Q3 How connected to the FHRS are you in your current role?

Answered: 32   Skipped: 2

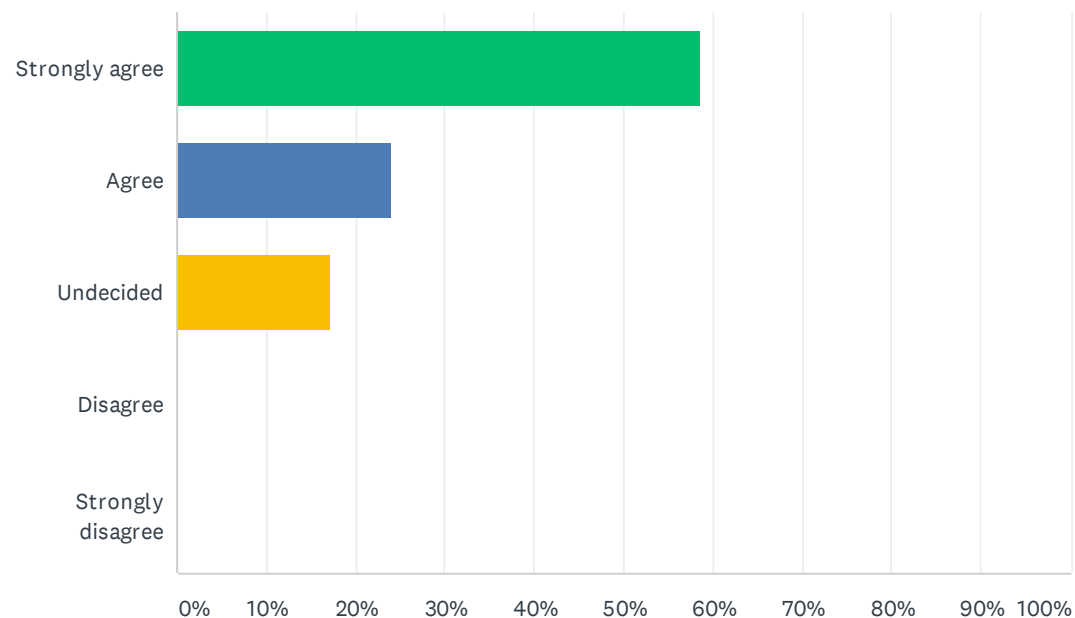| #	RESPONSES	DATE
1	Not sure what the question means, but well aware of FHRS and how it works	2/26/2020 3:10 PM
2	Working on same team but not working on FHRS	2/26/2020 2:30 PM
3	FSA representative in the Wales FHRS Steering Group. Directly involved into FHRS in my team along Jayne Griffiths.	2/26/2020 2:08 PM
4	medium	2/26/2020 11:06 AM
5	Not very much	2/26/2020 10:39 AM
6	Limited	2/25/2020 8:16 PM
7	Not at all	2/25/2020 4:22 PM
8	Very little	2/25/2020 2:53 PM
9	Work in the FHRS Team	2/25/2020 2:42 PM
10	fairly connected	2/25/2020 2:21 PM
11	FHRS Team in my Unit	2/25/2020 12:59 PM
12	I need to have understanding of FHRS	2/25/2020 12:53 PM
13	I work within the FHRS team to ensure consist delivery of the scheme, aid policy making decisions and run FHRS national consistency exercises for local authorities	2/25/2020 12:47 PM
14	FHRS is the consumer facing summary of the official controls	2/25/2020 12:16 PM
15	Very	2/25/2020 11:59 AM
16	Well connected - supported roll out to LAs, including obtaining LA contact to populate the platform, field LA enquiries and user in personal capacity	2/25/2020 11:32 AM
17	I am the lead for FHRS in the Belfast office	2/25/2020 11:09 AM
18	I am a rep on the FHRS Policy Group & User Group and work with LAs implementing the scheme	2/25/2020 11:03 AM
19	20%	2/25/2020 10:42 AM
20	Very - work closely with local authorities in England	2/25/2020 10:35 AM
21	none	2/25/2020 9:52 AM
22	Not very	2/25/2020 9:45 AM
23	Not at all	2/25/2020 9:44 AM
24	Minimal awareness - more like a consumer	2/25/2020 9:43 AM
25	Limited connection through work on Food Law Code of Practice	2/25/2020 9:42 AM

26	Fully	2/24/2020 6:50 PM
27	Very!	2/24/2020 6:06 PM
28	a little	2/24/2020 5:37 PM
29	Comms	2/24/2020 3:46 PM
30	I have been involved with previous versions of the FHRS badges and the FHRS service.	2/24/2020 1:00 PM
31	Work within the team that develop the scheme, attend meetings with Local Authorities who implement the scheme	2/24/2020 9:12 AM
32	Testing	2/21/2020 7:29 PM

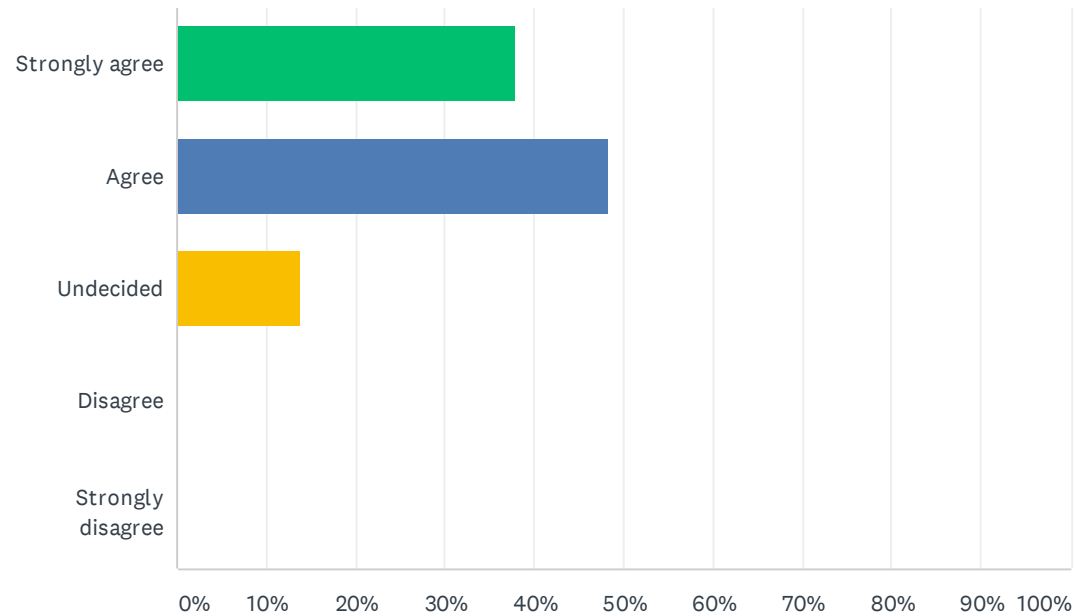## Q4 Do you agree that the options presented represent the FHRS brand well? Are they recognisable to you?

Answered: 29   Skipped: 5

ANSWER CHOICES	RESPONSES	
Strongly agree	58.62%	17
Agree	24.14%	7
Undecided	17.24%	5
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		29

Q5 Do you think they are easy to read and understand?

Answered: 29   Skipped: 5

ANSWER CHOICES	RESPONSES	
Strongly agree	37.93%	11
Agree	48.28%	14
Undecided	13.79%	4
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		29

Q6 What do you think works well on these options?

Answered: 29   Skipped: 5

#	RESPONSES	DATE
1	Desktop 05 and Mobile 02 are the best	2/26/2020 3:17 PM
2	Simple, focused in essential images/text	2/26/2020 2:16 PM
3	Bold & simple	2/26/2020 10:41 AM
4	Simple with little text	2/25/2020 8:21 PM
5	Clear message	2/25/2020 4:23 PM
6	Visually attracting and easy to read	2/25/2020 2:55 PM
7	Looks the very similar to the existing badges used - good colour scheme and contrasts which match the FHRS branding	2/25/2020 2:49 PM
8	Desktop 05 & 07 and Mobile 02 When "Major Improvement" text is white on black background is easily legible and when this text is placed beneath the scoring and linked to the number 1. Welsh dragon icon easily recognisable for Wales	2/25/2020 2:30 PM
9	clarity and consistency	2/25/2020 2:26 PM
10	Colour choice and image are like those used in the sticker. Inclusion of FSA logo.	2/25/2020 1:57 PM
11	The rating is clear as is the meaning of the rating. I feel the decription of the rating works well against the black background	2/25/2020 1:02 PM
12	The colour recognition along with the explanation in words	2/25/2020 12:21 PM
13	Clear and in context, Colour, Bilingual,	2/25/2020 12:13 PM
14	Black text on white background in right hand part of Desktop 02 ; welsh flag not CYM; description above rating in mobile 4 with less emphasis on FSA logo	2/25/2020 11:47 AM
15	Inclusion of the FSA logo where possible and use of similar font, colours etc	2/25/2020 11:16 AM
16	Clearly identifies the rating given and what it means. Strong branding so is recognisable.	2/25/2020 11:06 AM
17	Easy to understand.	2/25/2020 10:42 AM
18	Rating is very easy to read at a glance	2/25/2020 10:38 AM
19	black background with white writing - makes the description stand out	2/25/2020 9:55 AM
20	The 'Need Major Improvement' descriptor helps	2/25/2020 9:53 AM
21	The colours and images replicate the on premises window stickers	2/25/2020 9:52 AM
22	They look similar to existing	2/25/2020 9:47 AM
23	The colour and layout are similar to the stickers consumers are used to seeing in food businesses, so they should recognise and understand these visuals as well.	2/25/2020 9:47 AM
24	no comment	2/24/2020 6:56 PM

25	Colour, recognisable branding	2/24/2020 6:16 PM
26	05 more recognisable as more similar to business sticker	2/24/2020 5:42 PM
27	Brand recognition works well.	2/24/2020 1:19 PM
28	Clear, bright and eye catching	2/24/2020 9:17 AM
29	Testing	2/21/2020 7:30 PM

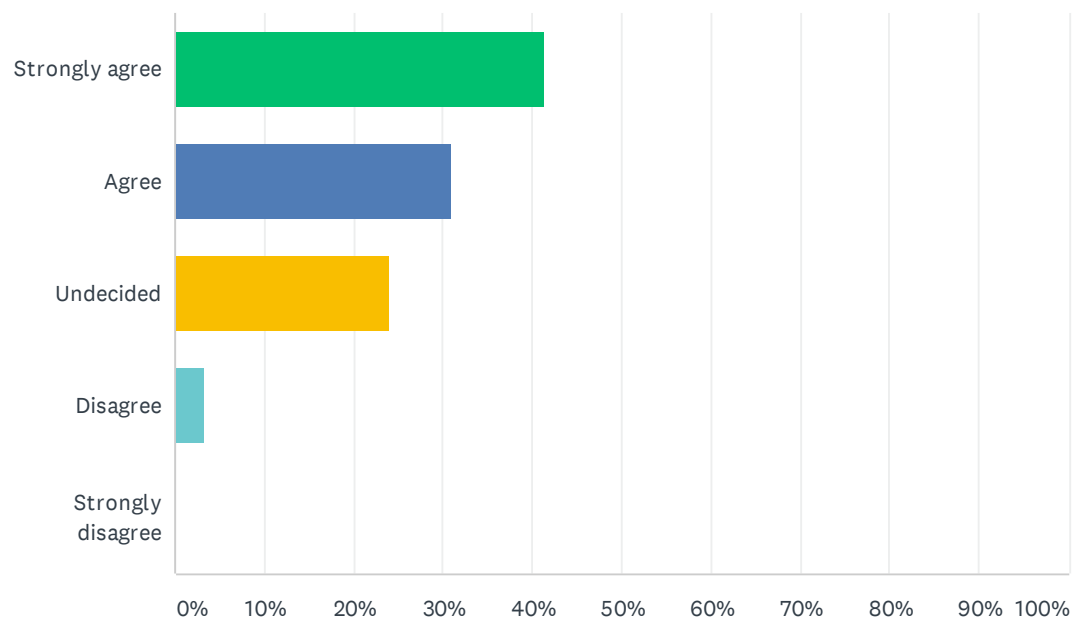# Q7 Do you recognise any problems with these options?

