

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 with food outlets to explore business attitudes towards the scheme, including the reasons for display and non-display, and to monitor awareness of the safeguards associated with the scheme. This report provides the findings from the 2018 wave of research, making comparisons to previous years where possible.

The findings have been weighted at a country level to ensure they are representative of all food outlets with an FHRS rating that are publicly accessible within that country. It should be noted that some caution is recommended when comparing results between countries, due to each nation having a different profile of food businesses.

Observed rates of display, where the rating is visible from outside of the establishments' premises are as follows:

- 52% of establishments in England (in the form of a sticker or certificate)
- 84% of establishments in Northern Ireland
- 87% of establishments in Wales

It should be noted that a small number of outlets audited (28 in England, 22 in Northern Ireland and 5 in Wales) are located within other establishments (such as a coffee shop within a department store) and so do not have external walls or doors on which to display their rating. Display figures are calculated from all audited establishments, but any establishments without their own entrance that are displaying their rating are not included in the proportion displaying outside.

There have been no statistically significant changes in the proportion of outlets that are displaying their rating so that it is visible from outside the premises when compared to 2017 for all three countries.

However, in England, the actual proportion has increased slightly (52%, up from 49% in 2017), continuing an upwards trend that has been seen since 2011/12. Similarly, there are small increases in Northern Ireland and Wales (now 84% and 87% respectively). It should be noted

that although the increases are not statistically significant when compared to 2017, there is an upwards trend over time for all countries.

In 2018, it was also recorded whether any ratings displayed were broadly at eye level or not, providing more detail on how accessible ratings are for customers. In England, 50% of establishments are displaying a rating broadly at eye level. In Northern Ireland and Wales, the proportion is higher (77% in Northern Ireland and 75% in Wales).

1.1 Drivers of display

Customer assurance continues to be one of the main self-reported drivers of display. It is the most commonly mentioned in England, where the proportion mentioning it has increased by 13 percentage points compared to 2017. It is the second most mentioned reason in Northern Ireland (55%, up by 14 percentage points from 2017) and Wales (47%, up by 10 percentage points¹ from 2017).

In Northern Ireland and Wales, the most commonly mentioned reason is the compulsory nature of the scheme (59% in Northern Ireland, 71% in Wales). The proportion mentioning this has increased significantly in Wales compared to 2017 (an increase of 7 percentage points).

Just under a third (31%) of establishments in England say that they display their rating because they believe that it is compulsory, continuing an upward trend that has been seen over the past 4 years.

In England, the small proportion (9%) of establishments that stated they do not display their rating were asked their reason for not displaying. There is no clear driver of non-display, but the most commonly mentioned reasons are:

- Losing the sticker or certificate (26%)
- 'Because it is not compulsory' (17%)
- Believing that it is not relevant to their business (12%)
- Having a low rating (10%)

The most commonly mentioned reasons for non-display all suggest a general lack of willingness by some businesses to display their rating under the voluntary scheme in England.

1.2 Impact of the scheme

Around a third of establishments in each country say that display of their rating has had a positive impact on their business (32% in England, 32% in Northern Ireland and 31% in Wales). The proportions in England and Wales are in line with those seen in 2017, but in Northern Ireland there has been a significant decrease (down from 39% in 2017). However, the proportion of businesses that say that the scheme has had a negative impact remains small (1% in England, 1% in Northern Ireland and 3% in Wales). The majority of businesses say that display has had no impact on their business or they do not know what the impact is (66% in England, 66% in Northern Ireland and 67% in Wales). Businesses with lower ratings are more likely to say that the scheme has had no impact or they do not know the impact (81%

¹ Percentage points refer 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.

of businesses with a rating of 0-3 in England, 92% in Northern Ireland and 72% in Wales). Wales is the only country where businesses with a low rating (between 0 and 3) are more likely to say that the scheme has had a negative impact on their business (13%).

The majority of establishments that received a rating of 4 or below continue to say that they have taken action to improve their rating (81% in England, 79% in Northern Ireland and 82% in Wales). Businesses report taking a variety of actions to increase their rating, which cover all three elements of the rating system. The most commonly mentioned are: purchasing additional equipment or undertaking repairs, cleaning equipment more regularly, monitoring fridge temperatures and improving records and training.

1.3 Use of ratings in publicity materials

Around 1 in 5 outlets currently use their rating in some form of marketing or publicity materials (18% in England, 23% in Northern Ireland and 21% in Wales). These figures are consistent with those seen in previous years.

Businesses that are not currently using their rating in marketing were asked if they would consider doing so in the future. Although the proportion that would consider this has fallen slightly in England (24%) and Northern Ireland (34%) when compared to 2017, these decreases are not statistically significant. They do, however, continue a downwards trend that has been seen since 2015. In Wales, 31% of businesses that are not currently doing so would consider using their rating in marketing materials, a figure that is broadly in line with 2017 (27%).

The most common ways in which businesses are using their rating are on websites (38% in England, 24% in Northern Ireland and 42% in Wales) and on social media (33% in England, 55% in Northern Ireland and 56% in Wales). Other commonly mentioned methods are on business frontage, through free advertising and on table menus or posters.

1.4 Compulsory display

In general, food businesses continue to support the statutory nature of the scheme in Wales and Northern Ireland. Nearly all are aware of the legal requirement to display ratings (95% in Northern Ireland and 98% in Wales).

Most are positive about the scheme, with 92% in Wales and 90% in Northern Ireland expressing positive sentiments. The proportion who are positive has increased significantly in Wales (from 87% in 2017).

Businesses in Northern Ireland and Wales are also supportive of extending the scheme so that it includes display on online ordering platforms, with 74% and 77% respectively expressing positive sentiments.

In England, businesses continue to be supportive about introducing compulsory display (78% in favour). Attitudes are broadly in line with those seen in 2017.

1.5 Business Safeguards

Recollection of receiving an inspection letter is high in all countries (84% in England, 92% in Northern Ireland and 93% in Wales), and has increased significantly compared to 2017 in England and Northern Ireland (from 73% and 86% respectively).

There also continues to be high levels of recollection of the contents of the inspection letter for businesses that have a rating of 4 or below:

- In England
 - 90% recall the letter containing instructions on how to achieve a maximum rating (an increase of 11 percentage points from 2017)
 - 84% recall the letter detailing the fact that they can appeal the rating
 - 73% recall the letter informing them of their right to a re-rating inspection (a significant decrease of 10 percentage points from 2017, but now in line with other years measured)
 - 72% recall the letter explaining their right to reply
- In Northern Ireland
 - 91% recall the letter containing instructions on how to achieve a maximum rating
 - 88% recall the letter detailing the fact that they can appeal the rating
 - 87% recall the letter informing them of their right to a re-rating inspection
 - 72% recall the letter explaining their right to reply (a significant decrease of 11 percentage points compared to 2017, but now in line with other years measured)
- In Wales
 - 91% recall the letter containing instructions on how to achieve a maximum rating
 - 88% recall the letter detailing the fact that they can appeal the rating
 - 81% recall the letter informing them of their right to a re-rating inspection (a significant decrease of 7 percentage points compared to 2017, but now in line with other years measured)
 - 70% recall the letter explaining their right to reply

There continues to be low levels of take up of the safeguarding options. Businesses that are unhappy with the rating given and didn't take up safeguard options were asked why. Some businesses in Wales mentioned the fee involved with a re-rating as a factor in their decision (33%). However, only 10% mentioned this in England and no businesses mentioned it in Northern Ireland. Meanwhile, there is no clear reason for businesses not using the right to reply, but a reluctance to spend time doing it is cited across all three countries (England 23%, Northern Ireland 17% and Wales 15%).

1.6 Summary infographic

Food Hygiene Rating Scheme Display 2018



Display rates

Clearly visible from outside



England

52%

certificate or sticker*



Northern Ireland

84%

statutory sticker



Wales

87%

statutory sticker



*In England only 2% were found to be displaying a certificate

Business attitudes towards the FHRS

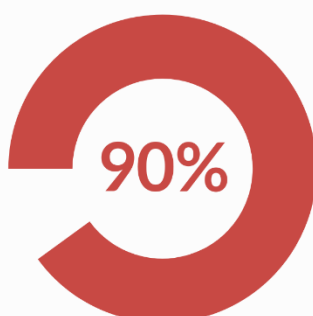
Attitudes towards mandatory display

In England



think introducing mandatory display would be good/very good

In Northern Ireland



are positive about mandatory display, as introduced in 2016

In Wales



are positive about mandatory display, as introduced in 2013

Top drivers of display - England



Customer assurance is the top reason for display (66%)



Pride in their score is the next most popular reason (35%)

Positive impact of display on business

England
32%

Rising to 38% of those who have a rating of 5

Northern Ireland
32%

Rising to 40% of those who have a rating of 5

Wales
31%

Rising to 38% of those who have a rating of 5

Data collected using a combination of mystery shopping audits & telephone business surveys. Mystery shopping audits sample size: 1,500 (3rd September - 22nd September 2018). Telephone business survey sample size: 1,517 (18th September - 24th October 2018).

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) and local authorities and, in addition in Wales, the Welsh Government.

The 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 retailers. In Wales, the scope of the FHRS also applies to business to business traders. Local authority officers are responsible for checking food hygiene standards at food premises to assess compliance with legal requirements through unannounced hygiene inspections. From this, food premises are awarded a rating based on the food hygiene standards observed, ranging from 0 (urgent improvement necessary) to 5 (very good). They then receive a sticker showing their food hygiene rating, for display. The ratings are also publicly available via the FSA website² and via apps. The date of the inspection on which the rating is based is made available, on the reverse of the sticker and on the website.

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 means multiple stickers may be required to enable display at each entrance. 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

² <http://ratings.food.gov.uk/>

before this date until a new rating is awarded. Certificates are not issued under the statutory schemes in Wales and Northern Ireland. Very few certificates were found in England during the audit. An example of a certificate is below:

England



2.2 The research

The Food Standards Agency has commissioned research into the display of FHRs ratings at premises 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, 2016 and 2017. In Wales, previous waves have been carried out in 2011, 2013, 2015, 2016 and 2017.

In 2018, 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, so they can be easily audited. As hospitals, schools and care homes are not open to the general public in the same way, 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.³

³ Further information about the methodology and sampling of the audits and telephone surveys can be found in appendices 6.4 – 6.6.

The majority of the questions asked in the survey are consistent with previous waves, allowing for differences over time to be explored.

For the 2018 research, fieldwork ran between September and October.

2.3 Research objectives

The main research objectives were to:

- Identify the proportion of establishments that are displaying the FHRS sticker and how 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 statutory scheme in Wales and Northern Ireland
- Explore attitudes towards compulsory display in England
- Determine the levels of awareness of the safeguards associated with the scheme
- Understand the use of FHRS in marketing and publicity

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. These covered a representative mix of establishments and recorded:

- If an FHRS rating was on display
- The level of FHRS rating on display
- The format of display, e.g. sticker, certificate or other
- The number of ratings on display
- Where the rating was displayed
- How clearly the rating was displayed⁴

The sample for the audits was drawn from the FHRS database. Further details on the sampling process (and weighting to ensure that it was representative of the differing country sizes) 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:

⁴ This was measured by asking auditors to report whether the rating was clearly visible (i.e. not obscured by furniture, posters or other ratings), and whether the rating was displayed at eye level.

- Awareness of the FHRS scheme and the statutory requirements (where relevant)
- Stated levels of display
- Drivers of display and non-display
- Impacts of display
- Any improvements that have been made to achieve higher ratings
- Use of the rating in advertising, marketing and publicity
- 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 in the first stage of the research. The total number of establishments surveyed in each country is as follows:

- England: 503 (234 had been audited through the mystery shopping exercise)
- Northern Ireland: 501 (249 had been audited through the mystery shopping exercise)
- Wales: 513 (250 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’, ‘premises’ 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 2018 and 2017 data are indicated with a vertical arrow. Green arrows indicate that the 2018 score is statistically significantly higher than the 2017 score, whereas red arrows indicate that the 2018 score is statistically significantly lower than the 2017 score.
- Trends over time have been identified by comparing the result in the first year the statistic was collected to the most recent year (2018).
- 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 rates of display 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 and 2018 figures for Northern Ireland refer to the display of the statutory sticker unless otherwise stated.

3.1 Rates of display

Figure 1 summarises the proportion of establishments in England, Northern Ireland and Wales that are displaying food hygiene ratings and the location where these ratings are displayed. The visibility of the ratings displayed has also been reported in this figure.

In England, the proportion of outlets that are displaying a rating (inside or outside) has increased (although not significantly) to 59%. There is a significant upward trend in the proportion of outlets in England that are displaying their rating (either inside or outside), with the proportion increasing from 43% on 2011/12.

In England there is also a statistically significant upward trend in the proportion that are displaying their rating so that it is visible from outside the premises (52% in 2018, compared to 32% in 2011/12). This upward trend is accompanied by a significant decrease across time in the proportion of outlets that are not displaying ratings at all.

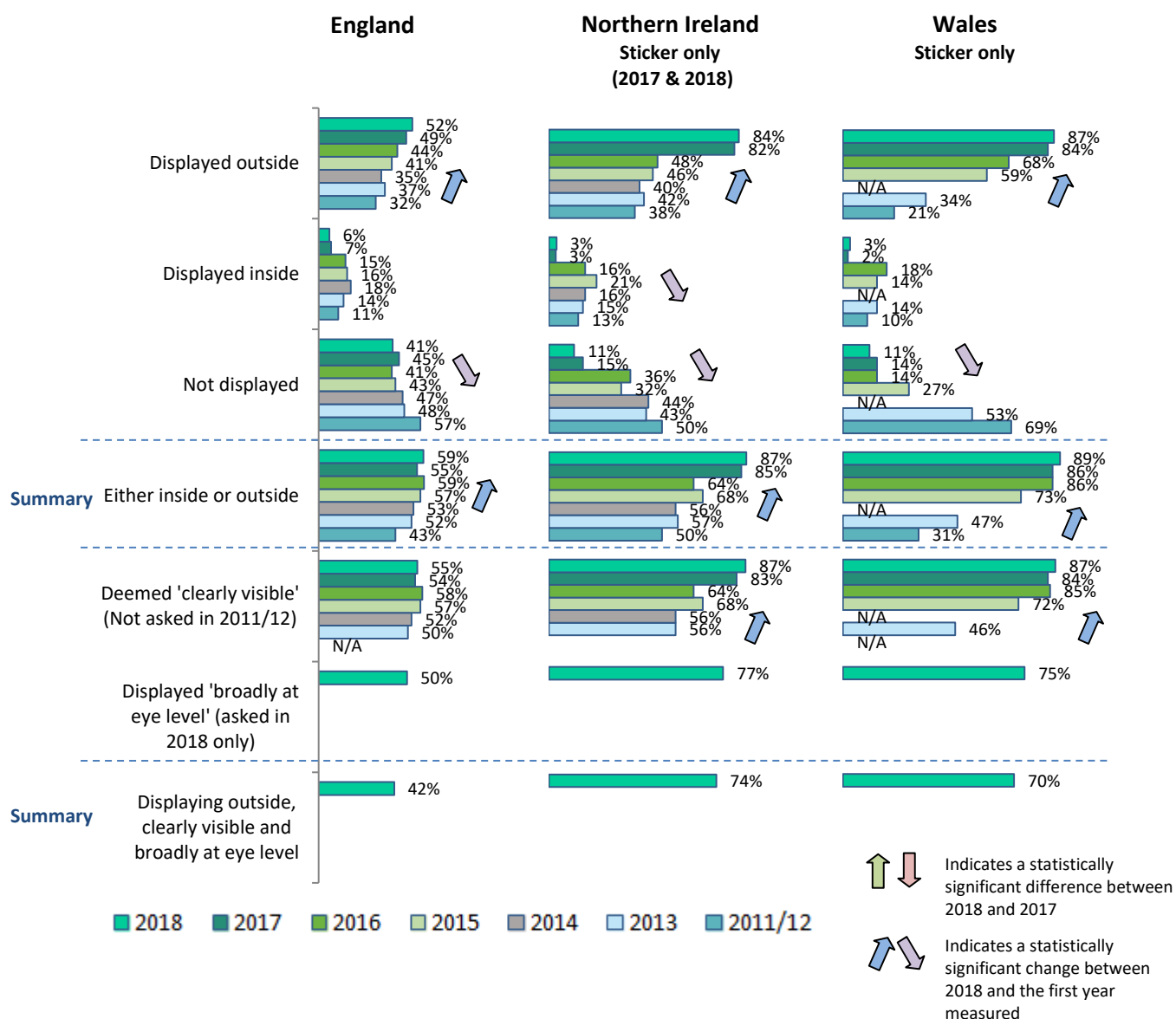
There has been a small, but not significant, increase in the proportion of businesses displaying their rating so that it is visible from the outside in Northern Ireland (84%, compared to 82% in 2017). There is a similar picture in Wales, where the proportion of establishments that are displaying their rating so that it is visible from the outside has increased slightly, but not significantly (to 87%, from 84% in 2017).

The audits recorded not just where ratings are displayed, but how easily they can be seen by customers. This is measured by two factors: how clearly ratings are on display, and whether they are broadly at eye level or not.

There have been no significant changes in the proportion that are clearly on display in any of the three countries, but small increases can be seen in Northern Ireland and Wales, continuing the upwards trend over time seen in these two countries. In England, the proportion has remained consistent with previous years (55%).

77% of outlets in Northern Ireland and 75% of outlets in Wales are displaying their rating so that it is broadly at eye level. 50% of outlets in England are displaying broadly at eye level.

This year, it has also been possible to determine the proportions in each country that are displaying ratings visible from outside the premises, deemed clearly visible and broadly at eye level. In total, around two-fifths of establishments in England (42%) are displaying a rating that is clearly visible from outside the premises and broadly at eye level, with 70% doing so in Wales and 74% in Northern Ireland.

Figure 1: Display rates


Base: All audit respondents 2018/2017/2016/2015/2014/2013/2012 (England 500/500/412/429/490/462/452; NI 500/500/450/445/431/429/418; Wales 500/500/417/430/NA/455/447)

N.B. Figures for Northern Ireland are based on statutory sticker display only for 2017 and 2018. In previous years, the display of FHS certificates was also included. Figures for Wales for 2013, 2014, 2015, 2016, 2017 and 2018 are based on display of the statutory sticker only (i.e. the new style sticker with the dragon logo).

Summary categories group one or more responses together

3.2 Mode of display

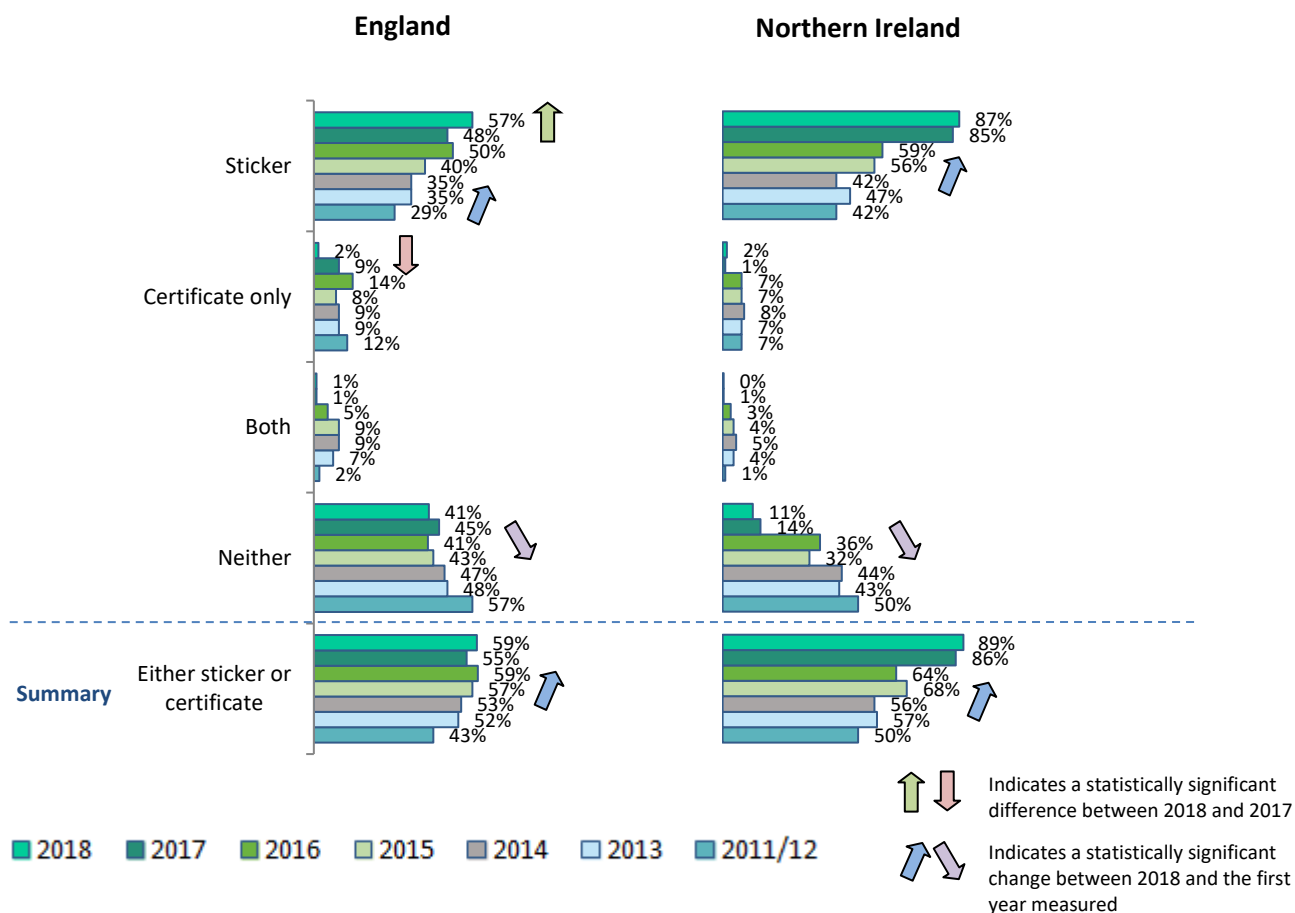
As seen in previous waves, the FHS sticker remains the most widespread method of display.

In England, the proportion displaying stickers has increased significantly compared to 2017 (57% in 2018 compared to 48% in 2017). This has been accompanied by a significant decrease in those displaying certificates only (2% in 2018, compared to 9% in 2017) and a significant downward trend in the proportion that are not displaying a rating at all (41%, compared to 57% in 2011/12).

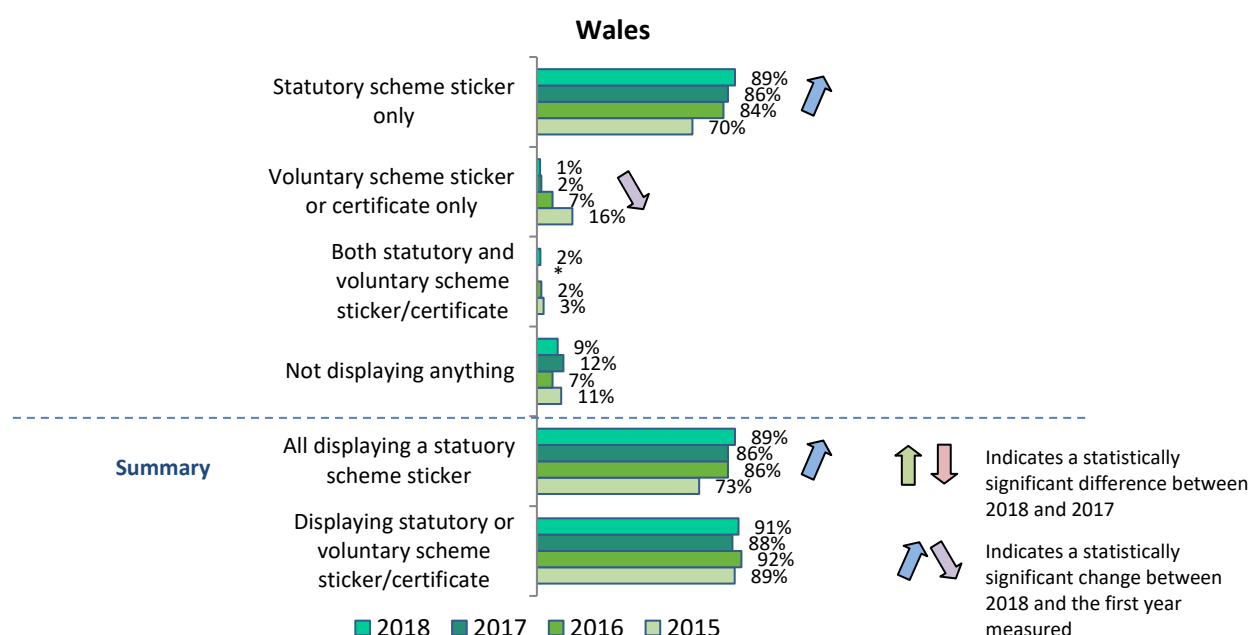
In Northern Ireland, there are no significant changes compared to 2017. However, the proportion displaying the sticker has slightly increased, continuing an upward trend since 2015.

Similarly, in Wales, there are no significant changes in mode of display compared to 2017. However, there has been a small increase in the proportion that are displaying a statutory sticker only (89% compared to 86% in 2017), continuing the upward trend seen over the past few years.

Figure 2: Mode of display in England and Northern Ireland



Base: All audit respondents 2018/2017/2016/2015/2014/2013/2012 (England 500/500/412/429/490/462/452; NI 500/450/445/431/429/418)

Figure 3: Mode of display in Wales

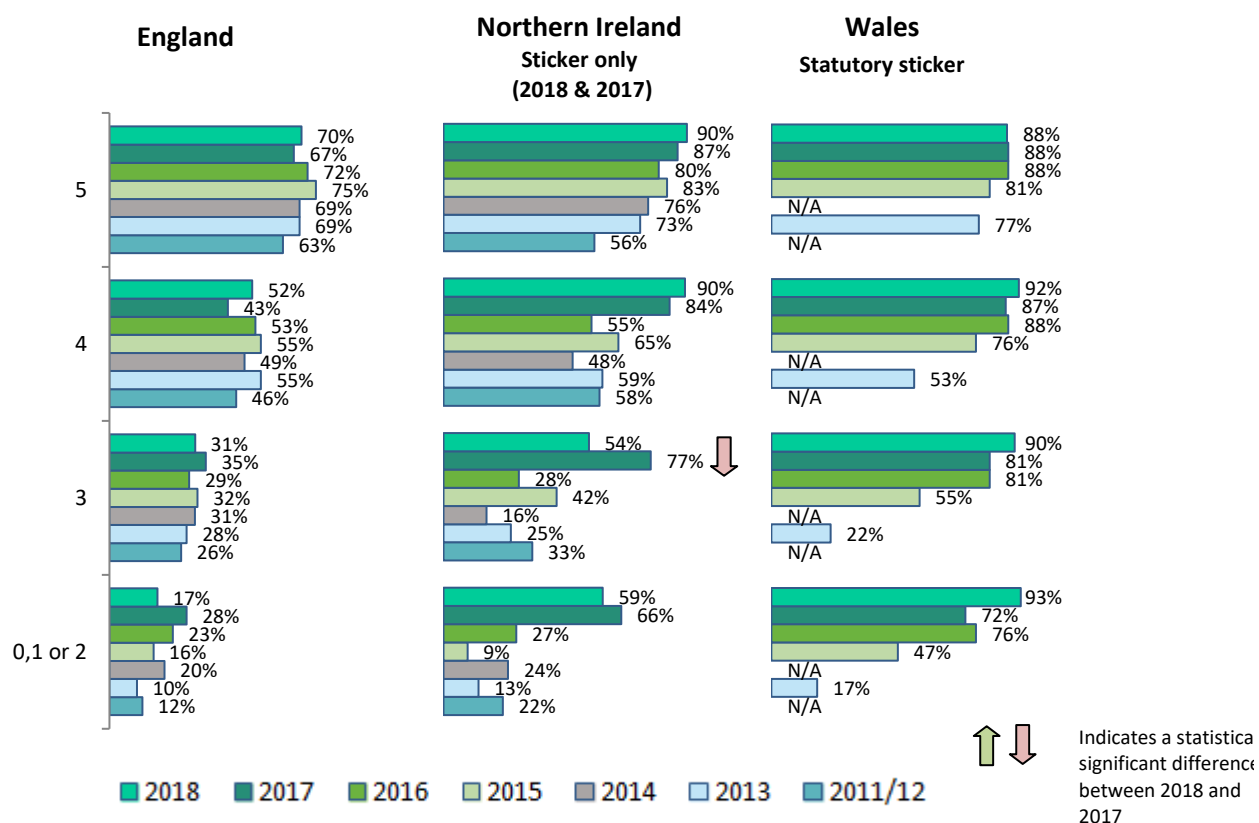
Sample base: All audit respondents 2018/2017/2016/2015/ (Wales 500/ 500/417/430)

3.3 Display by rating

In England, establishments with ratings of 4 and 5 are more likely to display (52% and 70% respectively) than those with a rating of 3 or less. A little under a third of those with a rating of 3 are displaying their rating (31%). This falls to below a fifth (17%) for businesses with a rating of 0-2. These proportions are in line with those seen in previous years.

