















Future Service Map - Digital Badges for FHRS (if mandated)

Time	A year before launch	28 days prior to trading	Ongoing	Every 28 days	2hrs +	Daily	Instant - 14 days	Up to 21 days	Within 21 days	Within 28 days	Variable	90 days to display	Up to 28 days	Ongoing
What	<p>Drive awareness of Digital Badges coming soon</p> 	<p>New food businesses register with Local Authority</p> 	<p>Waiting for inspection</p> 	<p>Planning</p> 	<p>Inspection</p> 	<p>Rating given</p> 	<p>Food Business receives rating</p> 	<p>Appeal the rating</p> 	<p>Re-inspection</p> 	<p>Pay for re-rating</p> 	<p>Rating becomes valid and live</p> 	<p>Onboarding and guidance on how display</p> 	<p>Bulk implementation</p> 	<p>Enforcement</p> 
	<p>Give businesses and consumer a long lead time about new policy.</p> <p>Offer training and support for businesses to get help implementing badges</p> <p>Once date is set, create a 'roll out' period of ~6 months where additional (technical) support will be offered</p>	<p>Online form</p> <ul style="list-style-type: none"><li>Local Authority</li><li>FSA</li><li>Gov.UK</li></ul> <p>Form to include new fields:</p> <ul style="list-style-type: none"><li>To identify virtual brands (create parent/child)</li><li>To ask businesses to declare their web presence</li><li>To select the types of activities they do to allocate a risk level to the business (for prioritisation)</li><li>Comms preferences (if part of group)</li></ul> <p>Unique ID created.</p> <p>RAFB data syncs with FHRS data in Unified View for consistency. This syncs with LA's MIS.</p>	<p>Business data in Local Authority MIS system. 'Awaiting inspection' sticker sent out.</p> <p>Existing businesses get re-rated every 6 months to 4 years based on risk level</p> <p>Information on digital badges included in letter. Comms also via email with a link to the 'Awaiting Inspection' digital badge for their business.</p>	<p>Every quarter plan which premises will be visited. New businesses within 28 days. Complaints, appeals and re-ratings are prioritised</p> <p>LAs to improve consistency of re-rating cadence and prioritisation.</p> <p>Re-ratings and appeals to be actioned in shortest possible timescales (within 28 days) as these businesses may be experiencing a big commercial impact from their low rating.</p> <p>Virtual brands to receive the same inspection and rating as their 'parent' business</p>	<p>Proforma completed</p> <p>Conversation about processes. Look at FSMS, Diaries of records, training, risk etc.</p> <p>Discuss issues and how to improve, or close on spot, or serve legal notice.</p> <p>Digitise all inspection forms for faster data entry. Sync into MIS. (Data flow between MIS and Unified View)</p> <p>Share information about digital badges. Ask business about their online presence.</p>	<p><del>EHO enters data from inspection into their MIS and</del></p> <p>EHO assigns a rating on digital inspection form. MIS automatically updated. Triggers email and letter to be sent to business.</p>	<p>Letter sent with rating and sticker to food business or if applicable, to head office of group businesses</p> <p>Send email with rating. Include a button/link to 'approve' rating to shortcut the 21 day appeals window.</p> <p>Include link to online 'appeal' form.</p> <p>Ensure Local Authorities send all ratings to Head Office (as well as/instead of straight to business local premises - as preferred)</p>	<p>A business can appeal the rating. Appeals are reviewed by a manager within 21 days</p> <p>The appeal will be determined within 21 days. If the appeal is successful the business will be re-inspected and receive a new rating.</p>	<p>Businesses can request re-rating at any time. Fee set by Local Authority.</p> <p>LA's to prioritise them and reinspect within 28 days (to avoid commercial impact to businesses)</p>	<p>If rated a 5, the rating is immediately valid. 0-4 after 21 days (unless appealed)</p> <p><del>Food businesses can request early publication via a form to L.A.</del></p> <p>Businesses can approve via email.</p> <p>All systems automatically update. Once status is set to 'valid' - rating is published on FHRS database instantly.</p> <p>Email triggered to businesses to tell them their rating is live and link to their digital badge.</p>	<p>Users are taken through an onboarding process, explaining the policy and placement rules.</p> <p>They can choose the format of their badges based on where they are going to display.</p> <p>Help guides are available on how to implement based on different web platforms/site builders (e.g. wordpress, squarespace etc)</p> <p>Support is offered though live chat and with a phone service run by FSA.</p>	<p>For businesses actioning bulk displays of badges for multiple brands/sites, search/filter tools and s will allow them to identify their businesses using UID's as well as business name, by 'point of contact' (i.e. every business registered to a particular head office)</p> <p>Download data and correlating badges. Upload across multiple sites.Track these with UIDs.</p>	<p>Tracking in badges sends information back to database about where each badge is being displayed.</p> <p>If a badge hasn't been used within 90 days of it's creation (after launch period) businesses will be contacted and given warning to place badge online.</p> <p>There will be an escalation for non-compliance with associated fines/penalties.</p>	
	<a href="#">link to onboarding</a>													
Who	FSA Consumers Businesses	New food business	Environmental Health Officers (EHO) New food business	EHO	EHO Food Business	EHO	EHO Food Business owners Head office of groups	EHO EHO managers Food business	EHO Food business	EHO Food business	Food business	Food business owner Tech/marketing teams External agencies	Food business owner Tech/marketing teams External agencies	EHO Food business owner
Channel	Awareness: Online, radio, f2f, publications, advertising, social media etc Support: Phone, face to face training sessions, online tools/live chat	Online form Posted form Unified View MIS	Local Authority Systems (M.I.S) Post Unified view Email	Phone FSA LA	Face to face Paper / digital inspection form	Digital form synced with M.I.S. (and Unified View)	Post/sticker Email	Posted form Digital form	Face to face at business Paper / digital inspection form	Posted form Online form (L.A. Websites)	MIS Paper form / post Online form (L.A.website)	FHRS website MIS	FHRS website MIS Unified View	Unified View Email Letter Phone