



Safer Food Better Business

Discovery - summary of work to date

Show and Tell

NOTBINARY

Contents

- Findings from local authority groups sessions
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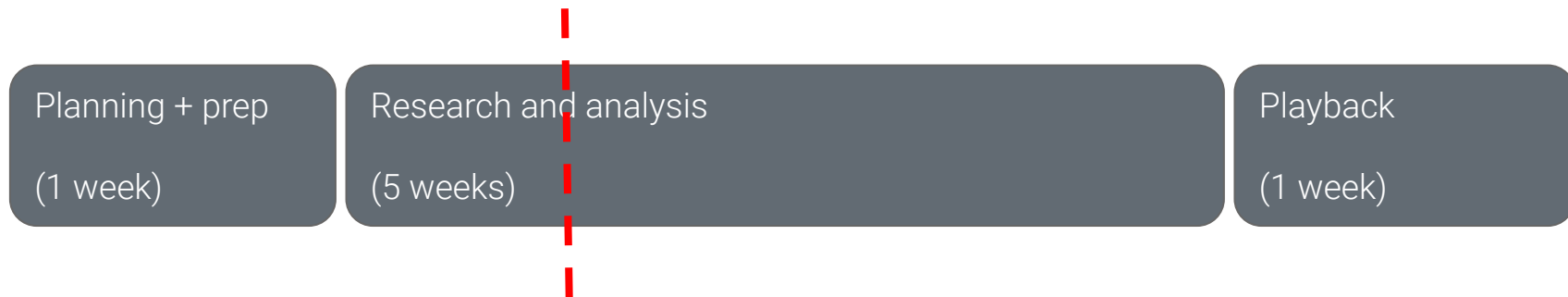
Why are we here?

The **primary goal (and scope)** of the discovery is to determine:

- How the SFBB service is performing,
- The user experience; and
- The viability of how technology could enable improvements to delivery of the service

Timeline

Total timeline: **7 weeks** | Start date: **02/03/2020** | End date: **tbd**



Pause: **24th March**

18 days remaining

Findings from local authority sessions

Session details

- 3 x 60 minutes structured sessions
- Conducted remotely using MS Teams
- Participating local authorities:

Cambridge Cheltenham Rushmoor Cornwall Luton	Doncaster Hinckley Bosworth Wakefield South and Vale Derby
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Themes

- Discovery
- Onboarding
- Daily operations and SFBB
- Technology
- Accessibility
- Regulatory compliance

Discovery

Questions:

- How do FBOs find out about SFBB when starting a new business?
- What does LA involvement look like at this stage?

Aim: to understand the start of the journey and uncover entry points

Discovery - Key findings

The discovery part of the journey is perceived to be quite effective as most FBOs are made aware of SFBB through registration or first inspection.

Despite this, some FBOs still fall through the cracks and are trading without SFBB in place.

This is not as effective when there is a change of ownership.

Discovery - Key findings

SFBB discovery entry points:

- Signposting on LAs website
- New business / registration letters and emails from councils
- Bespoke start up guidance from councils at FBO's request - paid for service that includes advice and the pack
- Some LAs selling packs to FBOs (£10-£35 each) - some profit from it, others say it just covers their costs
- Advised during initial inspection
- Online searching

Onboarding

Question: How do FBOs onboard themselves to SFBB?

Aim: to understand the user journey and to uncover any pain points that may occur

Onboarding - key findings

LAs stated that FBOs are confused about the role of the SFBB pack:

- Don't understand there are two parts to the pack - system and report
- Who should be filling in the pack?
- What sections of the pack they should be filling in?

'One of the downsides of SFBB is that it has not made people aware that it is their responsibility'

Onboarding - key findings

FBOs are unclear how Food Safety Training and Safe Method fit together:

- LAs stated that some FBOs complete Food Safety training and think they don't need to complete the Safe Method component of the pack
- Some LAs observed that the Safe Method was difficult for FBOs to use as there was an interactive element involved in that section

'FBOs think about the wider sense of training like level 2 and forget about the safe method'

'It's technical, there are no boxes to tick. It's just an information sheet, there is nothing for them to put pen to paper'

Daily operations and SFBB

Questions:

- How do FBO operators use SFBB on a daily basis?
- What does LA involvement look like at this stage?

Aim: to understand how FBOs are using the SFBB packs and what issues have been observed by LAs

Daily operations and SFBB

There is confusion about the intention of SFBB - not all FBOs understand what it is for.

- Some FBOs think it's a workbook and don't recognise that it is a management system.
- People get very confused about the system. They don't understand it is two parts i.e. system and record. The record is about checking their system.
- One of the downsides of SFBB is that it has not made people aware that it is their responsibility. They see it as a tick box thing.