In Northern Ireland, a similar pattern can be observed: while 9 in 10 businesses with a rating of 4 and 5 are displaying their stickers (90%), this proportion falls to below 60% for outlets that have a rating of 3 or below. Despite the compulsory nature of the scheme in this country, there has been a significant decrease in the proportion of businesses with a rating of 3 that are displaying their stickers (54%, compared to 77% in 2017).

In Wales, the differences between the display rates of those with higher and those with lower ratings is minimal, with around 9 in 10 businesses displaying statutory stickers across all ratings. The increases in display for businesses with lower ratings are not statistically significant due to the small base sizes. However, the results imply that a change has occurred in Wales to encourage lower rated businesses to comply with the statutory nature of the scheme (93% for businesses with a rating of 0-2 in 2018, compared to 72% in 2017).

Figure 4: Display by rating outside or inside premises


Base: Base of ratings: 2017/2017/2016/2015: England 5 (313/302/239/225), 4 (101/105/85/97), 3 (52/57/60/65) 0-2 (34/36/28/42); NI 5 (354/345/252/223) 4 (105/111/128/140) 3 (33/38/56/63) 0-2 (8/6/14/19); Wales 5 (306/298,218/208), 4 (114/119/120/117), 3 (52/54/42/58), 0-2 (28/29/37/47)

N.B. 2018 and 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.

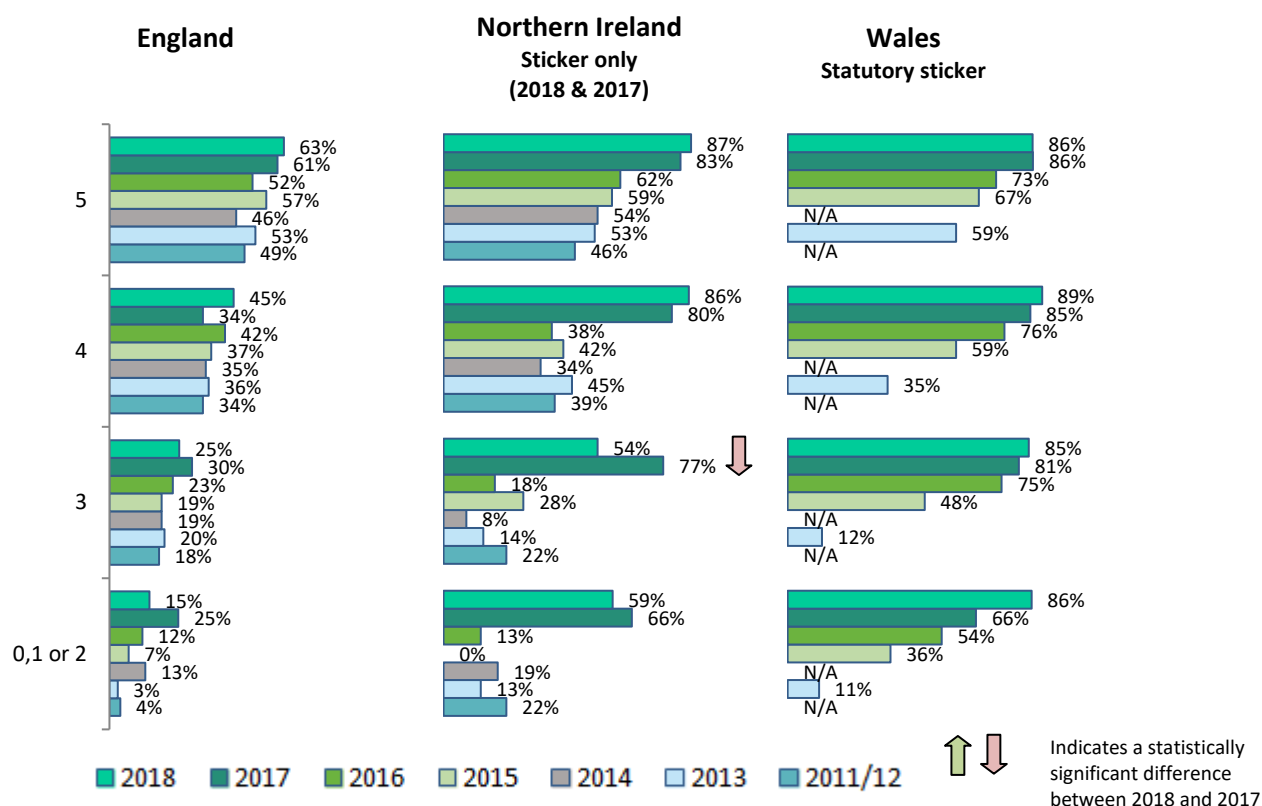
A similar trend can be observed in establishments displaying ratings so that they are visible from outside of the premises. In England, 63% of outlets with a rating of 5 are showing their rating so that it is visible from outside, a proportion that is in line with last year's results. The proportion of outlets with a rating of 4 that are displaying has also gone up to 45% (from 34% in 2017). However, this increase is not statistically significant due to the relatively low base sizes. There is a disparity between clearly visible display rates outside for those that have a rating of 4-5 compared to those with a rating of 3 or below. The proportion of those displaying a rating of 3 (25%) falls by half compared to those with a rating of 4 or higher, and only 15% of those with a rating of 0-2 are displaying so that they are visible from the outside.

In Northern Ireland, there have been slight (but not significant) increases in the proportions of establishments with a rating of 4 or 5 that are displaying their stickers so that they are visible from outside the premises (87% and 86% respectively). However, despite the change in legislation in 2016, the proportions that are displaying ratings of 3 or below have fallen compared to last year, with the decrease for those with a rating of 3 being statistically significant (54%, compared to 77% in 2017).

In Wales, however, outside display rates continue to go up (although not significantly) for businesses with a rating of 4 or less, indicating greater compliance with the statutory

requirement to display their rating. The display rate for those with a rating of 5 has remained stable compared to 2017 (86%).

Figure 5: Display outside the premises by rating



Base: Base of ratings: 2018/2017/2016/2015: England 5 (313/302/239/225), 4 (101/105/85/97), 3 (52/57/60/65) 0-2 (34/36/28/42); NI 5 (354/345/252/223) 4 (105/111/128/140) 3 (33/38/56/63) 0-2 (8/6/14/19); Wales 5 (306/298,218/208), 4 (114/119/120/117), 3 (52/54/42/58), 0-2 (28/29/37/47)

N.B. 2018 and 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, the business category that is most likely to be displaying is restaurant/ café/ canteen/ other caterer⁵ (63%). Hotels/ B&Bs/ guest houses/ pubs/ bars/ nightclub and retailers are displaying more this year than they were in 2017 (+12 pp and +10 pp respectively). Although these increases are not statistically significant, they should be considered as indicative.

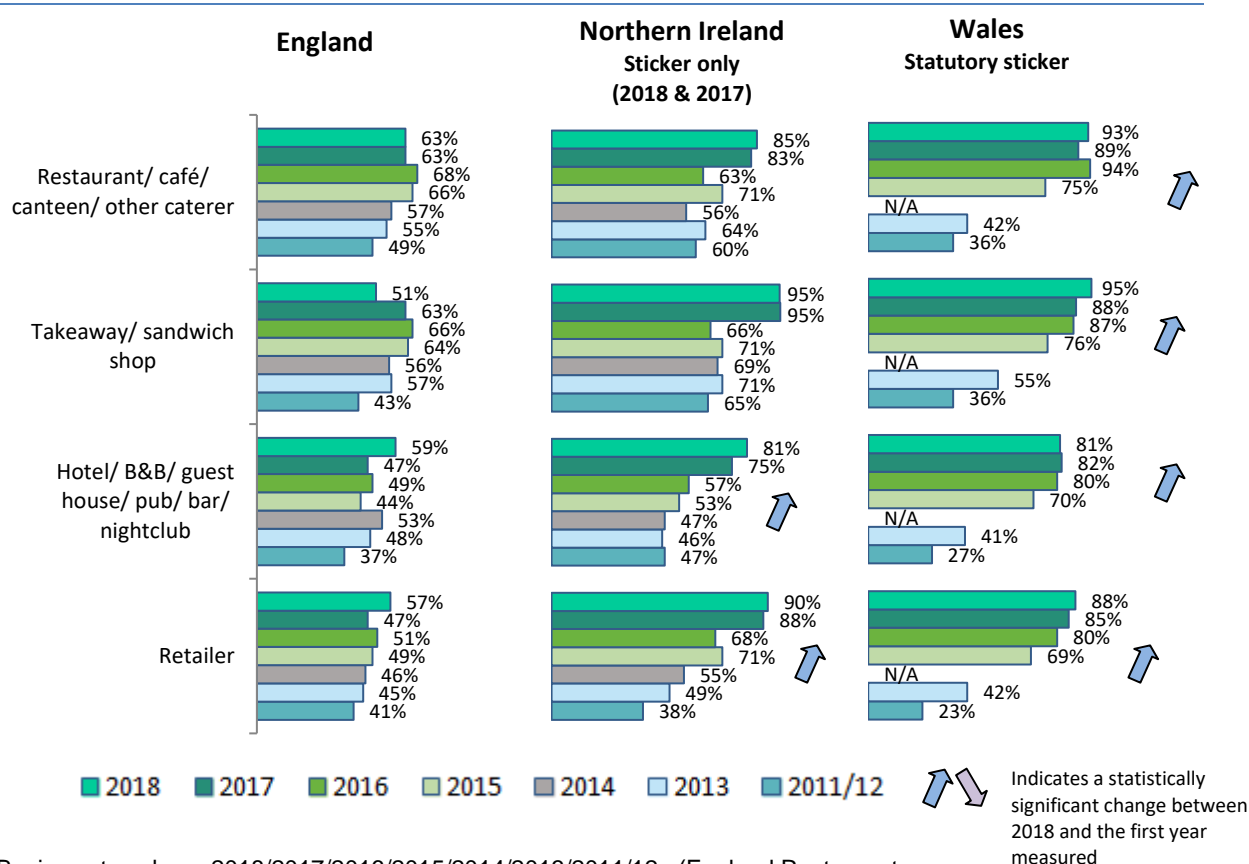
In Northern Ireland, upward trends over time can be observed for hotels/ B&Bs/ guest houses/ pubs/ bars/ nightclub and retailers. As seen in 2017, takeaways/ sandwich shops are the most likely type of business to be displaying in this country (95%).

In Wales, there have been increases in display in all business categories. Although these changes are not statistically significant compared to last year, there is an upward trend over time for all business categories in Wales. Restaurant/ café/ canteen/ other caterer are the

⁵'other caterer' refers to a wide variety of outlet types including shops, places of worship than offer catering, private members' clubs and social clubs.

most likely to be displaying (93%), whilst hotels/ B&Bs/ guest houses/ pubs/ bars/ nightclub and retailers are the least likely (but still 81% are doing so in this category in 2018).

Figure 6: Display by business type



Business type base 2018/2017/2016/2015/2014/2013/2011/12 : (England Restaurant... 189/193/134/164/154/165/160, Takeaway 77/47/67/69/100/91/84, Hotel... 102/101/10287/108/105//98, Retail 132/131/109/109/128/101/110; NI Restaurant... 191/196/164/151/137/136/132, Takeaway78/76/88/77/84/89/60, Hotel... 91/87/80/80/71/72/75, Retail140/141/118/137/ 139/135/151; Wales Restaurant... 181/163/127/152/NA/140/140, Takeaway 73/60/71/74/NA/84/95, Hotel... 123/107/146/102/NA/139/135, Retail 123/108/73/102/NA/92/82)

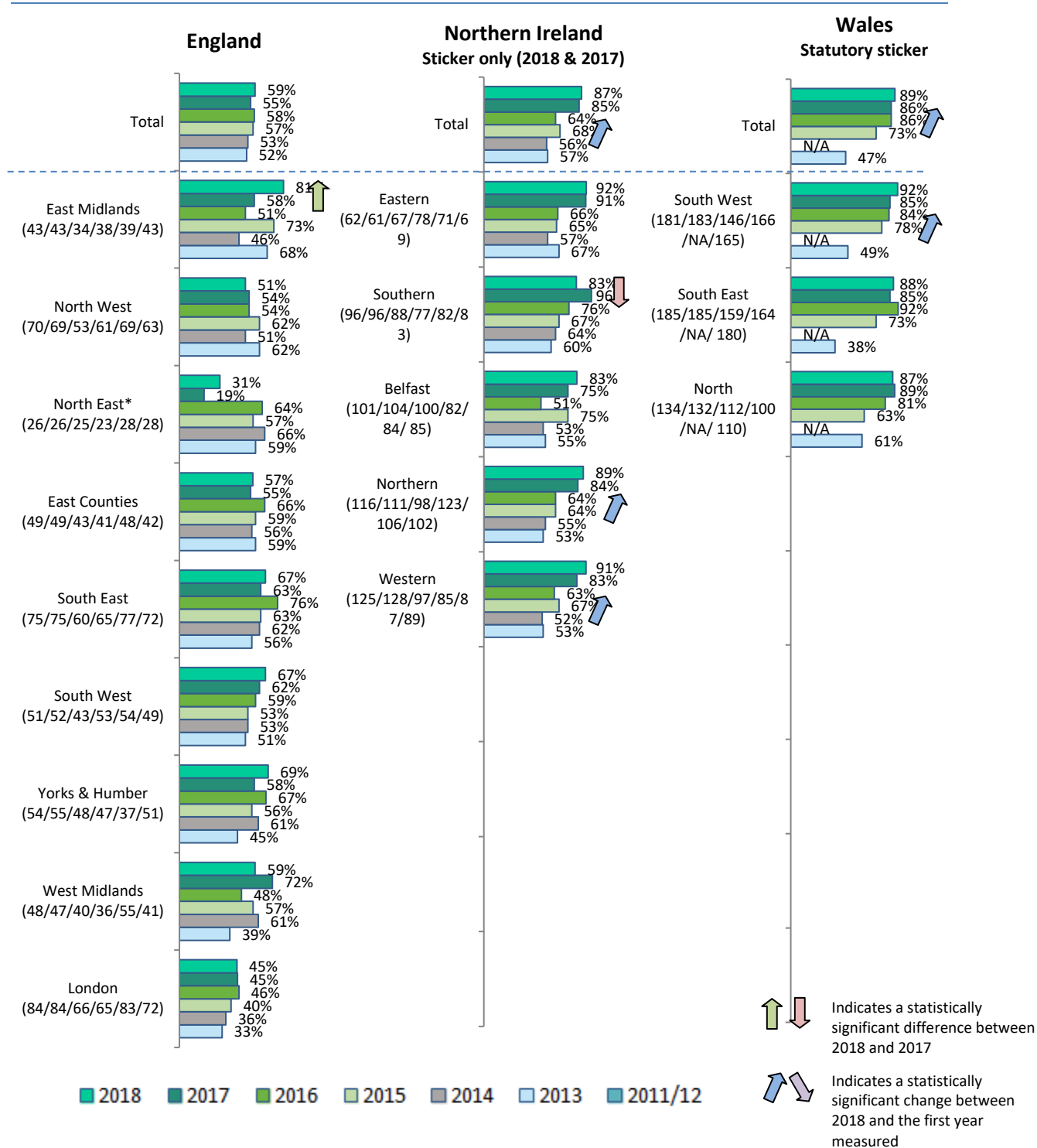
3.5 Display by region⁶

While there was some variation in this year's figures for England, only one of these changes is statistically significant. This is the East Midlands, where the display rate has risen from 58% in 2017 to 81% in 2018.

In Northern Ireland, there has been a significant decrease in the proportion that are displaying their rating in the Southern region (83%, compared to 96% in 2017). In contrast, the Northern and Western regions have seen statistically significant upward trends over time. However, establishments in the Eastern region are the most likely to display their rating (92%).

In Wales, display rates across the regions remain stable compared to 2017. However, there is a significant upward trend in levels of display in the South West, where the display rate has increased to 92% in 2018.

⁶ Regional definitions can be found in section 7.4.6.

Figure 7: Display by region in England, Wales & Northern Ireland


Sample base: All audit respondents 2018/2017/2016/2015/2014/2013/2012 (England 500/500/412/429/490/462); NI 500/450/445/431/429; Wales 500/417/430/NA/455).

Bases per region shown on vertical axis in brackets

* Please note small base sizes

3.6 Number of FHRS ratings on display

In 2018, auditors also recorded whether multiple ratings (either in sticker or certificate form) are on display. If multiple ratings were observed, the auditor recorded the method and location

of display for each rating. Where possible, they also recorded the date on each rating sticker / certificate.

In England, 20 establishments were found to be displaying more than one sticker or certificate. In Northern Ireland, there were 44 establishments, and in Wales there were 40. Only one of these establishments (in Northern Ireland) was found to be displaying differing ratings.

3.7 Comparison of rating on display to those recorded in FHRS database

The ratings on display have also been compared to those in the FHRS database as of 3rd August 2018 to ascertain whether outlets are displaying the correct rating⁷. The proportions shown in figure 8 are based on those that are displaying.

In England, 88% are displaying ratings that match those shown in the FHRS database, while 12% are displaying higher than recorded in the database and 1% are displaying a rating that is lower than in the database⁸.

In Northern Ireland, 95% of ratings on display match the database, while 4% are displaying higher⁹ and 1% are displaying a lower rating.

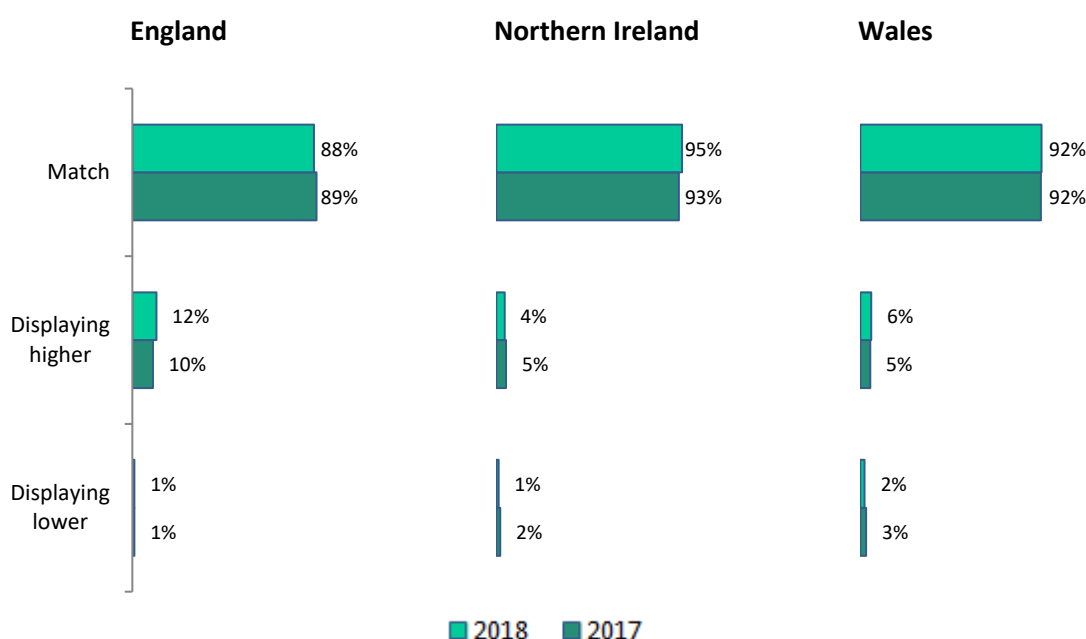
Similarly, in Wales, 92% are displaying ratings that match those in the FHRS database, while 6% are displaying a higher rating and 2% are displaying a lower rating.

These results are in line with those reported in 2017 in all countries.

⁷ Following the completion of fieldwork, an exercise was conducted to update FHRS database ratings to account for any changes that may have occurred during the fieldwork period. A small increase in the match rate between the database rating and the rating observed during the audit was observed. If a rating had changed after the fieldwork period, this was not taken into account.

⁸ Please note that percentages do not sum to 100% due to rounding.

⁹ It should be noted that, in some instances, there may be a genuine reason for a disparity in the rating observed and the rating recorded in the database. For instance, outlets may have been displaying a prior rating during an appeal period or may have been inspected and received a changed rating in the time period between the dataset being sourced and the audit conducted

Figure 8: Comparison of rating displayed and recorded

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

Base: All those displaying FHRs rating 2018/2017 (England 294/276; NI 446/435; Wales 454/438). Where more than one rating was on display the first one seen has been used

Perhaps unsurprisingly, those with higher ratings are more likely to be displaying a rating that matches 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	6**	17%	17%	0%	66%
	3	16**	0%	12%	25%	63%
	4	53	0%	2%	70%	28%
	5	219	0%	*%	0%	99%
Northern Ireland	0 - 2	5**	82%	18%	0%	0%
	3	18**	0%	78%	6%	16%
	4	90	0%	1%	85%	14%
	5	308	*%	*%	*%	99%
Wales	0 - 2	26	77%	12%	7%	4%
	3	47	0%	81%	15%	4%
	4	105	0%	2%	90%	8%
	5	268	0%	*%	1%	98%

Q4.0. 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.

* Value <0.5%

**Caution, low sample size means figures may not be representative of the population.

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. It should be emphasised that the results shown in this section reflect information that was provided by outlets and have not been observed, unlike the mystery shopping audits. Therefore, the results only provide the outlets' perspective.

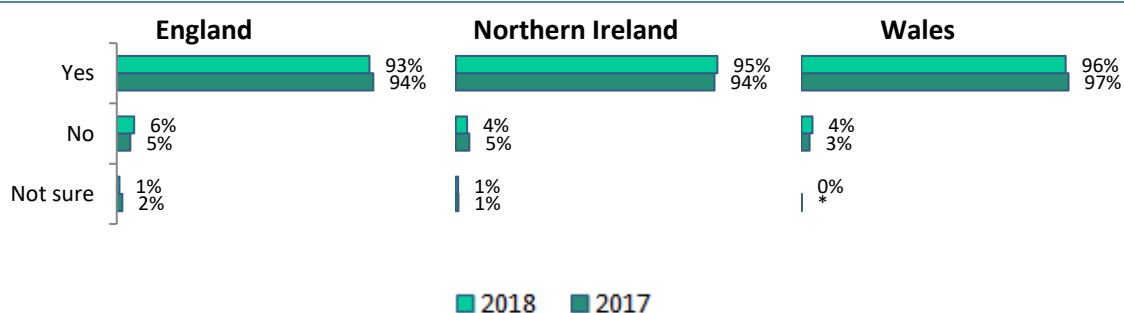
Data have been weighted to represent the 'in-scope' population in each country (food outlets that have been given a FHRs rating and are publicly accessible). All percentages shown in this section are based on weighted data¹⁰ and, therefore, can be extrapolated to all publicly accessible outlets with 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 as part of the first stage of the research. This was to maximise the response rate amongst audited outlets. 38 respondents completed the short route survey in England, 32 in Northern Ireland and 35 in Wales. These responses have not been included in the base for all questions in this section of the report.

4.1 Recollection of FHRs

As in 2017, most respondents have heard of FHRs, with awareness being slightly higher in Wales at 96%. This question was also asked in 2017 and the proportions have remained stable compared to last year in the three countries.

Figure 9: Recollection of the FHRs



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

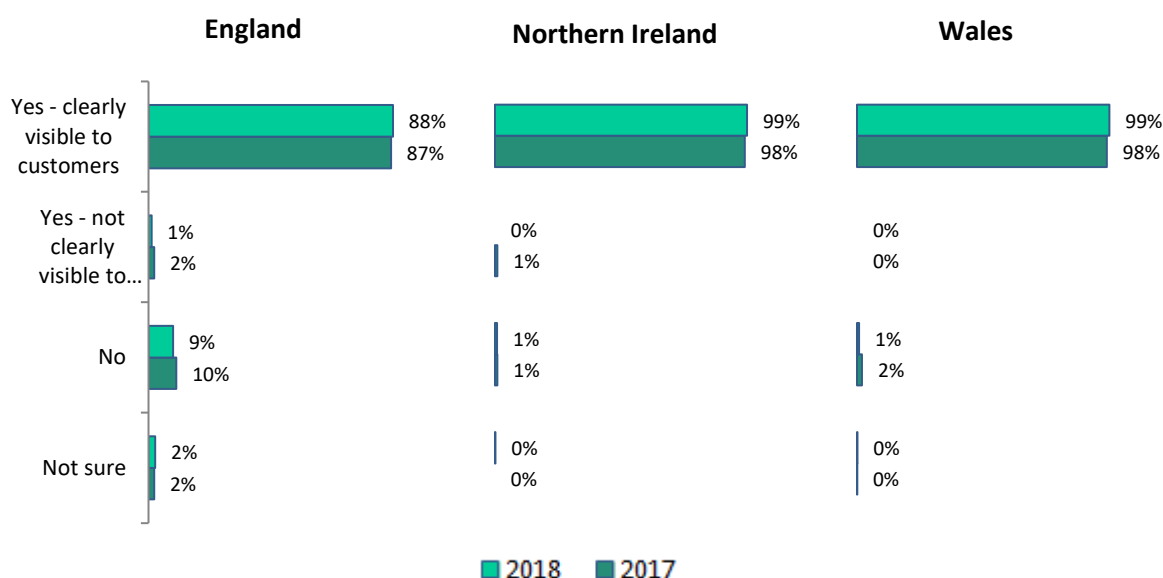
Base: All long interview respondents 2018/2017 (England [465/498], Northern Ireland [469/494], Wales [478/501])

¹⁰ More information on the weighting scheme can be found in the technical report, located in the appendices of this report

4.2 Stated display of stickers and certificates

Outlets that report having an FHRS rating were asked whether they are displaying it at their premises. In England, 88% stated that they display their ratings in places that are clearly visible to customers, with a further 1% displaying them somewhere that is not clearly visible to customers. This is strikingly higher than the rate of display that was observed in mystery shopping audits in England (59%, +29 percentage points). Nearly all outlets (99%) in Northern Ireland and Wales state that they are displaying statutory stickers in clearly visible places compared to 87% that were observed to be displaying in both Northern Ireland and Wales in the mystery shopping audit. It is worth noting that the business survey and mystery shopping audits measure display in starkly different ways. The mystery shopping audits measure observed display, whereas the business survey measures claimed display.

