

FHRS Audit 2021 Technical report: Appendix B Telephone survey questionnaire

A - Business Type

I'm going to start by asking you a few questions about your business. For these questions, and throughout the survey, I'd like you to think specifically about this site.

Ask all.

A1. Approximately how many people does this business employ at this site?

If necessary: Please include part-time and full-time staff. It doesn't matter if you don't know exactly, an estimate is fine.

Interviewer type in: 1

Don't know: 2

Ask if don't know (A1-2)

A2 Which of the following bands would cover how many people employed at this site.

Read out. Single code.

1 1

2 to 9 2

10 to 24 3

25 to 49 4

50 to 99 5

100 to 199 6

200 to 249 7

250+ 8

Don't know 9

Ask all.

A3 Is your business part of a chain?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Ask all.

A4 Can customers order food from your business in any of the following ways...

Read out.

1 Through a third party website/app (such as JustEat, UberEats or Deliveroo)

Yes 1

No 2

Don't 3

2 Through your own company website

Yes 1

No 2

Don't 3

3 Through your social media accounts (such as Instagram, Twitter or Facebook)

Yes 1

No 2

Don't 3

Ask if use aggregator (ask if A4_1=1)

A5 What delivery service website/apps can customers use to order food from your business?

Do not read out. Multicode.

Deliveroo 1

JustEat 2

UberEats 3

Amazon 4

Etsy 5

NotOnTheHighStreet 6

EBay 7

AliExpress 8

Other (write in) 9

Don't know 10

Ask if use social media (ask if A4_3=1)

A6. What social media platforms can customers use to order food from your business?

Do not read out. Multicode.

B- FHRS

Ask all.

B1. Changing the topic slightly, have you heard of the Food Hygiene Rating Scheme, also referred to sometimes as the 'FHRS'?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Ask all.

B2. Has this business premises been given a Food Hygiene Rating by the local authority [in NI: District Council]? The rating will have been given following an inspection by your local authority. You will have been issued with a green and black sticker that displays the rating.

If necessary: This is not a certificate or qualification in food hygiene training awarded to an individual within the business. The rating may have been given some time ago. The rating will be between 0 and 5 or may say awaiting inspection or rating awaited.

Interviewer: By business premises we mean the outlet stated on the sample, not any other business premises that they may be responsible for.

Do not read out single code.

Yes 1

No but we expect to receive the rating soon 2

No 3

Not sure 4

Ask if not been given rating/not sure (B2=2/3/4)

B3. The Food Hygiene Rating Scheme or FHRS involves a food safety officer from the local authority visiting your premises to check on standards of food hygiene and issuing your business with a green and black hygiene rating sticker that shows a rating from zero to five, or [If England/Northern Ireland: 'awaiting inspection'; If Wales: 'rating awaited'].
Do you remember your business premises being assessed for its current Food Hygiene Rating using this scheme?

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

Wales if necessary: The sticker also has the Government dragon logo located at the top of the sticker towards the centre.

Interviewer: We are only interested in ratings for the premises listed on the sample, not any other business premises that the respondent may be responsible for. If respondent was not working for organisation at the time of inspection but knows that it took place code yes.

Do not read out. Single code.

Yes 1

No 2 (go to section D)

Not sure 3 (go to Section D)

Ask if remember inspection (B3-1)

B4. Have you received your Food Hygiene Rating for this site yet?

If necessary: the rating will be from 0 to 5

Do not read out. Single code.

Yes 1

No but we expect to receive one 2 (go to section D)

No 3 (go to section D)

Not sure 4 (go to Section D)

Ask if have FHRS (B2=1 or B4=1)

B5. Thinking specifically about the green and black food hygiene rating sticker, what rating has this site been given?

If necessary: what does the sticker say?

Interviewer: if the respondent mentions a number of STARS, please query: 'You just mentioned stars, are you definitely referring to the Food Hygiene Rating Scheme, which has a green and black logo, with your rating in a CIRCLE?' [Interviewer, if they are not referring to the green and black Food Hygiene Rating Scheme, please recode B3 (or B2 if B3 was not answered).

Do not read out. Single code.

