get printed and so we don't expect all outlets to be complying with this. The law states that they should be displaying a bilingual statement:

Ewch i food.gov.uk/ratings i ganfod sgôr hylendid bwyd ein busnes neu gofynnwch inni beth yw ein sgôr hylendid bwyd wrth archebu. / Go to food.gov.uk/ratings to find out the food hygiene rating of our business or ask us for our food hygiene rating when you order

Please look at any leaflets you pick up to determine if this statement is included. It should be in a conspicuous place and easily seen on the leaflet. It is possible that some takeaways/restaurants will be displaying other information about their rating as well as or instead of the statement. Please also look for these. Examples include a picture of their rating sticker or some text referring to their rating, such as "We're proud to have the highest possible food hygiene rating".

Any other relevant information or requirements:

Requirements for display:

WALES

In Wales it has been a legal requirement to display the rating sticker at all entrances to the outlet since the end of November 2013. Outlets are required to display the sticker at a point where it can be readily seen and read by customers before they enter the establishment. It can be displayed in any way that means it is easily seen, including on doors, windows, pillars, notice boards etc.

When the law was introduced a different style of sticker was also introduced. All outlets should be displaying the new style sticker by law. The new style sticker can be differentiated from the old style one by the presence of a dragon logo in the top middle of the sticker.

You should first look at the outside of the premises to ascertain if a sticker can be seen. If a new style sticker is seen then you do not need to enter the premises. If an old style sticker, certificate or no rating at all is shown then you will need to enter the premises to see how the rating is being displayed inside, if at all.

At the end of 2016 it was made law that any takeaway leaflets in Wales need to display a bilingual statement about where to find the food hygiene rating. Outlets have been given some time to implement this, so it only applies to new takeaway leaflets. If you are visiting a takeaway or restaurant we would like you to look for a takeaway leaflet and take one away with you if they are available. You will then need to look for the bilingual statement, or any other reference to the rating scheme on the takeaway leaflet. If one of the new style rating stickers is visible from the outside of the premises (and so you do not have to enter the premises) only take a leaflet if they are available from the outside.

In Wales the NEW STYLE stickers look like this: (not actual size – stickers are approximately 20cm x 10/13cm)





In Wales the OLD STYLE sticker looks like this: (not actual size – stickers are approximately 20cm x 10/13cm)



In Wales the old certificate looks like this: (not actual size – certificates are A4 sized)

SGŦR HYLENDID BWYD FOOD HYGIENE RATING

0

1

2

3

4

5

DA IAWN
VERY GOOD

NAME OF BUSINESS
ADDRESS OF BUSINESS

Dyddiad y sgôr hylendid
Date of hygiene rating

4 JUNE 2010

Llofnod awdurdod
Authorising signature

Manylion cyswll
Contact details

FILL IN DETAILS HERE
FILL IN DETAILS HERE
FILL IN DETAILS HERE

I gari rhagar o wybodaeth am y Cyfrin Sgerio Hylendid Bwyd, mae h ffordd gwybystfys
For more information regarding the Food Hygiene Rating Scheme visit food.gov.uk/ratings

Mae'r sgôr hylendid bwyd a reitir ar y ffordd y hysbysu'r safon a'r safon a'r dyddiad y'r awdurdod
The food hygiene rating shown above reflects the standards found on the date of inspection or
visit by the local authority. Ratings are given on a scale from 0 (urgent improvement necessary)
up to 5 (very good). The rating is not a guide to food quality.

Nid ydych chi gyswll â'r awdurdod hon a'r sgôr hylendid bwyd. Ffôn y ffordd y hysbysu'r safon a'r dyddiad y'r awdurdod
This certificate remains the property of the local authority which reserves the right to withdraw it at any time.

Awdurdod
Safonau Bwyd
Food Safety
Hygiene Rating

Food
Standards
Agency

<h1>SGÔR HYLENDID BWYD</h1> <h2>AROS AM AROLYGIAD</h2> <h3>FOOD HYGIENE RATING</h3> <h3>AWAITING INSPECTION</h3>	
<p align="center">ENW'R BUSNES / NAME OF BUSINESS CYFEIRIAD Y BUSNES / ADDRESS OF BUSINESS</p>	
<hr/>	
Unedw arolweddol Authorising signature 4 JUNE 2019	Manylion cywili Contact details FILL IN DETAILS HERE FILL IN DETAILS HERE FILL IN DETAILS HERE FILL IN DETAILS HERE
Dyddiad cyhoeddi Date issued	
<hr/>	
<p>I gael rhestr o fwydysdadau ar y Cynllun Sgôr Hyndidid Bwyd, rwyf i fforddysu arolygiad For more information regarding the Food Hygiene Rating Scheme visit food.gov.wales Dywyddu eidd Hyndididid bwyd i busnes uchaf y tro nesaf y galli ei arddeddu yn yr awyrdod Bwyd Calfi pob safle i'w targu mewn 5 (pungu) gwerth ar unwaith a 5 (pungu) lloer. Nid ydych chi'n ymroddu ag awyrdod bwyd. The business named above will be given a food hygiene rating when it is next inspected by the local authority. Ratings are given on a scale from 0 (urgent improvement necessary) up to 5 (very good). The rating is not a guide to food safety.</p>	
	
<p><small>Sgôr Bwyd awyrdodid ydych chi'n ei gael o'r awyrdodid bwyd a'r awyrdodid bwyd. For more information visit food.gov.wales This certificate remains the property of the local authority which issued it and is not to be used for any other purpose.</small></p>	

8.4 Audit questionnaire – Wales

FSA Mystery Shopping Audit Questionnaire

Wales

SELECT NAME OF OUTLET VISITED

Q1.1 Organisation visited

WRITE IN

Q1.6 Standing facing the outlet, what was on the left of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

WRITE IN

Q1.7 Standing facing the outlet, what was on the right of the outlet?

Record the name and type of establishment – e.g. White Horse pub or Marks and Spencer

ATTACH FILE

Q1.7a Please upload an image of the outlet. (The picture must show the signage of the outlet– please refer to the briefing notes for examples)

SINGLE CODE

Q1.7b How many entrances did the outlet have?

1. 1
2. 2
3. 3 or more

SINGLE CODE

Q1.8 Was the outlet on an external road or street or within a larger establishment?

1. On a road/street
2. In a larger establishment
3. Somewhere else (please explain)

SINGLE CODE

Q1.8a Was the site open at the time of your visit?

