

**Food Safety Management Evaluation Research**  
**Report**

**Prepared for**

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**On behalf of the Food Standards Agency**

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# 1 Executive Summary

## Objectives

1. The Agency, through COI, commissioned an independent quantitative evaluation by Jigsaw Research, interviewing 1,143 small catering and food retail businesses across England, Scotland, Wales and Northern Ireland. The research investigated the impact on businesses of food safety management systems (FSMS). Around two-thirds of these businesses had received SFBB. The specification for the research project and interview questionnaire was developed in conjunction with the Agency's statisticians and social scientists to ensure the resulting data would be robust.
2. The businesses covered 3 key audience types:
  - Businesses experiencing an intervention from a local authority (e.g. seminar or coaching);
  - Businesses requesting a pack from the Food Standards Agency;
  - Businesses (as far as was known) not experiencing either of the above.
3. The objectives of this research were to establish, from the perspective of the business:
  - The extent businesses in the target market had implemented FSM, and which systems they had?
  - The extent that implementing FSM had improved food hygiene.
  - The most effective methods of intervention/assistance.
  - How businesses would react to other forms of intervention?
  - What the benefits of FSM are to the business.
  - How else can businesses be encouraged to implement FSM.

## Summary of findings

4. Overall, FSMS have been widely adopted amongst small catering and food retail businesses. Based on their own perception, 93% of businesses claimed to have FSM in place, and of those, around three-quarters claimed it was fully implemented.
5. Business attitudes towards FSMS and SFBB in particular were highly positive, with almost universal agreement amongst those that had adopted a FSMS that it helps them stay compliant with food hygiene legislation and this gives them confidence in the area of food safety management. There was also agreement that implementing

FSM is generally easy, helps in day to day business management and is a useful tool for training staff. Many positive comments were recorded, one business said:

*“It has given me peace of mind knowing everything is running well and staff are well trained”.*

6. Of the 72% of businesses who said that their FSMS was fully implemented, 69% of businesses agreed that implementing a FSMS had increased business effectiveness, with just under half of businesses agreeing that it had improved their actual profitability. Examples of how the FSM improves effectiveness were given – almost all businesses with a FSMS reported that it helped to keep everything in one place,  $\frac{3}{4}$  stated that it helped with stock control and minimising wastage. One business said:

*“We have more of a handle on what’s actually going on. It is kept on record, rather than someone having to remember, and is so easy to reference”.*

7. The research found that generally speaking, larger businesses (i.e. those with 6+ employees) are more positive about FSMS as were care homes/nurseries, restaurants, pubs/clubs. Hotels/guest houses and home caterers were less positive about FSMS, whilst takeaways were more mixed in their views.
8. There was some feeling that operating a FSMS means that managing food safety takes longer than before, however most businesses acknowledged that the time taken was about right and could see the benefits of operating a system.
9. Perceptions of external assistance were very positive. The FSA information packs were very well received with the vast majority wanting to see these continue in future. There were equally positive about local authority interventions, particularly one to one coaching and training courses. In addition to information packs, businesses would be likely to go on training courses (especially among caterers), and use DVDs and online information in the future.

## 2 Background and Methodology

### a) Background and objectives

Following the introduction of new food hygiene legislation at the beginning of 2006, it is now a legal requirement for food businesses to implement a food safety management system (FSMS) based on HACCP principles. Research showed that small catering and retail businesses in particular would find compliance with these new requirements a challenge.

With this in mind, the Food Standards Agency has developed a range of guidance to assist small catering and retail businesses to implement an effective food safety management system. The FSA has made available (in England and Wales) a food safety management pack entitled *Safer food, better business* (SFBB). This has been provided to businesses upon request and has been available since September 2005. Since that time, approximately 350,000 packs have been sent out in England alone. Similar information packs have been made available in Scotland and Northern Ireland. FSA Scotland has put together a manual entitled *CookSafe*, while Northern Ireland has produced the *Safe Catering* food safety management pack. While there is flexibility as to how the legislation is implemented, the common aim across all interventions will have been to ensure that a Food Safety Management System is in place and that, across similar size and type of businesses, some sort of best practice approach is adhered to.

The Food Standards Agency has worked closely with local authorities in helping businesses to implement a FSMS. In England, a toolkit of material was developed for all local authorities to use and in addition approximately 300 local authorities have been provided with grants to fund an intervention programme aimed at small businesses. Based on the outcome of pilot studies, the Agency provided guidance to local authorities on the most effective means of delivering grant projects. Most projects carried out a programme of introductory seminars/workshops for local catering businesses followed by a one to one coaching session at the business.

The objectives of the research were as follows:

- ▶▶ What is the extent to which businesses in the target market have implemented a FSMS?
- ▶▶ How have businesses implemented FSMS to date? i.e. what form do these systems take?
- ▶▶ In their view, what are the most effective methods of intervention/assistance, based on those that they have experienced to date?
  - ▶ How would businesses react to other forms of intervention?
- ▶▶ What other factors influence the implementation of FSM systems within these businesses?

- ▶▶ What are the perceived business benefits?
- ▶▶ How else can businesses be encouraged to implement FSM systems?

This research forms a part of a comprehensive 3-part evaluation by the Food Standards Agency on the Safer food, better business programme. The other two evaluation strands are a local authority survey of activity and business compliance and an independent academic review of the initial local authority grant funded projects.

## b) Research methodology

A **quantitative research** methodology was used covering three key audience types:

- ▶▶ Businesses experiencing an intervention (e.g seminar, coaching or one to one tuition) from their local authority officer/consultant working on behalf of the local authority
- ▶▶ Businesses requesting a pack from the FSA
- ▶▶ Businesses (as far as we knew) not experiencing either of the above

It was also intended that the sample should be skewed, as far as possible, towards 'small' businesses i.e. those likely to be most in need of help when implementing a FSMS and the target audience for the intervention/support programme.

A total of 1,143 businesses were interviewed via telephone (CATI) interviews with the interview typically taking 20-minutes to complete. In addition extra semi-structured questions were included and each of those questions was asked to a random selection of 100 businesses. The respondent taking part in the research was the person responsible for food safety requirements within the business (usually the owner, manager or head chef). All interviews were conducted between 5<sup>th</sup> and 20<sup>th</sup> July 2007.

The sample for the research was drawn from three sources:

- ▶▶ Local authority lists: 781 interviews were conducted (with businesses experiencing a local authority intervention)
- ▶▶ FSA lists (de-duplicated against the local authority lists): 177 interviews were conducted (with businesses who had received a pack from the FSA)
- ▶▶ Free-found sample (de-duplicated against the local authority and FSA lists in order to identify businesses who had not experienced either of the above): 185 interviews were conducted.

It was decided not to include respondents who were unable to complete the interview in English and approximately 2% of businesses were excluded on this basis.

Quotas were set to ensure we had a representative selection of businesses in terms of business type, region and country.

### 3 Summary and Conclusions

#### a) Summary of findings

Overall, food safety management systems (FSMS) appear to have been widely adopted amongst small businesses in the catering/retail sector. 93% of businesses included in this research claimed to have one in place, including 82% of the businesses from the free-found lists. Overall, 72% of the businesses taking part in this research claimed their FSMS was fully implemented.

Understanding of what constitutes a FSMS does vary, but not hugely. Most understand that it involves written record keeping of some sort and many also take it to include the activities that go towards hygienic food management as well as the training of the staff in those activities.

Attitudes towards the FSMS were positive. There was almost universal agreement among FSMS adopters that this helps them stay compliant with food hygiene legislation and this gives them confidence in the area of food safety management. There was also agreement that FSMS implementation is generally easy, helps in day-to-day business management and is a useful tool for training staff.

However, there was some feeling that operating a FSMS means that managing food safety takes longer than before. Despite this, most can see the benefits of a FSMS.

There was also widespread agreement that a FSMS helps business management, with 70% of businesses agreeing that it can increase business effectiveness. In addition, just under half agree that it improves business profitability. For these issues there was a wide variation by business type with hotels/guest houses the least convinced of the wider business benefits.

This reflects other differences by business type. Generally speaking, larger businesses (i.e. those with 6+ employees) are more positive about FSMS as are care homes/nurseries, restaurants and pubs/clubs. Hotels/guest houses and home caterers are less positive about FSMS, while take-aways were more mixed in their views.

Perceptions of external assistance were very positive. The FSA information packs were very well received with the vast majority wanting to see these continue in future. There were equally positive scores awarded for local authority interventions, particularly one-to-one coaching and training courses. In addition to information packs, businesses would be highly likely to use training courses (especially among caterers), DVDs and online information in future.

#### b) Conclusions

Based on the research conducted, we would draw the following conclusions:

- ▶▶ The message about food safety management systems appears to be getting through to the vast majority of the target market.
- ▶▶ Messages to be highlighted/reinforced could include:
  - ▶ The extra time spent carrying out a FSMS is time well spent
  - ▶ Operating a FSMS increases business effectiveness
  - ▶ Operating a FSM system can increase business profitability
  - ▶ A FSMS is appropriate for ALL businesses working with food.
- ▶▶ These messages could be delivered through a variety of channels, with the existing methods already receiving praise from the market.
- ▶▶ The issue of charging for the information/advice could be potentially sensitive and may be a barrier to pushing the messages to a wider audience.

## 4 Sample profile

As demonstrated in table 3.1, the number of interviews conducted in each region was broadly in line with the number of businesses in that area, although in some cases we purposefully over represented certain regions to ensure we were able to analyse that region in isolation. For example, Northern Ireland is over-represented, but it was important to be able to look at this region in isolation as the interventions in that area differed from those in other regions.

Table 3.1 – Regional breakdown of interviews

Region	Interviews	% of total	Actual No. of businesses*
North East	52	5%	15,000 – 17,000
North West	133	12%	60,000 – 65,000
Yorks/Humberside	76	7%	40,000 – 45,000
East Midlands	77	7%	30,000 – 35,000
West Midlands	76	7%	50,000 – 55,000
Eastern	75	7%	55,000 – 60,000
Greater London	155	14%	85,000 – 90,000
South East	156	14%	85,000 – 90,000
South West	79	7%	55,000 – 60,000
Wales	51	4%	20,000 – 25,000
Scotland	108	9%	35,000 – 40,000
Northern Ireland	105	9%	12,000 – 15,000
<b>TOTAL</b>	<b>1143</b>	<b>100%</b>	<b>c.570,000</b>

- \*Source: <http://www.dtistats.net/smes/sme/smestats2005.xls>

As mentioned in the methodology section, the sample was skewed, as far as possible, towards 'small' businesses and this is demonstrated in table 3.2 where it can be seen that the vast majority of businesses were privately owned (83%), that two-thirds of business employed 10 or fewer employees and that, in the majority of cases, the person we interviewed (i.e. the person responsible for food safety requirements within the business) was either the owner or manager (83%).

All businesses were asked to define the sector they worked in, whether that was catering or retail. Within catering, businesses were asked which area of the catering sector they were working in. The breakdown of business by sector can be seen on the next page.

Table 3.2 – Profile of Businesses / Respondents

<b>All respondents</b>	
<b>n=1143</b>	
<b>Ownership:</b>	
Private	83%
Franchise	3%
Chain	8%
Public sector/charity	6%
<b>Size (no. of employees):</b>	
1	5%
2-5	38%
6-10	22%
11-20	17%
Over 20	14%
<b>Caterer type:</b>	
Restaurant	31%
Take-away	14%
Care home / hospital / nursery	12%
Pub	13%
B&B / hotel	11%
Retailer	12%
Other	8%
<b>Role of respondent:</b>	
Owner	48%
Manager	35%
Head Chef	9%
Other	8%

Table 3.3 demonstrates the differences in profile between those businesses receiving an intervention from their local authority, those businesses requesting a pack from the FSA and those not from either list (and therefore likely not to have received any sort of intervention). The free-found sample differed from local authority / FSA lists in that they are generally smaller businesses (82% have 10 employees or fewer), are more likely to be retailers and less likely to operate a FSMS. This latter finding is not surprising as businesses on the free-found lists were less likely to have experienced an intervention and therefore less likely to have been prompted to implement a food safety management system.

Table 3.3 – Profile of Businesses / Respondents – by List Source

	<i>Total Sample</i>	<i>LA Lists</i>	<i>FSA Lists</i>	<i>Free-found</i>
<b>Base</b>	<b>1143</b>	<b>781</b>	<b>177</b>	<b>185</b>
	%	%	%	%
<b>Job title</b>				
Owner/MD	48%	47%	48%	56%
Manager	38%	38%	41%	38%
Chef	9%	11%	8%	4%
Other	4%	5%	3%	2%
<b>Size of business</b>				
1 employee	5%	3%	7%	8%
2-5 employees	38%	38%	35%	45%
6-10 employees	22%	21%	20%	29%
10+ employees	31%	34%	36%	17%
<b>Employees Preparing food</b>				
1 employee	17%	16%	18%	19%
2-5 employees	60%	61%	52%	59%
6-10 employees	14%	13%	18%	13%
10+ employees	7%	8%	10%	5%
<b>Type of business</b>				
Catering	88%	93%	86%	70%
Retail	12%	7%	14%	30%
<b>Operate a FSMS?</b>				
Yes	93%	96%	89%	82%
No	7%	4%	11%	18%

## 5 Awareness and Usage of Food Safety Management Systems

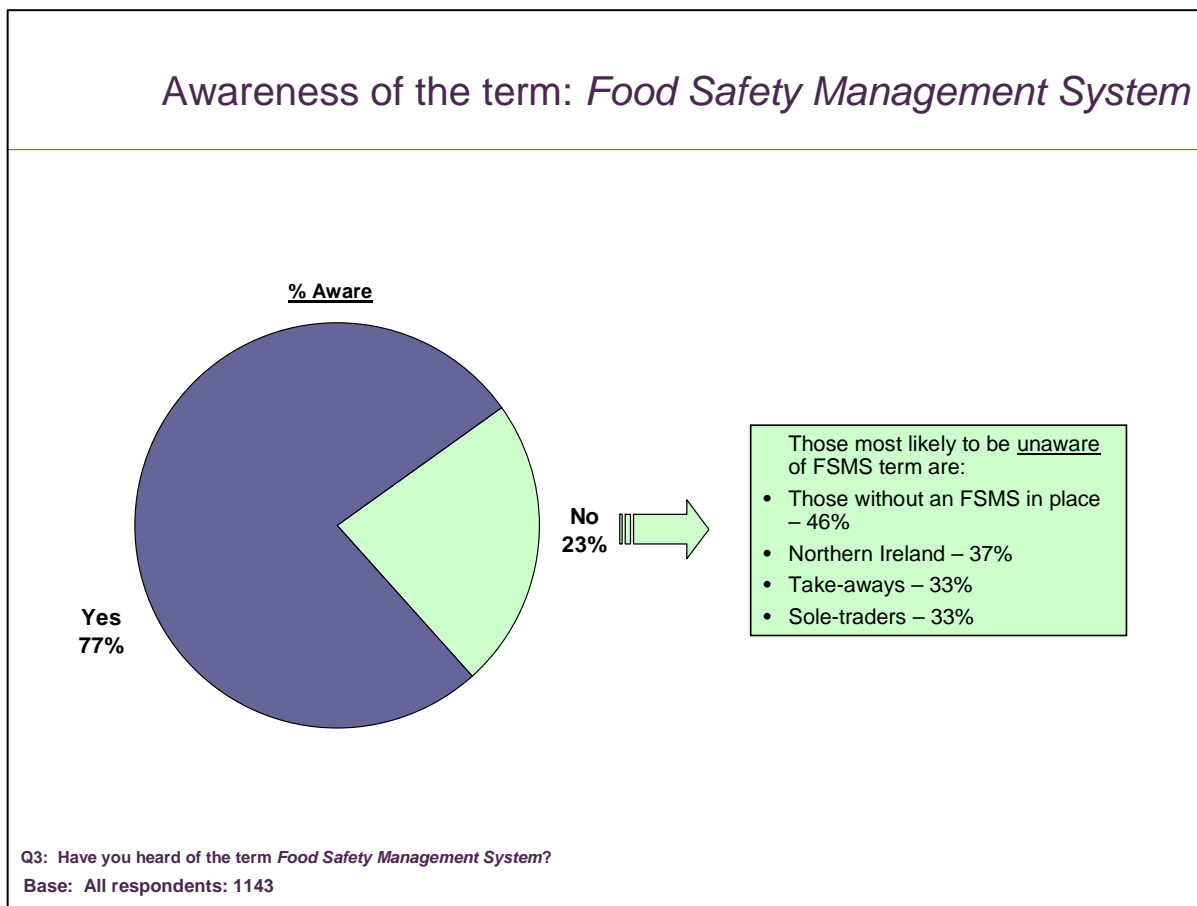
Business respondents were asked a series of questions to establish their understanding and usage of Food Safety Management Systems.

### a) Awareness of Food Safety Management Systems

Respondents were asked whether or not they had heard of the term '*Food Safety Management System*'. As shown in chart 4.1, just over three-quarters of respondents (77%) claimed to be aware of the term, while the remaining 23% were not aware of the term. Businesses least likely to be aware of the term '*Food Safety Management System*' were:

- ▶▶ Those without a FSMS in place (46% unaware of the term)
- ▶▶ Those based in Northern Ireland (37%)
- ▶▶ Take-aways (33%)
- ▶▶ Sole-traders (33%)

Chart 4.1 – Awareness of the term: *Food Safety Management System*

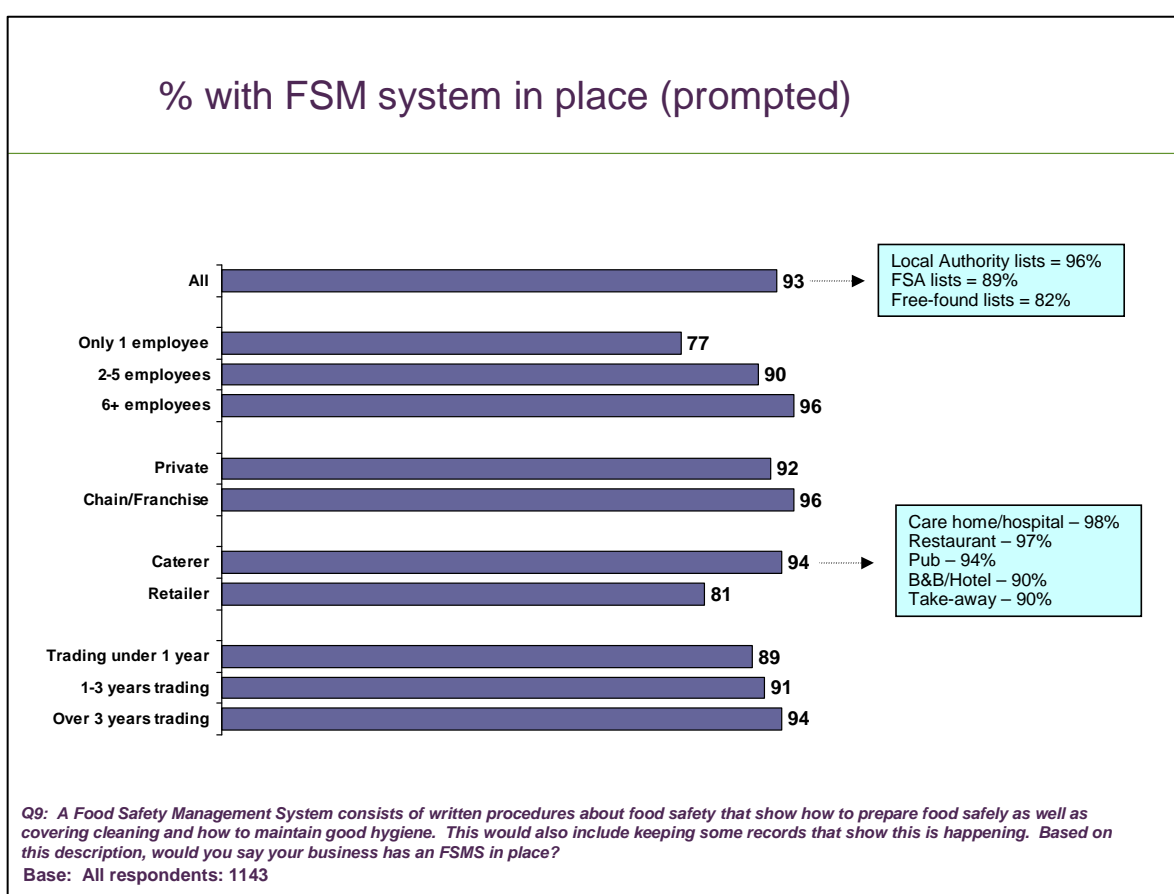


## b) Usage of Food Safety Management Systems

Respondents were asked whether they had a Food Safety Management System in place after being read the following definition: 'A Food Safety Management System consists of written procedures about food safety that show how to prepare food safely as well as covering cleaning and how to maintain good hygiene. This would also include keeping some records that show this is happening'.

Based on this description, the vast majority (93%) claimed to have a FSMS in place (chart 4.2). Businesses least likely to have a FSMS were sole traders (77%), retailers (81%) and start-ups i.e. those trading for less than a year (89%).

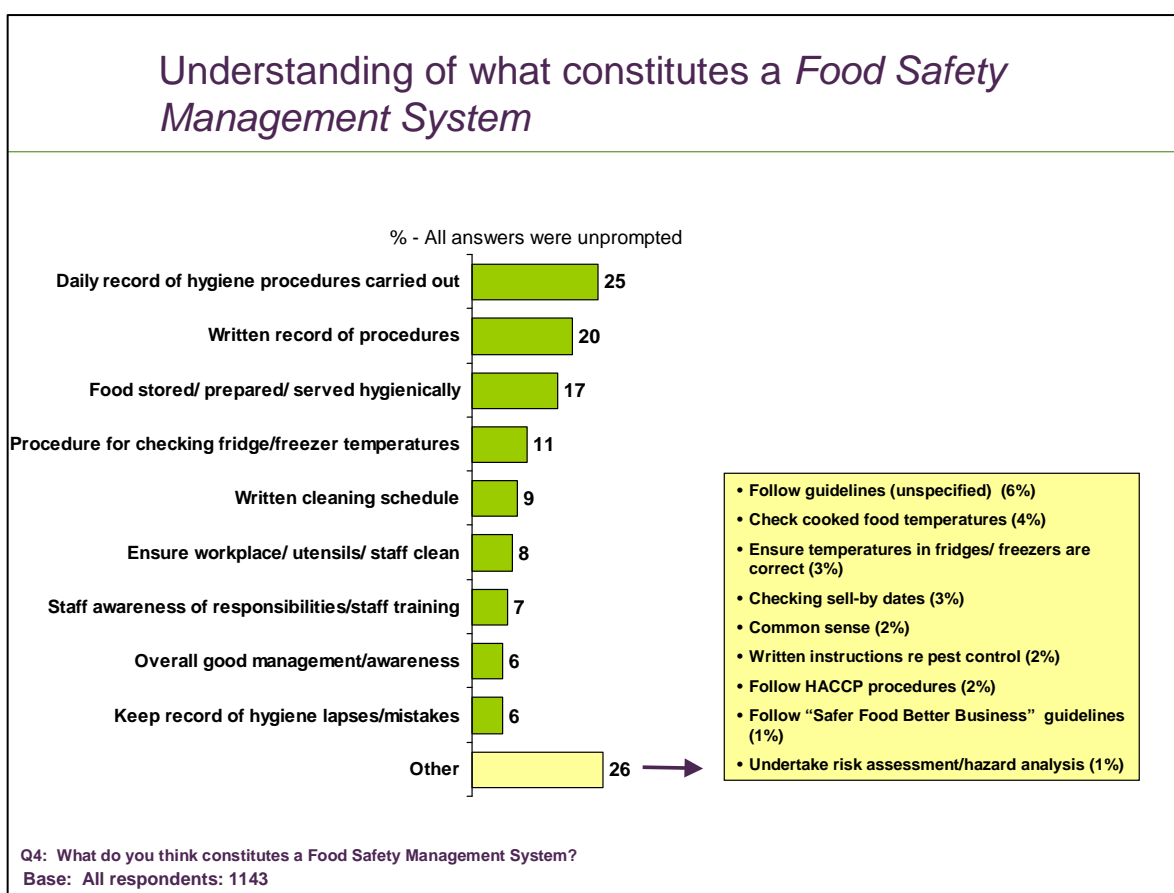
Chart 4.2 – Awareness of the term: Food Safety Management System



In order to understand how businesses interpret a FSMS, respondents were asked (without the options being prompted by the interviewer) what activities constituted a FSMS. As shown in chart 4.3, a variety of answers were given, although a number of respondents felt keeping written records was an element of a FSMS, for example a quarter (25%) mentioned ‘a daily record of hygiene procedures carried out’, while one in five (20%) said it was a ‘written record of procedures’. Other written procedures mentioned were ‘written cleaning schedule’ (9%) and ‘keeping a record of hygiene lapses/mistakes’ (6%).