If England/Northern Ireland Waiting inspection, if Wales: rating awaited 1

0 Urgent improvement necessary 2

1 Major improvement necessary 3

2 Improvement necessary 4

3 Generally satisfactory 5

4 Good 6

5 Very good 7

Don't know 8

Ask if know rating and rating is less than 5 (B5=2 to 6)

B6 Are you satisfied with the rating you received?

Do not read out single code.

Yes 1

No 2

Don't know 3

Ask if not satisfied with rating (B6=2)

B7 Why are you not satisfied with the rating you received?

Do not read out. Multicode.

Received a low rating 1

Rating was lower than expected / expected a higher rating 2

Rating was lower/worse than last time 3

I am doing things the same as before, but I received a lower rating 4

The score/rating may stop some customers using us / gives them a bad impression/Competitors have higher rating 5

Inspector was not fair/Rating is unfair / I do not agree with it 6

Inspection time was inconvenient (for example, busy time of day) 7

Rating due to poor confidence in management score / paperwork / record keeping 8

Made improvements as required but still got a low rating 9

Other reason (write in) 10

Don't know 11

If know rating (B5=2 to 7)

B7a What is the lowest Food Hygiene Rating you would be satisfied with?

Do not read out. Single code.

0 Urgent improvement necessary 2

1 Major improvement necessary 3

2 Improvement necessary 4

3 Generally satisfactory 5

4 Good 6

5 Very good 7

Don't know 8

Ask if have rating of 0 to 4 (B5=2 to 6)

B8. Have you made any changes to the way you do things at your premises in order to improve your Food Hygiene Rating at the next inspection?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Ask if made changes (B8=1)

B9. And what changes have you made at your premises in order to achieve a higher Food Hygiene Rating at your next inspection? Probe fully: What other changes?

Do not read out. Multicode.

Purchasing additional equipment / undertaking repairs / improvement works 1

Cleaning equipment more regularly 2

Monitoring fridge temperatures 3

Cleaning of the workplace/premises (including more thorough/creating rotas) 4

Labelling food with the date it was opened 5

Improve documentation/ record keeping (including updating/ utilising HACCP) 6

Recording what is done every day in a diary 7

Using different equipment (chopping boards, utensils etc) for different foods to avoid cross-contamination 8

Fixing structural issues 11

Improving or implementing staff training 12

Other (write in) 9

Don't know 10

Ask if have FHRS (B2=1 or B4=1)

B10 Is your Food Hygiene Rating sticker on display on your premises?

Do not read out. Single code.

Yes, somewhere where it is clearly visible to customers 1

Yes, somewhere where it is not clearly visible to consumer (for example a kitchen or office) 2

No 3

Don't know 4

Ask if on display (B10=1 or 2)

B11. Can I just check, can customers clearly see your Food Hygiene Rating sticker from the outside of your premises, in other words, without having to enter your premises?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Sticker on display from outside and Wales/Northern Ireland (B11=1 and Country=2/3)

B12. Does the premises have one or more than one customer entrance?

Do not read out. Single code.

One 1

More than one 2

Sites does not have its own entrance 3

Don't know 4

Premises has one customer entrance (ask if B12=1)

B13. Do you have the sticker displayed at your customer entrance?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Premises has one customer entrance (ask if B12=2)

B14. At how many customer entrances do you have the sticker displayed?

Do not read out. Single code.

None 1

Some 2

All 3

Don't know 4

B14. Questions removed

Ask if not on public display (B10=3 or B11=2)

B15. Why is your Food Hygiene Rating not on display where your customers can clearly see it?

Do not read out. Multi code.

I do not have to display it / it's not compulsory 1

Didn't know we should display it / didn't know it was compulsory 2

Poor/ low Food Hygiene Rating 3

Business policy not to display ratings 4

Doesn't suit the surroundings 5

It is more important for staff to see it than the public 6

I do not agree with the rating / the rating is unfair 7

I do not like the rating system 8

I do not understand the scheme 9

It's not relevant to our business 10

Similar businesses in this area do not display their stickers 11

We have lost the sticker 12

There's nowhere suitable to show it outdoors 13

Another reason (write in:) 14

Don't know 15

Ask if England FBO and not public display (Country=1 and B10=3 or B11=2)

B16. What would encourage you to display your Food Hygiene Rating where customers could clearly see it?