Answered: 29   Skipped: 5

#	RESPONSES	DATE
1	Some aren't accessible.	2/26/2020 3:17 PM
2	Welsh-language badges are displaying the FSA's logo in English. They should be in Welsh. In addition, Desktop 11 and Mobile 03 and 04 show black as the main colour, whereas green is the option used by the FSA in stickers.	2/26/2020 2:16 PM
3	no	2/26/2020 10:41 AM
4	One of the options is five star but also says needs major improvement	2/25/2020 8:21 PM
5	No	2/25/2020 4:23 PM
6	Anyone who cant see colours or understands 1 is low and 5 high	2/25/2020 2:55 PM
7	I think the version that match the stickers physically displayed at premise are the best ones to go for i.e. rating is highlighted in black (rather than green) which gives better contrast.	2/25/2020 2:49 PM
8	White text on green background is not strong format and Mobile 1 and Mobile 3 just does not explain rating given, and public confusion with just number	2/25/2020 2:30 PM
9	Black too dominant on 9-13	2/25/2020 2:26 PM
10	Welsh Gov logo not included on bilingual/ Welsh version. Wording is not consistent with the stickers- this introduces a question that they may not be legitimate.	2/25/2020 1:57 PM
11	The badges without the description of the rating could cause confusion, i.e. 1 could be interepreted as good, and the shorter description (of the rating) could be easlier overlooked. The longer description in black, at the bottom of the ratings appears to be a better option	2/25/2020 1:02 PM
12	no	2/25/2020 12:21 PM
13	Use of CYM as an abbreviation may not be understood	2/25/2020 12:13 PM
14	white text on green nor black is not clear; desktop 14 lots of black space	2/25/2020 11:47 AM
15	just those that don't include wording e.g. very good etc	2/25/2020 11:16 AM
16	No	2/25/2020 11:06 AM
17	.	2/25/2020 10:42 AM
18	No	2/25/2020 10:38 AM
19	no	2/25/2020 9:55 AM
20	The Welsh 'switch' is not clear on some of them	2/25/2020 9:53 AM
21	The white background doesn't make the text stand out as well as with white text on black. Desktops 9-13 have a lot of blank space	2/25/2020 9:52 AM
22	No	2/25/2020 9:47 AM

| 23	Desktop options 5, 6, 7 and 8 don't appear to reference the FSA anywhere on the visual.	2/25/2020 9:47 AM
24	colour scheme of black, has this been tested on Android 10 using the dark mode?	2/24/2020 6:56 PM
25	Need to study more closeley	2/24/2020 6:16 PM
26	the long shape arther then the option 5 is very different to the stickers people would see in shops etc	2/24/2020 5:42 PM
27	The size of the badges could be an issue depending on the space available on different digital services. How can we avoid businesses scaling them down so that the text remains readable? On the banner desktop version, the logo is quite far away from the Rating, which could result in confusion for users on why food businesses are showing an FSA logo top left above their own logo. Or users may not realise the logo is related to the rating. A bilingual version has not been provided, if this is required, a version should be created to see how text can fit into the space. Not sure the toggle is clear, (is this for testing?). The white logo text on a green background doesn't meet colour contrast. ALso green logo on green means you visually lose part of the logo. Desktop 12 I think the logo is too small. What happens when you click on a badges does it take you anywhere or to more details?	2/24/2020 1:19 PM
28	the larger banner type make take up more space than a business wants to give up on their website.	2/24/2020 9:17 AM
29	Testing	2/21/2020 7:30 PM

Q8 Do you think the logo is neccessary?

Answered: 29   Skipped: 5

ANSWER CHOICES	RESPONSES	
Strongly agree	41.38%	12
Agree	31.03%	9
Undecided	24.14%	7
Disagree	3.45%	1
Strongly disagree	0.00%	0
TOTAL		29

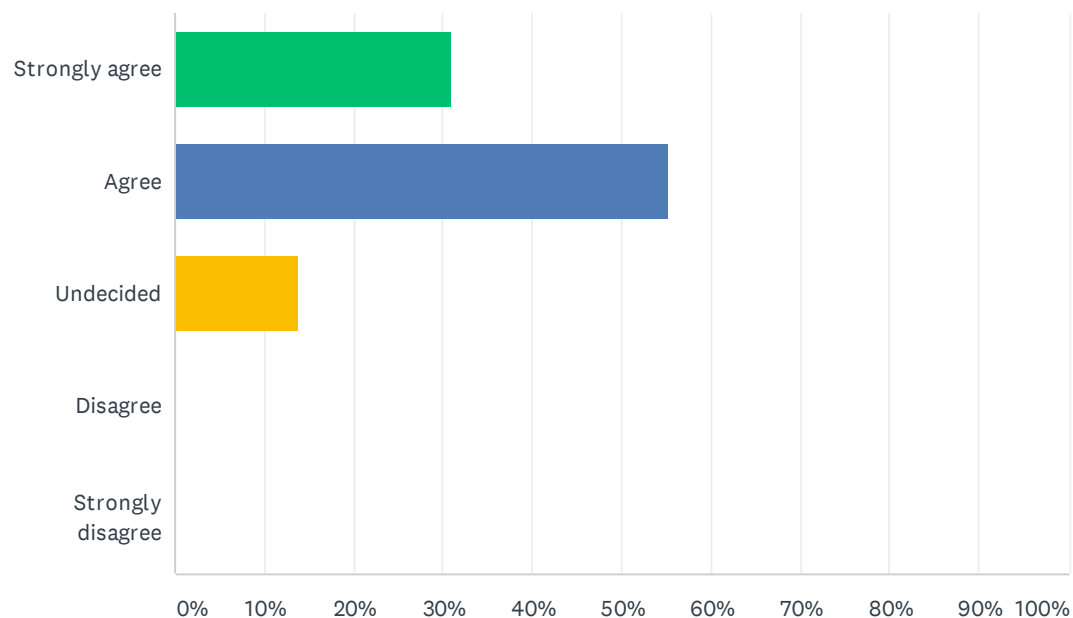# Q9 Do you think the logo makes the badges seem more official or trustworthy?

Answered: 29   Skipped: 5
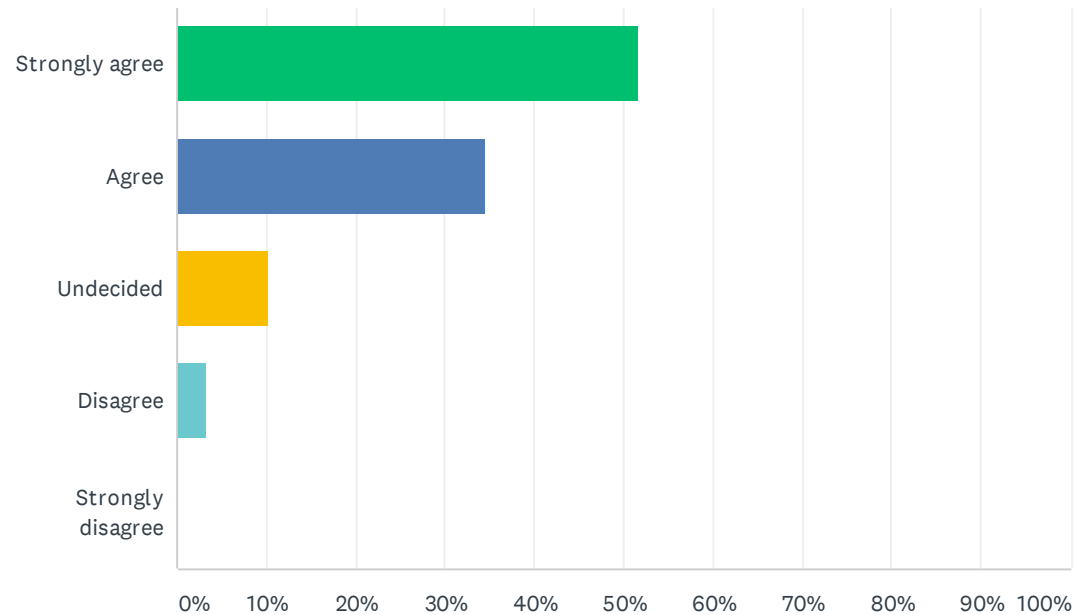
ANSWER CHOICES	RESPONSES	
Strongly agree	51.72%	15
Agree	34.48%	10
Undecided	10.34%	3
Disagree	3.45%	1
Strongly disagree	0.00%	0
TOTAL		29

Q10 Do you think the selected font is representative of the FHRS brand?