Other factors mentioned tended to relate to the actual food hygiene tasks rather than the written procedures.

Chart 4.3 – Understanding of what constitutes a Food Safety Management System (Unprompted)



Before businesses were read out a full description of what constitutes a FSMS, they were asked more generally, what kind of food hygiene activities they carried out.

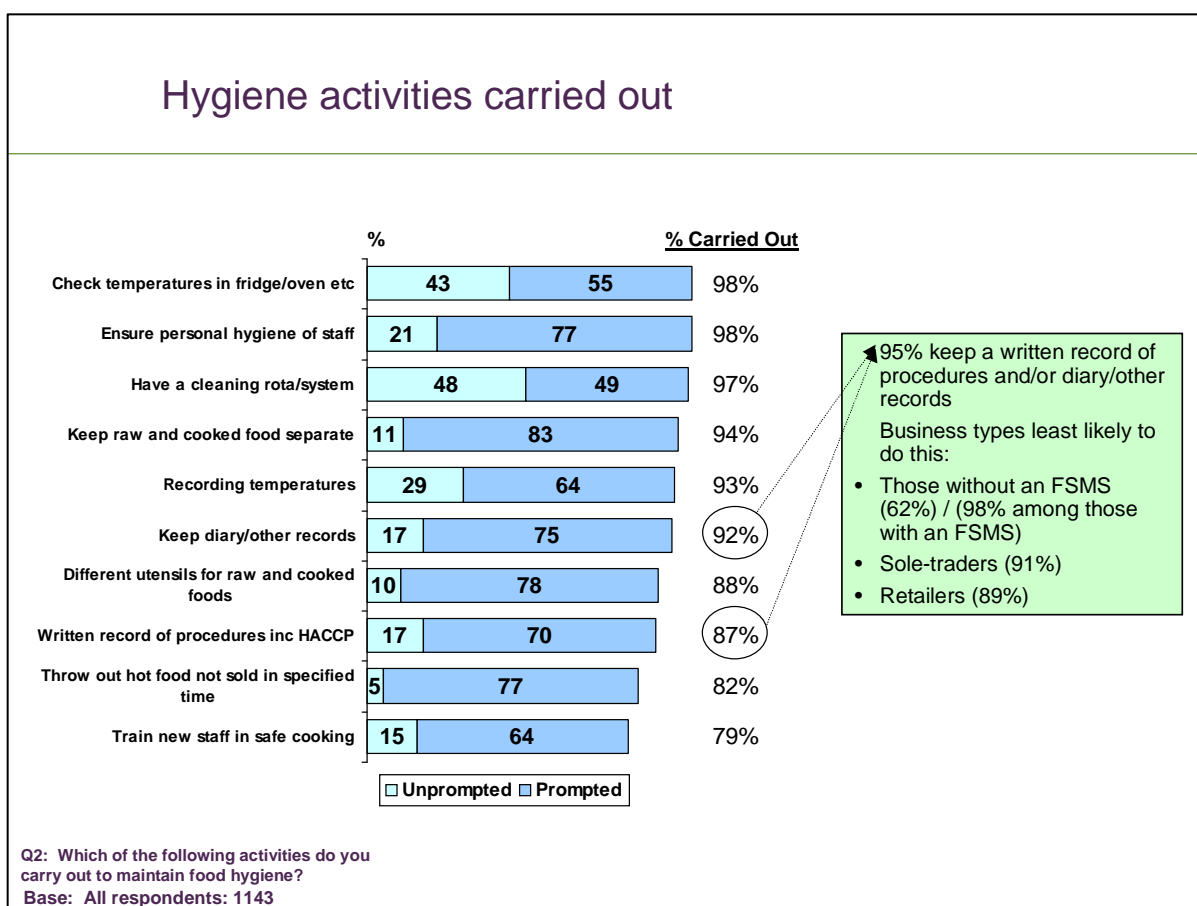
As demonstrated in chart 4.4 below, a majority of businesses claimed to be carrying out most hygiene activities, although interestingly fewer cited these activities without prompting i.e. it's not front of mind.

More than nine in ten respondents claimed to check temperatures in fridges, ovens etc (98%), ensure personal hygiene of staff (98%), have a cleaning rota/system (97%), keep raw and cooked food separate (94%), record temperatures (93%) and keep diary/other records (92%).

87% claimed to keep a written record of procedures including HACCP. This measure can almost be seen as a proxy for operation of a FSMS and as such suggests that claimed levels of FSMS operation in this survey are relatively accurate. In terms of written records, 95% claimed to either keep diary/other records and/or keep written records of procedures. Those least likely to carry out at least one of these two written record tasks were:

- ▶▶ Those without a FSMS (62%)
- ▶▶ Sole-traders (91%)
- ▶▶ Retailers (89%)

Chart 4.4 – Hygiene activities carried out (unprompted and prompted)



Respondents were then asked to read a list of different food safety procedures and, for each one, were asked whether or not they had that particular procedure in place (chart 4.5). The proportion of respondents claiming they had each procedure in place was very high, with 80%+ claiming to carry out all but one of the procedures. However, fewer than three-quarters of respondents (72%) claimed to have written instructions on how to check for pests regularly.

One of the key procedures relating to a FSMS was whether or not businesses noted down when things went wrong in food hygiene procedures. In total, 86% of businesses claimed to do this, although this was lower among:

- ▶▶ Those without a FSMS (21%)
- ▶▶ Sole-traders (60%)
- ▶▶ Hotels / B&Bs (69%)
- ▶▶ Retailers (70%)

Just over half (55%) claimed to carry out all the 6 procedures listed in chart 4.5, while 20% carried out 5 of the 6 procedures and 10% carried out 4 of the 6 procedures. 15% carried out between 1-3 procedures and 2% carried out none of them.

Chart 4.5 – Food safety procedures in place



## 6 Operating Food Safety Management Systems

Those businesses who claimed they had a Food Safety Management system in place (93% of businesses) were asked a series of questions about their FSMS.

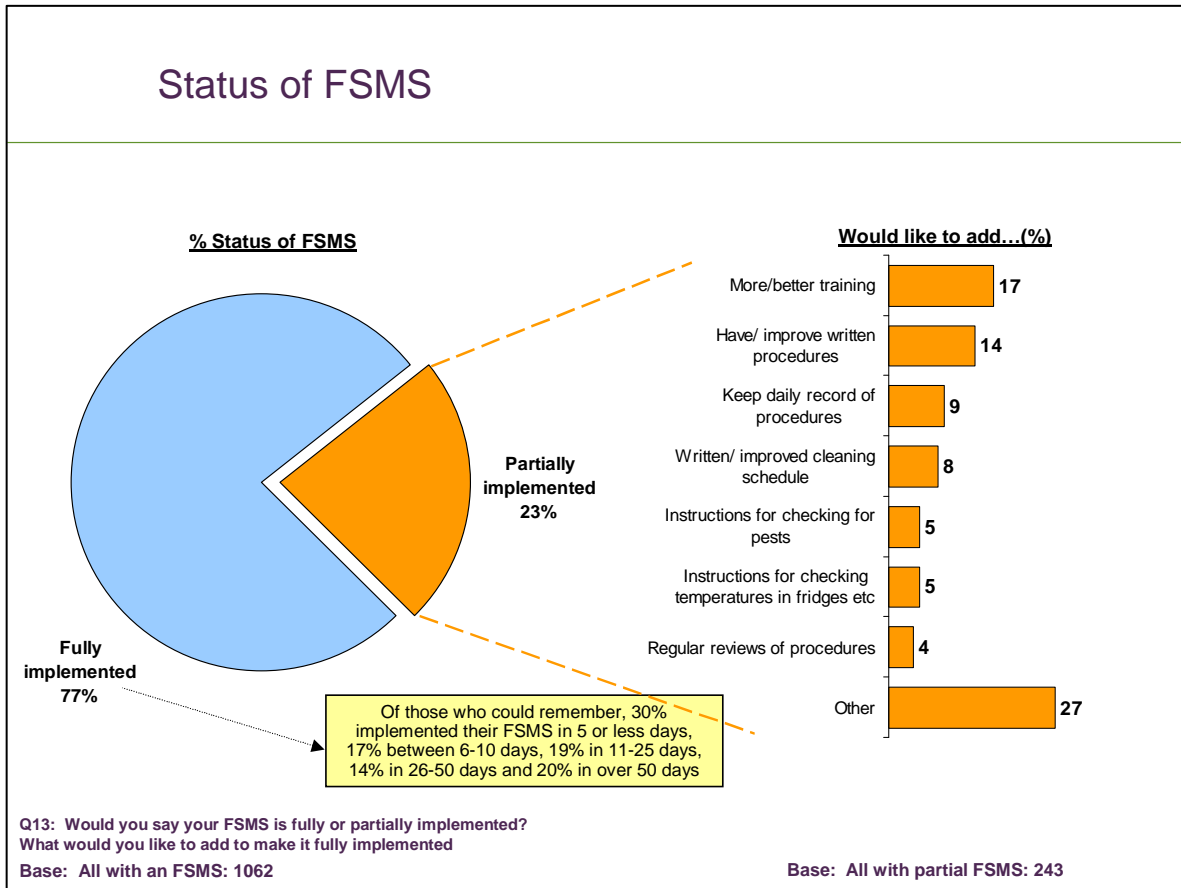
### a) Status of FSMS

As shown in chart 5.1, over three-quarters of businesses with a FSMS (77%) said that their FSMS was fully implemented while the remaining 23% said it was only partially implemented i.e. there were still procedures/elements that they wanted to add. Not surprisingly, those businesses who have only recently implemented their FSMS were most likely to say it's only partially implemented. As an example, 46% of those with a FSMS in place for less than 3 months had only partially implemented their FSMS, compared with only 17% of those who have had a FSMS for over a year and a half. There were no differences by what type of pack the business had received i.e. those receiving *Safer food better business* were no more or less likely to have a fully implemented system than those receiving *CookSafe*.

For those with a fully implemented FSMS, 30% implemented their FSMS in less than 5 days, 17% took 6-10 days, 19% took 11-25 days, 14% took 26-50 days while 20% took more than 50 days.

Those only partially implementing their FSMS were asked what they still wanted to add to make it fully implemented. A large number of factors were mentioned, although 17% mentioned better / more training, while 14% mentioned introducing / improving their written procedures. Other factors were mentioned by less than 10%.

Chart 5.1 – Status of FSMS

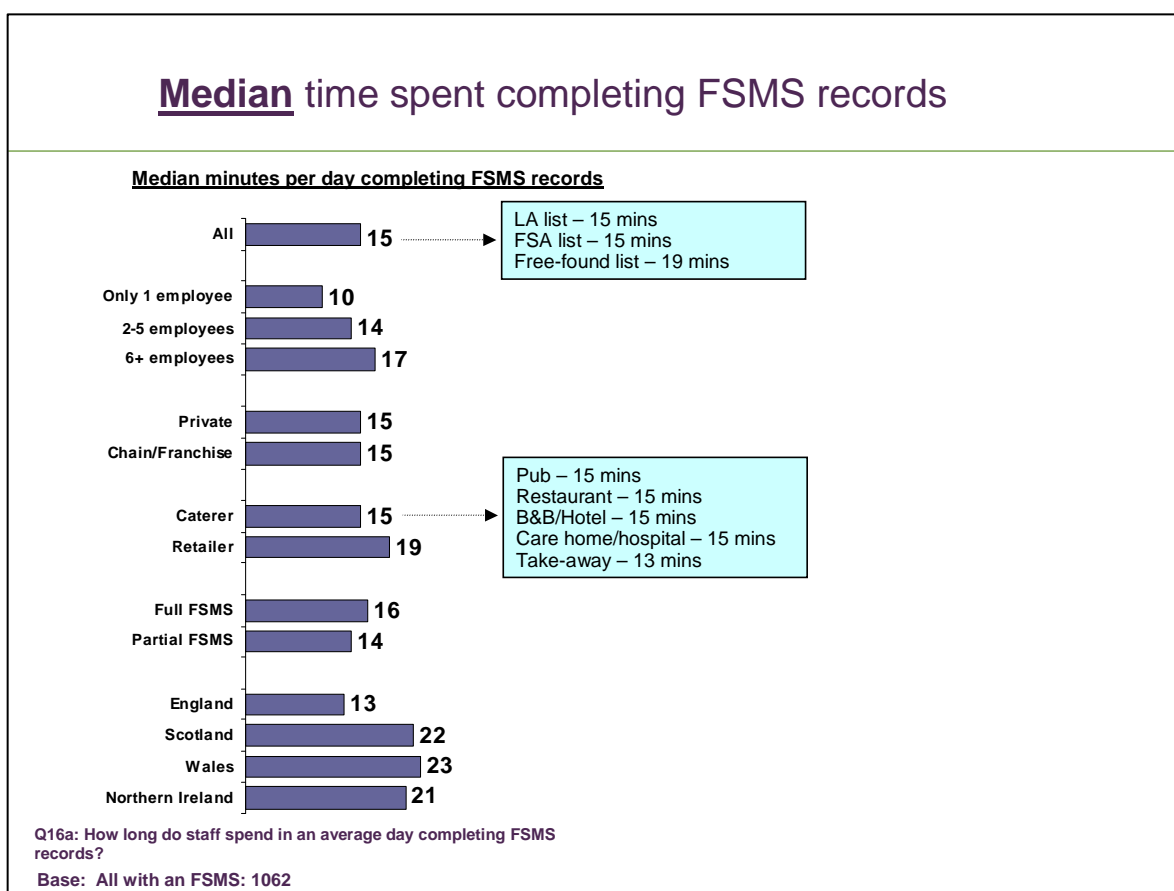


## b) Impact of FSMS

Respondents with a FSMS were asked how long they spent each day completing their FSMS records. The answers given were surprisingly high although there is strong evidence to suggest that respondents were confusing record keeping with the actual FSMS tasks.

The median time spent on completing FSMS records was 15 minutes a day. Time spent was higher among retailers (median time of 19 minutes) and those based outside England (22 minutes in Scotland, 23 minutes in Wales and 21 minutes in NI).

Chart 5.2.1 – Median time spent completing records



We then asked a selection of 100 respondents what sorts of things they were recording. The key themes mentioned were as follows:

- ▶▶ Checking & recording temperatures
- ▶▶ Cleaning
- ▶▶ Incident recording
- ▶▶ Recording actions in log/diary
- ▶▶ Checking and monitoring food, equipment and working areas
- ▶▶ Maintaining separation of raw and cooked food

A selection of verbatim comments below demonstrate some of the confusion with the question with some people talking about the procedure itself rather than the recording of that procedure:

*“Checking time, checking all utensils, that fridges are working, temperature records, delivery records, cooking and cooling of foods and hot holding display.”*

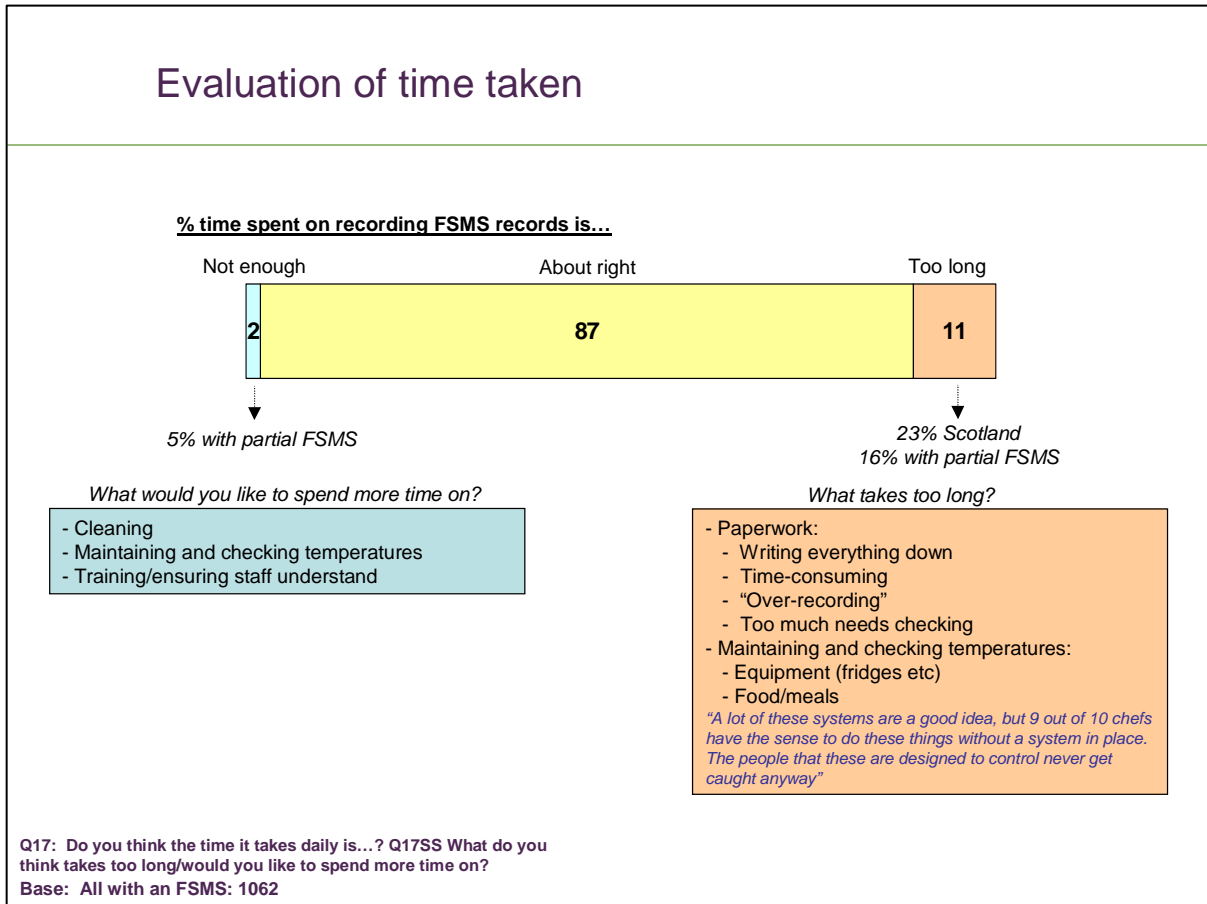
*“Checking the fridges, that’s the main thing – ensuring they are clean and tidy and we are rotating the stock.”*

*“Fully completing any required documents and filling out the diary.”*

*“Temperature checks on stock to ensure food is fresh. Probing food to make sure it is cooked properly.”*

When asked whether they felt the amount of time they spent on recording their FSMS procedures was too long, about right or not enough, the vast majority (87%) felt the time spent was ‘about the right amount of time’ (chart 5.3.1). 11% felt they spent too long on it (rising to 23% in Scotland and 16% of those with a partial FSMS), while 2% said not enough time was spent (rising to 5% of those with a partial FSMS).

Chart 5.3.1 – Evaluation of time taken

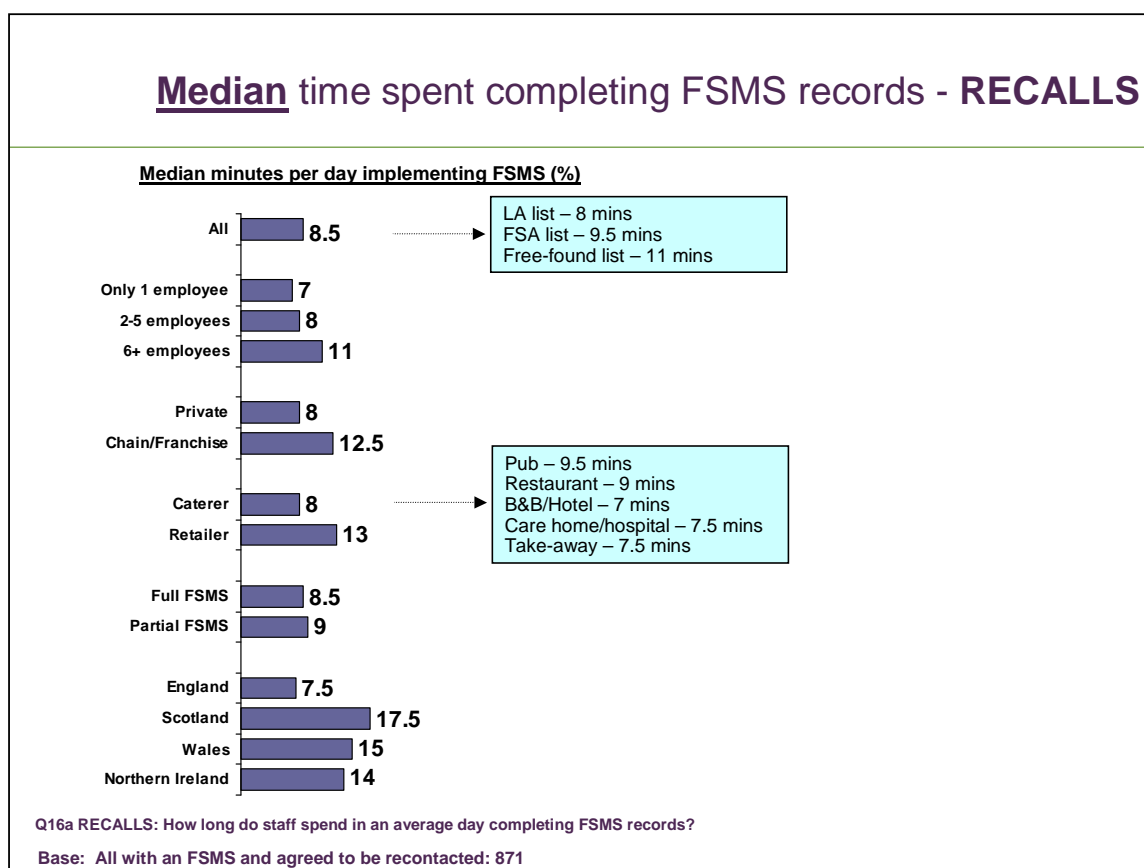


## FSMS Implementation Recalls

Following discussion with the Food Standards Agency, it was felt that, due to the confusion alluded to regarding the time taken to complete daily records, respondents should be recalled in order to attempt to obtain a more accurate measure of the time taken to implement a Food Safety Management System. All respondents who had agreed to be recontacted were recalled and asked to concentrate purely on the recording of the procedures involved in maintaining a Food Safety Management System.

