

DISPLAY OF FOOD HYGIENE RATINGS AT FOOD BUSINESS PREMISES IN ENGLAND, NORTHERN IRELAND AND WALES

Report prepared for



Prepared by: Viv Young and Sarah McHugh
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1 Executive Summary

The Food Hygiene Rating Scheme (FHRS) is a Food Standards Agency (FSA) and local authority partnership initiative operating in England, Wales and Northern Ireland (NI). It provides information about the hygiene standards found in food premises during inspections carried out by local authorities to check compliance with legal requirements. This transparency allows consumers to make informed choices about where they buy their food and provides an important incentive for businesses to achieve and maintain compliance with food hygiene law and so protect their customers.

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. In Wales, since the end of November 2014, the scheme has also applied to food businesses that supply food to other businesses and that are inspected by their local authority (such as food manufacturers and wholesale providers).

There are six hygiene ratings on a simple numerical scale ranging from '0' (urgent improvement necessary) to '5' (very good). Ratings are published on the FSA website (and are available via a number of apps) and there is open access to the data. Businesses are provided with stickers showing their rating for display at their premises – those in England and NI are encouraged to display these prominently, while those in Wales are required by law to do so.

Since 2011, the FSA has been tracking the proportion of businesses displaying their ratings by means of covert audit and has investigated further the rationale for and perceived impact of display and non-display of food hygiene ratings via a business telephone survey. This report provides the findings of the latest audit and telephone survey conducted in 2016.

It should be noted that there are differences in the profiles of FHRS rated businesses in each country (e.g. types of business, distribution of ratings), so the findings for England, NI and Wales should not be directly compared.

1.1 Rates of display

- Around six in ten businesses in England (59%) and NI (64%) were displaying a sticker or certificate somewhere on their premises.
 - In Wales, 86% were displaying the mandatory sticker somewhere on their premises, a significant increase of 13 percentage points (pps) since 2015.
- Since the last survey wave, there had been no significant increases in the rates of display visible from the outside of premises in England and NI, but in Wales the upward trend continued and the increase of 9 pps was statistically significant.
- Rates of display of stickers visible from **the outside of premises** were:
 - 44% in England,
 - 48% in NI
 - 68% in Wales.

- In England and NI display rates continued to be correlated with rating, with higher rated businesses significantly more likely to display than businesses with a rating of 3 or less..This is consistent with those in previous survey waves.
- In Wales, the introduction of the legal requirement to display has had a big impact on display rates across **all businesses**, though as the table below shows, higher rated premises are more likely to display their rating (inside or outside).

Rating	Display %
5	88
4	88
3*	81
0-2*	76

* Small sample sizes to be treated with caution

1.2 Motivation and impacts

- Customer assurance continues to be the main motivation for display in England and NI: around 7 in 10 displayed so that customers could see they were hygienic (73% in England, 69% in NI).
- In Wales the main reason for display was also customer assurance (65%, up 7 pps from 2015)
 - Second was the compulsory nature of the scheme (59%)
- Between a third and a half of businesses displaying their rating perceived a positive impact on their business:
 - England 39%
 - Wales 45% (up from 33% in 2015)
 - NI (48%).
- The main reasons given for non-display in England were:
 - poor/ low rating (19%)
 - non-compulsory nature of the scheme (15%)
 - a feeling that the scheme was not relevant for the business (15%).
- Around a quarter of the businesses in England that did not display their rating (26%) said they could be encouraged to do so if it was higher and/ or if the need to display was compulsory (14%, the same proportion as last wave).

- Only very small numbers of premises did not display in NI and Wales, but the most common reasons for non-display were:
 - NI – poor/low rating
 - Wales - lost sticker
- Over eight in ten of businesses in England and NI with a rating under 5 had made changes to the business to try and improve their rating
 - England 83%
 - NI 86%
 - Both similar to 2015.

1.3 Safeguards

- As was the case in 2015, a majority of premises recalled receiving an inspection report letter:
 - England 77%
 - NI 89%
 - Wales 91%.
- Levels of awareness of the right to appeal, the right to a re-rating and the right to reply were in line with those recorded last wave, but, as was the case in 2015, there were only very low levels of take up of each of these processes.

1.4 Compulsory display/statutory scheme

- In England, more than a half of businesses (54%) felt that making it a legal requirement to display ratings on all entrances would be a very good thing and a further 23% felt it would be a fairly good thing (7% felt it would be a bad thing). These findings are similar to those observed in the last wave.
- In Wales, the vast majority of businesses (86%) continued to express positive views about the scheme being statutory, while 18% expressed negative views (some people gave both positive and negative views); these findings are similar to those recorded in the last wave.

2 Background, Research Objectives and Method

The Food Hygiene Rating Scheme (FHRS) was formally launched in November 2010 and operates in England, Wales and Northern Ireland (NI). It is a FSA/ local authority partnership initiative which assesses hygiene standards in food premises at the time they are inspected to check compliance with legal requirements; the rating awarded reflects the inspection findings. The scheme enables consumers to make informed choices about where to eat out or shop for food and, through the power of these choices, encourages businesses to improve hygiene standards.

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. In Wales, since the end of November 2014, the scheme has also applied to food businesses that supply food to other businesses only and are inspected by their local authority (such as food manufacturers and wholesale providers).

The ratings range from 0 (urgent improvement necessary) to 5 (very good).

The ratings for businesses in all three countries are publicly available via the FSA website, and also via Apps, so consumers may look them up if they wish¹.

All businesses receive a sticker showing their food hygiene rating. In England and NI, businesses are encouraged, but not required, to display these at their premises in a place that can be easily seen by customers (shown on right)². Previously FHRS certificates were also given to businesses; these stopped being issued in July 2014 but are still valid for display in premises inspected before this date until a new rating is awarded.



In Wales, display of ratings by businesses at their premises became law at the end of November 2013 when the Food Hygiene Rating (Wales) Act 2013 came into force. The statutory sticker for Wales is shown above. Certificates have not been issued in Wales since the introduction of Act. The Act provides enforcement powers for failure to display the sticker via the use of Fixed Penalty Notices³, or prosecution through the Courts.

¹ See www.food.gov.uk/ratings

² A statutory scheme in NI is coming into force in October 2016 so that the display of stickers will become compulsory there.

³ The current fine is £200, reducing to £150 for early payment

In 2016, GfK was commissioned by the FSA to repeat research with food businesses in England, NI and Wales that had been given a rating as part of the FHRS. The previous research was conducted in England and NI in 2011/2012, 2013, 2014 and again in 2015. In Wales previous survey waves took place in 2011, 2013 and 2015⁴. As was the case in previous years, the research recorded the proportion of businesses displaying FHRS stickers/certificates at their premises by means of a covert audit, and aimed to provide data to help understand more about the behaviours and attitudes of businesses via a telephone survey. The research also aimed to look at any differences in display rates and attitudes towards the schemes over time.

The premises included in the research had all been inspected and given a rating as part of the FHRS and were sampled from the database of premises held by the FSA. In Wales, all sampled businesses had been inspected since the introduction of the Food Hygiene Rating (Wales) Act 2013.

Fieldwork ran between February and March 2016.

2.1 Overall objectives

The display audit and business survey set out to:

- ascertain how many food businesses that have been given a food hygiene rating display this at their premises, and where this was displayed
- examine reasons for, and impact of, display/non-display and find out what would encourage display
- determine awareness and use of safeguards and attitudes towards the statutory scheme.

In addition the survey sought to find out

- the proportion of businesses displaying their rating by rating (0 to 5), by type of business and by region
- whether display rates have changed over time compared with previous audits
- what could be learned from the findings in Wales relating to the compulsory display of ratings.

2.2 Audit of businesses

A covert audit of businesses was first carried out by the GfK Mystery Shopping team to see whether businesses were:

- displaying their rating sticker (or certificate in England and NI)
- making it clearly visible from the outside (only if the sticker was not visible on the outside of the premises did the auditor enter the premises to look for evidence)
- displaying alternative formats to the sticker (certificate) showing a rating

Representative samples of premises were drawn in England, NI and Wales from the FHRS database. The total numbers of businesses audited were as follows (full details are provided in Appendix A).

- England: 412
- NI: 450

⁴ see http://www.food.gov.uk/sites/default/files/732-1-1244_FHRS_Report-13_December_2011_-_FINAL.pdf;
http://www.food.gov.uk/sites/default/files/758-1-1303_FS244011A_GfK_report_-_FINAL_FOR_PUBLICATION.pdf;
<http://www.food.gov.uk/multimedia/pdfs/fhrs-display-research-report.pdf> and
<http://www.food.gov.uk/sites/default/files/FHRS-FHIS%20display%20report%20-%20FINAL.pdf>

- Wales: 417

2.3 Quantitative survey

Following the audit, a telephone survey was conducted to find out:

- whether businesses are aware of the scheme
- what would encourage them to display their rating if they are not doing so already
- the reasons for and the impact on businesses of displaying a rating
- what improvements have been made to increase their rating if they had a rating less than 5
- awareness and use of safeguard measures (right to appeal, right to a revisit for re-rating following improvements, and right to reply)
- attitudes towards compulsory display

The total numbers of businesses interviewed per country were as follows:

- England: 500 (of which 212 had been audited)
- NI: 515 (of which 222 had been audited)
- Wales: 510 (of which 214 had been audited)

Further details of the telephone survey (profile of respondents, copy of questionnaire, etc) may be found in Appendices A and C.

2.4 Notes on the report

The following points explain the way in which the results have been reported.

- There were two samples used in the telephone survey – the first was the sample of businesses visited during the audit, the second was a representative sample of premises drawn from the FSA database and used to ‘top up’ the telephone survey to circa 500 interviews overall in each country. To assist the reader, charts relating to audit results have a different colour scheme (blue palette) to those depicting telephone survey results (green palette).
- The terms business, premises and outlet are used interchangeably to describe the businesses included in the research programme.
- Both the audit and telephone data have been weighted. Charts in the report show the unweighted base sizes, while tables show unweighted and weighted base sizes. Details of the weighting schemes can be found in Appendix A.
- Survey results are shown as percentages (%) rounded to the nearest whole percentage.
- Differences between years or between sub-groups are given in the form of percentage points (pp). As an example a change from 24% in 2015 to 30% in 2016 is an increase of 25% (30 is 25% larger than 24) but a rise of only 6 percentage points (30-24=6).
- The differences noted in the report are statistically significant (those that are not significant have been identified as such) based on a two tailed significance test at the 95% confidence interval. This means that there is a 5% chance that a difference detected in the data will be due to chance. Sub-groups with a sample size of less than 30 are too small for statistical significance testing so comments on groups of this size should be treated with caution. Any subgroups with less than 100 cases are denoted by ** in tables and should also be treated with caution.
- In the charted data, significant differences between survey waves are marked with a vertical blue arrow, while a slanting blue arrow shows a significant trend across time.
- In the tables, * indicates a proportion of less than 0.5% but greater than 0; - indicates a zero proportion.

- Results may not sum to 100% because of rounding. This is particularly the case with smaller base sizes.

3 Audit results

This section reviews the findings from the audits in England, NI and Wales examining the proportion of premises displaying an FHRS sticker (or certificate), the ease of visibility and a profile of those displaying their rating. For Wales, findings are shown for the statutory scheme sticker unless specified otherwise. In addition, this section looks at whether the FHRS rating was displayed in alternative formats to ascertain further businesses' willingness to display information about their premises' food hygiene ratings with customers.

3.1 Proportion of businesses displaying a sticker (or certificate)

Chart 3.1 shows that in England the proportion of businesses displaying their food hygiene rating somewhere on the premises (i.e. outside or inside) has gradually been increasing since 2011/2012 (from 43% in 2011/12 to 59% in 2016). In NI, after a significant increase in rates of display between 2014 and 2015 (from 56% to 68%), the proportion of businesses displaying their food hygiene rating dropped slightly to 64% this year (although this is not statistically significant).

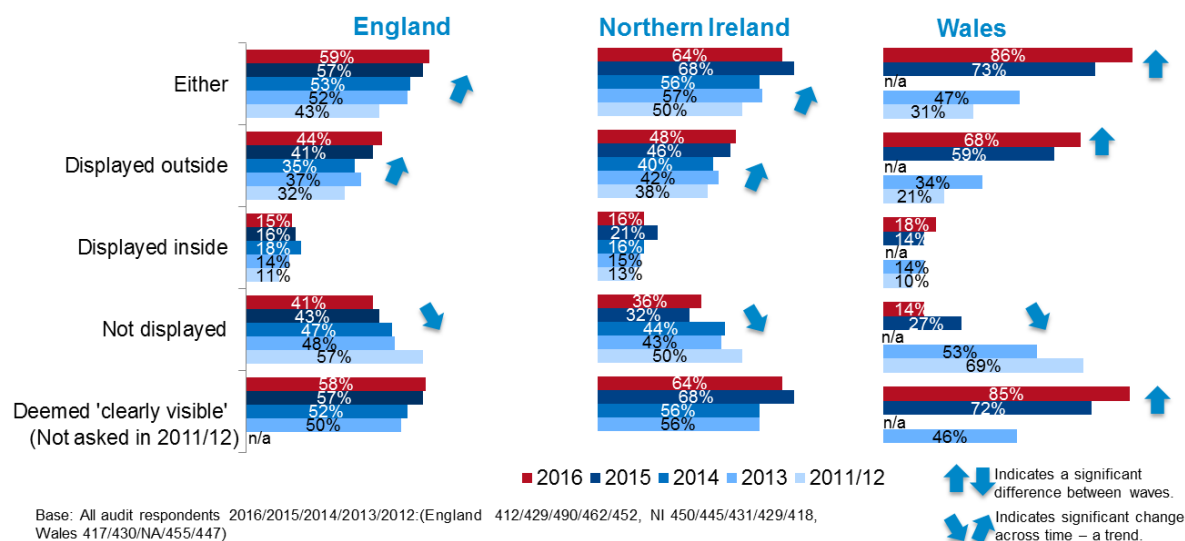
The proportion of businesses in England and NI who displayed a rating visible from the **outside of their premises** has continued to rise wave-on-wave. In 2016 more than two fifths (44%) of audited businesses in England and nearly a half (48%) audited premises in NI had a rating that was visible from outside the premises. Less than one fifth displayed the rating inside the premises only: 15% in England and 16% in NI.

In Wales, display rates continued to rise and in this wave 86% were displaying the statutory scheme stickers somewhere on their premises; compared with 73% in 2015 and 47% in 2013. These increases correspond with the introduction of the statutory scheme.

In more than two thirds (68%) of premises the statutory scheme sticker was **visible from the outside**, a significant increase up from 59% in 2015.

Of those premises that had multiple entrances and were displaying the statutory scheme sticker, the audit found that in 90% of cases the businesses complied with legislation and displayed the new style sticker at all possible entrances (this compares to 96% in 2015).

Chart 3.1 Display rates (statutory sticker in Wales)

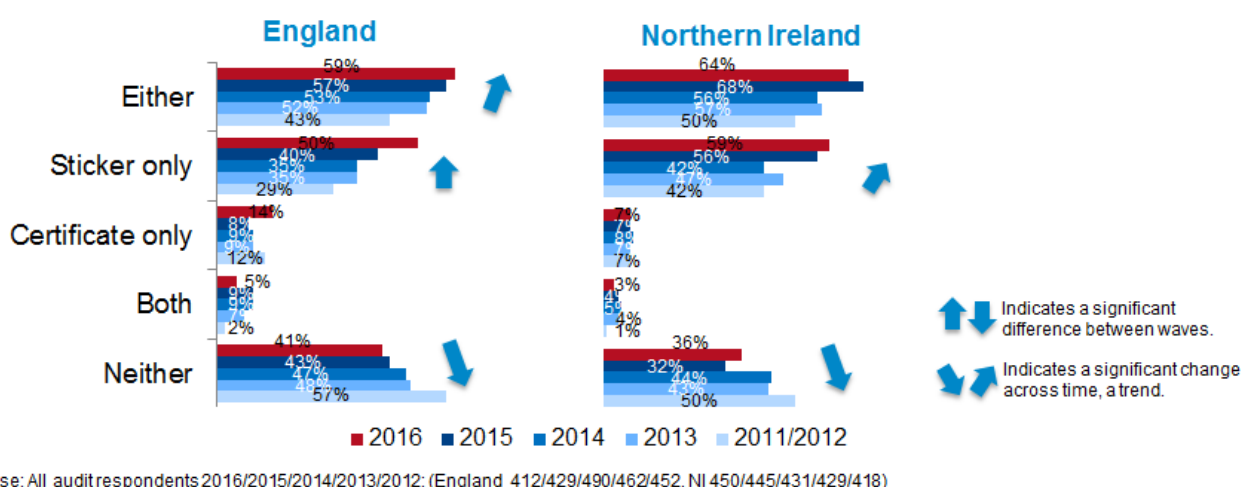


3.2 Mode of display

As seen in previous waves, the sticker remained the more common form of display of the food hygiene rating than the certificate in both countries:

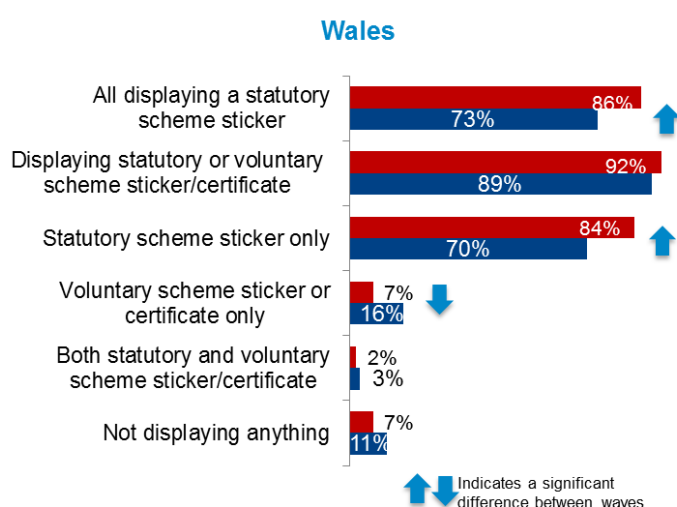
- In England 50% of businesses displayed the sticker only and the proportion doing so had increased over time (29% in 2011/12, 35% in 2013/14 and 40% 2015). A further 5% of outlets displayed both the sticker and the certificate (Chart 3.2).
- In NI 59% of businesses displayed the sticker only and although this was a slight increase on the previous year (56%), this was not statistically significant. Three per cent displayed both the sticker and the certificate (Chart 3.2).

Chart 3.2 Mode of display in England and NI



The display of the statutory scheme sticker in Wales was not yet universal amongst those businesses that had been inspected since November 2013 when the statutory scheme came into force. However, the proportion displaying the statutory scheme sticker somewhere on the premises⁵ increased significantly from around three quarters (73%) in 2015 to more than four fifths (86%) in 2016 (chart 3.3). In contrast the proportion of businesses who continued to display a voluntary scheme sticker/certificate fell from 16% in 2015 to 7% in 2016. Two per cent of businesses were displaying both a voluntary and a statutory sticker and 7% displayed nothing at all.

Chart 3.3 Mode of display in Wales



Base: All audit respondents – Wales 2016/2015 (417/430)

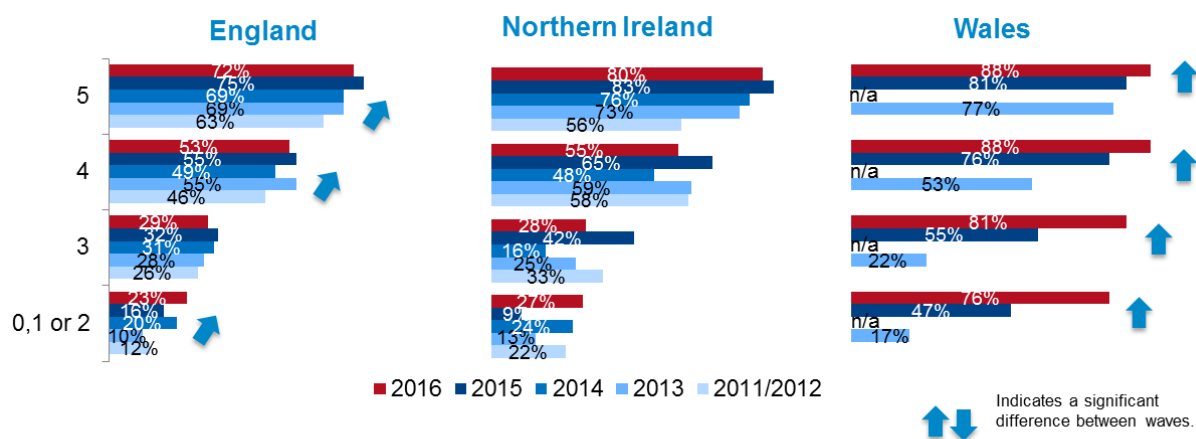
⁵ This proportion represents business that were ONLY displaying the new scheme sticker or the new sticker and the sticker/ certificate from the old scheme

3.3 Display by rating

In England and NI, outlets with a higher rating remained more likely than those with lower ratings to display their rating anywhere on their premises, either outside or inside, and this has not changed since the previous survey wave (Chart 3.4). Where variation was observed wave-on-wave amongst businesses rated 3 and rated 0, 1 or 2 in NI, these changes were not significant

In Wales, the legal requirement to display their sticker has continued to have an impact on display rates amongst all businesses. There have been statistically significant increases in rates of display in all groups but particularly amongst the lower rated businesses: in 2016 three quarters (76%) of the visited premises with a 0-2 rating displayed their sticker compared to just under a half (47%) in 2015; similarly among visited premises with a rating of 3, the proportion of businesses displaying their sticker has increased by 26 pps to 81% (compared to 55% last survey wave).