1. Yes
2. No

SINGLE CODE. ASK IF Q1.8A=2

Q1.8b Please specify whether the site has stopped trading/didn't exist or was closed at the time of the visit

1. Stopped trading and/or didn't exist
2. Closed at the time of visit

Locating the sticker at an outlet with their own entrance

SINGLE CODE. ASK IF Q1.8A=1 OR Q1.8B=2

Q2.0 Did this premises have its own entrance?

1. Yes
2. No

SINGLE CODE. ASK IF Q2.0=1

Q2.1 Did you see an FHRS sticker or certificate at this outlet?

N.B. if you could not locate a sticker/certificate please describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

1. Yes
2. No (please explain)

SINGLE CODE PER ROW. ASK IF Q2.1=2 AND Q1.8A=1

Q2.2 Did you check the following locations inside the outlet for a sticker or certificate?

MULTI CODE. ASK IF Q2.1=1

Q2.4 Was an FHRS rating displayed so that it was visible from outside the premises?

1. Yes, new style sticker (with dragon)
2. Yes, old style sticker
3. Yes, certificate
4. Yes, alternative format
5. No FHRS rating was displayed outside the premises[**EXCLUSIVE**]

SINGLE CODE. ASK IF Q2.4=1

Q2.5c Could you clearly see the new style sticker (with dragon) from the outside of the premises, in other words, without having to enter the premises?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q2.4=2 AND Q2.4≠1

Q2.5 Could you clearly see the old style sticker from the outside of the premises, in other words, without having to enter the premises?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q2.4=3 AND Q2.4≠1

Q2.5a Could you clearly see the old style certificate from the outside of the premises, in other words, without having to enter the premises?

1. Yes
2. No

SINGLE CODE. ASK IF (Q2.4=2 OR 3) AND Q2.4≠1 AND (Q1.7B=2 OR 3)

Q2.5b Was the old style sticker or certificate displayed on one or more entrances? Please explain which entrances were not displaying.

1. One entrance only (please explain)
2. Some of the entrances (please explain)
3. All entrances

SINGLE CODE. ASK IF Q2.4=1 AND (Q1.7B=2 OR 3)

Q2.5d Was the new style sticker displayed on one or more entrances? Please explain which entrances were not displaying.

1. One entrance only (please explain)
2. Some of the entrances (please explain)
3. All entrances

MUTLI CODE. ASK IF Q2.4 ≠1 AND Q1.8A=1

Q2.7 Was an FHRS sticker and/or certificate displayed inside the premises?

1. Yes, new style sticker (with dragon)
2. Yes, old style sticker
3. Yes, certificate
4. Yes, alternative format **[IF ONLY CODE 4 SELECTED GO TO Q5.2]**
5. No FHRS rating was displayed inside the premises **[EXCLUSIVE]**

SINGLE CODE. ASK IF Q2.7=2 AND Q2.7≠1

Q2.8 Could you clearly see the old style sticker inside the premises?

1. Yes
2. No (please explain)

SINGLE CODE. ASK IF Q2.7=3 AND Q2.7≠1

Q2.8a Could you clearly see the old style certificate inside the premises?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q2.7=1

Q2.9 Could you clearly see the new style sticker (with dragon) inside the premises?

1. Yes
2. No (please explain)

Locating the sticker or certificate at an outlet without their own entrance

SINGLE CODE PER ROW. ASK IF Q2.0=2

Q3.1 Was an FHRS rating displayed at the premises in any of the following locations?

MULTI CODE. ASK IF Q3.1=1 FOR ANY ITERATIONS

Q3.2 What was displayed at these premises?

1. New style sticker (with dragon)
2. Old style sticker
3. Certificate
4. Alternative format [IF ONLY CODE 4 GO TO Q5.2]

SINGLE CODE. ASK IF Q3.2=2 AND Q3.2≠1

Q3.3 Was the old sticker clearly visible?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q3.2=3 AND Q3.2≠1

Q3.3a Was the old style certificate clearly visible?

1. Yes
2. No (please state why)

SINGLE CODE. ASK IF Q3.2=1

Q3.4 Was the new style sticker (with dragon) clearly visible?

1. Yes
2. No (please state why)

Rating displayed on sticker and/or certificate

SINGLE CODE. ASK IF (Q2.4=2 AND Q2.4≠1) OR (Q2.7=2 AND Q2.7≠1) OR (Q3.2=2 AND Q3.2≠1)

Q4.1 What rating was on the old style sticker?

1. Awaiting Inspection
2. 0 – (Urgent Improvement Necessary)
3. 1 – (Major Improvement Necessary)
4. 2 – (Improvement Necessary)
5. 3 – (Generally Satisfactory)
6. 4 – (Good)
7. 5 – (Very Good)

SINGLE CODE. ASK IF (Q2.4=3 AND Q2.4≠1) OR (Q2.7=3 AND Q2.7≠1) OR (Q3.2=3 AND Q3.2≠1)

Q4.1a What rating was on the certificate?

1. Awaiting Inspection
2. 0 – (Urgent Improvement Necessary)
3. 1 – (Major Improvement Necessary)
4. 2 – (Improvement Necessary)
5. 3 – (Generally Satisfactory)
6. 4 – (Good)
7. 5 – (Very Good)

MULTI CODE. ASK IF Q2.4=1 OR Q2.7=1 OR Q3.2=1

Q4.1b What rating was on the new style sticker?

1. Rating Awaited
2. 0 – (Urgent Improvement Necessary)
3. 1 – (Major Improvement Necessary)
4. 2 – (Improvement Necessary)
5. 3 – (Generally Satisfactory)
6. 4 – (Good)
7. 5 – (Very Good)

SINGLE CODE. ASK IF MORE THAN ONE CODE SELECTED AT Q4.1

Q4.1c Which rating did you see first?

1. Awaiting Inspection
2. 0 – (Urgent Improvement Necessary)
3. 1 – (Major Improvement Necessary)
4. 2 – (Improvement Necessary)
5. 3 – (Generally Satisfactory)
6. 4 – (Good)
7. 5 – (Very Good)

Other observations

MULTI CODE. ASK IF Q2.4=4 OR Q2.7=4 OR Q3.2=4

Q5.2 What alternative format/s was the rating displayed in?

SINGLE CODE. ASK IF TAKEAWAY/SANDWICH SHOP OR RESTAURANT/CAFE/CANTEEN (FROM SAMPLE)

Q5.3 Was a takeaway leaflet available at the premises?

1. Yes
2. No

MULTI CODE. ASK IF Q5.3=1

Q5.3a Was any information about the rating included on the takeaway leaflet?