The results of the recalls can be seen in the chart below:

Chart 5.2.2 – Median time spent completing records – RECALLS



Firstly, it is clear that the reworded question used for the recall interviews has worked, with the time taken to implement a FSMS on a daily basis coming down from 15 minutes in the initial survey, to 8 and a half minutes among the recalled respondents.

In order to check thoroughly that the new question was working, a number of the interviews were listened to. This enabled us to hear first hand how respondents were interpreting the question and to ensure that they were not including elements in their answer that should not be there. This exercise proved to be very useful as it did provide the reassurance sought, but also highlighted one other issue. Anecdotally, it appears that many individuals tend to use a figure of 5 minutes when wishing to describe a short period of time, even if this period of time is, in reality, less than this. Therefore, it is possible that this median figure is higher than the real time figure. However, we do not believe that it is possible to

achieve a more accurate figure through survey research and would instead recommend a time and motion study should the FSA wish to achieve an absolutely objective measure.

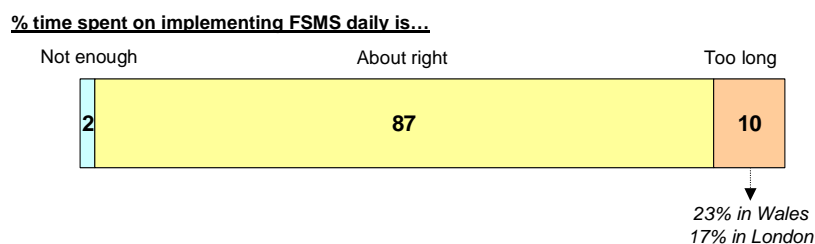
Aside from this, it is interesting to note that the patterns among the subgroups are very similar among the recalled respondents, in comparison to their original answers. So we see that retailers continue to claim that FSMS implementation takes longer than caterers, while larger businesses spend marginally more time on a daily basis, than their smaller counterparts.

The largest subgroup difference remains that seen between England and the other three home nations. Businesses in England claim that FSMS implementation takes 7 and a half minutes per day, while those in Scotland, Northern Ireland and Wales say it takes between 14 and 17 and a half minutes. That this pattern has now been present at both times of asking suggests that this is a real finding. It is possible in Scotland and Northern Ireland that this is linked to the slightly different approaches inherent in CookSafe and Safe Catering respectively. However, given the difference seen among Welsh businesses as well (who, in common with English businesses, are likely to be using Safer food better business), it is possible that the differences are due to the profile of the businesses in the three countries, in comparison to those in England.

As well as asking respondents to reappraise their estimation of the time taken to implement FSMS procedures, the recalled businesses were also asked to say whether they thought the time taken was too long, about right or not long enough. This question was asked in exactly the same way as in the original survey and the results can be seen in the chart on the next page.

*Chart 5.3.2 – Evaluation of time taken*

## Evaluation of time taken - RECALLS



Q17RECALL: Do you think the time it takes daily is...?

Base: All with an FSMS and agreed to be recontacted: 871

As the chart above shows, the proportion of businesses feeling that time taken to implement a Food Safety Management System on a daily basis is about right, did not change at all among the recalled businesses, despite the time taken having fallen dramatically.

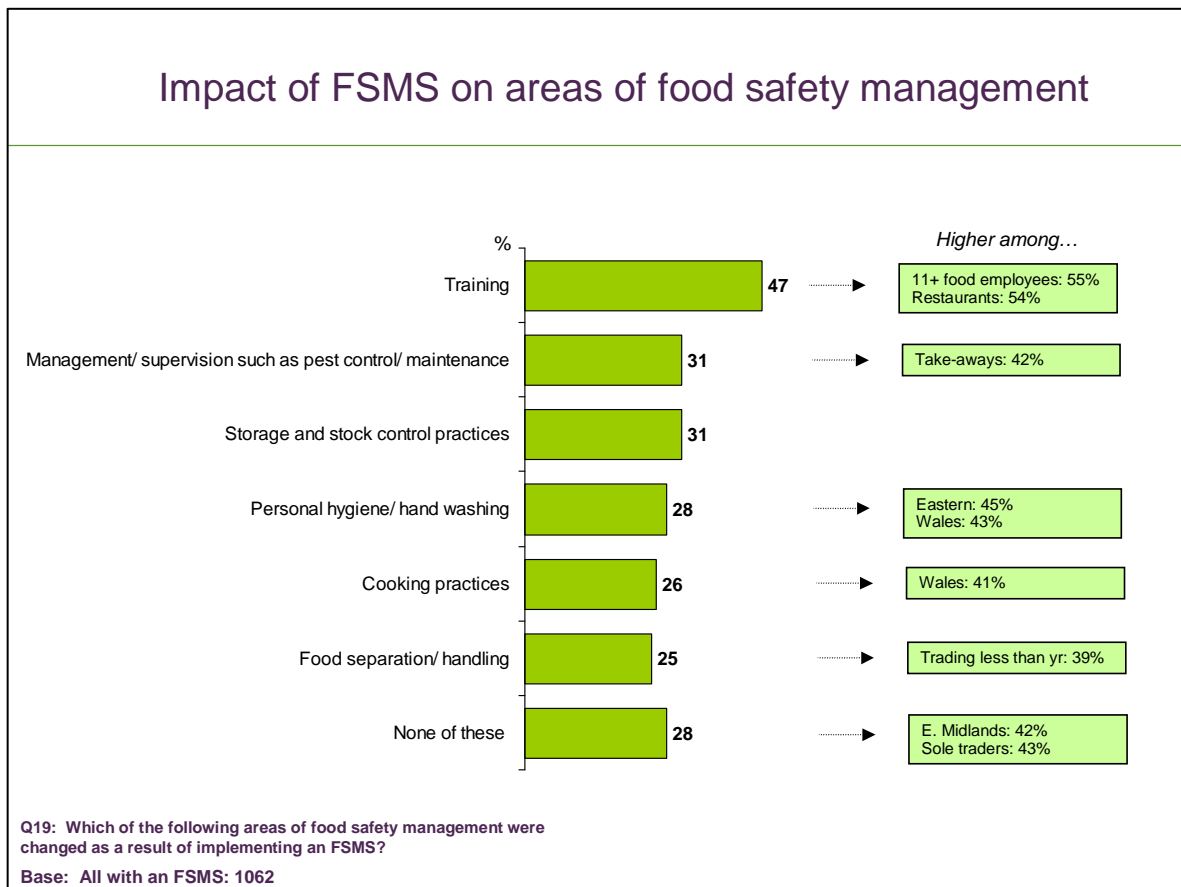
This is almost certainly due to the fact that, at each question, businesses were evaluating whether time taken was too long or not, according to a different set of criteria. In other words, at the original survey, businesses were including the 'doing' as well as the 'recording' and, on that basis the time taken was fine, in the majority of cases. The recalled businesses were evaluating against a more clearly defined set of criteria – the 'recording' only – and on that basis, the time taken was also fine.

### ii. Impact and Benefits of a FSMS

Almost three-quarters of businesses with a FSMS (72%) said that the FSMS had changed at least one area of food safety management within their business (chart 5.4). Although sole-traders are less likely to have been affected (57%).

For just under a half (47%), the FSMS had changed the way they approached training (rising to 54% among restaurants and 55% among larger businesses i.e. those with 11+ employees). Approximately a third changed their management and supervision such as pest control and maintenance (rising to 42% among take-aways) and their storage and stock control practises. Around one in four have changed the way they approach personal hygiene, cooking practises and food separation as a result of the FSMS.

Chart 5.4 – Impact of FSMS on areas of food safety management

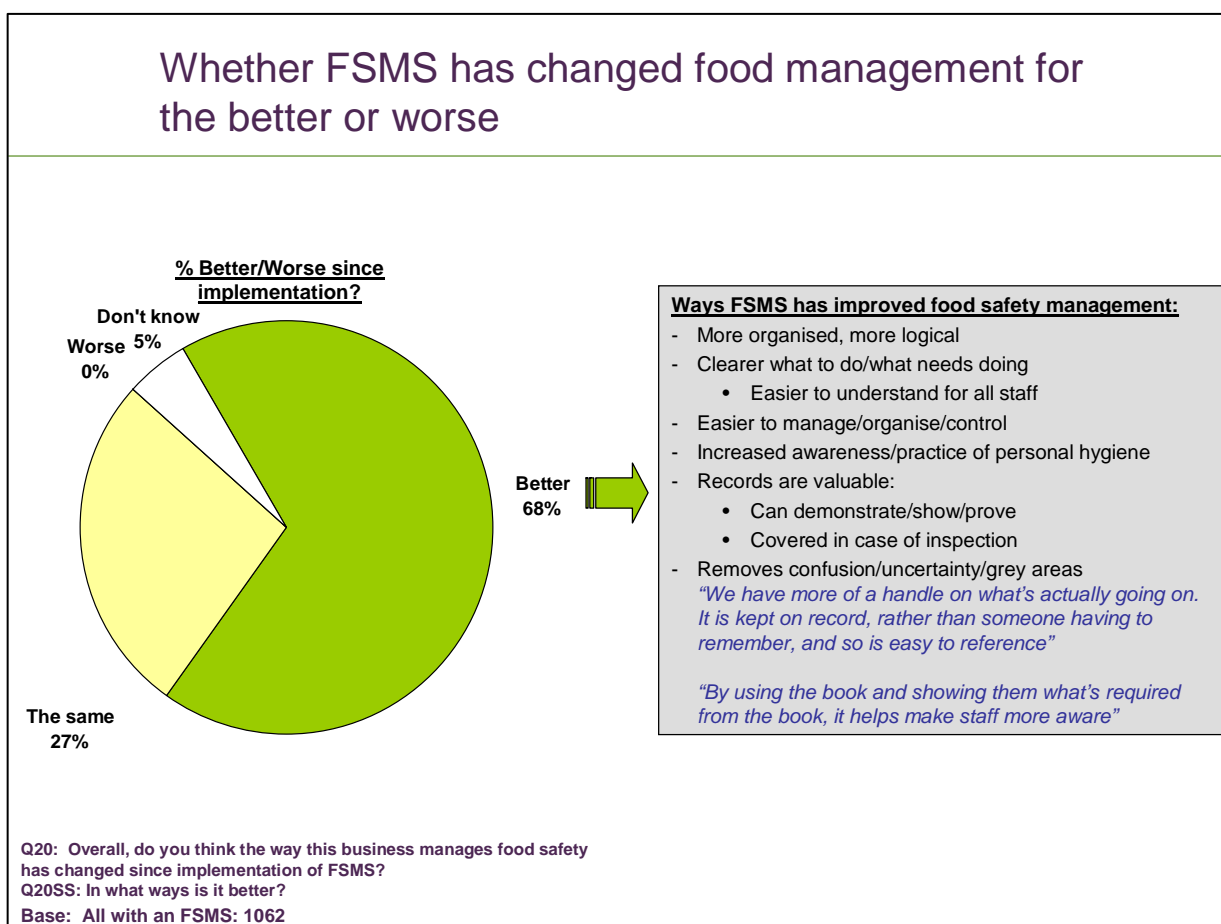


More than two-thirds (68%) of respondents claimed that the FSMS had changed their food management for the better (chart 5.5). For just over a quarter (27%) there had been no change, while 0% said it had changed their FSMS for the worse.

When a selection of 100 respondents were asked what had changed for the better, the following aspects were mentioned:

- ▶▶ It's now more organised and more logical
- ▶▶ Clearer what to do/what needs doing (and easier for staff to understand)
- ▶▶ Easier to manage/organise/control
- ▶▶ Increased awareness/practice of personal hygiene
- ▶▶ Records are valuable i.e. can demonstrate/show/prove and covered in case of inspection
- ▶▶ Removes confusion/uncertainty/grey areas

Chart 5.5 – Whether FSMS has changed food safety management for the better or worse

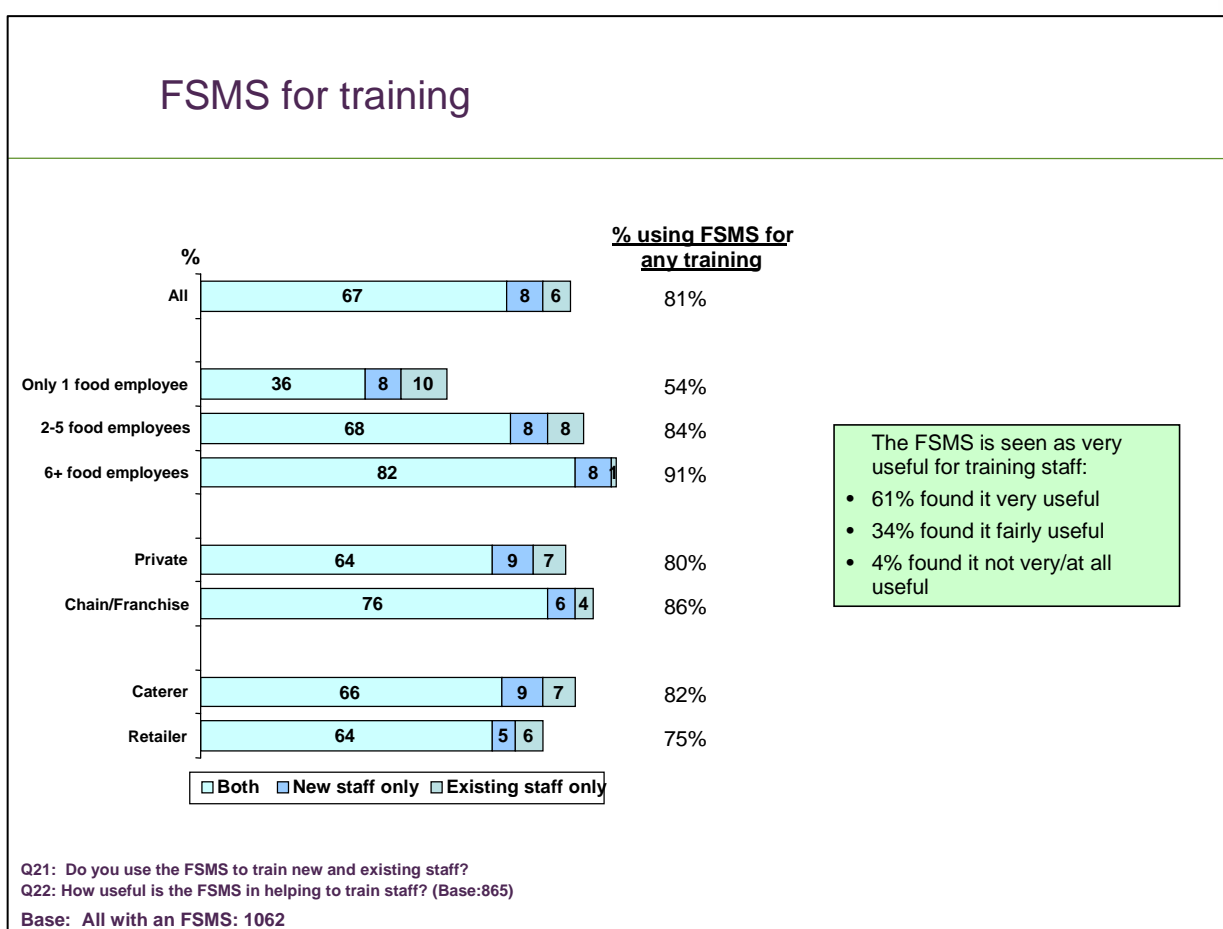


As demonstrated in chart 5.6 below, more than 4 out of 5 businesses (81%) are using their FSMS for training staff, with 67% using it to train both new and existing staff, 8% using it to train new staff only and 6% using it to train existing staff only.

The FSMS is less likely to be used for training staff among (not surprisingly) businesses with just one food employee (54%) and retailers (75%). The larger the number of food employees, the more likely the business is to use the FSMS for training e.g. 91% of businesses with 6 or more food employees are using their FSMS for training staff.

Businesses found the FSMS very useful for training staff, with 61% of those businesses using their FSMS for staff training saying it was ‘very useful’ and a further 34% finding it ‘fairly useful’. Only 4% said it wasn’t useful.

Chart 5.6 – FSMS for training



A random selection of 100 respondents were then asked in what ways they were using their FSMS to train new and existing staff. The following approaches were mentioned:

- ▶ Going through system/manuals with staff such as policies/procedures, practical workplace applications and explaining why it's important

*“We spend a day with new staff going through the pack making sure they are aware of the procedures we operate here”*

*“We use the Safer food better business pack to train the staff and make sure they are following the procedures”*

- ▶▶ Giving out documentation to be read such as packs provided by their local authority or the FSA or internal manuals

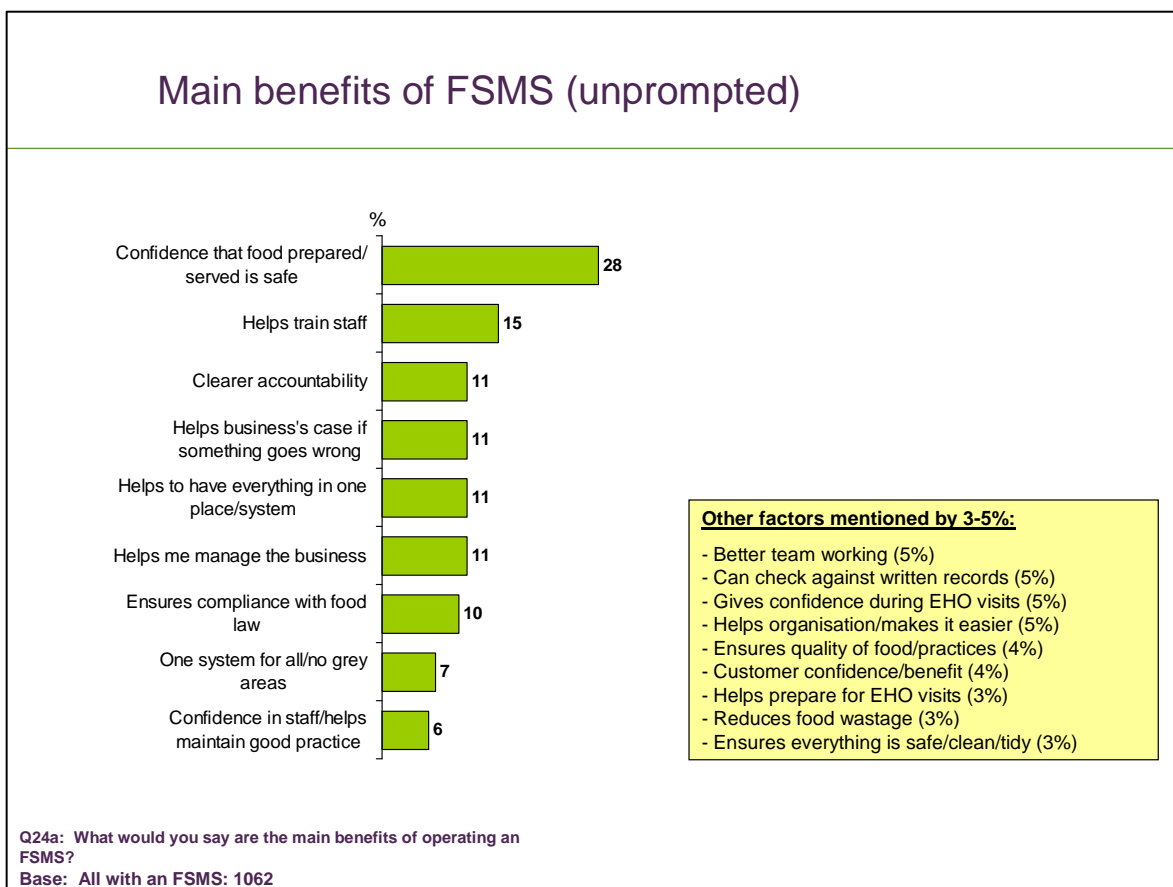
*“I let them read the book so that they know what they need to do”*

*“It is very useful that there is something on paper that the staff can sit down and read, so they can understand what to do”*

- ▶▶ On-the-job training

When asked to name the main benefits of a FSMS (chart 5.7), over a quarter of respondents with a FSMS in place mentioned the issue of confidence i.e. that the food being prepared / served is safe (28%). Other factors mentioned by at least one in ten respondents were: helps in training (15%), clearer accountability (11%), helps business case if something goes wrong (11%), helps to have everything in one place (11%), helps in managing the business (11%) and ensures compliance with food laws (10%).