Answered: 29   Skipped: 5

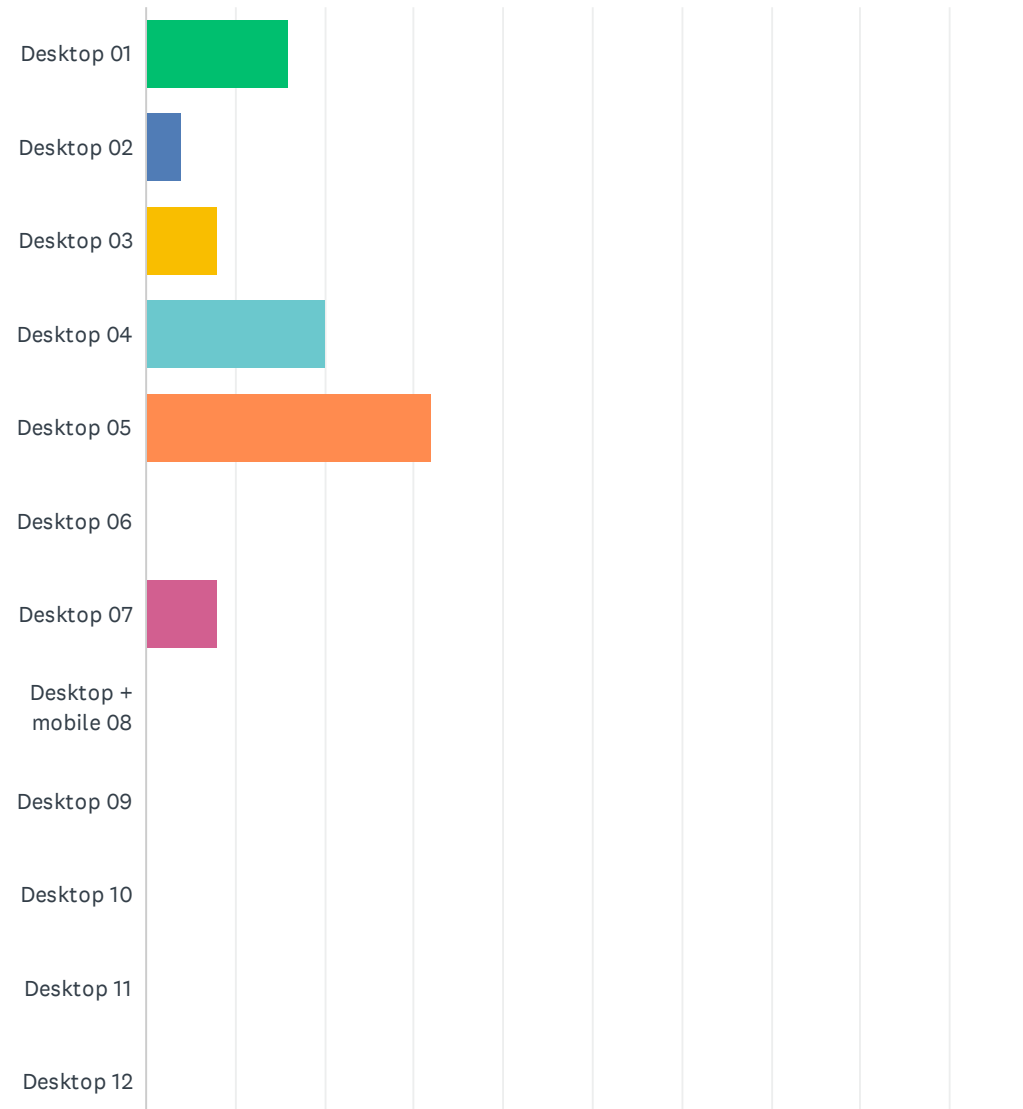| ANSWER CHOICES	RESPONSES	
Strongly agree	31.03%	9
Agree	55.17%	16
Undecided	13.79%	4
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		29

Q11 Is there anything else you'd like to add in regard to how the brand has been applied to these options?

Answered: 16   Skipped: 18

#	RESPONSES	DATE
1	The scheme might be the FSAs, but it's applied by local councils. Could they put their logo on the branding?	2/26/2020 3:17 PM
2	Although the rating number is probably what people refer to and focus on when considering a rating, the official wording provides useful additional information about its meaning. I think that options where the worded description of a rating is omitted would not be as informative and would me missing essential information for the consumer.	2/26/2020 2:16 PM
3	no	2/26/2020 10:41 AM
4	Versions in Desktop 5 id my preferred version as it's more recognisable as it looks like the sticker. Options 6 & 8 would be my second choice.	2/25/2020 1:57 PM
5	No	2/25/2020 1:02 PM
6	no	2/25/2020 12:21 PM
7	FSA logo should not be more prominent than the rating and description when it is the LA who inspect	2/25/2020 11:47 AM
8	No	2/25/2020 11:06 AM
9	No	2/25/2020 10:42 AM
10	I don't think the use of a white background reflects the window stickers sufficiently	2/25/2020 9:52 AM
11	No	2/25/2020 9:47 AM
12	if the font is an issue should this be revised for a modern look?	2/24/2020 6:56 PM
13	Need to consider use of FSA logo - potential Trademark issues?	2/24/2020 6:16 PM
14	they may not meet accessibility requirements in terms of use of colour etc. I don't know whether they need to?	2/24/2020 5:42 PM
15	The desktop 5 is clear it is the FHRS rating I am not sure if the FSA logo is necessary to identify what it is to consumers	2/24/2020 9:17 AM
16	Testing	2/21/2020 7:30 PM

Q12 Take a look at the first screen here and see which is your favourite - you may need to scroll to see them all.

Answered: 25   Skipped: 9
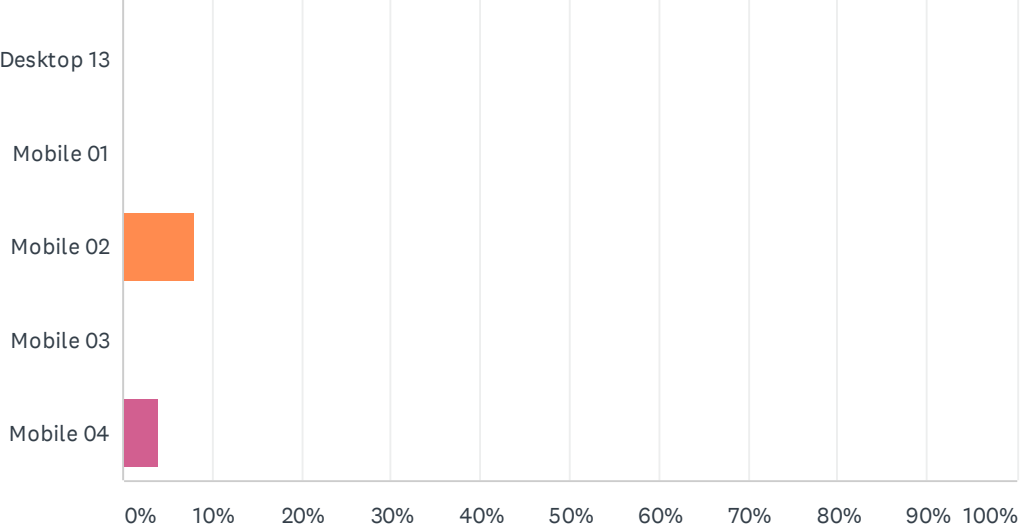
FHRS Stakeholder survey

ANSWER CHOICES	RESPONSES	
Desktop 01	16.00%	4
Desktop 02	4.00%	1
Desktop 03	8.00%	2
Desktop 04	20.00%	5
Desktop 05	32.00%	8
Desktop 06	0.00%	0
Desktop 07	8.00%	2
Desktop + mobile 08	0.00%	0
Desktop 09	0.00%	0
Desktop 10	0.00%	0
Desktop 11	0.00%	0
Desktop 12	0.00%	0
Desktop 13	0.00%	0
Mobile 01	0.00%	0
Mobile 02	8.00%	2
Mobile 03	0.00%	0
Mobile 04	4.00%	1
TOTAL		25

# Q13 Tell us why you have selected that style...

Answered: 25   Skipped: 9

#	RESPONSES	DATE
1	Gives the rating and description	2/26/2020 3:18 PM
2	Includes all elements I consider valuable, including brand recognition, as well as having an adequate font size and a clearer option to switch to Welsh language.	2/26/2020 2:27 PM
3	includes everything but still simple, prefer white letters on black background	2/26/2020 10:44 AM
4	Looks the most like the sticker and the text describing the rating directly under it.	2/25/2020 3:01 PM
5	Clear and concise. not too difficult to read and recognizable	2/25/2020 3:00 PM
6	Explains it is in relation to food hygiene, links number to statement so public understand what it means	2/25/2020 2:37 PM
7	reflects what is seen on the high street - need to be consistent with imaging	2/25/2020 2:31 PM
8	Looks most similar to sticker so more easily recognised	2/25/2020 1:59 PM
9	It is similar to the stickers which is a recognised brand	2/25/2020 1:17 PM
10	Prefer white on black writing and welsh flag	2/25/2020 1:16 PM
11	Easy to follow	2/25/2020 12:28 PM
12	explains the rating as 1 or 5 could be good	2/25/2020 11:54 AM
13	It's concise and compact, it has the logo, the font and the colouring. Also I'm not keen on the little switch for language change	2/25/2020 11:28 AM
14	All the information together - clear what the rating is, what it means and that it is an FSA scheme	2/25/2020 11:13 AM
15	it is bold and very clear	2/25/2020 10:53 AM
16	Easily understood and clear	2/25/2020 10:45 AM
17	Is compact but clear and includes the FSA logo. However it states English version but it has the Welsh flag not sure what corresponding English version would look like	2/25/2020 10:02 AM
18	Has all the info & looks best	2/25/2020 10:00 AM
19	The colouring used more clearly sets out the rating, FSA logo and action required.	2/25/2020 9:54 AM
20	representative of the badge online and stickers	2/24/2020 7:16 PM
21	Clarity	2/24/2020 6:38 PM
22	similar to sticker in businesses so more recognisable	2/24/2020 5:48 PM
23	The smallest option that captures the brand recognition and descriptor . Though 08 may be needed in some cases.	2/24/2020 1:38 PM
24	It is clear and not too 'wordy', in keeping with the stickers everyone is use to	2/24/2020 9:25 AM
25	Testing	2/21/2020 7:30 PM

Q14 What are your top 3 preferences if you are only thinking about recognition and brand application?

