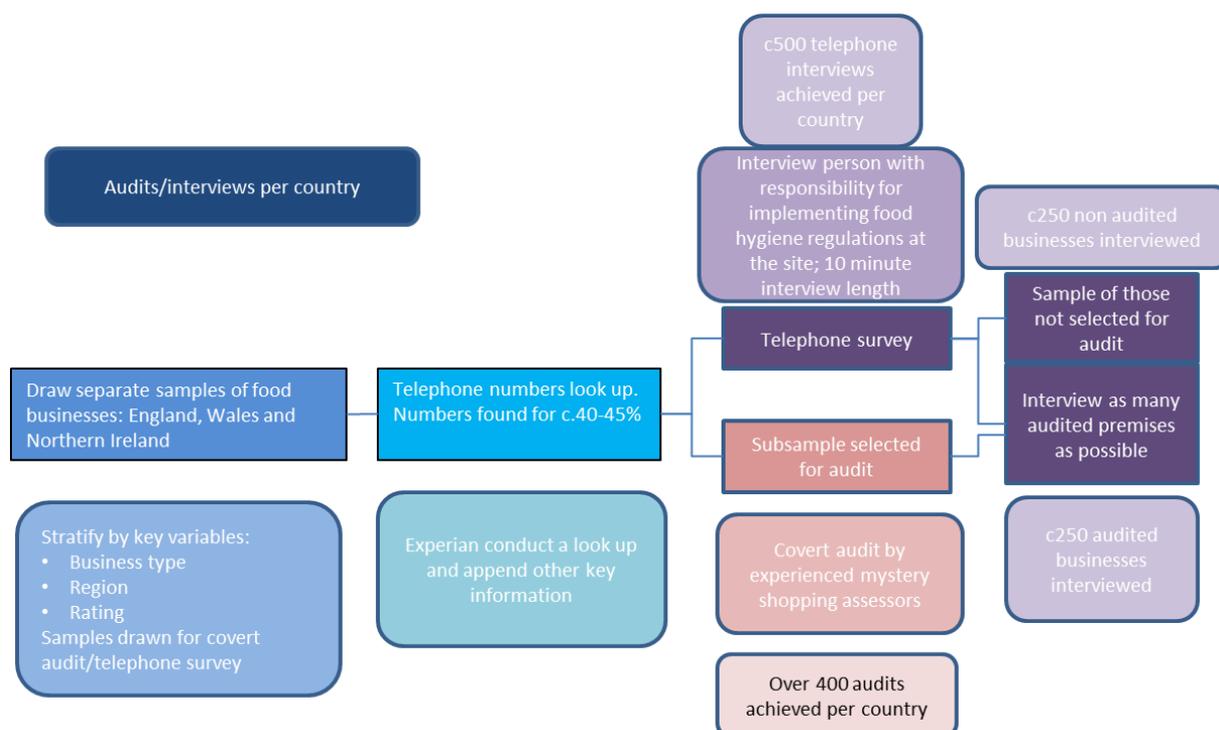


Appendix A: Technical report on method and data weighting

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. A summary of the stages of the research program is shown in Chart A1 below and these are 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 (396,137 records in England, 15,006 in Northern Ireland and 17,786 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. Small reserve samples were also drawn in the same manner for each country.

The mystery shopping element involved deploying individual assessors 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.

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)

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	396,137	15,006	17,786
Out of scope business types/non-rated businesses (removed)	109,069	4,950	10,167*
No/Invalid/private addresses (removed)	25,048	170	
Remaining records	262,020	9,886	7,619
Samples selected			
Sample 1 (audit)	1,500	1,900	1,700
Sample 2 (top up telephone)	1,700	2,200	1,900
Telephone numbers found by Experian for:			
Sample 1 (used for audit)	613	609	554
Sample 2 (used for "top-up" telephone interviews)	783	809	689
Final achieved sample for audit	429	430	445
Audited businesses undergoing a telephone survey	240	244	233
Final achieved telephone sample	506	510	500

** 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*

Quotas/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.
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