Chart 5.7 – Main benefits of FSMS (unprompted)



## 7 Reasons for not having a FSMS

The 81 FSMS non-operators within the sample were asked why they didn't have a FSMS in place. The key reasons were as follows:

- ▶▶ A belief that it's not appropriate for their business (mentioned by 31% of those without a FSMS):
  - ▶ Business is too small to have one
  - ▶ Nothing cooked/prepared on premises (e.g. greengrocers)
 

*"I sell loose foods like potatoes and vegetables, so there's no need to keep raw and cooked food apart. None of that applies to me"*
  - ▶ Not appropriate for retail outlets
  - ▶ Not appropriate for bed & breakfast family businesses
- ▶▶ Don't see the need for it (10%):
  - ▶ Already have a system/know procedures based on long-term practice
 

*"Me and two other staff who have been with me since we opened. It's all done verbally"*
  - ▶ Just use common sense
 

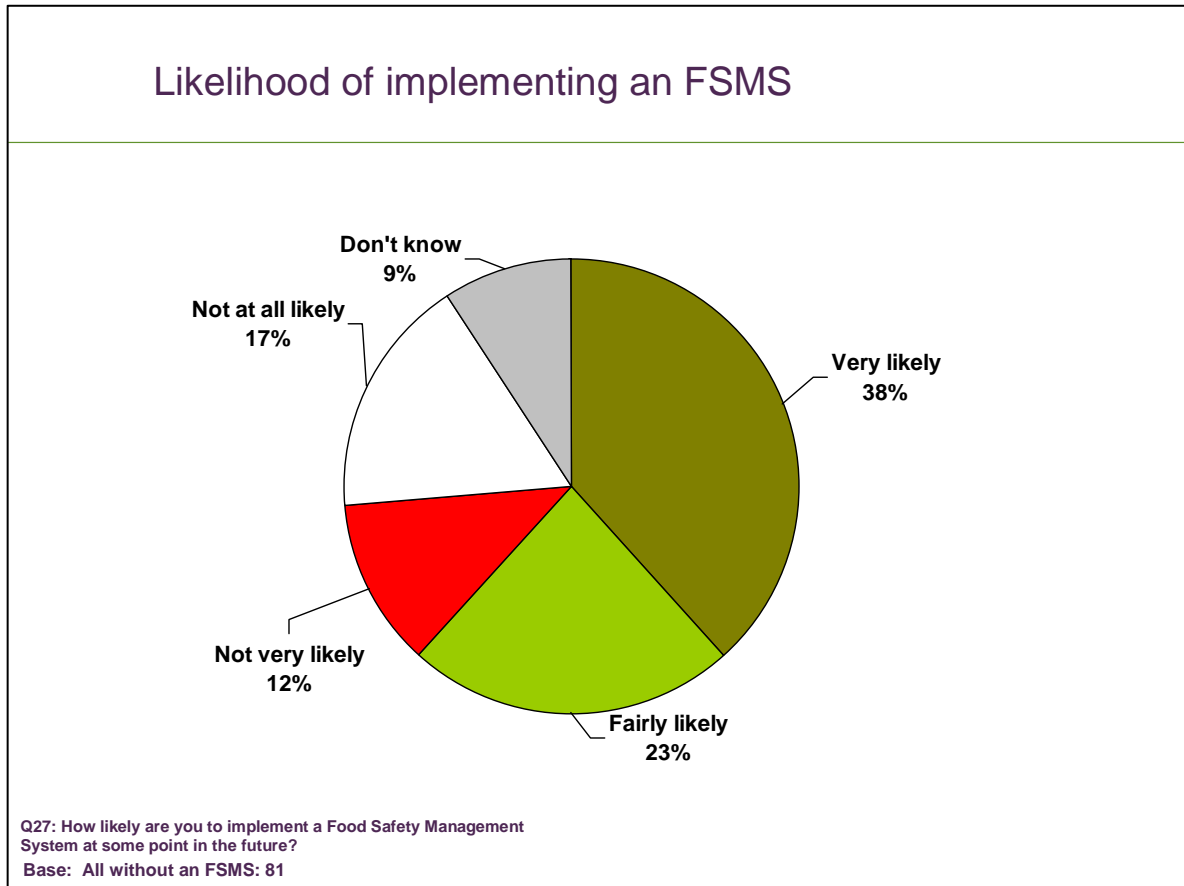
*"It is all common sense. I don't need it for this household, as it is not a catering business, it is just a B&B"*
  - ▶ No staff to delegate to/train
- ▶▶ Not got round to it yet i.e. planning to get a FSMS (10%)
- ▶▶ Lack of awareness i.e. not aware that there are food safety management systems/or where to get help (9%)
 

*"I want to get one but I don't know where to get one"*
- ▶▶ Follow other systems/guidelines (5%)
- ▶▶ Too time consuming/too much paperwork (4%)
 

*"I believe in training staff first in the practical work, not the paperwork"*

The same 81 respondents were asked how likely they were to implement a FSMS in the future (chart 6.1). Just under two-thirds (62%) said they were very or fairly likely to do so, while 30% said they were unlikely to do so (2% of all businesses). A further 9% were unsure.

Chart 6.1– Likelihood of implementing a FSMS



## 8 Attitudes towards Food Safety Management Systems

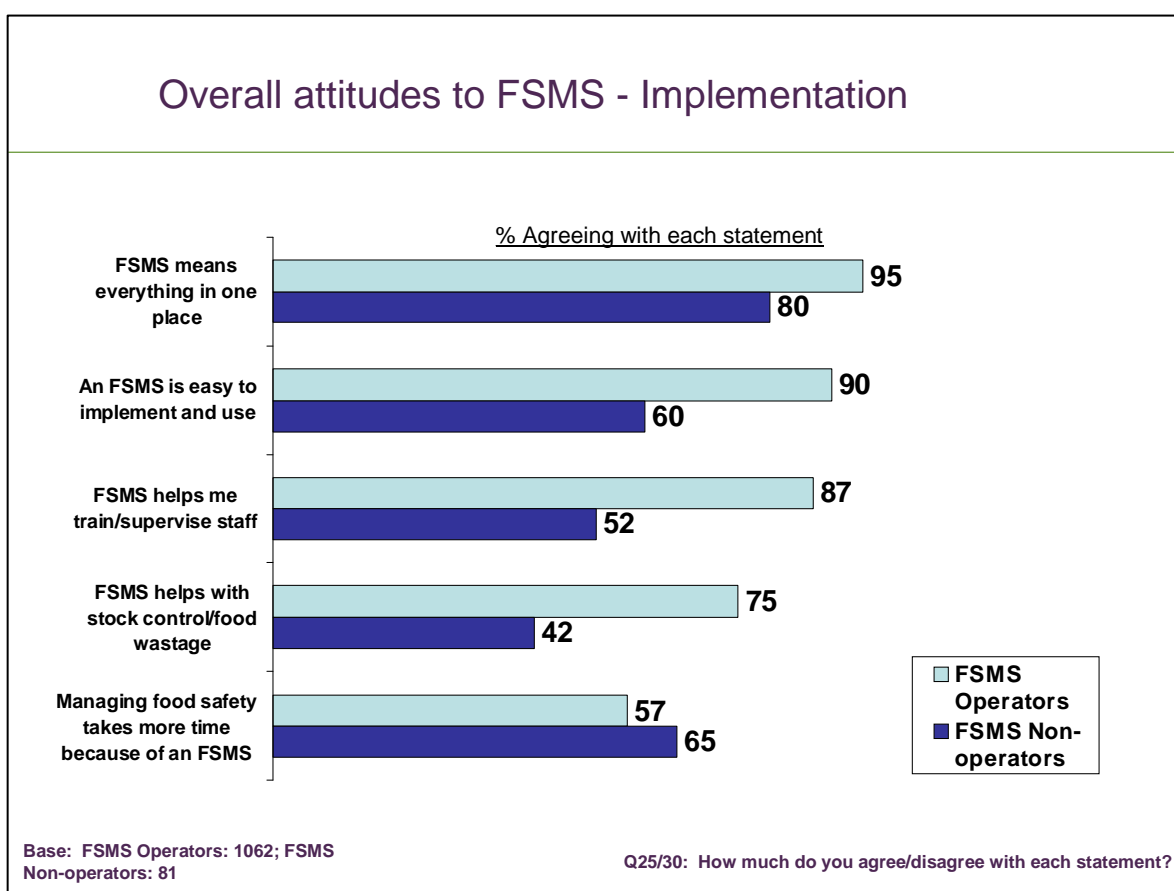
Both businesses with a FSMS in place and those without a FSMS in place were asked a series of questions about their attitudes towards FSMS. Not surprisingly, those with a FSMS were more positive towards them than those without, although encouragingly non-operators were generally more positive about FSMS than negative.

### a) Implementation

As demonstrated in chart 7.1 below, **FSMS operators** felt their FSMS was beneficial for a number of reasons, but particularly for having everything in one place (95% agreeing with that statement), being easy to implement and use (90%) and for helping in training and supervising staff (87%). Three-quarters agreed that their FSMS helped with stock control / food wastage. However, over half (57%) also agreed that managing food safety takes more time because of their FSMS.

For **FSMS non-operators**, a majority agreed that a FSMS meant everything was in one place (80%), that a FSMS would be easy to implement and use (60%) and would help in training and supervising staff (52%). Two-fifths (42%) agreed that a FSMS helped with stock control / food wastage. Two-thirds agreed that managing food safety takes more time because of a FSMS.

Chart 7.1– Overall attitudes to FSMS – Implementation



There were relatively few differences between sub-groups in terms of their attitudes towards FSMS with regards to implementation:

- ▶▶ *'Having a FSMS means everything is in one place' (95% agree)*
- ▶▶ *'A FSMS is easy to implement and use' (90% agree)*
- ▶▶ *'A FSMS helps me train/supervise staff' (87% agree)*
  - ▶ Lower agreement scores among businesses with no/low levels of staff, otherwise no differences by sub-groups
- ▶▶ *'A FSMS helps me with stock control and wastage' (75% agree)*
  - ▶ Only difference on this statement was among home caterers who were less likely to agree with this statement
- ▶▶ *'Managing food safety takes more time because of a FSMS' (57% agree)*
  - ▶ Sole-traders less likely to agree with this statement (32%)
  - ▶ Slightly higher among retailers (69% agreement) than caterers (55%)
  - ▶ Higher among take-aways (65%) and lower among school/colleges/care-homes (44%)
  - ▶ Slightly higher among businesses with 50+ covers (58%) vs. businesses with less than 50 covers (50%).

A selection of those FSMS operators agreeing that **'managing food safety within the business takes more time because of the FSMS'** were asked to give examples of why it takes more time. Non-FSMS operators agreeing with this statement were asked a similar question (although asked to speculate why they thought it would take more time).

FSMS operators gave the following examples:

- ▶▶ Procedures/writing everything down/paperwork e.g. checking temperatures/probing food, maintaining a daily diary, recording temperatures, spot checks on food

*"Because staff time is taken up making sure all the checks are done when needed"*

*"The recording of everything takes more time"*

*"Writing things down takes up a lot of time"*

- ▶▶ Training/supervising staff
- ▶▶ Additional cleaning

While non-FSMS operators thought it would take more time for the following reasons:

- ▶▶ Having to write everything down/paperwork

*“It’s just another procedure to follow. There’s so much red tape these days. A lot of time is spent dealing with paperwork”*

*“Because you would have to write things down all the time”*

- ▶▶ Training staff on the system

*“I would have to train staff”*

- ▶▶ Setting up the system in the first place

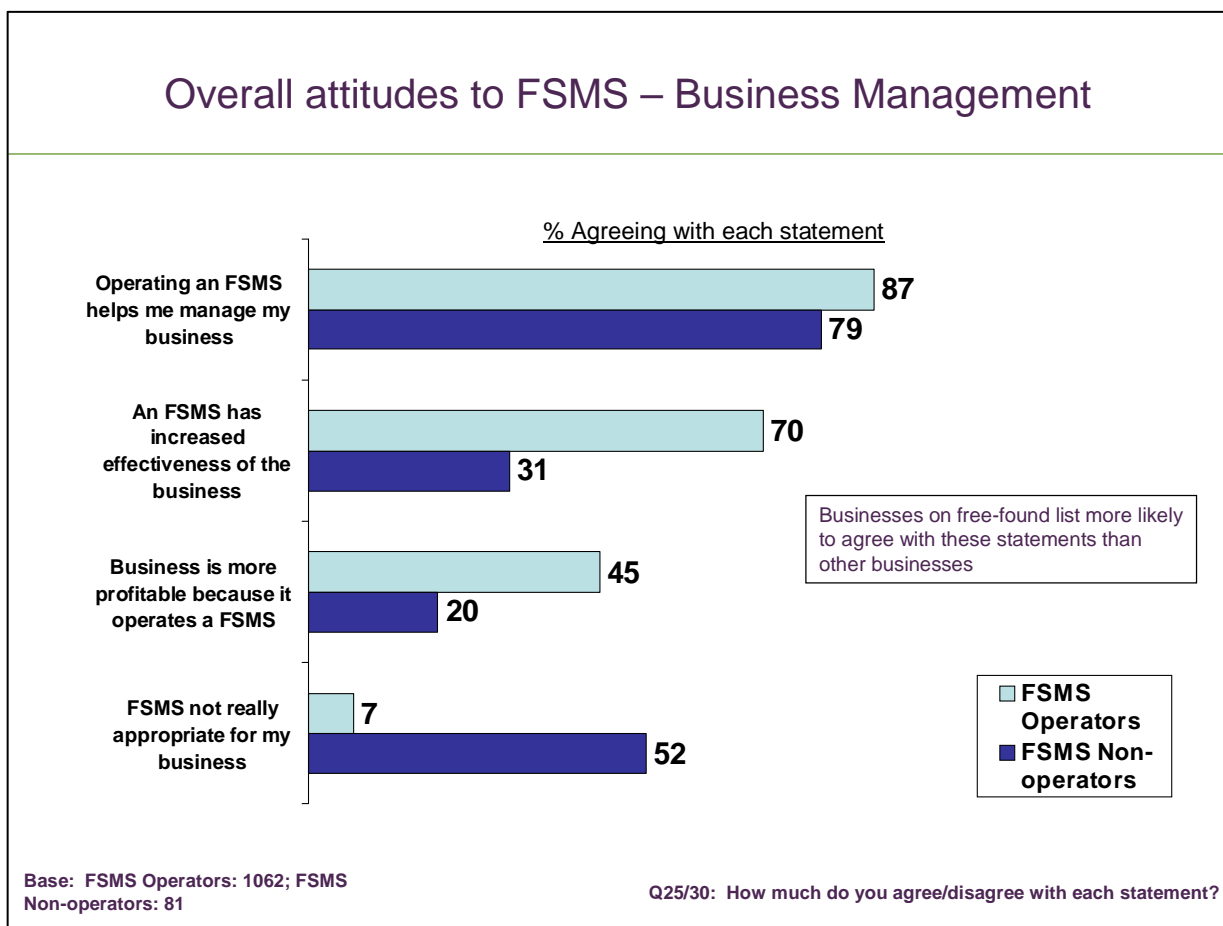


## b) Business Management

As demonstrated in chart 7.2 below, **FSMS operators** felt that operating a FSMS helps them to manage their business (87% agreeing) and has increased the effectiveness of their business (70%). 45% agree that their business is more profitable because it operates a FSMS. Only 7% of FSMS operators didn't think FSMS were appropriate to their business. Businesses from the free-found list were more likely to agree with these statements than those from the local authority or FSA lists.

For **FSMS non-operators**, a sizeable majority agreed that a FSMS would help them manage their business (79%). However, only a third believed that a FSMS would increase the effectiveness of their business (31%) and only one in five (20%) thought that their business would be more profitable because it operated a FSMS. Over half (52%) of FSMS non-operators didn't think FSMS were appropriate for their business.

Chart 7.2– Overall attitudes to FSMS – Business Management



There were a number of differences between sub-groups in terms of their attitudes towards FSMS with regards to business management:

- ▶▶ *'Operating a FSMS helps me manage my business' (87% agree)*
  - ▶ Lower agreement among home caterers (72%), otherwise no differences by sub-groups
- ▶▶ *"FSMS has increased the effectiveness of my business" (70% agree)*
  - ▶ There were large differences in attitudes dependent on the size of the business with larger businesses more likely to agree than smaller businesses e.g. 56% of sole traders agree with this statement compared with 77% of businesses with 6+ employees
  - ▶ Higher agreement among care homes/nurseries (81%) / lower agreement among hotels/guest houses (55%)
  - ▶ Higher agreement among chains/franchises (84%) than privately owned businesses (68%)
  - ▶ Higher agreement among those with a 'scores on the doors scheme' (74%) than those without one (67%)
- ▶▶ *'Business is more profitable because it operates a FSMS' (45% agree)*
  - ▶ As with the previous statement, there were differences in attitudes dependent on the size of the business with larger businesses more likely to agree than smaller businesses e.g. 29% of sole traders agreed with this statement compared with 48% of businesses with 6+ employees
  - ▶ Hotel/guest houses (36%) and home caterers (24%) were less inclined to agree with this statement
  - ▶ Younger businesses were slightly more likely to agree with this statement than older businesses – 52% of business running for less than 3 years agreed with this statement compared to 43% of those running for 3 or more years
- ▶▶ *'A FSMS is not really appropriate for my business' (7% agree)*
  - ▶ Sole traders much more likely to agree with this statement (22% - compared to 7% overall)

A selection of those FSMS operators agreeing that **‘operating a FSMS helps me to manage my business’** were asked to give examples of how it helps. Non-FSMS operators agreeing with this statement were asked a similar question: ‘operating a FSMS is good business practise’ (although asked to speculate why they thought it would be good practise).

FSMS operators gave the following examples of how the FSMS helps:

- ▶▶ Compliance/confidence that production/preparation is safe i.e. legal requirements, hygiene/cleanliness and error avoidance

*“It has given me peace of mind knowing everything is running well and staff are well trained”*

*“It’s due diligence – gives customers the assurance that we are a safe place to eat”*

- ▶▶ Having everything in one place/a standardised system i.e. comprehensive recording, easy to refer back to/easier to control

*“It helps that everything is in one place and easy to refer to”*

- ▶▶ Makes delegating easier/trust staff with clear system/procedures

While non-FSMS operators thought it would be good practise for the following reasons:

- ▶▶ Consistency and structure i.e. everything in one place, control/checking/records, uniformity across whole team/all trained in same system, stock control/less wastage

*“Everything is in one place which makes it easier to manage”*

*“Keep out of date stock off the shelves”*

- ▶▶ Demonstrate compliance with standards/legal requirements

*“It would give us more confidence that we are conforming to the right standards”*

- ▶▶ Confidence i.e. ensuring quality of food/better for customer

In addition, a selection of those FSMS operators agreeing that **'having a FSMS has increased the effectiveness of the business'** were asked to give examples of where it had increased the effectiveness of the business. Non-FSMS operators agreeing with this statement were asked a similar question (although asked to speculate why they thought it would increase effectiveness).

FSMS operators gave a wide range of examples, as follows:

- ▶▶ Smoother/more consistent running
- ▶▶ Enhanced efficiency and productivity

*"By keeping everything under control, everything is more effective"*

- ▶▶ Stock control/less waste
- ▶▶ Tidier/cleaner/healthier/safer

*"It is a more healthy environment to work in"*

- ▶▶ Better trained staff/staff awareness

*"Staff are now more aware of what they have to do"*

- ▶▶ Customer confidence/retention

*"The customers see that things are better which gives them confidence"*

- ▶▶ Reassurance/security/confidence in compliance and risk management

While non-FSMS operators gave the following reasons:

- ▶▶ Standards/best practice being met i.e. all working within same system, cleanliness and hygiene improvement

*"Make sure we are all working together to the same high standard"*

- ▶▶ Staff training and management i.e. prevents errors/mistakes, enhanced teamwork

*"Any written plan can help staff. It would ease staff training if we had a written plan"*

- ▶▶ Customer confidence/retention
- ▶▶ Control wastage/stock control

*"I would have more control"*

A selection of those FSMS operators agreeing that **‘the business is more profitable because it operates a FSMS’** were asked to provide examples of how their business was now more profitable. Non-FSMS operators agreeing with this statement were asked a similar question (although asked why they thought it would make their business more profitable).

FSMS operators gave two key examples as to why their business was now more profitable:

- ▶▶ Reduction in wastage i.e. improved stock control, rotation/fresher food, better portion control

*“I don’t have so much food wasted and am able to implement portion control”*

*“We now have stock rotation and use up the food which reduces the food cost and wastage”*

- ▶▶ Cleaner/safer/more transparent and therefore retain existing customers and attract new customers i.e. enhanced environment and food quality, reputation for quality/hygiene standards enhanced

*“As people come in, they see the food is clean and well displayed and they will come in again”*

Non-FSMS operators mentioned the same two key factors as above i.e. reduction in wastage and improved ability to retain existing customers and attract new customers.

*“We would not have as much waste”*

*“Everything will be in order and the customers prefer that”*

A selection of those FSMS operators and Non-FSMS operators agreeing that **‘a FSMS is not really appropriate for my business’** were asked why they thought that to be the case.

FSMS operators gave the following reasons:

- ▶▶ Not relevant to the business i.e. no food preparation/no hot food (e.g. retailers), very small business (e.g. sole-trader), very infrequent food production (e.g. B&B), low risk products (e.g. pub only selling crisps and nuts)

*“My business is mainly salads and cold food – we are not a restaurant”*

*“My business is on such a small scale – we don’t have any staff”*

- ▶▶ Already followed the rules anyway i.e. already validated by EH inspection, common sense procedures – don’t need a system

*“We were already doing it”*

- ▶▶ Time consuming/over-bureaucratic

While FSMS non-operators gave the following reasons:

- ▶▶ Not relevant to the business i.e. no food preparation on premises/only sell pre-packed food, no hot food (e.g. juice bar), very low level of food preparation (e.g. once a week), sole-trader

*“It’s a one man band and I don’t monitor people as I have no staff”*

*“We do not cook or prepare any foods”*

- ▶▶ Small business/limited resources and no time to implement and run system
- ▶▶ Already doing everything needed to comply with law
- ▶▶ Seen as unnecessary

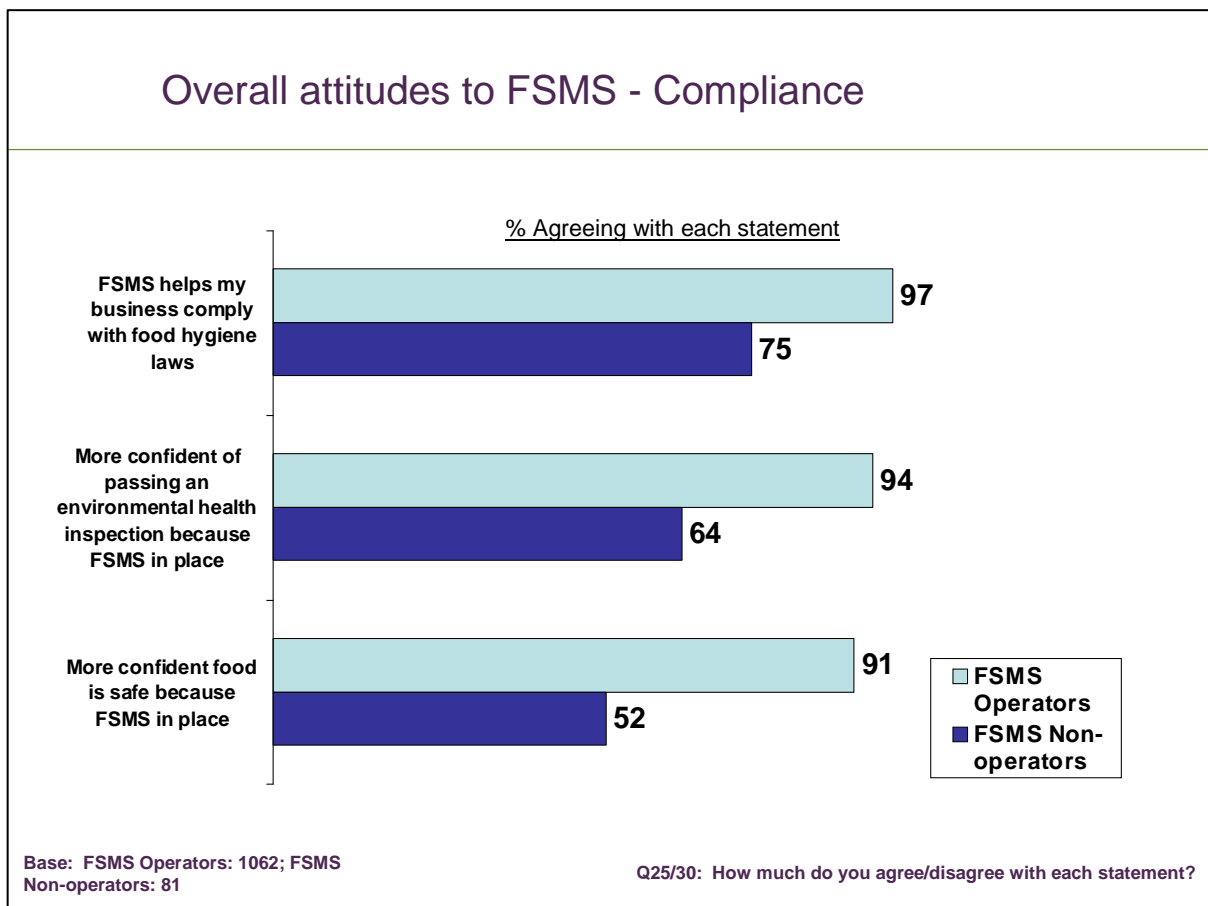
*“Because my time is best spent being a professional chef, not dealing with hygiene”*

### c) Compliance

As demonstrated in chart 7.3 below, **FSMS operators** felt strongly that operating a FSMS helped their business to be compliant. Over 90% agreed that the FSMS helped their business to comply with food hygiene laws (97%), they were more confident of passing an environmental health inspection because they had a FSMS in place (94%) and they were more confident that their food is safe because they had a FSMS in place (91%).