Do not read out. Multicode.

If it was issued in a different format (for example, different design, in a frame) 1

If it was the law 2

Fines for not displaying 3

If we had a better Food Hygiene Rating 4

A fairer Food Hygiene Rating scheme 5

If other businesses in the area were displaying theirs 6

If customers asked to see it 7

If I understood the scheme 8

If we could have our lost sticker re-issued 9

Another reason (write in) 10

(single code only) Nothing would encourage me 11

Don't know 12

Ask if have FHRS (B2=1 or B4=1)

B17. And thinking more generally now about the Food Hygiene Rating, what is the lowest Food Hygiene Rating that you would consider 'good enough' to display at your business?

If necessary the rating will be from 0 to 5. Do not read out. Single code.

0 Urgent improvement necessary 1

1 Major improvement necessary 2

2 Improvement necessary 3

3 Generally satisfactory 4

4 Good 5

5 Very good 6

Don't know 7

None/I don't agree with the scheme 8

If know rating (ask if B5=2 to 7)

B17a. Do you use your Food Hygiene Rating to advertise your business? For example on your website, on menus, or through other mechanisms.

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Use their FHRS to advertise (B17a=1)

B18. Does your business currently use, or has it previously used, your Food Hygiene Rating in any of the following ways?

Read out. Single code per row, randomise rows.

1 Paid Advertising

2 Free Advertising

3 Letterhead

4 Posters/Sandwich Boards

5 [If scheme business type = 1/2/4] Table menus

6 [If scheme business type = 1/2/4] Take-away menus

7 On your website (general)

8 If A4_2=1 On the online ordering function on your website

9 If A4_1=1 On a delivery service website/app

10 If A4_3=1 On the online ordering function on social media

All answer options are:

1 Yes currently

2 Yes previously

3 No

4 Don't know

B19. Would you consider using your Food Hygiene Rating to advertise your business in the future?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Ask if answered yes (B19=1)

B20. In what ways would you consider using your Food Hygiene Rating to advertise your business in the future?

Do not read out. Multicode.

Paid Advertising 1

Free Advertising 4

Letterheads 5

Posters/Sandwich Boards/ Banners 6

Table menus 7

Take-away menus 8

On your website (general) 9

If A4_2=1 On the online ordering function on your website 10

On a delivery service website/app 11

On the online ordering function on social media 12

Another way (write in) 13

Don't know 14

Ask if own ordering facility but doesn't display rating (A4_2=1 and (B17a=2/3 or B18_8=3)).

B21. You said that you don't display your Food Hygiene Rating on the online ordering function on your website. Why is this?

Do not read out. Multicode.

Customers aren't interested in our rating 1

It isn't necessary to display the rating 2

I do not have to display it / it's not compulsory 3

Poor/ low Food Hygiene Rating 4

Business policy not to display ratings 6

I do not agree with the rating / the rating is unfair 7

I do not like the rating system 8

I do not understand the scheme 9

It's not relevant to our business 10

We don't have the technical facilities and/or skills to do this 11

Other (write in) 12

Don't know 13

Ask if social media for ordering but doesn't display rating (A4_3=1 and B17a=2/3 or B18_10=3)

B22. You said that you don't display your Food Hygiene Rating through the social media platforms that customers can use to order from your business. Why is this?

Do not read out. Multicode.

Customers aren't interested in our rating 1

It isn't necessary to display the rating 2

I do not have to display it / it's not compulsory 3

Poor/ low Food Hygiene Rating 4

The low Food Hygiene Rating may stop some customers using us 5

Business policy not to display ratings 6

I do not agree with the rating / the rating is unfair 7

I do not like the rating system 8

I do not understand the scheme 9

It's not relevant to our business 10

We don't have the technical facilities and/or skills to do this 11

Other (write in) 12

Don't know 13

Ask if rating on display (b10=1 or B11=1)

B23. To what extent do you agree or disagree with the following statements about the Food Hygiene Rating Scheme?

Read out. Single code per row, randomise rows.