Figure 10: Self reported display



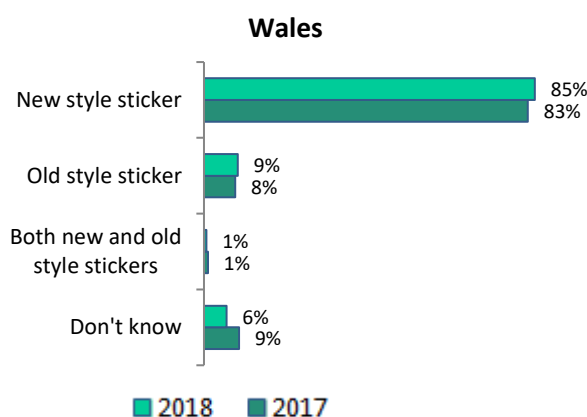
2018 - SR4/B10e. Is your food hygiene rating certificate/sticker on display in your premises?

Base: Where have FHRS certificate/sticker rating (England 462; NI 491; Wales 500)

2017 - 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)

Businesses in Wales were then asked about the format in which they are displaying their stickers. As in 2017, the majority say that they are displaying the statutory stickers (85%), with less than one in ten displaying the old-style sticker (9%) and just 1% displaying both types of stickers.

Figure 11: Wales sticker display type

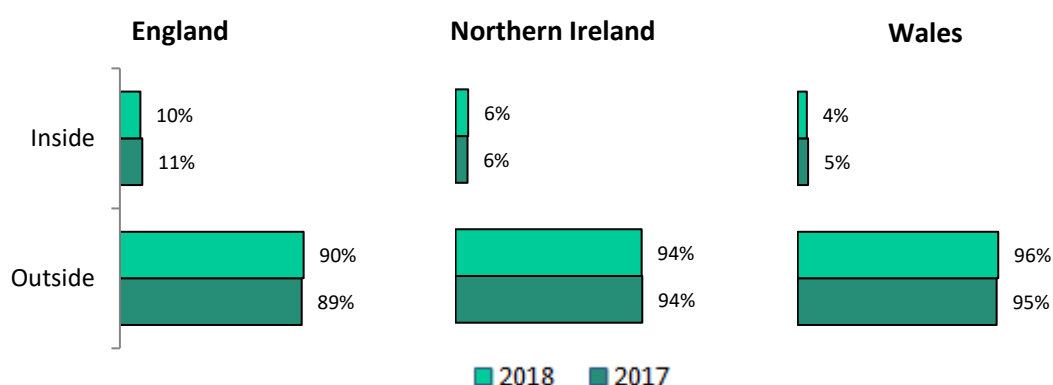
B10i: And are you displaying the new style or the old style sticker at your premises?

Base: all long interview respondents with their FHRs sticker on display 2018/2017 (Wales 463/474)

4.3 Stated location of display

Establishments were asked whether their rating is visible from the outside of the premises. Nine in ten of those that say that they are displaying in England (90%) say that their rating is visible from the outside, with the remaining 10% saying that the rating is visible inside the premises only. However, as observed in 2017, these proportions differ remarkably from those observed during mystery shopping audits – 52% of outlets in England were found to be displaying ratings outside, with a further 5% displaying them inside the premises.

94% of businesses in Northern Ireland that say that they are displaying confirmed to be doing so outside the premises. Similarly, in Wales, 96% confirmed that they are displaying outside. Although these proportions are also at odds with those observed in the audits (+10 pp in Northern Ireland and +9pp in Wales), the differences are not as stark as those found in England.

Figure 12: Stated display outside or inside

2018 - SR5/B10g. Can I just check, can customers clearly see the certificate/sticker from the outside of your premises, in other words, without having to enter your premises?

Base: All those displaying FHRs rating (England 415; NI 486; Wales 495)

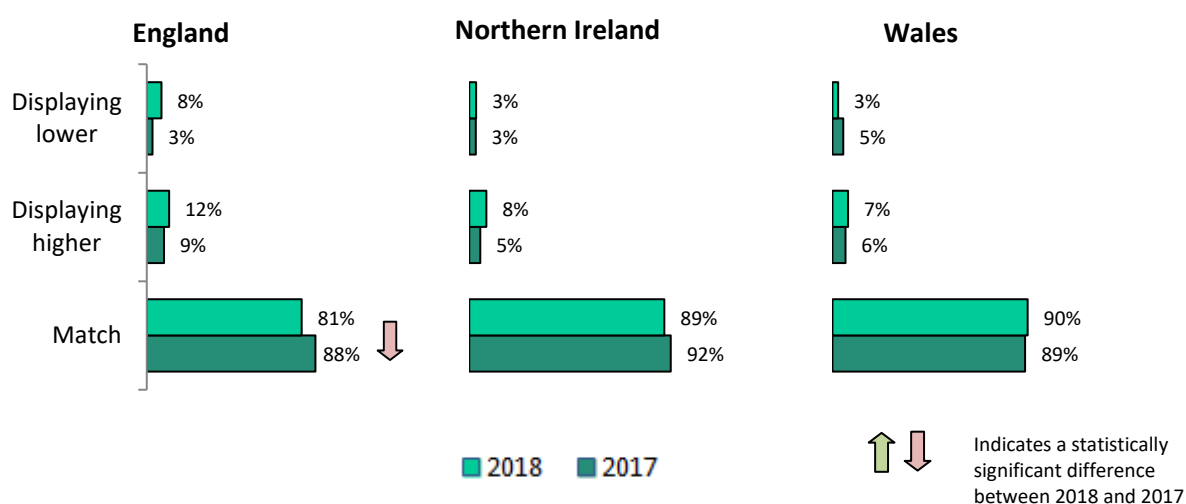
2017 - SR5/B10C/B10G: Can customers clearly see the sticker or certificate from the outside of your premises, in other words, without having to enter your premises?

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

A comparison has been made between the ratings that outlets said they have been given and those recorded in the FHRs database. For the purposes of fieldwork a sample of the database was drawn on 3rd August 2018¹¹. Any comparisons to the FHRs database stated in this section are to ratings in the database on that date. This analysis allows us to ascertain whether businesses are using the most up to date ratings and whether they recall their rating correctly. However, it is worth noting that fieldwork for the business survey took place between 18th September and 24th October 2018, so it is possible that some ratings could have changed on the FHRs database before or during the fieldwork period. As can be seen in the chart below, in most cases the rating stated by respondents matches the rating in the database: around 9 in 10 ratings stated match those on the database in Northern Ireland (89%) and Wales (90%). In England, the proportion is slightly lower (81%) and has decreased significantly compared to 2017 (-7 percentage points).

Figure 13: Comparison of stated rating to recorded rating



SR2/B9: Thinking specifically about your green and black food hygiene rating, what rating have you been given?
Base: All those that claim to be displaying FHRs rating 2018/2017 (England 462/438; NI 491/475; Wales 501/480).

The table below shows the ratings that outlets say they have, compared with their rating published on www.food.gov.uk/ratings as at 3rd August 2018. The coloured cells indicate that the proportion is either significantly higher or lower than those seen for other groups. As can be seen, those with lower ratings are more likely to state that they were awarded higher ratings.

¹¹ Following the completion of fieldwork, an exercise was conducted to update FHRs database ratings to account for any changes that may have occurred during the fieldwork period. An increase in the match rate between the database rating and the rating stated by the outlet was observed. If a rating had changed after the fieldwork period, this was not taken into account.

It is worth noting that all businesses surveyed had been awarded a rating. However, a small proportion stated that they were awaiting their rating (0.7% in England, 0.2% in Northern Ireland and 0.5% in Wales).

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

	Rating awarded	base size	Rating stated in survey					
			Awaiting inspection	0 - 2	3	4	5	Don't know
England	0 - 2	16**	0%	45%	19%	5%	25%	6%
	3	42	2%	3%	53%	26%	13%	3%
	4	90	0%	0%	3%	73%	20%	4%
	5	314	*%	*%	*%	3%	92%	3%
Northern Ireland	0 - 2	5**	0%	16%	48%	36%	0%	0%
	3	22**	5%	0%	67%	23%	5%	5%
	4	94	0%	3%	0%	74%	22%	2%
	5	370	*%	*%	*%	*%	97%	1%
Wales	0 - 2	16**	6%	61%	7%	13%	13%	0%
	3	51	0%	2%	68%	20%	10%	0%
	4	108	0%	1%	3%	85%	10%	1%
	5	326	0%	0%	*%	1%	98%	0%

SR2/B9: Thinking specifically about your green and black food hygiene rating, what rating have you been given?

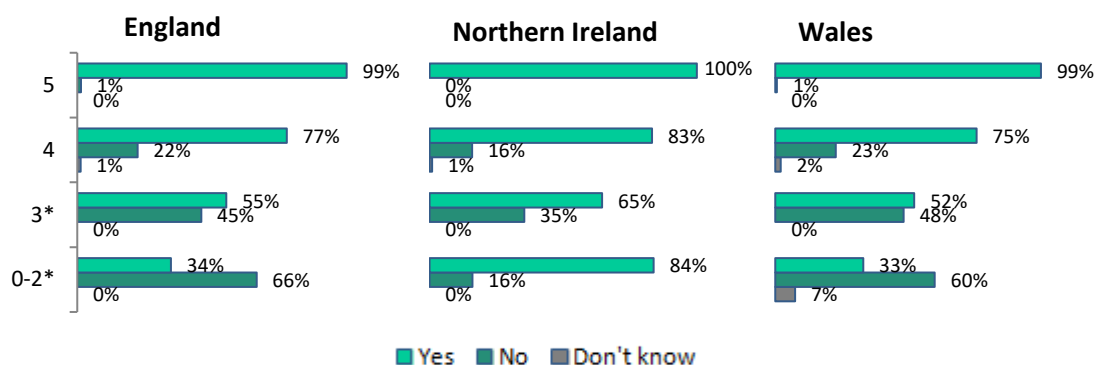
Base: All those who claim to be displaying FHRs rating.

**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, with satisfaction being highest in Northern Ireland (94%). Over four-fifths of outlets also say that they are satisfied in England (86%) and Wales (85%).

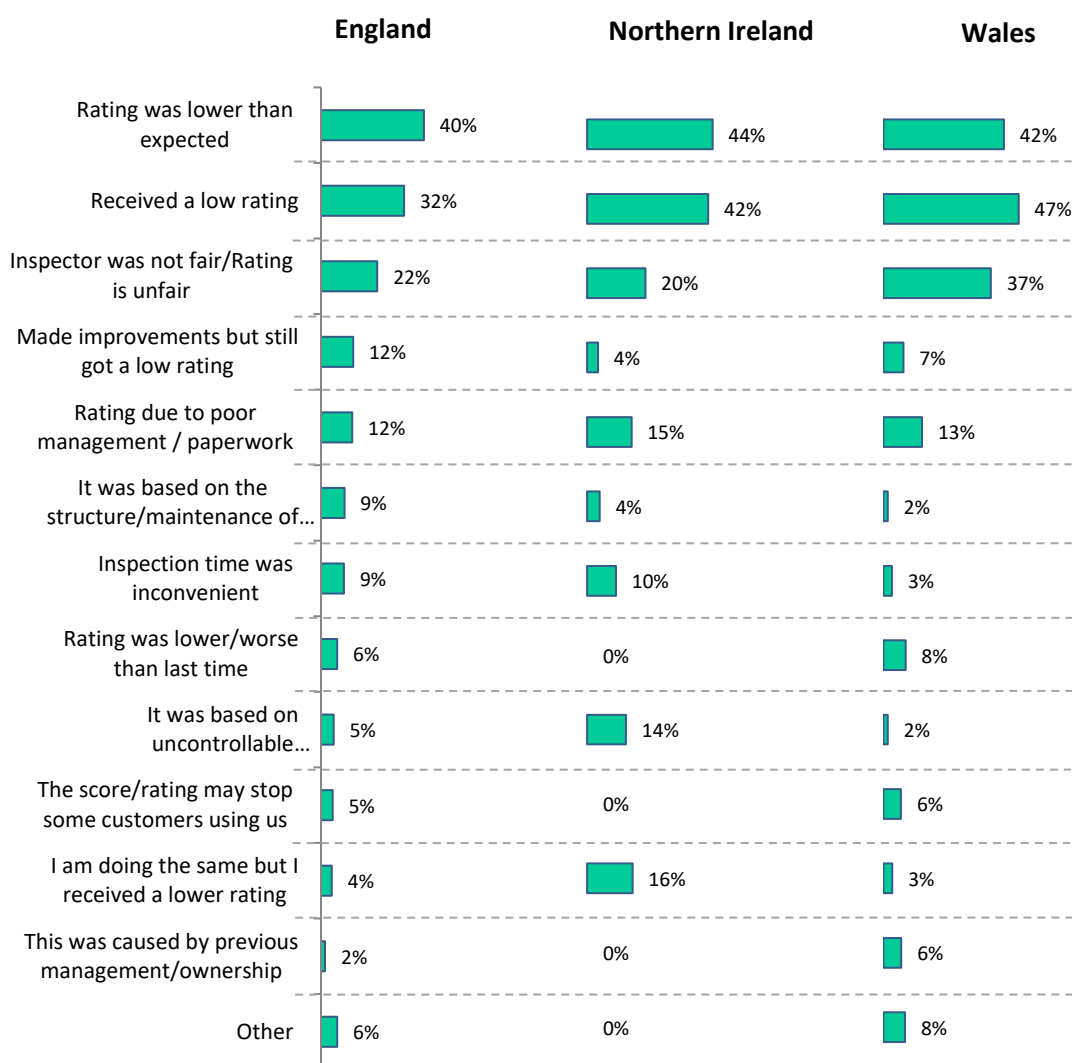
Perhaps unsurprisingly, satisfaction with the rating received depends on the level of that rating. Those who received lower ratings are less likely to be satisfied, especially for those receiving a rating of 3 or below. Receiving a rating between 0 and 2 is more likely to cause dissatisfaction in Wales and England than in Northern Ireland, where around two thirds of those with ratings within this range saying that they are not satisfied (66% in England and 60% in Wales). Similarly, nearly half of respondents that got a rating of 3 were dissatisfied (45% in England and 48% in Wales), compared to 35% in Northern Ireland.

Figure 14: Satisfaction with rating by rating received


* Caution low base sizes

B9b: Are you satisfied with the rating you received? Base: All long interview respondents that have an FHRS rating sticker/certificate 2018 (England: [417] 0-2 (14), 3 (40), 4 (80), 5 (283); Northern Ireland [455] 0-2 (5), 3 (20), 4 (86), 5 (344); Wales [465] 0-2 (15), 3 (47), 4 (101), 5 (302))

Businesses that were not satisfied with their ratings were then asked about their reasons for not being satisfied. The figure below summarises the responses given. Although the base sizes are rather low within each country, the most commonly mentioned reason for dissatisfaction in England and Northern Ireland is receiving a rating that was lower than expected. In Wales, the most common reason is receiving a low rating (47%). Only around two in ten of those who are not satisfied think that the rating is not fair in England (22%) and Northern Ireland (20%). Although this proportion is higher in Wales (37%), less than four in ten Welsh businesses who also are not satisfied think that the rating they received is unfair.

Figure 15: Reasons for dissatisfaction with rating

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

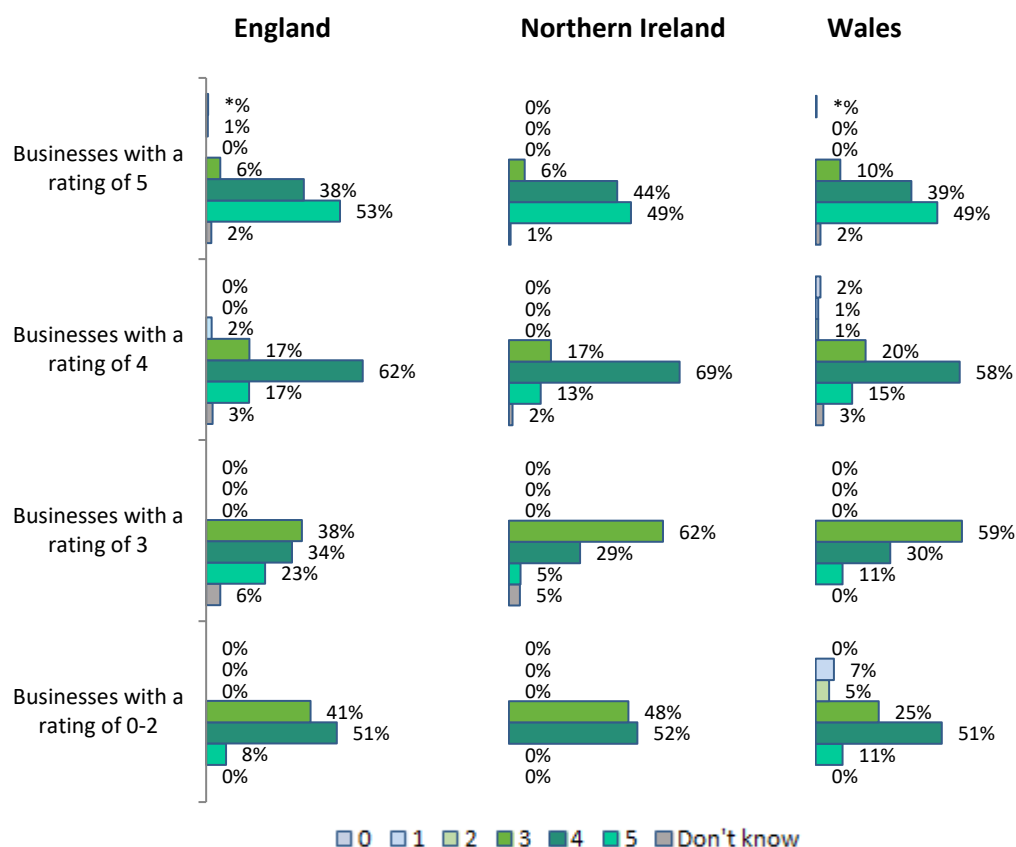
Base: All long interview respondents that are not happy with their rating 2018/2017(England [47/47], Northern Ireland [21/33], Wales [57/56])

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

As noted in 2017, there is a correlation between the rating that an outlet has been given and the lowest rating that they would consider 'good enough' to display at their premises. Businesses that have been awarded a rating of 5 are more likely to say that 5 is the lowest rating that they would consider acceptable to display, while outlets that received a rating of 4 stating that this is the lowest rating they would display. In general, for those with a rating of 3 or below, a rating of 3 would be considered good enough to display.

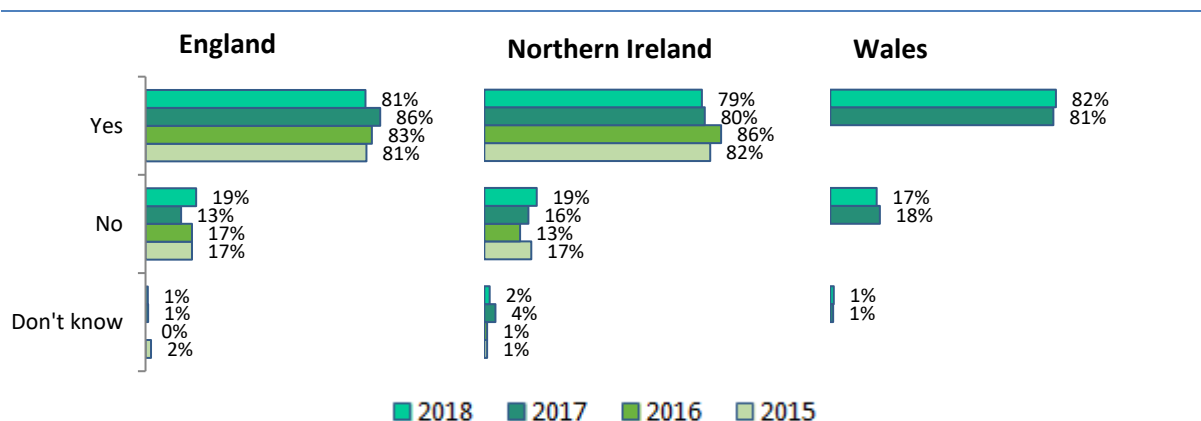
Figure 16: The lowest rating respondents would consider good enough for display

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 2018 (England [431]: 0-2 (15), 3 (41), 4 (82), 5 (283); NI [463]: 0-2 (5), 3 (21), 4 (88), 5 (349); Wales [468]: 0-2 (16), 3 (47), 4 (102), 5 (303))

4.6.2 Improving standards

Most establishments that have been awarded a rating of 4 or below have taken actions to improve their rating at the next inspection.¹² The proportions taking action are broadly in line with those reported in previous years. It should be noted, however, that it has only been possible to compare results for Wales to 2017 since this question had not been asked before then in this country.

¹² All businesses awarded 0-2 will have been required to take measures to improve their hygiene standards to address the issues found at inspection. Their rating, however, will remain the same and not change until they are next formally inspected by their local authority.

Figure 17: whether establishments with a 0-4 rating have done anything to improve their rating at next inspection

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 120/124/138/160; NI 92/109/157/148; Wales 150/165)

4.6.3 Actions taken to improve rating

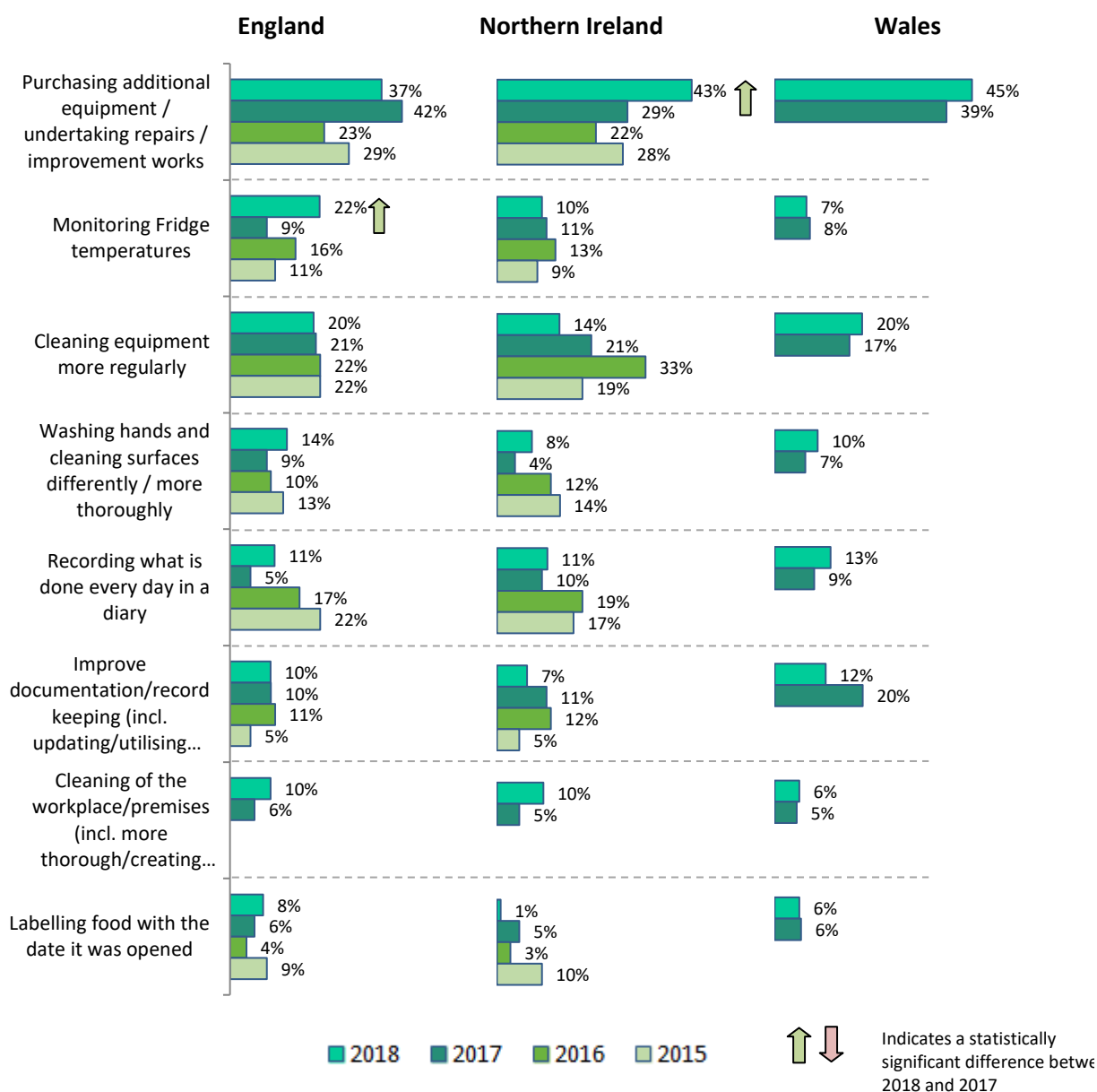
The most commonly reported action taken by businesses to improve their ratings is purchasing new equipment. Cleaning equipment was also a common action taken, with 20% citing this in England and Wales and 14% in Northern Ireland.

In England, there has been a significant increase in the proportion that have taken action by monitoring fridge temperatures compared to 2017 (22%, +13 percentage points).

In Northern Ireland, the proportion that claim to have purchased additional equipment has increased significantly (43%, compared to 29% in 2017).

The question was asked for the first time in Wales in 2017 and the results this year are broadly in line with those.

As observed in 2017, 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.

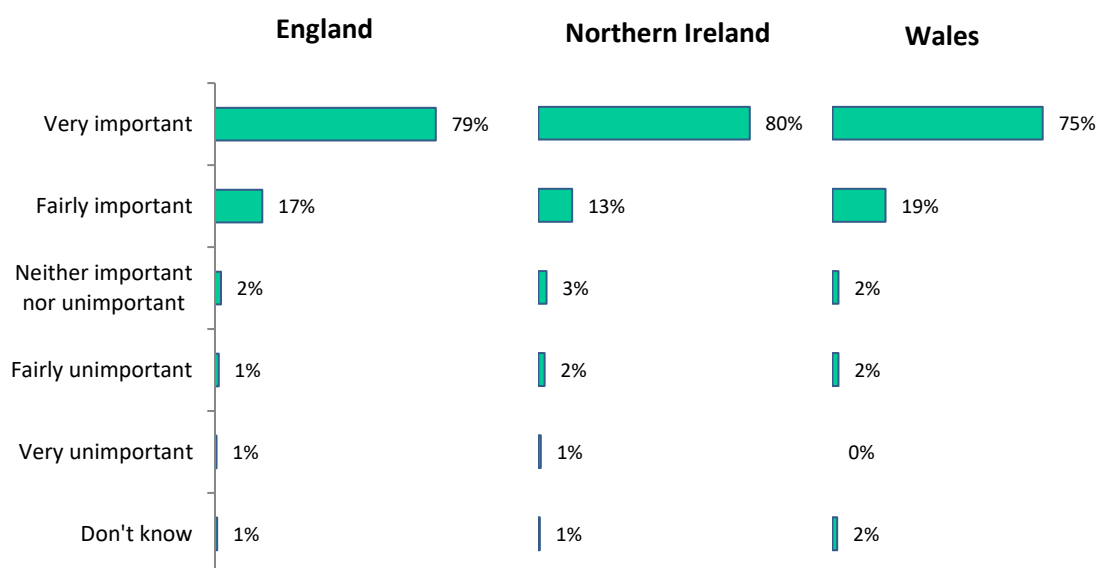
Figure 18: Actions taken to improve ratings


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 96/106/112/128; NI 72/85/135/119; Wales 122/134 N.B this question was not asked in Wales between 2011/12 and 2016)

4.7 Food Hygiene inspections and ratings

Businesses were asked how important it is for them that their premises are inspected and that a food hygiene rating is given on a regular basis. Around eight in ten consider this to be very important in England and Northern Ireland, and 75% do so in Wales. Only a very small minority consider regular inspections and ratings to be unimportant (between 1% and 2%).