For **FSMS non-operators**, three-quarters agreed that a FSMS would help their business to comply with food hygiene laws (75%), while two-thirds agreed that they would be more confident of passing an environmental health inspection if they had a FSMS in place (64%). Just over half (52%) agreed that they would be more confident that their food was safe if they had a FSMS in place.

Chart 7.3– Overall attitudes to FSMS – Compliance



There were relatively few differences between sub-groups in terms of their attitudes towards FSMS with regards to compliance:

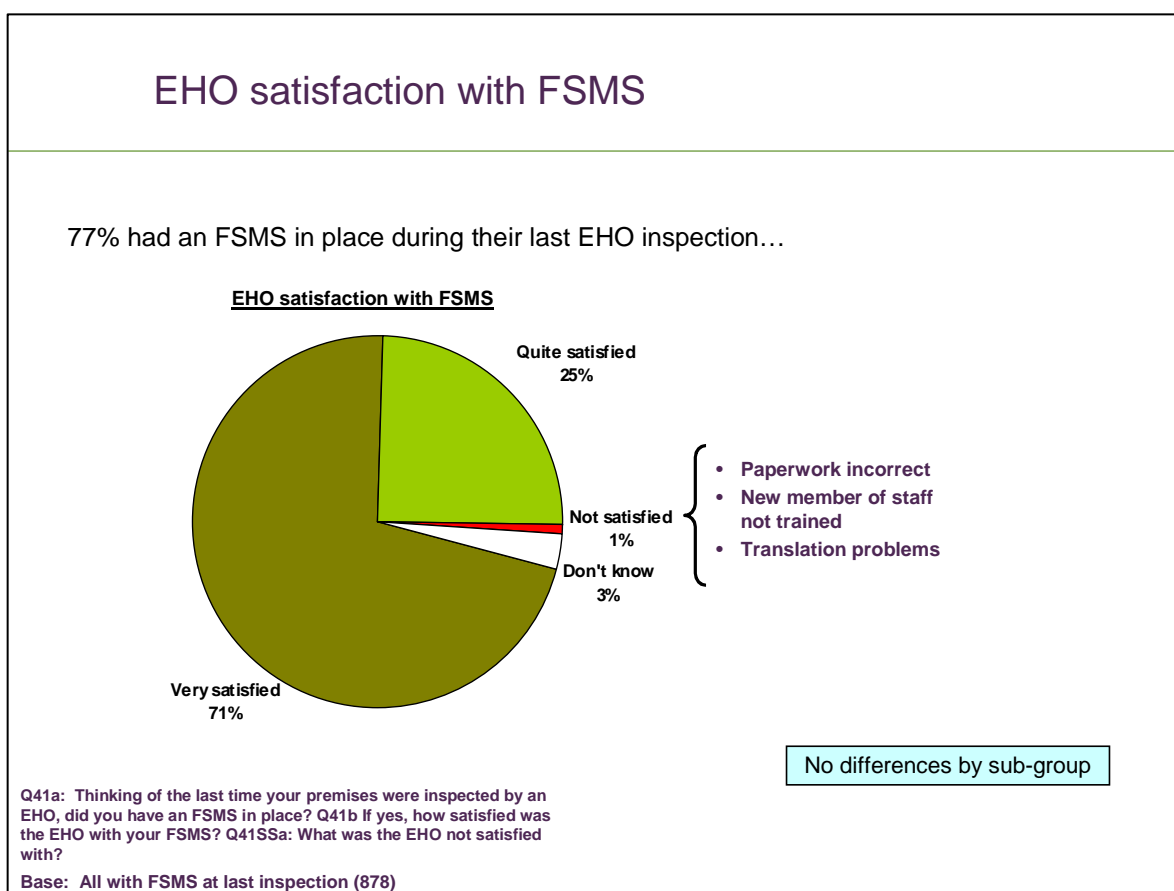
- ▶▶ *'Having a FSMS helps my business comply with the food hygiene laws' (97% agree)*
- ▶▶ *'More confident of passing an environmental health inspection because FSMS in place' (94% agree)*
  - ▶ Lower proportion of home caterers agreeing with this statement (72%), otherwise no subgroup differences
- ▶▶ *'More confident food is safe because FSMS in place' (91% agree)*
  - ▶ Considerably lower agreement among home caterers with this statement (69%)
  - ▶ Slightly lower proportion of sole traders agreeing with this statement (80%)

77% of businesses had a FSMS in place when their last EHO inspection took place, with EHOs generally very satisfied with the FSMS (chart 7.4).

Of those with a FSMS at their last inspection, just under three-quarters (71%) claimed that the EHO was 'very satisfied' with their FSMS, while a quarter (25%) said the EHO was 'quite satisfied'. Only 1% said the EHO was not satisfied, usually because the paperwork was incorrect, a new staff member had not been trained or there were language difficulties.

There were no differences by sub-groups, including no differences by the types of information packs businesses received.

Chart 7.4 – EHO satisfaction with FSMS



## 9 External Assistance

Respondents were asked a series of questions about the types of assistance, if any, they were receiving e.g. from their local authority, the FSA or elsewhere and how useful they found this assistance.

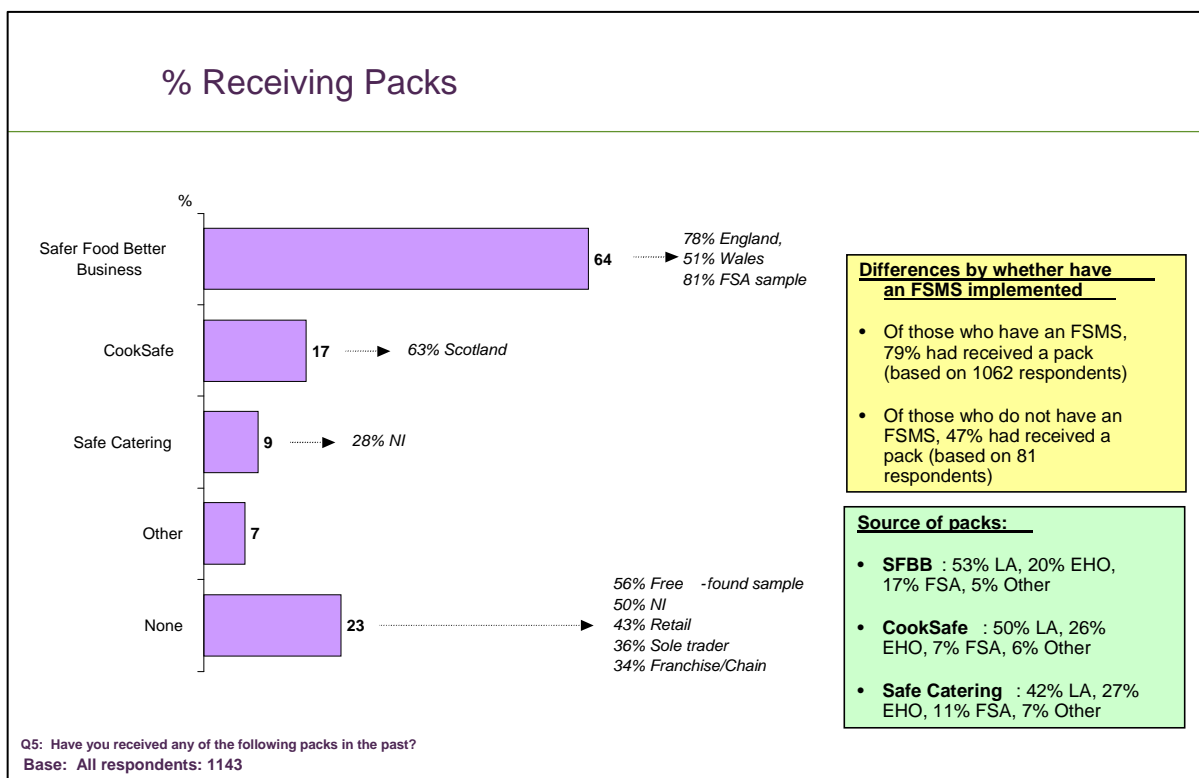
### a) Packs

Over three-quarters of respondents have received a pack of some description, although it should be noted that the majority of respondents came from lists of businesses who had requested a pack or received assistance from a local authority. Among those businesses who came from the free-found lists, 44% had received a pack, illustrating the likely penetration across the wider catering/retail sector. Over half of those without a FSMS in place have not received a pack (53% - compared with 21% of those with a FSMS in place). Other sub-groups more likely not to have received a pack were business from Northern Ireland (50% had received no pack), retailers (43%), sole-traders (36%) and franchises/chains (34%).

Just under two-thirds have received *Safer food, better business* (64%), rising to 78% among businesses based in England and, 81% among those businesses drawn from the FSA sample lists. 17% have received *CookSafe*, rising to 63% in Scotland, while 9% have received *Safe Catering*, rising to 28% in Northern Ireland.

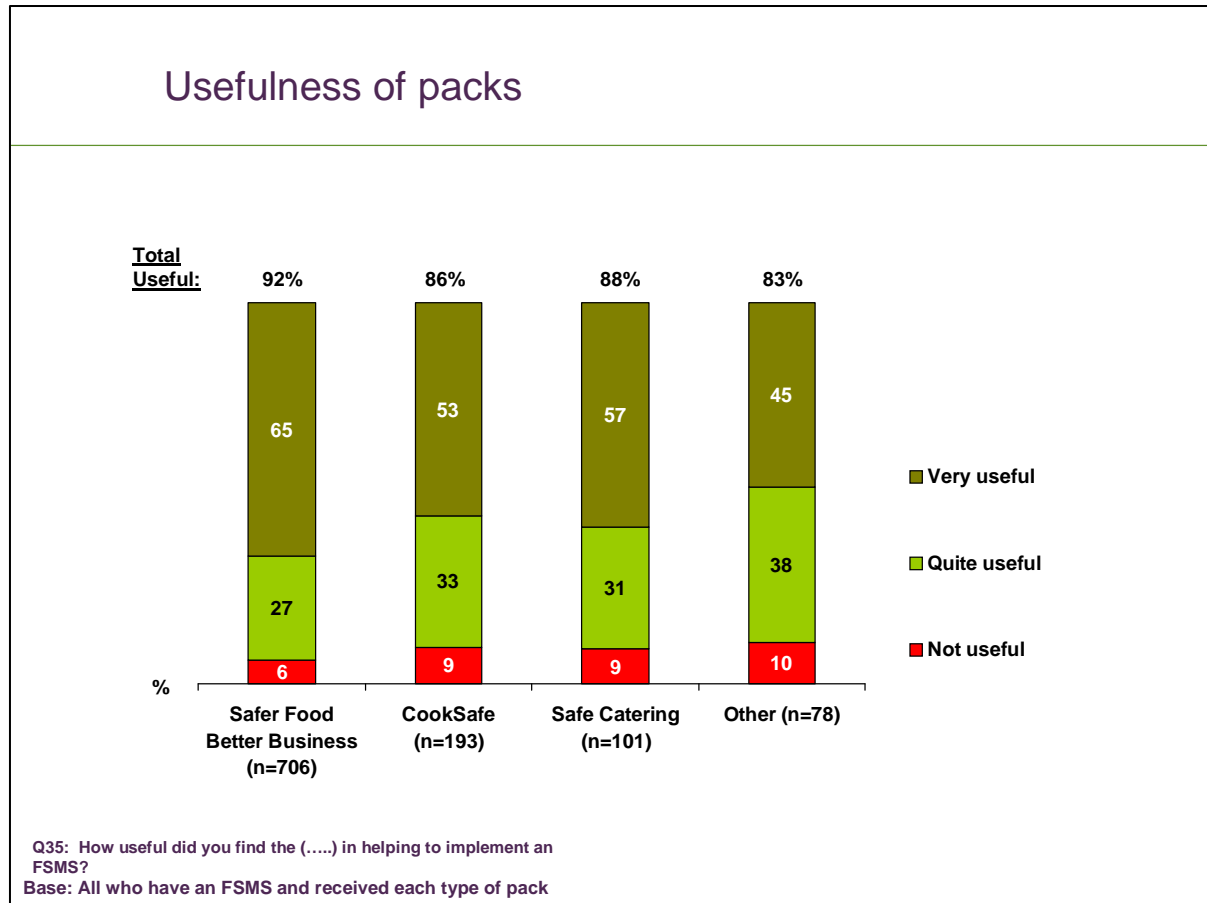
Typically businesses are either receiving their packs from the FSA or from their local authority/EHO.

Chart 8.1 – % Receiving Packs



Those respondents receiving packs were asked how useful those packs were in helping them implement their FSMS. As shown in chart 8.2, packs are seen as very useful in this regard with 92% rating *Safer food, better business* as useful, 86% rating *CookSafe* as useful and 88% rating *Safe Catering* as useful.

Chart 8.2 – Usefulness of Packs



The number of businesses receiving assistance to go through the packs was quite high, although just over one in ten businesses actually requested assistance, with the remainder receiving assistance without requesting it (chart 8.3).

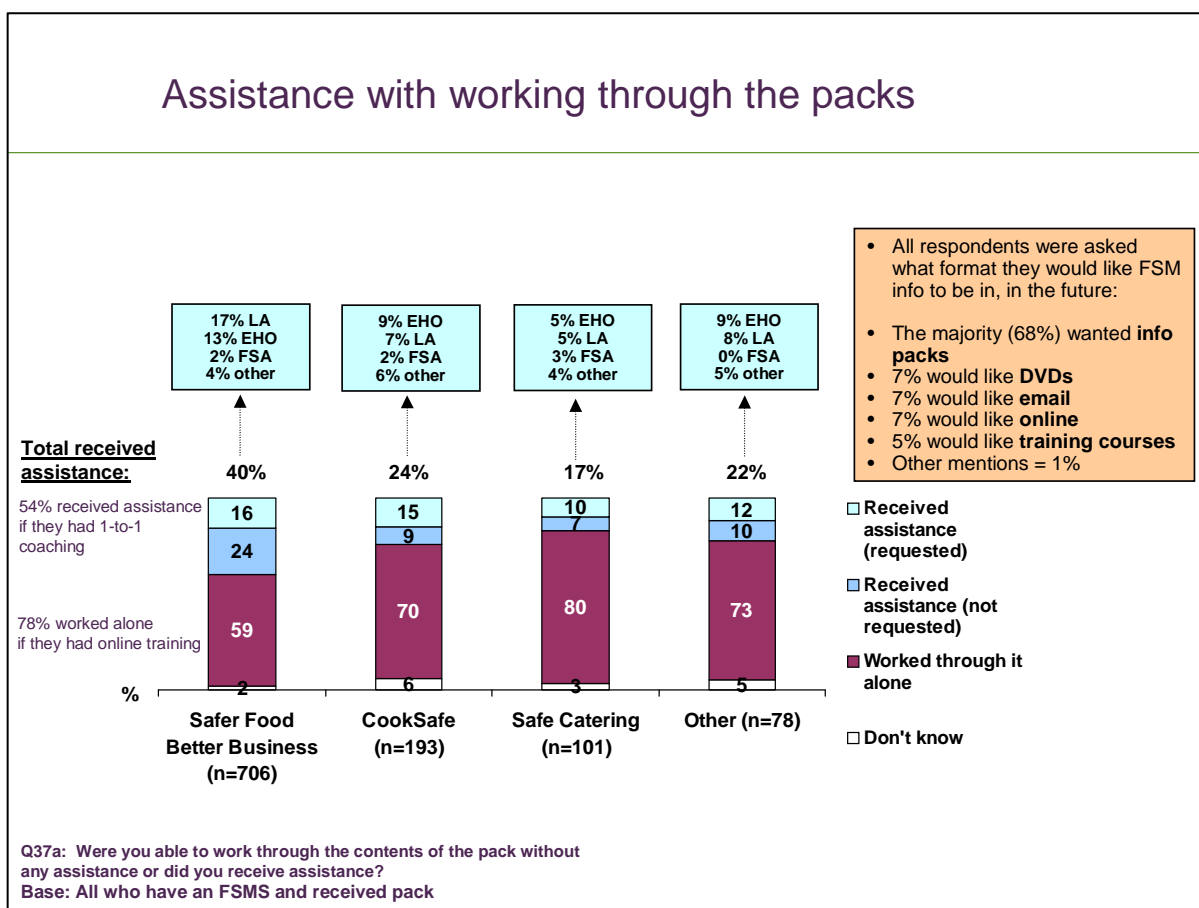
16% requested assistance after receiving *Safer food, better business*, with a further 24% receiving (non-requested) assistance. The proportion receiving help after receiving *CookSafe* or *Safe Catering* was lower. 15% requested assistance after receiving *CookSafe* but only a further 9% received (non-requested) assistance, while 10% requested assistance after receiving *Safe Catering* and a further 7% received (non-requested) assistance.

Those respondents receiving *Safer food, better business* were more likely to receive specific assistance with working through the packs (54%) if they had also had one-to-one coaching, while 78% of those who had received online training did not receive assistance with working through the packs.

Businesses are receiving assistance from different sources but in the majority of instances the help comes from their local authority / EHO.

When asked what would be their preferred format for information in the future, the majority (68%) would prefer to continue receiving this information in packs. All other formats were mentioned by fewer than one in ten respondents: DVDs (7%), email (7%), online (7%), training courses (5%).

Chart 8.3 – Assistance with working through Packs



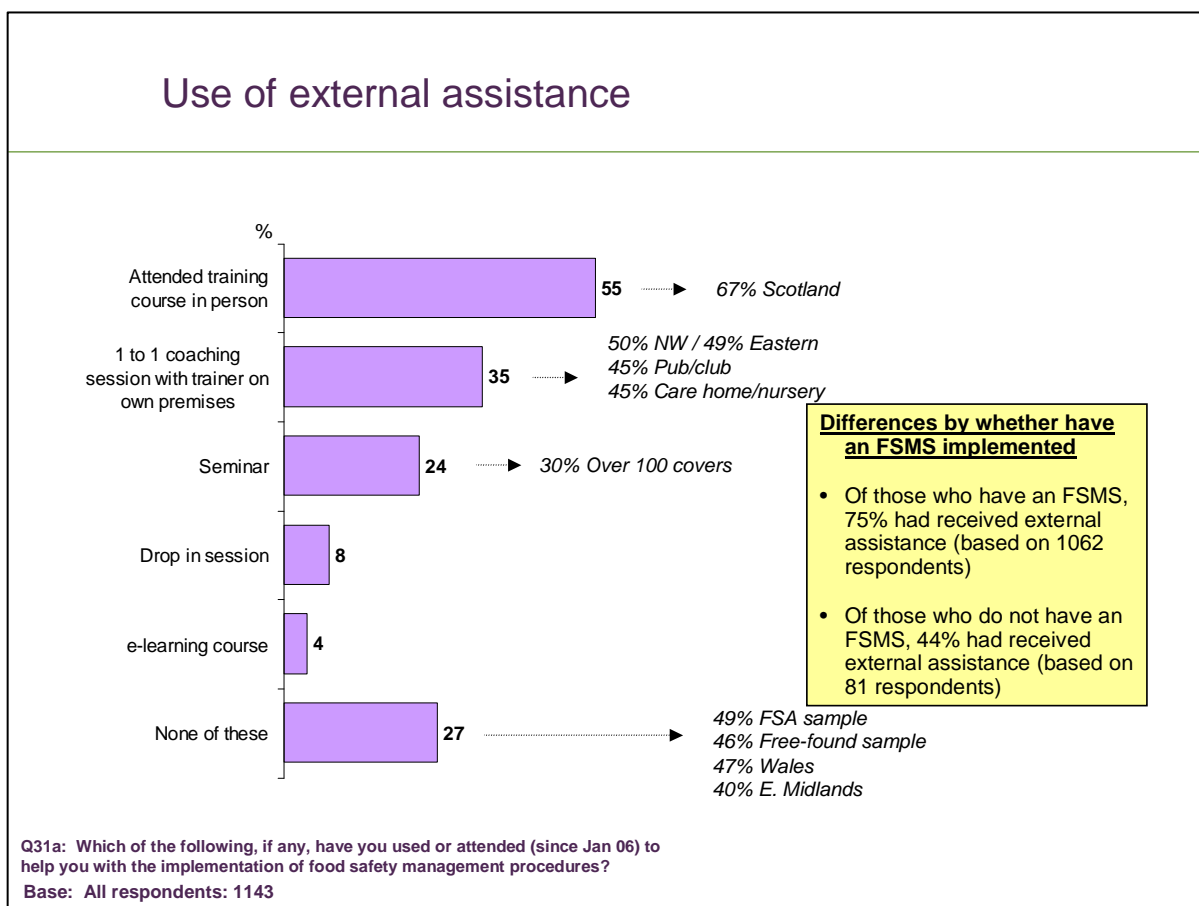
## b) Personal assistance

As shown in chart 8.4 below, just under three-quarters have received external assistance of some sort (73%). Again, it should be remembered that the bulk of the sample was compiled from local authority lists, and this has undoubtedly affected the overall proportion of businesses experiencing local authority interventions in this survey. 27% haven't received assistance and, as implied above, this is higher among the sample list of those who had requested a pack from the FSA (49%), the free-found sample (46%), those without a FSMS in place (44%), those based in Wales (47%) and those based in the East Midlands (40%).

Over half have attended a training course in person (57%), rising to 67% of those based in Scotland. One in three respondents have had a one-to-one session with a trainer on that business' premises (35%), rising to 50% of those based in the North West, 49% of those based in the Eastern region (comprising Essex, Hertfordshire, Bedfordshire, Cambridgeshire, Norfolk and Suffolk), 45% of clubs/pubs and 45% of care homes/nurseries. A quarter of respondents have attended a seminar (rising to 30% among those businesses with 100+ covers). Less than 10% have had a drop in session (8%) or used an e-learning course (4%).

There were no major differences by type of pack received, although those receiving *Safer food, better business* were less likely to have attended a training course in person than those receiving *CookSafe* (59% vs. 67%).