1 I am proud of my business's Food Hygiene Rating

2 Having a good Food Hygiene Rating is attractive to customers

3 I/We work hard to maintain/improve our hygiene rating

4 Displaying my Food Hygiene Rating improves the reputation of my business

5 Displaying my Food Hygiene Rating gives my business more customers

6 Displaying my Food Hygiene Rating shows customers that we take food hygiene seriously

7 Having a higher rating gives me a competitive advantage over businesses that have lower ratings

All answer options are:

Strongly agree 1

Agree 2

Neither agree or disagree 3

Disagree 4

Strongly disagree 5

Don't know 6

Ask if have FHRS (B2=1 or B4=1)

B24. How important is to your business that you have a Food Hygiene Rating?

Read out. Single code.

Very important 1

Fairly important 2

Neither important nor unimportant 3

Fairly unimportant 4

Very important 5

Don't know 6

C- Contact with LA Food Hygiene department

The next series of questions are about contact you may have had with your Local Authority Food Hygiene department.

Ask if have FHRS (B2 =1 OR B4=1)

C1. Do you recall if your business received an inspection report letter from the local authority?

This letter would have told you your Food Hygiene Rating and contained your sticker to put on display. The letter would have been sent out after your last (most recent) inspection.

Do not read out. Single code.

Yes I can remember receiving this letter: 1

No I cannot remember receiving this letter: 2

Don't know: 3

Ask if received letter and have FHRS rating of 4 or less (C1=1 and B5=2 to 6)

C2. Thinking about the letter you received after your most recent inspection, do you recall if your letter told you what improvements you would need to make to achieve the highest Food Hygiene Rating of 5 at your premises?

Do not read out. Single code.

Yes: 1

No: 2

Don't know: 3

Ask if have FHRS (B2=1 or B4=1)

C3. Following an inspection, are you aware that if you are unhappy with your rating you can request...

Do not read out. Single code at each.

A 'right to reply'? If necessary: Your right to reply allows you to tell customers how your business has improved its hygiene standards or if there were unusual circumstances at the time of inspection. This response will be published online, alongside the rating, by the local authority.

Yes I am aware: 1

No I am not aware: 2

Don't know: 3

An appeal? If necessary: If you think that the rating you have been given following an inspection is wrong or unfair - in other words it does not reflect the hygiene standards at the time of inspection - you can appeal against this.

Yes I am aware: 1

No I am not aware: 2

Don't know: 3

A re-rating? If necessary: If you make the improvements to hygiene standards that our food safety officer raised at your last planned inspection, you can request a re-visit before the next planned inspection.

Yes I am aware: 1

No I am not aware: 2

Don't know: 3

Ask if have FHRS (B2=1 or B4=1 and are aware of a re-rating C3_3=1)

C4. Has your establishment applied for a re-rating inspection from the local authority since your last inspection?

Do not read out. Single code.

Yes: 1

No: 2

Don't know: 3

If didn't apply for a re-rating and not satisfied with rating (C4=2 and B6-2)

C5. Why did you not apply for a re-rating?

Do not read out. Multi code.

I wasn't aware it was an option 1

I didn't have enough information on how to apply 2

I don't understand how re-rating works 3

I do not like the rating system 4

I do not understand the scheme 5

The scheme is not relevant to our business 6

I did not think we would get a higher rating 7

I don't think the rating system is fair 8

The fees are too high 9

The re-rating is carried out by the same authority that issues the rating 10

Other (write in) 11

Don't know 12

If applied for re-rating (C4=1)

C6. And what was the results of this request for a re-rating?

Do not read out. Single code.

Awarded a higher rating 1

Rating stayed the same 2

Award a lower rating 3

Still waiting for a new inspection/to hear back from the local authority 4

Not yet been notified of their decision 5

Was not granted another visits from the inspector 6

Other (please specify) **Backcode as necessary, only create new codes if >5% of answers** 7

Don't know/Can't remember 8

Ask if have FHRS (B2=1 or B4=1) and aware of right to reply (C3_1=1)

C7 Has your establishment exercised its right to reply by sending comments to the local authority about the most recent rating you have been given?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

Ask if haven't exercised right to reply and not satisfied with score (C7=2 and B6=2)

C8 Why did you not exercise your right to reply?