1. Yes, the bilingual statement
2. Yes, an image of the rating
3. Yes, in another form (e.g. text saying what the rating is)
4. No

SINGLE CODE. ASK ALL

Q5.4 Is there anything else you feel may be relevant to this assessment?

1. Yes (please explain)
2. No

Appendix: Telephone survey materials

9.1 Telephone business questionnaire – England, Northern Ireland and Wales

FHR Display Survey Questionnaire

Screenener

ASK ALL

S1 Good morning / afternoon my name is [NAME] calling from BMG Research, on behalf of the Food Standards Agency.

Can I please check, is this [INSERT ORGANISATION NAME FROM SAMPLE]? [If not the same organisation name close survey]

ADD IF NECESSARY: We want to speak to someone based at this site with responsibility for food safety, not at Head Office. We are only interested in activities at this site

INTERVIEWER PROMPT: If no such role exists at that site then please ask for the owner, managing director or general manager/head chef/chef at the site

IF NECESSARY – We are conducting a survey about the regulation of businesses that handle and sell food and these results will help future decision making in this area. We are interested in outlets that either cook food, or sell it.

ADD IF NECESSARY: BMG abides by the Market Research Society's Code of Conduct and the Data Protection Act so responses are confidential and the findings from the survey will only be used for research purposes. Answers will be fed back in a way that will not permit this organisation to be identified

INTERVIEWER: If person tries to direct you to a person at another site, please request to talk to the person at the CURRENT site that has the greatest responsibility for food hygiene issues.

INTRODUCTION (once speaking to the correct respondent):

We are carrying out an important research project on behalf of the Food Standards Agency about the regulation of businesses that handle food. The survey results will help future decision making in this area. All the information we collect will be kept in the strictest confidence by BMG Research and used for research purposes only.

S2 Are you happy to continue?

REASSURANCES AS NEEDED:

- The survey will take 5-10 minutes depending on your answers
- Your premises have been randomly chosen from a list of food handling businesses.
- BMG Research follows the Market Research Society Code of Conduct.
- It will not be possible to identify any particular person or organisation in the results.
- We guarantee that once BMG Research has received your survey responses, we will not show any individual answers, to the Food Standards Agency or any other organisation; unless you have given your permission.
- If you would like to confirm that BMG Research is a bona fide research company, you may call the Market Research society, free of charge, on 0800 975 9596.
- The project manager at BMG Research is Vicky Clarke (0121 333 6006 if you have any concerns.
- IF ADDITIONAL REASSURANCE IS STILL REQUIRED:
- INTERVIEWER: Offer to e-mail the letter of endorsement.

CALL OUTCOMES:

1. Continue – go to S3
2. No – call back (make appointment)
3. Premises does not do food – go to S2a
4. Respondent is about to REFUSE (and from audited sample) – go to S7
5. This number used for orders, cannot proceed at this time – interviewer to ask for alternative number// if no number given call at a different time of day
6. Refusal company policy
7. Company closed
8. No one at site to answer questions
9. Interview needs to be conducted in another language – enter language

S2a INTERVIEWER: Ask the first question in the list below. Continue to ask the next question in the list if the respondent answers 'no'. If the respondent says 'yes', stop going through the list, and click to continue the survey

- Do you sell food directly to customers? INTERVIEWER NOTE: (Premises that sell food products such as bread, milk etc may be included in this study. It is not just establishments that prepare food for customers).
 - Is any food being prepared on the premises for customers?
 - Do you have a staff canteen?
1. No to all – screen out – go to thank and close
 2. Yes to any of the above – continue – go to S3

IF HAPPY TO CONTINUE (CODE 1 AT S2)

S3 Please can I take your job title?

SINGLE CODE

10. Head chef/ cook – Go to SECTION A
11. Manager/manageress (including catering manager(ess) – Go to SECTION A
12. Owner/ proprietor/ Managing Director – Go to SECTION A
13. Other person with overall responsibility for food handling and hygiene issues at that site – Go to SECTION A
14. Other – Go to SECTION A

IF ABOUT TO REFUSE AND FROM AUDITED SAMPLE

INTERVIEWER NOTE: THIS QUESTION SHOULD ONLY BE ASKED IF RESPONDENT IS ABOUT TO REFUSE AND WILL NOT ALLOW US TO MAKE APPT OR CALL BACK FOR FULL INTERVIEW. WE WISH TO AVOID AS MANY REFUSALS AS POSSIBLE. ROUTING IS ONLY FOR AUDITED SAMPLE NOT FOR NON AUDITED SAMPLE.

S7 This is a very important survey to us so it would be helpful if I could just ask you some of the most important questions instead. This will only take a minute.

SINGLE CODE

1. Yes – Continue to SR1
2. No – Thank and close

Short route survey

IF SHORT ROUTE (CODE 1 AT S7)

SR1 Have you received a GREEN AND BLACK Food Hygiene Rating [IF ENG: sticker or certificate; IF WALES/NI: sticker] showing your rating for food hygiene standards?

IF NECESSARY: The Food Hygiene Rating Scheme or FHRS involves a food safety officer from the Local Authority visiting your premises to check on standards of food hygiene and issuing your business with a sticker that shows a rating from zero to five, or 'awaiting inspection'. You may have also been given a certificate showing your rating. The sticker [IF ENG: or certificate] shows green circles and one, larger black circle with the rating for your premises. [IF WALES ADD: It has a Welsh Government dragon logo located at the top of it towards the centre.]

SINGLE CODE

1. Yes – CONTINUE TO SR2
2. No but we expect to receive the rating soon – [GO TO SECTION D]
3. No – [GO TO SECTION D]
4. Not sure – [GO TO SECTION D]

IF SHORT ROUTE WITH FHRS RATING (CODE 1 AT SR1)

SR2 Thinking about your GREEN AND BLACK FOOD HYGIENE RATING , what rating have you been given, or what does the [IF ENG: sticker or certificate; IF WALES/NI: sticker] say?

SINGLE CODE

1. [IF ENG/NI:Awaiting inspection; IF WALES:Rating awaited]
2. Urgent Improvement Necessary - 0
3. Major Improvement Necessary - 1
4. Improvement Necessary - 2
5. Generally satisfactory - 3
6. Good - 4
7. Very Good - 5
8. Don't know

IF SHORT ROUTE WITH FHRS RATING AND WALES (CODE 1 AT SR1)

SR3a May I just check, if the sticker you have received is the new GREEN AND BLACK FOOD HYGIENE RATING sticker? The sticker we are interested in has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after an inspection since November 2013.