Answered: 25   Skipped: 9
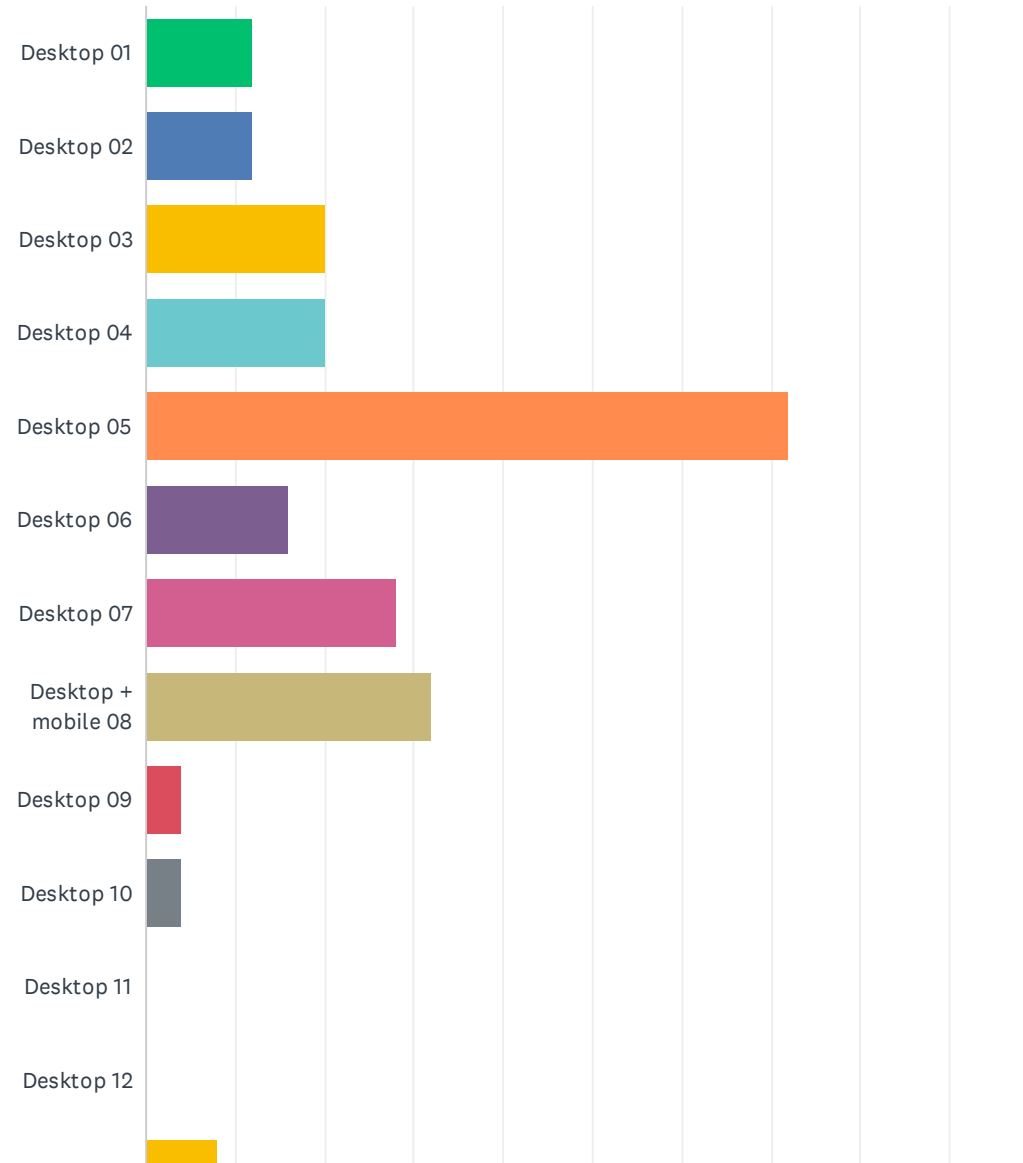
FHRS Stakeholder survey
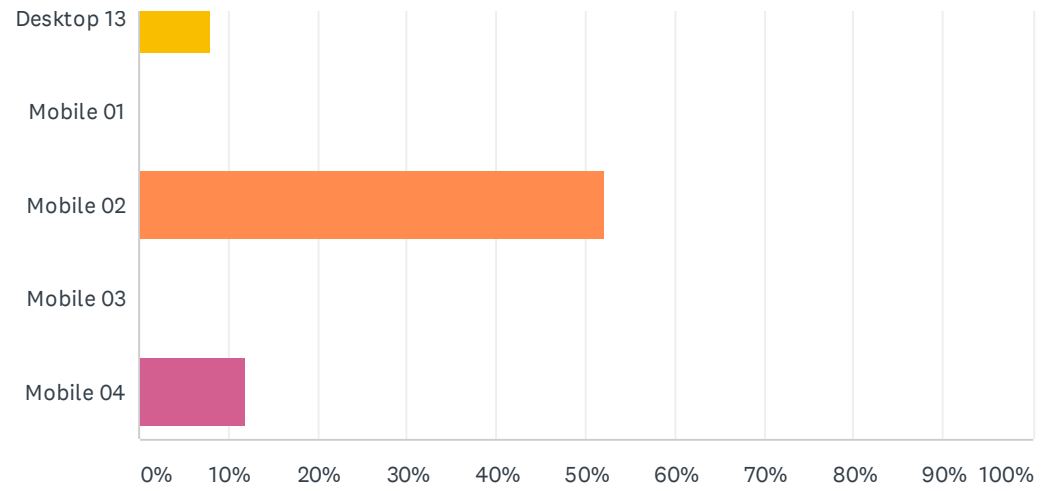
FHRS Stakeholder survey

ANSWER CHOICES	RESPONSES	
Desktop 01	12.00%	3
Desktop 02	12.00%	3
Desktop 03	20.00%	5
Desktop 04	20.00%	5
Desktop 05	72.00%	18
Desktop 06	16.00%	4
Desktop 07	28.00%	7
Desktop + mobile 08	32.00%	8
Desktop 09	4.00%	1
Desktop 10	4.00%	1
Desktop 11	0.00%	0
Desktop 12	0.00%	0
Desktop 13	8.00%	2
Mobile 01	0.00%	0
Mobile 02	52.00%	13
Mobile 03	0.00%	0
Mobile 04	12.00%	3
Total Respondents: 25		

Q15 What are your top 3 preferences if you are only thinking about ease of use - eg could all businesses use these styles vs only some?

Answered: 24   Skipped: 10

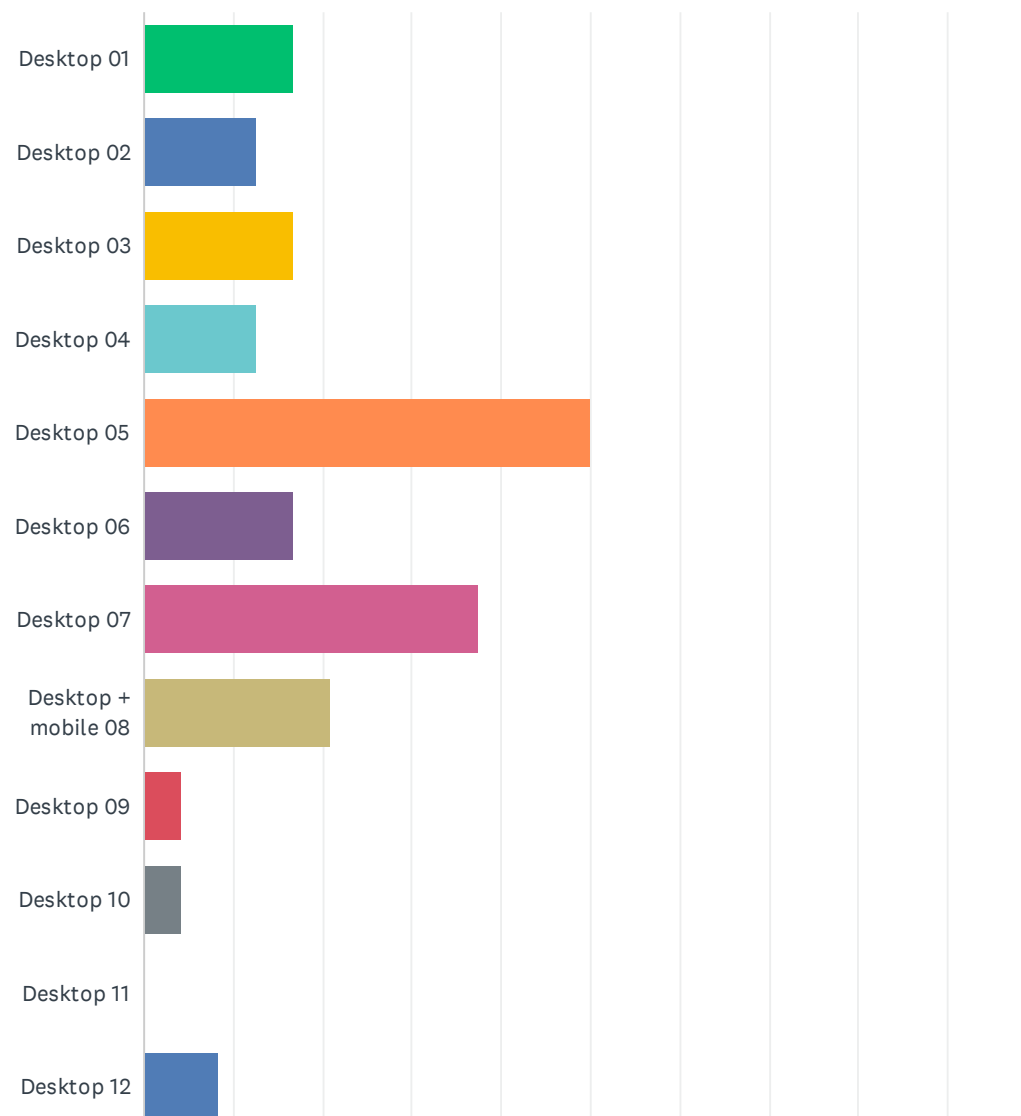# FHRS Stakeholder survey
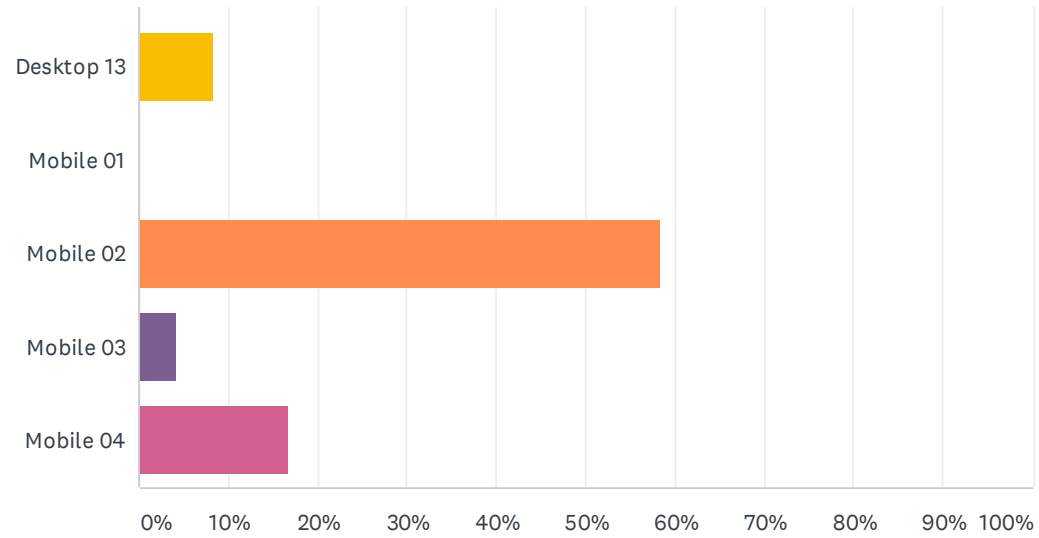
ANSWER CHOICES	RESPONSES	
Desktop 01	16.67%	4
Desktop 02	12.50%	3
Desktop 03	16.67%	4
Desktop 04	12.50%	3
Desktop 05	50.00%	12
Desktop 06	16.67%	4
Desktop 07	37.50%	9
Desktop + mobile 08	20.83%	5
Desktop 09	4.17%	1
Desktop 10	4.17%	1
Desktop 11	0.00%	0
Desktop 12	8.33%	2
Desktop 13	8.33%	2
Mobile 01	0.00%	0
Mobile 02	58.33%	14
Mobile 03	4.17%	1
Mobile 04	16.67%	4
Total Respondents: 24		

Q16 Tell us your thoughts around having bilingual badges shown as they are here with switches, text or flags showing.