Chart 3.4 Display by rating outside or inside of the premises (Wales statutory sticker)



Base: All audit respondents 2016/2015/2014/2013/2012 (England 412/429/490/462/452, NI 450/445/431/429/418, Wales 417/430/NA/455)
 Base of ratings: 2016/2015 England 5 (239/225), 4 (85/97), 3 (60/65), 0-2 (28/42)** NI 5 (252/223), 4 (128/140), 3 (56/63), 0-2 (14/19) **
 Wales 5 (218/208), 4 (120/117), 3 (42/58), 0-2 (37/47)**. ** denotes unweighted base size of <50, so caution must be exercised.

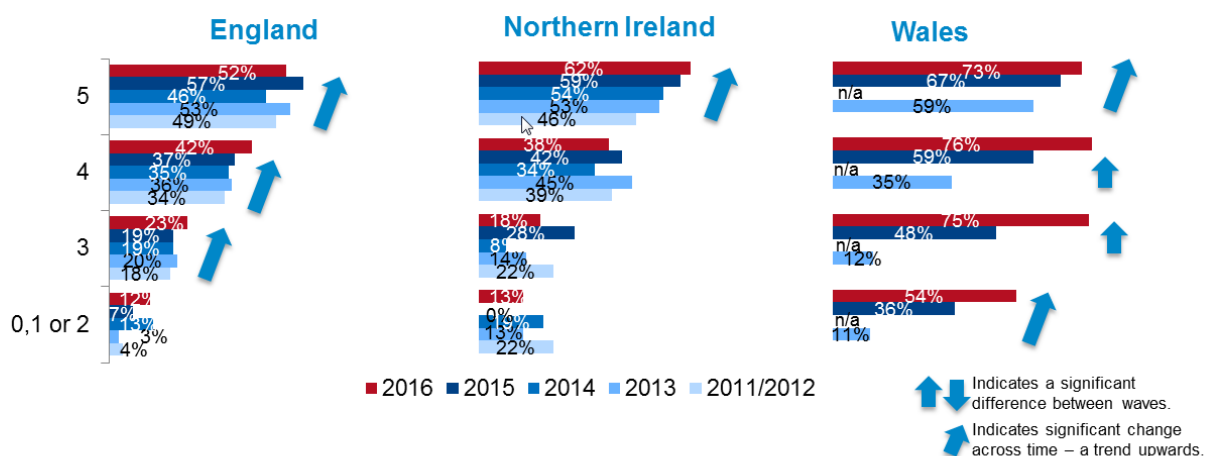
When the findings were considered in terms of the proportions displaying their rating visible from the **outside of the premises**, a similar pattern was observed: the higher their rating, the more likely the business was to visibly display this on the outside of their premises. This was true across England and NI (Chart 3.5).

Similarly in Wales - since the statutory scheme was introduced, there has been an increase in display **on the outside of the premises** across all ratings year on year. For those with a 0-2 rating, the display rate has increased from 11% in 2013 to 54% in 2016⁶; for those with a rating of 3 from 12% to 75%⁷, and for those with a 4 from 35% to 76%.

⁶ These findings should be treated with caution due to low base sizes. Ratings of 0-2; 2013 (88), 2015 (47), 2016 (37).

⁷ These findings should be treated with caution due to low base sizes. Ratings of 3; 2013 (100), 2015 (58), 2016 (42).

Chart 3.5 Display outside the premises by rating (Wales statutory sticker)



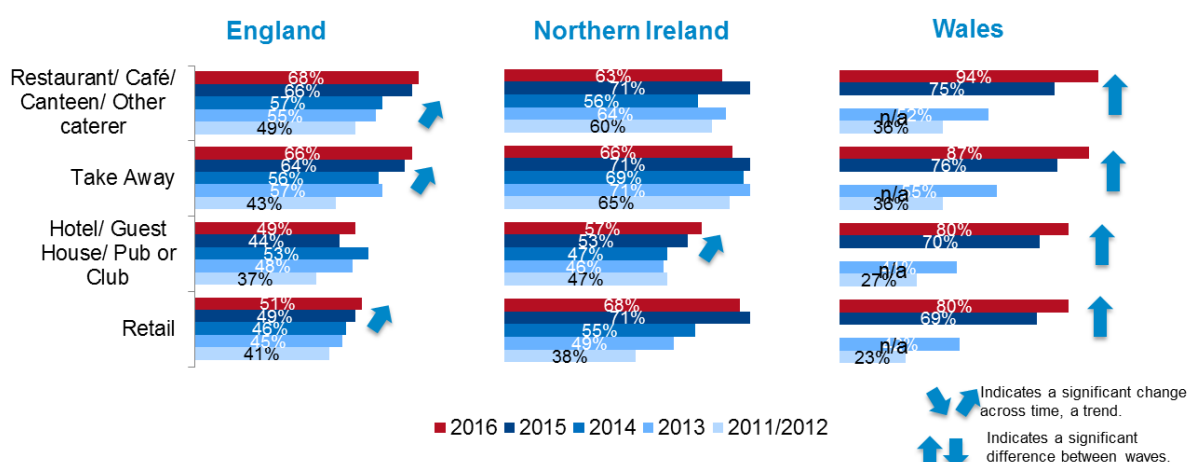
Base: All audit respondents (2016/2015/2014/2013/2012: England 412/429/490/462/452, NI 450/445/431/429/418, Wales 417/430/NA/455)
 Base of ratings: 2016 England 5 (239), 4 (85), 3 (60), 0-2 (28) NI 5 (252), 4 (128), 3 (56), 0-2 (14) Wales 5 (218), 4 (120), 3 (42), 0-2(37)

3.4 Display by business type

In England, restaurants/cafes/canteens/other caterer and takeaway outlets were more likely to be displaying their rating than hotel/ guest house/pubs/ clubs or retail outlets, and significant wave-on-wave increases were observed for each business type with the exception of hotel/ guest house/pubs/ clubs. In NI, retail outlets were most likely to be displaying their rating (68%); there was also a significant wave-on-wave increase in the proportion of hotel/ guest house/pubs/ club outlets that were displaying (Chart 3.6).

In Wales, the proportion of each business type which displayed their food hygiene rating had increased significantly wave-on-wave, with restaurant/cafes/canteen/other caterers most likely to do so (94%).

Chart 3.6 Display by business type



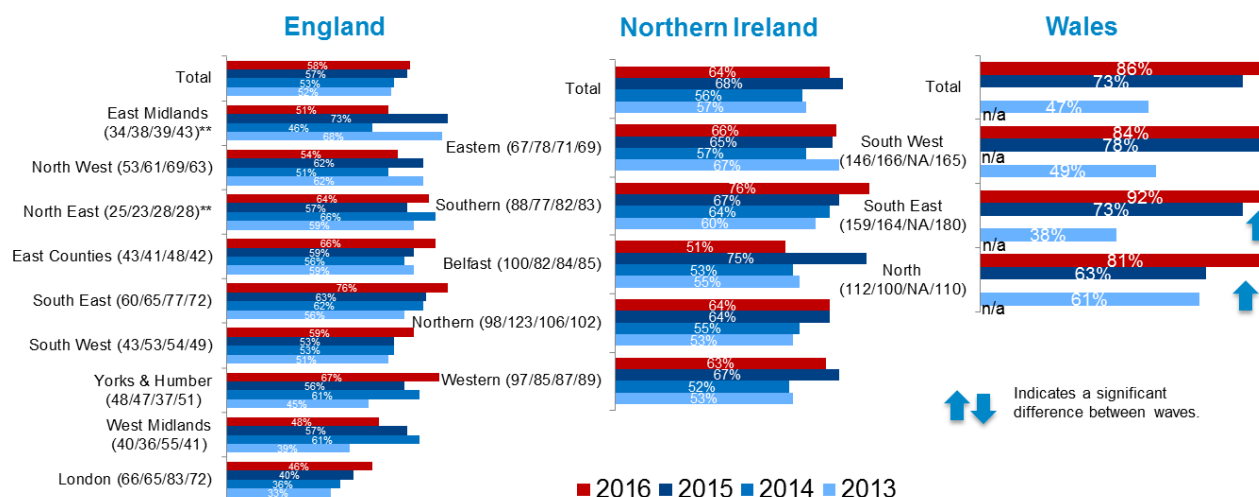
Base: All audit respondents 2016/2015/2014/2013/2012 (England 412/429/490/462/452, NI 450/445/431/429/418, Wales 417/430/NA/455/447)

3.5 Display by region

Commentary on the findings for display by region in England and NI is hampered by small base sizes, so while there appears to have been some variation wave-on-wave by region in England, none of these changes were statistically significant. In NI the only region to have seen statistically significant change wave-on-wave was Belfast, where display rates had dropped from 75% in 2015 to 51% in 2016 (Chart 3.7).

In Wales, there had been a significant increase in display rates in the South East and the North, with the largest increase seen in the North.

Chart 3.7 Display by region



Base: All audit respondents 2016/2015/2014/2013/2012 (England 412/429/490/462, NI 450/445/431/429, Wales 417/430/NA/455). Bases per region shown in brackets

** Small bases mean that the large changes may be due to sampling error rather than as a result of real change

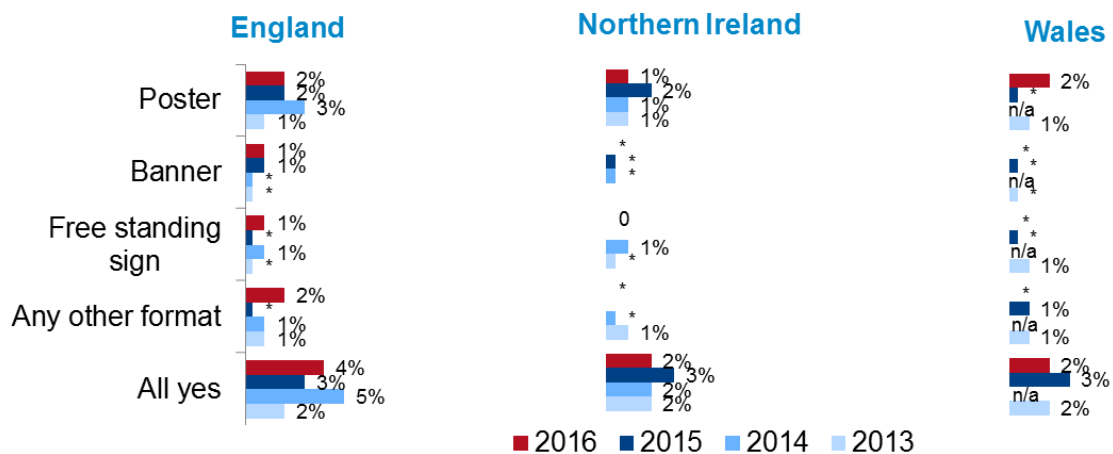
3.6 Alternative formats for displaying ratings

As part of the audit, GfK Mystery Shoppers observed whether businesses were displaying the food hygiene rating in other formats e.g. a poster, banner, free standing sign or another format (the images to the right show some examples of alternative formats of display).

Only very small proportions of businesses were displaying their rating in alternative ways: 4% in England and 2% in NI and Wales (Chart 3.8).



Chart 3.8 Alternative formats of display



This chart has been rescaled to show small percentages clearly

Was the FHRS rating displayed in an alternative format?

NB: * Denotes less than 0.5%

Base: All audit respondents 2016/2015/2014/2013 (England 412/429/490/462, NI 450/445/431/429, Wales 417/430/NA/455)

4 Business telephone survey

As in previous years, a telephone survey was undertaken to explore the reasons for and impact on businesses of displaying a food hygiene rating at their premises. For businesses not displaying, the survey explored the reasons for this and the factors that might encourage them to do so. The survey also explored all businesses' attitudes to compulsory display of ratings at premises and their attitudes to the FHRS more generally, such as awareness and use of safeguards.

Given the requirement to maximise the number of interviews with businesses that had also been audited by the Mystery Shopping team, a small number of audited businesses that were at risk of not completing the full telephone survey (e.g. due to time pressures) were allowed to complete a very short route through the questionnaire to confirm basic information about display⁸. As such, these businesses are *not* included in the bases for most questions asked in the telephone survey.

4.1 Reasons for display of ratings

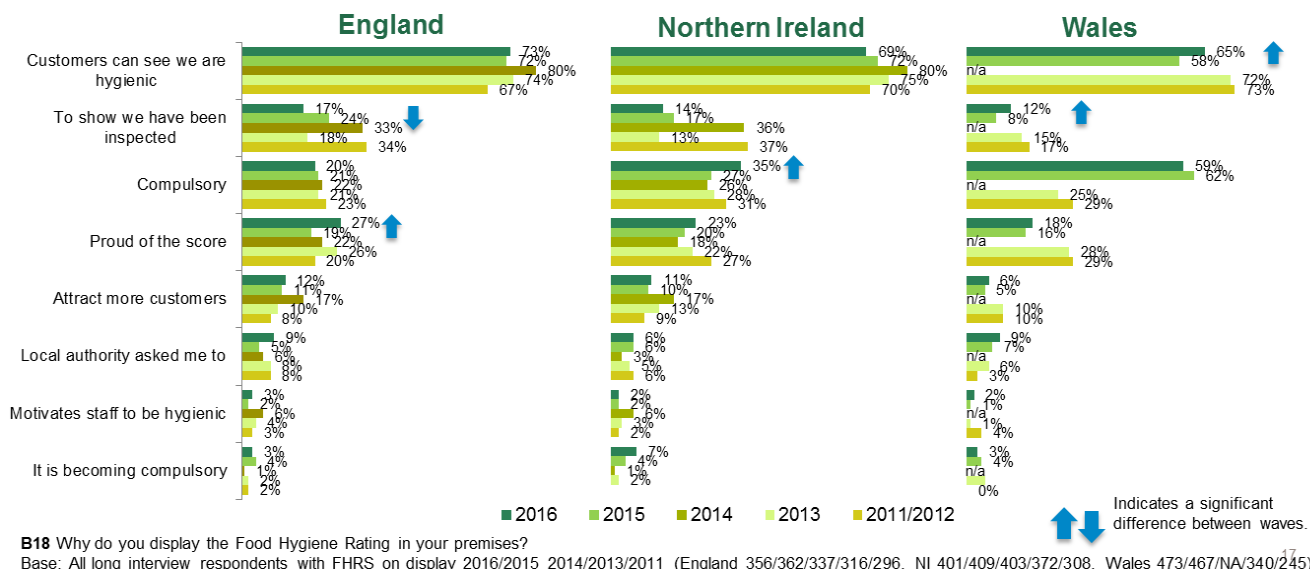
All full interview respondents claiming to display a food hygiene rating were asked to state their reason(s) for doing so and these are summarised in Chart 4.1.

Customer assurance remains the most recognised motivation for display, mentioned by 73% of businesses in England and 69% in NI. The other most common motivations in England and NI (mentioned by over 10% of businesses that were displaying) were:

- Being proud of the rating (27% in England, a significant increase from 19% in 2015 and 23% in NI)
- Believing the scheme is compulsory (20% England, 35% NI – a significant increase from 27% in 2015 reflecting the introduction of a statutory scheme in NI later in 2016)
- To show we have been inspected (17% England, 14% NI)
- To attract more customers (12% England, 11% NI).

⁸ The numbers of audited businesses that completed a short route through the survey were England 20, NI 32 and Wales 16.

Chart 4.1 Reasons for display



In Wales, 59% of those displaying indicated that this was because it was compulsory to do so. The most commonly cited reason, however, was so that customers could see that the premises were hygienic, mentioned by 65% (a statistically significant increase compared with 58% in 2015). Other reasons for display in Wales were: being proud of the rating (18%) and to show we have been inspected (12% and a significant increase from 8% in 2015).

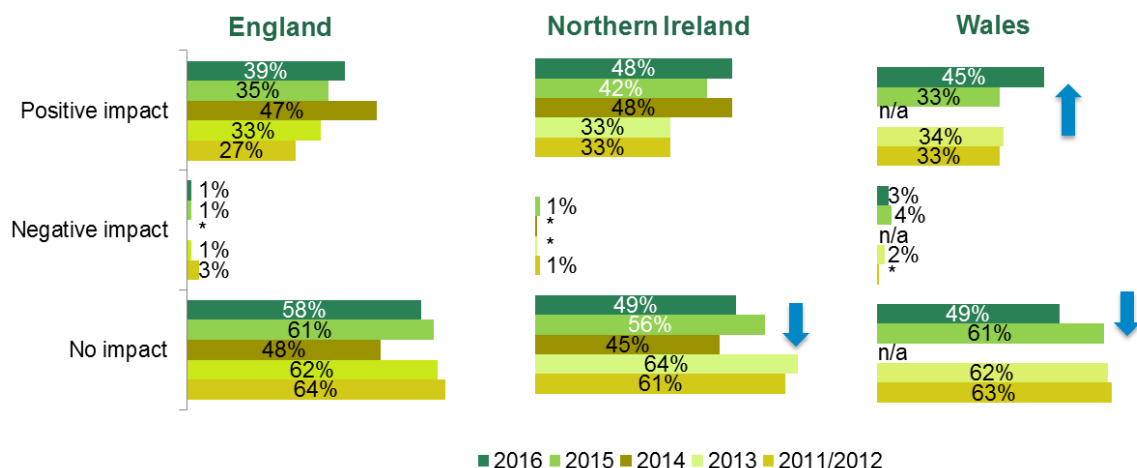
4.2 General impact of display

All respondents who claimed to be displaying their food hygiene rating were asked to state, what, if any, impact or impacts displaying the rating had had on their business (Chart 4.2).

In England the picture was similar to that seen last wave, with around two fifths of this group (39%) saying that display had had a positive impact for their business, 58% saying it had no impact and 1% saying there had been a negative impact. In NI, nearly half of those displaying said there had been a positive impact of doing so (48%), while the proportion reporting no impact had dropped significantly wave on wave (from 56% last wave to 49% in 2016).

The findings in Wales had shifted wave on wave: a significantly larger proportion of businesses who displayed reported a positive impact of doing so (45%, up from 33% in 2015), while the proportion mentioning no impact was 49% (down from 61%). Three per cent of those displaying their food hygiene rating mentioned a negative impact.

Chart 4.2 General impact of display

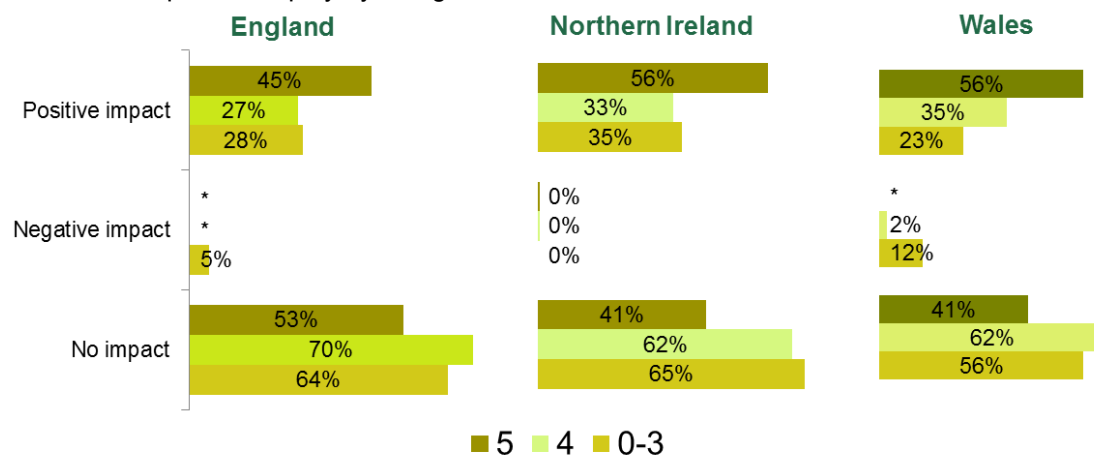


B19 What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business?
 Base: All respondents with FHRs on display (England 356/362/337/316/296, NI 401/409/403/372/308, Wales 473/467/NA/340/245)

4.2.1 General impact of display by rating

When the 2016 findings are considered in terms of the rating from the FSA database, in all nations, businesses with a rating of 5 were more likely than those with lower ratings to report a positive impact of displaying their food hygiene rating and less likely than other businesses to say that there had been no impact on their business (Chart 4.3).

Chart 4.3 General impact of display by rating



B19 What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business?
 Base: All respondents with FHRs on display (England 5 (241), 4 (73), 0-3 (42); NI 5 (264), 4 (103), 0-3 (34); Wales 5 (270), 4 (128), 0-3 (75))

4.3 Nature of impacts

Respondents who claimed to be displaying their food hygiene rating were asked about the nature of the positive or negative impacts of display.