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 2015

	England			Northern Ireland			Wales		
	Unweighted		Weighted	Unweighted		Weighted	Unweighted		Weighted
Total: Number of businesses	429		429	445		445	430		430
	N	%	%	N	%	%	N	%	%
Business Type									
Hotel/guest house/ pub/ club	87**	20	20	80**	20	20	102	24	25
Takeaway	69**	16	14	77**	17	14	74**	17	16
Restaurant/ café/ canteen	164	38	41	151	34	36	152	35	38
Retail	109	25	24	137	31	32	102	24	22
Rating									
0,1 or 2	42**	10	12	19**	4	6			
3	65**	15	15	63**	14	13			
4	97**	23	22	140	31	32			
5	225	52	51	233	52	48			
Region: England*									
Eastern Counties	41**	10	10						
East Midlands	38**	9	10						
London	65**	15	17						
North East	23**	5	4						
North West	61**	14	14						
South East	65**	15	16						
South West	53**	12	11						
West Midlands	36**	8	9						
Yorkshire & Humberside	47**	11	9						
Region: Northern Ireland*									
Eastern				78**	18	17			
Southern				77**	17	19			
Western				85**	19	20			
Northern				123	28	24			
Belfast				82**	18	20			
Region: Wales*									
North							101	23	23
South East							170	40	38
South West							159	38	39

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	613	164	20	429
Northern Ireland	609	131	33	445
Wales	554	112	12	430

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

Screening 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 Wales took place over four weeks between 27 November and 17 December 2014.

In England and Northern Ireland fieldwork took place over five weeks in order to maximise response and was conducted between 5 February and 12 March 2015.

506 interviews were achieved in England, 510 in Northern Ireland and 500 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 (9 mins) would have been much shorter for those respondents who didn't recall the FHRS.

A small proportion of respondents (6 in England, 17 in Northern Ireland (but none in Wales) from the **audit sample**; between 1 and 2%) completed a shorter version of the questionnaire. The justification for this was as follows:

- It was essential to interview as many of the **audited** establishments as possible so that data from the audit and telephone elements of the research could be compared in order to assess over or under-claim of the display of the FHRS rating. As the number of leads which were available from audited establishments was extremely limited, it was crucial 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. A small pilot of the questionnaire was also carried out prior to the start of fieldwork.

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. This was deemed necessary to ensure that interviewers understood which scheme was the subject of the research and to enable them to clarify this with the respondent.

Telephone survey response

A key element of this project was the need to deliver a robust number of interviews, particularly in establishments where data from the audit could be matched with telephone data. 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 63% in England, 61% in Northern Ireland and 61% 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	240	244	233
Top-up interviews including short (non-audited premises)	266	266	267
Total telephone interviews	506	510	500
Adjusted response rate (<i>out of scope when called/unavailable during fieldwork/incorrect/ineligible numbers removed</i>)	63%	61%	61%

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 2015

	England			Northern Ireland			Wales		
	Unweighted		Weighted	Unweighted		Weighted	Unweighted		Weighted
Total: Number of businesses	506		506	510		510	500		500
	N	%	%	N	%	%	N	%	%
Business Type									
Hotel/guest house/ pub/ club	124	25	20	69**	14	18	121	24	25
Takeaway	55**	11	14	64**	13	15	66**	13	16
Restaurant/ café/ canteen	188	37	41	195	38	37	192	38	38
Retail	139	27	25	182	36	30	121	24	22
Rating									
0,1 or 2	36**	7	9	16**	3	4	41**	8	10
3	57**	11	14	51**	10	12	73**	15	13
4	124	25	23	158	31	30	134	27	26
5	289	57	53	285	56	54	252	50	50
FHRS status									
Received & clearly display	351	69	68	422	83	81	466	93	93
Received & do not clearly display	75	15	16	30	6	6	8	2	2
Not received	80	16	16	58	11	12	26	5	6
Region: England									
Eastern Counties	52**	12	10						
East Midlands	44**	8	8						
London	69**	15	16						
North East	28**	5	6						
North West	74**	12	14						
South East	84**	18	17						
South West	70**	13	11						
West Midlands	44**	9	11						
Yorkshire & Humberside	45**	7	7						
Region: Northern Ireland									
Eastern				94	18	17			
Southern				99	19	19			
Western				79	15	20			
Northern				136	27	25			
Belfast				102	20	19			
Region: Wales									
North							121	24	23
South West							192	38	38
South East							187	37	38

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 2014 and 2015 telephone survey in England and Northern Ireland and the weighted profile of the 2013 and 2015 telephone survey in Wales. The profile in each case was based on the current profile of “in scope” rated businesses on the FSA database.

