**Safer Food, Better Business**

**Food Business Operator Discussion Guide.**

## **Intro:**

Thank you for taking time out to talk with us today…

We are conducting research into the Safer Food, Better Business service on behalf of the Food Standards Agency.

Your feedback and insights will give us a better understanding of how the **Safer Food, Better Business (SFBB)** service is working for you, your experience as a user of this service and how technology might improve the service for you.

*This conversation will be completely confidential and anonymous and will not be shared. It will not affect your food hygiene rating or any other Local Authority action and will be used only to improve the SFBB service ....*

**Confirm role of interviewee before the interview starts**

**Interview questions**

*[Interviewer note - the aim of this research is get the interviewee to walk us through each phase of their process across for each phase of the end to end journey in as much detail as they can. This will help us pick out differences between what people are doing versus what they should be doing]*

**Discovery of need to have a food management system:**

1. Where did you find food safety information when *starting up* your business?
2. If you use the SFBB pack, how did you find out about it? (e.g. where did you search, who did you speak to?)

**FMS onboarding (owner and staff training / putting the system in place):**

1. Can you walk us through your onboarding process?

(Prompts, if missed)

* How do you train yourself?
* How do you train your staff?
* What platform & materials do you use (in addition to your SFBB pack)?
* How often do you review and update these materials?
* How often do you review the training?

1. Was the SFBB helpful with your onboarding process?
2. Are there any issues that you could not find answers to in the SFBB pack? *(If so, what were they?)*

**Operations (daily checks and diary)**

1. Can you walk us through your daily SFBB related operations (check, diary management etc)?

(Prompts, if needed)

* What aspects of SFBB are you using and how are you using them?
* What works well and what doesn't?
* How easy is the SFBB pack to use?
* What (if anything) might prevent you from getting the most out of the SFBB service?
* What do you document in SFBB?
* What technologies/platform do you use to access the SFBB pack?
* (If not using digital at the moment) how likely are you to access the SFBB pack on line in the future?
* Do you use any smart technologies? If yes, how do you document the outputs into the SFBB pack?

1. Do you use any other food management systems alongside the SFBB pack? Please tell us about that.
2. What technical constraints do you have?
3. Where do you hear about updates to the SFBB packs?

**Archiving and following up on actions**

1. How do you follow up on checks / diary issues?
2. How do you store your documentation?
3. Where do you store the documentation?
4. How long do you keep the data for?
5. What is your overall perception of the process?
6. How does it add value in enabling you to keep on top of food safety management and identify potential patterns or issues?

**Wrap up questions**

1. Are there any other comments or issues you would like to tell us about?