

Business landscape workshop

Aim

The aim of this workshop is to understand the business context including business requirements. Key areas we will cover in this workshop:

- Problem space
- FSA's users including expectations
- Communication
- Process
- Success measures

Problem space:

- FSA role in this space
- What is the problem space
 - What are the key pain points
 - What are the impacts of these pain points
- Accessibility - what does that mean to you
 - Why do you think that is a problem?
- Particular FBOs that they are concerned about
- Particular types of LAs that are a concern
- What is the priority for the safer food packs- are they all a concern or is it some of them
- Recent changes that have been made to the pack
- Future changes that FSA is anticipating to make in the future
- Are all the FBO treated the same across England, Wales and Northern Ireland

FSA users including expectations:

- FBOs:- do any get treated differently
 - Do they all have to do the same activities
- Local authorities
- Other key stakeholders
 - Priority
- What happens if the FBO does not comply with the guidance
- Online platforms - are they in scope
- Market stalls - which pack does this fit into
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Communication:

- How do the users find out about the pack
- How do FSA communicate updates
- Does FSA have a feedback loop:
 - How successful is it
- 700,000 downloads- do we have a breakdown of what that means
- How long are the users expected to fill in the diary and the pack - is there a time period

Process:

- What is the process of FBOs - what does the journey look like for them
- The current process of getting PDFs updated:
 - Trigger points
 - What works well/ what doesn't work well

Measures of success

- Are there any current KPIs around this space
- What does success look like?
 - Is it to get more people to use it- how would we measure it
 - More downloads?
- Any KPIs that they want to introduce in the future?