In England, there was no real change in the profile of FSA rated businesses by business type and a small increase in high rated businesses offset by a decrease in 3 rated businesses. In Northern Ireland there was also little real change by business type year on year. By rating, there was a small increase in higher rated businesses offset by a decrease in businesses rated 3 or lower. However the levels of change recorded were low. In Wales the profile remained the same over the two year period.

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.

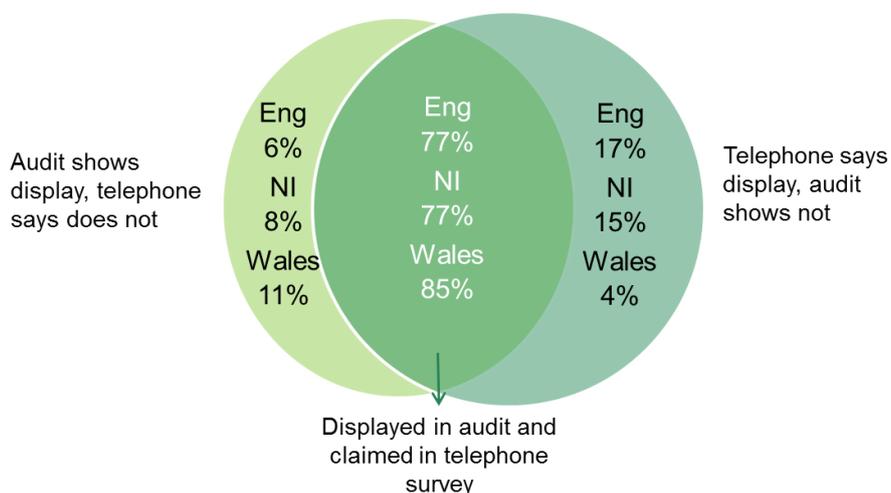
Table A6: Comparison of weighted telephone sample profile year on year

	England			Northern Ireland			Wales		
	2014	2015	Change	2014	2015	Change	2013	2015	Change
Unweighted base:	610	506	%	605	510	%	511	500	%
Weighted %s	%	%		%	%		%	%	
Business Type									
Hotel/guest house/ pub/ club	20	20	Nil	18	18	Nil	26	25	(-1)
Takeaway	14	14	Nil	14	15	(+1)	15	16	(+1)
Restaurant/ café/ canteen	42	41	(-1)	36	37	(+1)	37	38	(+1)
Retail	25	25	Nil	32	30	(-2)	22	22	Nil
Rating									
0,1 or 2	12	9	(-3)	6	4	(-2)	20	10	(-10)
3	15	14	(-1)	13	12	(-1)	20	13	(-7)
4-5	73	76	(+3)	81	84	(+3)	60	76	(+16)

Disparity between what was found and what was claimed in the telephone survey

As a check, businesses that were audited *and* interviewed in the telephone survey had their response to the question about whether they visibly displayed their rating cross-checked with the findings from the audit. In each country, for over three quarters of businesses, the audit findings matched their claimed display in the telephone survey – see Chart A2. However, sizeable proportions of establishments in England and NI (one in six and one in seven respectively) said that they displayed their rating, but this was not reported during the covert audit. The same was true for 4% of audited/interviewed businesses in Wales.

Chart A2 Visibility of sticker/certificate in audit versus claimed display in telephone survey



Base: All Audit sample who took part in a telephone interview (Eng 238, NI 243, Wales 234)

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 without their own entrance

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
<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 FridayTo 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 "Awaiting Inspection").