Chart 4.4 shows that the top mentions of positive impacts were the same across all three countries:

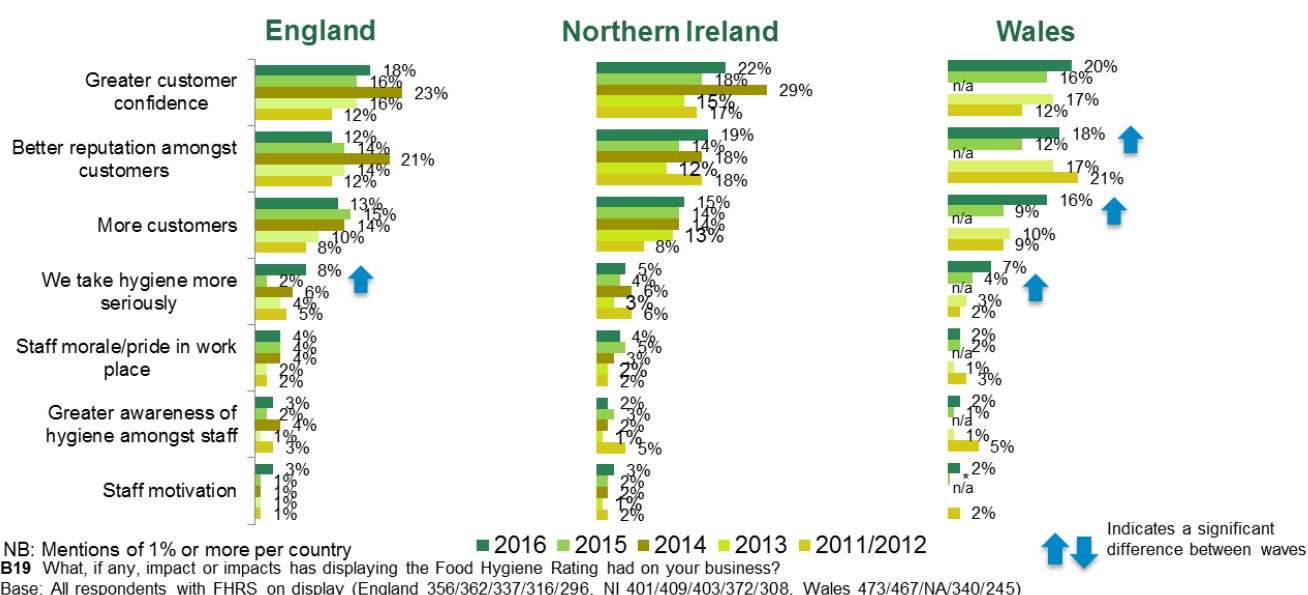
- Greater customer confidence (18% in England, 22% in NI and 20% in Wales)
- Better reputation amongst customers (12% in England, 19% in NI and 18% in Wales)
- More customers (13% in England, 15% in NI and 16% in Wales)

Other impacts frequently mentioned were that customers see that businesses take hygiene more seriously; staff morale/pride; greater awareness of hygiene amongst staff and/or staff motivation .

Compared with previous years' surveys, the findings have remained largely constant, with the only statistically significant shifts being:

- England: an increase in respondents mentioning they take hygiene more seriously (up from 2% to 8% this wave).
- Wales: an increase in respondents mentioning better reputation amongst customers (up from 12% to 18%), more customers (up from 9% to 16%) and we take hygiene more seriously (up from 4% to 7%).

Chart 4.4 Positive impacts of display



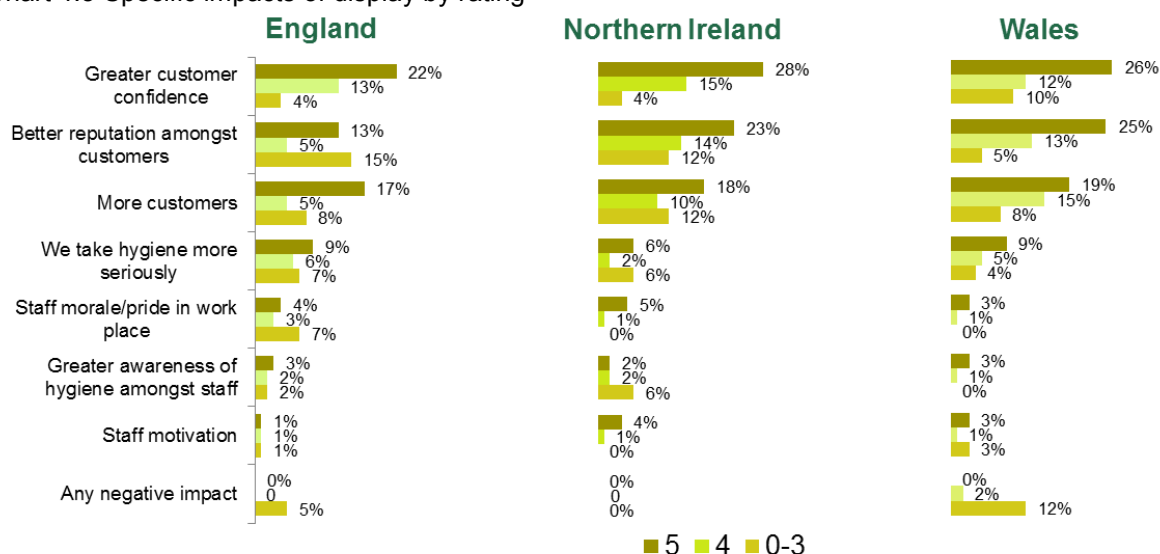
The negative impacts resulting from displaying the food hygiene rating most commonly mentioned by businesses were:

- England: worse reputation amongst customers and fewer customers (mentioned only by those with ratings 0-2 on FSA database)
- NI: no negative impacts mentioned
- Wales: fewer customers and a worse reputation amongst customers (mentioned by businesses with ratings ranging from 0 to 4) and lower customer confidence (mentioned only by businesses with a rating of 0-2)

4.3.1 Nature of impacts by rating

Similar to previous waves, those with a rating of 5 were more likely than businesses with a lower rating to mention the most common positive impacts, namely: greater customer confidence, better reputation amongst customers and more customers; this was the case across all three countries. In England and Wales businesses with a rating of 0-3 were more likely than those rated 4 or 5 to mention a negative impact of display (Chart 4.5).

Chart 4.5 Specific impacts of display by rating



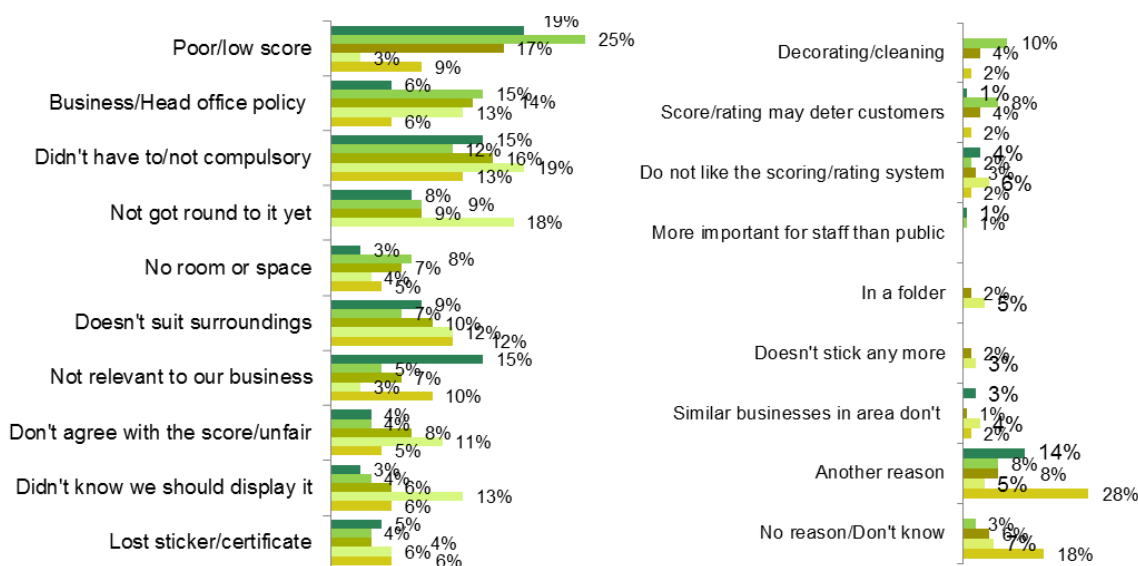
B19 What, if any, impact or impacts has displaying the Food Hygiene Rating had on your business?

Base: All respondents with FHRS on display (England 5 (241), 4 (73), 0-3 (42); NI 5 (264), 4 (103), 0-3 (34); Wales 5 (270), 4 (128), 0-3 (75))

4.4 Reasons for non-display

All respondents who said that they did not display their food hygiene rating were asked why this was the case. Chart 4.6 summarises the findings for England and shows that the most common reason for non-display was that the business received a low rating and because it is not compulsory to do so.

Chart 4.6 Reasons for non-display in England



B20 Why is your Food Hygiene Rating not **publicly** on display? ■ 2016 ■ 2015 ■ 2014 ■ 2013 ■ 2012
Base: All respondents with FHRs not on display (England 65/71/181/68/52)

In NI and Wales, **very small numbers of businesses** reported that they did not display their rating. Chart 4.7 presents the numbers⁹ of respondents (as opposed to percentages) giving each reason for non-display.

Chart 4.7 Summary of findings for reasons for non-display in NI and Wales

Northern Ireland (37)	No.
Poor/low score/rating	9
It is not compulsory	5
Lost the sticker	5
Not relevant to our business	3
Not got around to it yet	3
Score may put customers off	2
Doesn't suit surroundings	2
Don't agree with the rating	2
No room space	2
Decorating / spring cleaning	2

Wales (8)	No.
Lost the sticker	2
Decorating/spring cleaning	1
Poor/low score/rating	1
Not relevant to our business	1

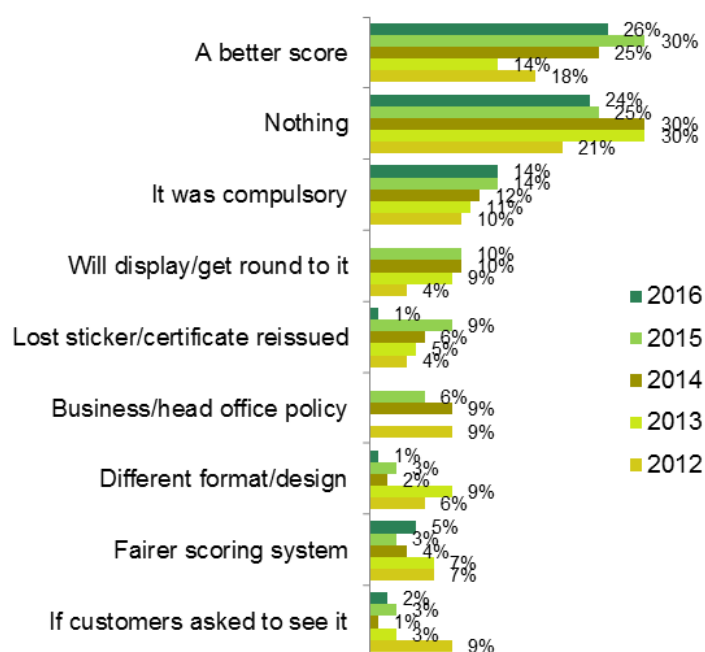
B20 Why is your Food Hygiene Rating not **publicly** on display?
Base: All respondents with FHRs not on display (Northern Ireland 37, Wales 8)

⁹ The figures given in the chart are weighted; the base size figure is an unweighted figure.

4.5 Encouraging display

All respondents who said that they did not display their food hygiene rating at their premises were asked what might encourage them to do so. Chart 4.8 summarises the findings for England and shows that the picture is very similar to that found in the last survey wave: while a quarter of respondents who were not displaying (24%) said that 'nothing' would encourage them to do so, a further quarter (26%) said a higher rating (score) would encourage them and 14% said they would be encouraged to display if it were a compulsory requirement.

Chart 4.8 Encouraging wider use in England



B21 What would encourage you to **publicly** display your Food Hygiene Rating/Information Scheme Inspection Result?
Base: All respondents with FHRS not on display (England 65/71/181/68/52)

In NI and Wales, very few businesses were not displaying their rating. Chart 4.9 presents the numbers of respondents citing each motivation to display (as opposed to percentages)¹⁰. In NI, the most commonly mentioned response was a better rating (score); in Wales, a better rating (score) and re-issue of a lost sticker were the most common responses.

Chart 4.9: Summary of findings relating to what would encourage display of rating in NI and Wales

Northern Ireland (37)	No.	Wales (8)	No.
If we had a better score	16	If we had a better score	2
Nothing would encourage me	8	If our lost sticker was re-issued	2
If it was compulsory	6	If issued in a different format	1
Will do when I have time	4	If it was compulsory	1
Another reason	4	If there were fines for non display	1
If our lost sticker / certificate was re-issued	2	Will do when I have time	1

B21 What would encourage you to **publicly** display your Food Hygiene Rating/Information Scheme Inspection Result?
Base: All respondents with FHRS not on display (Northern Ireland 37, Wales 8)

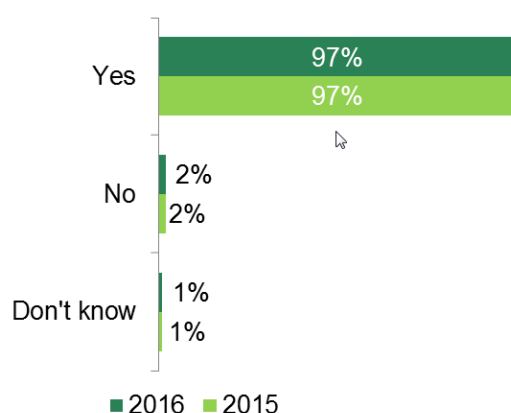
¹⁰ The figures given in the chart are weighted; the base size figure is an unweighted figure

4.6 Attitudes to compulsory display

4.6.1 Wales

All respondents in Wales were asked whether they were aware that having their food hygiene rating on display at their premises was a legal requirement. As was the case last year, nearly all (97%) were aware that this is the case (Chart 4.10).

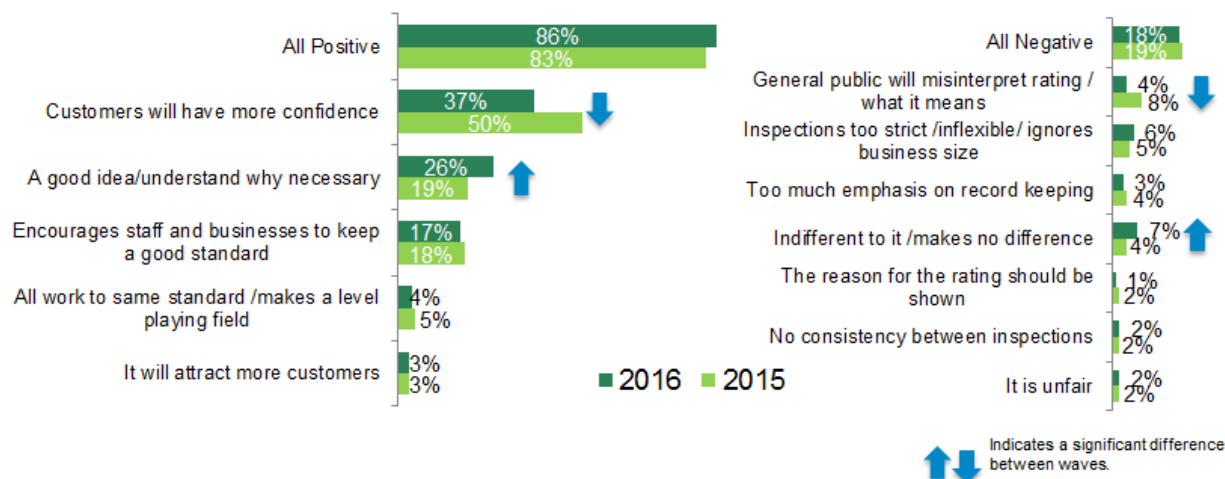
Chart 4.10 Awareness of legal requirement to display ratings in Wales



B21h And were you aware before this interview that it is a legal requirement in Wales to have your FHRS rating publically on display?
Base: All who have FHRS 2016/2015 (481/474)

When asked to consider how they felt about the scheme, most respondents in Wales had positive comments to make about compulsory display (86% compared to 18% who referred to it in a negative context); at an overall level, these findings were stable wave-on-wave (Chart 4.11). When the positive and negative views were considered in detail, a few shifts were evident. For example, in the last survey, half of respondents gave a positive comment relating to customers having more confidence, but this had dropped to 37% in 2016, but the proportion of respondents mentioning the scheme being a good idea/understand why it was necessary had increased from 19% in 2015 to 26% in 2016. Regarding negative comments, a smaller proportion of respondents in 2016 mentioned the general public misinterpreting the rating (down from 8% to 4%), while there was an increase in the proportion of respondents saying they were indifferent to the scheme (up from 4% to 8%).

Chart 4.11 Attitudes to compulsory display in Wales



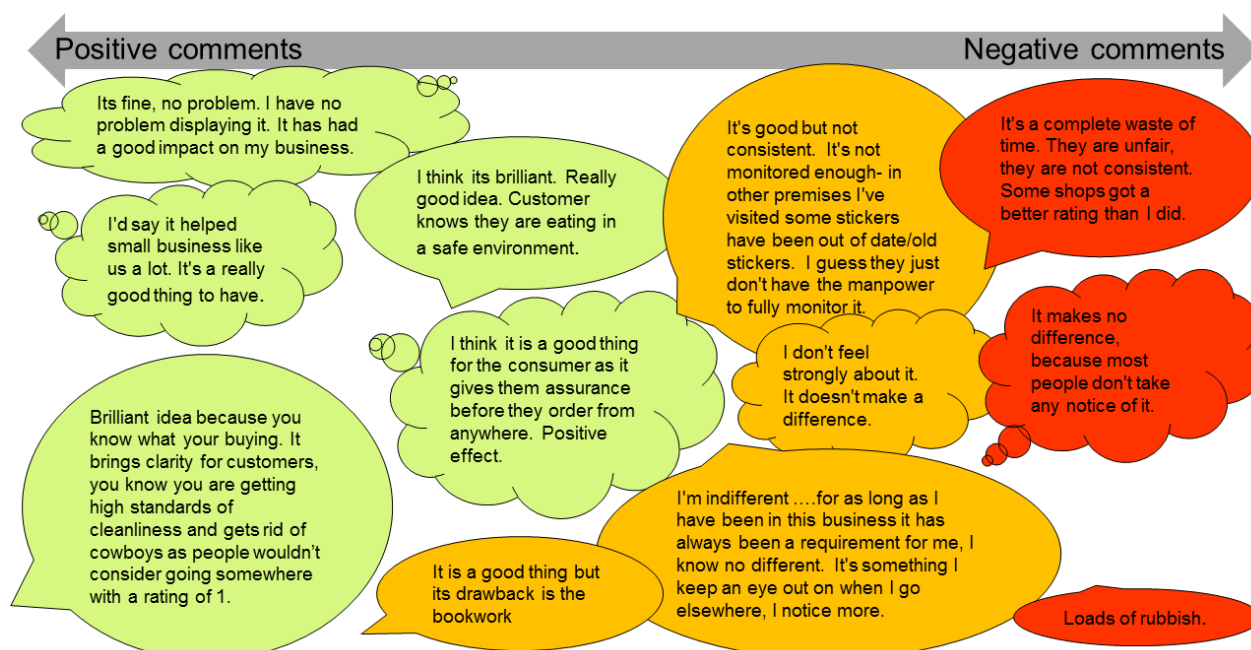
NB Positive and negative add to more than 100% because some people gave both.

B21ji. 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 who have FHRS in Wales 2016/2015 (481/474)

In order to provide a flavour of the types of comments made by businesses in Wales, Chart 4.12 depicts verbatim quotes reflecting the range of views about display being a legal requirement.

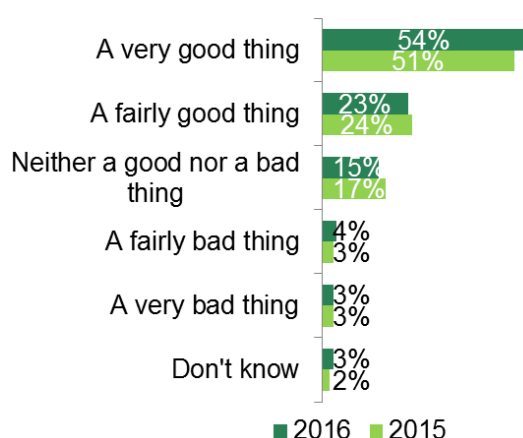
Chart 4.12 Selection of verbatim responses about the statutory requirement for display of FHRS in Wales



4.6.2 England

Respondents in England¹¹ were asked how they would feel if a scheme were introduced whereby their business was required by law to display the food hygiene rating at all entrances to the premises. The findings were very similar to those seen last survey wave: most businesses (77%) thought that this would be a 'very good thing' or a 'fairly good thing'.

Chart 4.13 Attitudes to introducing compulsory display in England

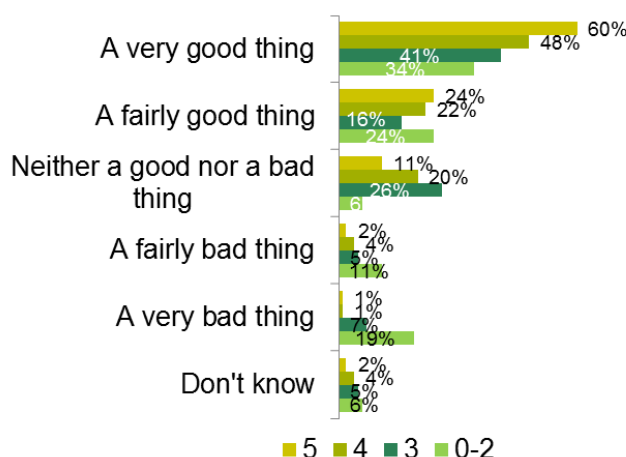


B29ga. And how would you feel if a scheme was introduced where you were required by law to display your FHRs rating at all of the entrances to your premises. Would you say it would be a...
Base: All who have FHRs in England 2016/2015 (430/417)

In 2016, while there were no significant differences observed by chain/independent or by business type, those outlets with a 5 rating were significantly more likely than average to say that this would be a very good thing (60% versus 48% or less), while those with a rating of 3 were significantly more likely than average to say that such a move would be neither a good nor a bad thing (26% versus 15%) (Chart 4.14).