INTERVIEWER: ENSURE THEY ARE REFERRING TO THE NEW STYLE STICKER AND NOT THE OLD STYLE STICKERS OR CERTIFICATES. ENCOURAGE RESPONDENT TO CHECK THE STICKER IF THIS HELPS. SINGLE CODE

1. Yes –new style dragon style sticker received
2. Yes - but not new style sticker received (old one)
3. Yes - cannot recall whether new or old style sticker received
4. No sticker received

IF SHORT ROUTE WITH FHRS RATING (CODE 1 AT SR1)

SR4 Is your FOOD HYGIENE RATING [IF ENG: sticker or certificate; IF WALES/NI: sticker] on display in your premises?

PROBE TO PRECODES

ALLOW YES TO BE MULTICODED

1. (MULTI) Yes – somewhere where it is CLEARLY visible to customers
2. (MULTI) Yes – somewhere where it is NOT CLEARLY visible to customers (e.g. a kitchen or office)
3. (SINGLE CODE ONLY) No - [GO TO SECTION D]
4. (SINGLE CODE ONLY) Not sure - [GO TO SECTION D]

IF SHORT ROUTE AND DISPLAYING RATING(CODE 1 OR 2 AT SR4)

SR5 So can I just check, can customers clearly see the [IF ENG: sticker or certificate; IF WALES/NI: sticker] from the OUTSIDE of your premises, in other words, without having to enter your premises?

SINGLE CODE

1. Yes – [IF ENG: GO TO SECTION D; IF WALES/NI GO TO SR5ii]
2. No – [IF ENG/NI: GO TO SECTION D; IF WALES GO TO SR6]

IF SHORT ROUTE AND DISPLAYING RATING CLEARLY (CODE 1 AT SR5 AND WALES/NI)

SR5ii Do you have the sticker displayed at one or more of the customer entrances to your premises?

IF YES, is that some or all of the customer entrances, or do you only have one entrance?

PROBE TO PRECODES: SINGLE CODE

1. Yes (One entrance): sticker displayed at **only** entrance
2. Yes: sticker displayed at **one of several** entrances
3. Yes: stickers displayed at **some (but not all)** of the entrances
4. Yes: stickers displayed at **all** of the entrances
5. No: establishment does not have its own entrance
6. NO, sticker not displayed at any entrance
7. Don't know

IF SHORT ROUTE, DISPLAYING RATING CLEARLY AND WALES(CODE 1 OR 2 AT SR4 AND WALES)

SR6 And are you displaying the new style or the old style sticker at your premises? The new style sticker has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after an inspection since November 2013.

SINGLE CODE

1. New style sticker
2. Old style sticker
3. Both new and old style stickers
4. Don't know

IF SHORT ROUTE WITH FHRS RATING AND WALES (CODE 1 AT SR1) AND
TAKEAWAY/SANDWICH SHOP (FROM SAMPLE)

SR7 Do you include any information about your rating on your takeaway leaflets, flyers or menus?

MULTICODE. DO NOT READ OUT

INTERVIEWER: THE BILINGUAL STATEMENT DIRECTS CUSTOMERS TO THE FSA WEBSITE
TO SEARCH FOR RATINGS OR TO ASK WHAT THE RATING IS WHEN THEY ORDER

1. Yes – a bilingual statement
2. Yes – an image of our rating
3. Yes – in another form (e.g. text saying what the rating is)
4. No – we have leaflets/flyers/menus for takeaway food but don't mention the rating
5. We don't have leaflets for takeaway food
6. Don't know

ALL GO TO SECTION D

Section A: Business type

I'm going to start by asking you a few questions about your business.

ASK ALL

A4 Approximately how many people does this business employ at this site?

IF NECESSARY: Please include part-time and full-time staff.

It doesn't matter if you don't know exactly, an estimate is fine.

DO NOT READ OUT.

INTERVIEWER TYPE IN: _____ [validation – whole numbers only, minimum 0, maximum 99,999, allow DK option]

DK

ASK ALL

A5 Is your business part of a chain?

SINGLE CODE

1. Yes
2. No
3. DK

Section B: FHRS

I would now like to ask a few questions about inspections at your premises.

ASK ALL

B1 First of all, may I just check, have you heard of the Food Hygiene Rating Scheme or the FHRS?

SINGLE CODE

1. Yes
2. No
3. Not sure

ASK ALL

B2 (England/NI) Has your business premises been inspected by a food safety officer from the local authority?

B2 (Wales) Has your business premises been inspected by a food safety officer from the local authority since November 2013?

INTERVIEWER: By business premises we mean those which are on the sample, not any other business premises that the respondent may be responsible for

SINGLE CODE

1. Yes
2. No
3. Not sure

ASK ALL

B3 Has this business premises been given any [IF ENG: stickers, certificates or ratings; IF WALES/NI: stickers or ratings] for food hygiene? [IF WALES. This would have been received at any time since November 2013]

IF NECESSARY: This might be a [IF ENG: sticker or certificate; IF WALES/NI: sticker] which represents the standard of food hygiene practices at your premises, usually given after an inspection of your premises. It does not mean a certificate or qualification in food hygiene training awarded to an individual within the business.

INTERVIEWER: By business premises we mean the outlet stated on the sample, not any other business premises that they may be responsible for

SINGLE CODE

1. Yes – [CONTINUE TO B4]
2. No but we expect to receive the rating soon – [GO TO B6B]
3. No – [GO TO B6]
4. Not sure – [GO TO B6]

ASK IF BEEN GIVEN A STICKER/CERTIFICATE (CODE 1 AT B3)

B4 Can you describe what the food hygiene rating(s) stickers or certificates that you have been given look like?

DO NOT READ OUT - CODE ALL THAT APPLY – Probe with: what colour is it?

1. Food hygiene RATING Scheme (FHRS) / green and black sticker or certificate with a rating from zero to five or 'awaiting inspection' or 'rating awaited.' (WALES ONLY): Government dragon logo located at the top of the sticker towards the centre. GO TO B9
2. Scores on the doors (any reference to)
3. Black and white (any reference to)
4. Stars (any reference to)
5. Other (specify)
6. Don't know

*IF CODED 2-5 OR DK AT B4 BUT **NOT** CODE 1, GO TO B6*

IF NOT BEEN GIVEN RATING/ NOT SURE (CODE 3 OR 4 AT B3) OR IF DON'T DESCRIBE FHRS STICKER/CERTIFICATE [CODE 2-5 OR DK AT B4 BUT **NOT** CODE 1]

B6 The Food Hygiene Rating Scheme or FHRS involves a food safety officer from the Local Authority visiting your premises to check on standards of food hygiene and issuing your business with a green and black hygiene rating sticker [IF ENG:or certificate] that shows a rating from zero to five, or [IF ENG/NI:'awaiting inspection'; IF WALES:'rating awaited']. Do you remember your business premises being assessed for food hygiene using this scheme?