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



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 briefing notes for further guidance). (If <u>No</u> – please state why?)	Yes	No
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?	Yes	No Old style sticker

	(If No – please state why?)			was not displayed
2.8a	Could you clearly see the old style <u>certificate</u> inside the premises? (If No – 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 No – 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 without their own entrance

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 No – please state why?)	Yes	No ✎	Only a certificate was visible
3.3a	Was the old style <u>certificate</u> clearly visible? (If No – please state why?)	Yes	No ✎	Only a sticker was visible
3.4	Was the new style <u>sticker (with dragon)</u> clearly visible? (If No – 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	Both new and old styles were	Old style only
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		4.1b	seen	
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

- 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.

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)



Estimated Length of Assessment

- The assessment will vary in length between around 3 and 15 minutes.



Fees

- 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

- 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

- 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

- You must not visit the same outlet more than once.



Proof of Assessment Requirements

- **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

- 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

- 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 "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):



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.

Appendix C: Telephone Materials

<u>Contents</u>
Telephone questionnaire England, Northern Ireland, Wales
Authorisation letter from FSA England and Northern Ireland Authorisation letter from FSA Wales Emailed to respondents who required reassurance about the survey. This was only sent after they completed the survey to avoid biasing the response.
Briefing Notes: England and Northern Ireland Briefing Notes: Wales Example of instructions given to interviewers to help identify the correct scheme during the telephone interview

FHRS England/ Northern Ireland/ Wales Questionnaire

Screener

ASK ALL

S1 Good morning / afternoon my name is from GfK NOP, 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 NOP and used for research purposes only. Are you happy to continue?

REASSURANCES AS NEEDED:

- The survey will take 5-8 minutes depending on your answers
- Your premises have been randomly chosen from a list of food handling businesses.
- GfK NOP 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 NOP 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 NOP is a bona fide research company, you may call the Market Research society, free of charge, on 0500 39 69 99.
- The project managers at GfK NOP are Tim Buchanan (020 78909786) and Samantha Spencer (020 78909054) 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. 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.

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 new GREEN AND BLACK FOOD HYGIENE RATING **sticker**? The sticker we are interested in has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after the inspection. You would have received this sticker anytime from 28th November last year to October this year. 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 new style or the old style sticker at your premises? The new style sticker has the Welsh Government dragon logo located at the top of the sticker towards the centre and would have been issued after the inspection. You would have received this sticker anytime from 28th November last year to October this year.

New style sticker

Old style sticker

Both new and old style stickers

Don't know

ALL WHO ANSWERED SR5, GO TO B22

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?

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?

B2 (Wales) Has your business premises been inspected by a food safety officer from the local authority between the 28th of November last year and October this year?

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 28th November last year

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 between end of November last year and October this year. 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' 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/WALES 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

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 between 28th of November last year and October this year. 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 certification 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 new Food Hygiene Rating Scheme, which has a green and black logo, with your rating in a CIRCLE? [INTERVIEWER, if they are NOT referring to the green and black Food Hygiene Rating Scheme, please recode B6 (or B4 if B6 was not answered).

SINGLE CODE

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

SINGLE CODE

0
 1
 2
 3
 4
 5

(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 at the next inspection?

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 at your next inspection? 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
- 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 have done 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 new GREEN AND BLACK FOOD HYGIENE RATING **sticker**? The new sticker has the Welsh Government dragon logo located at the top of it towards the centre and would have been issued after the inspection.

ADD IF NECESSARY: You would have received this sticker anytime from 28th November last year to October this year. 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 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?

- 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 B20 (SINGLE CODE ONLY)
- Not sure – GO TO B21b

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

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

- 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 anytime from 28th November last year to October this year.

- 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

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/Wales) 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.

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?

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

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 last year. 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 for a new inspection
Still waiting to hear back from the local authority
Been re-inspected but not yet been notified of the local authorities decision
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

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 inform you of your right to a re-rating? 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 [WALES 21 ENGLAND/NI 14] days of the receipt of your rating.

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

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.

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 inform 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.

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:). Since 28th Nov last year. 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.

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? PROBE FULLY.OPEN ENDED.

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 2015

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.

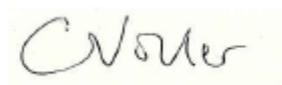
Your replies will be treated in the strictest confidence under the Code of Conduct of the Market Research Society. Responses will be presented as aggregated statistics and will not be linked to individual companies or respondents.

