

ACTIONS ARISING

Summary of Actions Arising from 21 September 2016			
Index	Action	Due date	Owner and Progress to date
21 September 2016 FSA 16/09/09 Delivering the FSA Strategy: Priorities for 2017/18	In response to a comment from a Committee member Julie Pierce assured the Committee that we already undertook work to: evaluate how our messages to consumers had landed; whether our messages had been understood; and if and how the messages had changed consumers' behaviour. Julie said she would provide the Committee with more information on how we conducted this work and how successful it was.	November 2016	Director of Openness, Data and Digital Completed. Information distributed to Board in weekly circulation on 3 November.
21 September 2016 FSA 16/09/09 Delivering the FSA Strategy: Priorities for 2017/18	In relation to a comment by a Committee member, the Chair said it would be useful for the Committee to receive an update on the positive impact the FSA was having on tackling food waste.	November 2016	Director of Policy
21 September 2016	The Chair concluded by saying that, in the	15/03/17	Head of Planning, Performance and Change

<p>FSA 16/09/09 Delivering the FSA Strategy: Priorities for 2017/18</p>	<p>next iteration she expected to see some choices at the margins for the Committee, and clarity on what the Agency would stop doing, do less off, or look to be done by others, to free up resources for the key priorities agreed.</p>		<p>On track. Following the Business Committee meeting in September, we have now started the next, more detailed stage of business planning.</p>
<p>21 September 2016 FSA 16/09/10 Performance and Resources Update</p>	<p>Catherine agreed that we would look at presenting more of the data in dedicated reports for Wales and Northern Ireland but continue to flag country differences by exception in the overall Business Committee report.</p>	<p>23 November 2016</p>	<p>Head of Planning, Performance and Change On track. Discussed with Catherine. Will set up a meeting with Chairs of WFAC and NIFAC ahead of the next meeting of the business committee.</p>
<p>21 September 2016 FSA 16/09/10 Performance and Resources Update</p>	<p>Catherine agreed that we would prioritise improving the covering page which accompanied the report.</p>	<p>23 November 2016</p>	<p>Head of Planning, Performance and Change and Head of Operations Assurance On track.</p>
<p>21 September 2016 FSA 16/09/10 Performance and Resources Update</p>	<p>Maria confirmed that we could show the breakdown of BAME recruitment by region or country although sample sizes risked being too small to draw any conclusions at that level, and that we would continue to bring this area to the attention of the Committee.</p>	<p>TBC</p>	<p>Head of Planning, Performance and Change The subject will be included in the planned discussion with Chairs of WFAC and NIFAC.</p>

<p>21 September 2016</p> <p>FSA 16/09/10 Performance and Resources Update</p>	<p>In response to a question from a Committee member, Julie agreed to share with the Committee the questions asked in relation to public awareness, trust and reputation of the FSA</p>	<p>November 2016</p>	<p>Director of Openness, Data and Digital</p> <p>Completed.</p> <p>Information distributed to Board in weekly circulation on 3 November.</p>
<p>21 September 2016</p> <p>FSA 16/09/10 Performance and Resources Update</p>	<p>Ram Gidoomal asked if we tracked who visited our website, how useful it was for them and what they did with the information they found on it. Julie confirmed that we did track visitors to our website and that we could share that information with Committee members.</p>	<p>November 2016</p>	<p>Director of Openness, Data and Digital</p> <p>Completed.</p> <p>We monitor and review web analytics for the FSA website to identify a range of behaviours including search terms, visitor journeys, bounce rates, engagement for food and allergy alerts, and visitor feedback. Daily iterations are made to content and search results based on this insight.</p> <p>Most importantly, this data has played a significant part in the decision to build the new, wholly transformed website that is: Based on the services that people come to us for, for example FHRS and report a food problem;</p>

			<p>Where information is designed for its audience, and therefore easy to find, understand and share; Built around the a robust content strategy, prioritising key areas and audiences; Supports open data and makes this accessible to all; Empowers people to contribute ideas, and gives them opportunities to be counted and be heard in our decisions and policies.</p> <p>We are about to start the user research and develop the content strategy for the new website. We plan to develop prototypes for the new website, and some of its key services by April 2017.</p>
<p>21 September 2016</p> <p>FSA 16/09/12 FSA IT Strategy and Implementation</p>	<p>The Committee would like to understand more about how the new IT approach would support the RoF Programme and the OWOW Programme.</p>	<p>November 2016</p>	<p>Director of Openness, Data and Digital</p> <p>Completed.</p> <p>Note issued to members on 3 November.</p>

Outstanding Actions from Previous Business Committee Meetings			
Index	Action	Due date	Progress to date
none			