Daily operations and SFBB - key findings

Completion rates vary widely.

This is due to a combination of behavioural, content and usability issues.

Daily operations and SFBB - key findings

Key content issues

- Information in the packs is not always relevant to the business type or may not be accommodating the business type
- LAs and FBOs are confused by some of the sections and content e.g. cooling section is not well completed and there is no explanation about the danger zones
- Need more practical advice in the pack e.g. not everyone has a dishwasher so need advice on how to clean a cutting board

Daily operations and SFBB - key findings

Key usability issues

- Having to print the packs can be prohibitive to businesses and is resulting in lower usage of SFBB
- Content isn't always relevant and there isn't enough space to fill in the required details
- Filled in information can be illegible for LAs
- Widespread language issues
- Some LAs have adapted the packs format to try get better compliance

Daily operations and SFBB

Behavioural issues

- Food safety often not seen as a priority over making money
- Filling in the packs is not culturally ingrained. Sometimes the packs are at home and not on site.
- Tendency to only fill in the bits that are seen to be easy
- FBOs use running out of sheets/expecting to be sent more as an excuse
- Mismatch between what is filled in and what happens in practice - SFBB is often treated as a tick box exercise and information provided can be false
- Businesses are more motivated by getting kicked off the Just Eat platform or a poor hygiene rating than using the packs as a food management tool

Technology

Gain insight to the technology that is being used by FBOs

Aim: to understand any alternatives tools that food operators are using

Technology - Key Findings

- There are some food operators that use an alternative SFBB digital tools but this is rare. However LAs found that these tools were comprehensive in the details that they captured
- 'CheckIt' is one of the tools being used in Cambridge and London
- LAs stated that most of the food operators have access to digital tools i.e. smartphones

'I would recommend that the business look at the tool [CheckIt]'

Technology - Key findings

LAs observations

- Generally LAs will use paper proforma when they are out in the field
- LAs have access to mobile devices when they are carrying out inspections. They use these devices to show web links to food operators

Accessibility

Gain insight into the pain points that food operators are experiencing when trying to access the SFBB packs

Aim: to understand the challenges that food operators are facing in accessing and using the pack

Accessibility observations

Updates to the pack are not always communicated to the food operators.

The FSA do not make food operators aware when the SFBB packs have been updated, which is resulting in food operators using out of date packs

‘One of the businesses had an old pack and I told them to get a new pack and they said how would I know there is an updated pack’

Accessibility observations

LAs were unclear in regards to the updates that were issued by FSA:

- They were unsure if the food operators had to utilise an update SFBB pack
- Some LAs stated that it is not always clear why things are removed when the packs are updated
- Few LAs we spoke to will send communications to food operators to let them know when the pack has been updated

Regulatory compliance

Questions:

- What actions the LAs can take when the SFBB packs are not completed
- How often are the packs completed to the standards required

Aim: to understand the challenges that exist in this space

Regulatory compliance- key findings

- LAs mentioned that they have served notices to food operators when they have an inadequate document system or even lack lack of documentation
- Some LAs spoke about how the quality of documentation fell when the food business had a new manager in place

Additional ideas and suggestions

Further alignment with the Safe Catering Pack to ensure best practice

Significant appetite for SFBB as a live, pre-populated, real-time system:

- Aligns with National Inspections strategies
- Intel could be better shared across LAs especially with the increase of online food providers
- LAs could monitor FBO data quality and accuracy
- Provides local and national data analysis
- If the FBOs see how digi tech improves their ratings, they will buy into it.

LAs have stated they need more languages, especially the written element which is tricky for FBOs.

Pausing the discovery

What have we done to date?

- Established good working group
- Agreed clear scope
- Business landscape review
- Research plan/matrix
- Interview guides
- Local authority group sessions x3, plus supporting analysis
- Additional research
- (Very early) design concepts

Work remaining to complete discovery

Research

- Undertake interviews with FBOs, Trade Associations
- Conversations with targeted FSA individuals
- Complete additional research

Analysis

- Build on and complete analysis of all research
- Identify findings, themes and opportunities

Work remaining to complete discovery

Options

Opportunities and ideas for meeting user needs

Design principles and concepts

- Early sketches
- Potentially drawing upon other services (case studies)

Recommendations

Including next steps and alpha considerations

Handover considerations

- All key artefacts are on the discovery wiki
- Full set of team workings and outputs are on the [discovery drive](#)
- Outstanding work is on the team [Trello](#)
- Alison should remain part of the team for continuity
- There are additional 'handover notes' on the wiki to support completion



Thank you