Answered: 23   Skipped: 11

#	RESPONSES	DATE
1	Preferable than with switches. The Welsh Language Standards establish that Welsh must be used in equal conditions to English. By choosing one language as a default, this means one will prevail in use over the other. In addition, Welsh language speakers might consider unfair that they have to apply one step further (using the switch) to be able to access the information in their language of choice.	2/26/2020 2:27 PM
2	switches with text - it's language so don't denote with a flag image	2/26/2020 10:44 AM
3	Think useful to to have the toggle switch with flag	2/25/2020 3:01 PM
4	understand it is necessary. Flags are very effective. But does everyone know the flag?	2/25/2020 3:00 PM
5	Flag better	2/25/2020 2:37 PM
6	Text is adequate - we don't want flags suggesting a country specific scheme	2/25/2020 2:31 PM
7	Suggest including WG logo rather than the flag	2/25/2020 1:59 PM
8	I prefer the switch option so that the consumer can swtich between languages, however this needs to be clear to the consumer - i.e. a short statement on how to switch between languages	2/25/2020 1:17 PM
9	We have a welsh language logo that will need to be used on welsh badges think flag is easily identifiable as opposed to CYM	2/25/2020 1:16 PM
10	Bilingual badge good with flag; CYM would not be known to many	2/25/2020 11:54 AM
11	They are fine as long as they are only for use by Welsh businesses and not a design for businesses in England and N. Ireland	2/25/2020 11:28 AM
12	Good option to have	2/25/2020 11:13 AM
13	I prefer seperate to avoid FBOs and consumers being confused	2/25/2020 10:53 AM
14	Not necessary	2/25/2020 10:45 AM
15	Flags would work for Wales as that is part of their recognised brand but in England are usually seen just in context of FSA without the Cross of St George. Unfortunately this be a negative image	2/25/2020 10:02 AM
16	Prefer flags	2/25/2020 10:00 AM
17	As long as it is clear what the switch is, and businesses could apply the badge with this switch included easily, then it may be useful. However, for a lot a businesses, especially caterers who only serve their local area, then they may not need to include the Welsh language version, as they will never deliver to Wales.	2/25/2020 9:54 AM
18	too much info	2/24/2020 7:16 PM
19	I prefer the flag.	2/24/2020 6:38 PM
20	OK	2/24/2020 5:48 PM
21	Not sure if the switch counts as bilingual, but the Welsh team would have to comment on that. Not sure people would understand what the switches were for or use them, so would require user testing. Flag icon is small so not sure if would be recognised.	2/24/2020 1:38 PM

| 22 | I think the flag showing and being able to switch between the two | 2/24/2020 9:25 AM |
| 23 | Testing | 2/21/2020 7:30 PM |

Q17 Which of these bilingual options is your favourite? Type the number associated with your choice.
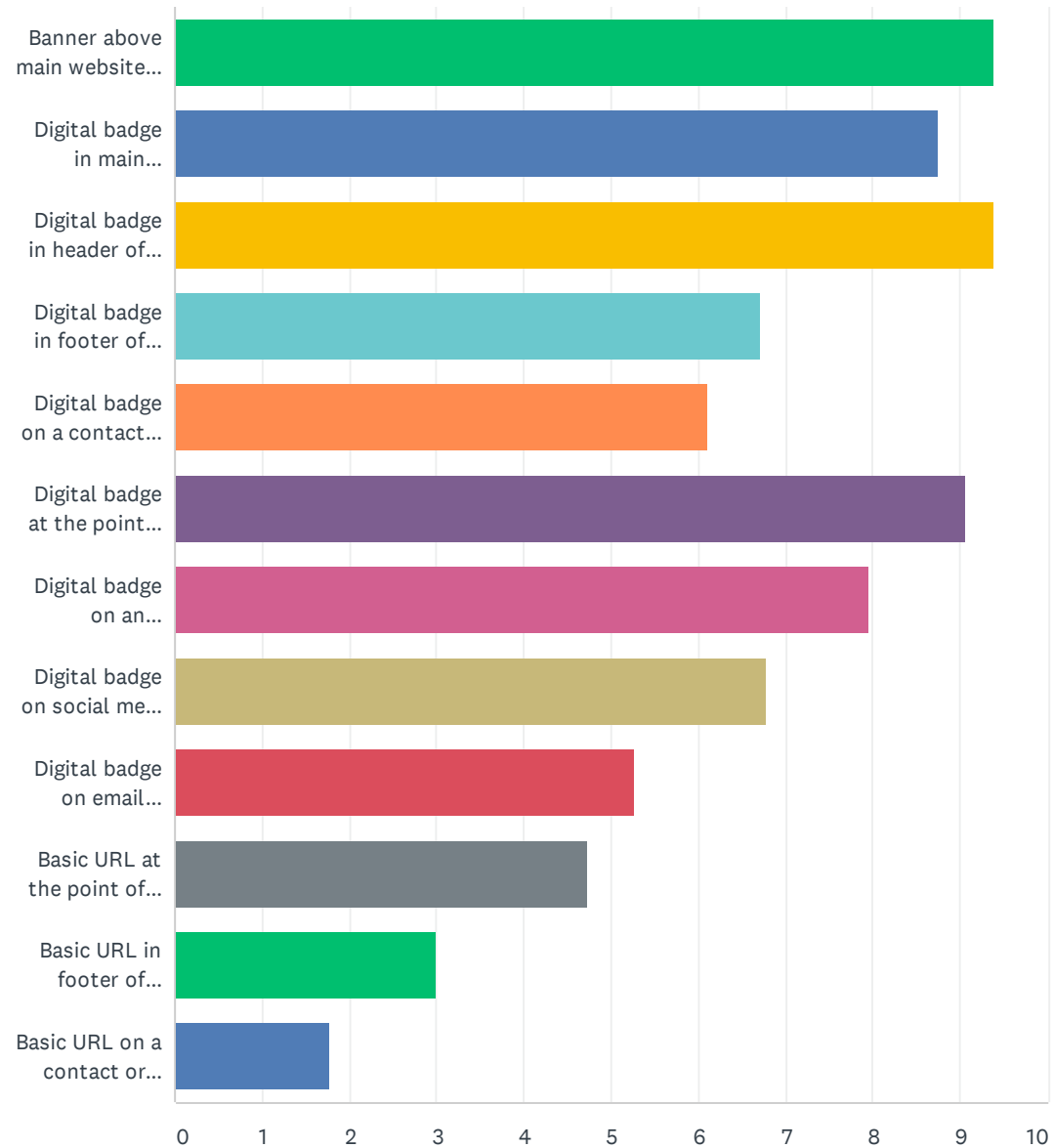
Answered: 23   Skipped: 11

#	RESPONSES	DATE
1	All the options I have seen are either English-only or Welsh-only. Desktop 2 remains my preferred option.	2/26/2020 2:27 PM
2	3	2/26/2020 10:44 AM
3	5 (with welsh flag on switch)	2/25/2020 3:01 PM
4	Option One	2/25/2020 3:00 PM
5	Desktop 07	2/25/2020 2:37 PM
6	Desk top 5	2/25/2020 2:31 PM
7	Desktop 5	2/25/2020 1:59 PM
8	Desktop 02 and desktop 03	2/25/2020 1:17 PM
9	4	2/25/2020 1:16 PM
10	02	2/25/2020 11:54 AM
11	Mobile 2	2/25/2020 11:28 AM
12	Desktop 4	2/25/2020 11:13 AM
13	04	2/25/2020 10:53 AM
14	.	2/25/2020 10:45 AM
15	Desktop 04	2/25/2020 10:02 AM
16	Desktop 04	2/25/2020 10:00 AM
17	2	2/25/2020 9:54 AM
18	8	2/24/2020 7:16 PM
19	4	2/24/2020 6:38 PM
20	01	2/24/2020 5:48 PM
21	Switch on it's own isn't clear to users but flag icon is very small.	2/24/2020 1:38 PM
22	desktop 5	2/24/2020 9:25 AM
23	Testing	2/21/2020 7:30 PM

Q18 Order your ideal placement for your favourite badge to sit on a website of any food business. Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Answered: 21   Skipped: 13

FHRS Stakeholder survey

FHRS Stakeholder survey

	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	SCORE
Banner above main website content	40.00% 8	15.00% 3	10.00% 2	0.00% 0	10.00% 2	10.00% 2	5.00% 1	0.00% 0	0.00% 0	0.00% 0	5.00% 1	5.00% 1	20	9.40
Digital badge in main navigation or menu	15.00% 3	5.00% 1	25.00% 5	25.00% 5	5.00% 1	5.00% 1	5.00% 1	10.00% 2	0.00% 0	0.00% 0	5.00% 1	0.00% 0	20	8.75
Digital badge in header of website (at the top, on all pages)	35.00% 7	25.00% 5	10.00% 2	0.00% 0	5.00% 1	5.00% 1	0.00% 0	5.00% 1	0.00% 0	15.00% 3	0.00% 0	0.00% 0	20	9.40
Digital badge in footer of website (at the bottom, on all pages)	0.00% 0	16.67% 3	5.56% 1	16.67% 3	0.00% 0	5.56% 1	22.22% 4	5.56% 1	11.11% 2	5.56% 1	11.11% 2	0.00% 0	18	6.72
Digital badge on a contact or about page	0.00% 0	0.00% 0	10.53% 2	5.26% 1	21.05% 4	5.26% 1	10.53% 2	15.79% 3	21.05% 4	5.26% 1	5.26% 1	0.00% 0	19	6.11
Digital badge at the point of payment or ordering if selling direct to consumer	15.79% 3	21.05% 4	15.79% 3	5.26% 1	5.26% 1	26.32% 5	0.00% 0	10.53% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	19	9.05
Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises)	0.00% 0	11.11% 2	22.22% 4	5.56% 1	27.78% 5	5.56% 1	22.22% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.56% 1	18	7.94
Digital badge on social media pages as a visible post or dedicated widget	0.00% 0	5.56% 1	0.00% 0	33.33% 6	0.00% 0	16.67% 3	11.11% 2	16.67% 3	5.56% 1	5.56% 1	5.56% 1	0.00% 0	18	6.78
Digital badge on email marketing materials	0.00% 0	0.00% 0	0.00% 0	5.56% 1	11.11% 2	11.11% 2	16.67% 3	11.11% 2	33.33% 6	5.56% 1	0.00% 0	5.56% 1	18	5.28
Basic URL at the point of payment or ordering if selling direct to consumer	0.00% 0	5.56% 1	5.56% 1	0.00% 0	5.56% 1	5.56% 1	5.56% 1	5.56% 1	11.11% 2	55.56% 10	0.00% 0	0.00% 0	18	4.72
Basic URL in footer of website (at the bottom, on all pages)	0.00% 0	0.00% 0	0.00% 0	5.56% 1	0.00% 0	0.00% 0	0.00% 0	16.67% 3	11.11% 2	0.00% 0	55.56% 10	11.11% 2	18	3.00
Basic URL on a contact or about page	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.56% 1	0.00% 0	0.00% 0	0.00% 0	5.56% 1	5.56% 1	11.11% 2	72.22% 13	18	1.78