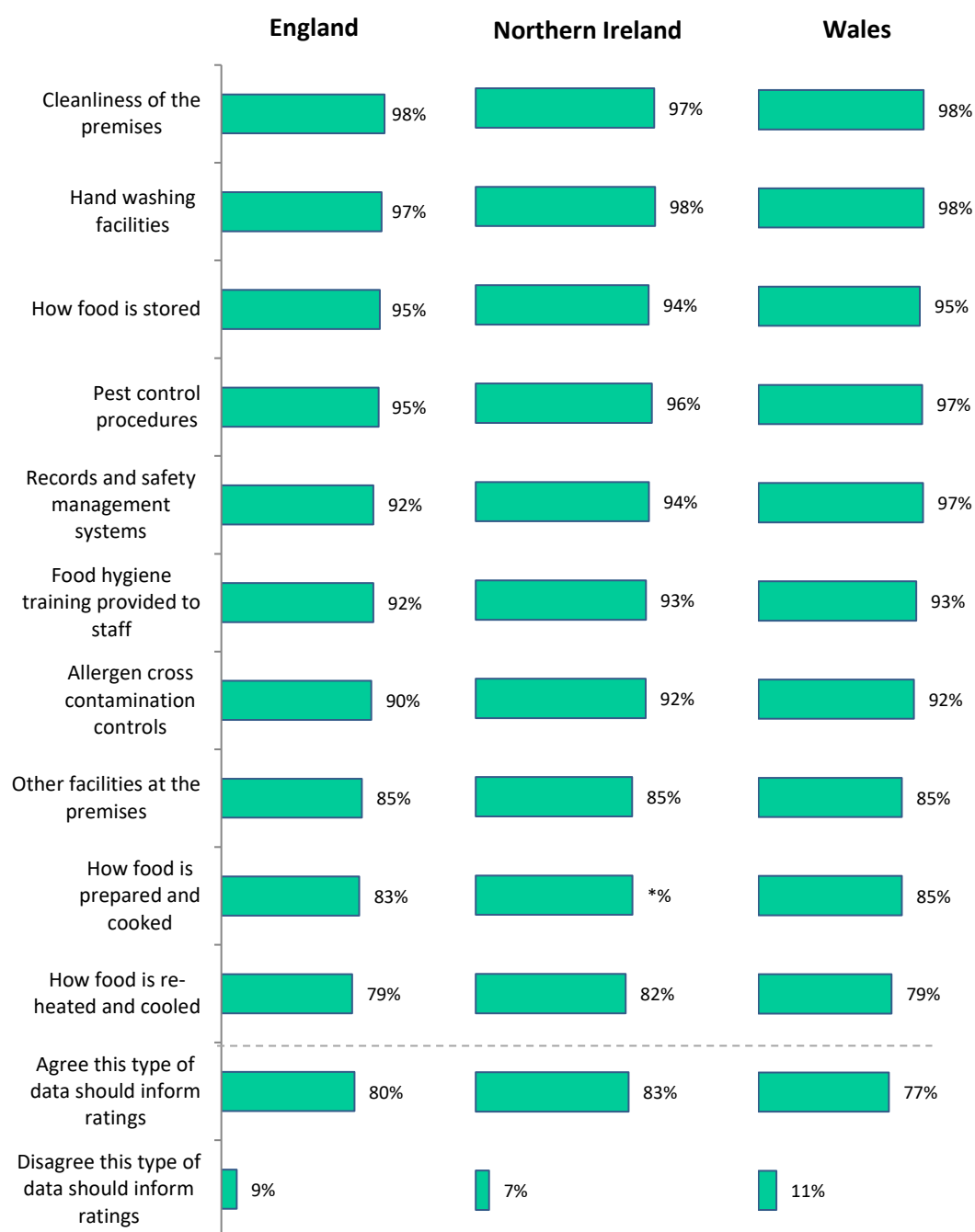
Figure 19: Importance of inspections and FHRs ratings given regularly

B22. How important is it to your business that it is inspected, and that a Food Hygiene rating is given, on a regular basis? Base: All long interview respondents that have an FHRs rating sticker/certificate 2018 (England 431; NI 463; Wales 468)

Outlets were then asked to identify from a list the factors they think inspectors evaluate when awarding a rating. Cleanliness of the premises and hand-washing facilities topped the list in all countries, with nearly all businesses agreeing that these factors are taken into account by inspectors when evaluating premises. Other commonly mentioned factors were food storage and pest control procedures, as well as record keeping, food hygiene training for staff and allergen cross contamination controls.

Although the majority agreed that a variety of information is taken into account, awareness that procedures for reheating and cooling food are considered was lowest (79% in England and Wales, 82% in Northern Ireland).

Around eight in ten businesses in all countries agree that the correct type of information is used to inform ratings (83% in Northern Ireland, 80% in England and 77% in Wales), with only around one in ten disagreeing with this.

Figure 20: Perceptions of what inspectors evaluate when awarding FHRs ratings

B23. Please now think specifically about Food Hygiene inspections carried out by your local authority that lead to a Food Hygiene rating. Which, if any, of the following do you think inspectors evaluate to decide what rating a premises should be given?

B24. To what extent do you agree or disagree that this type of data should be used to inform food hygiene ratings?

Base: All long interview respondents that have an FHRs rating sticker/certificate (England 431; NI 463; Wales 468)

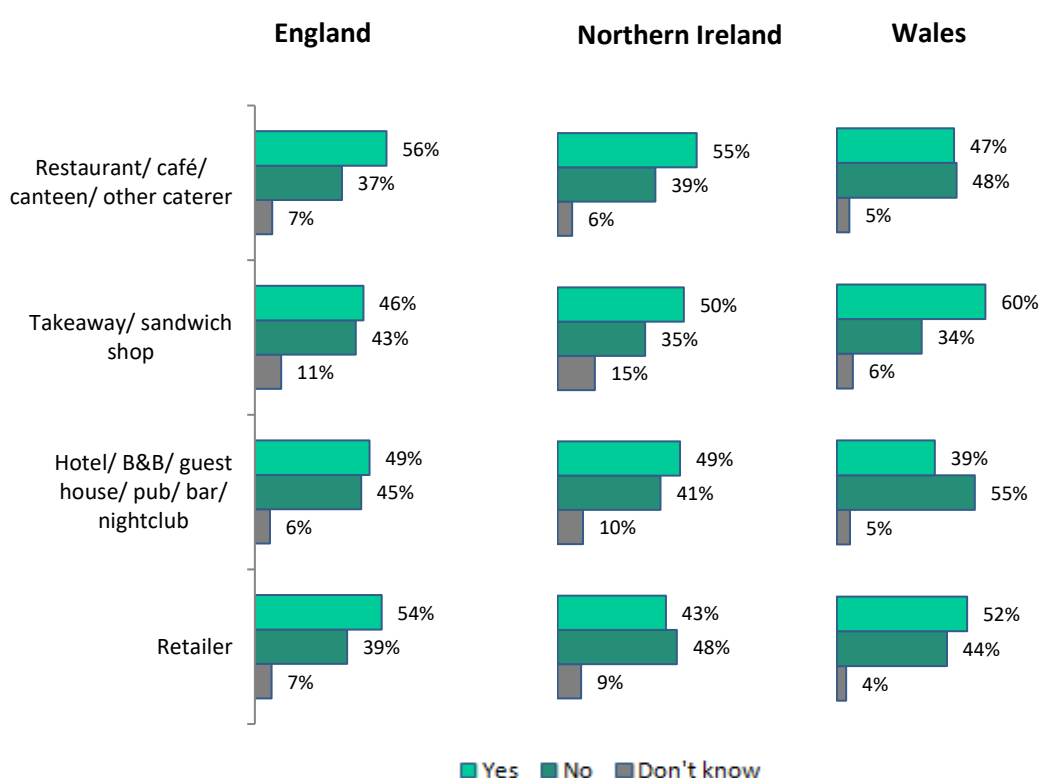
Around half of businesses support FHRs applying to outlets that only sell low risk food (such as wrapped sweets and chocolate). Businesses in England and Northern Ireland are slightly more likely to support it than those in Wales (52% and 50%, compared to 48%).

The chart below shows the responses to this question split by business type. In England and Northern Ireland, restaurant/ cafés/ canteens and other caterers are more likely to agree that the FHRs should apply to businesses that sell low risk foods only, whereas takeaways and sandwich shops are more likely to agree in Wales.

In England (45%) and Wales (55%), Hotel/ B&Bs/ guest houses/ pubs/ bars and nightclubs are the most likely categories of business to disagree that FHRs should apply to outlets that deal with low risk foods only. However, in Northern Ireland, retailers are the most likely to disagree (48%).

It is perhaps surprising that a greater proportion of retailers did not disagree, given that they are more likely to be the ones only selling low risk food.

Figure 21: Application of FHRs to businesses that only sell low risk foods, by business type

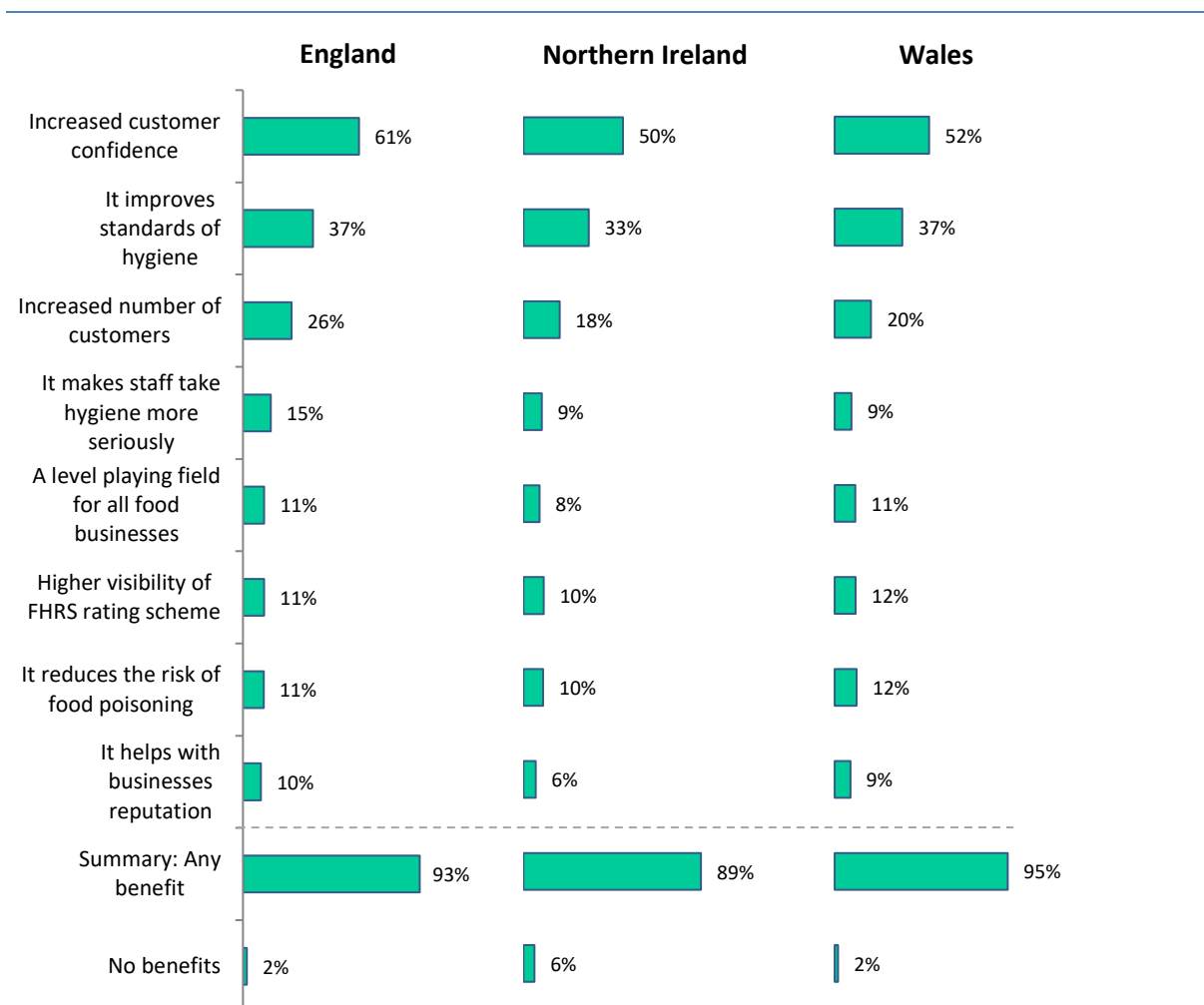


C19. Do you think that the Food Hygiene Rating Scheme should apply to businesses that only sell low risk foods, such as wrapped sweets and chocolates, and are not primarily considered to be food businesses by the public? Base: All long interview respondents that have an FHRs rating sticker/certificate (England 431; NI 463; Wales 468)

Establishments who think that FHRs should apply to low risk food businesses were asked the benefits of including this type of business in FHRs. In general, around nine in ten businesses in each country consider that including low risk food outlets in FHRs would have some benefit.

Increased customer confidence is seen as the top benefit in all countries, with between half and 61% citing this. Improving hygiene standards and increasing the number of customers were also commonly mentioned benefits in all countries.

Figure 22: Benefits of including businesses that sell low risk food in FHRs



C19A. What benefits, if any, does including these businesses in the FHRs bring?

Base: All long interview respondents that have an FHRs rating sticker/certificate who think scheme should apply to businesses that only sell low risk foods 2018 (England 228; NI 233; Wales 225)

4.8 Customer awareness of FHRs

Two questions were asked to determine if customers had commented on the FHRs in general and if customers had commented on their rating specifically.

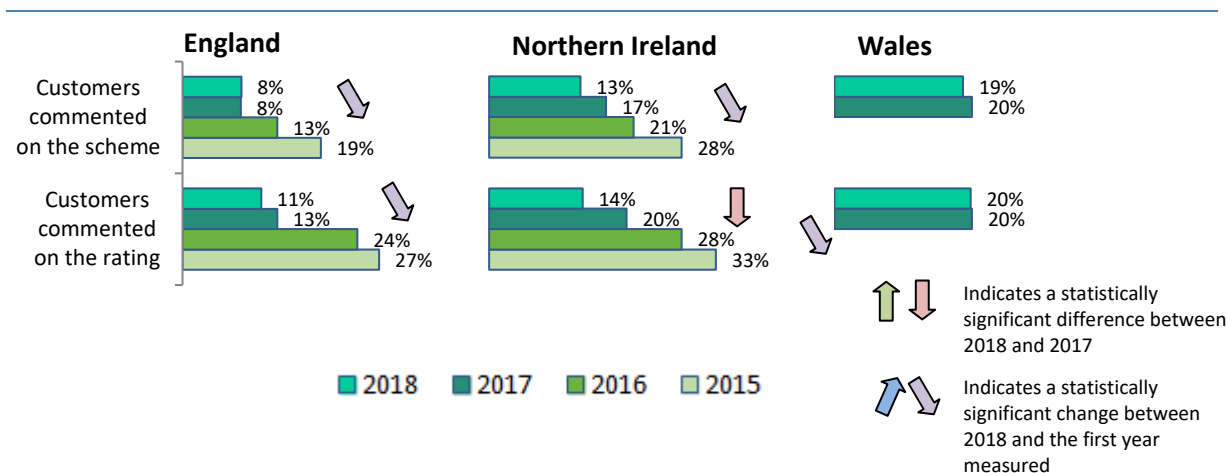
The proportion of establishments that say that customers have commented on the scheme or on their rating has not changed significantly since 2017. There is, however, a downward trend over time for both of these. It is important to note that this is the proportion of food businesses reporting being asked rather than the proportion of customers who have asked.

In England, only 8% (unchanged from 2017) report having customers who commented on the scheme and 11% (13% in 2017) had customers comment on their rating. In Northern Ireland,

only 13% (compared to 17% in 2017) say that customers have commented on the scheme and 14% (20% in 2017) report that customers commented on their rating.

In Wales, these questions were asked for the first time in 2017 and the proportions saying that customers have either commented on the scheme or on the rating have remained stable compared to last year, with around one in five Welsh outlets stating that customers have commented on these.

Figure 23: 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 431/442/417/430; NI 463/470/446/440; Wales 468/482 N.B. this question was not asked in Wales between 2011/12 and 2016)

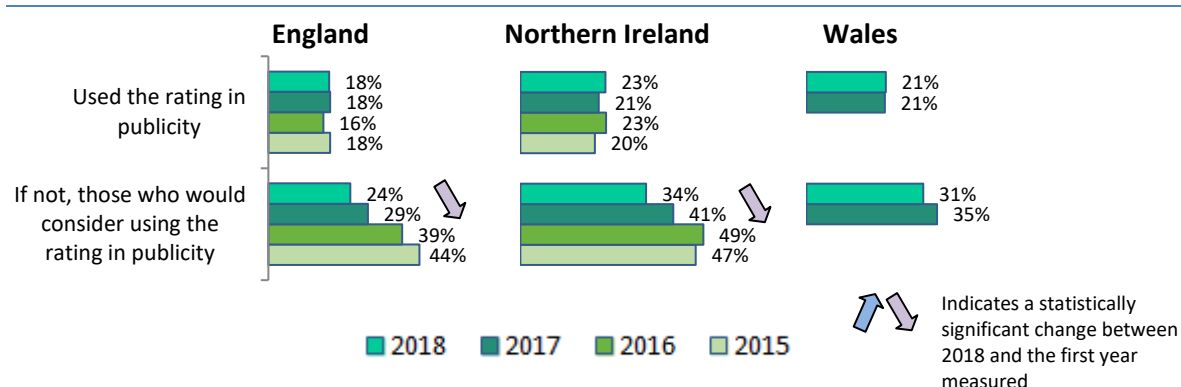
4.9 Use of FHRs in marketing

Outlets were asked if they are currently using their food hygiene rating in marketing materials. Those that are not using the rating in their materials were asked whether they would consider doing so.

In England, the proportion of establishments using the rating in publicity materials is stable (18%, same as in 2017 and 2015). However, the proportion of those who would be willing to use their rating has decreased for the third year in a row (24%, compared to 44% in 2015). Although the decreases compared to 2017 are not significant, they do indicate a downward trend over time.

A similar pattern can be observed in Northern Ireland, where around one-fifth are using their rating in marketing materials (23% in 2018), whilst around a third of those that are not using the rating saying that they would consider doing so (34%). This represents a decrease from 2015 and 2016 when nearly half said so.

In Wales, the proportion who report using the rating in publicity has remained stable from 2017 (21%). Outlets in Wales in the category hotel / bed & breakfast / guest house / pub / bar / nightclub are significantly more likely to have used the rating in publicity compared to the average (33% vs. 21%).

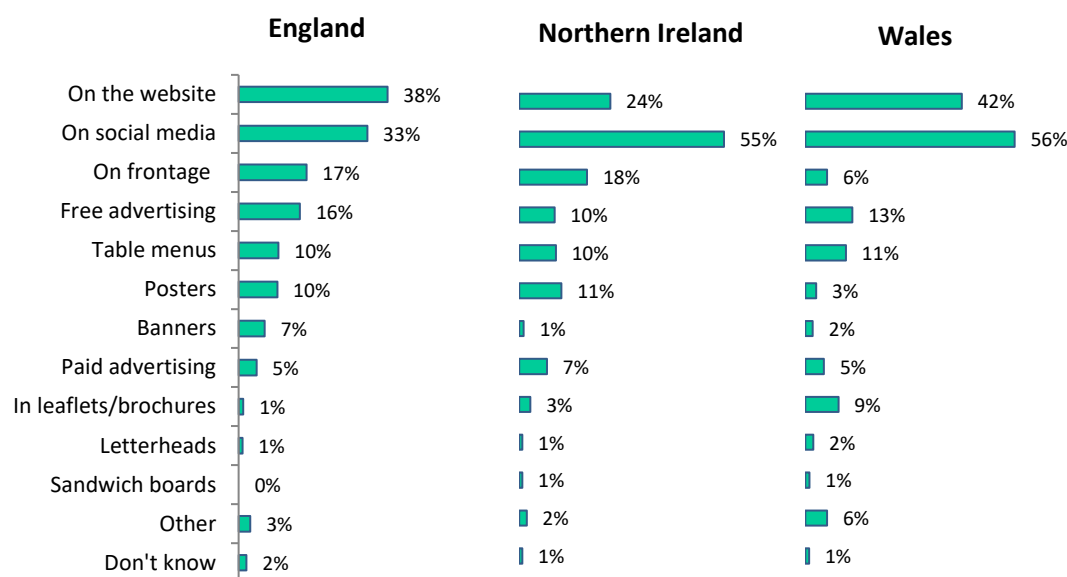
Figure 24: Use of FHRs in marketing


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 417/432/413/424; NI 455/469/440/434; Wales 465/475 N.B. this question was not asked in Wales between 2011/12 and 2016)

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 322/327/333/327; NI 331/334/321/332; Wales 350/354 N.B. this question was not asked in Wales in previous years)

In 2018, for the first time, businesses that are already using their rating in publicity and marketing materials were asked in what ways they are using their rating in those materials. In England, most establishments are using their rating on their websites (38%), with a third also using it on social media (33%) and around one-fifth saying that they display it on frontage (17%).

Social media is the most popular way of using ratings in publicity in Northern Ireland (55%) and Wales (56%), with websites the second most mentioned option in both countries (24% and 42% respectively).

Figure 25: Ways of using FHRS in marketing

B9k: In what ways are you using the rating you have been given in advertising, publicity or marketing?

Base: All long interview respondents that have used their rating in advertising 2018 (England 77; NI 106; Wales 100)

4.10 Drivers of display

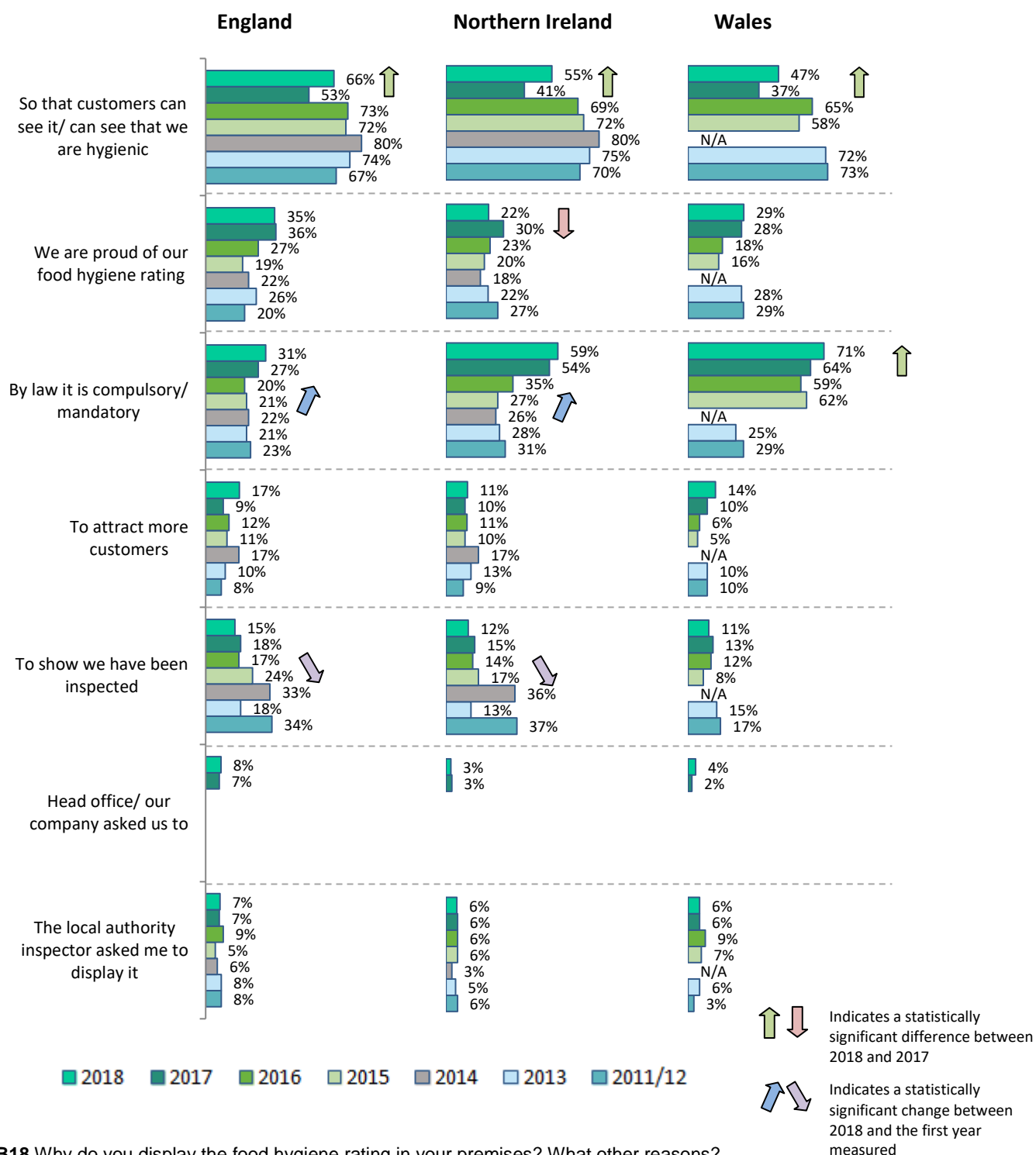
All respondents that stated they are displaying their rating (in any form) were asked for the reasons why they display it. Figure 26 summarises these reasons and how they have changed over time.

In England, 66% mentioned customer assurance (so that customers can see they are hygienic), a significant increase from 2017 (+13 percentage points). Other key reasons mentioned include being proud of the rating (35%) and believing that the scheme is compulsory (31%), with the latter experiencing an upwards trend over time.

Perhaps unsurprisingly, in Northern Ireland (59%) and Wales (71%), the compulsory nature of the scheme is the main driver of display. In Wales, this has increased significantly compared to last year (+7pp); while, in Northern Ireland, an upward trend over time can be observed. The second key reason in both countries is customer reassurance, with around half saying so, a proportion that has increased significantly compared to 2017 in both countries. Although being proud of their rating is also a common motivation to display ratings in these countries, the proportion that say so in Northern Ireland has decreased significantly compared to 2017 (30%, compared to 22% in 2018).

A downward trend can be seen in England and Northern Ireland for the proportion that say that they display their rating to show that they have been inspected, with just around 15% citing this as a motivation in each country.

Although compulsory display (or perceived compulsory display) is a key driver, businesses also recognise other benefits of displaying, such as customer assurance.