Chart 8.4 – Use of External Assistance

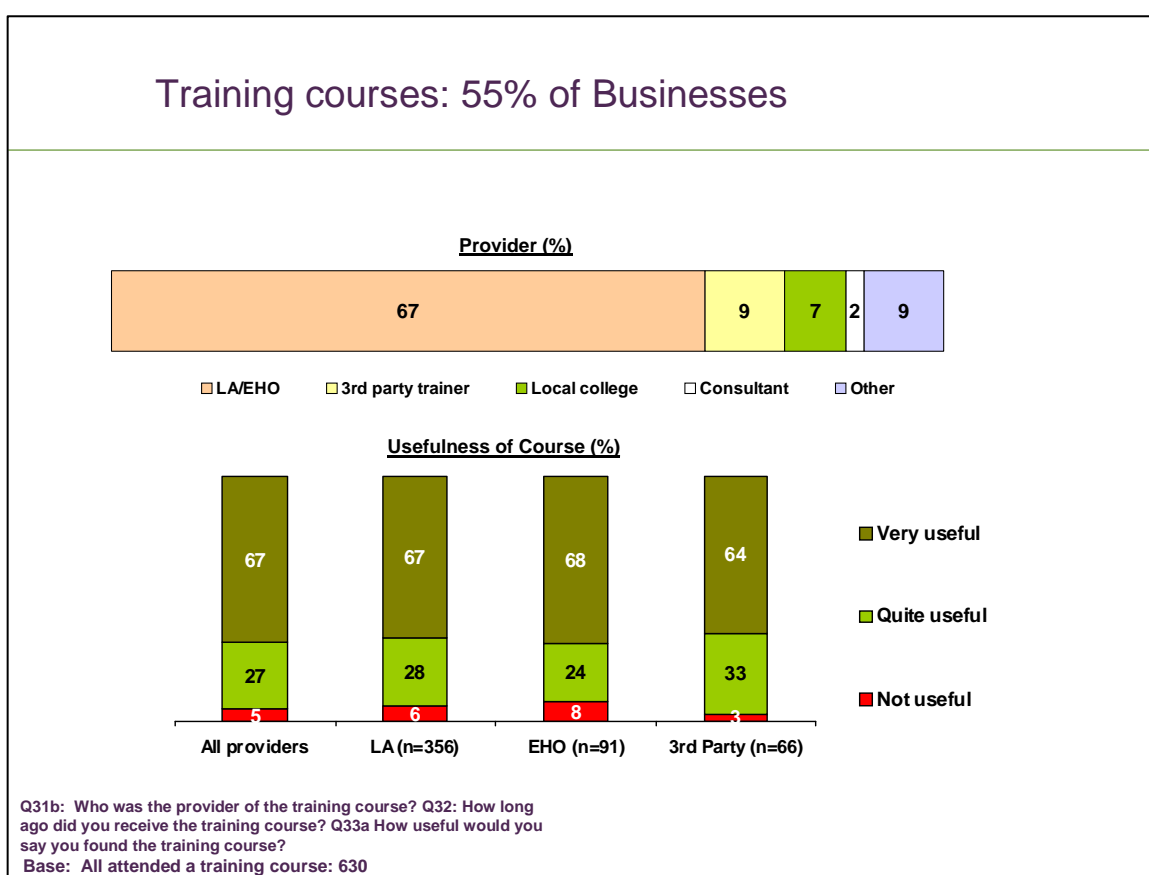


The 55% of businesses (630 respondents) who had attended a **training course** in person were asked who provided the course and how useful the course was (chart 8.5).

Two-thirds of those businesses attending a training course said it was provided by their local authority, while 9% attended a course organised by a third party trainer and 7% attended a course organised by a local college.

The vast majority (95%) found their course useful with 67% rating it as 'very useful' and 27% as 'quite useful'. There were no differences in usefulness by training provider.

Chart 8.5 – Training courses



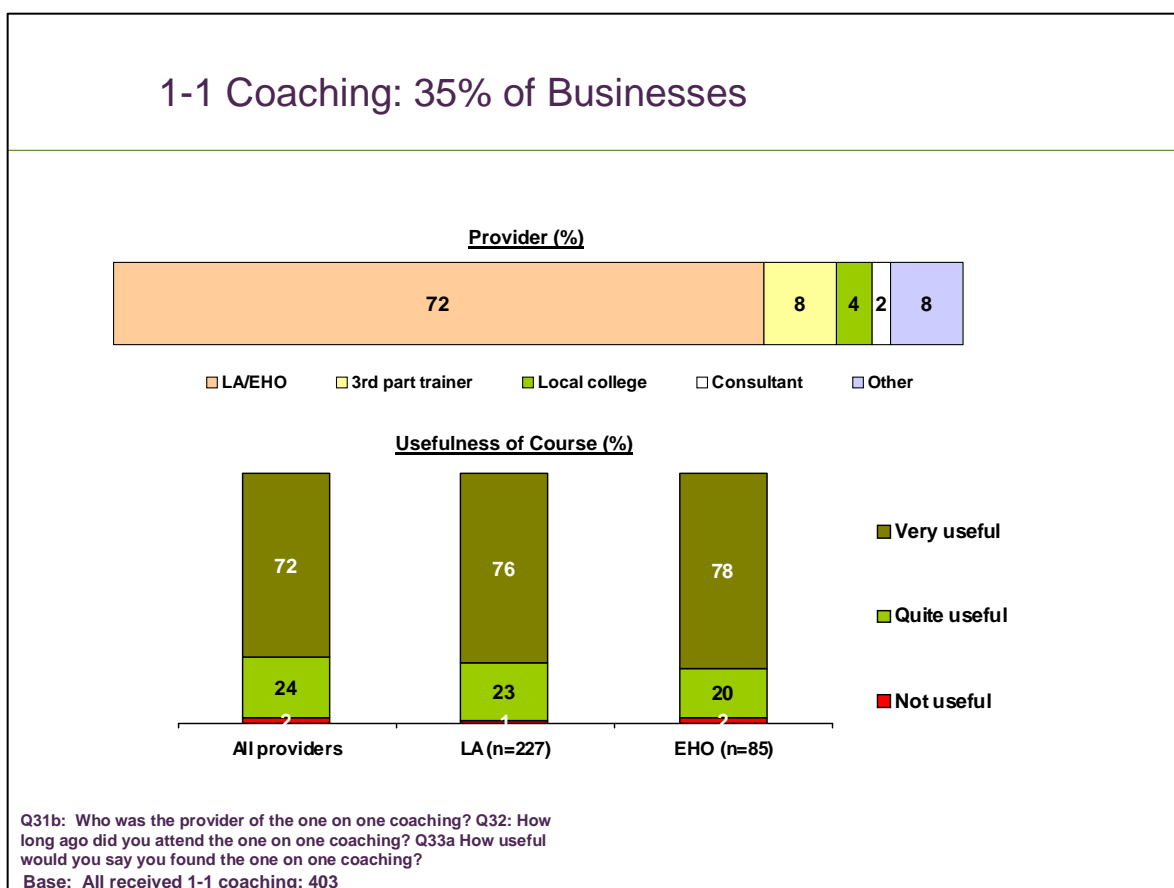
The minority not finding the training course useful were asked how it could have been made more useful for them. The following issues were raised:

- ▶▶ Nothing new/already knew content/already learned in college
- ▶▶ Cover more complex issues: too basic/too much focus on common sense
- ▶▶ Length of course not right - needed longer/shorter time
- ▶▶ Not applicable to our business
- ▶▶ Improve trainer quality

72% of businesses receiving **one-to-one coaching** said it was provided by their local authority, while 8% received it from a third party and 4% from their local college (chart 8.6).

The vast majority (96%) found the coaching useful with 72% rating it as 'very useful' and a further 24% rating it as 'quite useful'. Again there were no differences in usefulness by training provider.

Chart 8.6 – One-to-one coaching



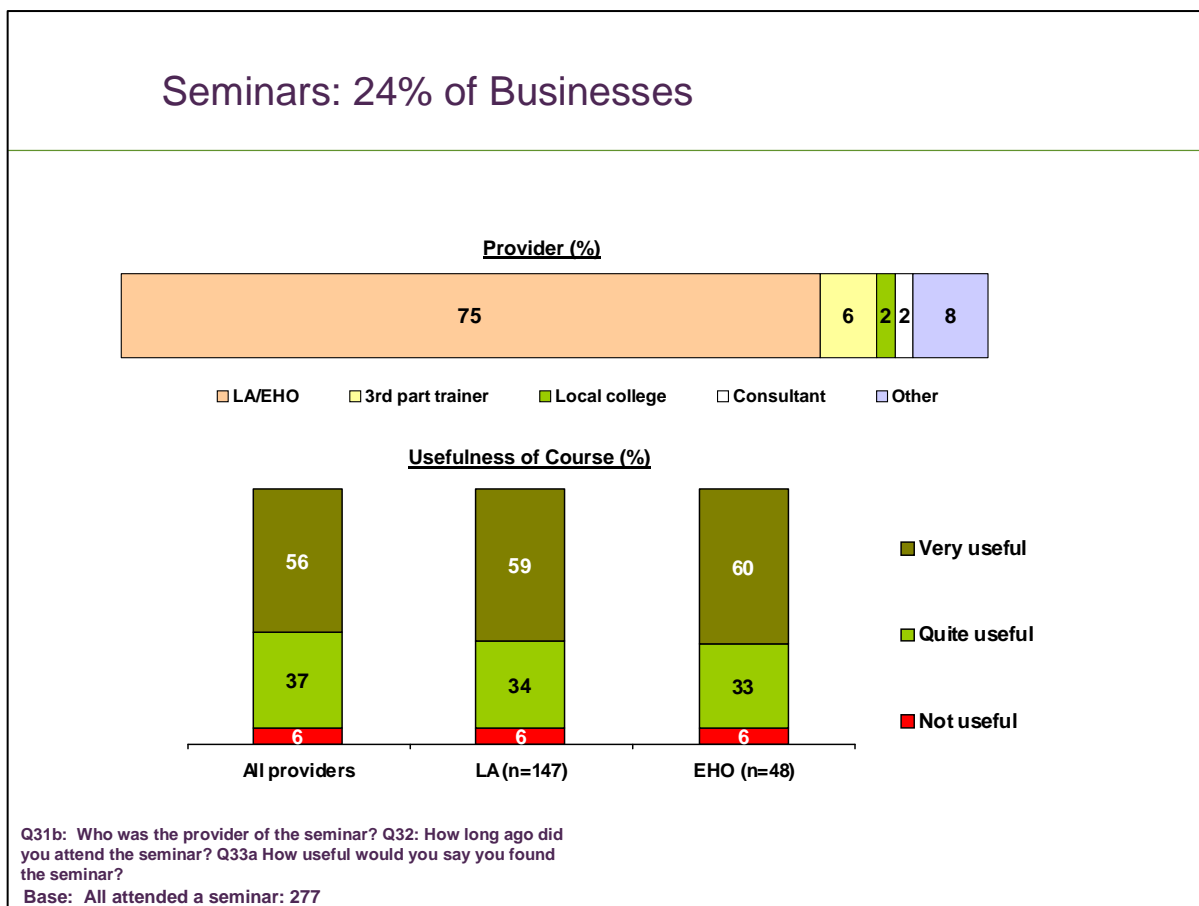
The minority not finding the coaching useful were asked how it could have been made more useful for them. The following issues were raised:

- ▶▶ Too general/not focussed on this business/specific issues
- ▶▶ Nothing new/too basic

Three-quarters of businesses attending **seminars** said it was provided by their local authority, while 6% attended a seminar hosted by a third party trainer.

Again the vast majority (93%) found the seminars useful, although fewer respondents (56%) rated them as ‘very useful’ (when compared to training courses and one-to-one coaching). As with the other training types, there were no differences in usefulness by seminar provider.

Chart 8.7 – Seminars



The minority not finding the seminars useful were asked how it could have been made more useful for them. The following issues were raised:

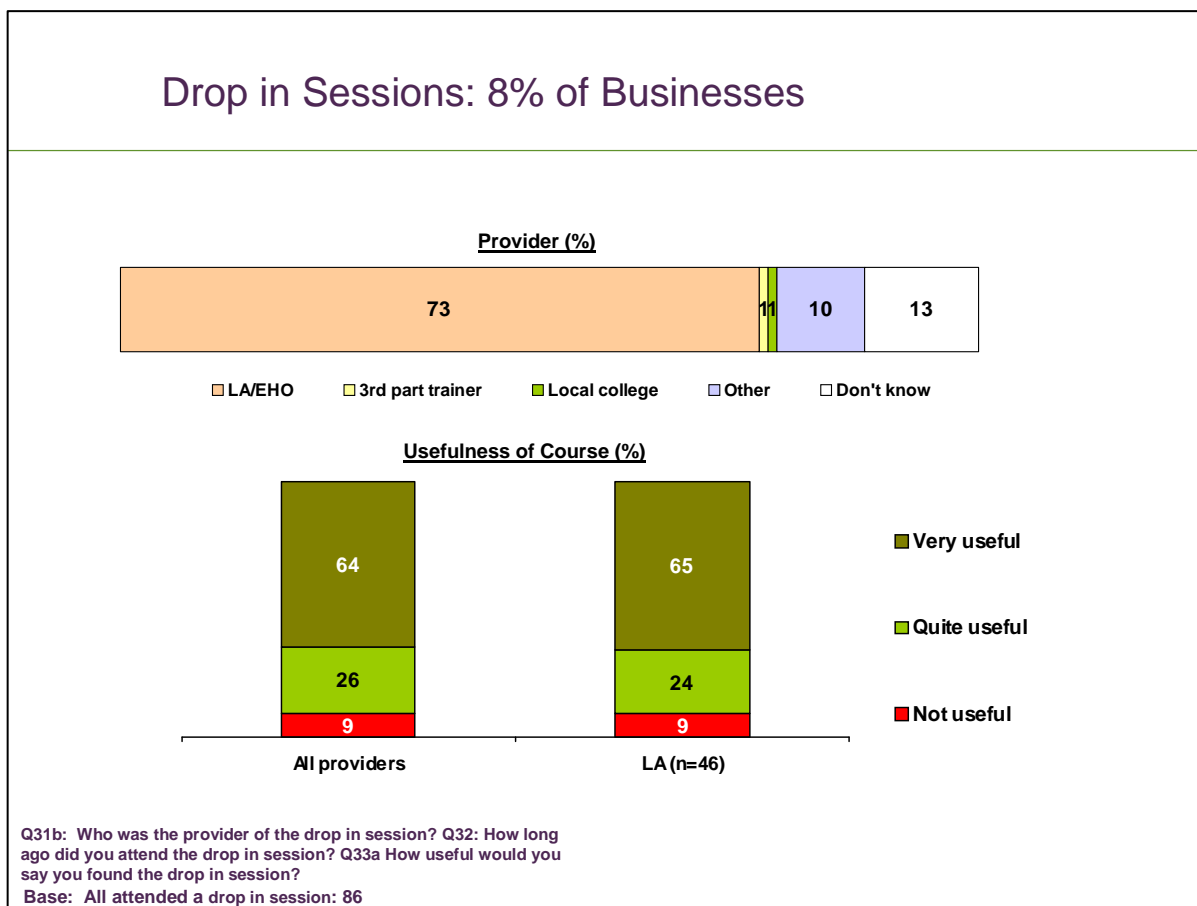
- ▶▶ Nothing new/already knew content/basic/common sense
- ▶▶ Need clearer understanding of what it will cover up front
- ▶▶ Needed more interaction
- ▶▶ Needed more focus on practical issues/ what I need to know for my business

The 8% of businesses (86 respondents) who have received a **drop in session** were asked who provided the course and how useful the course was (chart 8.8).

Three-quarters of businesses (73%) receiving a drop in session said their local authority provided it, while 12% said it was provided by someone else. 13% couldn't remember.

90% found the drop in sessions useful, with 64% rating it as 'very useful' and 26% as 'quite useful'.

Chart 8.8 – Drop in sessions



The 8 respondents not finding the drop in sessions useful were asked how they could have been made more useful for them. The following aspects were mentioned:

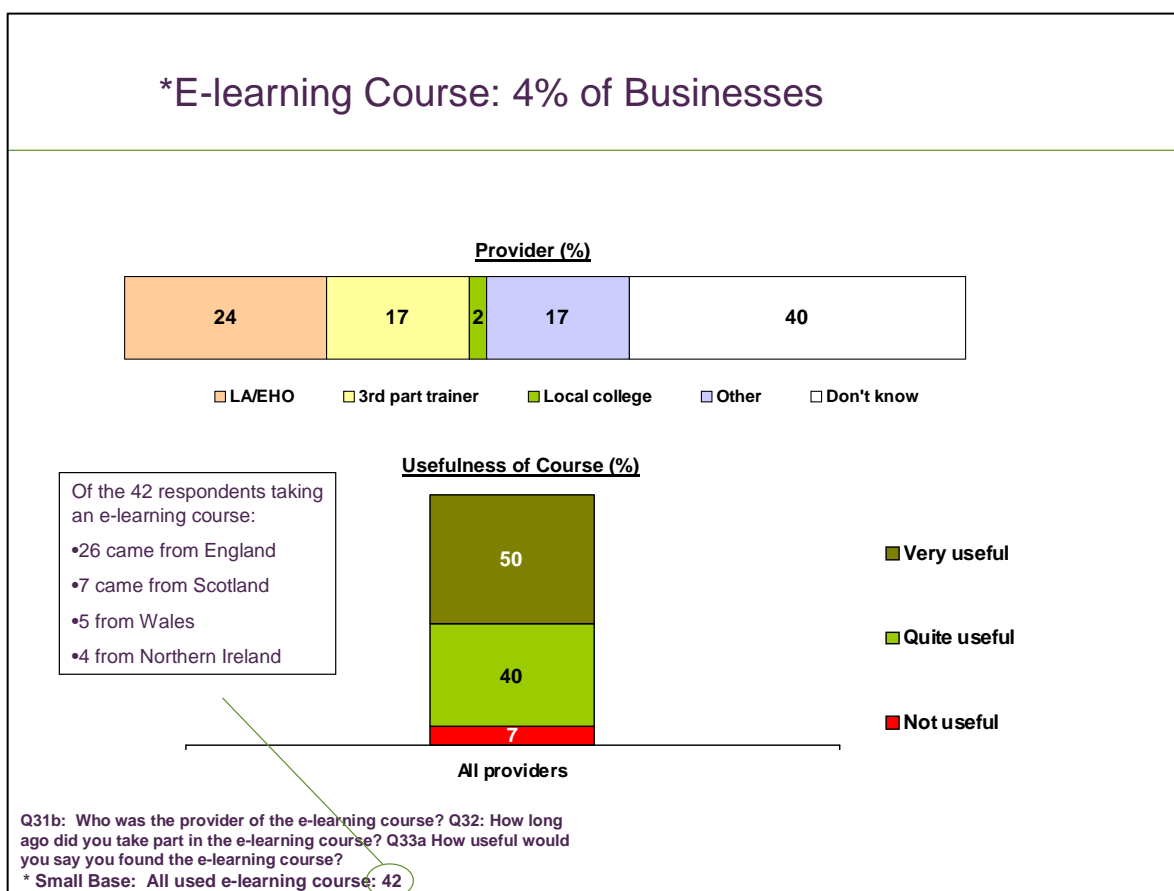
- ▶▶ Too general/not focussed on specific areas of work
- ▶▶ Nothing new

Only 4% of businesses (42 respondents) have used an **e-learning course**, with a variety of providers being used (chart 8.9).

A quarter of businesses (24%) said the e-learning course was provided by their local authority, while for 17% it was provided by a third party trainer and 19% by someone else. 40% couldn't remember who provided the e-learning course.

90% found the e-learning course useful, with 50% rating it as 'very useful' and 40% as 'quite useful'.

Chart 8.9 – E-learning course

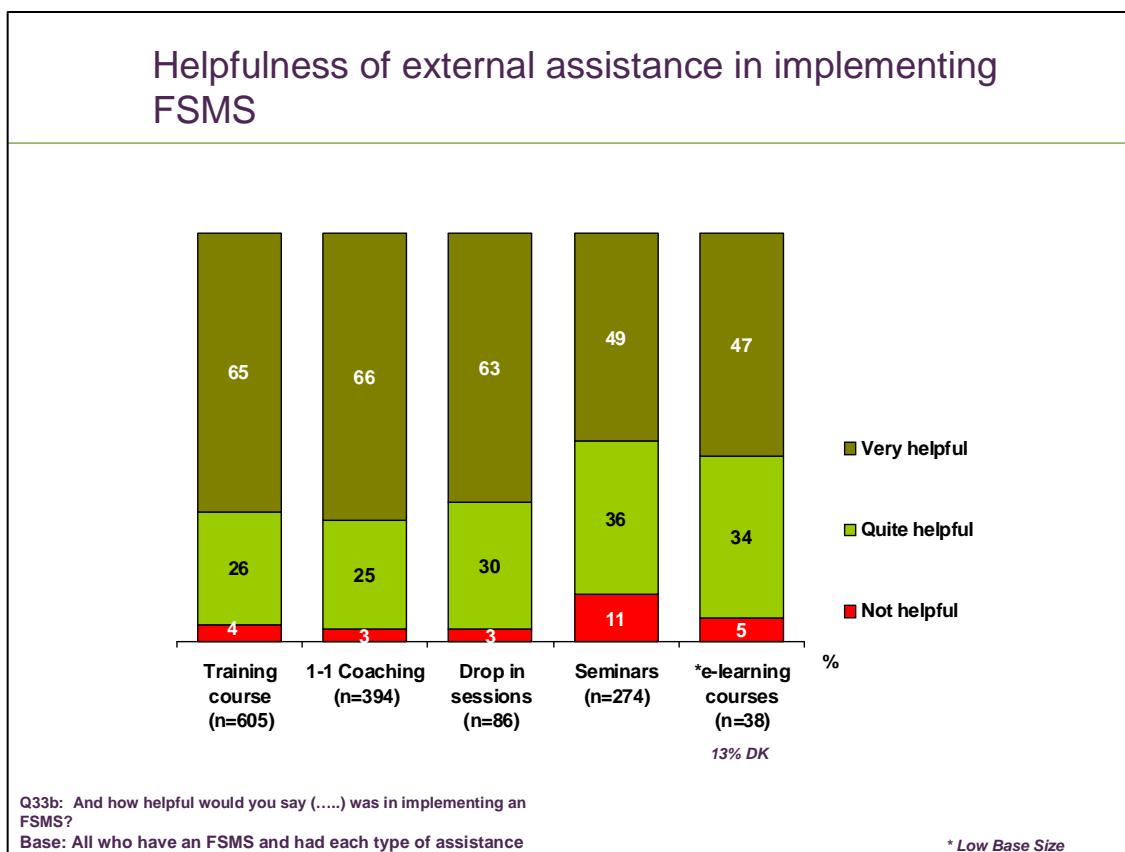


Only a few respondents rated the e-learning course as not useful, generally because they felt they already knew the information that was covered in that particular course.

When asked how helpful the external assistance had been in helping the business implement its FSMS, views were very positive with around 90% rating each training source as helpful in that regard (chart 8.10).

The most helpful training methods for businesses were the more interactive face-to-face methods i.e. training courses, one-to-one coaching and drop in sessions where around two-thirds rated these types of training as 'very helpful' and a further quarter as 'quite helpful'.