¹¹ this question was not asked in NI

Chart 4.14 Attitudes to introducing compulsory display in England by rating



B29ga. 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 who have FHRs in England 2016: rating 5 (260), rating 4 (92), rating 3 (46), rating 0-2 (19)

4.7 Attitudes towards the FHRs generally

4.7.1 Lowest acceptable ratings for display

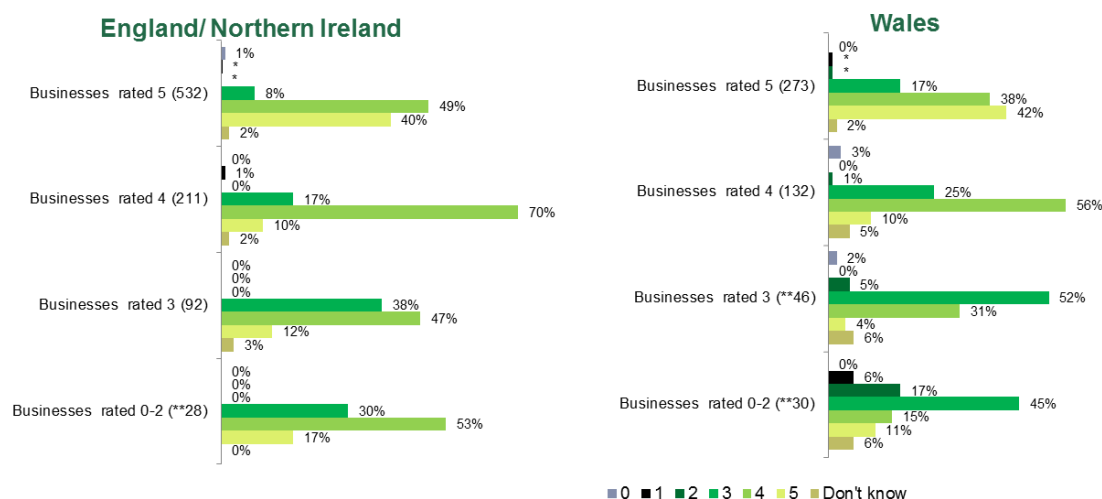
Respondents were asked to state the lowest food hygiene rating that they would consider displaying. The results for England and NI are combined to provide larger base sizes for analysis; Chart 4.15 shows the results for England/ NI and Wales.

Regardless of their current rating, the overwhelming majority of businesses in England and NI said the lowest acceptable rating would be 3.

The perception of what is 'good enough' correlates with the rating already achieved: almost nine in ten of those already holding a rating of 5 (89%) said that a 4 or 5 would be 'good enough', with just 8% of this group mentioning a rating of 3. Nearly four in ten of those with a rating of 3 (38%) thought that this was good enough to display, while 47% of this group felt a rating of 4 was needed and 12% felt a rating of 5 was needed.

In Wales, it is interesting to see which ratings businesses considered 'good enough' for display given the compulsory nature of the scheme. As was the case in the other countries, the majority of businesses thought that a rating of 3 was the lowest acceptable rating. However, unlike England and NI, amongst businesses with a 0, 1 or 2 rating, some 23% thought a rating of 1 or 2 was good enough to display, which may reflect the fact that they **are legally required** to display their rating regardless of how high or low it is.

Chart 4.15 The lowest rating respondents would consider good enough for display (combined results for England and NI).



Note: * Denotes less than 0.5%; ** denotes very small base (<50 unweighted cases)

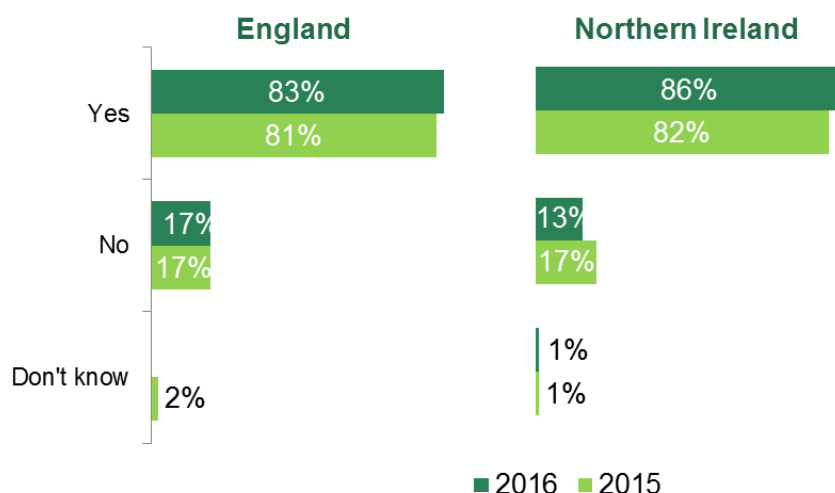
B21b What is the lowest Food Hygiene rating that you would consider 'good enough' to display at your premises?

Base: All who have FHRS in England and NI (863) ; Wales (481) Rating bases are in brackets on the chart.

4.7.2 Improving standards

Establishments with a rating of 0 - 4 in England and NI were asked if they had made changes at their premises to improve their food hygiene rating¹². Over 8 in 10 had done so in both countries (Chart 4.16); while the proportions who had taken action were higher than in the last survey wave, the differences were not statistically significant.

Chart 4.16 Whether establishments with a 0-4 rating have done anything to improve their rating



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

Base: Those who have FHRS Rating of 0-4, 2016/2015 (England 138/160, NI 157/148)

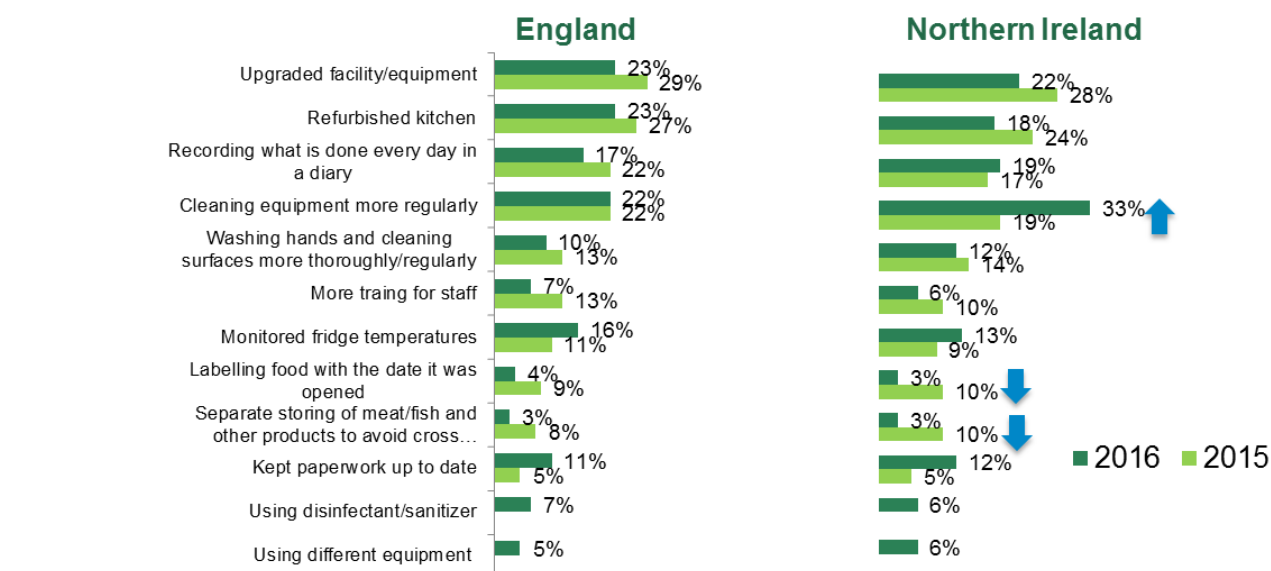
¹² This question was not asked of respondents in Wales

4.7.3 Actions taken to improve ratings

A range of activities had been undertaken by those who had made changes at their premises in England and NI in a bid to improve their rating¹³. Of those rated 0 - 4 who said they had made such changes the most common responses were (Chart 4.17):

- An upgrade to the facility/equipment (23% in England and 22% in NI)
- Refurbished kitchen (23% in England and 18% in NI this wave)
- Keeping a diary (17% in England and 19% in NI)
- Cleaning equipment more regularly (22% in England and 33% in NI).

Chart 4.17 Actions taken to improve ratings



NB: Mentions of 5% or more per country

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

Base: Those who have made changes to improve FHRs rating 2016/2015 (England 112/128, NI 135/119)

Indicates a significant difference between waves.

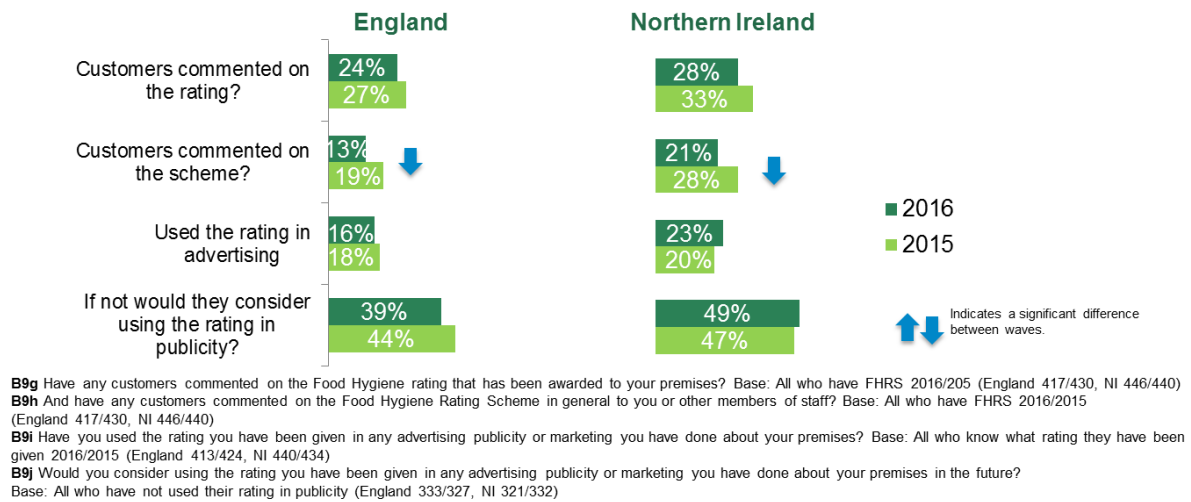
In England the year on year changes were not statistically significant. In NI, however, there has been a significant increase in the proportion of businesses mentioned cleaning equipment more regularly (up 14 pps from 19% in 2015 to 33% in 2016); there have been small but significant drops in mentions of 'labelling food with date it was opened' and separate storage of food products to avoid cross contamination (both down from 10% to 3%)

4.7.4 Customer comments and use of the ratings for publicity

Businesses were asked if their customers had commented on their specific rating or the scheme more generally, and if the business had used or intended to use its rating in any publicity. Chart 4.18 sets out the findings.

Chart 4.18 Customer comments and use of ratings for publicity

¹³ this question was not asked of respondents in Wales



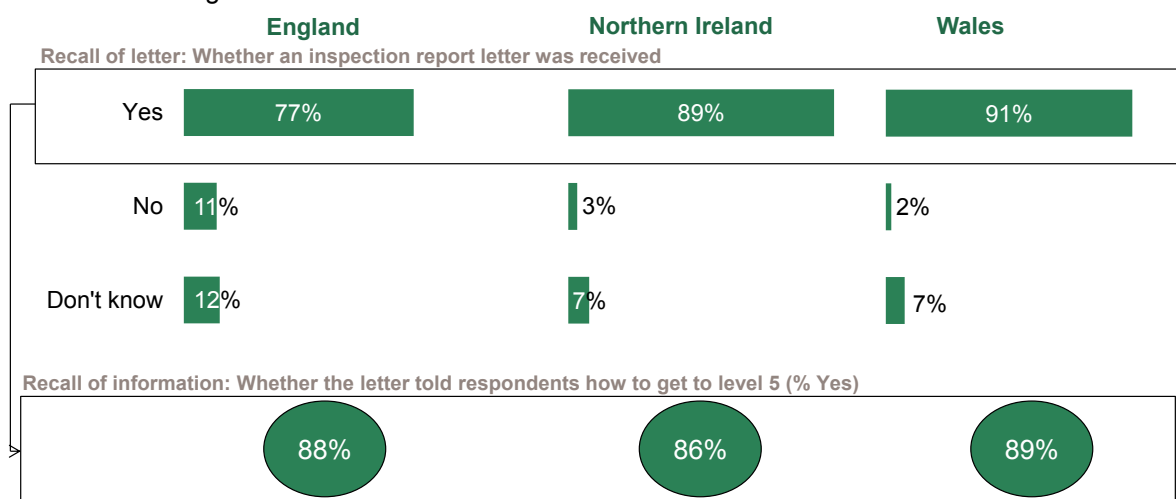
4.8 Inspection report letter and knowledge and use of safeguards

4.8.1 Inspection letter: recall of receipt & details of how to achieve maximum rating

Respondents were asked if they recalled receiving an inspection report letter and, if so, if they remembered whether it included information on how to ensure they achieved the highest rating.

Chart 4.19 shows that high proportions remembered receiving an inspection report letter (77% in England, 89% in NI and 91% in Wales) and these figures have remained stable since the previous wave. In addition, over eight in ten of those who recalled receiving the letter in each country recalled specific information about how to achieve a rating of 5.

Chart 4.19 Measures of recall for receipt of inspection report letter and information about how to achieve a maximum rating



B21c Did your business receive an inspection report letter from the local authority which told you your FHS rating and contained your sticker to put on display? Base: All respondents with FHS 2016 (England 417; NI 446; Wales 481)

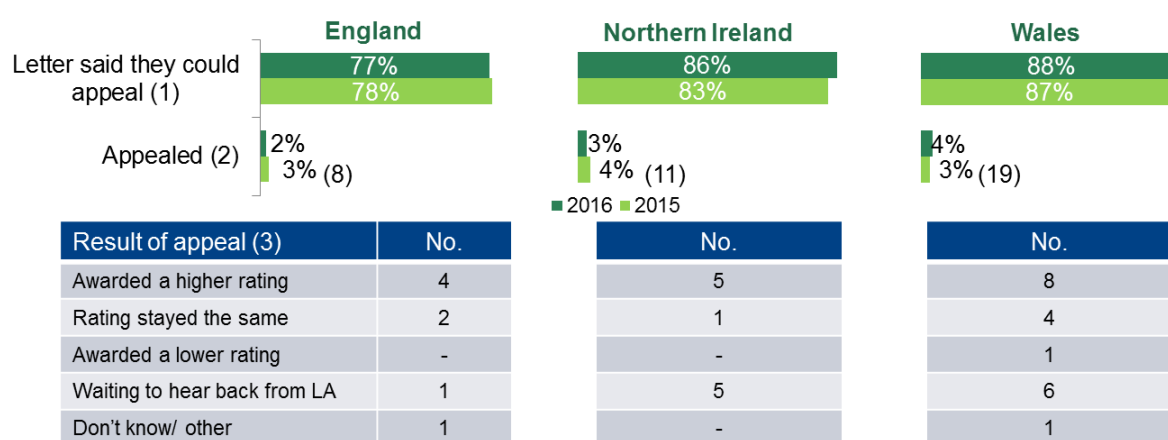
B21d. Were you told in this letter about what improvements you would need to make to achieve the highest FHS rating of 5 at your premises? Base: All respondents who received the letter and have a rating of less than 5 in 2016 (England 107, NI 138, Wales 184)

4.8.2 Appeals process: awareness and experience

All respondents who remembered receiving an inspection report letter were asked if they recalled specific information about appeals (Chart 4.20). At least three quarters of respondents in each country who had received the letter recalled the appeals process being mentioned. Across respondents as a whole, only very small proportions had actually appealed (4% or less in each country). There were no significant changes from the previous survey.

Amongst respondents that had appealed their rating, around a half in each country said that they had been awarded a higher rating. Numbers of respondents are presented in the tables below (as opposed to percentages) because of the low sample sizes. It is important to note that the figures regarding appeal numbers and results are self-reported and have not been verified against other sources.

Chart 4.20 Summary of appeals findings: awareness, application and self-reported outcomes



- 1) B21e. Did the letter inform you of your right to appeal the rating you had been given? Base: All respondents who received the letter 2016/2015 (England 323/347, NI 396/387, Wales 440/443)
- 2) B21ei. Have you appealed the rating you have been given at this premises with your local authority? Base: All respondents who have FHRS 2016/2015 (England 417/430, NI 446/ 440, Wales 481/474)
- 3) B21eii. And what was the result of this appeal? Base: All who appealed 2016 (England 7, NI 11, Wales 17)

All respondents that had progressed through an appeal were asked how fairly they thought the process had been dealt with by their Local Authority. Of the 37 respondents across England, NI and Wales filtered through this question, seven respondents thought the appeals process was dealt with unfairly; this is slightly more than in 2015 where no one thought they had been dealt with unfairly. The majority (28 out of the 37) said that it was dealt with very fairly (Chart 4.21).

Chart 4.21 Views on fairness of Local Authority response to appeals

	England	Northern Ireland	Wales
	No.	No.	No.
Very fairly	5	3	4
Fairly	2	5	9
Neither fairly nor unfairly	-	-	-
Not very fairly	1	1	2
Not at all fairly	-	1	2
Don't know/can't remember	-	1	4

B21eiii. How fairly do you think your appeal was dealt with by the local authority? Base: All who appealed 2016 (England 7, NI 11, Wales 17)

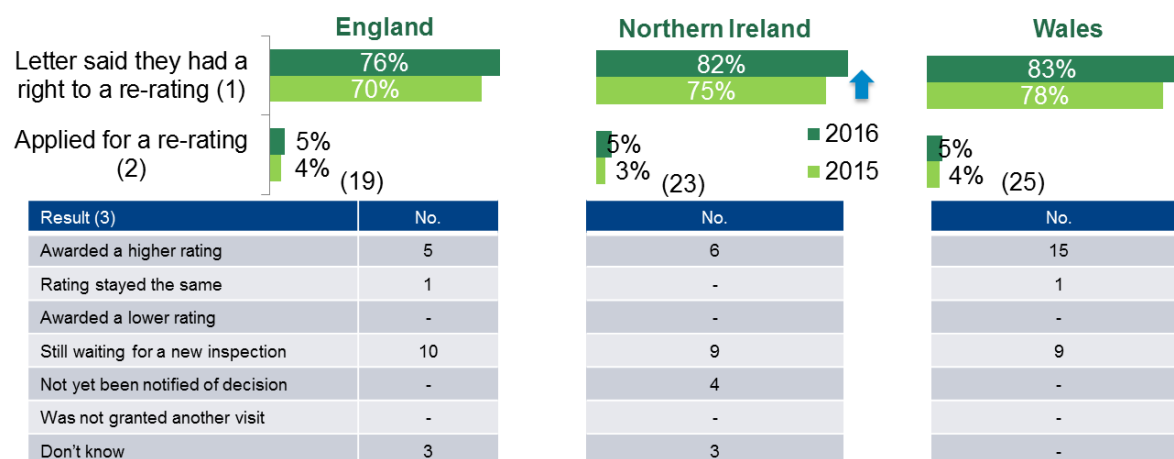
4.8.3 Re-rating: awareness and experience

Respondents who recalled receiving an inspection report letter were asked if it contained information on their right to a re-rating (Chart 4.22). Compared with the 2015 survey, there were small increases

in the proportions recalling receiving a letter with information about their right to a re-rating across all three.

Across respondents as a whole group, very small proportions (7% or less in each country) had applied for a re-rating from their Local Authority. The number of respondents who applied for re-rating had increased from 48 in 2015 to 67 in 2016. Amongst those that had applied (67 in total across England, Wales and NI), none were awarded a lower rating, but around half of cases in England and NI were awaiting a new inspection. Half of those in Wales had been awarded a higher rating (15 in 30 across Wales). Numbers of respondents are presented in the tables below (as opposed to percentages) because of the low sample sizes. It is important to note that the figures regarding re-rating numbers and results are self-reported, i.e. they have not been verified against other sources.

Chart 4.22 Summary of re-rating findings: awareness, application and self-reported outcomes



- (1) B21f. Did the letter inform you of your right to a re-rating? Base: All respondents who received the letter 2016/2015 (England 323/347, NI 396/387, Wales 440/443)
- (2) B21fi. Have you applied for a re-rating from the local authority? Base: All respondents who have FHRs 2016/2015 (England 417/430, NI 446/440, Wales 481/474)
- (3) B21fii. And what was the result of this request for a re-rating? Base: All who applied for a re-rating 2016 (England 17, NI 21, Wales 24)

All respondents that had requested a re-rating were asked how fairly they thought the process had been dealt with by their Local Authority. Of the 67 respondents across England, NI and Wales filtered through this question, the majority felt their application had been dealt with very fairly or fairly. In total, seven respondents said it had been dealt with unfairly (Chart 4.23).