Figure 26: Drivers of display


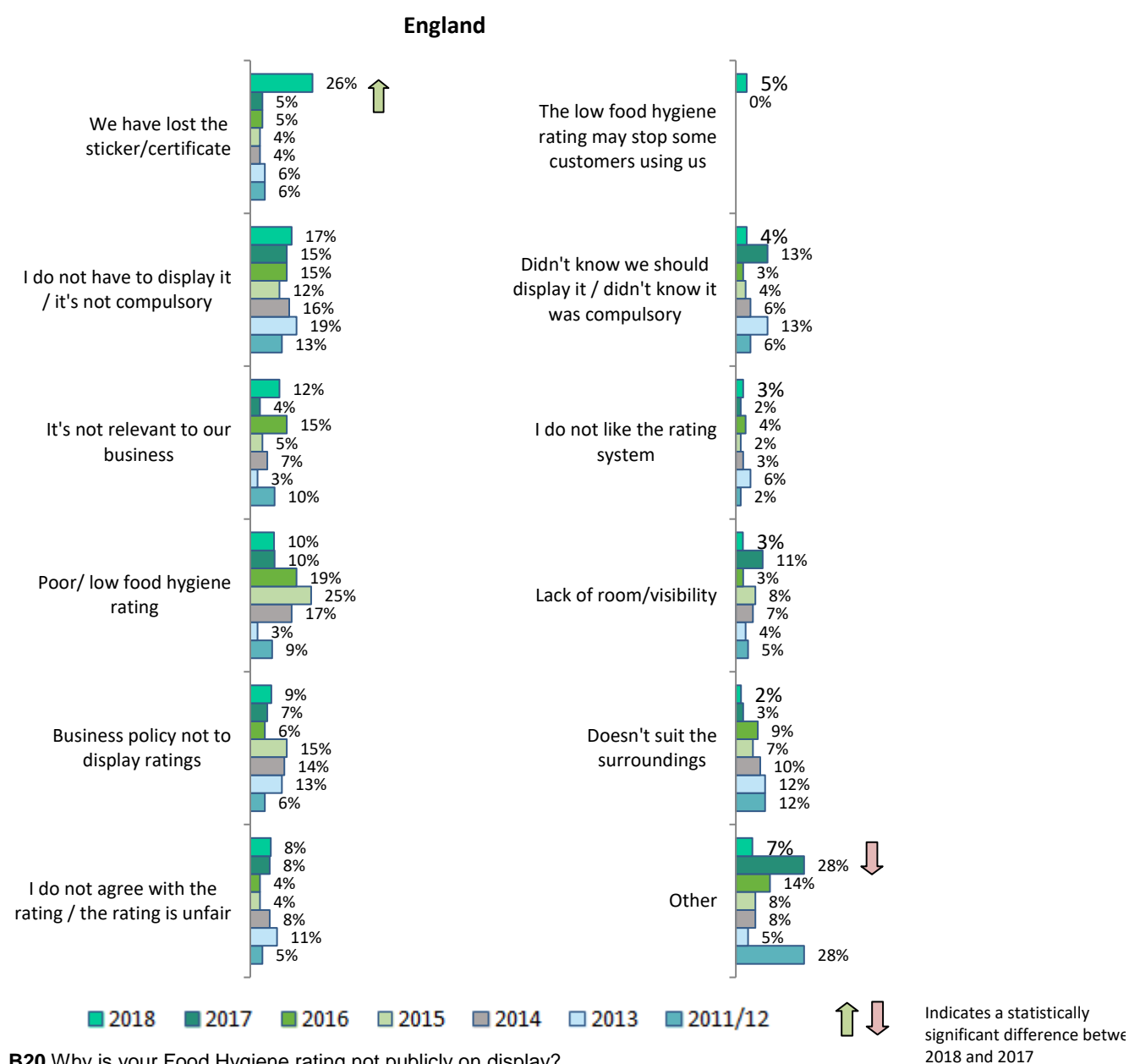
B18 Why do you display the food hygiene rating in your premises? What other reasons?

Base: All long interview respondents with FHRs on display 2018/2017/2016/2015/2014/2013/2012 England (387/393/356/362/337/316/296), NI (459/466/401/409/403/372/308), Wales (463/473/473/467/NA/340/245)

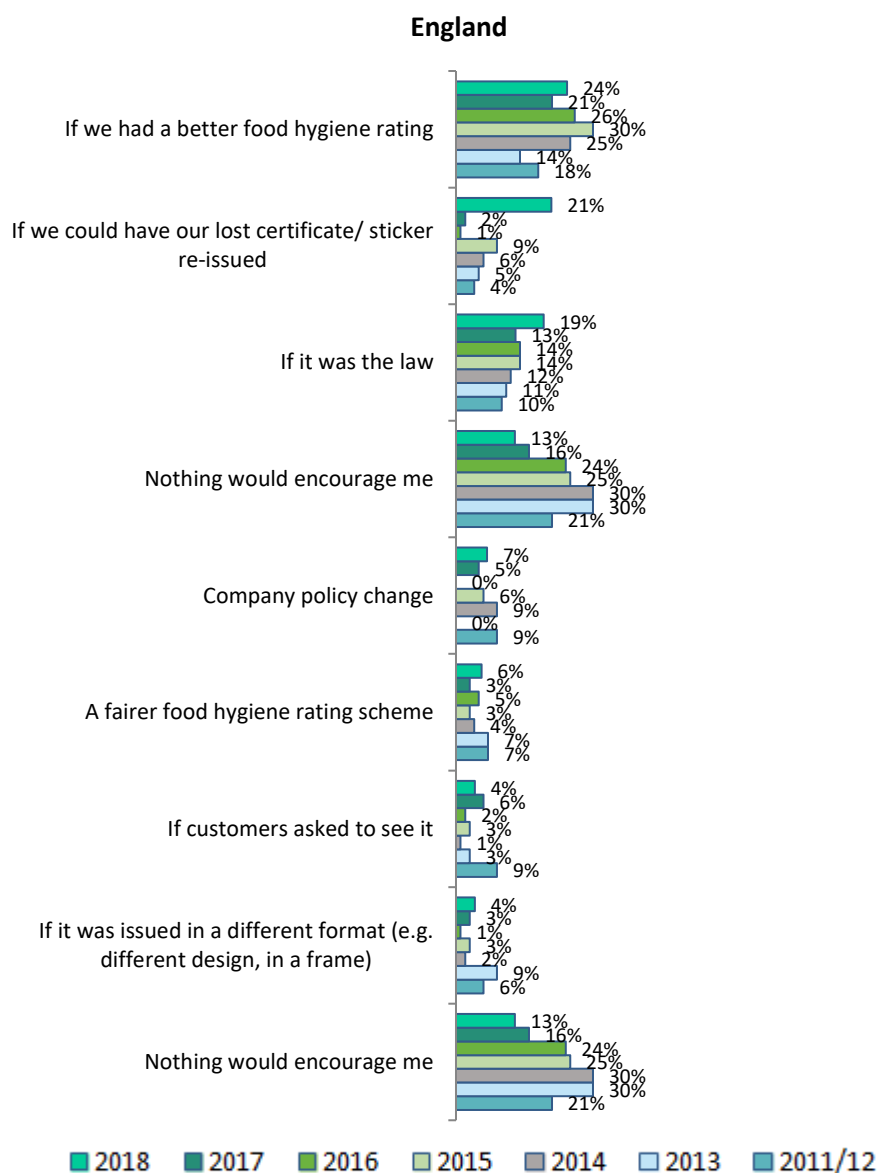
In England, the reasons for non-display were explored with businesses that said they were not displaying their rating. Although the proportion of outlets that say they are not displaying is relatively small, a significant difference can be seen compared to last year for the most cited reason in 2018 having lost the sticker/certificate (26%, compared to 5% in 2017). Other

commonly cited reasons include the non-compulsory nature of the scheme in England (17%), a belief that the rating is not relevant to their businesses (12%) and having a low rating (10%).

Figure 27: 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. Base sizes are small, so no significant differences over time are observed. Most would be encouraged to display if they had a better food hygiene rating (24%). Other commonly mentioned actions are having lost stickers re-issued (21%) or if the scheme became compulsory (19%). 13% of English outlets that are not displaying state that nothing would motivate them to do so.

Figure 28: 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 39/45/65/71/181/68/52)

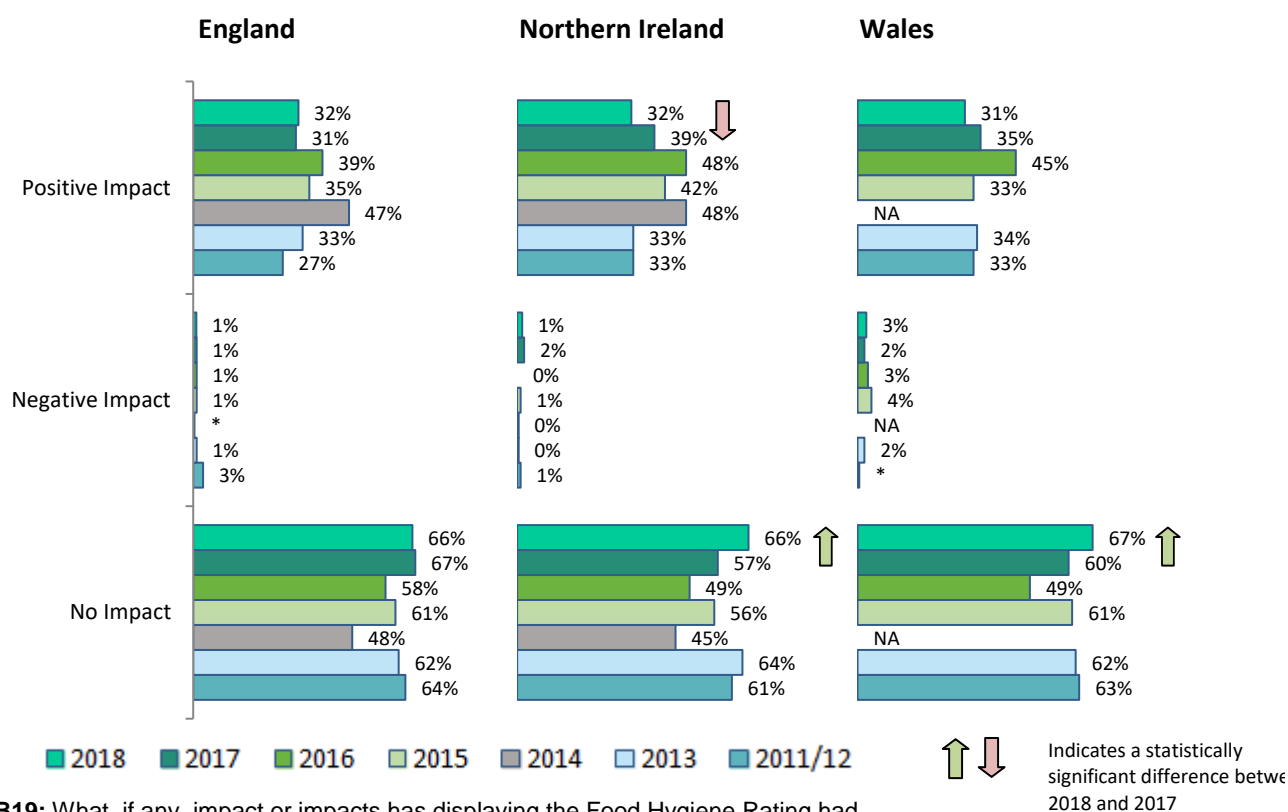
4.11 Impact of display

All outlets that stated they are displaying their rating were asked what impact, if any, this has had on their business. Figure 29 summaries these impacts.

In England, around a third (32%) say display has had a positive impact upon their business in some way. The positive impacts described by outlets can be seen in figure 31. They include impacts at a customer level, such as an improved reputation, as well as internal benefits, such as greater staff awareness of food hygiene requirements. The proportion of outlets that report positive impacts has remained stable compared to 2017 (31%) but has been prone to fluctuation over the years. Two-thirds say displaying the rating has had no impact or they do not know the impact (66%), similar to that seen in 2017 (67%).

In contrast, in Northern Ireland and Wales, the proportion that say display has had a positive impact upon their business has fallen, with the decrease being statistically significant in Northern Ireland (32%, compared to 39% in 2017). There has been a corresponding increase in the proportion that say that display has had no impact or they do not know the impact upon their business (66% in Northern Ireland and 67% in Wales). These increases are statistically significant compared to 2017 in both countries. However, only a small minority in each country say that display has had a negative impact (1% in England and Northern Ireland, and 3% in Wales).

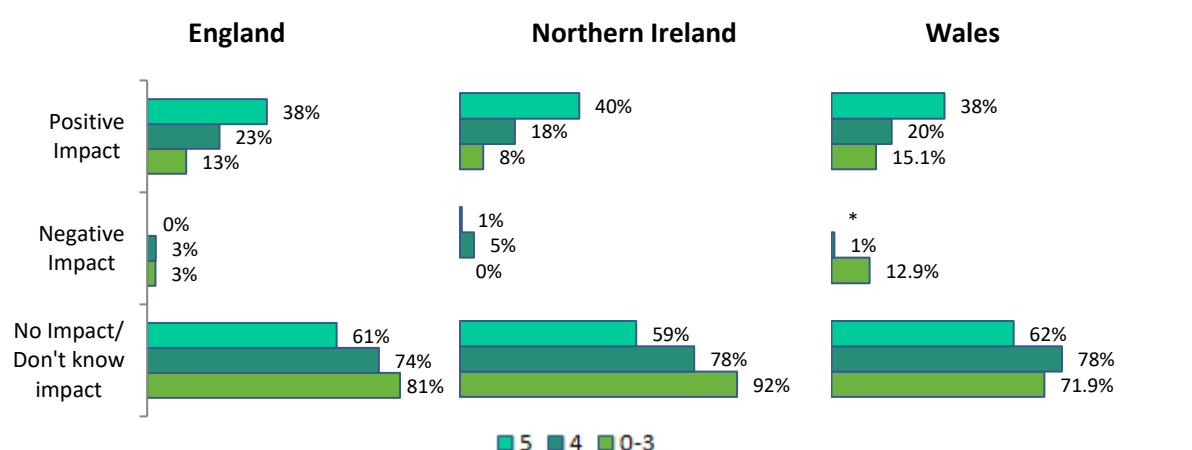
Figure 29: General impact of display



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 387/394/356/362/337/316/296, Northern Ireland 459/467/401/409/403/372/308, Wales 463/474/473/467/NA/340/245)

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 Wales.

Figure 30: General impact of display by rating


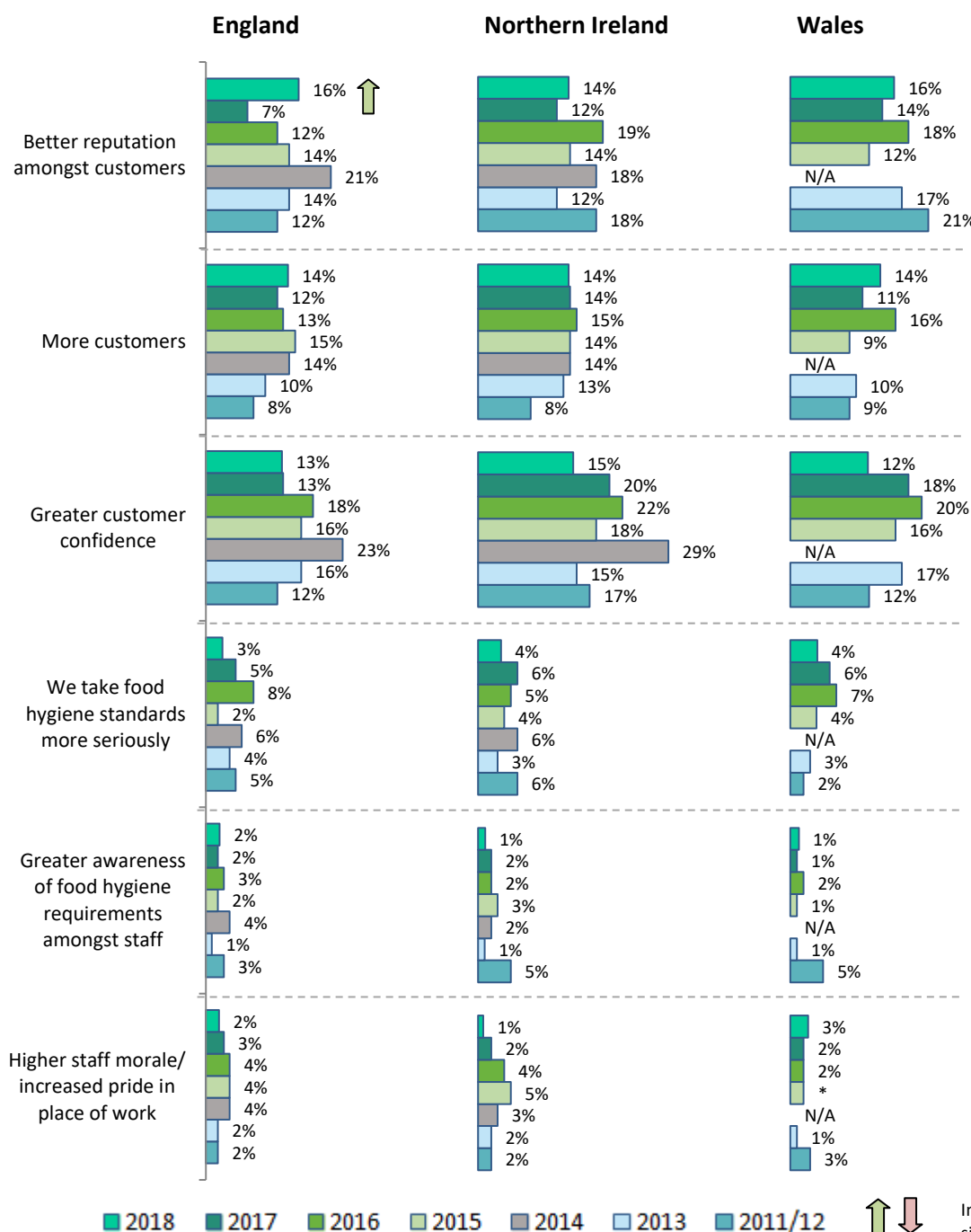
B19: What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business? What else?
Base: All respondents with FHRS on display 2018 (England 5 (269), 4 (77), 0-3 (41); NI 5 (345), 4 (88), 0-3 (26); Wales 5 (302), 4 (100), 0-3 (61))

Businesses were also asked to describe the specific nature of the impact of displaying their rating, beyond whether it is positive or negative. The results are shown in figure 31.

In England, better reputation amongst customers is now the most frequently mentioned positive impact, a significant increase compared to 2017 (16%, compared to 7% last year). This is followed by helping to encourage more customers into the establishment (14%) and greater customer confidence (13%, the most frequently mentioned positive impact in 2017).

In Northern Ireland, greater customer confidence remains the most commonly mentioned positive impact, with 15% citing this. A similar proportion also mentioned gaining more customers (14%) and getting a better reputation among customers (14%).

In Wales, similarly to England, better reputation amongst customers was the most cited reason (16%), followed by encouraging more customers into the establishment (14%) and greater customer confidence (12%).

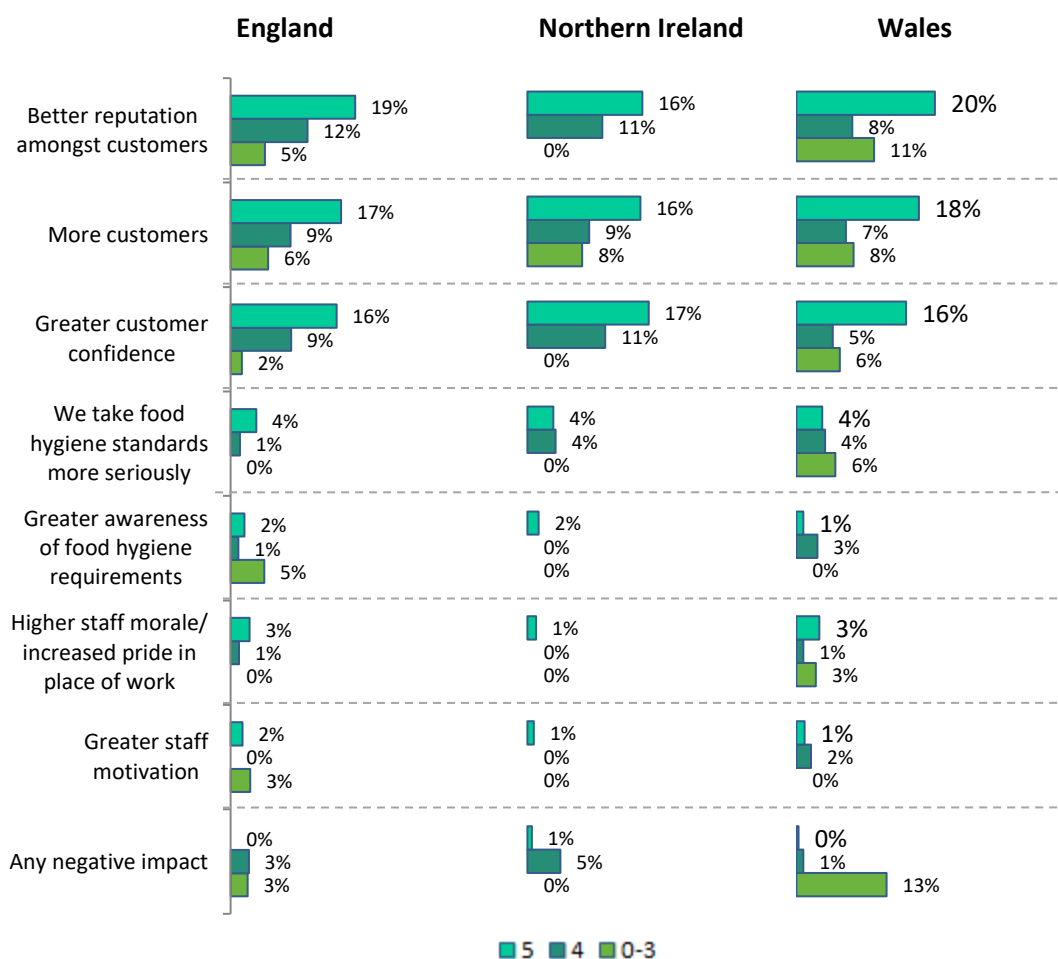
Figure 31: Positive impacts of display


NB: Mentions of 1% or 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 2018/2017/2016/2015/2014/2013/2012 (England 387/394/356/362/337/316/296), NI (459/467/401/409/403/372/308), Wales (463/474/473/467/NA/340/245)

These results have also been analysed according to the rating that outlets were given in their last inspection. Figure 32 shows that businesses with a rating of 3 or less in Wales are more likely to say that display has had a negative impact (13%). Perhaps unsurprisingly, outlets with ratings of 4 and 5 are more likely to say that display has had positive impacts, such as better reputation amongst customers or greater customer confidence, in all countries.

Figure 32: 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 respondents with FHRs on display 2018 (England 5 (269), 4 (77), 0-3 (41); NI 5 (345), 4 (88), 0-3 (26); Wales 5 (302), 4 (100), 0-3 (61))

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.

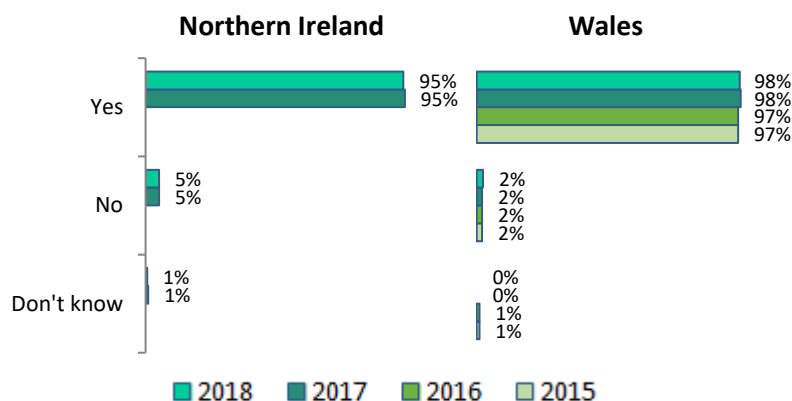
In England, businesses were asked how they would feel if the display of ratings became a legal requirement.

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. These proportions have not changed compared to 2017.

Figure 33: Awareness of legal requirement to display ratings

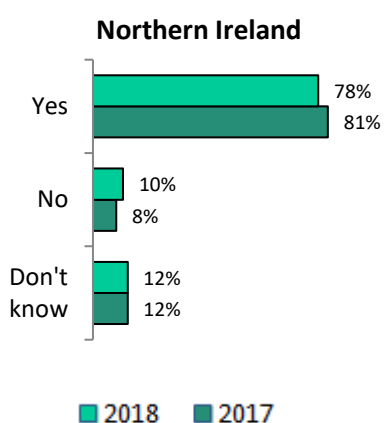


C15: And were you aware before this interview that it is a legal requirement in Northern Ireland/Wales to have your FHRs rating publically on display

Base: All long interview respondents that have an FHRs rating sticker/certificate (NI 463/467; Wales 475/481/474)

78% of businesses in Northern Ireland recall receiving a letter informing them of the statutory requirement to display their rating. Only 10% do not recall receiving the letter. These results are in line with those reported in 2017.

Figure 34: 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?

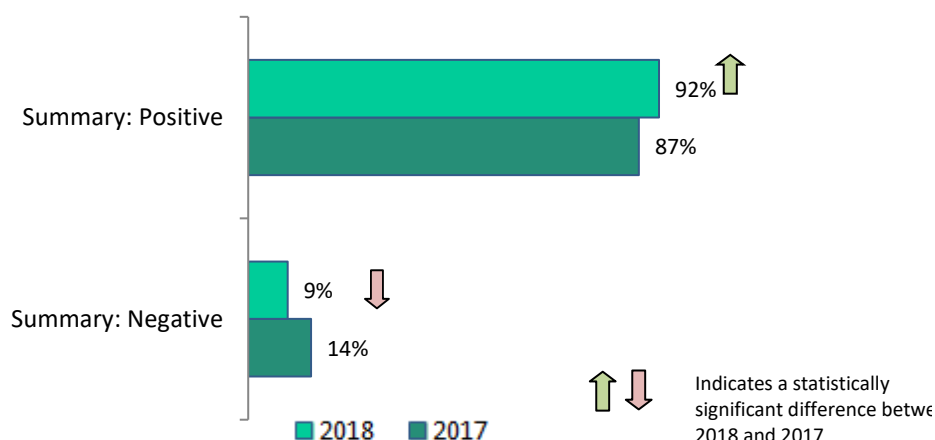
Base: All that have a FHRs rating sticker/certificate in Northern Ireland 2018/2017 (463/467)

4.12.1.2 Opinions regarding the scheme in Wales

The vast majority of respondents in Wales made positive comments when asked how they feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display their rating at each of the entrances to their premises (92%). This is a significant increase compared to 2017 (87%).

Less than one in ten (9%) expressed negative opinions about the statutory nature of the scheme, a significant decrease from 2017 (14%).

Figure 35: Attitudes to compulsory display in Wales

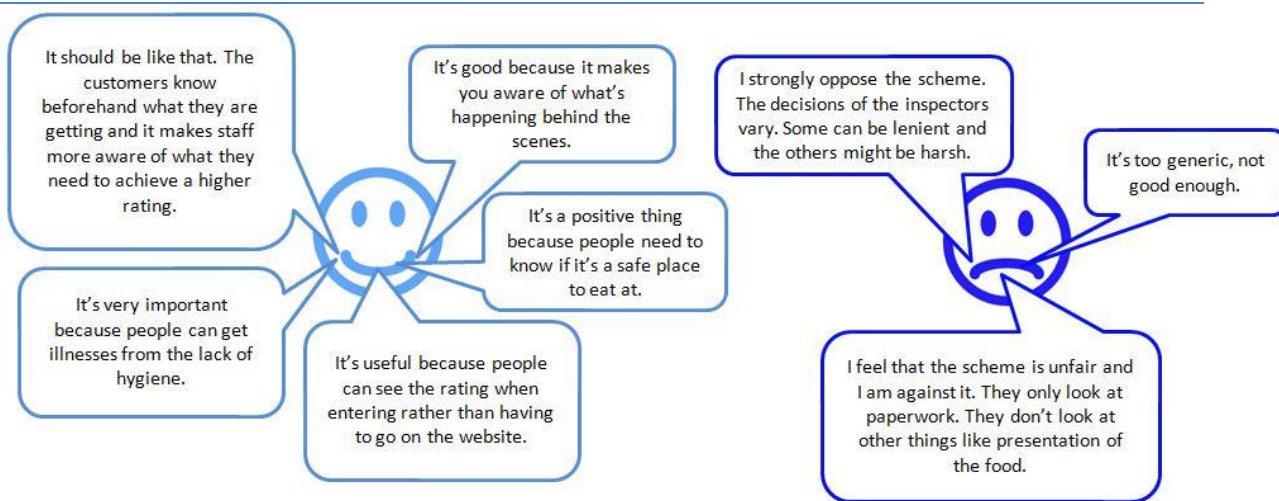


C18: And how do you feel generally about the Food Hygiene Rating scheme now that it is a legal requirement to display your rating at each of the entrances to your premises?

