



## RECRUITMENT SCREENER – B2B

PROJECT: FSA FHRS

JOB NUMBER: XXXX

RECRUITER PLEASE READ **THIS PRIVACY NOTICE** TO ALL BEFORE STARTING SCREENING

- 2CV is a leading consumer market research agency
- You can contact our Data Protection Officer at [DataProtection@2cv.com](mailto:DataProtection@2cv.com)
- We would like to collect the following personal data from you:
  - Name, gender, age & date of birth, occupation, phone number, address, email address, photos, audio & video footage
- The personal data we collect will be used for market research purposes only
- Our legal basis for processing your personal data is your voluntary informed consent
- You may withdraw consent at any time by contacting your recruiter
- We will never pass your personal information on to other organisations for them to use for their own marketing purposes.
- Your personal data may be processed outside the European Economic Area (“EEA”) with appropriate and proportionate safeguards necessary to secure your data.
- 2CV maintains appropriate technical, administrative and physical safeguards to protect personal data.
- We will process and store your personal data for up to 5 years from the end of the project for client contractual obligations and quality control
- Our client (the data controller) will be disclosed during fieldwork, if not disclosed at recruitment
- If you wish to make a complaint about how your personal data is being processed by us or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and our Data Protection Officer
- For further information about how and why we use your personal data and your rights please visit <https://privacy.2cv.com>

**Q.1** Have you ever taken part in a market research group discussion or depth interview on any subject?

- Yes  **GO TO Q2**  
No  **RECRUIT – go to demographics**

**Q.2** When did you last take part in a market research group discussion/depth interview?

- In the last 6 months  **DO NOT RECRUIT**  
More than 6 months ago  **GO TO Q3**

**Q.3** How many times have you taken part in a market research group discussion/depth interview?

- 1-3  **GO TO Q5**  
4-6  **GO TO Q5**  
More than 6  **GO TO Q4**

**Q.4** When was the last time you took part in a market research group discussion/depth interview?

- In the last year  **DO NOT RECRUIT**  
1-3 years ago  **DO NOT RECRUIT**  
Over 3 years ago  **GO TO Q5**

**IF RESPONDENTS HAVE TAKEN PART IN MORE THAN 6 GROUP DISCUSSIONS/DEPTH INTERVIEWS, THEY MUST HAVE LAST ATTENDED A GROUP/DEPTH OVER 3 YEARS AGO.**



Q.5 What subjects have you been interviewed on before?

.....  
NONE TO HAVE BEEN INTERVIEWED ON CURRENT PROJECT TOPIC BEFORE

**Sample:**

22 x 45mins – 1hr depths with small business owners/senior decision makers in each location

- Midlands (Leicester / Nottingham)
- Wales (Cardiff Wrexham )
- Northern Ireland (Belfast Derry)
- London & the SE
- North England (Manchester)

**Recruitment criteria:**

All respondents will be...

- Business owners and senior decision makers

**Size**

- Small (10-49 employees)
- Micro businesses (1-9 employees)
- Individual/Sole Trader

**Sector**

- Food Business serving /selling food to the general public

<b>Location</b>	Approx. 12-14 interviews in England, and 6-7 each in Wales and Northern Ireland
<b>Type of food operation</b>	A focus on restaurants and catering, but some retailers (newsagents) where there is only pre-packaged, ambient, non-refrigerated foods sold to be included
<b>Size of business</b>	Businesses with under 50 employees, with a focus on businesses with 0-4 employees (as this makes up the majority)
<b>FHRS rating</b>	To include a range of different ratings where appropriate
<b>English as a 1<sup>st</sup> language</b>	Include some business owner/manager who does not have English as a first language



**Q.6** Please tell me if :-a) you or b) any of your close friends/relatives; work or have ever worked in any of the following trades/professions or for any companies mentioned here?

	a)	b)
<b>Market Research</b> .....	<input type="checkbox"/>	<input type="checkbox"/>
Marketing .....	<input type="checkbox"/>	<input type="checkbox"/>
Journalism .....	<input type="checkbox"/>	<input type="checkbox"/>
Advertising .....	<input type="checkbox"/>	<input type="checkbox"/>
<b>Public Relations</b> .....	<input type="checkbox"/>	<input type="checkbox"/>
<b>Government/politics</b> .....	<input type="checkbox"/>	<input type="checkbox"/>

**IF ANY OF THE ABOVE TRADES/PROFESSIONS IN BOLD ARE MENTIONED – DO NOT RECRUIT.**

**Q.7a** Can you tell me what your current occupation is and a little about what it involves, the industry it is in and your company name? (Please include all jobs you currently hold)

.....