Chart 4.23 Views on fairness of Local Authority response to re-rating applications

	England	Northern Ireland	Wales
	No.	No.	No.
Very fairly	9	6	10
Fairly	8	7	9
Neither fairly nor unfairly	-	1	2
Not very fairly	1	1	-
Not at all fairly	-	2	3
Don't know/can't remember	1	6	2

- B21fiii. How fairly do you think your request for a re-rating has been dealt with by the local authority so far?
- Base: All who applied for a re-rating 2016 (England 17, NI 21, Wales 24)

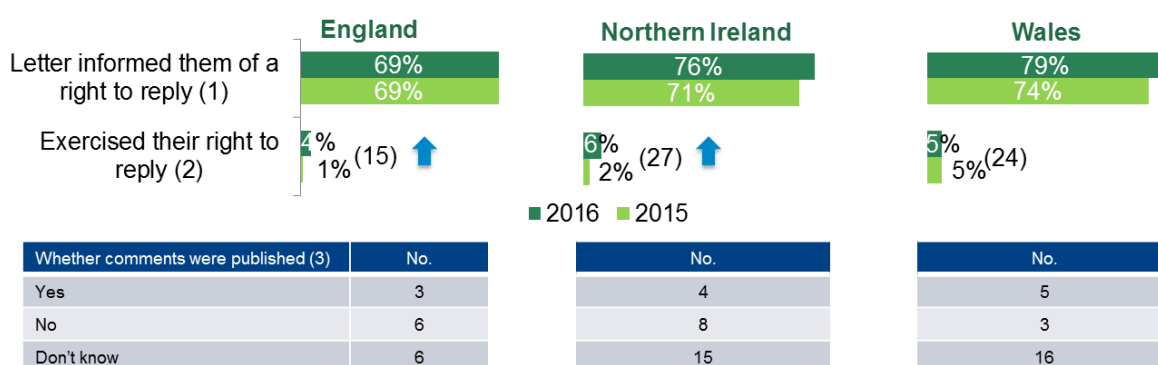
4.8.4 Right to reply: awareness and experience

Respondents who recalled receiving an inspection report letter were asked if it contained information on their right to reply. In each country, the majority recalled this information which had increased slightly wave-on-wave in NI and Wales (Chart 4.24). Recall for the right to reply remained at the lowest level when compared to recall levels for the appeals and re-rating processes.

Across respondents as a whole group, very small proportions (6% or less in each country) had actually exercised their right to reply. Amongst those that had done so (66 in total across England, Wales and NI), 12 said that their Local Authority had published their comments, however, most (37) did not know whether this was the case. The number of respondents who had exercised their right to reply had increased from 39 in 2015 to 65 in 2016.

Numbers of respondents are presented in the tables below (as opposed to percentages) because of the low sample sizes. It is important to note that the figures regarding right to reply numbers and outcomes are self-reported, and have not been verified against other sources.

Chart 4.24 Summary of re-rating findings: awareness, action and self-reported outcomes



(1) B21g. Did the letter inform you of your right to reply? Base: All respondents who received the letter 2016/2015 (England 323/347, NI 396/387, Wales 440/443)

(2) B21gi. Have you exercised your right to reply by sending comments to the local authority about the rating you have been given? Base: All respondents who have FHRs 2016/2015 (England 417/430, NI 446/440, Wales 481/474)

(3) B21gii. And thinking about your right to reply were your comments published on their website? Base: All who sent in a comment 2016 (England 14, NI 27, Wales 21)

5 Overview and conclusions

In England and NI the proportion of premises visibly displaying their rating from the *outside of premises* (44% of businesses in England and 48% in NI) has remained static compared to previous years (41% and 46% respectively). This stands in contrast to Wales, where 68% of businesses displayed their FHRS rating so that it is visible on the outside of their premises, up from 59% in 2015.

Levels of display anywhere on business premises remained similarly unchanged, at 59% in England and 64% in NI. Business that had higher ratings continued to be more likely to display their FHRS rating. In Wales, the impacts of the scheme becoming statutory are still being felt with 86% of businesses displaying the statutory sticker somewhere on the premises, (an increase of 13 pps wave-on-wave), and high levels of display were evident across all business types and for all ratings.

The key motivator for businesses to display was customer assurance (*customers can see that we are hygienic*). However while many of the businesses that were not displaying said they would do so with a better rating, we are seeing evidence that attempts to improve ratings have plateaued in England and NI: the small wave-on-wave increases in the proportions of businesses rated 0-4 saying that they had made attempts to improve their ratings were not statistically significant.

In Wales, the impact of the statutory scheme is undeniable: while display is not universal at this stage, it is significantly higher than in NI and England both for display anywhere on the premises and display on the outside of the premises. Further, the proportion of businesses in Wales who reported a positive impact from displaying their ratings had increased significantly (from 33% to 45% this year), with increasing proportions mentioning better reputation, more customers and hygiene being taken more seriously by the business.

As display rates and efforts to improve ratings have apparently plateaued in England and NI, other incentives are required to increase display rates. Making the scheme statutory in Wales has delivered - and continues to deliver - positive impacts, particularly in terms of increasing **display among lower rated premises**. In the absence of legislation, the other measures to be considered in England and NI could include:

- More businesses achieving a higher rating (as more likely to display if rated 5)
- Changing the perception of ratings of 3 and ratings of 4 amongst businesses and customers to encourage greater display.
- Promoting an attitude among businesses that customers expect to see their rating on display (i.e. consumer driven encouragement); we already know that customer assurance is an important motivator
- Continued encouragement of multi-site businesses to adopt a company-wide policy to display
- Continued encouragement to display by local authority inspectors
- Continuing to raise awareness of the scheme to consumers so that they ask the business if they don't see a sticker displayed.

There continues to be clear support from businesses in England for the mandatory display of ratings – with half thinking it would be a very good thing (54% in 2016, 51% in 2015) and a further quarter

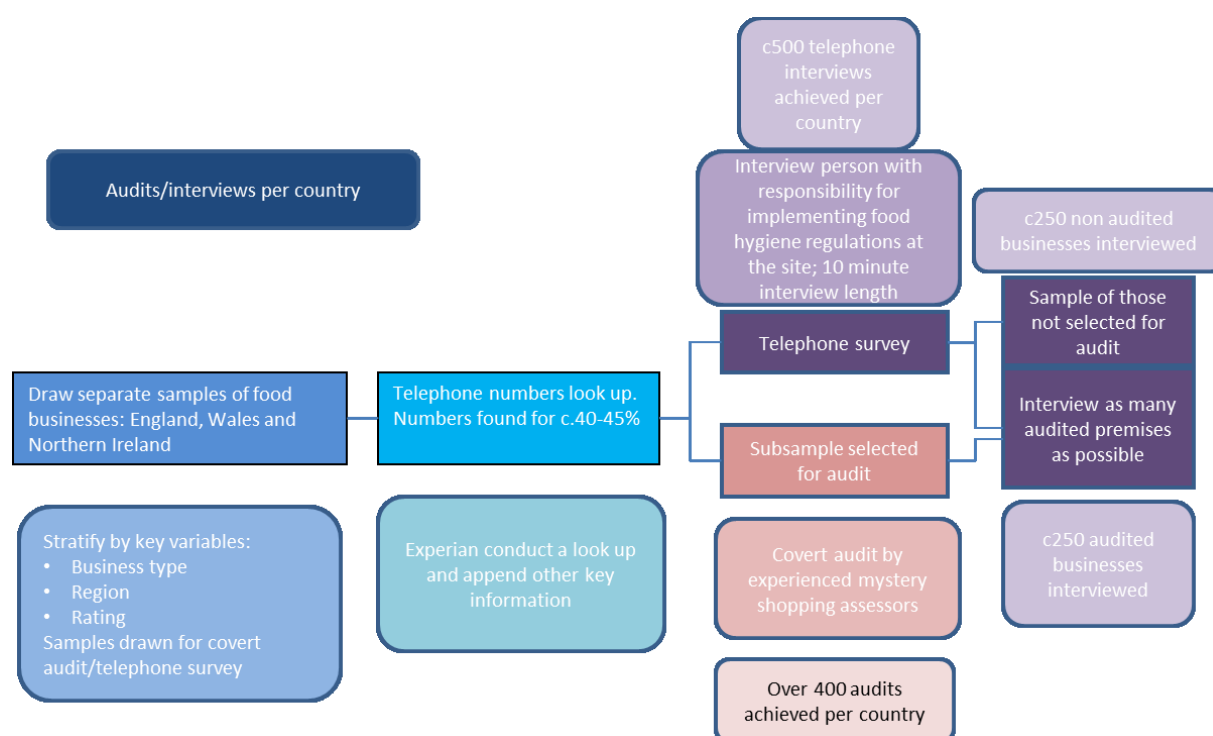
thinking it would be a fairly good thing (23% and 24% respectively). A mere 4% thought it would be a fairly bad idea, and similarly just 3% thought it very bad (both 3% in 2015).

Businesses in Wales were asked how they felt about the scheme now that it is mandatory, and positive comments overwhelmingly outnumbered negative ones – 86% compared with 18% (83% and 19% in 2015).

Appendix A: Technical report on method and data weighting

Three countries (England, Northern Ireland and Wales) were covered by the research and in each there were two phases to the research programme. Firstly, a mystery shopping audit of eligible establishments was undertaken to determine whether they displayed their FHRs rating. Secondly, a telephone survey of business premises was conducted, again to check receipt and display of the FHRs rating and to gather other information about businesses' reasons for display and non-display. In each country, a proportion of the businesses covered by the telephone survey had been audited in the first research phase, the remainder had not. An overview of the method followed for the research program is shown in Chart A1; each stage is described in more detail in the sections that follow.

Chart A1: Research summary



It should be noted that all work carried out by GfK is in accordance with the ISO 9001: 2008 Quality Assurance Standard and ISO 20252: 2006 Market, opinion and social research standard. GfK is a member of the Market Research Society's (MRS) Company Partner Service.

Sample definition

The target audience for the research programme was all food establishments that received ratings as part of the Food Hygiene Rating Scheme (as per the FSA database) and were publically accessible to a mystery shopping auditor. It was agreed that establishments such as hospitals, care homes and schools were not within the remit of the research, as they would not have the same consumer choice element and access would be limited for the conduct of an audit. Similarly, businesses classed as wholesalers and manufacturers were excluded as they generally do not sell food goods directly to the public and would not be accessible to an auditor. Mobile units were also excluded from the sample as there are difficulties in confirming address information.

Sampling

FSA provided the databases of all establishments in England, Northern Ireland and Wales that had been given an FHRS rating (298,386 records in England, 10,178 in Northern Ireland and 17,391 in Wales).

These databases contained information on FHRS rating, establishment type and address. The databases were first assessed to identify unsuitable leads, which were excluded from the sampling frame on the following basis:

- Those which were identified as not being 'publicly accessible' such that the mystery shopping audit would not be viable (for example care homes, hospitals, schools, manufacturers, wholesalers and sole traders handling food in their own home). Only the following business types were included:
 - Hotel/Guest House
 - Pub/Club
 - Restaurants/café/canteen
 - Restaurants and caterers - other
 - Small retailer
 - Supermarket/hypermarket
 - Retailer - other
 - Takeaway
- Those classified as out of scope by having no rating recorded or awaiting inspection were removed.
- Those that did not provide sufficient address information to enable the telephone lookup operation to be performed (so there would be no way in which they could be included in the telephone survey) or where the address was classified as 'private'.
- In Wales, all businesses that had not been inspected by a food hygiene officer in the previous 12 months (since the scheme had become mandatory) were also removed.

For each country, two main samples were drawn using stratified random sampling, each sample being representative by local authority, business type and hygiene rating. Reserve samples were also drawn in the same manner for each country.

Given that telephone numbers were not available on the FSA's database, the samples were then sent to GfK's approved supplier, Experian, to conduct a telephone number look up. Experian were able to match telephone numbers for around 40-50% of leads as shown in the table below. (Please note that a review of the profile of matched leads versus the overall profile of the universe did not reveal any particular biases in the matched sample).

The look up exercise resulted in two samples as follows:

- A sample for the mystery shopping audit (sample 1)
 - Following the mystery shopping fieldwork, the records for the completed audits were passed back to the telephone interviewing unit to form the sample for the telephone survey of **audited establishments**

- An additional sample for the telephone survey **of non-audited establishments** (sample 2)

The mystery shopping (audit) element involved deploying individual auditors to each of the sampled businesses. GfK has a wide geographical coverage of mystery shoppers in England, Wales and Northern Ireland, and, as such, it was feasible to draw an unclustered sample to minimise sampling error.

Table A1 provides a summary of the sample used.

Table A1: Sampling summary for FHRS research programme

	England	Northern Ireland	Wales
Total Records from FSA database	298,386	10,178	17,391
Out of scope business types/non-rated businesses/ invalid addresses (removed)	27,210	561	1,164*
Remaining records	271,176	9,617	16,227
Samples selected			
Sample 1 (audit)	1,500	1,600	1,500
Sample 2 (top up telephone)	1,700	1,900	1,700
Telephone numbers found by Experian for ¹⁴ :			
Sample 1 (used for audit)	728	704	688
Sample 2 (used for "top-up" telephone interviews)	840	849	823
Final achieved sample for audit	412	450	417
Audited businesses undergoing a telephone survey	212	222	214
Final achieved telephone sample	501	516	510

* In addition to out of scope/invalid addresses, business who had not been audited in the previous 12 months were removed from the Wales sample

Targets were set for both the mystery shopping audit and the telephone fieldwork. Targets for both the mystery shopping audit and telephone survey were based on the profile of the FSA database (excluding those leads defined as unsuitable earlier in the process). The overall profiles were monitored during fieldwork to ensure that differential response would not skew the respondent profile.

Mystery Shopping Audit

The procedure for the mystery shopping audit was as follows:

1. Mystery shopping assessors were geographically matched to assignments and provided with briefing notes. Once assessors had proven they understood the task they were authorised to begin the assignment.
2. Assessors travelled to the designated establishment and covertly observed the outside of the premises to locate (where possible) the FHRS sticker or certificate (England and Northern Ireland) and the new statutory FHRS sticker in Wales.
3. Having found the FHRS rating assessors observed all necessary details about this (e.g. location) before leaving the premises to record the relevant details on the questionnaire.
4. If an FHRS rating was not visible from outside, the assessors were required to enter the premises (where possible) and search all publicly available areas to try and locate it.

¹⁴ The figures represent the total numbers of records matched to a telephone number by Experian for the audit and top up samples; not all leads were issued in the course of fieldwork.

5. If challenged, the assessors acted as any other customer in that establishment might have done, in line with the covert nature of the assignment.
6. Assessors had a checklist of locations they were expected to search (where circumstances allowed) before they were allowed to record that the FHRS rating could not to be found at the premises.
7. If assessors were able to locate the FHRS rating without entering the premises, they did not go inside the premises.
8. To aid the verification process, auditors are required to take a photo of the businesses located either side of the sampled business.

Audit questionnaire

The audit questionnaire was the same as used in the 2014 survey in England and Northern Ireland. In Wales the survey was updated from that used in 2013 to reflect the statutory nature of the sticker and to record observations of the old and new versions of FHRS. The questionnaire captured data separately for businesses that had their own entrance and for those without their own entrance.

The questionnaire was designed in consultation with the FSA and aimed to address the following objectives:

- Whether the FHRS rating was on display at the establishment for businesses with/without own entrance
 - If so, was there a sticker or certificate?
- Whereabouts was the rating on display?
- What rating was being displayed?
- Was FHRS displayed in a non-standard format?
- In Wales we also established whether the old or new statutory stickers were being displayed

Copies of the questionnaires are provided at Appendix B.

Auditor training/briefing

- Assessors were required to view training materials and achieve 100% in a test of their knowledge before they were allocated to the assessment.
- Assessors were required to read the project documentation, which was developed in consultation with FSA, including:
 - Briefing instructions (including an image of the hygiene schemes so that they knew what they were looking for)
 - Audit questionnaire
 - Scenarios which they could use if they were engaged by staff at the premises
- Assessors were able to download the audit questionnaire, which they could (covertly) refer to and complete whilst at the premises.

Copies of the briefings are provided at Appendix B.

Response

Fieldwork took place between 15th February and 1st March 2016.

The profile of the audited premises in each country was broadly representative by region, business type and rating. However there were some minor differences and it was felt that some corrective

weighting would be beneficial. The unweighted and weighted profile of the audit data is shown in Table A2 below.

Table A2: Unweighted and weighted profile - audit sample 2016

	England			Northern Ireland			Wales		
	Unweighted		Weighted	Unweighted		Weighted	Unweighted		Weighted
Total: Number of businesses	412		412	450		450	417		417
	N	%	%	N	%	%	N	%	%
Business Type									
Hotel/guest house/ pub/ club	102	25	25	80**	18	18	146	35	25
Takeaway	67	16	16	88**	20	15	71**	17	13
Restaurant/ café/ canteen	134	33	34	164	36	37	127	30	38
Retail	109	26	25	118	26	30	73	18	24
Rating									
0,1 or 2	28**	7	7	14**	3	4	37	9	8
3	60**	15	13	56**	12	12	42	10	14
4	85**	23	22	128	28	30	120	29	27
5	239	58	58	252	56	54	218	52	51
Region: England*									
Eastern Counties	43**	10	10						
East Midlands	34**	8	8						
London	66**	16	17						
North East	25**	6	5						
North West	53**	13	11						
South East	60**	15	15						
South West	43**	10	16						
West Midlands	40**	10	10						
Yorkshire & Humberside	48**	12	9						
Region: Northern Ireland*									
Eastern				67**	8	17			
Southern				88**	20	19			
Western				97**	22	20			
Northern				98	22	25			
Belfast				100**	22	19			
Region: Wales*									
North							112	27	25
South East							159	38	38
South West							146	35	37

Note: ** denotes small base size (less than 100 cases)

Table A3 shows the contact rate achieved by mystery shopping in each country. The addresses not usable were those found to be either out of scope (and hence incorrectly labelled in original sample – largely schools/nurseries, colleges, universities, nursing and care homes) or the business was either closed (temporarily or permanently) or not accessible for audit (private clubs, located airside at airports, for example).

Table A3: Audit interviews achieved

Country	Issued sample	Unused	Out of scope/incomplete addresses/change of business/business closure	Number of audits achieved
England	582	140	30	412
Northern Ireland	559	46	63	450
Wales	550	93	40	417

Telephone Survey

For the main sample around 500 telephone interviews were conducted with eligible establishments in each country using Computer Assisted Telephone Interviewing (CATI). CATI allows interviewers to use an automated script which controls the order of questions and routing based on answers given by the respondent.

The target respondent within each establishment was defined as the person with main responsibility for food safety regulations at that site.

- At small sites this could be owner/ manager or head chef
- At larger sites this could be the catering or food safety manager

Screeners questions at the start of the questionnaire allowed the interviewer to ensure they were speaking to the correct respondent.

The telephone survey averaged 10 minutes in length.

The fieldwork in took place over four weeks between 2nd and 31st March 2016.

501 interviews were achieved in England, 516 in Northern Ireland and 510 in Wales.

Questionnaire design and piloting

The questionnaire remained mostly the same as in the previous survey. The core of the telephone survey questionnaire was the same across all three countries – England, Northern Ireland and Wales but there was some variation in questions (marked with * below). The questionnaire collected data on:

- Awareness of FHRS
- Whether the establishment had received an FHRS rating
- What rating the establishment held
- Whether they had received the sticker and/or certificate
- Whether they were satisfied with the rating given
- If not satisfied, why not?

- *Whether and what changes they have made to improve the rating (England and NI only)
- *Whether comments have been made about the rating and whether the rating has been used in publicity (England and NI only)
- Whether they display their rating clearly
- If a rating was being displayed, reasons for display and what impact this had had
- If no rating was being displayed, reasons for non-display and what would encourage display in future
- Lowest rating they would consider displaying
- *Whether an inspection report letter was received, whether it told them about the opportunity to appeal, request a re-rating or exercise a right to reply, whether they undertook these activities, what happened and whether they were satisfied with the way they were handled
- *Appetite for compulsory display (England only)
- *Awareness and feelings about compulsory display (Wales only)
- Whether use Safer Foods Better Business (SFBB) (England only)

Given that many of the establishments were likely to be busy it was considered important to keep the questionnaire as short as possible in order to achieve the response rate needed. This was done by ensuring concise and clear wording and keeping open ended questions to a minimum as well as prioritising questions. The average interview length (10 mins) would have been much shorter for those respondents who didn't recall the FHRS.

A small proportion of respondents (20 in England, 32 in Northern Ireland, 16 in Wales) from the **audit sample**; between 1-2%) completed a shorter version of the questionnaire. The justification for this was as follows:

- As in previous waves, we wished to interview as many audited premises as possible to permit a comparison of data from the audit and telephone elements of the research. As the number of leads which were available from audited establishments was limited, it was important to obtain as high a response rate as possible from this sample.
- In order to facilitate this, it was deemed valuable to have a shorter route through the questionnaire which was offered to respondents in the audit sample only.
 - Interviewers had the discretion to offer a shorter interview in the event that the respondent was very likely to refuse (interviewers were briefed only to use this as a last resort)
 - The shorter interview lasted only a minute or two and covered the basic elements of the main questionnaire (whether they had received the rating, whether they displayed it clearly)
- By using the shorter interview option it was possible to minimise the number of lost leads from the limited audit sample.

The questionnaire was thoroughly tested by project executives prior to fieldwork. As there were no substantial changes to the 2016 questionnaire, a formal pilot was **not** carried out this year prior to data collection.

Interviewer training/briefings

Interviewers were given a personal briefing from the project executive to ensure they had a thorough understanding of the purpose of the survey. This creates interviewer 'buy in' and assists in the

conversion of calls to completed interviews. Some of the interviewers working on the telephone interviews had worked on previous surveys, so had a good knowledge of the schemes and the questionnaire.

When briefing the interviewers for this project they were shown detailed information on the FHRS including images of the stickers and certificates, as well as examples of other food hygiene ratings schemes that previously were in operation that respondents might mention.

Telephone survey response

A number of actions were taken to gain as good a response rate as possible. These included:

- A range of shifts were worked at different times of day and across weekends, to try and achieve contact with as many establishments as possible. It was felt that some establishments, for example takeaways, might only open in the evenings, thus a varied call pattern was necessary to avoid biasing response.
- A credentials letter from FSA was available to be emailed to establishments if they required re-assurance of the authenticity of the telephone survey (though this could only be sent at the end of the survey so as not to bias responses during the interview itself). A copy of the letter may be found in Appendix C.
- A shorter route through the questionnaire was available for time-poor respondents from the audit sample who would otherwise refuse to complete the survey, as previously discussed.
- Where wrong telephone numbers were encountered, the project team attempted to find a replacement number for the establishment concerned via an online look-up.

The number of audit samples with whom telephone interviews were conducted is shown in Table A4.