IF NECESSARY: The sticker or certificate shows five green circles and one, larger black circle with the rating for your premises.

WALES IF NECESSARY: The inspection will have taken place since November 2013. The sticker also has the Government dragon logo located at the top of the sticker towards the centre.

INTERVIEWER: We are only interested in ratings for the premises listed on the sample, not any other business premises that the respondent may be responsible for

INTERVIEWER: IF RESPONDENT WAS NOT WORKING FOR ORGANISATION AT THE TIME OF INSPECTION BUT KNOWS THAT IT TOOK PLACE CODE YES.

SINGLE CODE

1. Yes – [GO TO B7]
2. No – [GO TO B6B]
3. Not sure – [IF WALES GO TO ROUTING B24; IF ENG/NI GO TO SECTION D]

ASK ALL WITHOUT A RATING (CODES 2 OR 3 AT B3 OR CODE 2 AT B6)

B6b How long ago did the business begin trading?

SINGLE CODE

1. Less than 3 months
2. Between 3 months and less than 6 months
3. Between 6 months and less than a year
4. Between 1 year and less than 2 years
5. More than 2 years

6. Don't know

IF WALES GO TO ROUTING BEFORE B24; IF ENG/NI GO TO SECTION D

IF REMEMBER INSPECTION (CODE 1 AT B6)

B7 Have you received a GREEN AND BLACK Food Hygiene Rating [IF ENG: sticker or certificate; IF WALES/NI: sticker] showing your rating for food hygiene?

IF NECESSARY: the rating will be from zero to five

SINGLE CODE

1. Yes – [CONTINUE TO B9]
2. No but we expect to receive the rating soon – [GO TO SECTION D]
3. No – [GO TO SECTION D]
4. Not sure – [GO TO SECTION D]

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7)

B9 Thinking specifically about your Green and Black FOOD HYGIENE RATING, what rating have you been given?

IF NECESSARY: what does the [IF ENG: sticker or certificate; IF WALES/NI: sticker] say?

INTERVIEWER: if the respondent mentions a number of STARS, please query: 'You just mentioned stars, are you definitely referring to the new Food Hygiene Rating Scheme, which has a green and black logo, with your rating in a CIRCLE? [INTERVIEWER, if they are NOT referring to the green and black Food Hygiene Rating Scheme, please recode B6 (or B4 if B6 was not answered).

SINGLE CODE

1. [IF ENG/NI: Awaiting inspection; IF WALES: Rating awaited]
2. 0 - Urgent Improvement Necessary
3. 1 - Major Improvement Necessary
4. 2 - Improvement Necessary
5. 3 - Generally Satisfactory
6. 4 - Good
7. 5 - Very Good
8. (Don't know)

IF KNOW RATING (CODES 2-7 AT B9)

B9b Are you satisfied with the rating you received?

SINGLE CODE

1. Yes
2. No
3. Don't Know

IF NOT SATISFIED WITH RATING (CODE 2 AT B9b)

B9c Why are you not satisfied with the rating you received?

PROBE FOR UP TO TWO ANSWERS. PROBE TO PRE-CODES.

1. Received a low rating
2. Rating was lower than expected / expected a higher rating
3. Rating was lower/worse than last time
4. I am doing things the same as before but I received a lower rating
5. The score/rating may stop some customers using us / gives them a bad impression/Competitors have higher rating
6. Inspector was not fair/Rating is unfair / I do not agree with it
7. Inspection time was inconvenient (e.g. busy time of day)
8. Rating due to poor confidence in management score / paperwork / record keeping
9. Made improvements as required but still got a low rating
10. Other reason (specify)
11. (Don't know)

IF KNOW RATING (CODES 2-7 AT B9)

B9d What is the lowest Food Hygiene rating you would be satisfied with?

SINGLE CODE

1. 0 - Urgent Improvement Necessary
2. 1 - Major Improvement Necessary
3. 2 - Improvement Necessary
4. 3 - Generally Satisfactory
5. 4 - Good
6. 5 - Very Good
7. (Don't know)

IF HAVE RATING OF 0-4 (CODES 2-6 AT B9)

B9e Have you made any changes to the way you do things at your premises in order to improve your Food Hygiene rating at the next inspection?

SINGLE CODE

1. Yes
2. No
3. Don't know

IF MADE CHANGES (CODE 1 AT B9E)

B9f And what changes have you made at your premises in order to achieve a higher Food Hygiene rating at your next inspection? What other changes?

DO NOT READ OUT. PROBE FULLY

CODE ALL THAT APPLY

1. Washing hands and cleaning surfaces differently / more thoroughly
2. Cleaning equipment more regularly
3. Using disinfectant/sanitizer

4. Chilling food quickly
5. Monitoring Fridge temperatures
6. Using different equipment (chopping boards, utensils etc) for different foods to avoid cross-contamination
7. Separate storing of raw meat or fish from other products in the fridge to avoid cross contamination
8. Washing hands after handling raw food
9. Keeping pests out
10. Covering food
11. Ill staff staying home
12. Making sure food is cooked
13. Keeping food hot
14. Taking care when reheating food
15. Recording what is done every day in a diary
16. Labelling food with the date it was opened
17. Employing additional staff
18. Assigning responsibility for ensuring compliance to a specific individual
19. Purchasing additional equipment / undertaking repairs / improvement works
20. Other (specify)
21. Don't know / Can't remember

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7)

B9g Have any customers commented on or asked about the Food Hygiene rating that has been awarded to your premises? This could be to you or other members of staff.

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7)

B9h And have any customers commented on the Food Hygiene Rating Scheme in general to you or other members of staff?

SINGLE CODE

1. Yes
2. No
3. Don't know

IF KNOW RATING (CODES 2-7 AT B9)

B9i Have you used the rating you have been given in any advertising, publicity or marketing you have done about your premises?

SINGLE CODE

1. Yes
2. No
3. Don't know

IF NOT USING RATING IN MARKETING (CODE 2 AT B9i)

B9j And would you consider using the rating you have been given in any advertising, publicity or marketing you do about your premises in the future?