.....

.....

**Q.7b** With regards to the business where you work, what exactly is your role and does it involve decision making with regards most elements of running the business.?

Yes I am involved in decision making, I am:

- Owner / Proprietor
- Managing Director
- Financial Director
- Partner
- HR Director
- Area Manager
- Store or Site Manager

Pls specify job role.....

Other – not involved in decision making

**Close**

**All respondents to be decision-makers, i.e. people who make, or are significantly involved in, the decisions of running the business who would have responsibility for the company’s responsibility for food hygiene management and procedures..**



Q.7c Could you please just confirm the nature of your business?

- Retailer – selling pre-packaged food and beverages
- Retailer – selling fresh food and beverages (inc butchers/fishmongers/delis)
- Café
- Restaurant
- Pub serving pre-packaged food (e.g. crisps / nuts) only
- Pub serving fresh food
- Takeaway
- Food van / stall
- Hotel
- Catering
- Food production / manufacture
- Other

.....

<b>Food Services</b>	
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Please ensure all business sectors are food services. Please recruit a range

Q.8a Where in is your business based (headquarters or majority of premises)?

.....

12-14 interviews in England, and

- Nottingham
- Cardiff
- London
- Manchester

6-7 each in Wales and Northern Ireland

- Belfast
- Derry
- Wrexham

Q.8b How many sites does your business operate across?

.....

Q.9a How many people do you employ in your business?

- 1, myself solely  Individual / Sole Trader
- 1-9 employees  Micro business
- 10-49 employees  Small
- 50-249 employees **Do not recruit**
- 250+ employees Large **Do not recruit**

All to be small businesses of under 50 employees – skew to micro and sole traders

Q.9 How long ago was your business established?



- 6 mths-1yr   
1-5yrs   
Over 5 yrs

**Please recruit a range**

**Q.10a** Has your business been inspected and received a food hygiene rating?

- Yes  Go to 10b  
No  Go to 10c

**Q.10b** What is your business current FHRs rating? If you operate over multiple sites, pls let us know the rating for each

- 5 – hygiene standards are very good   
4 – hygiene standards are good   
3 – hygiene standards are generally satisfactory   
2 – some improvement is necessary   
1 – major improvement is necessary   
0 – urgent improvement is required

**Please recruit a range**

**Q.10c** N/A My business is exempt from the scheme as I only sell pre-wrapped goods that do not require refrigeration

**At least 3/4s to be in the FHRs system**

**RECRUITER PLEASE MAKE ALL RESPONDENTS RECRUITED AWARE OF THE BELOW 2CV RESPONDENT RULES**

- Prior to the session you may be telephoned by 2CV for a quick check of your details, we appreciate your help in answering a few quick questions if you are contacted
- Please arrive at least 10-15mins before the session to sign in. If you are over 10 minutes late you will not be able to participate and you will not receive any incentive
- All respondents will need to bring PHOTO ID to the session;  
**No ID. No Group. No Payment. No Exception.**
- If you are identified as having been to another research session within the last 6 months you will not be able to take part and you will not be paid.
- All respondents must sign a non-disclosure agreement to take part in the research

**RESPONDENT TO SIGN:**

**I agree that these answers and information are truthful and correct.**

**Respondent Signature:**

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I agree to take part in all aspects of this research project as described above.



I give permission for the face to face research group/interview to be video and/or audio recorded and I give permission for the footage/audio files to be used only by the research company (2CV) and the company commissioning the research. The footage/audio files are to be used solely for the purposes of research.

If participating in digital research, e.g. 2CV Momento smartphone app or email feedback, I give permission for all text and media (photos, pictures, audio, video) I share with the research company (2CV) via uploads/emails/app sharing be used only by the research company (2CV) and the company commissioning the research. This text and media is to be used solely for the purposes of research.

I agree that my personal data may be processed outside the European Economic Area (“EEA”) with the appropriate and proportionate safeguards in place.

2cv are members of the Market Research Society and therefore are obliged to maintain anonymity of their respondents.

**SIGNED**.....

**PRINT** .....

Day/Date of Session:

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Time:

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**RECRUITER TO SIGN:**

I certify that I have carried out this interview according to your instructions, INCLUDING READING WORD FOR WORD ALL THE IMPORTANT INFORMATION IN THE BOXES AND ENSURING I HAVE GAINED THE RESPONDENTS INFORMED CONSENT TO TAKE PART.

I have conducted the interview within the MRS Code of Conduct.

Signed:

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