Further to a review of the outcomes of each individual sample lead, some of the leads could not be pursued due to incorrect numbers; as these leads could never have been converted to interview, the adjusted response rate for the main and audit sample elements of the telephone survey stands at 55% in England, 58% in Northern Ireland and 58% in Wales.

Table A4: Telephone interviews achieved by sample source/response rate

	England	Northern Ireland	Wales
Interviews with premises that had been audited by the GfK Mystery Shopping team	212	219	214
Top-up interviews including short (non-audited premises)	289	297	296
Total telephone interviews	501	516	510
Adjusted response rate (<i>out of scope when called/unavailable during fieldwork/incorrect/ineligible numbers removed</i>)	55%	58%	58%

Weighting of telephone survey

Weights were applied to ensure that the sample in each country was representative of the universe, i.e. the FSA database of “in-scope” inspected establishments that were publicly accessible. The data were weighted in two stages:

- Sample data were weighted to the profile of in scope businesses by region, business type and by rating in line with the profile of in-scope businesses in each country from the FSA database.
- Once these weights were applied to the data, a figure for each country was derived for display of FHRS and for non-display.

Table A5 shows the unweighted and weighted profile of the sample for each country on key variables.

Table A5: Unweighted and weighted telephone sample profile 2016

	England			Northern Ireland			Wales		
	Unweighted		Weighted	Unweighted		Weighted	Unweighted		Weighted
Total: Number of businesses	501		501	516		516	510		510
	N	%	%	N	%	%	N	%	%
Business Type									
Hotel/guest house/ pub/ club	130	26	19	95**	18	18	167	33	24
Takeaway	51**	10	14	76**	15	14	57**	11	14
Restaurant/ café/ canteen	180	36	42	198	38	37	180	35	40
Retail	140	28	25	169	33	29	106	21	22
Rating									
0,1 or 2	31**	6	8	13**	3	4	32**	6	7
3	59**	12	13	58**	11	12	51**	10	12
4	115	23	22	147	28	30	138	27	25
5	296	59	57	298	58	54	289	57	55
FHRS status									
Received & clearly display	354	71	70	427	83	81	489	96	96
Received & do not clearly display	74	15	15	40**	8	9	8	2	2
Not received	73	16	15	49**	9	10	13	3	3
Region: England									
Eastern Counties	53**	11	10						
East Midlands	36**	7	7						
London	62**	12	14						
North East	26**	5	5						
North West	66**	13	13						
South East	93**	19	18						
South West	58**	12	11						
West Midlands	51**	10	11						
Yorkshire & Humberside	56**	11	11						
Region: Northern Ireland									
Eastern				78	9	12			
Southern				95	9	19			
Western				127	12	25			
Northern				110	11	24			
Belfast				106	10	20			
Region: Wales									
North							134	26	25
South West							178	35	31
South East							198	39	44

Note: ** denotes small base size (less than 100 cases)

Profile of the Telephone Sample Year on Year comparison

Table A6 compares the weighted profiles of the 2015 and 2016 telephone survey in England, Northern Ireland and Wales. The profile in each case was based on the current profile of “in scope” rated businesses on the FSA database.

In England, there little change in the profile of FSA rated businesses by business type but a small increase in highly rated businesses (rated 4 or 5), offset by a decrease in 0-3 rated businesses. In Northern Ireland there was little change by business type or rating year on year. In Wales, the profile of businesses by type saw a slight increase in the proportion of restaurants/cafes/canteens, offset by a slight decrease in the proportion of takeaways; there was a small increase in highly rated businesses (rated 4 or 5) and a corresponding decrease in the proportion of those rated 0, 1 or 2.

As there is little change in the composition of the databases in each country (by rating and/or business type) this gives more validity to any change seen in the audit and telephone survey findings year on year as we can be more confident that any change seen is due to real change rather than being attributed to a change in the profile of the FSA database over the two survey periods.

All differences in the report when commented on are statistically significant unless otherwise stated. The Quantum computer tabulation software used for the tabulations contains built-in z-tests to highlight differences that are significant at the 95% confidence level. Significant differences are based on the effective sample size after weighting.

Table A6: Comparison of weighted telephone sample profile year on year

	England			Northern Ireland			Wales		
	2015	2016	Change	2015	2016	Change	2015	2016	Change
Unweighted base:	506	501	%	510	516	%	500	510	%
Weighted %s	%	%		%	%		%	%	
Business Type									
Hotel/guest house/ pub/ club	20	19	(-1)	18	18	Nil	25	24	(-1)
Takeaway	14	14	Nil	15	14	(-1)	16	14	(-2)
Restaurant/ café/ canteen	41	42	(+1)	37	37	Nil	38	40	(+2)
Retail	25	25	Nil	30	29	(-1)	22	22	Nil
Rating									
0,1 or 2	9	8	(-1)	4	4	Nil	10	7	(-3)
3	14	13	(-1)	12	12	Nil	13	12	(-1)
4-5	76	79	(+3)	84	84	Nil	76	80	(+4)

Regional definitions used in this report

The following areas are included in the regions shown in this report for Northern Ireland and Wales:

Northern Ireland

- **Eastern** – Ards, North Down, Castlereagh, Downpatrick, Lisburn

- **Southern** – Newry and Mourne, Dungannon and South Tyrone, Banbridge, Armagh, Craigavon
- **Western** – Strabane, Fermanagh, Omagh, Derry, Limavady
- **Northern** – Newtownabby, Carrickfergus, Larne, Antrim, Ballymena, Ballymoney, Coleraine, Magherafelt, Moyle, Cookstown
- **Belfast** – Belfast CC

Wales:












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





Appendix B: Audit Materials

<u>Contents</u>
Audit questionnaires – England/Northern Ireland
Audit briefing materials – England/Northern Ireland
Audit questionnaire – Wales
Audit briefing notes – Wales










Audit Questionnaire - England and Northern Ireland

Section 1 - Visit details									
1.1	Organisation visited (check your coversheet)								
1.2	Date of visit	D	D	M	M	Y	Y	Y	Y
1.3	What day of the week was this?	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
1.4	Start time of visit (use 24 hour clock)								
1.5	End time of visit (use 24 hour clock)								
1.6	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.								
1.7	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.								
1.7a	Please upload an image of the outlet. (The picture must be a clear frontal view showing what is on the left and right of the outlet – please refer to the briefing notes for examples)								
1.7b	How many entrances did the outlet have?	1		2		3 or more			
1.8	Was the outlet on an external road or street or within a larger establishment?	On a road/street		In a larger establishment		Somewhere else – explain			
1.8a	Was the site open at the time of your visit?	Yes Go to 2.0				No			
1.8b	Please specify whether the site had stopped trading/didn't exist or was closed at the time of visit.	Stopped trading and/or didn't exist Go to 5.4				Closed at the time of visit			
Section 2 – Locating the Sticker or Certificate at an outlet with their own entrance									
2.0	Did this premises have its own entrance? (Examples of some premises which do not have their own entrance are a restaurant / takeaway in shopping centre food court / coffee shop in a super market / market stall - for fuller description see briefing notes)					Yes		No Go to 3.1a	
2.1	Did you see an FHRS sticker or certificate at this outlet? (Your briefing notes contain examples of the type of stickers or certificates you are looking for). NB – 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					Yes Go to 2.3		No	
2.2	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			
	b. In the area just inside the entrance?	Yes				No			
	c. On the walls in the main service area?	Yes				No			
	d. At the counter or till?	Yes				No			

	e. At the entrances to any non-public areas? e.g. the Kitchen	Yes Go to 5.2	No  Go to 5.2
2.3	Where did you see the sticker or certificate?	Outside the premises	Inside the premises Go to 2.7
2.4	What was displayed outside the premises?	Sticker only	Certificate only Go to 2.6 Both a Sticker and Certificate
2.5	Could you clearly see the <u>sticker</u> from the outside of the premises, in other words, without having to enter the premises? (Please refer to briefing notes for further guidance). (If No – please state why?)	Yes	No 
2.6	Could you clearly see the <u>certificate</u> from the outside of the premises, in other words, without having to enter the premises? (Please refer to briefing notes for further guidance) (If No – please state why?)	Yes Go to 4.1	No  Go to 4.1 Only a Sticker was visible Go to 4.1
2.7	Was an FHRS sticker and/or certificate displayed inside the premises?	Yes sticker	
		Yes certificate Go to 2.9	
		Both a Sticker and Certificate	
2.8	Could you clearly see the <u>sticker</u> inside the premises? (If No – please state why?)	Yes	No 
2.9	Could you clearly see the <u>certificate</u> inside the premises? (If No – please state why?)	Yes Go to 4.1	No  Go to 4.1 Only a Sticker was visible Go to 4.1
Section 3 - Locating the Sticker or Certificate at an outlet <u>without their own entrance</u>			
3.1	Was an FHRS sticker and/or certificate displayed at the premises in any of the following locations?		
	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 

3.2	What was displayed at these premises?	Sticker Only Certificate Only Go to 3.4 Both a sticker and a certificate None of these Go to 5.1	
3.3	Was the <u>sticker</u> clearly visible? (If No – please state why?)	Yes	No 
3.4	Was the <u>certificate</u> clearly visible? (If No – please state why?)	Yes	No  Only a Sticker was visible
Section 4 – Rating Displayed on Sticker and/or Certificate			
4.1	What rating was on the sticker and/or certificate? (Your briefing notes contain guidance on the different ways in which the rating might be displayed).	Awaiting Inspection 0 (Urgent Improvement Necessary) 1 (Major Improvement Necessary) 2 (Improvement Necessary) 3 (Generally Satisfactory) 4 (Good) 5 (Very Good)	
Section 5 - Other Observations			
5.2	Was the FHRS rating displayed in an alternative format?		
	a. Poster	Yes	No
	b. Banner	Yes	No
	c. Free standing sign such as an A Board	Yes	No
	d. Other (Please describe them)	Yes 	No
5.4	Is there anything else you feel may be relevant to this assessment?	Yes 	No

Audit Briefing Notes – England and Northern Ireland

	Brief Summary of Assessment
<ul style="list-style-type: none"> The aim of this assessment is to covertly check whether a FOOD HYGIENE RATING SCHEME (FHRS) sticker or certificate is visible either from the outside or inside the premises. If a Sticker or Certificate isn't visible from the outside of the premises, it will be necessary to go inside and have a look around to determine if it is being displayed to the public inside. All assessments will be to food outlets open to the public, but you will need to think of a reason for entering the premises in order to appear credible. This could be as simple as having a look around out of curiosity, asking for directions, making a small purchase (coffee, water etc.) or using the toilets. Assessments are to be made by VISIT ONLY. Check your Coversheet to be certain that you are visiting the correct location. <p>Please note: These assessments cannot be conducted within schools, colleges, universities, gyms or establishments which are not publicly accessible or require an entrance fee. If you find an outlet is located within one of these establishments, contact the helpdesk immediately. (Please see contact information below)</p>	
	Estimated Length of Assessment
<ul style="list-style-type: none"> The assessment will vary in length between around 3 and 15 minutes. 	
	Fees
<ul style="list-style-type: none"> The fee is shown in VISIT DETAILS (Click on  on your Visits Available/Scheduled Visits page). Your fee includes any expenses incurred whilst undertaking this assessment. 	
	Date and Time Requirements
<ul style="list-style-type: none"> There is a possibility you may need to go inside the premises to complete this assessment therefore the assessment must be carried out during the opening hours of the outlet you are assessing. It is your responsibility to ensure you are visiting within opening times so we would advise to check in advance to see when the outlet is open by performing an internet search to find a website or a telephone number. If you call the outlet, then you must NOT give away the reason for your visit and must only ask about opening hours. Also, please ensure that any attempts made to call the establishment are done at a reasonable time i.e. when it is likely to be open. If you are unable to get through to the site during your call and cannot find the outlet on the internet then please use your best judgement of when the outlet may be open. 	
	Profile
<ul style="list-style-type: none"> You must not work for the organisation you are assessing. None of your immediate family must work for the organisation you are assessing. You must not work for the Food Standards Agency. 	
	Restrictions
<ul style="list-style-type: none"> You must not visit the same outlet more than once. 	
	Proof of Assessment Requirements
<ul style="list-style-type: none"> You must upload a picture of the outlet you are assessing including outlets which are closed or are no longer trading/do not exist. You MUST upload a clear picture of the front of the store which clearly shows what is to the left and to the right of the store. Failure to supply a clear picture will result in your assessment being revisited and non-payment. 	
	Data Entry Requirements
<ul style="list-style-type: none"> You MUST enter your results on the same day as your assessment. Failure to enter your results within the specified timescales will result in the assessment being deallocated and non payment. 	



Contact Information

- If you have any queries regarding this assessment please contact us at cybershopqueries@gfk.com.
- Contact hours for Cybershop are between 09:00 – 17:00 Monday to Friday
- To help us answer your query as quickly as possible please include your name, assessor number and the Visit ID number of the assessment in your email.



Your Coversheet and Questionnaire

- You **MUST** print and complete the Coversheet and Questionnaire for every Assessment.
- You **MUST** retain the completed printed paperwork for at least 3 months (unless otherwise stated) after the assessment so that if needed you can be contacted and answer any query that may arise from your assessment.
- **Failure** to print your Coversheet and Questionnaire before you complete an assessment will mean the assessment is invalid and you will not be paid for your assessment.
- The Coversheet will contain essential information specific to the individual visit and is not the same for all visits in a wave. Likewise the Questionnaire is not always the same for all visits in a wave.



Briefing Notes

- **Please note:** These assessments **cannot be conducted** within schools, colleges, universities, gyms or establishments which require an entrance fee. If you find an outlet is located within one of these establishments, contact the helpdesk immediately.

Do not attempt to audit a location which requires you to announce yourself in your task.

WHAT TO DO IF THE OUTLET IS CLOSED

- If the outlet is closed at the time of your visit and a sticker and/or certificate is visible from the outside then you can still complete the visit but please answer question 1.8b as 'Closed at the time of visit'.
- If the outlet is closed at the time of your visit and a sticker and/or certificate is NOT visible from the outside then **YOU MUST** return at a time when the outlet is likely to be open in order to fully check the premises (outside and inside) for a sticker and/or certificate. **GfK will not accept any unsuccessful attempts to an outlet which is still trading and will result in non payment.**
- If the outlet is no longer trading/does not exist then you may complete data entry and claim half fee. However, **you must take a picture** of the outlet (even if it no longer exists) as proof of your visit in order to claim half fee.
- In order to check whether the outlet to assess is no longer trading/does not exist you may enquire at a neighbouring property with public access to find out if the outlet is still a trading.

- You are looking for a sticker or certificate like the ones displayed below (A sticker or certificate will either have a rating 0-5, or will have no rating and instead indicate the outlet is "Awaiting Inspection").

Example Certificates (not actual size – certificates are A4 sized)



FOOD HYGIENE RATING

0 1 2 3 4 **5**

VERY GOOD

The Café
2 High Street
Exemptown
AA1 2BB

Date of hygiene rating
7 October 2011

Authorising signature
John Smith

Contact details
Environmental Health
City of Local Authority
14 Main Street
Exemptown,
AA1 3BB
Tel: 011 1222 333

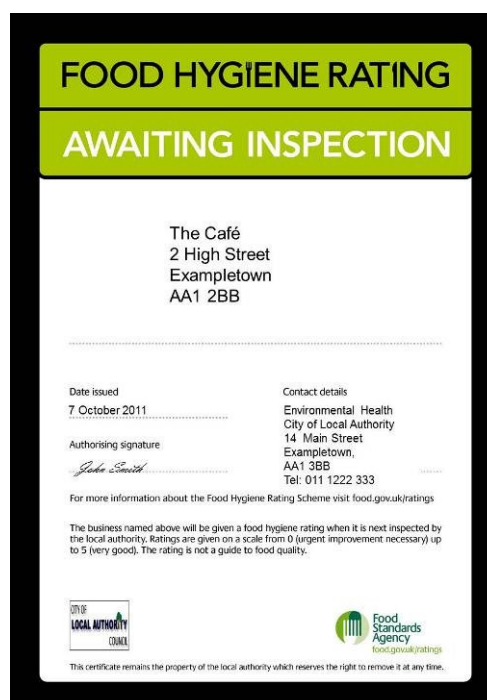
For more information about the Food Hygiene Rating Scheme visit food.gov.uk/ratings

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

CITY OF LOCAL AUTHORITY COUNCIL

Food Standards Agency
food.gov.uk/ratings

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



FOOD HYGIENE RATING

AWAITING INSPECTION

The Café
2 High Street
Exemptown
AA1 2BB

Date issued
7 October 2011

Authorising signature
John Smith

Contact details
Environmental Health
City of Local Authority
14 Main Street
Exemptown,
AA1 3BB
Tel: 011 1222 333

For more information about the Food Hygiene Rating Scheme visit food.gov.uk/ratings

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

CITY OF LOCAL AUTHORITY COUNCIL

Food Standards Agency
food.gov.uk/ratings

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

Example Stickers (not actual size – stickers are approximately 20cm x 10/13cm)



- **If you are able to see a sticker or certificate from the outside** of the outlet i.e. on the door, a window or a wall outside – then observe the number rating shown on the sticker or certificate (ratings are from 0 to 5, or an outlet may display a notice saying they are “Awaiting Inspection”). Please note whether the sticker and/or certificate is clearly visible.
- Leave and complete your questionnaire out of sight of the outlet and record as much detail as you can where a comment is required
- **If there is no sticker or certificate on the outside**, then check the inside of the premises in areas which are accessible to the public. Please ensure you check the following places:
 - On the inside of the door(s) or window(s)
 - In the area just inside the entrance
 - On the walls in the main service area
 - At the counter or till
 - Entrances to any non-public areas e.g. the kitchen
- **NOTE: if you have selected an assessment of a supermarket please note that the sticker and/or certificate may be displayed at ANY location that ‘dispenses’ food – this could be a café, a deli counter, a hot chicken/hot food counter, bakery or elsewhere.** You MUST make sure you check all possible location within the supermarket.
- If you are visiting a small outlet – you should be able to observe all public areas fairly easily. If you are visiting a large outlet – then check in the most likely places first. Keep checking until you have exhausted all areas and if after a thorough search you cannot see the sticker or certificate then complete your visit, leave and complete your questionnaire out of sight of the outlet.
- In a small outlet you may need to have a contingency plan in case you feel uncomfortable not purchasing anything. In order to ensure you appear like any normal customer, you may need to buy a cup of coffee, use a toilet or ask a question – such as – what time do you close / do you have a table this evening etc.
- **Do not, under any circumstances, mention the FHRS scheme or the sticker or certificates** – you need to try to locate these yourself covertly. If a sticker or certificate is there, it should be in an easily visible location.

Questionnaire Guidance – Key Questions

Please read this section carefully in order to complete your data entry correctly.

1.7a – Please upload an image of the outlet.

You must upload a picture of the outlet you are assessing including outlets which are closed or are no longer trading/do not exist. Please ensure the picture is taken from a reasonable distance and includes properties/roads on the left and right of the outlet you are assessing. Please note:

- If the outlet is located within another establishment i.e. cafes/restaurants within a department store, food court in a shopping centre, supermarket or Hotel etc. then take a picture of the larger establishment. Do not take a picture of the outlet within the larger establishment. However, if there is an external entrance to this outlet visible from the road/street then you may take a picture of this entrance.

- **GfK will not accept assessments without a valid picture and will result in non-payment.**

1.7b - How many entrances did the outlet have?

Please note how many entrance points there were and make sure you **check all of them** to see if a sticker and/or certificate is visible from the outside. **If none are visible from the outside then you must go inside to check.**

1.8 - Did you enter the outlet from an external road or street or within a larger establishment?

Examples of food businesses inside larger establishments would be cafes/restaurants within a department store, food court in a shopping centre, supermarket or hotel etc. Some outlets within larger establishments may have an entrance on the road/street and another within the larger establishment itself – **make sure you check all entrances for a sticker and/or certificate.**

Data entry requirements for outlets with more than one entrance: If the FHRS sticker and/or certificate is visible on more than one entrance then please data enter your results based on the first entrance you saw the sticker and/or certificate. If the FHRS sticker and/or certificate is visible on only one entrance then please data enter your results based on what you saw on the entrance where it was visible.

2.0 - Did this premises have its own entrance?

For outlets which do not have their own entrance (e.g. restaurant / takeaway in shopping centre food court / coffee shop in a super market / market stall) please ensure you check the following places:

- The area just inside the customer access point of the internal outlet
- The walls in the main service area
- The counter or till
- Entrances to any non-public areas e.g. the kitchen
- Other areas where the sticker and/or certificate might be displayed.

2.5/2.6 - Can you clearly see the sticker / certificate from the outside of the premises, in other words, without having to enter the premises?

- Is the sticker or certificate clear for customers to see from the outside of the premises?

If you are visiting an establishment which does **not** have its own entrance you will record your information in **section 3 of the questionnaire rather than section 2.**

3.1a - In the area just inside the customer access point of the internal outlet?

By 'customer access point' we mean the point at which you would be classed as being in the outlet (though the outlet doesn't have a proper entrance). So this might just be a line on the floor, or being close enough for staff to assume you are considering buying something at the outlet.

5.2 - Was the FHRS rating displayed in an alternative format?

Alternative formats of the FHRS rating may include the following (banner / Free standing sign such as an A. Board):



Coversheet

- There is a possibility you may need to go inside the premises to complete this assessment therefore the assessment must be carried out during the opening hours of the outlet you are assessing.







- You are advised to check in advance to see when the outlet is open by performing an internet search to find a website or a telephone number. If you call the outlet, then you must **NOT** give away the reason for your visit and must only ask about opening hours. Also, please ensure that any attempts made to call the establishment are done at a reasonable time i.e. when it is likely to be open.
- If you are unable to get through to the site during your call and cannot find the outlet on the internet then please use your best judgement of when the outlet may be open.