Q19 Tell us why your preferred placement works in your opinion.
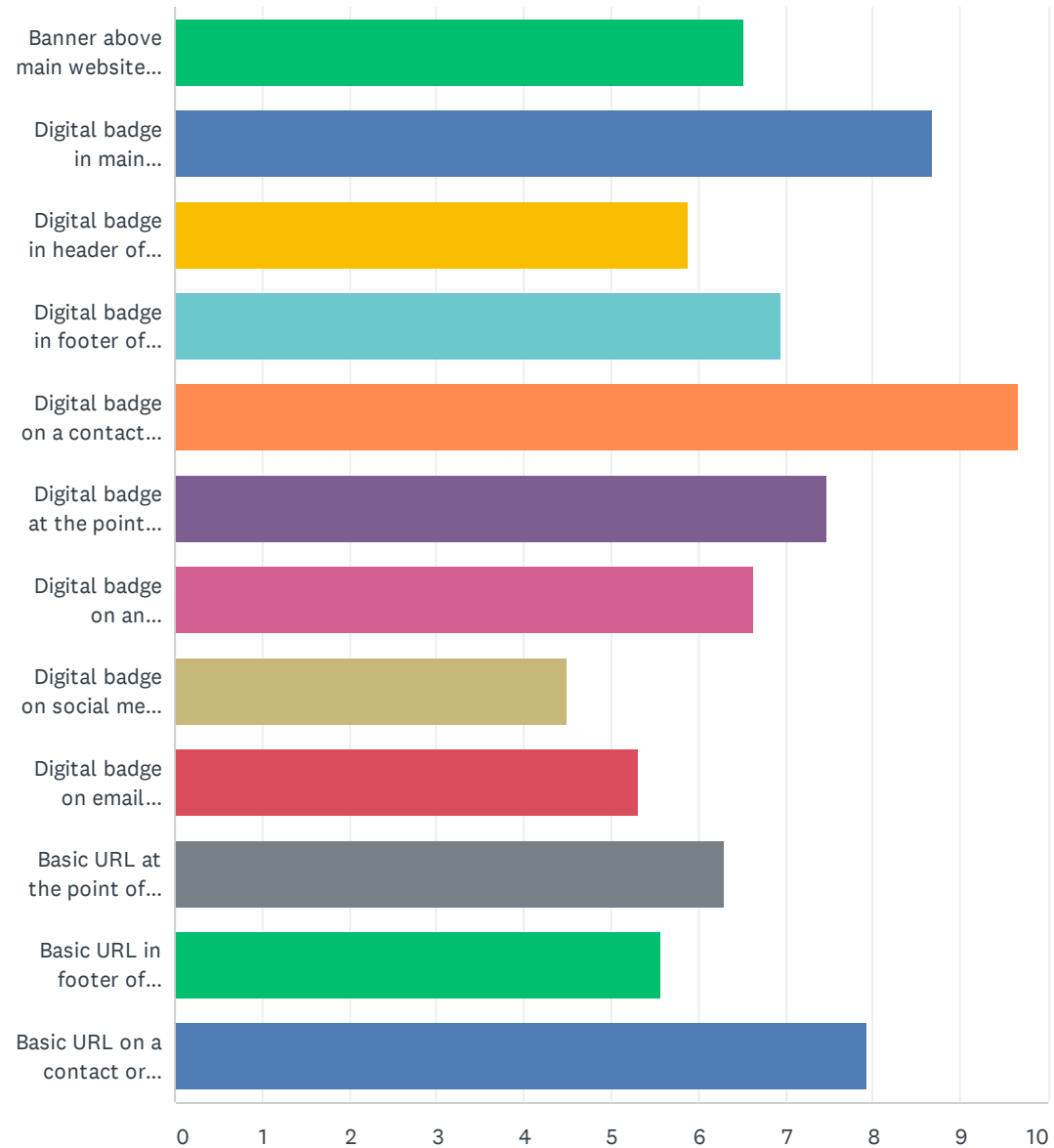
Answered: 19   Skipped: 15

#	RESPONSES	DATE
1	The consumer needs to be able to know the rating before choosing the premise. If already chosen but the rating has not been considered, this should be visible as early as possible to give the option of changing their minds. Similarly, some users might not scroll all the way down before proceeding to the next step. A rating at the top will ensure it will always be visible to the consumer.	2/26/2020 2:36 PM
2	i view this as useful food information, so should be flagged to the consumer at the point of purchase (prior to payment)	2/26/2020 10:48 AM
3	Social media and main pages are very visual as your eye is drawn to the main context and top of page. If further down then feeling it may not be read. Lots of people do not read marketing emails and delete. Just before paying you generally check the amount, so if here then also a check point per se	2/25/2020 3:10 PM
4	It is in a promiment place on the website	2/25/2020 3:05 PM
5	Obvious	2/25/2020 2:59 PM
6	Easy to find if ordering food, it is point of sale and customer can make informed choice before paying for item	2/25/2020 2:55 PM
7	needs to be seen early and at eye level	2/25/2020 2:40 PM
8	Influence before ordering/ booking a table; doubtful consumers would scroll down to find this information at the bottom	2/25/2020 12:03 PM
9	They should be most similar to walking in the door of a food business	2/25/2020 11:37 AM
10	It will not be overlooked	2/25/2020 11:36 AM
11	Very visible, on every page so hopefully the consumer won't miss it. They should see it straight away so if it is going to influence whether they use the business, they know straight away rather then having to wait to learn about the rating at a later stage.	2/25/2020 11:29 AM
12	Easy to see	2/25/2020 10:15 AM
13	To be as visible as possible when someone is first choosing a business and remind theconsumer throughout their consideration process through to a potential order	2/25/2020 10:12 AM
14	In my opinion, as consumers are used to seeing the information on doors as they go into businesses, they should receive the information when they access websites as well, so the information should be presented to them clearly when going onto a site, and without having to click on a link etc. to access the information.	2/25/2020 10:12 AM
15	Needs to be clearly visible (obvious) at point of choice / point of placing order,	2/24/2020 6:46 PM
16	easier to spot	2/24/2020 5:53 PM
17	Users can easily see the rating straight away and make a decision before going through an order. But may not work for businesses with multiple premises.	2/24/2020 1:49 PM
18	I think the consumer should be able to see it before they make any food choices. I would not want to get to the payment screen and then find out they have a poor rating	2/24/2020 9:31 AM
19	Testing	2/21/2020 7:31 PM

Q20 Now order the placements reflecting which you think would be more accepted by all businesses (across multiple platforms).Some of these options are not in the mockups, do not worry if you can't picture an example though - just tell us about it at the end.

Answered: 19   Skipped: 15

FHRS Stakeholder survey

Banner above main website...	6.5
Digital badge in main...	8.65
Digital badge in header of...	5.9
Digital badge in footer of...	6.9
Digital badge on a contact...	9.75
Digital badge at the point...	7.45
Digital badge on an...	6.6
Digital badge on social me...	4.5
Digital badge on email...	5.3
Basic URL at the point of...	6.3
Basic URL in footer of...	5.6
Basic URL on a contact or...	7.9

FHRS Stakeholder survey

	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	SCORE
Banner above main website content	20.00% 3	0.00% 0	6.67% 1	0.00% 0	13.33% 2	6.67% 1	6.67% 1	13.33% 2	0.00% 0	26.67% 4	0.00% 0	6.67% 1	15	6.53
Digital badge in main navigation or menu	18.75% 3	6.25% 1	31.25% 5	12.50% 2	0.00% 0	12.50% 2	6.25% 1	0.00% 0	0.00% 0	0.00% 0	12.50% 2	0.00% 0	16	8.69
Digital badge in header of website (at the top, on all pages)	5.88% 1	23.53% 4	5.88% 1	5.88% 1	0.00% 0	0.00% 0	5.88% 1	5.88% 1	5.88% 1	0.00% 0	17.65% 3	23.53% 4	17	5.88
Digital badge in footer of website (at the bottom, on all pages)	11.76% 2	11.76% 2	5.88% 1	17.65% 3	11.76% 2	0.00% 0	0.00% 0	5.88% 1	11.76% 2	0.00% 0	11.76% 2	11.76% 2	17	6.94
Digital badge on a contact or about page	20.00% 3	33.33% 5	6.67% 1	0.00% 0	20.00% 3	13.33% 2	6.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	15	9.67
Digital badge at the point of payment or ordering if selling direct to consumer	6.67% 1	6.67% 1	13.33% 2	6.67% 1	6.67% 1	33.33% 5	6.67% 1	13.33% 2	0.00% 0	0.00% 0	0.00% 0	6.67% 1	15	7.47
Digital badge on an individual premises location page or in a 'locator' style list of premises (a rating shows per premises)	0.00% 0	0.00% 0	21.43% 3	7.14% 1	7.14% 1	14.29% 2	21.43% 3	7.14% 1	7.14% 1	7.14% 1	7.14% 1	0.00% 0	14	6.64
Digital badge on social media pages as a visible post or dedicated widget	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.14% 1	0.00% 0	21.43% 3	35.71% 5	0.00% 0	21.43% 3	7.14% 1	7.14% 1	14	4.50
Digital badge on email marketing materials	0.00% 0	0.00% 0	15.38% 2	15.38% 2	0.00% 0	0.00% 0	0.00% 0	7.69% 1	38.46% 5	7.69% 1	7.69% 1	7.69% 1	13	5.31
Basic URL at the point of payment or ordering if selling direct to consumer	0.00% 0	7.14% 1	7.14% 1	14.29% 2	14.29% 2	7.14% 1	7.14% 1	7.14% 1	7.14% 1	21.43% 3	7.14% 1	0.00% 0	14	6.29
Basic URL in footer of website (at the bottom, on all pages)	7.14% 1	14.29% 2	0.00% 0	7.14% 1	14.29% 2	0.00% 0	0.00% 0	0.00% 0	14.29% 2	7.14% 1	21.43% 3	14.29% 2	14	5.57
Basic URL on a contact or about page	33.33% 5	13.33% 2	0.00% 0	6.67% 1	0.00% 0	6.67% 1	13.33% 2	0.00% 0	6.67% 1	6.67% 1	0.00% 0	13.33% 2	15	7.93

Q21 Do you foresee any problems with placement of badges for specific businesses?