Base: All long interview respondents that have an FHRs rating sticker/certificate in Wales 2018/2017 (468/475)

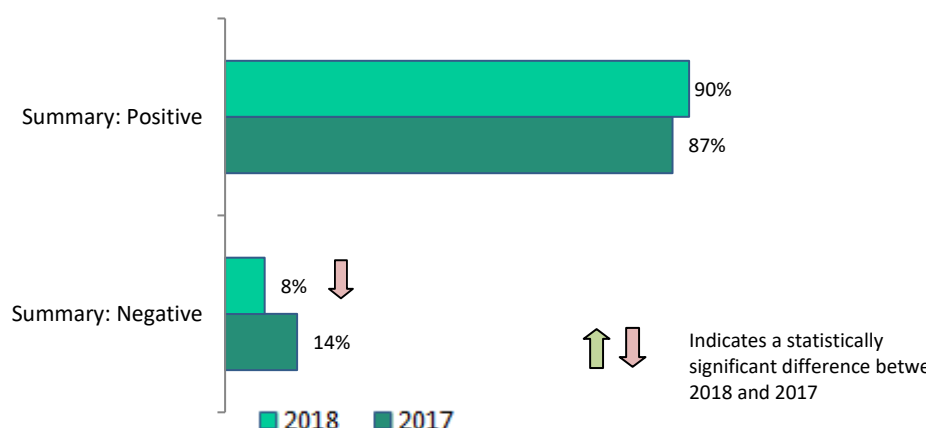
Figure 36 shows some of the verbatim responses given by survey respondents at this question.

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



4.12.1.3 Opinions regarding the scheme in Northern Ireland

Similar to that seen in Wales, the vast majority (90%) of respondents in Northern Ireland said something positive about the Food Hygiene Scheme being a legal requirement. 8% expressed negative opinions, which is a significant decrease from 2017 (14%).

Figure 37: 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?

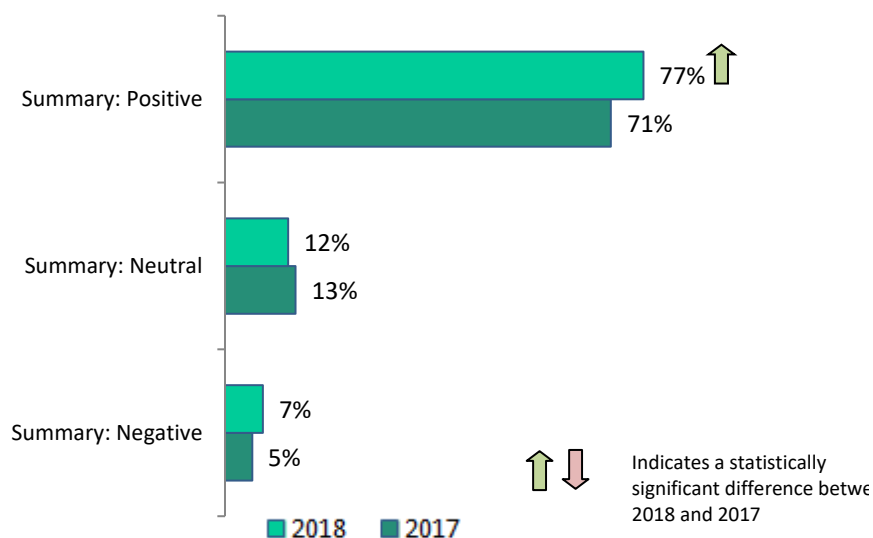
Base: All long interview respondents that have an FHRS rating sticker/certificate in Northern Ireland 2018/2017 (463/467)

Figure 38 shows some of the verbatim responses received from businesses in Northern Ireland concerning compulsory display.

Figure 38: Excerpt of verbatim responses in Northern Ireland – attitudes to compulsory display

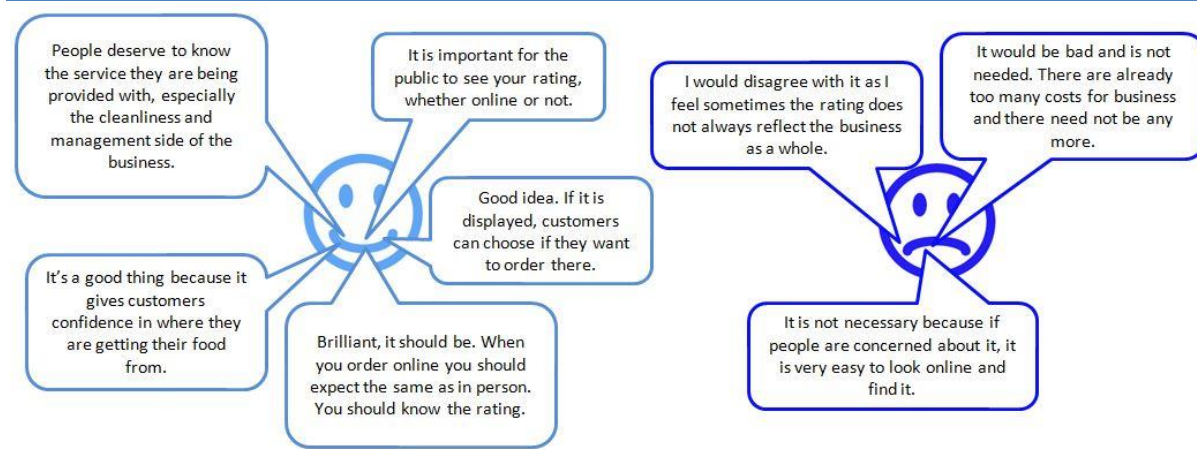
4.12.1.4 Attitudes towards compulsory display on online platforms

Most outlets in Wales are supportive of compulsory display on online platforms: 70% made positive comments about it, with less than one in ten (7%) making a negative remark about it. The remaining 12% were neutral. The proportion that are positive has increased significantly from 2017 (71%).

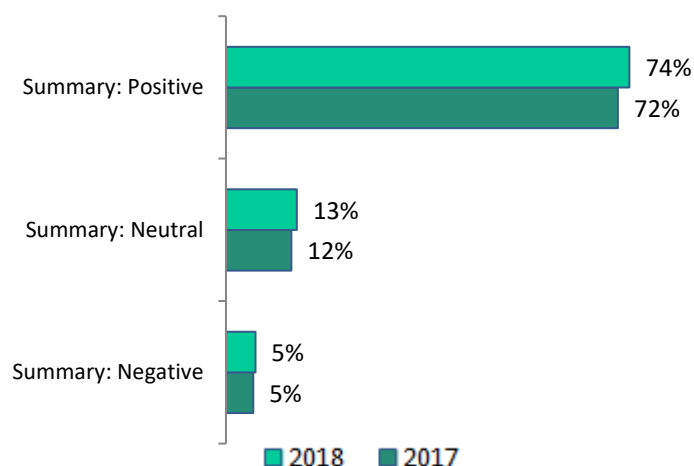
Figure 39: Attitudes to compulsory display on online platforms in Wales


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 Wales 2018/2017 (468/475)

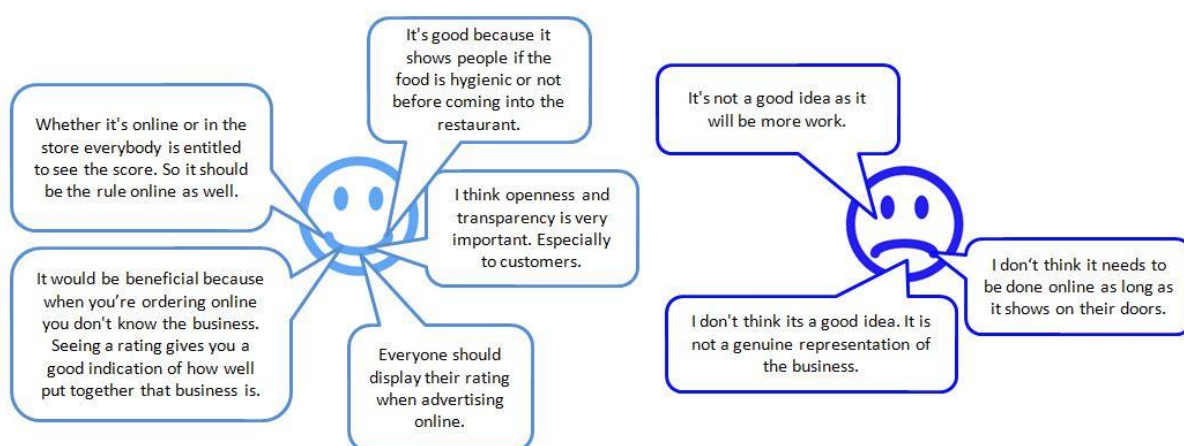
Figure 40: Excerpt of verbatim responses in Wales – attitudes to compulsory display on online platforms


A similar pattern can be seen in opinions to compulsory online display in Northern Ireland. The majority of outlets are supportive of the idea (74%) and only a small minority are negative (5%). These proportions are in line with those seen in 2017.

Figure 41: Attitudes to compulsory display on online platforms in Northern Ireland

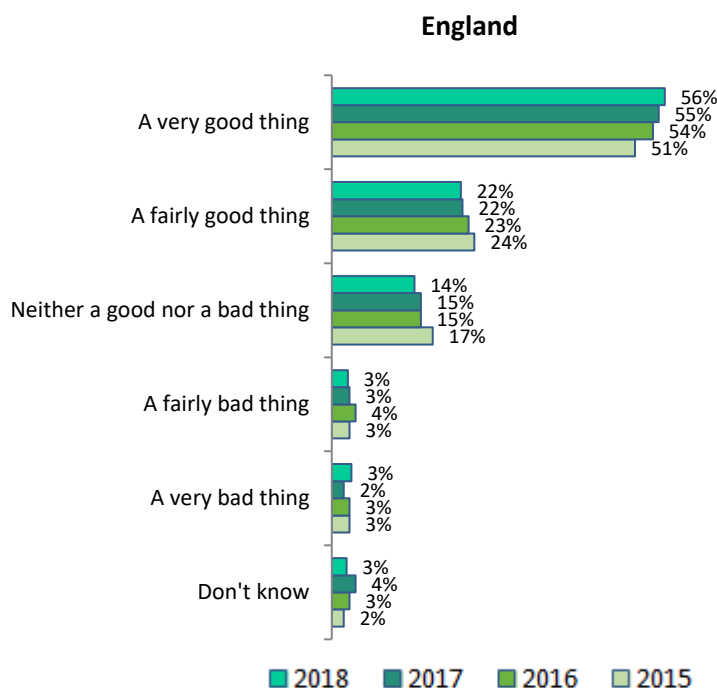
C20: How would you feel if an amendment was added to the statutory scheme to require you by law to include your rating on any online platforms that are used to offer an online ordering facility?

Base: All long interview respondents that have an FHRs rating sticker/ in Northern Ireland 2018/2017 (466/467)

Figure 42: Excerpt of verbatim responses in Northern Ireland – attitudes to compulsory display on online platforms

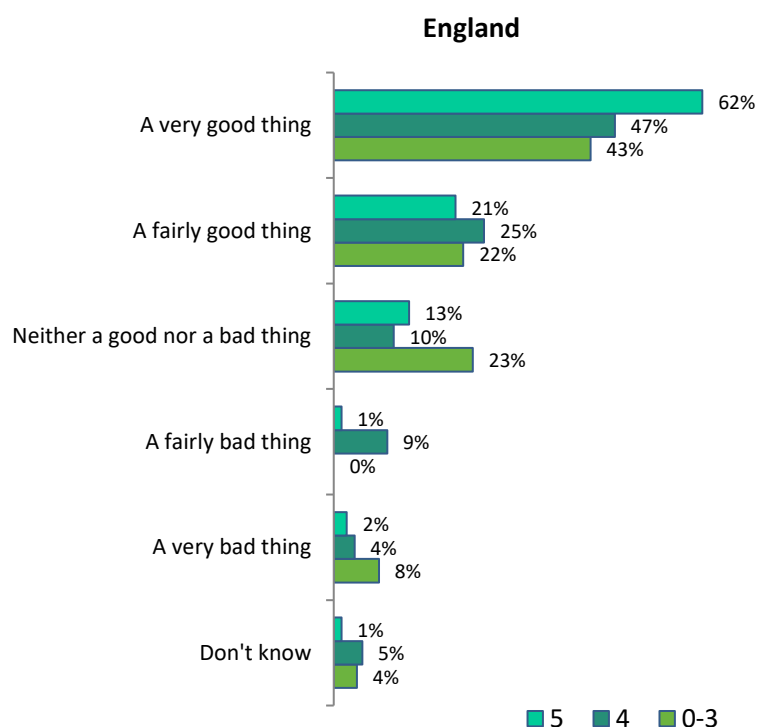
4.12.2 England

Establishments in England remain positive about introducing compulsory display and attitudes are broadly the same as in 2017. 78% would favour the introduction of compulsory display, with 56% agreeing that it would be a very good thing and a further 22% stating that it would be a fairly good thing. Only 6% think that it would be a bad thing (3% a fairly bad thing and 3% a very bad thing).

Figure 43: 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 431,442, 430, 417)

Nonetheless, it should be noted that attitudes towards compulsory display vary depending on the rating the outlet has been given in their last inspection. Outlets with a rating of 0-3 are less likely to say that compulsory display would be a very or a fairly good thing, while outlets with a rating of 5 are more likely to say that it would be a very good or fairly good thing (83%). In contrast, support by business type is more consistent, with hotels/ B&Bs/ guest houses/ pubs or clubs being most likely to believe compulsory display is a good thing (81%), followed by restaurants/ cafés/ canteens/ other caterers (79%), retail (77%) and takeaways/ sandwich shops (72%).

Figure 44: 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...

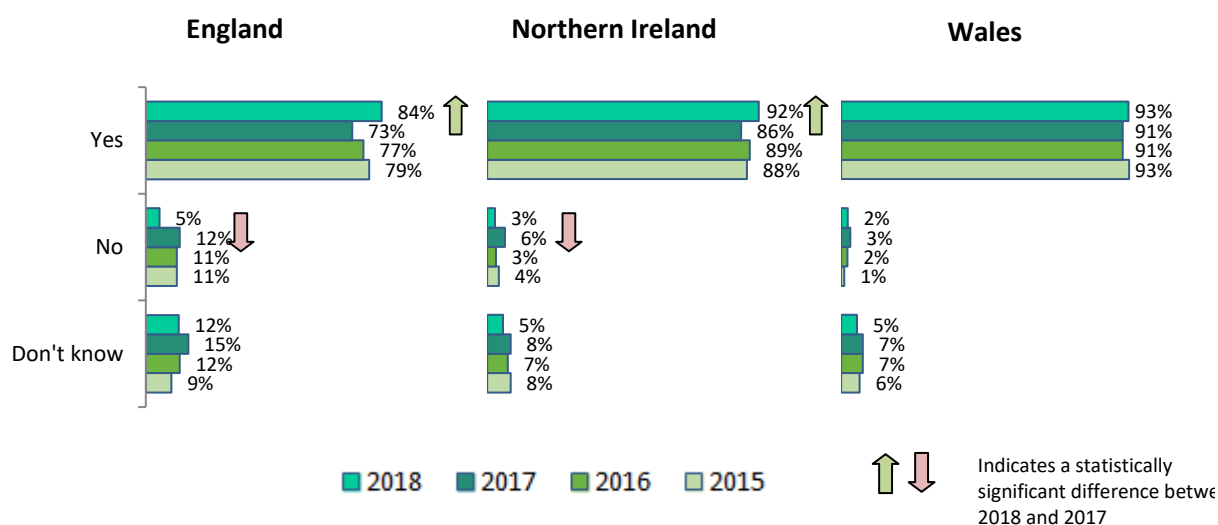
Base: All long interview respondents that have an FHRS rating sticker/certificate 2018 (0-3 (56), 4, (82), 5 (293))

4.13 Business Safeguards

After a business has been inspected by their local authority, they are sent a letter with the notification of their rating. This letter sets out the rating awarded and includes the appropriate food hygiene rating sticker. If the rating awarded is lower than 5, the letter will also explain what improvements need to be made together with advice on how to achieve a higher rating. There will also be details of the safeguards available to businesses (appeal, right to reply, and request for a re-rating inspection).

4.13.1 Recollection of inspection letter

Establishments were asked whether they recall receiving this letter. The majority of businesses recall receiving the letter in all countries. In England, 84% recall the letter. This is a significant increase from the proportion that recalled receiving the letter in 2017 (73%). Similarly, in Northern Ireland, 92% recall receiving the letter, which represents a significant increase compared to 2017 (86%). A similar proportion recall receiving the letter in Wales in 2018 (93%), a figure that has remained stable compared to previous years.

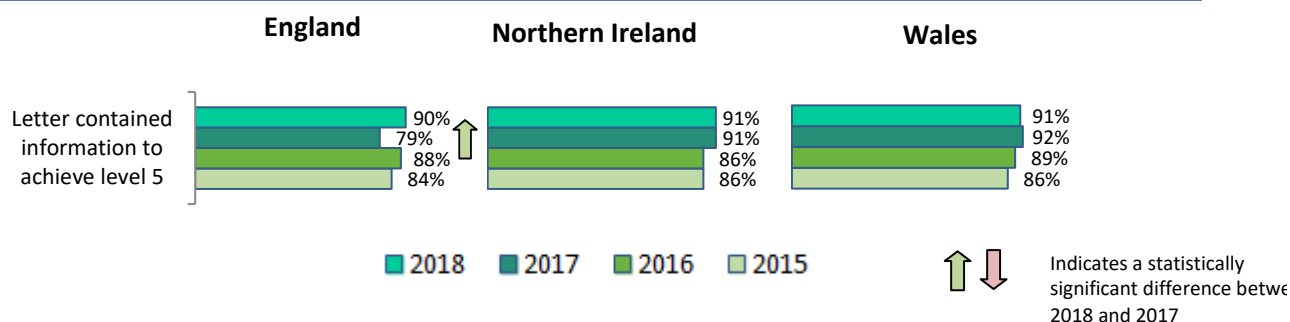
Figure 45: Recollection of receipt of inspection letter


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.

Base: All long interview respondents that have an FHRs rating sticker/certificate (England 431,442, 417, 430; NI 463, 467, 446, 440; Wales 468, 475, 481, 474)

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

Although in 2017 establishments in England were a little less likely to say that the letter contained this information (79% in 2017), this proportion has increased significantly and 90% of outlets in England now say that the letter contained the information. The proportion is now similar to that observed in Northern Ireland and Wales, where 91% state that the letter contained information on what needs to be improved to achieve a better rating.

Figure 46: 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 FHRs 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 187, 140, 107, 117; NI 197,163, 138, 123; Wales, 225, 237, 184, 204)

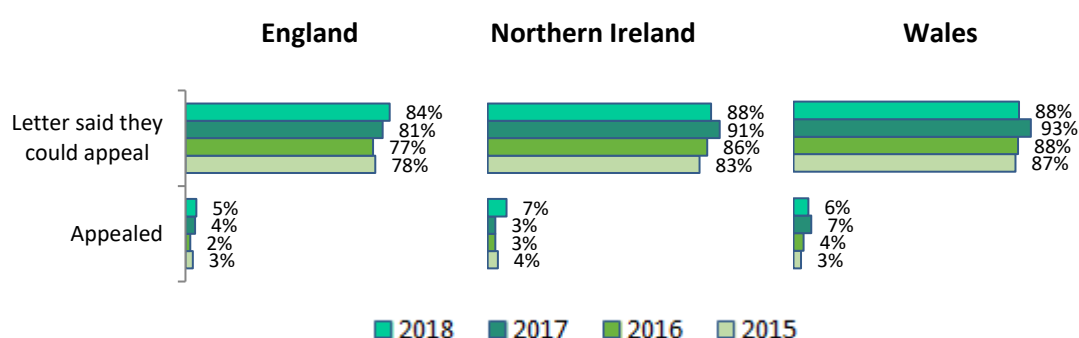
4.13.2 Appeals

In England, 84% 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 previous years.

There is a similar pattern in Northern Ireland and Wales, where 88% remember this information being in the letter. Even though there have been decreases in this proportion in both countries, these are not statistically significant.

All establishments that have a food hygiene rating were asked if they had appealed their rating, regardless of what rating they were given or if they recalled receiving the inspection letter. In England, 5% state that they have appealed, whilst 6% have done so in Wales. These proportions are in line with those observed in previous years of this research. In Northern Ireland, 7% say that they have appealed.

Figure 47: 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 176, 140, 107, 117; NI 183, 163, 138, 123; Wales, 215, 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 431, 442, 417, 430; Northern Ireland 463, 467, 446, 440; Wales 468, 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 say they appealed their rating report being awarded a higher rating in all countries. In England and Wales, nearly all of those that appealed their rating feel that their appeal was dealt with fairly by the local authority. However, in Northern Ireland 12 out of the 31 respondents don't know or cannot remember. It should be noted that these outcomes are self-reported and have not been verified against other sources.

Table 3: Results of appeals¹³ as reported by businesses

Result of appeal	England	NI	Wales
Awarded a higher rating	7	14	10
Rating stayed the same	2	3	5
Awarded a lower rating	-	-	-
Waiting to hear back from LA	5	8	6
Don't know/other	4	6	3

C5: And what was the result of this appeal?

Base: All long interview respondents that appealed the rating (England 18, NI 31, Wales 24)

Table 4: Perceptions of fairness of appeals process

Dealing with appeal	England	NI	Wales
Very fairly	6	12	11
Fairly	6	6	6
Neither fairly nor unfairly	-	-	1
Not very fairly	1	-	2
Not at all fairly	1	1	3
Don't know/ can't remember	4	12	1

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 31, Wales 24)

4.13.3 Re-rating inspections

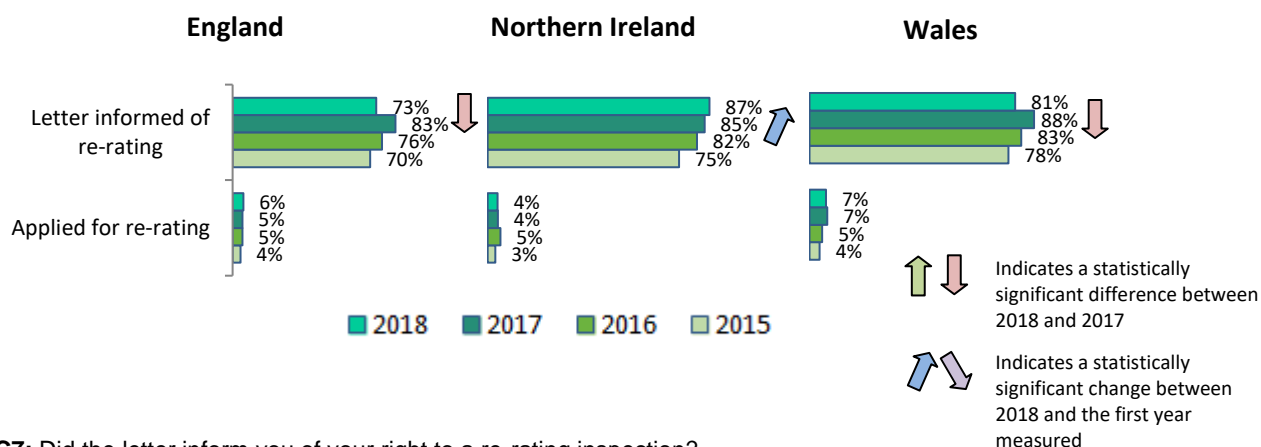
Establishments that remember receiving the letter and had a rating of less than 5 were asked whether they recalled the letter containing information on their right to request a re-rating inspection. Even though across all countries the majority remember the letter containing information about how to apply for a re-rating, the proportion has decreased significantly in England (73%, compared to 83% in 2017) and Wales (81%, compared to 88% in 2017). In Northern Ireland, there is an upward trend in the proportion that remember the letter containing this information (87%, compared to 75% in 2015).

All outlets that have a food hygiene rating were asked if they exercised their right to a re-rating. 7% of establishments in Wales responded that they have exercised this right, with 6% saying they have done so in England and 4% in Northern Ireland. These are similar to the proportions seen in previous years. In England and Wales outlets rated 0-3 are significantly more likely to apply for a re-rating inspection compared to the average (15% and 16% respectively). This is

¹³ 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>

also true of outlets with a rating of 4 in England (10%). No significant differences by rating exist in Wales.

Figure 48: 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 176, 140, 107, 117; NI 183, 163, 138, 123; Wales, 215, 237, 184, 204)

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

Base: All with an FHRS rating (England 431, 442, 417, 430; Northern Ireland 463, 467, 446, 440; Wales 468, 475, 481, 474)

Those that say they 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, a little below half of these outlets indicated that they have been awarded a higher rating and a little below half are waiting to hear back from the local authority. Similarly, in Northern Ireland, around half have been awarded a higher rating and around half are waiting to hear back from the local authority. In Wales, a majority say they have been awarded a higher rating, with a little under a third saying that they are still waiting to hear back from the local authority.

Those that requested a re-rating were also asked how fairly they felt the local authority had dealt with their request. Most feel that their request was dealt with fairly (45 out of 65 that requested a re-rating). Only 8 felt that their request was not dealt with fairly. This is slightly higher than the 5 out of 74 that felt that their request for a re-rating had been dealt with unfairly in 2017.

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

Result of re-rating	England	NI	Wales
Awarded a higher rating	7	7	17
Rating stayed the same	1	2	2
Awarded a lower rating	-	-	-
Waiting to hear back from LA	7 ¹⁴	7	6
Don't know/other	2	-	1

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 21, NI 16, Wales 28)

Table 6: Perceptions of fairness of re-rating

Dealing with re-rating	England	NI	Wales
Very fairly	9	8	12
Fairly	4	3	9
Neither fairly nor unfairly	1	1	1
Not very fairly	4	-	-
Not at all fairly	-	1	3
Don't know/ can't remember	3	4	3

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 21, NI 16, Wales 28)

Since 2017, outlets that are not happy with their rating and that have not applied for a re-rating have been asked about their reasons for not applying. It is worth noting that the base sizes for this question are rather small and, therefore, there are no significant differences over time and they should be treated as indicative only. Nonetheless, figure 49 can provide useful insights into why businesses that were not happy with their rating decided not to take advantage of this right.

In England, the most common reason for not applying for a re-rating was a belief that the rating given was fair enough (15%), followed by a lack of time (13%). Other commonly mentioned reasons are a perception that the scheme is not relevant to their business (10%) and a perception that fees are too high, where these are applicable¹⁵ (10%).