Instructions for Closed Outlets.










- If the outlet is closed at the time of your visit and a sticker and/or certificate is visible from the outside then you may complete data entry but please answer question 1.8b as 'Closed at the time of visit'.
 - If the outlet is closed at the time of your visit and a sticker and/or certificate is **NOT** visible from the outside then **YOU MUST** return at a time when the outlet is likely to be open in order to fully check the premises (outside and inside) for a sticker and/or certificate. **GfK will not accept any unsuccessful attempts to an outlet which is still trading and will result in non payment.**
 - If the outlet is no longer trading/does not exist then you may complete data entry and claim half fee. However, **you must take a picture** of the outlet (even if it no longer exists) as proof of your visit in order to claim half fee.
 - In order to check whether the outlet to assess is no longer trading/does not exist you may enquire at a neighbouring property with public access to find out if the outlet is still a trading.
-
- **Please note:** These assessments cannot be conducted within schools, colleges, universities, gyms or establishments which require an entrance fee. If you find an outlet is located within one of these establishments, contact the helpdesk immediately. (Please see contact information)




Example images of FHRS Stickers and Certificates are in the briefing notes.



Audit Questionnaire - Wales

Section 1 - Visit details												
1.1	Organisation visited (check your coversheet)											
1.2	Date of visit				D	D	M	M	Y	Y	Y	Y
1.3	What day of the week was this?				Mon	Tue	Wed	Thu	Fri	Sat	Sun	
1.4	Start time of visit (use 24 hour clock)									:		
1.5	End time of visit (use 24 hour clock)									:		
1.6	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.											
1.7	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.											
1.7a	Please upload an image of the outlet. (The picture must be a clear frontal view showing what is on the left and right of the outlet)											
1.7b	How many entrances did the outlet have?				1		2		3 or more			
1.8	Was the outlet on an external road or street or within a larger establishment?				On a road/street		In a larger establishment		Somewhere else – explain 			
1.8a	Was the site open at the time of your visit?				Yes Go to 2.0				No			
1.8b	Please specify whether the site had stopped trading/didn't exist or was closed at the time of visit.				Stopped trading and/or didn't exist  Go to 5.4				Closed at the time of visit 			
Section 2 – Locating the Sticker or Certificate at an outlet with their own entrance												
2.0	Did these premises have their own entrance? (Examples of some premises which do not have their own entrance are a restaurant / takeaway in shopping centre food court / coffee shop in a super market / market stall - for fuller description see briefing notes)								Yes		No Go to 3.1	



2.1	Did you see an FHRS sticker or certificate at this outlet? (Your briefing notes contain examples of the type of stickers or certificates you are looking for). NB – 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	Yes Go to 2.3	No 
2.2	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 
	b. In the area just inside the entrance?	Yes	No 
	c. On the walls in the main service area?		No 
	d. At the counter or till?	Yes	No 
	e. At the entrances to any non-public areas? e.g. the Kitchen	Yes Go to 5.2	No  Go to 5.2
2.3	Where did you see the sticker or certificate?	From outside the premises	Inside the premises Go to 2.7
2.4	What was displayed outside the premises? Refer to briefing notes for difference between new and old styles.	New style sticker(with dragon) Go to 2.5c	Old style sticker and/or certificate Both styles (old and new)
2.5	Could you clearly see the old style <u>sticker</u> from the outside of the premises, in other words, without having to enter the premises? (Please refer to briefing notes for further guidance). (If <u>No</u> – please state why?)	Yes	No  Only the certificate was visible
2.5a	Could you clearly see the old style <u>certificate</u> from the outside of the premises, in other words, without having to enter the premises? (Please refer to briefing notes for further guidance) (If <u>No</u> – please state why?)	Yes	No  Only a sticker was visible
2.5b	Was the old style sticker or certificate displayed on one or more entrances? Please explain which entrances were not displaying If the outlet only has one entrance, please select 'all entrances'	One entrance only 	Some of the entrances  All entrances
2.5bi	Please confirm if only the old style rating (sticker and/or certificate) was seen or if both old and new were seen	Old style only Go to 4.1	Both
2.5c	Could you clearly see the <u>new style sticker (with dragon)</u> from the outside of the premises, in other words, without having to enter the premises? (Please refer to	Yes	No 










	briefing notes for further guidance). (If <u>No</u> – please state why?)		
2.5d	Was the <u>new style sticker</u> displayed on one or more entrances? If the outlet only has one entrance, please select 'all entrances'	One entrance only Go to 4.0	Some of the entrances Go to 4.0 All entrances Go to 4.0
2.7	Was an FHRS sticker and/or certificate displayed inside the premises?	Yes new style sticker (with dragon) only Go to 2.9	
		Yes old style sticker and/or certificate only	
		Yes – both old and new styles seen	
2.8	Could you clearly see the old style <u>sticker</u> inside the premises? (If <u>No</u> – please state why?)	Yes	No  Old style sticker was not displayed
2.8a	Could you clearly see the old style <u>certificate</u> inside the premises? (If <u>No</u> – please state why?)	Yes	No  Only a sticker was visible
2.9	Could you clearly see the new style <u>sticker</u> (with dragon) inside the premises? (If <u>No</u> – please state why?)	Yes Go to 4.0	No  Go to 4.0 Only the old style rating was seen Go to 4.0
Section 3 - Locating the Sticker or Certificate at an outlet <u>without their own entrance</u>			
3.1	Was an FHRS sticker and/or certificate displayed at the premises in any of the following locations?		
	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 

3.2	What was displayed at these premises?	New style sticker (with Dragon) only Go to 3.4 Old style sticker and/or certificate only Both new and old styles None of these Go to 5.2	
3.3	Was the old <u>sticker</u> clearly visible? (If <u>No</u> – please state why?)	Yes	No  Only a certificate was visible
3.3a	Was the old style <u>certificate</u> clearly visible? (If <u>No</u> – please state why?)	Yes	No  Only a sticker was visible
3.4	Was the new style <u>sticker (with dragon)</u> clearly visible? (If <u>No</u> – please state why?)	Yes	No  New style sticker was not displayed
Section 4 – Rating Displayed on Sticker and/or Certificate			
4.0	Was the rating displayed on a new style sticker or an old style sticker (and/or certificate)? Your briefing notes contain information on the two types	New style (with Dragon) Go to 4.1b	Both new and old styles were seen Old style only
4.1	What rating was on the old style sticker and/or certificate? (Your briefing notes contain guidance on the different ways in which the rating might be displayed).	Awaiting Inspection 0 (Urgent Improvement Necessary) 1 (Major Improvement Necessary) 2 (Improvement Necessary) 3 (Generally Satisfactory) 4 (Good) 5 (Very Good)	
4.1a	Please confirm if both styles of rating were seen, or just the old style	Both styles	Old style only (go to 5.2)
4.1b	What rating was on the new style sticker? (Your briefing notes contain guidance on the different ways in which the rating might be displayed). This sticker does not contain an image of a dragon	Rating Awaited 0 (Urgent Improvement Necessary) 1 (Major Improvement Necessary) 2 (Improvement Necessary) 3 (Generally Satisfactory)	

		4 (Good)	
		5 (Very Good)	
Section 5 - Other Observations			
5.2	Was the FHRS rating displayed in a different format?		
	f. Poster	Yes	No
	g. Banner	Yes	No
	h. Free standing sign such as an A Board	Yes	No
	i. Other (Please describe them)	Yes 	No
5.4	Is there anything else you feel may be relevant to this assessment?	Yes 	No

Audit Briefing Notes – Wales

	Brief Summary of Assessment
<ul style="list-style-type: none"> The aim of this assessment is to covertly check whether a FOOD HYGIENE RATING SCHEME (FHRS) sticker or certificate is visible either from the outside or inside the premises. If a Sticker or Certificate isn't visible from the outside of the premises, it will be necessary to go inside and have a look around to determine if it is being displayed to the public inside. All assessments will be to food outlets open to the public, but you will need to think of a reason for entering the premises in order to appear credible. This could be as simple as having a look around out of curiosity, asking for directions, making a small purchase (coffee, water etc.) or using the toilets. Assessments are to be made by VISIT ONLY. Check your Coversheet to be certain that you are visiting the correct location. <p>Please note: These assessments cannot be conducted within schools, colleges, universities, gyms or establishments which are not publicly accessible or require an entrance fee. If you find an outlet is located within one of these establishments, contact the helpdesk immediately. (Please see contact information below)</p>	
	Estimated Length of Assessment

	<ul style="list-style-type: none"> The assessment will vary in length between around 3 and 15 minutes.
	Fees
	<ul style="list-style-type: none"> The fee is shown in VISIT DETAILS (Click on  on your Visits Available/Scheduled Visits page). Your fee includes any expenses incurred whilst undertaking this assessment.
	Date and Time Requirements
	<ul style="list-style-type: none"> There is a possibility you may need to go inside the premises to complete this assessment therefore the assessment must be carried out during the opening hours of the outlet you are assessing. It is your responsibility to ensure you are visiting within opening times so we would advise to check in advance to see when the outlet is open by performing an internet search to find a website or a telephone number. If you call the outlet, then you must NOT give away the reason for your visit and must only ask about opening hours. Also, please ensure that any attempts made to call the establishment are done at a reasonable time i.e. when it is likely to be open. If you are unable to get through to the site during your call and cannot find the outlet on the internet then please use your best judgement of when the outlet may be open.
	Profile
	<ul style="list-style-type: none"> You must not work for the organisation you are assessing. None of your immediate family must work for the organisation you are assessing. You must not work for the Food Standards Agency.
	Restrictions
	<ul style="list-style-type: none"> You must not visit the same outlet more than once.
	Proof of Assessment Requirements
	<ul style="list-style-type: none"> You must upload a picture of the outlet you are assessing including outlets which are closed or are no longer trading/do not exist. You MUST upload a clear picture of the front of the store which clearly shows what is to the left and to the right of the store. Failure to supply a clear picture will result in your assessment being revisited and non-payment.
	Data Entry Requirements
	<ul style="list-style-type: none"> You MUST enter your results on the same day as your assessment. Failure to enter your results within the specified timescales will result in the assessment being de-allocated and non payment.
	Contact Information
	<ul style="list-style-type: none"> If you have any queries regarding this assessment please contact us at cybershopqueries@gfk.com. Contact hours for Cybershop are between 09:00 – 17:00 Monday to Friday To help us answer your query as quickly as possible please include your name, assessor number and the Visit ID number of the assessment in your email.
	Your Coversheet and Questionnaire
	<ul style="list-style-type: none"> You MUST print and complete the Coversheet and Questionnaire for every Assessment. You MUST retain the completed printed paperwork for at least 3 months (unless otherwise stated) after the assessment so that if needed you can be contacted and answer any query that may arise from your assessment. Failure to print your Coversheet and Questionnaire before you complete an assessment will mean the assessment is invalid and you will not be paid for your assessment. The Coversheet will contain essential information specific to the individual visit and is not the same for all visits in a wave. Likewise the Questionnaire is not always the same for all visits in a wave.



Briefing Notes

- **Please note:** These assessments **cannot be conducted** within schools, colleges, universities, gyms or establishments which require an entrance fee. If you find an outlet is located within one of these establishments, contact the helpdesk immediately.

Do not attempt to audit a location which requires you to announce yourself in your task.

WHAT TO DO IF THE OUTLET IS CLOSED

- If the outlet is closed at the time of your visit and a sticker and/or certificate is visible from the outside then you can still complete the visit but please answer question 1.8b as 'Closed at the time of visit'.
- If the outlet is closed at the time of your visit and a sticker and/or certificate is NOT visible from the outside then **YOU MUST** return at a time when the outlet is likely to be open in order to fully check the premises (outside and inside) for a sticker and/or certificate. **GfK will not accept any unsuccessful attempts to an outlet which is still trading and will result in non payment.**
- If the outlet is no longer trading/does not exist then you may complete data entry and claim half fee. However, **you must take a picture** of the outlet (even if it no longer exists) as proof of your visit in order to claim half fee.
- In order to check whether the outlet to assess is no longer trading/does not exist you may enquire at a neighbouring property with public access to find out if the outlet is still a trading.

- You are looking for a sticker or certificate like the ones displayed below (A sticker or certificate will either have a rating 0-5, or will have no rating and instead indicate the outlet is "Rating Awaited" or "Awaiting Inspection").
- NOTE – ratings should be displayed on a 'New Style' sticker – see below for details – however an older style sticker and/or certificate may still be displayed.

Example 'New Style' Stickers (not actual size – stickers are approximately 20cm x 10/13cm)



Detail of upper portion of 'New Style' sticker



These newer stickers ABOVE can be identified by the inclusion of the logo of the Welsh Government – this Dragon logo will appear towards the middle of the sticker. The older style sticker, as shown BELOW, does not contain the logo of the Welsh Government.

Example 'Old Style' Stickers (not actual size – stickers are approximately 20cm x 10/13cm)



You will need to distinguish between 'new style' and 'old style' stickers/certificates on the questionnaire.

Old Certificates (not actual size – certificates are A4 sized)



These certificates, if seen, should be marked on the questionnaire as being of the 'old style' only.

- **If you are able to see a sticker or certificate from the outside** of the outlet i.e. on the door, a window or a wall outside – then observe the number rating shown on the sticker or certificate (ratings are from 0 to 5, or an outlet may display a notice saying they are "Awaiting Inspection/Rating Awaited"). Please note whether the sticker and/or certificate is clearly visible and whether the sticker is in the new (with dragon) or old style. You will need to check all entrances to the premises to see what is displayed. If the rating is visible from the outside (in new or old style format), you do not need to enter the premises.
- Leave and complete your questionnaire out of sight of the outlet and record as much detail as you can where a comment is required
- **If there is no sticker or certificate visible from the outside** then check the inside of the premises in areas which are accessible to the public. Please ensure you check the following places:
 - On the inside of the door(s) or window(s)
 - In the area just inside the entrance
 - On the walls in the main service area
 - At the counter or till
 - Entrances to any non-public areas e.g. the kitchen
- **NOTE: if you have selected an assessment of a supermarket please note that the sticker and/or certificate may be displayed at ANY location that 'dispenses' food – this could be a café, a deli counter, a hot chicken/hot food counter, bakery or elsewhere.** You MUST make sure you check all possible location within the supermarket.
- If you are visiting a small outlet – you should be able to observe all public areas fairly easily. If you are visiting a large outlet – then check in the most likely places first. Keep checking until you have exhausted all areas and if after a thorough search you cannot see the sticker or certificate then complete your visit, leave and complete your questionnaire out of sight of the outlet.
- In a small outlet you may need to have a contingency plan in case you feel uncomfortable not purchasing anything. In order to ensure you appear like any normal customer, you may need to buy a cup of coffee, use a toilet or ask a question – such as – what time do you close / do you have a table this evening etc.
- **Do not, under any circumstances, mention the FHRs scheme or the sticker or certificates** – you need to try to locate these yourself covertly. If a sticker or certificate is there, it should be in an easily visible location.

Questionnaire Guidance – Key Questions

Please read this section carefully in order to complete your data entry correctly.

1.7a – Please upload an image of the outlet.

You must upload a picture of the outlet you are assessing including outlets which are closed or are no longer trading/do not exist. Please ensure the picture is taken from a reasonable distance and includes properties/roads on the left and right of the outlet you are assessing. Please note:

- If the outlet is located within another establishment i.e. cafes/restaurants within a department store, food court in a shopping centre, supermarket or Hotel etc. then take a picture of the larger establishment. Do not take a picture of the outlet within the larger establishment. However, if there is an external entrance to this outlet visible from the road/street then you may take a picture of this entrance.

- GfK will not accept assessments without a valid picture and will result in non-payment.

1.7b - How many entrances did the outlet have?

Please note how many entrance points there were and make sure you **check all of them** to see if a sticker and/or certificate is visible from the outside. **If none are visible from the outside then you must go inside to check.**

1.8 - Did you enter the outlet from an external road or street or within a larger establishment?

Examples of food businesses inside larger establishments would be cafes/restaurants within a department store, food court in a shopping centre, supermarket or hotel etc. Some outlets within larger establishments may have an entrance on the road/street and another within the larger establishment itself – **make sure you check all entrances for a sticker and/or certificate.**

Data entry requirements for outlets with more than one entrance: If the FHRS sticker and/or certificate is visible on more than one entrance then please data enter your results based on the first entrance you saw the sticker and/or certificate. Please do ensure all entrances are still checked – if different stickers (old style and new style (with dragon)) are displayed at different entrances then please note both ratings. If the FHRS sticker and/or certificate is visible on only one entrance then please data enter your results based on what you saw on the entrance where it was visible.

2.0 - Did this premises have its own entrance?

For outlets which do not have their own entrance (e.g. restaurant / takeaway in shopping centre food court / coffee shop in a super market / market stall) please ensure you check the following places:

- The area just inside the customer access point of the internal outlet
- The walls in the main service area
- The counter or till
- Entrances to any non-public areas e.g. the kitchen
- Other areas where the sticker and/or certificate might be displayed.

2.4/2.7/3.2 - If a rating is displayed please record what type of rating was displayed. The new style sticker (with dragon) or the old style sticker/certificate (without a dragon) or both.

2.5/2.5a/2.5c - Can you clearly see the sticker / certificate from the outside of the premises, in other words, without having to enter the premises?

- Is the sticker or certificate clear for customers to see from the outside of the premises?

2.5b/2.5d – If the outlet has more than one entrance please check all entrances and record if the rating was visible on just one, some, or all entrances.

If the outlet only has one entrance, and the rating is visible, please select 'all entrances' from the options given.

If you are visiting an establishment which does **not** have its own entrance you will record your information in **section 3 of the questionnaire rather than section 2.**

3.1a - In the area just inside the customer access point of the internal outlet?

By 'customer access point' we mean the point at which you would be classed as being in the outlet (though the outlet doesn't have a proper entrance). So this might just be a line on the floor, or being close enough for staff to assume you are considering buying something at the outlet.

Section 4 – what rating was seen Please make sure you note what style of sticker/certificate was displayed. The new styles, with the Welsh Dragon; the older style without the Dragon (sticker or certificate or both) or both styles. If both styles are seen please note the rating of **both** stickers/certificates.

5.2 - Was the FHRS rating displayed in another format?

Alternative formats of the FHRS rating may include the following (banner / Free standing sign such as an A. Board):



- There is a possibility you may need to go inside the premises to complete this assessment therefore the assessment must be carried out during the opening hours of the outlet you are assessing.
- You are advised to check in advance to see when the outlet is open by performing an internet search to find a website or a telephone number. If you call the outlet, then you must **NOT** give away the reason for your visit and must only ask about opening hours. Also, please ensure that any attempts made to call the establishment are done at a reasonable time i.e. when it is likely to be open.
- If you are unable to get through to the site during your call and cannot find the outlet on the internet then please use your best judgement of when the outlet may be open.

Instructions for Closed Outlets.

- If the outlet is closed at the time of your visit and a sticker and/or certificate is visible from the outside then you may complete data entry but please answer question 1.8b as 'Closed at the time of visit'.
- If the outlet is closed at the time of your visit and a sticker and/or certificate is **NOT** visible from the outside then **YOU MUST** return at a time when the outlet is likely to be open in order to fully check the premises (outside and inside) for a sticker and/or certificate. **GfK will not accept any unsuccessful attempts to an outlet which is still trading and will result in non payment.**
- If the outlet is no longer trading/does not exist then you may complete data entry and claim half fee. However, **you must take a picture** of the outlet (even if it no longer exists) as proof of your visit in order to claim half fee.
- In order to check whether the outlet to assess is no longer trading/does not exist you may enquire at a neighbouring property with public access to find out if the outlet is still a trading.
- **Please note:** These assessments cannot be conducted within schools, colleges, universities, gyms or establishments which require an entrance fee. If you find an outlet is located within one of these establishments, contact the helpdesk immediately. (Please see contact information)

Example images of FHRS Stickers and Certificates are in the briefing notes.

Appendix C: Telephone Materials

<u>Contents</u>
Telephone questionnaire England, Northern Ireland, Wales
Authorisation letter from FSA England and Northern Ireland
Emailed to respondents who required reassurance about the survey. This was only sent after they completed the survey to avoid biasing the response.

FHRS England/ Northern Ireland/ Wales Questionnaire

Screener

ASK ALL

S1 Good morning / afternoon my name is from GfK, calling on behalf of the Food Standards Agency.

Can I please check, is this [INSERT ORGANISATION NAME FROM SAMPLE]?

IF NECESSARY – We are conducting a survey about the regulation of businesses that handle food and this results will help future decision making in this area.

Yes - continue to S2
No – thank and close

ASK ALL

S2 Please can I speak to the most senior person at this site who has responsibility for food handling and hygiene issues?

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

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 knowledge of food hygiene issues.

INTRODUCTION (once speaking to the correct respondent):

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

IF TRANSFERRED ASK: And can I just check you are the most senior person at this site who has responsibility for food handling and hygiene issues?" (IF YES CONTINUE. IF NO ASK TO SPEAK TO THE CORRECT PERSON).

REASSURANCES AS NEEDED:

- The survey will take about 10 minutes depending on your answers
- Your premises have been randomly chosen from a list of food handling businesses.
- GfK 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 GfK 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 GfK is a bona fide research company, you may call the Market Research society, free of charge, on 0500 39 69 99.
- The project manager at GfK is Sarah McHugh (020 7890 9379) if you have any concerns.
- IF ADDITIONAL REASSURANCE IS STILL REQUIRED:
- INTERVIEWER: Offer to fax or e-mail the letter of endorsement.

1. Continue – go to S3
2. No – call back (go to SMS apt screen)
3. Premises does not do food – go to S2a
4. Respondent is about to REFUSE (and from audited sample) – go to S7
5. No

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?