Answered: 18   Skipped: 16

#	RESPONSES	DATE
1	Some businesses might depend on contractors to update their websites. Adding the badge could imply further costs, especially if this must be done in more than one page.	2/26/2020 2:36 PM
2	The above question is difficult, as a business' view on this would likely be totally dependent on their rating, so those with 5s would want it big, bold and prominent, whereas those with low ratings would want it hidden in smallprint or not shown at all.	2/26/2020 10:48 AM
3	If low score then won't want it on their social media page or main website as a banner but this will encourage them to comply. Problems could be if there is no social media or URL page	2/25/2020 3:10 PM
4	There may be issues relating to the uploading of current and up to date badges - the uploading process needs to be simple and straight forward. We also need to ensure chains are able to load local data and be mindful of franchaises.	2/25/2020 3:05 PM
5	Not all businesses are online - home caterers/micro businesses may not have resources to amend their websites	2/25/2020 2:55 PM
6	Depends if mandatory or not	2/25/2020 2:40 PM
7	Competition with their branding	2/25/2020 12:03 PM
8	I'm not aware of any	2/25/2020 11:37 AM
9	yes for those who have specific branding	2/25/2020 11:36 AM
10	Corporate pages may not have space, the FBO may not want to agree to having the badge placed at a certain place. Additional costs associated with changing websites.	2/25/2020 11:29 AM
11	Depends if they want customers to see it or not!	2/25/2020 10:15 AM
12	I am sure there will be influenced by how positive a business is about their rating and how it impacts on their footfall.	2/25/2020 10:12 AM
13	Depending on the final options, I don't foresee any issues with businesses putting this information on websites. However, unless mandatory to do so, those with lower ratings may choose not to provide these details.	2/25/2020 10:12 AM
14	a simple rating badge should suffice on the main business page or on the food menu page	2/24/2020 7:21 PM
15	I don't know enough about social media pages to comment.	2/24/2020 6:46 PM
16	fitting it into the page with all the other info	2/24/2020 5:53 PM
17	I think it depends on their websites.	2/24/2020 9:31 AM
18	Testing	2/21/2020 7:31 PM

Q22 In your opinion, do you agree that all businesses must display online?
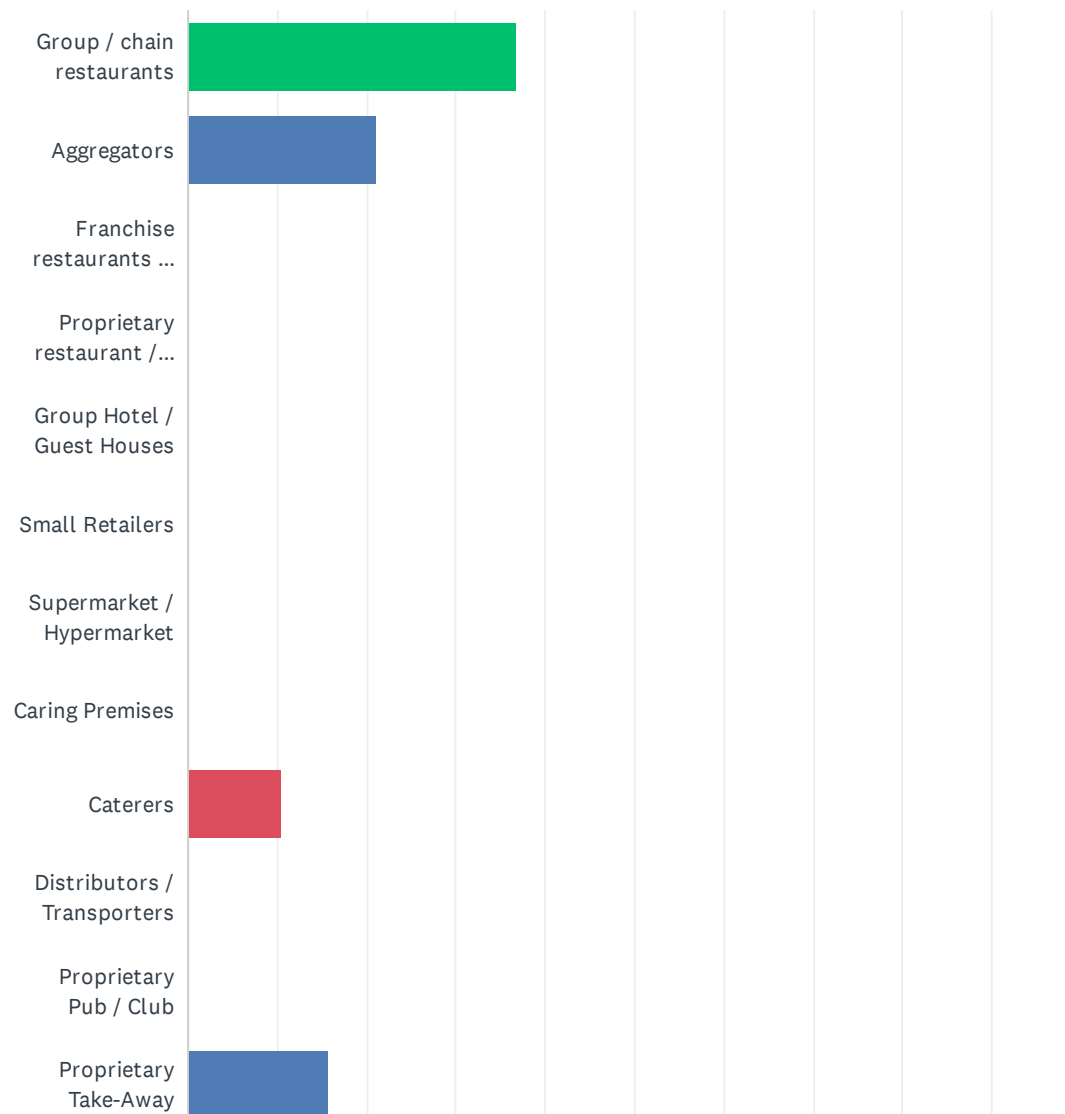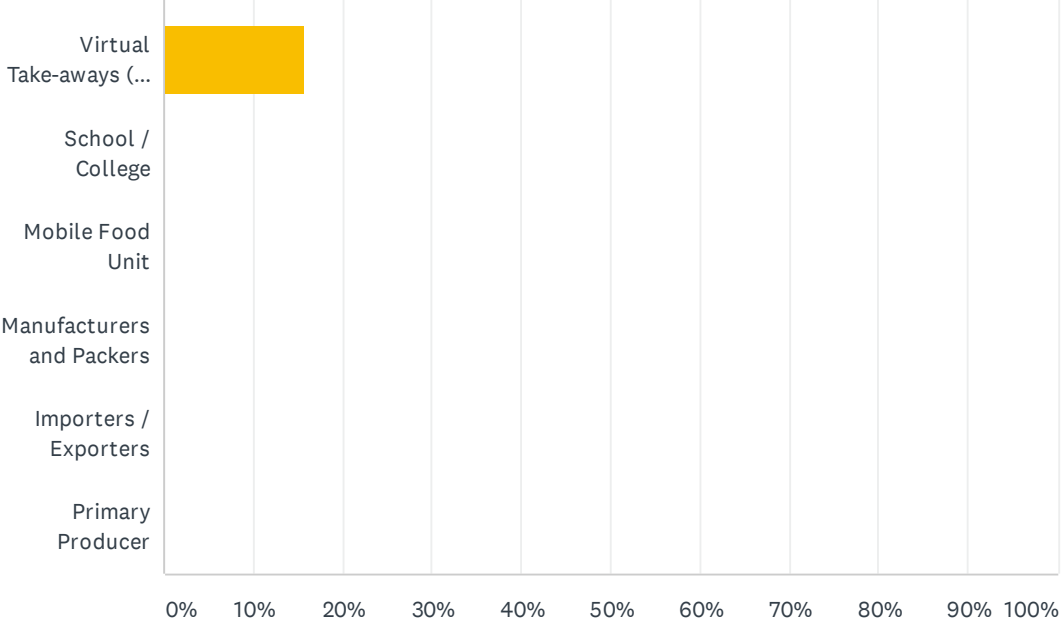
Answered: 20   Skipped: 14
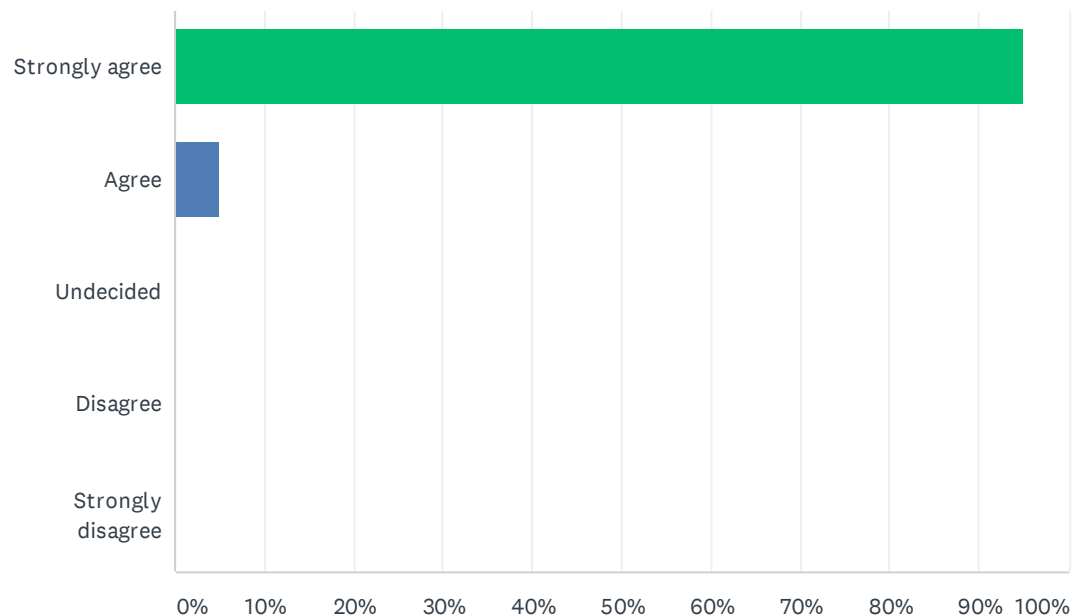
ANSWER CHOICES	RESPONSES	
Strongly agree	95.00%	19
Agree	5.00%	1
Undecided	0.00%	0
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		20

Q23 If you had to choose one type of business to raise awareness of FHRS before other businesses would participate, what would that be?