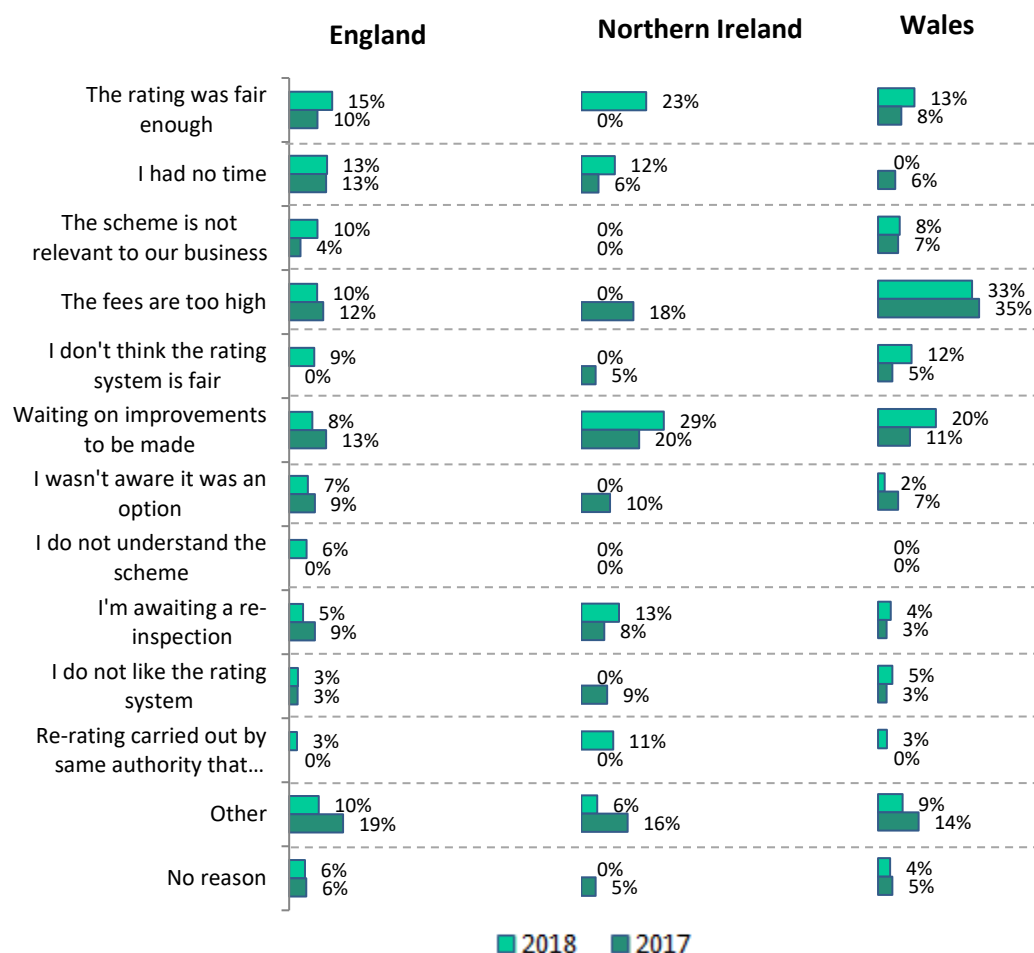
¹⁴ Local authorities have a 3 month window in which to undertake a requested re-rating inspection

¹⁵ Some local authorities in England charge a fee to recover the costs of carrying out a requested revisit inspection

In Northern Ireland, the most commonly cited reasons are the fact that outlets are waiting for improvements to be made (29%) and a perception that the rating given was fair enough (23%).

In Wales, a third of those that did not apply for a re-rating (33%) say that they did not do so because fees are too high¹⁶, with a further 20% saying that they are waiting on improvements to be made.

Figure 49: 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 [34/37], Northern Ireland [15/23], Wales [45/41])

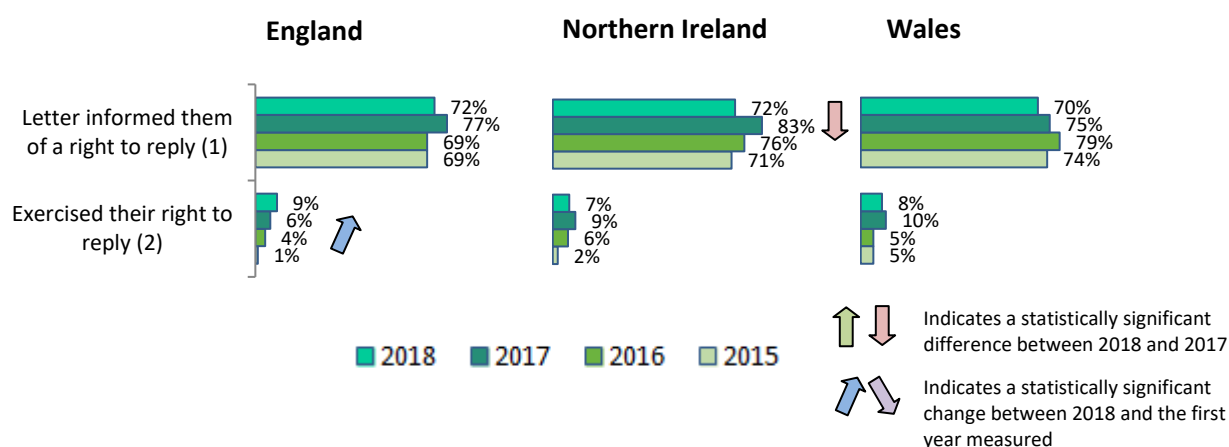
¹⁶ In Wales and Northern Ireland all local authorities charge a fee to recover costs for the re-visit under their statutory schemes.

4.13.4 Right to reply

The majority of establishments that were given a rating of less than 5 and remember receiving the inspection letter recall the letter containing information about their right to reply (72% in England and Northern Ireland and 70% in Wales). Despite the 5 percentage point drop in Wales and England compared to last year, these changes are not statistically significant. However, the 11 percentage point drop in those who recall the letter containing information on their right to reply in Northern Ireland is statistically significant (72% in 2018, compared to 83% in 2017).

All establishments that have a food hygiene rating were asked if they have exercised their right to reply. In England, there is an upwards trend in the proportion of outlets that have exercised their right to reply. In Wales and Northern Ireland, the proportion of those who have exercised their right to reply has fallen by 2 percentage points. However, this is not statistically significant.

Figure 50: 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 176, 140, 107, 117; NI 183, 163, 138, 123; Wales, 215, 237, 184, 204)

(2) C12: Have you exercised your right to reply by sending comments to the local authority about the rating you have been given?

Base: All long interview respondents that have an FHRS rating sticker/certificate (England 431/442/417/430; NI 463/467/446/440; Wales 468/475/481/474)

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, around half of those who exercised their right to reply don't know whether their comment has been published or not (16 out of 34). 9 know that their reply has been published, while the remaining 9 know that their reply has not been published.

In Northern Ireland, around half don't know whether their comment has been published (13 out of 28). 10 know that their reply has been published, while the remaining 5 know that their reply has not been published.

In Wales, most don't know if their comment has been published (22 out of 37). 9 know that their comment has not been published, while the remaining 6 know that their comment was published.

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

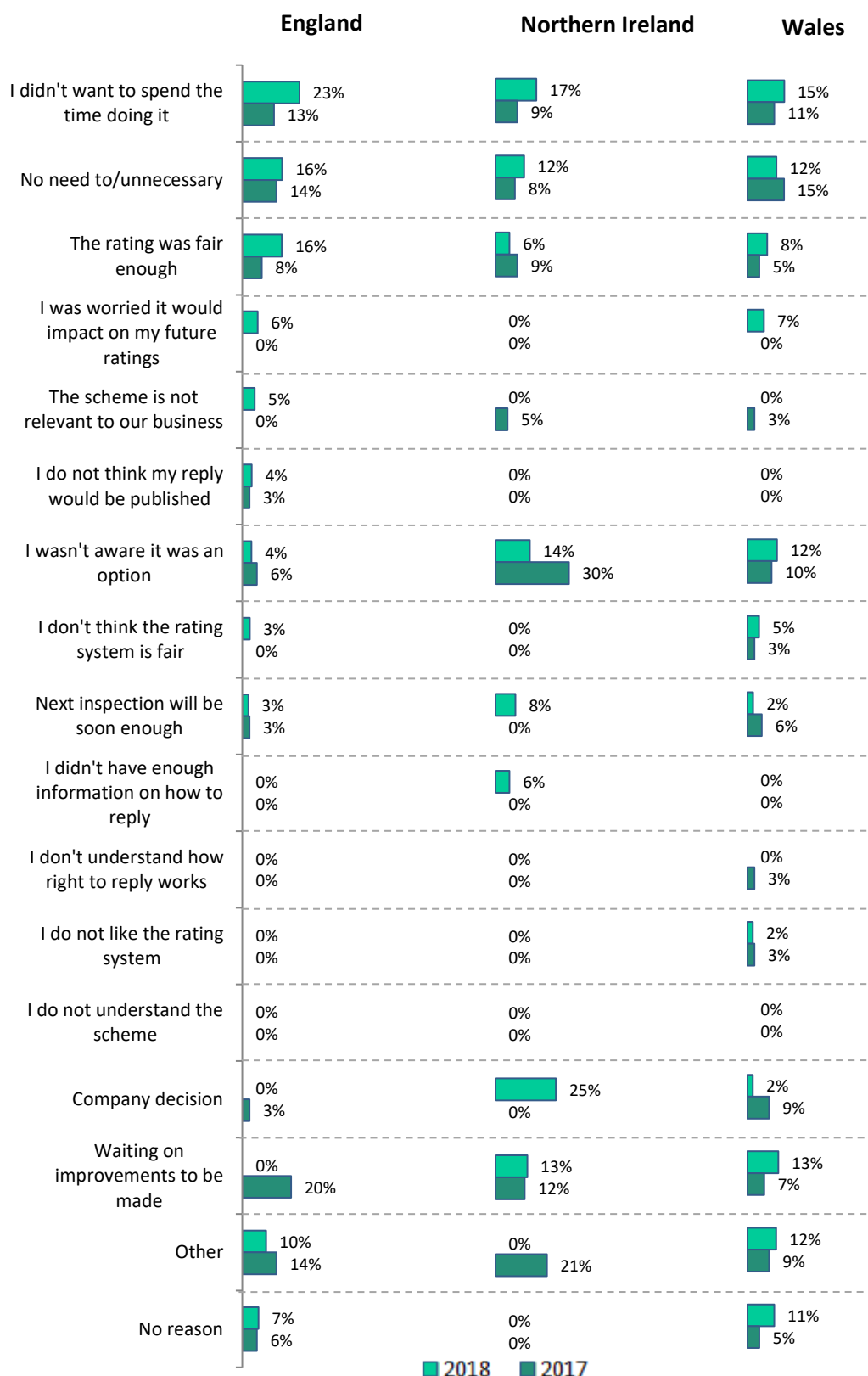
Whether comments were published	England	NI	Wales
Yes	9	10	6
No	9	5	9
Don't know	16	13	22

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 2018 (England 34, NI 28, Wales 37)

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 as only a small number of businesses answered this question the results should be interpreted with caution. Another consequence of small base sizes is that significant differences cannot be observed over time. Nonetheless, the chart below provides useful insights into the reasons why this safeguard has not been taken advantage of by businesses that were unhappy with their rating.

In England, the most commonly mentioned reason is that establishments don't want to spend time exercising this right (23%), which has increased by 10 percentage points compared to 2017. This is also the most commonly cited reason in Wales (15%, compared to 11% in 2017). In Northern Ireland, however, the most common reason given is that it is the company decision not to use the right to reply (25%). This reason was not mentioned at all in 2017 in Northern Ireland.

Figure 51: 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 [29/36], Northern Ireland [14/21], Wales [39/38])

5 Comparisons of audits and business survey

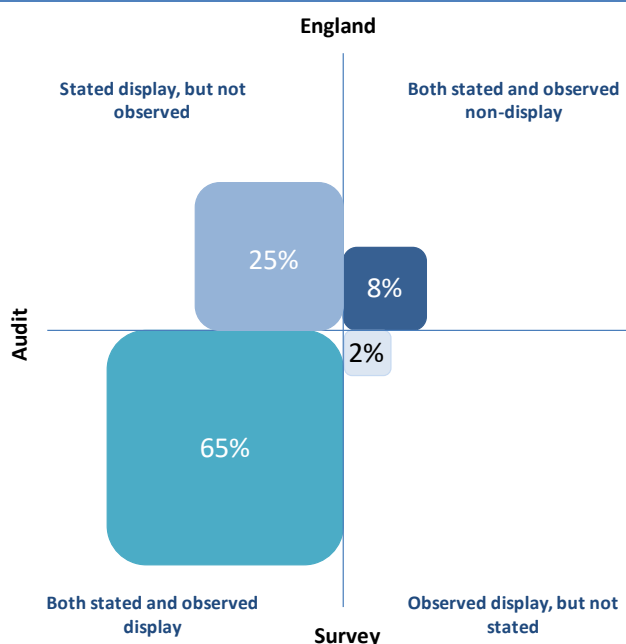
As nearly half of the establishments that took part in the telephone survey were audited during the mystery shopping, it is possible to compare observed display (i.e. seen during the mystery shopping audits) with stated display (i.e. responses given during the telephone survey). This section of the report focuses only on those establishments that were both audited and took part in the telephone survey. 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 were observed to be doing so during the audits.

In England, 65% matched in terms of stated and observed display. However, a quarter (25%) stated that they are displaying but were in fact observed not to be. A further 8% said that they do not display their rating and were observed to not be displaying. The remaining 2% said that they aren't displaying but were observed to be during the audit.

Figure 52: Stated vs. observed display in England

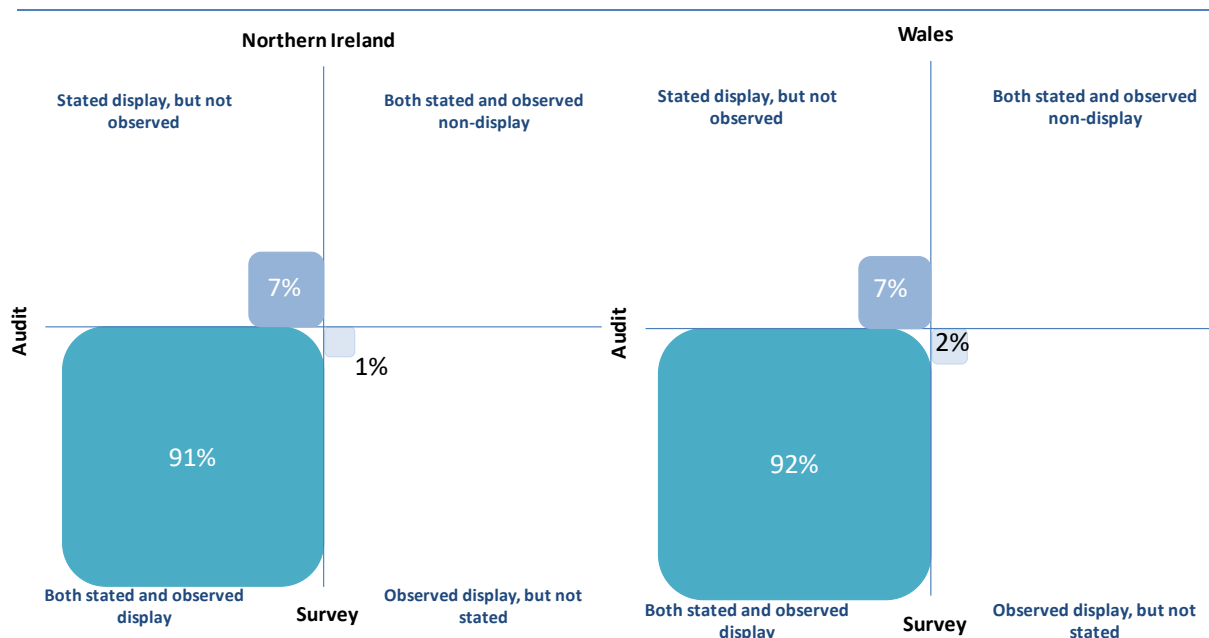


Base: All that were audited and took part in telephone survey and recalled FHRS (207)

In Northern Ireland, over nine in ten (91%) matched in terms of stated and observed display. Only 7% stated that they are displaying in the telephone survey but were found to not be displaying when audited. The remaining 1% said that they aren't displaying, but a rating was found during the audits.

The situation in Wales is very similar to Northern Ireland, with 92% matching in terms of stated and observed display. 7% said that they are displaying but were observed not to be, and the remaining 2% said that they aren't displaying but were observed to be.

Figure 53: Stated vs. observed display in Northern Ireland and Wales

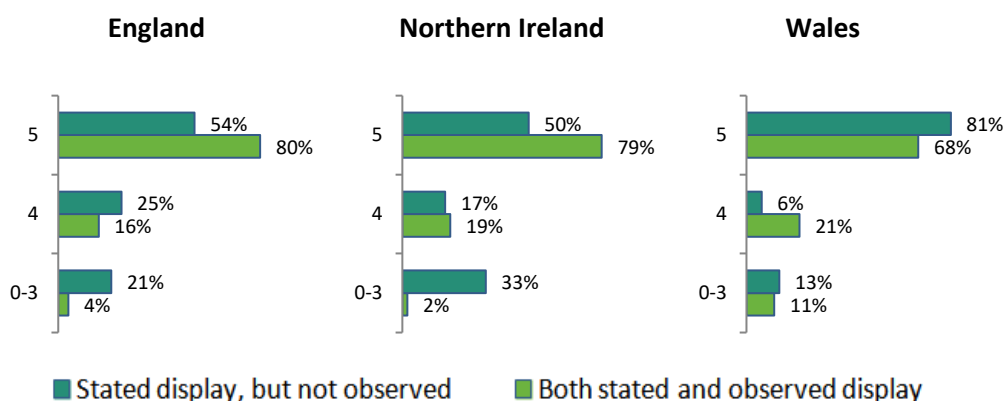


Base: All that were audited and took part in telephone survey and recalled FHRs; Northern Ireland (242), Wales (243)

5.2 Display by rating

Figure 54 shows the main outcomes for stated vs. observed display broken down by the rating outlets have received. As seen in 2017, although only a minority of the 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 rating of 3 or less. This suggests that the rating received is a driver in whether outlets are truthful about their display or not.

Figure 54: Observed vs. stated display by rating



Base: All that were audited and took part in telephone survey. Both stated and observed display: England (134),

Northern Ireland (221), Wales (223). Stated display, but not observed: England (52), Northern Ireland (18), Wales (16)

6 Conclusions and Recommendations

6.1 Conclusions

England continues to lag behind Northern Ireland and Wales in terms of rates of display. As discussed in previous years, it is likely that compulsory display would have a big impact upon rates of display in England, as has been seen in Northern Ireland and Wales. At present, the results in England indicate unwillingness by some businesses, particularly those with low ratings, to display their rating on a voluntary basis. The higher rates of display found in Northern Ireland and Wales indicate that introducing a legal requirement to display in England may help to reduce this disparity and boost display. With this in mind, it is worth noting that the majority of respondents with an FHRS rating believe that introducing compulsory display in England would be a good thing (78%); and therefore, potential mandatory display would be welcomed by the majority of businesses.

Observed display for outlets with ratings of 3 or below continues to be higher in Wales than in Northern Ireland. Although a smaller proportion of outlets in Northern Ireland have a rating of 3 or below than in Wales, the differences in observed display imply that there is some element (or elements) of the scheme in Wales that better encourage display amongst lower rated businesses. If it can be determined what this element is (whether it is increased enforcement, better communication on the statutory nature of the scheme or something else) introducing this element to the scheme in Northern Ireland could help to improve rates of display amongst these businesses in Northern Ireland.

The results suggest that there is more that could be done to encourage the use of ratings in marketing and publicity materials. Only a minority are currently using their rating and most of those that aren't already using their rating in publicity say that they would not consider doing so in the future. Communications around the benefits of using ratings and more guidance on how this could be done could help to encourage businesses.

However, the results also highlight the benefits of using ratings on social media and businesses' own websites, as these are the most common methods employed by businesses. This supports the case for the requirement of online display of ratings, as well as at premises.

There is an element of contradiction in the results. Although most businesses say that the scheme has had no impact on their business, the majority of businesses that have been given a rating of 4 or below say that they have taken action to improve their rating. This suggests that businesses may be making changes to try to avoid possible negative impacts, but are not recognising the positive impact that the scheme can have. Further communication on the benefits of the scheme to businesses may be needed, particularly in England.

Appendix: Technical report

6.2 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 food hygiene 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.

6.3 Sampling

6.3.1 Sample definition

The sample for the study was taken from the www.food.gov.uk/ratings on 3rd August 2018

The dataset includes outlets that have not yet been inspected and issued with a food hygiene 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 such as schools, hospitals and care homes that are not publicly 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 food businesses were also excluded from the scope of the research. The nature of their business means that their location cannot be ascertained at any given day or time, and so mystery shopping them would not be possible.

Additionally, any food businesses that are based in a residential property, such as private caterers, 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 food hygiene rating and are publicly accessible.

The categories of food outlets included are:

- Hotel / bed & breakfast / guest house
- Other catering premises
- Pub / bar / nightclub
- Restaurant / cafe / canteen
- Retailers – other

- Retailers - Supermarkets / Hypermarkets
- Takeaway / Sandwich Shop
- Small Retailers

6.3.2 Sampling methodology

FSA provided an extract of all information published on www.food.gov.uk/ratings for 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 dataset received from FSA contained 313,930 food outlets. These were not equally split by country, with the majority (90%) 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 publicly 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 that had not been inspected since November 2013 were also excluded.

Once these exclusions were made, there was a total of 306,629 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 42% 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 publicly 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	283,806	9,918	20,206
Records after BMG exclusions	277,778	9,749	19,102
Samples drawn			
Sample 1 - mystery shopping audits	1,350	1,450	1,400
Sample 2 - telephone business survey	4,000	4,500	4,000
Successful number matches			
Sample 1 - mystery shopping audits	594	564	572
Sample 2 - telephone business survey	1,838	1,693	1,702

6.3.3 Sample targets

Targets were set ahead of 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%	102	18%	91	25%	123
Restaurant/Café/Canteen/Other catering	38%	189	38%	191	36%	181
Retailers	26%	132	28%	140	25%	123
Takeaway/sandwich shop	15%	77	16%	78	15%	73
Total	100%	500	100%	500	100%	500

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

FHRS Rating	England		Northern Ireland		Wales	
	%	Target	%	Target	%	Target
0	0%	2	0%	0	0%	1
1	3%	16	1%	3	3%	14
2	3%	16	1%	5	3%	13
3	10%	52	7%	33	10%	52
4	20%	101	21%	105	23%	114
5	63%	313	71%	354	61%	306
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%	70				
South East	15%	75				
South West	10%	51				
West Midlands	10%	48				
Yorkshire & Humberside	11%	54				
Belfast			20%	101		
Eastern			12%	62		
Northern			23%	116		
Southern			19%	96		
Western			25%	125		
North					27%	134
South East					37%	185
South West					36%	181
Total	100%	500	100%	500	100%	500

6.4 Mystery shopping audits

6.4.1 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. They also noted whether more than one sticker or certificate was on display. If more than one was on display, they noted down the modes of display, the ratings shown and, where possible, the dates on the back of the stickers (or certificates).

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 3rd and 7th September 2018. The main stage mystery shopping audits took place between 8th September and 22th September 2018.

6.4.2 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 2018 audits were as follows:

- A question was added to capture if ratings on display were broadly at eye level.
- Questions were added to record details if more than one rating was seen at one establishment. Auditors could record details for up to 5 ratings per outlet. Where ratings did not match each other, they were asked to record the dates displayed on each rating.
- Small changes to the structure of the questionnaire were made to make questions across countries more easily comparable and to make the questionnaire more user-friendly.

6.4.3 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.

6.4.4 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	20	15	13
Outlet closed - out of business	24	22	22
Outlet closed – refurbishment/holiday	8	2	7
Outlet doesn't exist	21	15	21
Total unsuccessful	73	54	63

6.4.5 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 0.92 to 1.34.

6.5 Telephone business survey

6.5.1 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 the questionnaire was 13 minutes. The survey was initially piloted to ensure that the questionnaire worked well. Pilot interviews took place between 18th September and 21st September. The main stage fieldwork took place between 21st September and 24th October 2018.

6.5.2 Questionnaire

The questionnaire was largely similar to that used in previous surveys. 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 2018 survey:

- Awareness of the Food Hygiene Rating Scheme
- Whether the establishment has received a food hygiene 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
- *How ratings have been used in publicity*
- Whether the establishment displays their rating
- Format and location of display
- 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
- Recollection of the letter informing them of compulsory display – Northern Ireland only
- Feelings about compulsory display – Wales and Northern Ireland 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 (7 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 2018, a total of 105 short route interviews were completed.

6.5.3 Survey outcomes

In total, 1,517 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	234	249	250
Number of completed interviews from sample 2	269	252	263
Total completed interviews	503	501	513

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	6,763
Completed interviews	1,517
Unobtainable/wrong number	462
Business does not exist	66
Relevant contact not available	454
Refusal	868
No answer	1,712
Call back/soft appointment	1,684

6.5.4 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 FHRs 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 0.69 to 2.56.

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	115	23%	20%	80	16%	18%	67	25%	25%
Restaurant/Café/ Canteen/ Other catering	183	36%	39%	207	41%	39%	195	38%	37%
Retailers	142	28%	26%	156	31%	28%	124	24%	25%
Takeaway/sandwich shop	63	13%	15%	58	12%	15%	67	13%	14%

FHRS Rating	England			Northern Ireland			Wales		
	n	Unweighted	Weighted	n	Unweighted	Weighted	n	Unweighted	Weighted
0	1	0%	0%	0	0%	0%	2	0%	1%
1	9	2%	3%	1	0%	1%	6	1%	2%
2	11	2%	3%	4	1%	1%	9	2%	3%
3	47	9%	10%	22	4%	7%	53	10%	11%
4	97	19%	20%	96	19%	21%	112	22%	23%
5	338	67%	63%	378	75%	71%	331	65%	61%

Region	England			Northern Ireland			Wales		
	n	Unweighted	Weighted	n	Unweighted	Weighted	n	Unweighted	Weighted
East Midlands	44	9%	9%						
Eastern Counties	52	10%	10%						
London	82	16%	17%						
North East	29	6%	5%						
North West	71	14%	14%						
South East	77	15%	15%						
South West	55	11%	10%						
West Midlands	40	8%	10%						
Yorkshire & Humberside	53	11%	11%						
Belfast				102	20%	20%			
Eastern				63	13%	12%			
Northern				121	24%	23%			
Southern				88	18%	19%			
Western				127	25%	25%			
North							142	28%	27%
South East							186	36%	37%
South West							185	36%	36%

6.5.5 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	2018	2015	2016	2017	2018	2015	2016	2017	2018
Business type												
Hotel/bed & breakfast /guesthouse/Pub/bar/ nightclub	20%	19%	20%	20%	18%	18%	17%	18%	25%	24%	25%	25%
Restaurant/Café/ Canteen/ Other catering	41%	42%	38%	39%	37%	37%	39%	39%	38%	40%	37%	37%
Retailers	25%	25%	27%	26%	30%	29%	28%	28%	22%	22%	25%	25%
Takeaway/sandwich shop	14%	14%	15%	15%	15%	14%	15%	15%	16%	14%	13%	14%
FHRS Rating												
0,1 or 2	9%	8%	7%	7%	4%	4%	1%	2%	10%	7%	6%	6%
3	14%	13%	11%	10%	12%	12%	8%	7%	13%	12%	11%	11%
4	23%	22%	21%	20%	30%	30%	22%	21%	26%	25%	24%	23%
5	53%	57%	60%	63%	54%	54%	69%	71%	50%	55%	60%	61%
Region												
East Midlands	8%	7%	9%	9%								
Eastern Counties	10%	10%	10%	10%								
London	16%	14%	17%	17%								
North East	6%	5%	5%	5%								
North West	14%	13%	14%	14%								
South East	17%	18%	15%	15%								
South West	11%	11%	10%	10%								
West Midlands	11%	11%	9%	10%								
Yorkshire & Humberside	7%	11%	11%	11%								
Belfast					19%	20%	21%	20%				
Eastern					17%	12%	12%	12%				
Northern					25%	24%	22%	23%				
Southern					19%	19%	19%	19%				
Western					20%	25%	26%	25%				
North									23%	25%	26%	27%
South East									38%	44%	37%	37%
South West									38%	31%	37%	36%

6.5.6 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

6.5.7 Statistical significance testing

All wave-on-wave statistically significant differences commented on in this report compare 2018 data to 2017 data. Changes over time compare 2018 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 files (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 sub-groups of the 2018 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.