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS AND ENG (CODE 1 AT B4 OR CODE 1 AT B7)

B10d And thinking about the rating you received, may I just check, have you received a GREEN AND BLACK FOOD HYGIENE RATING sticker?

INTERVIEWER: ENSURE THEY ARE REFERRING TO THE STICKER AND NOT THE CERTIFICATE. SINGLE CODE

1. Yes
2. No
3. Don't know/ not sure

IF HAVE FHRS AND WALES (CODE 1 AT B4 OR CODE 1 AT B7)

B10di And thinking about the sticker you received, can I just check, if this is the new GREEN AND BLACK FOOD HYGIENE RATING sticker? The new sticker has the Welsh Government dragon logo located at the top of it towards the centre and would have been issued after the inspection.

ADD IF NECESSARY: You would have received this sticker anytime from November 2013. Do you remember receiving this sticker?

INTERVIEWER: ENSURE THEY ARE REFERRING TO THE NEW STYLE STICKER AND NOT THE OLD STYLE STICKERS OR CERTIFICATES. ENCOURAGE RESPONDENT TO CHECK THE STICKER IF THIS HELPS. SINGLE CODE

1. Yes – new style dragon style sticker received
2. Yes - but not new style sticker received (old one)
3. Yes - cannot recall whether new or old style sticker received
4. No sticker received

IF HAVE STICKER (ENG CODE 1 AT B10D. WALES/NI CODE 1 AT B4 OR CODE 1 AT B7).

PROBE TO PRECODES. MULTICODE FOR CODES 1 AND 2 ONLY

B10e Is your FOOD HYGIENE RATING sticker on display in your premises?

1. Yes – somewhere where it is CLEARLY visible to customers
2. Yes – somewhere where it is NOT CLEARLY visible to customers (e.g. a kitchen or office)
3. (SINGLE CODE ONLY) No – [IF ENG GO TO B10; IF WALES/NI GO TO SECTION D]
4. (SINGLE CODE ONLY) Not sure – [IF ENG GO TO B10; IF WALES/NI GO TO B21b]

IF STICKER ON DISPLAY (CODE 1 OR 2 AT B10e)

B10g Can I just check, can customers clearly see the sticker from the OUTSIDE of your premises, in other words, without having to enter your premises?

SINGLE CODE

1. Yes
2. No

STICKER ON DISPLAY FROM OUTSIDE AND WALES/NI (CODE 1 AT B10g)

B10h Do you have the sticker displayed at one or more of the customer entrances to your premises?

IF YES, is that some or all of the customer entrances or do you only have one entrance.

PROBE TO PRECODES: SINGLE CODE

1. Yes (One entrance): sticker displayed at **only** entrance
2. Yes: sticker displayed at **one of several** entrances
3. Yes: stickers displayed at **some (but not all)** of the entrances
4. Yes: stickers displayed at **all** of the entrances
5. No: establishment does not have its own entrance
6. No, sticker not displayed at any entrance
7. Don't know

IF STICKER VISIBLE AND WALES (CODE 1 OR 2 AT B10E)

B10i And are you displaying the new style or the old style sticker at your premises? The new style sticker has the Welsh Government dragon logo located at the top of the sticker towards the centre.

ADD IF NECESSARY You would have received this sticker after the inspection anytime from November 2013

SINGLE CODE

1. New style sticker
2. Old style sticker
3. Both new and old style stickers
4. Don't know

WALES SAMPLE GO TO ROUTING AT B18

IF HAVE FHRS AND ENG (CODE 1 AT B4 OR CODE 1 AT B7)

B10 And have you received a GREEN AND BLACK FOOD HYGIENE RATING certificate?

INTERVIEWER: ENSURE THEY ARE REFERRING TO THE CERTIFICATE AND NOT THE STICKER. SINGLE CODE

1. Yes
2. No – GO TO ROUTING BEFORE B18
3. Don't know/ not sure – GO TO ROUTING BEFORE B18

IF HAVE RATING CERTIFICATE (CODE 1 AT B10)

B10a Is your FOOD HYGIENE RATING certificate on display in your premises?

PROBE TO PRECODES. MULTICODE FOR CODES 1 AND 2 ONLY

1. Yes – somewhere where it is CLEARLY visible to customers
2. Yes – somewhere where it is NOT CLEARLY visible to customers (e.g. a kitchen or office)
3. (SINGLE CODE ONLY) No – GO TO ROUTING BEFORE B18
4. (SINGLE CODE ONLY) Not sure – GO TO ROUTING BEFORE B18

IF CERTIFICATE ON DISPLAY (CODE 1 OR 2 AT B10a)

B10c Can I just check, can customers clearly see the certificate from the OUTSIDE of your premises, in other words, without having to enter your premises?

SINGLE CODE

1. Yes
2. No

IF HAVE FHRS AND WALES AND TAKEAWAY/SANDWICH SHOP (CODE 1 AT B4 OR CODE 1 AT B7)

B10f Do you include any information about your rating on your takeaway leaflets, flyers or menus?

MULTICODE. DO NOT READ OUT

INTERVIEWER: THE BILINGUAL STATEMENT DIRECTS CUSTOMERS TO THE FSA WEBSITE TO SEARCH FOR RATINGS OR TO ASK WHAT THE RATING IS WHEN THEY ORDER

1. Yes – a bilingual statement
2. Yes – an image of our rating
3. Yes – in another form (e.g. text saying what the rating is)
4. No – we have leaflets/flyers/menus for takeaway food but don't mention the rating
5. No – we don't have leaflets for takeaway food
6. Don't know

IF RATING ON DISPLAY (CODE 1 OR 2 AT B10a OR B10e). OTHERS GO TO ROUTING BEFORE B20

B18 Why do you display the FOOD HYGIENE RATING in your premises? What other reasons?
CODE ALL THAT APPLY. PROBE FOR UP TO TWO ANSWERS. PROBE TO PRECODES.

1. We are proud of our food hygiene rating
2. So that customers can see it/ can see that we are hygienic
3. To attract more customers
4. The local authority inspector asked me to display it
5. To show we have been inspected
6. To show that we are improving/ trying to improve
7. It motivates our staff to be hygienic
8. By law it is compulsory/ mandatory
9. It is becoming compulsory/ mandatory
10. Head office/ our company asked us to
11. Other businesses in this area have displayed theirs
12. The rating we have is better than our competitors
13. Other reason (specify)

IF RATING ON DISPLAY (CODE 1 OR 2 AT B10a or B10e)

B19 What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else? DO NOT READ OUT. CODE ALL THAT APPLY (UNLESS CODE 1). PROBE TO PRECODES.