Thank you once again for helping with this research. If you have any concerns concerning the interview, please contact Tim Buchanan at GfK NOP on 020 7890 9786 or Samantha Spencer on 020 7890 9054. 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,



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

November 2014

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Thank you for your assistance.

Yn gywir /Yours sincerely



Rob Wilkins
Arweinydd Tîm – Tîm Gweithredu a Chefnogi'r Awdurdodau Lleol
Team Leader – Local Authority Delivery and Support Team

Food Hygiene Information Scheme (FHRS): England and Northern Ireland sample only

The Food Hygiene Rating Scheme (THIS IS WHAT OUR SURVEY IS ABOUT) – this is the scheme used in England, Wales and Northern Ireland. This is the rating we are interested in talking about. It will be either a sticker (and/or certificate or both). It can be described as: “A green and black certificate or sticker that shows a rating from zero to five, or ‘awaiting inspection’. The sticker or certificate shows five green circles and one, larger black circle with the rating for your premises.” This is issued by the **Food Standards Agency** and it may also contain the name of the Local Authority in which the premises is located.

The stickers for England and Northern Ireland are shown below:

Front of (new) sticker: not actual size –they are approximately 20cm x 10/13cm



Very good



Good



Generally satisfactory



Improvement necessary



Major improvement necessary



Urgent improvement necessary

Back of sticker (not actual size)



Food Standards Agency
food.gov.uk/ratings

Local authority stamp

Name of business

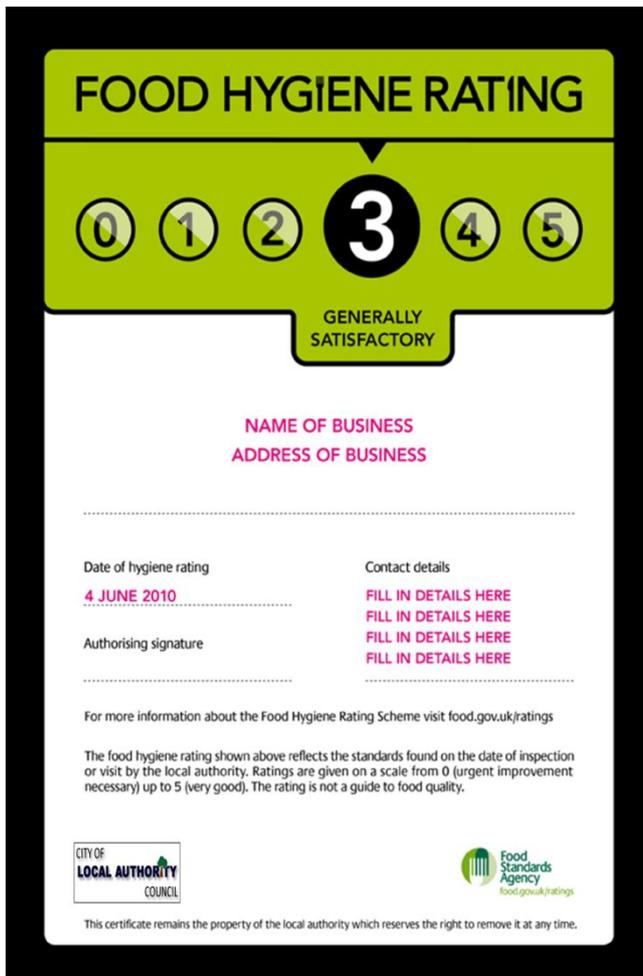
Date of hygiene rating

Local authority name

Authorising signature

This sticker remains the property of the local authority

FHRS Certificates not actual size (usually A4 size) –England/Northern Ireland



FOOD HYGIENE RATING

0 1 2 **3** 4 5

GENERALLY SATISFACTORY

NAME OF BUSINESS

ADDRESS OF BUSINESS

Date of hygiene rating: 4 JUNE 2010

Contact details: FILL IN DETAILS HERE

Authorising signature: FILL IN DETAILS HERE

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.