6.6 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 14: 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	58	25%	35	14%	60	24%
Restaurant/Café/Canteen/Other catering	85	36%	109	44%	100	40%
Retailers	71	30%	86	35%	63	25%
Takeaway/sandwich shop	20	9%	19	8%	27	11%
Total	234	100%	249	100%	250	100%

FHRS Rating	England		Northern Ireland		Wales	
	n	%	n	%	n	%
0	0	0%	0	0%	1	*
1	2	1%	1	*	1	*
2	4	2%	1	*	3	1%
3	20	9%	10	4%	25	10%
4	40	17%	47	19%	50	20%
5	168	72%	190	76%	170	68%
Total	234	100%	249	100%	250	100%

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

Region	England		Northern Ireland		Wales	
	n	%	n	%	n	%
East Midlands	24	10%				
Eastern Counties	24	10%				
London	35	15%				
North East	15	6%				
North West	35	15%				
South East	35	15%				
South West	29	12%				
West Midlands	14	6%				
Yorkshire & Humberside	23	10%				
Belfast			46	18%		
Eastern			32	13%		
Northern			62	25%		
Southern			46	18%		
Western			63	25%		
North					72	29%
South East					88	35%
South West					90	36%
Total	234	100%	249	100%	250	100%

Appendix: Audit materials

6.7 Audit briefing materials – England and Northern Ireland

Interviewer briefing notes [QMS_F6] _ CAPI_England and NI

Project Details:	
Project Number	1633
Project Name	FHR display audit and survey - Audit part
Research Contact	Vicky Clarke / Sara Aguilar Suarez
Fieldwork Dates	10 th September – 23 rd September

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 since 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 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.

We would like you to complete your audits between the hours of 12pm and 6pm, Tuesday to Saturday. We have piloted the study and found that these are the times where the most outlets are likely to be open.

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 expect you to complete **30 audits within each 6 hour day**. We have taken efforts to cluster the outlets as much as possible and you may have several outlets directly next to one another. Each audit should take no more than 3 minutes to complete, even if you need to enter the premises to look for a rating. We expect that you will need a car to get around all of your outlets in the allotted time.

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).

Contacts (for CATI and Face to Face with pre-selected addresses):
Source of contacts: The FHRS database of inspected premises
Are they named contacts or not? N/A
<u>If named contacts</u> – can we have to speak to named contact only? Are there any instances where we can speak to someone else (eg contact name no longer at company; other member of household)?
<u>If not a named contact</u> - who do we need to speak to? (eg specific job role/title) N/A
<u>Any other details relating to the contact details available or information required to be collected?</u> <i>nb for business/employer surveys we should be collecting contact details (name and contact info) in all cases, either confirming the details we have if they are the same person, or inputting any changes/new contact details or collecting the details if the contacts are not named. Please make sure that the script allows for this (both Research to check and Call centre when in field).</i> N/A

For Face to face jobs, any other sampling issues to be aware of:
<p>You may have several outlets to visit on the same road. Please take care to ensure that you are discreet when conducting the audits and so do not inadvertently disclose your visit purpose to outlets you have yet to visit or have just visited.</p> <p>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.</p> <p>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.</p> <p>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 you do not need to complete the audit, but 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.</p> <p>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. If this is not possible then please record the location as 'not publically accessible' and explain why on the CAPI.</p> <p>For hotels, guesthouses and B&B's we do not expect you to go beyond the reception/booking desk of the establishment. If you cannot see a sticker or certificate from the reception desk then the audit should be counted as non-display.</p>

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:

Q1.1 – a list of your outlets for the day will be pre-loaded onto the CAPI machine. When you select an outlet it will tell you the outlet type. This should help you to know what to look for when searching for the outlet. It will also tell you whether the outlet has a rating of 3 or below or not.

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)

Q2.2B – If you see 5 stickers/certificates or more, you will only be asked to record details about the first 5 FHRS stickers or certificates that you saw at the outlet. By ‘alternative format’ we mean things like A boards, posters, banners or other promotional items which can be seen clearly from outside the premises.

Q2.2D - By clearly visible we mean a sticker or certificate that is not obscured by any other stickers or posters and not blocked from view by any furniture.

Q2.2E – By stickers/certificates displayed at eye level we mean stickers or certificates that are easily visible when you are standing. Certificates/stickers that are displayed at extremities i.e. at ground level or ceiling level are not displayed at eye level.

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)

Q3.1A - if you could not locate a sticker/certificate, you will need to describe exactly where you looked, including whether you were able to enter the outlet and if so where you looked

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.

Q3.1C - If you see 5 stickers/certificates or more, you will only be asked to record details about the first 5 FHRS stickers or certificates that you saw at the outlet. By 'alternative format' we mean things like A boards, posters, banners or other promotional items which can be seen clearly from outside the premises.

Q3.1D - By clearly visible we mean a sticker or certificate that is not obscured by any other stickers or posters and not blocked from view by any furniture

Q3.1E – By stickers/certificates displayed at eye level we mean stickers or certificates that are easily visible when you are standing. Certificates/stickers that are displayed at extremities i.e. at ground level or ceiling level are not displayed at eye level.

Q4.0 – If multiple stickers/certificates are displayed please code all ratings that are shown.

Q4.0A – If you see more than one sticker/certificate, you will need to record the date displayed on those. If a sticker was on display the date will be shown on the reverse of the sticker. For certificates, the dates are displayed on the front.

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.

Key Performance Indicators (Team Manager's to note and monitor):

Q2.1, Q2.2C, Q3.1A

Email – Is there an email with further information about the survey available (either sent out in advance or available as part of the script):

YES		IF YES PLEASE INCLUDE A COPY OF THE EMAIL TEXT AS PART OF THESE BRIEFING NOTES
NO		

Any other relevant information or requirements:

We understand that in some circumstances you may need to make a small purchase to explain your presence in some of the outlets. There is an allowance of up to £5 per day for these small purchases (e.g. a bottle of water). If you do make any purchases, please ask for a receipt and submit an expenses request.

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 cannot 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)







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

Food Standards Agency
food.gov.uk/ratings

Name of business

Local authority name

Date issued

Authorising signature

This sticker remains the property of the local authority

FSA/1716/1113

peel here

6.8 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 (GO TO Q 3.0)

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?

a. On the inside of the door(s) or window(s)?	Yes	No (please explain)
---	-----	---------------------

b. In the area just inside the entrance?	Yes	No (please explain)
c. On the walls in the main service area?	Yes	No (please explain)
d. At the counter or till?	Yes	No (please explain)
e. At the entrances to any non-public areas? E.g. the kitchen	Yes	No (please explain)

SINGLE CODE. ASK IF Q2.1=1

Q2.2A. How many FHRS stickers or certificates did you see at the outlet?

1. 1
2. 2
3. 3
4. 4
5. 5
6. More than 5

SCRIPTING INSTRUCTION. IF Q2.2A=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRS STICKERS OR CERTIFICATES THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”

ASK ENGLAND AND NORTHERN IRELAND ONLY - SINGLE CODE PER ROW. ASK IF Q2.1=1

Q2.2B. What format was the FHRs rating displayed in?

	Sticker	Certificate	Alternative format
FHRs rating 1 (SHOW TO ALL)	1	2	3
FHRs rating 2 (SHOW IF Q2.2A=2-6)	1	2	3
FHRs rating 3 (SHOW IF Q2.2A=3-6)	1	2	3
FHRs rating 4 (SHOW IF Q2.2A=4-6)	1	2	3
FHRs rating 5 (SHOW IF Q2.2A=5-6)	1	2	3

SINGLE CODE PER ROW. ASK IF Q2.1=1

Q2.2C. Was the FHRs rating visible from the outside of the premises? E.g. could you see the sticker or certificate without entering the premises?

	Yes	No
FHRs rating 1 (SHOW TO ALL)	1	2
FHRs rating 2 (SHOW IF Q2.2A=2-6)	1	2
FHRs rating 3 (SHOW IF Q2.2A=3-6)	1	2
FHRs rating 4 (SHOW IF Q2.2A=4-6)	1	2
FHRs rating 5 (SHOW IF Q2.2A=5-6)	1	2

SINGLE CODE PER ROW. ASK IF Q2.1=1

Q2.2D. Was the FHRs sticker or certificate clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

	Yes	No
FHRs rating 1 (SHOW TO ALL)	1	2
FHRs rating 2 (SHOW IF Q2.2A=2-6)	1	2
FHRs rating 3 (SHOW IF Q2.2A=3-6)	1	2
FHRs rating 4 (SHOW IF Q2.2A=4-6)	1	2
FHRs rating 5 (SHOW IF Q2.2A=5-6)	1	2

SINGLE CODE PER ROW, ASK IF Q2.1=1

Q2.2E. Was the sticker or certificate displayed broadly at eye level, or far above or below eye level?

	Far below eye level	Broadly at eye level	Far above eye level
FHRs rating 1 (SHOW TO ALL)	1	2	3
FHRs rating 2 (SHOW IF Q2.2A=2-6)	1	2	3
FHRs rating 3 (SHOW IF Q2.2A=3-6)	1	2	3
FHRs rating 4 (SHOW IF Q2.2A=4-6)	1	2	3
FHRs rating 5 (SHOW IF Q2.2A=5-6)	1	2	3

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

Q2.5d Was the 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

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

SINGLE CODE. ASK IF Q2.0=2

Q3.0. Were you able to gain access to the outlet and carry out the audit?

1. Yes
2. No – **GO TO Q5.4**

SINGLE CODE. ASK IF Q3.0=1

Q3.1A. 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 Q3.1A=2

Q3.1 Did you check the following locations inside the outlet for a sticker or certificate?

a. In the area just inside the customer access point of the internal outlet?	Yes	No
b. On the walls in the main service area?	Yes	No
c. On the counter or till?	Yes	No
d. At the entrances to any non public areas? E.g. the kitchen	Yes	No
e. Somewhere else (please state where)	Yes	No

SINGLE CODE. ASK IF Q3.1A=1

Q3.1B. How many FHRs stickers or certificates did you see at the outlet?

1. 1
2. 2
3. 3
4. 4
5. 5
6. More than 5

SCRIPTING INSTRUCTION. IF Q3.1B=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRs STICKERS OR CERTIFICATES THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”

ASK ENGLAND AND NORTHERN IRELAND ONLY - SINGLE CODE PER ROW. ASK IF Q3.1A=1

Q3.1C. What format was the FHRs rating displayed in?

	Sticker	Certificate	Alternative format
FHRs rating 1 (SHOW TO ALL)	1	2	3
FHRs rating 2 (SHOW IF Q3.1B=2-6)	1	2	3
FHRs rating 3 (SHOW IF Q3.1B=3-6)	1	2	3
FHRs rating 4 (SHOW IF Q3.1B=4-6)	1	2	3
FHRs rating 5 (SHOW IF Q3.1B=5-6)	1	2	3

SINGLE CODE PER ROW. ASK IF Q3.1A=1

Q3.1D. Was the FHRs sticker or certificate clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

	Yes	No
FHRs rating 1 (SHOW TO ALL)	1	2
FHRs rating 2 (SHOW IF Q3.1B=2-6)	1	2
FHRs rating 3 (SHOW IF Q3.1B=3-6)	1	2
FHRs rating 4 (SHOW IF Q3.1B=4-6)	1	2
FHRs rating 5 (SHOW IF Q3.1B=5-6)	1	2

SINGLE CODE PER ROW, ASK IF Q3.1A=1

Q3.1E. Was the sticker or certificate displayed broadly at eye level, or far above or below eye level?

	Far below eye level	Broadly at eye level	Far above eye level
FHRs rating 1 (SHOW TO ALL)	1	2	3
FHRs rating 2 (SHOW IF Q3.1B=2-6)	1	2	3
FHRs rating 3 (SHOW IF Q3.1B=3-6)	1	2	3
FHRs rating 4 (SHOW IF Q3.1B=4-6)	1	2	3
FHRs rating 5 (SHOW IF Q3.1B=5-6)	1	2	3

Rating displayed on sticker and/or certificate
SINGLE CODE PER ROW. ASK IF Q2.1=1 OR Q3.1A=1

Q4.0. What rating was on the sticker/certificate?

	Awaiting inspection	0 – (Urgent Improvement Necessary)	1 – (Major Improvement Necessary)	2 – (Improvement Necessary)	3 – (Generally satisfactory)	4 – (Good)	5 – (Very Good)
FHRs rating 1 (SHOW TO ALL)	1	2	3	4	5	6	7
FHRs rating 2 (SHOW IF Q2.2A=2-6 OR Q3.1B=2-6)	1	2	3	4	5	6	7
FHRs rating 3 (SHOW IF Q2.2A=3-6 OR Q3.1B=3-6)	1	2	3	4	5	6	7
FHRs rating 4 (SHOW IF Q2.2A=4-6 OR Q3.1B=4-6)	1	2	3	4	5	6	7
FHRs rating 5 (SHOW IF Q2.2A=5-6 OR Q3.1B=5-6)	1	2	3	4	5	6	7

WRITE IN PER ROW. ASK IF Q2.2A=2-6 OR Q3.1B=2-6

Q4.0A. What date was displayed on the sticker or certificate? If a sticker was on display the date will be shown on the reverse of the sticker

	Date	Date was not visible
FHRS rating 1 (SHOW TO ALL)	WRITE IN	2
FHRS rating 2 (SHOW IF Q3.1B=2-6)	WRITE IN	2
FHRS rating 3 (SHOW IF Q3.1B=3-6)	WRITE IN	2
FHRS rating 4 (SHOW IF Q3.1B=4-6)	WRITE IN	2
FHRS rating 5 (SHOW IF Q3.1B=5-6)	WRITE IN	2

Other observations

MULTI CODE. ASK IF Q2.2B=3 FOR ANY ITERATIONS OR IF Q3.1C=3 FOR ANY ITERATIONS

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

6.9 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 (GO TO Q 3.0)

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?

a. On the inside of the door(s) or window(s)?	Yes	No (please explain)
b. In the area just inside the entrance?	Yes	No (please explain)
c. On the walls in the main service area?	Yes	No (please explain)
d. At the counter or till?	Yes	No (please explain)
e. At the entrances to any non-public areas? E.g. the kitchen	Yes	No (please explain)

SINGLE CODE. ASK IF Q2.1=1

Q2.2A. How many FHRs stickers or certificates did you see at the outlet?

1. 1
2. 2
3. 3
4. 4
5. 5
6. More than 5

SCRIPTING INSTRUCTION. IF Q2.2A=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRs STICKERS OR CERTIFICATES THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”

ASK WALES ONLY - SINGLE CODE PER ROW. ASK IF Q2.1=1

Q2.2B. What format was the FHRs rating displayed in?

	New style sticker (with dragon logo)	Old style sticker	Certificate	Alternative format
FHRs rating 1 (SHOW TO ALL)	1	2	3	4
FHRs rating 2 (SHOW IF Q2.2A=2-6)	1	2	3	4
FHRs rating 3 (SHOW IF Q2.2A=3-6)	1	2	3	4
FHRs rating 4 (SHOW IF Q2.2A=4-6)	1	2	3	4
FHRs rating 5 (SHOW IF Q2.2A=5-6)	1	2	3	4

SINGLE CODE PER ROW. ASK IF Q2.1=1

Q2.2C. Was the FHRs rating visible from the outside of the premises? E.g. could you see the sticker or certificate without entering the premises?

	Yes	No
FHRs rating 1 (SHOW TO ALL)	1	2
FHRs rating 2 (SHOW IF Q2.2A=2-6)	1	2
FHRs rating 3 (SHOW IF Q2.2A=3-6)	1	2
FHRs rating 4 (SHOW IF Q2.2A=4-6)	1	2
FHRs rating 5 (SHOW IF Q2.2A=5-6)	1	2

SINGLE CODE PER ROW. ASK IF Q2.1=1

Q2.2D. Was the FHRs sticker or certificate clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

	Yes	No
FHRs rating 1 (SHOW TO ALL)	1	2
FHRs rating 2 (SHOW IF Q2.2A=2-6)	1	2
FHRs rating 3 (SHOW IF Q2.2A=3-6)	1	2
FHRs rating 4 (SHOW IF Q2.2A=4-6)	1	2
FHRs rating 5 (SHOW IF Q2.2A=5-6)	1	2

SINGLE CODE PER ROW, ASK IF Q2.1=1

Q2.2E. Was the sticker or certificate displayed broadly at eye level, or far above or below eye level?

	Far below eye level	Broadly at eye level	Far above eye level
FHRS rating 1 (SHOW TO ALL)	1	2	3
FHRS rating 2 (SHOW IF Q2.2A=2-6)	1	2	3
FHRS rating 3 (SHOW IF Q2.2A=3-6)	1	2	3
FHRS rating 4 (SHOW IF Q2.2A=4-6)	1	2	3
FHRS rating 5 (SHOW IF Q2.2A=5-6)	1	2	3

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

Q2.5d Was the 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

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

SINGLE CODE. ASK IF Q2.0=2

Q3.0. Were you able to gain access to the outlet and carry out the audit?

1. Yes
2. No – **GO TO Q5.4**

SINGLE CODE. ASK IF Q3.0=1

Q3.1A. 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 Q3.1A=2

Q3.1 Did you check the following locations inside the outlet for a sticker or certificate?

a. In the area just inside the customer access point of the internal outlet?	Yes	No
b. On the walls in the main service area?	Yes	No
c. On the counter or till?	Yes	No
d. At the entrances to any non public areas? E.g. the kitchen	Yes	No
e. Somewhere else (please state where)	Yes	No

SINGLE CODE. ASK IF Q3.1A=1

Q3.1B. How many FHRs stickers or certificates did you see at the outlet?

1. 1
2. 2
3. 3
4. 4
5. 5
6. More than 5

SCRIPTING INSTRUCTION. IF Q3.1B=6 SHOW “YOU WILL ONLY BE ASKED TO RECORD DETAILS ABOUT THE FIRST 5 FHRs STICKERS OR CERTIFICATES THAT YOU SAW AT THE OUTLET IN THE NEXT FEW QUESTIONS.”

ASK WALES ONLY - SINGLE CODE PER ROW. ASK IF Q3.1A=1

Q3.1C. What format was the FHRs rating displayed in?

	New style sticker (with dragon logo)	Old style sticker	Certificate	Alternative format
FHRs rating 1 (SHOW TO ALL)	1	2	3	4
FHRs rating 2 (SHOW IF Q3.1B=2-6)	1	2	3	4
FHRs rating 3 (SHOW IF Q3.1B=3-6)	1	2	3	4
FHRs rating 4 (SHOW IF Q3.1B=4-6)	1	2	3	4
FHRs rating 5 (SHOW IF Q3.1B=5-6)	1	2	3	4

SINGLE CODE PER ROW. ASK IF Q3.1A=1

Q3.1D. Was the FHRs sticker or certificate clearly visible? By clearly visible we mean not obscured by any other stickers or posters and not blocked from view by any furniture.

	Yes	No
FHRs rating 1 (SHOW TO ALL)	1	2
FHRs rating 2 (SHOW IF Q3.1B=2-6)	1	2
FHRs rating 3 (SHOW IF Q3.1B=3-6)	1	2
FHRs rating 4 (SHOW IF Q3.1B=4-6)	1	2
FHRs rating 5 (SHOW IF Q3.1B=5-6)	1	2

SINGLE CODE PER ROW, ASK IF Q3.1A=1

Q3.1E. Was the sticker or certificate displayed broadly at eye level, or far above or below eye level?

	Far below eye level	Broadly at eye level	Far above eye level
FHRS rating 1 (SHOW TO ALL)	1	2	3
FHRS rating 2 (SHOW IF Q3.1B=2-6)	1	2	3
FHRS rating 3 (SHOW IF Q3.1B=3-6)	1	2	3
FHRS rating 4 (SHOW IF Q3.1B=4-6)	1	2	3
FHRS rating 5 (SHOW IF Q3.1B=5-6)	1	2	3

Rating displayed on sticker and/or certificate**SINGLE CODE PER ROW. ASK IF Q2.1=1 OR Q3.1A=1**

Q4.0. What rating was on the sticker/certificate?

	Awaiting inspection	0 – (Urgent Improvement Necessary)	1 – (Major Improvement Necessary)	2 – (Improvement Necessary)	3 – (Generally satisfactory)	4 – (Good)	5 – (Very Good)
FHRS rating 1 (SHOW TO ALL)	1	2	3	4	5	6	7
FHRS rating 2 (SHOW IF Q2.2A=2-6 OR Q3.1B=2-6)	1	2	3	4	5	6	7
FHRS rating 3 (SHOW IF Q2.2A=3-6 OR Q3.1B=3-6)	1	2	3	4	5	6	7
FHRS rating 4 (SHOW IF Q2.2A=4-6 OR Q3.1B=4-6)	1	2	3	4	5	6	7
FHRS rating 5 (SHOW IF Q2.2A=5-6 OR Q3.1B=5-6)	1	2	3	4	5	6	7

WRITE IN PER ROW. ASK IF Q2.2A=2-6 OR Q3.1B=2-6

Q4.0A. What date was displayed on the sticker or certificate? If a sticker was on display the date will be shown on the reverse of the sticker

	Date	Date was not visible
FHRS rating 1 (SHOW TO ALL)	WRITE IN	2
FHRS rating 2 (SHOW IF Q3.1B=2-6)	WRITE IN	2
FHRS rating 3 (SHOW IF Q3.1B=3-6)	WRITE IN	2
FHRS rating 4 (SHOW IF Q3.1B=4-6)	WRITE IN	2
FHRS rating 5 (SHOW IF Q3.1B=5-6)	WRITE IN	2

Other observations

MULTI CODE. ASK IF Q2.2B=3 FOR ANY ITERATIONS OR IF Q3.1C=3 FOR ANY ITERATIONS

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

Appendix: Telephone survey materials

6.10 Telephone business questionnaire – England, Northern Ireland and Wales

Screener

ASK ALL

S1 Good morning / afternoon my name is [NAME] calling from BMG Research, an independent research agency. We are conducting a survey 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.

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.

IF ASKED The survey will take around 5-10 minutes to complete.

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website

INTERVIEWER TO DETERMINE IF RESPONDENT WANTS WEBSITE ADDRESS BEFORE PROVIDING IT OR IF IT IS TO BE SENT VIA EMAIL.

TO BE INCORPORATED INTO THE SCRIPT IF EMAIL REQUIRED.

(www.bmgresearch.co.uk/privacy)

Please note that this call may be monitored or recorded for training purposes.

S2 Can I confirm that you are happy to participate in the survey?

Record on script 'YES'

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

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

5. Refusal company policy
6. Company closed
7. No one at site to answer questions

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

1. Head chef/ cook – Go to SECTION A
2. Manager/manageress (including catering manager(ess) – Go to SECTION A
3. Owner/ proprietor/ Managing Director – Go to SECTION A
4. Other person with overall responsibility for food handling and hygiene issues at that site – Go to SECTION A
5. 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

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: _____

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

B3 Has this business premises been given a food hygiene rating by the local authority? The rating will have been given following an inspection by your local authority. You will have been issued with a green and black sticker [ENG:or certificate] that displays the rating.[IF WALES. This would have been given at any time since November 2013]

IF NECESSARY: This is not a certificate or qualification in food hygiene training awarded to an individual within the business. The rating may have been given some time ago. The rating will be between 0 and 5 or may say awaiting inspection or rating awaited.

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 B9]
2. No but we expect to receive the rating soon – [GO TO B6B]
3. No – [GO TO B6]
4. Not sure – [GO TO B6]

IF NOT BEEN GIVEN RATING/ NOT SURE (CODE 3 OR 4 AT B3)

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 [IF ENG: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 – [GO TO SECTION D]

ASK ALL WITHOUT A RATING (CODES 2 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

GO TO SECTION D

IF REMEMBER INSPECTION (CODE 1 AT B6)

B7 Have you received your food hygiene rating yet?

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 B3 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 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 B3 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 B3 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 B3 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 USE RATING IN PROMOTIONAL MATERIALS (CODE1 AT B9i)

B9k In what ways are you using the rating you have been given in advertising, publicity or marketing?

MULTICODE. DO NOT READ OUT. PROBE.

1. Paid advertising
2. Free advertising
3. Letterheads
4. Posters
5. Sandwich boards
6. Banners
7. Table menus
8. On the website
9. On social media
10. Other (specify)
11. Don't know

IF HAVE FHRS AND ENG (CODE 1 AT B3 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 or a certificate?

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

1. Sticker
2. No, we only have a certificate
3. Don't know/ not sure

IF HAVE FHRS AND WALES (CODE 1 AT B3 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 FHRS (CODE 1 AT B3 OR CODE 1 AT B7).

PROBE TO PRECODES. SINGLE CODE

B10e Is your FOOD HYGIENE RATING sticker [IF B10D=2 replace with 'certificate'] 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 – [GO TO B20;]
4. **(SINGLE CODE ONLY)** Not sure – [GO TO B21b;]

IF ON DISPLAY (CODE 1 OR 2 AT B10e)

B10g Can I just check, can customers clearly see the sticker [IF B10D=2 replace with 'certificate'] from the OUTSIDE of your premises, in other words, without having to enter your premises?

SINGLE CODE.

INTERVIEWER: Recode B10e if necessary

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

IF RATING ON DISPLAY (CODE 1 OR 2 AT 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 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 (B10E= 2 AND DOES NOT = 1) OR B10E = 3

B20 Why is your FOOD HYGIENE RATING not on display where your customers can clearly see it?

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

(B10E= 2 AND DOES NOT = 1) OR B10E = 3 B21 What would encourage you to display your FOOD HYGIENE RATING where customers could clearly see it?

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. (single code only) OR: Nothing would encourage me

IF HAVE FHRS (CODE 1 AT B3 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)

IF HAVE FHRS (CODE 1 AT B3 OR CODE 1 AT B7)

B22. How important is it to your business that it is inspected, and that a Food Hygiene rating is given, on a regular basis?

SINGLE CODE

1. Very important
2. Fairly important
3. Neither important nor unimportant
4. Fairly unimportant
5. Very unimportant
6. Don't know

IF HAVE FHRS (CODE 1 T B3 OR CODE 1 AT B7)

B23. Please now think specifically about Food Hygiene inspections carried out by your local authority that lead to a Food Hygiene rating. Which, if any, of the following do you think inspectors evaluate to decide what rating a premises should be given?

MULTICODE, READ OUT

1. How food is prepared and cooked
2. How food is re-heated and cooled
3. How food is stored
4. How allergen cross contamination controls are implemented
5. Cleanliness of the premises
6. Pest control procedures
7. Hand washing facilities at the premises
8. Other facilities at the premises
9. The records and safety management systems the business keeps / uses
10. Food hygiene training provided to staff
11. Other (specify)
12. Don't know

IF HAVE FHRS (CODE 1 T B3 OR CODE 1 AT B7)

B24. Currently food businesses, like yours, are awarded a Food Hygiene Rating Score based on a local authority inspection. Other data could be used to inform ratings, such as outcomes of hygiene audits that the business pays someone to do or pest control inspections. To what extent do you agree or disagree that this type of data should be used to inform food hygiene ratings?

- | | |
|---|----------------------------|
| 1 | Strongly agree |
| 2 | Tend to agree |
| 3 | Neither agree nor disagree |
| 4 | Tend to disagree |
| 5 | Strongly disagree |
| 6 | Don't know |
| 7 | Refused |

SECTION C

This section of questions is about any contact you may have had with your Local Authority Food Hygiene department.

IF HAVE FHRS (CODE 1 AT B3 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, 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 B3 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, 4 3 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 B3 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 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 B3 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 B3 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 B3 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 B3 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 B3 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 B3 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 (CODE 1 AT B3 OR CODE 1 AT B7)

C19 Do you think that the Food Hygiene Rating Scheme should apply to businesses that only sell low risk foods, such as wrapped sweets and chocolates, and are not primarily considered to be food businesses by the public?

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

IF THINK FHRS SHOULD APPLY TO LOW RISK (CODE 1 AT C19)

C19A What benefits, if any, does including these businesses in the FHRS bring. Please think about members of the public, other users of FHRS data and food businesses in general.

MULTICODE, DO NOT READ OUT, CODE TO PRE CODES

1. Increased customer confidence
2. Increased number of customers
3. Higher visibility of FHRS rating scheme
4. A greater number of businesses participating in the scheme
5. A level playing field for all food businesses
6. It helps with businesses reputation
7. It helps businesses to be profitable
8. It makes staff take hygiene more seriously
9. It improves standards of hygiene
10. It reduces the risk of food poisoning
11. Other (specify)
12. No benefits
13. Don't know

IF HAVE FHRS AND NI OR WALES (CODE 1 AT B3 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

OPEN ENDED

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

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) 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.