1. (CATI single code only) No impact

POSITIVE:

2. We take food hygiene standards more seriously
3. More customers
4. Better reputation amongst customers
5. Greater customer confidence
6. Fewer customer complaints
7. Higher staff morale/ increased pride in place of work
8. Greater awareness of food hygiene requirements amongst staff
9. Greater staff motivation

NEGATIVE

10. Fewer customers
11. Worse reputation amongst customers

12. Lower customer confidence
13. More customer complaints
14. Lower staff morale/ decreased pride in place of work
15. Lower staff motivation
16. Additional costs in achieving / maintaining compliance
17. Another reason (specify)

IF NOT ON PUBLIC DISPLAY

IF [(CODE 2-3 AT B10a) AND NOT (CODE 1 AT B10e)] OR [IF (CODE 2-3 AT B10e) AND NOT (CODE 1 AT B10a)]

B20 Why is your FOOD HYGIENE RATING not publicly on display?

IF NECESSARY: i.e. on display somewhere visible to CUSTOMERS?

DO NOT READ OUT. CODE ALL THAT APPLY. PROBE TO PRECODES

1. I do not have to display it / it's not compulsory
2. Didn't know we should display it / didn't know it was compulsory
3. Poor/ low food hygiene rating
4. The low food hygiene rating may stop some customers using us
5. Business policy not to display ratings
6. Doesn't suit the surroundings
7. It is more important for staff to see it than the public
8. I do not agree with the rating / the rating is unfair
9. I do not like the rating system
10. I do not understand the scheme
11. It's not relevant to our business
12. Similar businesses in this area do not display their stickers/certificates
13. We have lost the sticker/certificate
14. Another reason (specify)

IF NOT ON PUBLIC DISPLAY

IF [(CODE 2-3 AT B10a) AND NOT (CODE 1 AT B10e)] OR [IF (CODE 2-3 AT B10e) AND NOT (CODE 1 AT B10a)]

B21 What would encourage you to publicly display your FOOD HYGIENE RATING?

IF NECESSARY: i.e. on display somewhere visible to CUSTOMERS?

DO NOT READ OUT. CODE ALL THAT APPLY. PROBE FOR UP TO TWO ANSWERS

1. If it was issued in a different format (e.g. different design, in a frame)
2. If it was the law
3. Fines for not displaying
4. If we had a better food hygiene rating
5. A fairer food hygiene rating scheme
6. If other businesses in the area were displaying theirs
7. If customers asked to see it
8. If I understood the scheme
9. If we could have our lost certificate/ sticker re-issued
10. Another reason (specify)
11. **(single code only) OR:** Nothing would encourage me

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7)

B21b And thinking more generally now about the Food Hygiene rating, what is the lowest Food Hygiene rating that you would consider 'good enough' to display at your premises?

IF NECESSARY: the rating will be from zero to five

SINGLE CODE

1. 0 – Urgent Improvement Necessary
2. 1 - Major Improvement Necessary
3. 2 - Improvement Necessary
4. 3 - Generally Satisfactory
5. 4 - Good
6. 5 - Very Good
7. (Don't know)

SECTION C

We are now approaching the end of the survey. This last section of questions is about any contact you may have had with your Local Authority Food Hygiene department.

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7).

C1 Did your business receive an inspection report letter from the local authority which told you your FHRS rating and contained your sticker to put on display? The letter would have been sent out after your inspection?

SINGLE CODE

1. Yes
2. No
3. Don't know

IF RECEIVED LETTER (CODE 1 AT C1)

C2 If you received a rating of less than 5 were you told in this letter about what improvements you would need to make to achieve the highest FHRS rating of 5 at your premises?

ADD IF NECESSARY: This is the inspection report letter.

SINGLE CODE.

1. Yes
2. No
3. We were given a rating of 5
4. Don't know/ Can't remember

IF RECEIVED LETTER AND ORIGINAL RATING OF LESS THAN 5 (CODE 1 AT C1 AND CODES 1, 2 OR 4 AT C2).

C3 Did the letter inform you of your right to appeal the rating you had been given?

SINGLE CODE

ADD IF NECESSARY: This is the inspection report letter.

1. Yes
2. No
3. Don't know/ Can't remember

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7).

C4 Have you appealed the rating you have been given at this premises with your local authority? This must be made within 21 days of receiving notification of your rating.

ADD IF NECESSARY: WE ARE REFERRING TO THE LAST FHRS RATING THAT YOU WERE AWARDED.

THE LOCAL AUTHORITY MUST DECIDE THE APPEAL AND NOTIFY YOU OF THE OUTCOME WITHIN [IF ENG/NI: 7 DAYS OF YOUR APPEAL DATE; IF WALES: 21 DAYS OF YOUR APPEAL]

SINGLE CODE

1. Yes

2. No
3. Don't know

IF APPEALED (CODE 1 AT C4).

C5 And what was the result of this appeal?

PROBE TO PRE-CODES

SINGLE CODE

1. Awarded a higher rating
2. Rating stayed the same
3. Awarded a lower rating
4. Still waiting to hear back from the local authority
5. Other (please specify)
6. Don't know.

IF APPEALED (CODE 1 AT C4).

C6 And thinking about your appeal. How fairly do you think your appeal was dealt with by the local authority?

READ OUT. REVERSE ORDER. SINGLE CODE

1. Very fairly
2. Fairly
3. Neither fairly nor unfairly
4. Not very fairly
5. Not at all fairly
6. Don't know/ Can't remember

IF RECEIVED LETTER AND ORIGINAL RATING OF LESS THAN 5 (CODE 1 AT C1 AND CODES 1, 2 OR 4 AT C2).

C7 Did the letter inform you of your right to a re-rating inspection? This is your right to request a visit from the local authority before the date of your next food hygiene inspection so improvements can be checked and a new rating given if appropriate.

ADD IF NECESSARY: This is not the same as an appeal of your rating. A request for a re-rating can be made at any time whereas a request for an appeal must take place within 21 days of the receipt of your rating.

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7).

C8 Have you applied for a re-rating inspection from the local authority? (IF C1 NOT CODE 1)
This is your right to request a visit from the local authority so improvements can be checked and a new rating given if appropriate.