Although both seminars and e-learning courses were seen as helpful, businesses were less



likely to find them 'very helpful' compared to drop-in sessions, one to one coaching and training courses. *Chart 8.10 – Helpfulness of external assistance in implementing FSMS*

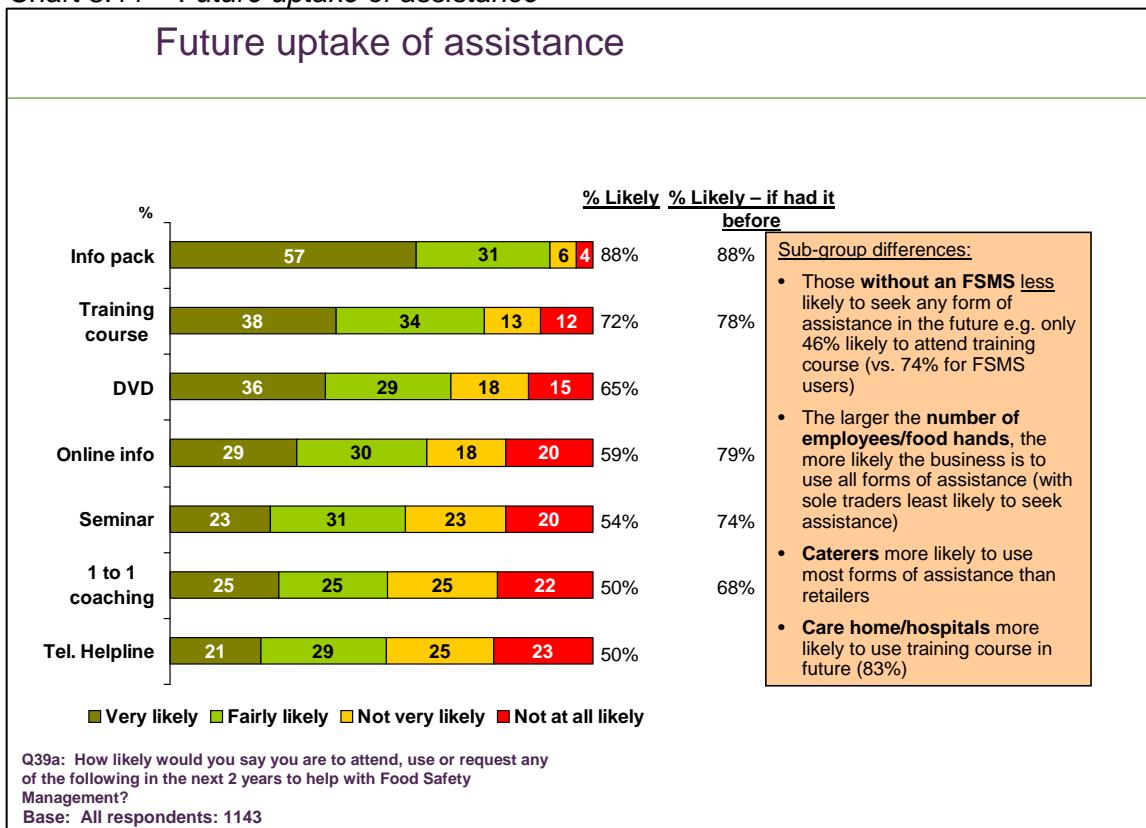
All respondents were asked how likely they were to use various types of assistance in the next two years to help with food safety management.

As shown in chart 8.11, the formats most likely to be taken up in the next two years are the information pack (88% likely), training courses (72%) and DVDs (65%). Between 50% and 60% are likely to use online information (59%), seminars (54%), one-to-one coaching (50%) and a telephone helpline (50%).

In terms of sub-groups differences, those without a FSMS were less likely to seek any form of assistance in the future. For example, only 46% said they were likely to attend a training course (vs. 74% for FSMS operators). Not surprisingly, the larger the number of employees/food hands, the more likely the business is to use all forms of assistance (with sole traders least likely to seek assistance). In addition, caterers were more likely to use most forms of assistance than retailers, while care homes/hospitals were more likely to use training courses (83% vs. 72% for all respondents).

Interestingly, previous experience increases future likely uptake i.e. if someone has used one-to-one coaching in the past then they are more likely (than those who haven't used it) to use it in the future. While those who use it clearly find it the most useful form of intervention (see chart 8.6), it is fair to say that it is not for all businesses, as some may see it as more than they need at this time.

Chart 8.11 – Future uptake of assistance



A selection of those businesses unlikely to use each assistance type, were asked why not. The following factors were mentioned:

- ▶▶ Training courses/seminars:
  - ▶ Takes too much time
  - ▶ Already know what I need to know
  - ▶ Only if there is a change in the law/regulations
  - ▶ Depends on content/relevance
  - ▶ Do training in house
- ▶▶ 1 to 1 coaching sessions:
  - ▶ Already know what I need to know/already been on one/not needed
  - ▶ Only if there is a change in the law/regulations or something new
  - ▶ Time consuming/waste of time
- ▶▶ Information pack
  - ▶ Already have one/already have what is needed/no need for more
  - ▶ Only if there is a change in the law/regulations or something new

- ▶ Time consuming/waste of time
- ▶▶ Helpline
  - ▶ Not needed/not of use
  - ▶ Time consuming/no time
  - ▶ Prefer to refer to written materials
  - ▶ Prefer to look up online
  - ▶ Don't like phone/help lines/working over the phone/prefer face to face
- ▶▶ Online information
  - ▶ No internet connection
  - ▶ No computer on site
  - ▶ Not good with computers/poor skills
  - ▶ Don't like online/prefer face to face
- ▶▶ DVDs
  - ▶ No DVD player/TV at work/at all
  - ▶ No time/too time consuming
  - ▶ Not relevant/useful/already know what is covered in film
  - ▶ Prefer face-to-face

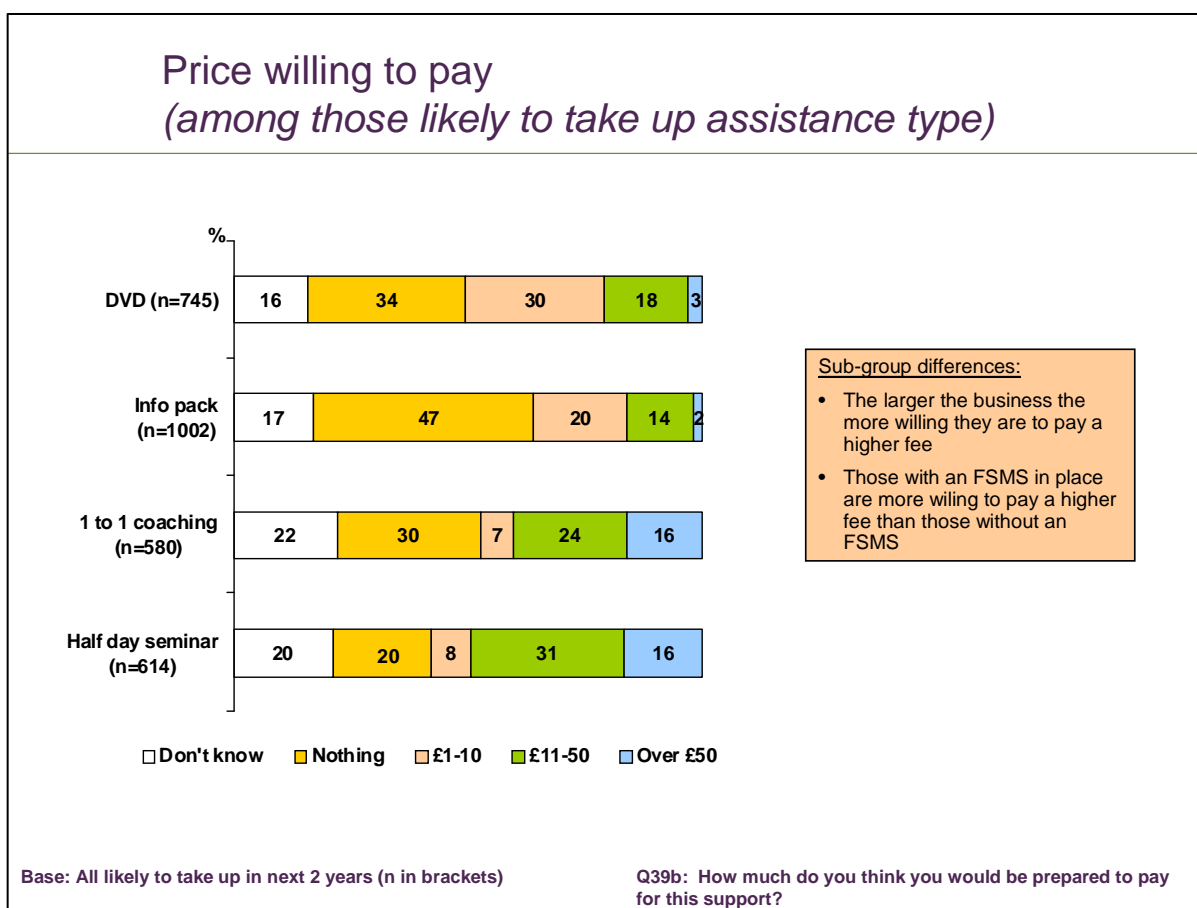
Those respondents who said it was likely they would use each of the different assistance types were asked how much, if anything, they would be willing to pay for each assistance type.

As chart 8.12 below shows, a large proportion of respondents either didn't know how much they would be willing to pay or felt it should be free of charge. A third (34%) felt the **DVD** should be free of charge, 30% felt it should cost £10 or less, while 21% thought it should cost more than £10. Almost half (47%) thought **information packs** should be free, reflecting the status quo and the fact that these are seen as a basic requirement.

Respondents would be willing to pay a bit more for one-to-one coaching and half day seminars, with nearly half saying they would pay over £10 for a half day seminar.

In terms of differences by sub-groups, the larger the business the more willing the business is to pay for assistance. In addition, those with a FSMS were more willing to pay than FSMS non-operators.

Chart 8.12 – Price willing to pay for assistance types



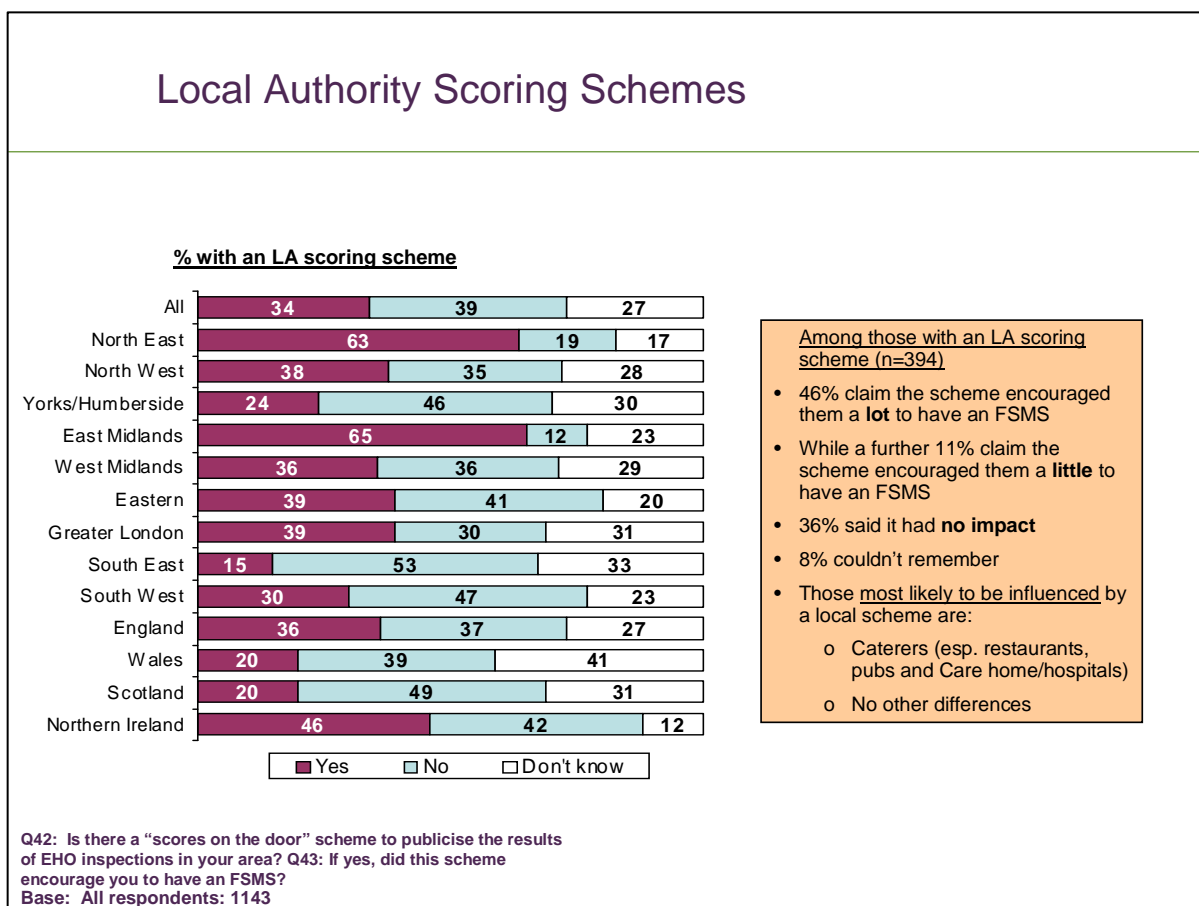
### c) Local authority schemes / awards

As shown in chart 8.13, there was large variation across the country with regards to local authority scoring schemes (scores on the doors). A third of businesses (34%) claimed that

their local authority did have a scheme, while 39% claimed that it didn't and 27% didn't know. The regions with local authorities which businesses claimed were most likely to have a scheme were the North East (63%), East Midlands (65%) and Northern Ireland (46%), while those least likely were claimed to be the South East (15%), Wales (20%), Scotland (20%) and Yorks/Humberside (24%).

Those respondents who thought they were operating in a local authority with a scoring scheme were asked how important the scheme was in encouraging them to implement a FSMS. Just under half (46%) claimed the scheme encouraged them 'a lot' to have a FSMS, while a further 11% claimed it encouraged them 'a little'. Just over a third (36%) said it had no impact, while 8% couldn't remember. Caterers were more likely than retailers to be influenced by a local scheme, especially restaurants, pubs and care homes/hospitals.

Chart 8.13 – Local authority scoring schemes

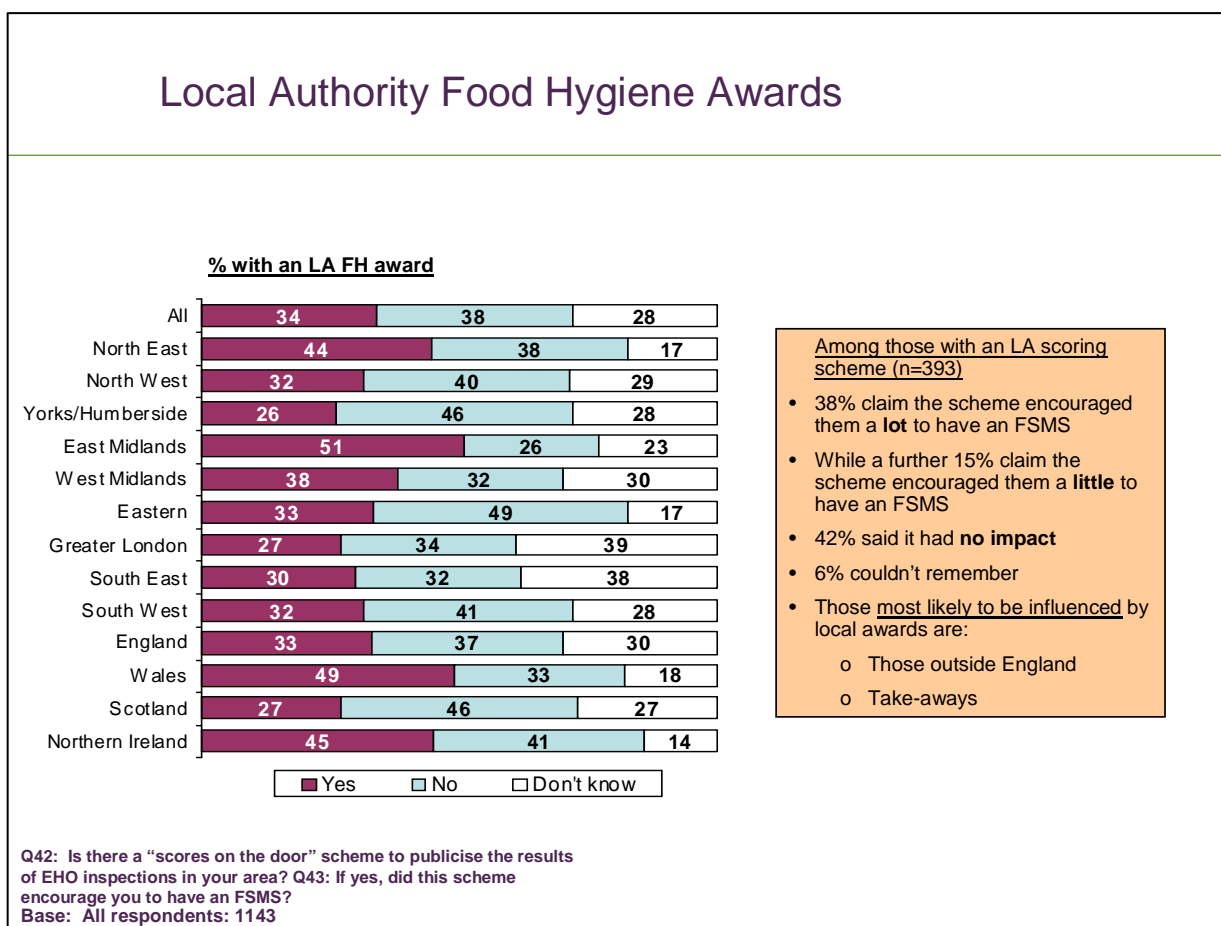


Respondents were also asked similar questions about local authority food hygiene awards i.e. Did their local authority have these awards? And if so, did the award encourage them to have a FSMS (chart 8.14).

As with the schemes, there was large variation across the country when it came to the use of awards. A third of businesses (34%) claimed their local authority did offer awards, while 38% claimed it didn't and 28% didn't know. The regions claimed to be most likely to offer awards were the East Midlands (51%), Wales (49%), Northern Ireland (45%) and North East (44%), while those claimed to be least likely were Yorks/Humberside (26%), Greater London (27%), and Scotland (27%).

Over a third (38%) claimed the award encouraged them 'a lot' to have a FSMS, while a further 15% claimed it encouraged them 'a little'. 42% said it had no impact, while 6% couldn't remember. Businesses in Scotland, Wales and Northern and take-aways were most likely to be influenced by an award.

Chart 8.14 – Local authority Food Hygiene Awards





## Appendix – The Questionnaire



Jigsaw Research, 13-14 Margaret Street, London, W1W 8RN

26/6/2007

**99334**  
**– FOOD STANDARDS AGENCY –**  
**FOOD SAFETY MANAGEMENT QUESTIONNAIRE**  
**FINAL**

Interviewer Name : \_\_\_\_\_ I.D. No. \_\_\_\_\_

Respondent Name : \_\_\_\_\_

Respondent Address : \_\_\_\_\_

Postcode: \_\_\_\_\_ Telephone No: \_\_\_\_\_

**INTERVIEWER DECLARATION**

I declare that this interview has been conducted strictly in accordance with your specifications within the MRS Code of Conduct and with a person totally unknown to me.

Signed (**INTERVIEWER**): \_\_\_\_\_ Date \_\_\_\_\_

**INTRODUCTION**

Good morning/afternoon My name is \_\_\_\_\_, from a company called Critical Research. We are conducting a survey among small businesses on behalf of the Food Standards Agency, looking at aspects of food management.

Ask to speak to the proprietor/one of the proprietors or manager of the business.

IF NECESSARY, ADD:

COI/FSA

Food Safety Management Evaluation Research

- Your answers will be treated in confidence and not reported back in a way that identifies you by name. Your answers will be put together with those from many other businesses to give an overall picture
- No-one will try to sell you anything as a direct result of this survey, and the survey is not designed to test your knowledge, but to gauge your opinions.

***NEED TO KEEP RECORD OF NUMBER OF PEOPLE UNABLE TO CONDUCT INTERVIEW DUE TO LANGUAGE DIFFICULTIES***

## CONTACT QUESTIONNAIRE

Ask to speak to the proprietor/one of the proprietors or manager of the business.

S1 Can I just check that you are the proprietor/one of the proprietors/manager of the business? **SINGLE CODE**

Yes.....1 CONTINUE  
No.....2 ASK TO SPEAK  
TO THE

PROPRIETOR/MANAGER

S2 How much responsibility do you personally have for ensuring food safety requirements are met within your business? Do you have...**READ OUT AND SINGLE CODE**

Sole responsibility.....1 CONTINUE  
Shared responsibility with someone else .....2 ASK S3a  
No responsibility at all – someone else has it.....3 ASK TO SPEAK  
TO THE

PERSON WITH  
RESPONSIBILITY

S3a Who is the main person with this responsibility – is it you or someone else? **SINGLE CODE**

Me .....1 CONTINUE  
Same amount of/equal responsibility/.....2 CONTINUE  
Someone else .....3 ASK TO SPEAK  
TO THE

PERSON WITH  
RESPONSIBILITY

S3b What is your job title? **SINGLE CODE**

Proprietor/owner .....1  
Manager.....2  
Head Chef.....3  
Other (specify) .....4

S4 And which of the following types of food do you prepare and/or serve on these premises?  
**READ OUT. CODE ALL MENTIONED**

Hot food .....1  
Cold food, freshly prepared .....2  
Cold food, prepacked or pre-prepared .....3

- S5a Is your company privately owned, franchised or part of a chain? **SINGLE CODE**
- |                       |   |
|-----------------------|---|
| Privately owned.....  | 1 |
| Franchised .....      | 2 |
| Part of chain.....    | 3 |
| Other (specify) ..... | 4 |
- S5b How many outlets does your business have? **SINGLE CODE**
- |                  |   |
|------------------|---|
| 1 only .....     | 1 |
| 2 .....          | 2 |
| 3 .....          | 3 |
| 4 .....          | 4 |
| 5-9.....         | 5 |
| 10-19.....       | 6 |
| 20-49.....       | 7 |
| 50 or more.....  | 8 |
| Don't know ..... | 9 |
- S6 How many employees are there in your company who work on these premises, including yourself? **SINGLE CODE**
- |                              |   |
|------------------------------|---|
| 1 employee .....             | 1 |
| 2-5 employees .....          | 2 |
| 6-10 employees .....         | 3 |
| 11-20 employees .....        | 4 |
| 21-30 employees .....        | 5 |
| 31-40 employees .....        | 6 |
| 41-50 employees .....        | 7 |
| More than 50 employees ..... | 8 |
| Don't know .....             | 9 |
- S7 And how many of these employees, including yourself, are involved in preparing food?  
**SINGLE CODE**
- |                              |    |
|------------------------------|----|
| 1 employee .....             | 1  |
| 2 employees.....             | 2  |
| 3 employees.....             | 3  |
| 4 employees.....             | 4  |
| 5 employees.....             | 5  |
| 6-10 employees .....         | 6  |
| 11-20 employees .....        | 7  |
| 21-30 employees .....        | 8  |
| 31-40 employees .....        | 9  |
| 41-50 employees .....        | 10 |
| More than 50 employees ..... | 12 |
| Don't know .....             | 13 |

S8 What type of establishment is your company? **DO NOT READ OUT AND SINGLE CODE**

**Catering (DO NOT READ OUT)**

Restaurant or cafe .....	1
Takeaway.....	2
Mobile café/takeaway .....	3
Hotel or guest house.....	4
Home caterer/delivery.....	5
Pub or club.....	6
School/college.....	7
Care home or nursery.....	8

**Retail (DO NOT READ OUT)**

Greengrocer.....	1
Butcher.....	2
Newsagent/corner shop.....	3
Convenience store/mini-market.....	4
Small supermarket.....	5
Other (SPECIFY) .....	X

**ASK S9 IF CODES 1-8 AT S8**

S9 What is the maximum number of covers this outlet can have in a day?