Other Hygiene schemes (WE ARE NOT TALKING ABOUT THESE)

Our questionnaire does NOT focus on other hygiene rating schemes, though respondents may describe some at B4. Some examples are below. They are not green and black and are not issued by the Food Standards Agency.

Please make sure that for the rest of the questionnaire, after B4 respondents know of their stickers/certificates we are talking about. It is the green and black one. NOT the ones below or any other scheme:

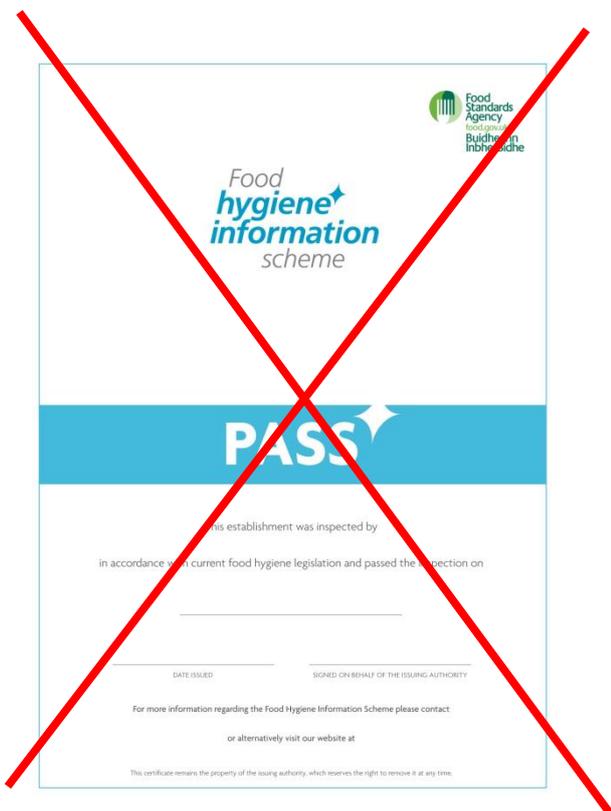


Respondents who mention STARS might be thinking of this.

Scores on the doors. This is another scheme run by the Food Standards Agency, it is being replaced with FHRs but a few businesses might still have the sticker.

Please note, some people might say 'Scores on the Doors' but actually be referring to the new FHRs rating that we are interested in. It is therefore important that you find out if it is

- Black with stars, as in this picture = WRONG
- Black and green with circles and scores 0-5 as on the previous pages = CORRECT



Food Hygiene Information Scheme (FHRS): Wales only

The Food Hygiene Rating Scheme (THIS IS WHAT OUR SURVEY IS ABOUT) – this is the scheme used in England, Wales and Northern Ireland. This is the rating we are interested in talking about. It will be either a sticker (and/or certificate or both). It can be described as: “A green and black certificate or sticker that shows a rating from zero to five, or ‘awaiting inspection’. The sticker or certificate shows five green circles and one, larger black circle with the rating for your premises.” This is issued by the **Food Standards Agency** and it may also contain the name of the Local Authority in which the premises is located.

In WALES the “new” stickers issued since 28 November 2013 also contain the Welsh Government dragon logo in the centre at the top (see below). Old stickers did not contain this logo

Front of (new) sticker: not actual size –they are approximately 20cm x 10/13cm



Very good



Good



Generally satisfactory



Improvement necessary



Major improvement necessary



Urgent improvement necessary

Back of sticker (not actual size)

Food Standards Agency
food.gov.uk/ratings

Local authority stamp

Name of business

Date of hygiene rating

Local authority name

Authorising signature

This sticker remains the property of the local authority



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.



FHRS Certificates not actual size (usually A4 size) –England/Northern Ireland – certificates not issued in Wales.

FOOD HYGIENE RATING

0 1 2 **3** 4 5

GENERALLY SATISFACTORY

NAME OF BUSINESS

ADDRESS OF BUSINESS

Date of hygiene rating
4 JUNE 2010

Authorising signature

Contact details
FILL IN DETAILS HERE
FILL IN DETAILS HERE
FILL IN DETAILS HERE
FILL IN DETAILS HERE

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

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- Black with stars, as in **this picture** = WRONG
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Respondents who mention **STARS** might be thinking of this.