Answered: 19   Skipped: 15

FHRS Stakeholder survey

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |

Virtual Take-aways (...
School / College
Mobile Food Unit
Manufacturers and Packers
Importers / Exporters
Primary Producer

FHRS Stakeholder survey

ANSWER CHOICES	RESPONSES	
Group / chain restaurants	36.84%	7
Aggregators	21.05%	4
Franchise restaurants / cafes / pubs	0.00%	0
Proprietary restaurant / Café / Canteen	0.00%	0
Group Hotel / Guest Houses	0.00%	0
Small Retailers	0.00%	0
Supermarket / Hypermarket	0.00%	0
Caring Premises	0.00%	0
Caterers	10.53%	2
Distributors / Transporters	0.00%	0
Proprietary Pub / Club	0.00%	0
Proprietary Take-Away	15.79%	3
Virtual Take-aways (on their own website)	15.79%	3
School / College	0.00%	0
Mobile Food Unit	0.00%	0
Manufacturers and Packers	0.00%	0
Importers / Exporters	0.00%	0
Primary Producer	0.00%	0
TOTAL		19

Q24 Would you find it useful to have an alerts system which shows you when a food business has not been inspected for a long time?
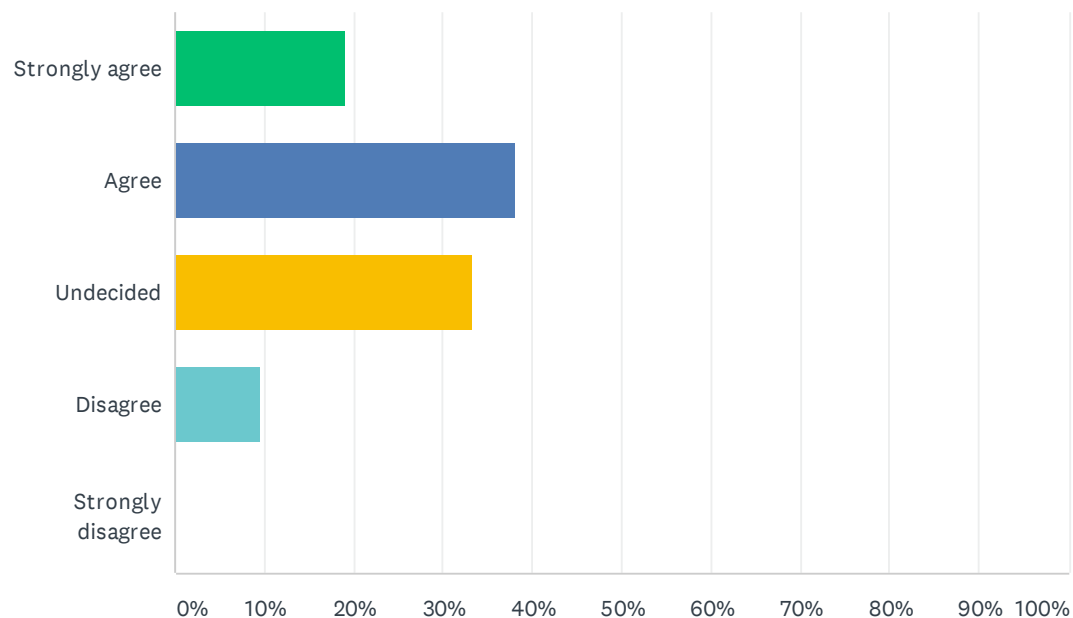
Answered: 21   Skipped: 13
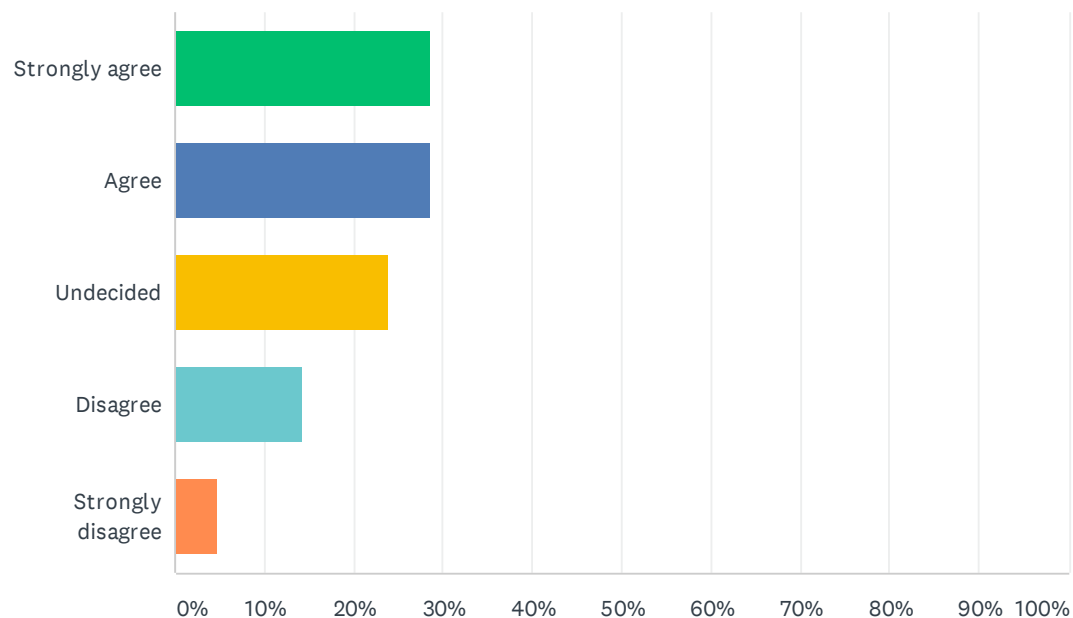
ANSWER CHOICES	RESPONSES	
Strongly agree	28.57%	6
Agree	28.57%	6
Undecided	23.81%	5
Disagree	14.29%	3
Strongly disagree	4.76%	1
TOTAL		21

Q25 Would you find it useful to have an alerts system which shows you when a new business has added a digital badge to their website?
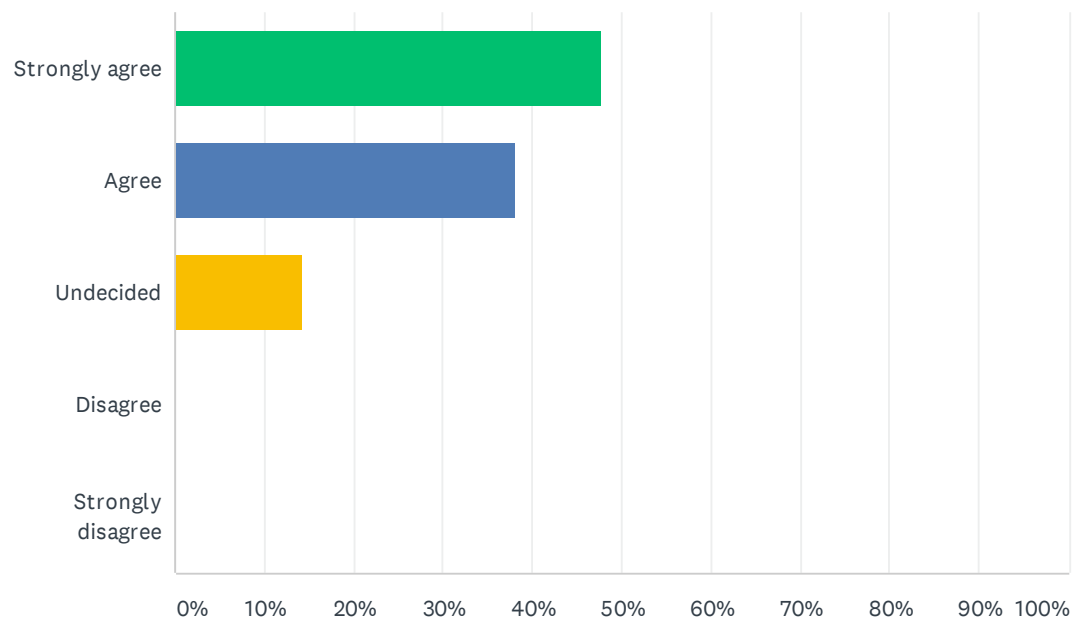
Answered: 21   Skipped: 13

ANSWER CHOICES	RESPONSES	
Strongly agree	19.05%	4
Agree	38.10%	8
Undecided	33.33%	7
Disagree	9.52%	2
Strongly disagree	0.00%	0
TOTAL		21

Q26 Would you find it useful to have automatic reminders sent to new businesses, reminding them of digital display?

Answered: 21   Skipped: 13

ANSWER CHOICES	RESPONSES	
Strongly agree	47.62%	10
Agree	38.10%	8
Undecided	14.29%	3
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		21

Q27 Is there anything else you'd like to add?

Answered: 10   Skipped: 24

#	RESPONSES	DATE
1	Think it could be useful to include the date on which the rating was given with the rating info to indicate to the consumer how long ago it was (given that most think food businesses are inspected weekly)	2/26/2020 10:50 AM
2	Dont deal with FHRS directly but feel the above would be very useful if i did	2/25/2020 3:11 PM
3	No	2/25/2020 3:10 PM
4	How will checks be done to ensure the digital display matches their current rating (following appeal period) and what universal action is taken when this is found to be different and who will monitor and enforce this?	2/25/2020 2:59 PM
5	Too many alerts and its likely to be dismissed but alerts may be helpful when 99% are on board, though churn in some areas is high. The approach working to get those with good proportion of market share e.g Wetherspoons was helpful this could raise publicity to encourage others nearby to get on board	2/25/2020 12:07 PM
6	I would like to see the local authority logo (or at least name) added - I know this is difficult with so many LAs but in an 'ideal world' I would have this!	2/25/2020 11:31 AM
7	Make FHRS display compulsory for all relevant food businesses	2/25/2020 10:17 AM
8	Not sure who questions 23 - 26 are aimed at? Not sure what Q23 is getting at. There are other FHRS images that also need to be available digitally e.g. Awaiting Inspection - have you considered those?	2/24/2020 6:48 PM
9	no thank you	2/24/2020 5:54 PM
10	Testing	2/21/2020 7:31 PM