SINGLE CODE

1. Yes
2. No
3. Don't know

IF DIDN'T APPLY FOR A RE-RATING AND ARE NOT SATISFIED WITH RATING (CODE 2 AT C8 AND CODE 2 AT B9b)

C8a Why did you not apply for a re-rating?

DO NOT READ OUT. CODE ALL THAT APPLY

1. I wasn't aware it was an option
2. I didn't have enough information on how to apply
3. I don't understand how re-rating works
4. I do not like the rating system
5. I do not understand the scheme
6. The scheme is not relevant to our business
7. I did not think we would get a higher rating
8. I don't think the rating system is fair
9. The fees are too high
10. The re-rating is carried out by the same authority that issues the rating
11. Other (specify)

IF APPLIED FOR RE-RATING (CODE 1 AT C8).

C9 And what was the result of this request for a re-rating?

PROBE TO PRECODES. SINGLE CODE

1. Awarded a higher rating
2. Rating stayed the same
3. Awarded a lower rating
4. Still waiting for a new inspection/ to hear back from the local authority
5. Not yet been notified of their decision
6. Was not granted another visit from the inspector
7. Other (please specify)
8. Don't know/Can't remember

IF APPLIED FOR RE-RATING (CODE 1 AT C8).

C10 And thinking about your request for a re-rating. How fairly do you think your request has been dealt with by the local authority so far?

READ OUT. REVERSE ORDER. SINGLE CODE

1. Very fairly
2. Fairly
3. Neither fairly nor unfairly
4. Not very fairly
5. Not at all fairly
6. Don't know

IF RECEIVED LETTER AND ORIGINAL RATING OF LESS THAN 5 (CODE 1 AT C1 AND CODES 1, 2 OR 4 AT C2).

C11 Did the letter inform you of your right to reply? This allows you to send comments to the local authority explaining any actions you have taken to improve hygiene standards at your premises since your inspection or to say if there were unusual circumstances at the time of the inspection that might have affected your rating. These will be published along with your premises rating on the FSA's website.

SINGLE CODE

1. Yes
2. No
3. Don't know/Can't remember

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7)

C12 Have you exercised your right to reply by sending comments to the local authority about the rating you have been given? (IF C1 NOT CODE 1 ADD:) This allows you to send comments to the local authority explaining any actions you have taken to improve hygiene standards at your premises since your inspection or to say if there were unusual circumstances at the time of the inspection that might have affected your rating. These will be published along with your premises rating on the FSA's website.

SINGLE CODE

1. Yes
2. No
3. Don't know/ Can't remember

IF HAVEN'T EXERCISED RIGHT TO REPLY AND ARE NOT SATISFIED WITH SCORE (CODE 2 AT C12 AND CODE 2 AT B9b)

C12a Why did you not exercise your right to reply?

DO NOT READ OUT. CODE ALL THAT APPLY

1. I wasn't aware it was an option
2. I didn't have enough information on how to reply
3. I don't understand how right to reply works
4. I do not like the rating system
5. I do not understand the scheme
6. The scheme is not relevant to our business
7. I do not think my reply would be published
8. I don't think the rating system is fair

9. I didn't want to spend the time doing it
10. I was worried it would impact on my future ratings
11. Other (specify)

IF SENT COMMENT (CODE 1 AT C12)

C13 And thinking about your right to reply, were your comments published on the FSA website?

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS AND ENG (CODE 1 AT B4 OR CODE 1 AT B7)

C14 And how would you feel if a scheme was introduced where you were required by law to display your FHRS rating at all of the entrances to your premises? Would you say it would be a...

SINGLE CODE

1. Very good thing
2. Fairly good thing
3. Neither a good nor a bad thing
4. A fairly bad thing
5. A very bad thing
6. Don't know

IF HAVE FHRS AND WALES/NI (CODE 1 AT B4 OR CODE 1 AT B7).

C15 And were you aware before this interview that it is a legal requirement in [IF WALES: Wales; IF NI: Northern Ireland] to have your FHRS rating publically on display?

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS AND NI (CODE 1 AT B4 OR CODE 1 AT B7)

C16 Do you recall receiving a letter informing you of the statutory requirement to display your rating?

IF NECESSARY: This letter will have probably been received last year

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT B7).

IF AWARE BEFORE TODAY THAT IT WAS A LEGAL REQUIREMENT TO DISPLAY THEIR STICKER (CODE 1 AT C15)

C17 And how has the legal requirement to display your food hygiene rating to the general public affected your relationship with the local authority food safety officer? Would you say it....READ OUT. REVERSE

SINGLE CODE

1. It has got better
2. It has stayed about the same
3. It has got worse.
4. n/a –don't really have a relationship with them.
5. Don't know / Can't remember

IF HAVE FHRS AND WALES/NI (CODE 1 AT B4 OR CODE 1 AT B7). .

C18 And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?

PROBE FULLY

INTERVIEWER IF RESPONDENT SAYS IT IS A GOOD OR BAD THING PROBE:

And why do you say it is a good/bad thing?

1. Don't know / Can't remember

IF HAVE FHRS AND WALES AND TAKEAWAY/SANDWICH SHOP (CODE 1 AT B4 OR CODE 1 AT B7)

C19 And were you aware before this interview that it is a legal requirement to publish a bilingual statement regarding the FHRS rating on any takeaway leaflets, flyers or menus that show food for sale, the price and a way of ordering the food without visiting the business?

INTERVIEWER: The statement should be displayed in English and Welsh and there are conditions about how large the text must be and where it is placed. The takeaway can choose to display their rating as well, but this is not a legal requirement.

SINGLE CODE

1. Yes
2. No
3. Don't know

IF HAVE FHRS AND NI OR WALES (CODE 1 AT B4 OR CODE 1 AT B7)

C20 How would you feel if an amendment was added to the statutory scheme to require you by law to include your rating on any online platforms that are used to offer an online ordering facility?

INTERVIEWER: IF NECESSARY: Such as Just Eat/Deliveroo or bespoke online ordering platforms.

PROBE FULLY

Section D

READ OUT: That brings us to the end of the interview – thank you for taking part

This research was commissioned by the Food Standards Agency and your answers will help them assess attitudes towards and understand of the FHRs scheme.

IF NECESSARY: I can email you a letter from the FSA about the research and their reasons for carrying it out.

1. Yes
2. No

ASK ALL

D1 Would you be willing for BMG Research to re-contact you to ask further questions about the survey or invite you to take part in future research for the Food Standards Agency on the same subject in the next 6 months?

SINGLE CODE

1. Yes
2. No

IF YES AT D1 RECORD DETAILS OF RESPONDENT

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