TYPE IN NUMBER \_\_\_\_\_

S10. How long has this outlet been in existence? **DO NOT READ OUT AND SINGLE CODE – READ OUT BANDS IF RESPONDENT UNSURE**

Less than 3 months .....	1
3-12 months .....	2
1-3 years .....	3
Over 3 years .....	4
Don't know .....	5

i. **CHECK QUOTAS - NOW GO TO MAIN QUESTIONNAIRE**

## SECTION 1 – FOOD SAFETY MANAGEMENT

READ OUT: I'd now like to ask you a few questions about food management and food hygiene. Remember everything you say is confidential. The Food Standards Agency won't know the name of any businesses that have taken part in this research.

Q1. What activities do you carry out to maintain food hygiene? **DO NOT READ OUT**

Keep raw and cooked foods away from each other .....	1
Have different utensils for raw and cooked foods.....	2
Have a cleaning rota.....	3
Check temperatures in fridge/freezer.....	4
Train all new staff in how to cook safely .....	5
Sell all hot food within a specified time, or throw it away .....	6
Keep a written record of all procedures including HACCP procedures.....	7
Keeping a diary or other records.....	8
Recording temperatures .....	9
Ensure personal hygiene of staff .....	10
Other (SPECIFY) .....	11

Q2. And which of the following activities do you carry out? **READ OUT ALL NOT MENTIONED AT PREVIOUS QUESTION – ROTATE ORDER**

Keep raw and cooked foods away from each other .....	1
Have different utensils for raw and cooked foods.....	2
Have a cleaning rota.....	3
Check temperatures in fridge/freezer.....	4
Train all new staff in how to cook safely .....	5
Sell all hot food within a specified time, or throw it away .....	6
Keep a written record of all procedures including HACCP procedures.....	7
Keeping a diary or other records.....	8
Recording temperatures .....	9
Ensure personal hygiene of staff .....	10

Q3 Have you heard of the term: *Food Safety Management System*?

Yes.....	1
No.....	2

Q4 What do you think constitutes a Food Safety Management System? **DO NOT READ OUT**

- Writing down all procedures associated with food hygiene.....1
- Keeping a daily record of food hygiene procedures carried out.....2
- Noting down when things go wrong in relation to food hygiene procedures .....3
- Having a written cleaning schedule .....4
- Having written instructions for checking temperatures in fridges or freezers.....5
- Having written instructions for how to check for pests regularly .....6
- Other (SPECIFY) .....7

Q5. Have you received any one of the following packs in the past? **READ OUT. CODE ALL MENTIONED**

- Safer Food Better Business Pack.....1
- CookSafe pack.....2
- Safe Catering pack .....3
- Any other food safety pack .....4
- None received.....5

**IF CODE 1-4 AT Q5, ASK Q6. OTHERS TO Q7**

Q6. Who provided you with that pack? **DO NOT READ OUT**

- The Local Authority.....1
- A local college / training organisation .....2
- Industry Association.....3
- Environmental Health Officer (EHO) .....4
- FSA / Food Standards Agency .....5
- Other (SPECIFY) .....6

**IF CODES 1-4 AT Q5, ASK Q7. OTHERS TO Q8**

Q7. How long ago did you receive that pack? **READ OUT**

- In the last 3 months.....1
- 3-6 months ago .....2
- 7-12 months ago .....3
- 13-18 months ago .....4
- Over 18 months ago (i.e before Jan 2006).....5
- Can't remember (DO NOT READ OUT).....6

**ASK ALL**

- Q8. I am now going to read out some food safety procedures, and after I read each one, I would like you to tell me whether this is in place or currently done by your business. **READ OUT. CODE ALL MENTIONED**

Have written instructions for how to check for pests regularly .....	1
Have written instructions for checking temperatures in fridges or freezers.....	2
Have a written cleaning schedule.....	3
Noting down when things go wrong in relation to food hygiene procedures .....	4
Keep a daily record of food hygiene procedures carried out.....	5
Have written procedures associated with food hygiene .....	6
None of the above.....	7

- Q9. **READ OUT:** A Food Safety Management System consists of written procedures about food safety that show how to prepare food safely as well as covering cleaning and how to maintain good hygiene. This would also include keeping some records that show this is happening.

Based on this description, would you say your business has a Food Safety Management System in place?

Yes.....	1
No.....	2

- Q10. Are you aware that the food safety laws changed in January 2006?

Yes.....	1
No.....	2

<b>SECTION 2 – OPERATION OF A FSMS</b>
--

**THIS SECTION TO BE ASKED ONLY OF THOSE WHO SAY THEY HAVE A FOOD SAFETY MANAGEMENT SYSTEM AT Q9 (CODE 1). OTHERS TO SECTION 3**

**ASK Q12 IF OUTLET BEEN IN BUSINESS FOR OVER 3 MONTHS (CODES 2-4 AT S10). IF BUSINESS LESS THAN THREE MONTHS OLD, CODE AUTOMATICALLY AS '1' AND SKIP QUESTION.**

- Q12. How long have you had a Food Safety Management System in place? **DO NOT READ OUT AND SINGLE CODE – READ OUT BANDS IF RESPONDENT UNSURE**

In the last 3 months.....	1
3-6 months.....	2
7-12 months.....	3
13-18 months.....	4
Over 18 months (i.e. before Jan 2006).....	5
Can't remember (DO NOT READ OUT).....	6

- Q13. Would you say your Food Safety Management System is fully implemented, or are there still procedures/elements you would like to add to it?
- Fully implemented.....1
  - Partially implemented .....2

**IF PARTIALLY IMPLEMENTED (CODE 2 AT Q13), ASK Q14. OTHERS TO Q15**

- Q14. What would you like to add to your Food Safety Management System before you would consider it to be fully implemented? **DO NOT READ OUT**

- Have written instructions for how to check for pests regularly .....1
- Have written instructions for checking temperatures in fridges or freezers.....2
- Have a written cleaning schedule.....3
- Noting down when things go wrong in relation to food hygiene procedures .....4
- Keep a daily record of food hygiene procedures carried out.....5
- Have written procedures associated with food hygiene .....6
- Other (SPECIFY) .....7

**IF FULLY IMPLEMENTED, ASK Q15. OTHERS TO Q16**

- Q15. Thinking about implementing a Food Safety Management System and the steps you had to take to do this, how long would you say this took in total? Please include time taken to attend any seminars and to read background information as well as the actual implementation time within the business. **INTERVIEWER TO REASSURE RESPONDENT THAT ESTIMATE IS FINE**

TYPE IN NUMBER OF DAYS OR WEEKS

NO. OF DAYS \_\_\_\_\_

NO. OF WEEKS \_\_\_\_\_

**ASK ALL IN THIS SECTION**

- Q16a. How long would you say staff within your business spend, on average, each day completing records within the Food Safety Management System e.g. such as filing in the forms or a diary? **INTERVIEWER TO REASSURE RESPONDENT THAT ESTIMATE IS FINE. IF RESPONDENT THINKS IN TERMS OF WEEKLY HOURS, WORK OUT APPROXIMATE DAILY FIGURE AND USE THIS.**

TYPE IN NUMBER OF MINUTES OR HOURS

NO. OF MINUTES \_\_\_\_\_

NO. OF HOURS \_\_\_\_\_

- Q17. And do you think that the time it takes is...**READ OUT AND SINGLE CODE**

- Too long.....1
- About the right amount of time.....2

Or, Not enough time spent.....3

Q19. Which of the following areas of food safety management were changed as a result of implementing a Food Safety Management System? **READ OUT AND MULTI CODE – ROTATE ORDER**

- Personal hygiene/hand washing ..... 1
- Food separation/handling ..... 2
- Cooking practices ..... 3
- Cooling and chilling practices ..... 4
- Storage and stock control practices ..... 5
- Management and supervision such as pest control and maintenance ..... 6
- Training ..... 7
- None of the above (DO NOT READ OUT) ..... 8

Q20. Overall, do you think the way this business manages food safety since the implementation of a Food Safety Management System is better, worse or the same as it was prior to the implementation of this system? **SINGLE CODE**

- Better ..... 1
- The same ..... 2
- Worse..... 3

Q21. Do you use the Food Safety Management System to train new and existing staff? **SINGLE CODE**

- Yes, new staff ..... 1
- Yes, existing staff..... 2
- Yes, both..... 3
- No..... 4

**ASK Q22 IF CODES 1-3 AT Q21. OTHERS TO Q23**

Q22. How useful do you think the Food Safety Management System is in helping to train staff? Would you say it is...**READ OUT AND SINGLE CODE**

- Very useful ..... 1
- Fairly useful..... 2
- Not very useful ..... 3
- Not at all useful ..... 4

**ASK ALL IN THIS SECTION**

Q24a. What would you say are the benefits of operating a Food Safety Management System? **DO NOT READ OUT. CODE ALL MENTIONED**

Helps to have everything in one place.....	1
Saves me/the business time.....	2
Helps me/the business prepare for Environmental Health Officer visits .....	3
Helps train staff .....	4
Makes me/the business feel more confident that food we are preparing/serving is safe.....	5
Helps with stock control .....	6
Reduces food wastage .....	7
Makes me/the business feel more confident during an Environmental Health Officer visit.....	8
Ensures I/the business is compliant with food law .....	9
Helps me manage my business .....	10
Better team working .....	11
Clearer accountability .....	12
Would help my/the business's case if something went wrong .....	13
Other (SPECIFY) .....	14

Q25. I am now going to read some statements about food safety management and I would like you to tell me how much you agree or disagree with each statement, and whether that is strongly or slightly?

**READ OUT FIRST STATEMENT. RANDOMISE ORDER. REMIND RESPONDENT OF SCALE**

- A. A Food Safety Management System means I have everything to do with food safety management in one place ..... 1 ..... 2..... 3.....4 .....5
- B. Managing food safety within the business takes more time because of the Food Safety Management System..... 1 ..... 2..... 3.....4 .....5
- C. A Food Safety Management System is easy to implement and use ..... 1 ..... 2..... 3.....4 .....5
- D. Operating a Food Safety Management System helps me manage my business..... 1 ..... 2..... 3.....4 .....5
- E. I feel more confident of passing an environmental health inspection because I have a Food Safety Management System in place..... 1 ..... 2..... 3.....4 .....5
- F. A Food Safety Management System is not really appropriate for my business..... 1 ..... 2..... 3.....4 .....5
- G. I feel more confident that food is safe because I have a Food Safety Management System in place..... 1 ..... 2..... 3.....4 .....5

H. A Food Safety Management System helps me with stock control and can help to reduce food wastage .....1 .....2.....3.....4.....5

I. Having a Food Safety Management System helps me train or supervise staff.....1.....2.....3.....4.....5

J. Having a Food Safety Management System helps my business comply with food hygiene laws..... 1.....2.....3.....4.....5

**ENSURE STATEMENTS K AND L ARE ASKED AT THE END OF THIS QUESTION. ROTATE ORDER**

K. Taking everything into consideration I feel having a Food Safety Management System has increased the effectiveness of the business.....1 .....2.....3.....4.....5

L.Taking everything into consideration I feel the business is more profitable because it operates a Food Safety Management System .....1 .....2.....3.....4.....5

### SECTION 3 – FSMS NON-OPERATORS

**THIS SECTION TO BE ASKED ONLY OF THOSE WHO SAY THEY DO NOT HAVE A FOOD SAFETY MANAGEMENT SYSTEM AT Q9 (CODE 2). OTHERS TO SECTION 4**

Q26. You said earlier that you do not have a Food Safety Management System in place. Why is this? **DO NOT READ OUT. CODE ALL MENTIONED**

- Not appropriate for my business.....1
- Would take too much time to set up .....2
- Was not aware that such a thing existed.....3
- Other (SPECIFY) .....4

Q27. How likely are you to implement a Food Safety Management System at some point in the future? Would you say you are... **READ OUT AND SINGLE CODE**

- Very likely.....1
- Fairly likely .....2
- Not very likely.....3
- Not at all likely .....4

Q30. I am now going to read some statements about food safety management and I would like you to tell me how much you agree or disagree with each statement, and whether that is strongly or slightly?

**READ OUT FIRST STATEMENT. RANDOMISE ORDER. REMIND RESPONDENT OF SCALE**

- A. A Food Safety Management System would mean I had everything to do with food safety management in one place ..... 1 ..... 2 ..... 3 ..... 4 ..... 5
- B. Managing food safety within the business would take more time if I had to operate a Food Safety Management System ..... 1 ..... 2 ..... 3 ..... 4 ..... 5
- C. A Food Safety Management System would be easy to implement and use ..... 1 ..... 2 ..... 3 ..... 4 ..... 5
- D. Operating a Food Safety Management System is good business practice ..... 1 ..... 2 ..... 3 ..... 4 ..... 5
- E. I would feel more confident of passing an environmental health inspection if I had a Food Safety Management System in place..... 1 ..... 2 ..... 3 ..... 4 ..... 5
- F. A Food Safety Management System is not really appropriate for my business..... 1 ..... 2 ..... 3 ..... 4 ..... 5
- G. I would feel more confident that food is safe if I had a Food Safety Management System in place..... 1 ..... 2 ..... 3 ..... 4 ..... 5
- H. A Food Safety Management System would help me with stock control and help to reduce food wastage ..... 1 ..... 2 ..... 3 ..... 4 ..... 5

I. Having a Food Safety Management System would help me train or supervise staff.....1.....2.....3.....4.....5

J. Having a Food Safety Management System would help my business comply with food hygiene laws.....  
.....1.....2.....3.....4.....5

**ENSURE STATEMENTS K AND L ARE ASKED AT THE END OF THIS QUESTION.  
ROTATE ORDER**

K. Taking everything into consideration I feel having a Food Safety Management System would increase the effectiveness of the business.....1 .....2..... 3.....4 .....5

L.Taking everything into consideration I feel the business would be more profitable if it were to operate a Food Safety Management System .....1 .....2..... 3.....4 .....5

## SECTION 4 – EXTERNAL ASSISTANCE

### ASK ALL

Q31a. Which of the following, if any, have you used or attended (ENGLAND AND WALES ONLY: since January 2006) in order to help you in the implementation of food safety management procedures? **READ OUT. CODE ALL MENTIONED**

- A training course (in-person) ..... 1
- An e-learning course i.e. an online course ..... 2
- A seminar ..... 3
- Drop in session ..... 4
- A one to one coaching session with a trainer at your premises ..... 5

### FOR EACH ATTENDED, ASK Q31b – Q33:

Q31b. And who was the provider of the (INSERT FROM Q31a)? **DO NOT READ OUT AND SINGLE CODE**

	Training 1-1	E-learning	Seminar	Drop in	
Local Authority .....	1	1	1	1	1
A local college .....	2	2	2	2	2
A 3 <sup>rd</sup> party training provider.....	3	3	3	3	3
A consultant .....	4	4	4	4	4
Environmental Health Officer.....	5	5	5	5	5
Other (SPECIFY) .....	6	6	6	6	6
Don't know.....	7	7	7	7	7

Q32. How long ago did you receive the (INSERT FROM Q31a)? **READ OUT AND SINGLE CODE**

	Training 1-1	E-learning	Seminar	Drop in	
In the last 3 months.....	1	1	1	1	1
3-6 months ago .....	2	2	2	2	2
7-12 months ago .....	3	3	3	3	3
13-18 months ago .....	4	4	4	4	4
19 months to 2 years ago ( <b>SCOTLAND AND NI ONLY</b> ) ..	5	5	5	5	5
Over 2 years ago ( <b>SCOTLAND AND NI ONLY</b> ) .....	6	6	6	6	6
Can't remember (DO NOT READ OUT).....	7	7	7	7	7

Q33a. Overall, how useful would you say you found the (INSERT FROM Q31a)? Would you say it was...? **READ OUT AND SINGLE CODE**

	Training 1-1	E-learning	Seminar	Drop in
Very useful .....	1	1	1	1
Quite useful .....	2	2	2	2
Not very useful .....	3	3	3	3
Not at all useful .....	4	4	4	4

**ASK IF CODE 1 AT Q9**

Q33b. And how helpful would you say the (INSERT FROM Q31a) was in implementing a Food Safety Management System? Would you say it was...? **READ OUT AND SINGLE CODE**

	Training 1-1	E-learning	Seminar	Drop in
Very helpful .....	1	1	1	1
Quite helpful .....	2	2	2	2
Not very helpful .....	3	3	3	3
Not at all helpful .....	4	4	4	4

**ASK ALL**

Q34. Have you or your business ever received any training materials, information or resources about Food Safety Management/HACCP, that have been translated into another language?

**IF YES:** which language/s? **POSSIBLE MULTICODE**

- No - English only.....1
- Welsh .....2
- Bengali .....3
- Punjabi .....4
- Urdu .....5
- Tamil .....6
- Vietnamese .....7
- Thai .....8
- Mandarin .....9
- Cantonese.....10
- Turkish .....11
- Arabic.....12
- Polish .....13
- Kurdish.....14
- Romanian.....15
- Portuguese.....16
- Other (specify) .....17

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**ASK Q35 FOR EACH PACK RECEIVED AT Q5**

*Read out: I'm now going to ask you about the pack/s you said you received earlier in this interview*

**ASK Q35 IF CODE 1 AT Q9**

Q35. Overall, how useful would you say you found the (INSERT FROM Q5) in helping to implement a Food Safety Management System? Would you say it was...? **READ OUT AND SINGLE CODE**

	SFBB	Cook Safe	Safe Catering	Other
Very useful .....	1	1	1	1
Quite useful.....	2	2	2	2
Not very useful .....	3	3	3	3
Not at all useful .....	4	4	4	4

**ASK Q37a/b IF RECEIVED A PACK AT Q5**

Q37a. Were you able to work through the contents of the pack without any assistance, or did you receive assistance for some aspects of it? **SINGLE CODE – IF RECEIVED ASSISTANCE: ASK WHETHER REQUESTED THIS ASSISTANCE**

Worked through it alone.....	1
Received assistance - requested .....	2
Received assistance – not requested.....	3

**IF CODES 2-3, ASK Q37b. OTHERS TO Q38**

Q37b. Who did you receive assistance from? **DO NOT READ OUT**

The Environmental Health Officer.....	1
The Local Authority .....	2
The Food Standards Agency .....	3
Other businesses.....	4
Friends/family.....	5
Other (SPECIFY) .....	6

**ASK ALL**

Q38. If you could receive information on Food Safety Management in the future in any format e.g. in the post, email, on the Internet, DVDs, on training courses etc, how would you prefer to receive this information? **DO NOT READ OUT AND SINGLE CODE BELOW**

A training course.....	1
A seminar .....	2
A one to one coaching session.....	3
An information pack .....	4
A telephone helpline .....	5
Online food safety information .....	6
DVD containing food safety information .....	7
From Environmental Health Officer .....	8
Other (specify) .....	9

Q39a. How likely would you say you are to attend, use or request any of the following in the next 2 years to help with Food Safety Management? **READ OUT. RANDOMISE ORDER. READ OUT SCALE**

Not at all Not very Fairly Very

	Likely	Likely	Likely	Likely
A. A training course .....	1	2	3	4
B. A seminar .....	1	2	3	4
C. A one to one coaching session .....	1	2	3	4
D. An information pack .....	1	2	3	4
E. A telephone helpline .....	1	2	3	4
F. Online food safety information .....	1	2	3	4
G. DVD containing food safety information .....	1	2	3	4

**FOR ANY OF B, C, D, G CODED 3 OR 4 AT Q39a, ASK Q39b**

Q39b. I'm going to read out some different types of support to help with Food Safety Management and, for each one, please tell me how much you think you would be prepared to pay for that support. So firstly, how much would you be prepared to pay for...**READ OUT SUPPORT TYPE – ROTATE ORDER (READ OUT PRICE BANDS IF NECESSARY)**

- a) Attending a half-day seminar
- b) Receiving half a day of one-to-one coaching
- c) An information pack
- d) A DVD containing food safety information

	Seminar	1-1	Info pack	DVD
Nothing.....	1	1	1	1
£1-£10.....	2	2	2	2
£11-£50.....	3	3	3	3
£51-£100.....	4	4	4	4
£101-£200.....	5	5	5	5
Over £200 .....	6	6	6	6
Don't know .....	7	7	7	7

- Q40. Thinking about training needs/requirements for food safety issues, which languages do you need to think about including when planning your training? Is it English only or other languages as well? **DO NOT READ OUT - POSSIBLE MULTICODE** If other languages, ask what those languages are?

English only.....	1
Welsh .....	2
Bengali .....	3
Punjabi .....	4
Urdu .....	5
Tamil .....	6
Vietnamese .....	7
Thai .....	8
Mandarin .....	9
Cantonese.....	10
Turkish .....	11
Arabic.....	12
Polish .....	13
Kurdish.....	14
Romanian.....	15
Portuguese.....	16
Other (specify) .....	7

- Q41a. Thinking of the last time your premises were inspected by an Environmental Health Officer, did you have a Food Safety Management System in place?

Yes.....	1
No.....	2

IF YES AT Q41a, ASK Q41b. OTHERS TO Q42

- Q41b. How satisfied was the Environmental Health Officer with your Food Safety Management System? **READ OUT AND SINGLE CODE**

Very satisfied .....	1
Quite satisfied .....	2
Not very satisfied .....	3
Not at all satisfied.....	4
Don't know / Can't remember .....	5

- Q42. Some Local Authorities have local 'scores on the door' schemes where the environmental health department publishes the results of hygiene inspections on a website and outlets may be able to display certificates of their food hygiene ratings within the establishment. Is there a scheme like this running in your area? **SINGLE CODE**

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

**ASK Q43 IF HAVE SCHEME IN AREA (CODE 1) AT Q42**

Q43. And did this scheme encourage you to have a Food Safety Management System? **READ OUT AND SINGLE CODE**

- Yes a little .....1  
 Yes a lot.....2  
 No .....3  
 Don't know / Can't remember .....4

Q44. And does your Local Authority offer any food hygiene awards? These are awards given by local authority environmental health departments which recognise businesses demonstrating high standards of food hygiene **SINGLE CODE**

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

**ASK Q45 IF HAVE AWARDS (CODE 1) AT Q44**

Q45. And did this award scheme encourage you to have a Food Safety Management System? **READ OUT AND SINGLE CODE**

- Yes a little .....1  
 Yes a lot.....2  
 No .....3  
 Don't know / Can't remember .....4