No to all – screen out – go to thank and close
Yes to any of the above – continue – go to S3

IF CODE 1 AT S2

S3 Please can I take your job title?

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

IF CODE 4 AT S2

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.

Yes – Continue to SR1
No – Go to SMS

SR1 (England/Northern Ireland/Wales) Have you received a GREEN AND BLACK Food Hygiene Rating (Eng/NI) sticker or certificate / (Wales) 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 if your last inspection was some while ago. The sticker and certificate shows five green circles and one, larger black circle with the rating for your premises. (Wales) It has a Welsh Government dragon logo located at the top of it towards the centre.

Interviewer: In Northern Ireland Local Authority may also be referred to as District Councils

Yes – CONTINUE TO SR2
No but we expect to receive the) rating / soon – go to closing read out
No – go to Section C
Not sure – go to Section C

IF HAVE FHRS (CODE 1 AT SR1)

SR2 (England/NI/Wales) Thinking about your GREEN AND BLACK FOOD HYGIENE RATING, what rating have you been given, or what does the (Eng/NI) sticker or certificate/ (WALES) sticker say?

SINGLE CODE

England/NI Awaiting inspection/(Wales)Rating awaited
 Urgent Improvement Necessary 0
 Major Improvement Necessary 1
 Improvement Necessary 2
 Generally satisfactory 3
 Good 4
 Very Good 5
 (Don't know)

IF HAVE FHRS (CODE 1 AT SR1)

SR3a (Wales only) May I just check, if the sticker you have received is the GREEN AND BLACK FOOD HYGIENE RATING **sticker** that has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after the inspection. You would have received this sticker following an inspection any time since 28th November 2013. Do you remember receiving this sticker?

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

Yes –new style dragon style sticker received
 Yes-but not new style sticker received (old one)
 Yes-cannot recall whether new or old style sticker received
 No sticker received

IF HAVE FHRS (CODE 1 AT SR1)

SR4 (England/NI/Wales) Is your FOOD HYGIENE RATING (Eng/NI) sticker or certificate / (Wales) sticker on display in your premises?

PROBE TO PRECODES

ALLOW YES TO BE MULTICODED

(MULTI) Yes – somewhere where it is CLEARLY visible to customers
 (MULTI) Yes – somewhere where it is NOT CLEARLY visible to customers (e.g. a kitchen or office)
 (SINGLE CODE ONLY) No
 (SINGLE CODE ONLY) Not sure

IF YES (CODE 1 OR 2) AT SR4

SR5 So can I just check, can customers clearly see the sticker or certificate from the OUTSIDE of your premises, in other words, without having to enter your premises

Yes – GO TO ENG/NI SECTION C. WALES SR5ii

No –Eng/NI GO TO SECTION C. Wales GO TO ROUTING AT SRii

STICKER ON DISPLAY FROM OUTSIDE (CODE 1 AT B10g)

SR5ii (Wales only) Do you have the sticker displayed at one or more of the entrances to your premises?

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

PROBE TO PRECODES: SINGLE CODE

- Yes (One entrance): sticker displayed at **only** entrance
- Yes: sticker displayed at **one of several** entrances
- Yes: stickers displayed at **some (but not all)** of the entrances
- Yes: stickers displayed at **all** of the entrances
- No: establishment does not have its own entrance
- NO, sticker not displayed at any entrance
- Don't know

IF YES AT SR4 CODES 1 OR 2. OTHERS GO TO SECTION C.

SR6 (Wales only) And are you displaying the GREEN AND BLACK FOOD HYGIENE RATING sticker at your premises? The sticker has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after the inspection. You would have received this sticker following an inspection any time since 28th November 2013.

- sticker
 - New style
- sticker
 - Old style
- stickers
 - Both new and old style
- know
 - Don't

ALL WHO ANSWERED SR5, GO TO SECTION C

Section A: Business type

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

ASK ALL EXCEPT SHORT ROUTE RESPONDENTS (SR)

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

NEW QUESTION

A5 Is your business part of a chain or is it an independent business?

- Chain
- Independent
- DK

Section B: FHRS

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

ASK ALL EXCEPT SR

B1 (England/NI/Wales) First of all, may I just check, have you heard of the Food Hygiene Rating Scheme or the FHRS?

SINGLE CODE

Yes
No
Not sure

ASK ALL EXCEPT SR

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

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

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

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

SINGLE CODE

Yes
No
Not sure

ASK ALL EXCEPT SR

B3 Have these business premises been given any (England/NI/) stickers or certificates or ratings / (Wales) stickers or ratings / for food hygiene? WALES ONLY. This would have been received at any time since 28 November 2013

IF NECESSARY: This/these might be a (England/NI) sticker or certificate/ (Wales) stickers which represents the standard of food hygiene practices at your premises, usually given after an (England/NI/Wales) inspection of your premises. (Wales) The inspection would have taken place since 28 November 2013. It does not mean a certificate or qualification in food hygiene training awarded to an individual within the business.

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

SINGLE CODE

Yes –CONTINUE B4

No but we expect to receive the (England/NI/Wales) rating/ soon – GO TO routing at B24

No – GO TO B6

Not sure – GO TO B6

ASK IF YES AT B3

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

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

Food hygiene RATING Scheme (FHRS) / green and black sticker or certificate with a rating from zero to five or 'awaiting inspection' (for England/NI) or 'rating awaited.' (WALES ONLY):
 Government dragon logo located at the top of the sticker towards the centre. *GO TO B9*
 Scores on the doors (any reference to). *GO TO B6*
 Black and white (any reference to)
 Stars (any reference to)
 Other (specify)
 Don't know

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

IF NOT BEEN GIVEN RATING/ NOT SURE (CODE 3 OR 4 AT B3) OR IF [(ENGLAND/NORTHER IRELAND CODE 2-5 OR DK AT B4 BUT **NOT** CODE 1)]

B6 (England/NI/) 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 sticker or certificate that shows a rating from zero to five, or 'awaiting inspection'. Do you remember these business premises being assessed for food hygiene using this scheme?

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

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

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

B6 (Wales) The Food Hygiene Rating Scheme or FHRS involves a food safety officer from the Local Authority visiting your premises to conduct a check on standards of food hygiene and issuing your business with a green and black sticker that shows a rating from zero to five, or 'rating awaited' The inspection would have taken place since 28 November 2013. Do you remember these business premises being assessed for food hygiene using this scheme?

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

Yes – CONTINUE B7

No - GO TO ROUTING AT B24

Not sure – GO TO ROUTING AT B24

IF YES (CODE 1) AT B6

B7(England/NI/Wales) Have you received a GREEN AND BLACK Food Hygiene Rating (Eng/NI) sticker or certificate (WALES) sticker showing your rating for food hygiene?

IF NECESSARY: the rating will be from zero to five

SINGLE CODE

Yes – CONTINUE B9

No but we expect to receive the rating soon – GO TO ROUTING BEFORE B24

No – GO TO ROUTING BEFORE B24

Not sure – GO TO ROUTING BEFORE B24

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

B9 (England/NI/Wales) Thinking specifically about your Green and Black FOOD HYGIENE RATING, what rating have you been given?

IF NECESSARY: what does the (England/NI) sticker or certificate say/ (Wales) 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 B4 if B6 was not answered).

SINGLE CODE

(Eng/NI)Awaiting inspection/(Wales)Rating awaited

Urgent Improvement Necessary 0

Major Improvement Necessary 1

Improvement Necessary 2

Generally satisfactory 3

Good 4

Very Good 5

(Don't know)

IF RESPOND 0-5 rating at B9:

B9b (England/NI) Are you satisfied with the rating you received?

Yes
No
Don't
Know

IF NO at B9b

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

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

Received a low rating
 Rating was lower than expected / expected a higher rating
 Rating was lower/worse than last time
 I am doing things the same as before but I received a lower rating
 The score/rating may stop some customers using us / gives them a bad impression
 Competitors have higher rating
 Inspector was not fair/Rating is unfair / I do not agree with it
 Inspection time was inconvenient (e.g. busy time of day)
 Rating due to poor confidence in management score / paperwork / record keeping
 Made improvements as required but still got a low rating

Other reason (specify)
 (Don't know)

IF RESPOND 0-5 rating at B9:

B9d (England/NI) What is the lowest Food Hygiene rating you would be satisfied with?

SINGLE CODE

0 Urgent improvement necessary
 1 Major improvement necessary
 2 Improvement necessary
 3 Generally satisfactory
 4 Good
 5 Very good
 (Don't know)

IF B9 RATINGS 0-4

B9e (England/NI only) Have you made any changes to the way you do things at your premises in order to improve your Food Hygiene rating?

Yes
 No
 Don't
 know

IF YES AT B9E

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

CODE ALL THAT APPLY

- Washing hands and cleaning surfaces differently / more thoroughly
- Cleaning equipment more regularly
- Using disinfectant/sanitizer
- Chilling food quickly
- Monitoring Fridge temperatures
- Using different equipment (chopping boards, utensils etc) for different foods to avoid cross-contamination
- Separate storing of raw meat or fish from other products in the fridge to avoid cross contamination
- Washing hands after handling raw food
- Keeping pests out
- Covering food
- Ill staff staying home
- Making sure food is cooked
- Keeping food hot
- Taking care when reheating food
- Recording what is done every day in a diary
- Labelling food with the date it was opened
- Refurbished kitchen
- Upgraded facility/equipment
- Other (specify)
- Don't know / Can't remember

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

B9g (Eng/NI only) Have any customers commented on the Food Hygiene rating that has been awarded to your premises? This could be to you or other members of staff.

Yes
No
Don't

know

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

B9h (Eng/NI only) And have any customers commented on the Food Hygiene Rating Scheme in general to you or other members of staff?

Yes
No
Don't

know

IF KNOW RATING AT QB9 (RATING 0-5)

B9i (Eng/NI only) Have you used the rating you have been given in any advertising, publicity or marketing you have done about your premises?

Yes
No
Don't

know

IF NO AT QB9I

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

Yes
No
Don't

know

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

B10d (Eng/NI only). And thinking about the rating you received, may I just check, have you received a GREEN AND BLACK FOOD HYGIENE RATING **sticker**?

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

Yes

No

Don't know/ not sure

IF B4 CODE 1 OR B7 CODE 1

B10d (Wales only) And thinking about the sticker you received, can I just check, if this is the 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 following an inspection any time since 28th November 2013.

INTERVIEWER: ENSURE THEY ARE REFERING TO THE STICKER WITH THE WELSH GOVERNMENT DRAGON LOGO AND NOT THE OLD STYLE STICKERS OR CERTIFICATES.

ENCOURAGE RESPONDENT TO CHECK THE STICKER IF THIS HELPS. SINGLE CODE

Yes –new style dragon style sticker received

Yes-but not new style sticker received (old one)

Yes-cannot recall whether new or old style sticker received

No sticker received

IF HAVE STICKER (ENG AND NI CODE 1 AT B10D. WALES CODE 1 AT B4 OR CODE 1 AT B7). PROBE TO PRECODES. SINGLE CODE

B10e (England/NI/Wales) Is your FOOD HYGIENE RATING sticker on display in your premises?

ADD IF NECESSARY: By display we mean that the sticker is visible to other people i.e employees or members of the public (i.e. not in a draw or cupboard).

Yes – somewhere where it is CLEARLY visible to customers

Yes – somewhere where it is NOT CLEARLY visible to customers (e.g. a kitchen or office)

(SINGLE CODE ONLY) No – WALES GO TO B20 / ENG AND NI GO TO B10 (SINGLE CODE

ONLY) Not sure – WALES GO TO B21b / ENG AND NI GO TO B10

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

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

Yes

No

STICKER ON DISPLAY FROM OUTSIDE (CODE 1 AT B10g)

B10h (Wales only) Do you have the sticker displayed at one or more of the entrances to your premises?

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

PROBE TO PRECODES: SINGLE CODE

Yes (One entrance): sticker displayed at **only** entrance

Yes: sticker displayed at **one of several** entrances

Yes: stickers displayed at **some (but not all)** of the entrances

Yes: stickers displayed at **all** of the entrances

No: establishment does not have its own entrance

NO, sticker not displayed at any entrance

Don't know

IF YES AT B10e CODE 1 OR 2

B10i (Wales only) 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 since 28 November 2013.

	New style
sticker	
	Old style
sticker	
	Both new and old style
stickers	
	Don't
know	

WALES SAMPLE GO TO ROUTING AT B18

IF HAVE FHRS (CODE 1 AT B4 OR CODE 1 AT b7)

B10 (England/NI only) And have you received a GREEN AND BLACK FOOD HYGIENE RATING certificate?

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

	Yes
	No – GO TO ROUTING BEFORE B18
	Don't know/ not sure – GO TO ROUTING BEFORE B18

IF HAVE RATING certificate (CODE 1 AT B10)

B10a (England/NI only) Is your FOOD HYGIENE RATING certificate on display in your premises?
PROBE TO PRECODES. SINGLE CODE

ADD IF NECESSARY: By display we mean that the certificate is visible to other people i.e employees or members of the public (i.e. not in a draw or cupboard).

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

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

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

Yes
No

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

B18 (England/NI/) 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.

We are proud of the score/rating
 So that customers can see it/ can see that we are hygienic/
 To attract more customers
 The local authority inspector asked me to display it
 To show we have been inspected
 To show that we are improving/ trying to improve
 It motivates our staff to be hygienic
 By law it is compulsory/ mandatory
 It is becoming compulsory/ mandatory
 Head office/ our company asked us to
 Other businesses in this area have displayed theirs
 Other reason (specify)

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

B19 (England/NI/Wales) 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.

(CATI single code only) No impact

POSITIVE:

We take food hygiene standards more seriously
 More customers
 Better reputation amongst customers
 Greater customer confidence
 Fewer customer complaints
 Higher staff morale/ increased pride in place of work
 Greater awareness of food hygiene requirements amongst staff
 Greater staff motivation

NEGATIVE

Fewer customers
 Worse reputation amongst customers
 Lower customer confidence
 More customer complaints
 Lower staff morale/ decreased pride in place of work
 Lower staff motivation
 Another reason (specify)

IF NOT ON PUBLIC DISPLAY

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

B20 (England/NI/Wales) Why is your FOOD HYGIENE RATING not **publicly** on display?

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

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

- I do not have to display it / it's not compulsory
- Didn't know we should display it / didn't know it was compulsory
- Poor/ low (England/NI/Wales: score/rating,
- The (England/NI/ Wales) score/rating, may stop some customers using us
- Business policy not to display certificates
- Doesn't suit the surroundings
- It is more important for staff to see it than the public
- I do not agree with the [England/NI/Wales: score/rating, / the [England/NI/Wales: score/rating, is unfair
- I do not like the [England/NI/Wales: scoring/rating,]system
- I do not understand the scheme
- It's not relevant to our business
- Similar businesses in this area do not display their stickers/certificates
- We have lost the sticker/certificate
- Another reason (specify)

IF NOT ON PUBLIC DISPLAY

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

B21 (England/NI/Wales) What would encourage you to **publicly** display your FOOD HYGIENE RATING?

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

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

- If it was issued in a different format (e.g. different design, in a frame)
- If it was compulsory
- Fines for not displaying
- If we had a better [ENGLAND/NI/WALES: score/rating,
- A fairer [ENGLAND/NI/WALES: scoring/rating scheme,
- If other businesses in the area were displaying theirs
- If customers asked to see it
- If I understood the scheme
- If we could have our lost certificate/ sticker re-issued
- Another reason (specify)
- (single code only) OR: Nothing would encourage me**

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

B21b (England/NI/Wales) 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

0

1

2

3

4

5

(Don't know)

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

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

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

B21c (England/NI/Wales) 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?

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

Yes

No

Don't know

IF RECEIVED LETTER AND HAVE RATING LESS THAN 5 (CODE 1 AT B21c AND A RATING OF 1-4 AT QB9)

B21d (England/NI/Wales) 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.

Yes

No

Don't know/ Can't remember

IF RECEIVED LETTER (B21c code 1).

B21e (England/NI/Wales) Did the letter tell you of your right to appeal the rating you had been given if you thought that you should have been given a higher rating?

ADD IF NECESSARY: This is the inspection report letter.

Yes

No
Don't know/ Can't remember

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

B21ei (England/NI) Have you appealed the rating you have been given at this premises with your local authority? This must be made within 14 days of receiving notification of your rating.

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 7 DAYS OF YOUR APPEAL DATE

B21ei (/Wales) 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: Since 28TH Nov 2013. 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 21 DAYS OF YOUR APPEAL.

Yes
No
Don't know

IF APPEALED (B21ei CODE 1).

B21eii And what was the result of this appeal?

PROBE TO PRE-CODES

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

IF APPEALED (B21ei CODE 1).

B21eiii And thinking about your appeal. How fairly do you think your appeal was dealt with by the local authority? READ OUT. REVERSE ORDER

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

Very fairly
Fairly
Neither fairly nor unfairly
Not very fairly
Not at all fairly
Don't know/ Can't remember

IF RECEIVED LETTER (B21c CODE 1).

B21f Did the letter tell you of your right to ask for a re-rating inspection once you have made improvements? 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 WALES /ENGLAND/NI 14 days of the receipt of your rating.

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

Yes
No
Don't know

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

B21fi Have you applied for a re-rating from the local authority? (IF B21c NOT CODE 1)

ENG/NI PLEASE ADD AS NECESSARY: This is your right to request a visit from the local authority so improvements can be checked and a new rating given if appropriate.

Wales PLEASE ADD IF NECESSARY: Since 28th November 2013. This is your right to request a visit from the local authority so improvements can be checked and a new rating given if appropriate?

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

Yes
No
Don't know

IF APPLIED FOR RE-RATING (B21fi CODE 1).

B21fii And what was the result of this request for a re-rating?

PROBE TO PRECODES

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

IF APPEALED (B21fi CODE 1).

B21fiii 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.

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

Very fairly
Fairly
Neither fairly nor unfairly
Not very fairly
Not at all fairly

Don't

know

IF RECEIVED LETTER (B21c CODE 1).

B21g Did the letter tell you of your right to reply? This allows you to send a comment to the local authority about the rating you have been given. These may be forwarded to the FSA and published on their website, along with your premises rating.

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

Yes

No

Don't know/Can't remember

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

B21gi Have you exercised your right to reply by sending comments to the local authority about the rating you have been given? (IF B21c NOT CODE 1 ADD:). WALES ONLY (Since 28th Nov 2013) This allows you to send a comment to the local authority about the rating you have been given. These may be forwarded to the FSA and published on their website, along with your premises rating.

Interviewer: In Northern Ireland Local Authority may also be referred to as a District Council

Yes
No
Don't know/ Can't remember

IF SENT COMMENT (B21gi CODE 1).

B21giii And thinking about your right to reply, were your comments published on the FSA website?

Yes
No
Don't know

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

B29ga (England/ only) 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 that it is... READ OUT EACH IN TURN (CATI REVERSE ORDER)

A very good thing
A fairly good thing
Neither a good nor a bad thing
A fairly bad thing
A very bad thing

Don't know (do not read out)

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

B21h (Wales only) And were you aware before this interview that it is a legal requirement in Wales to have your FHRS rating publically on display?

Yes
No
Don't know

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

IF AWARE BEFORE TODAY THAT IT WAS A LEGAL REQUIREMENT TO DISPLAY THEIR STICKER (B21h/1)

B21i (Wales only) 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

It has got better
 It has stayed about the same
 It has got worse.
 n/a –don't really have a relationship with them.
 Don't know / Can't remember

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

B21j (Wales only) 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

OPEN ENDED.

INTERVIEWER IF RESPONDENT SAYS IT IS A GOOD OR BAD THING PROBE:

And why do you say it is a good/bad thing?

Don't know / Can't remember

B24 (Wales only) Does your business use the Safer Food Better Business (SFBB) food safety management system?

INTERVIEWER ADD IF NECESSARY: Safer food, better business (SFBB) is a practical approach to food safety management provided by **the Food Standards Agency**. It helps small businesses implement food safety management procedures and record what they do to make sure food is **safe by keeping a diary**.

Yes
 No
 Don't know

Section C

READ OUT: That brings us to the end of the interview – thank you for taking part

IF ASKED FOR CLARIFICATION OF CLIENT (CODE2 AT S5)

The research was commissioned by the Food Standards Agency and your answers will help them improve the (England/NI/Wales): IF NECESSARY: I can email or fax you a letter from the FSA about the research and their reasons for carrying it out.



February 2016

To whom it may concern,

Regarding: GfK NOP Survey of Food Businesses

Thank you for taking part in this survey. I can confirm that the research was conducted on behalf of the Food Standards Agency (FSA).

We commissioned GfK NOP, an independent research agency to carry out this survey of food businesses. The purpose of the survey was to find out about businesses' experiences of displaying a food hygiene rating. The research will be used to inform future decision making in this area.

Your business was selected at random from a list of food handling businesses. This only contained data available in the public domain, so no private business details were included.

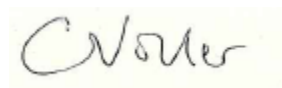
Your replies will be treated in the strictest confidence under the Code of Conduct of the Market Research Society. Responses will be presented as aggregated statistics and will not be linked to individual companies or respondents.

Thank you once again for helping with this research. If you have any concerns concerning the interview, please contact Sarah McHugh on 020 7890 9379. If you would like to confirm that GfK NOP is a bona fide research company, you may call the Market Research Society, free of charge on 0500 39 69 99.

Alternatively if you have any queries relating to the subject matter, please contact myself at the Food Standards Agency, on 020 7276 8238.

Thank you for your assistance.

Yours sincerely,

A handwritten signature in black ink, appearing to read "CVoller", on a light yellow rectangular background.

Claire Voller

Compliance & Enforcement Strategy Team

Local Delivery Division

Aviation House

125 Kingsway





London WC2B 6NH

T 020 7276 8238

E claire.voller@foodstandards.gsi.gov.uk