I wasn't aware it was an option 1

I didn't have enough information on how to apply 2

I don't understand how re-rating works 3

I do not like the rating system 4

I do not understand the scheme 5

The scheme is not relevant to our business 6

I did not think my reply would be published 7

I don't think the rating system is fair 8

I didn't want to spend the time doing it 9

I was worried it would impact on my future ratings 10

Other (write in) 11

Don't know 12

Ask if have FHRS and Eng (if B2-1 or B4=1) and Country =1)

C9 How would you feel if a scheme was introduced where you were required by law to display your Food Hygiene Rating? Would you say it would be a...

Read out. Single Code.

Very good thing 1

Fairly good thing 2

Neither a good thing or bad thing 3

Fairly bad thing 4

Very bad thing 5

Don't know 6

Ask if response (bad) at C9 (C9=3 to 5)

C10a Why do you say it would be a [insert response from C9]?

Do not read out. Multi code.

It makes no difference - we do it anyway 1

It's unfair to some businesses 2

Puts additional burden on businesses 3

Bad because people don't understand your score 4

Other (please specify) 5

Don't know 6

Ask if response (good) at C9 (C9=1 to 2)

C10b. Why do you say it would be a [insert response from C9]?

Probe fully.

Don't know 1

If have FHRS and Wales/Northern Ireland (NI) (ask if B2=1 or B4=1 and country 2/3).

C11. And were you aware before this interview that it is a legal requirement in [if Wales, if NI: Northern Ireland] to have your FHRS rating publicly on display?

Do not read out. Single code.

Yes 1

No 2

Don't know 3

If have FHRS and Wales/NI (ask if B2=1 or B4=1 and Country = 2/3)

C12. And how do you feel generally about the legal requirement to display your Food Hygiene Rating at your premises?

Read out. Single code.

Very good thing 1

Fairly good thing 2

Neither a good thing or bad thing 3

Fairly bad thing 4

Very bad thing 5

Don't know 6

Feel good about the legal requirement to display (C12=1 to 2)

C12a Why do you say this?

Probe fully.

Don't know 1

Feel bad about the legal requirement to display C12=3 to 5)

C12b Why do you say this?

Do not read out. Multicode.

It makes no difference - we do it anyway 1

It's unfair to some businesses 2

Puts additional burden on businesses 3

Bad because people don't understand your score 4

Other (please specify) 5

Don't know 6

If have FHRS (B2=1 or B4=1)

C13. Which, if any, of the following online facilities do you think should be required by law to display Food Hygiene Rating?

Read out. Multicode. Randomise codes.

Restaurants and takeaways' own websites 1

Restaurants and takeaways' own online ordering facilities 2

Takeaway ordering aggregators or apps (for example, Just Eat, UberEATS, Deliveroo) 3

Social media (such As Facebook, Instagram and Twitter) 4

Restaurants table booking sites (for example Opentable, Bookatable) 5

Hotels' and guest houses' own websites where they serve or supply food 6

Accommodation booking websites (Booking.com, Trivago, Expedia) 7

Supermarket websites 8

None of the above 9

All of the above 10

Don't know 11

D- Thank and close

Ask All

D1. Thank you for your time today. Would you be willing for IFF Research to call you back regarding this particular study, if we need to clarify any of the information? This would be before the end of the project, which is expected to be in January 2022.

Yes: 1

No: 2

D2. And could I just check, is [NUMBER] the best number to call you on?

Yes: 1

No write in numbers: 2

Ask All

D3. The Food Standards Agency have produced an email for those that complete this survey with links to information that might be useful to businesses like yours. Would you be interested in receiving this email?

Yes: 1

No: 2

If consent to FSA email (D3=1)

D4. Can I take some details so that we can send this email over to you?

Name:

Email address:

Read out to all

Just to confirm, we'll be keeping your anonymised responses to the interview for analysis purposes and if you'd like a copy of your data, to change your data or for your data to be deleted then please get in contact with us at [redacted].

You also have the right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

Thanks respondent and close interview.