**Safer Food, Better Business - Local Authority Discussion Guide.**

## **Intro:**

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

***Introductions and including roles***

We are conducting research on behalf of the Food Standards Agency into food safety management procedures and food hygiene regulations for small businesses.

Last year, the online **Safer Food, Better Business** service had nearly 800K visitors, but it continues to provide the vast majority of its information through PDFs which may be preventing accessibility and take-up among its target audience.

Your feedback and insights will give us a better understanding of how the 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 is entirely confidential and will be used only for the purpose of our research into improving the SFBB service.*

*Confirm role of interviewee before the interview starts*

## **Interview questions**

**Engaging with your FBOs:**

1. Where do FBOs find the SFBB packs?
2. How do you advise new FBOs about SFBB?
3. Do you send out any training or marketing materials?
4. What kinds of things do FBOs struggle with when *initially* using their SFBB?
5. What kind of things may go wrong or be problematic with FBOs using the SFBB pack (ie, filling out the diary, doing their checks, storing information)
6. How well do they complete and store the information?
7. How long do you need the FBO to retain the SFBB data?
8. Do you address accessibility issues?

**Impact of SFBB on regulatory compliance:**

1. What is the impact on regulatory compliance amongst businesses using SFBB?
2. How does this differ depending on the type of food business?
3. How do respond to businesses who are not implementing SFBB correctly or fully?

**Technology needs:**

1. How do you use the SFBB on your inspections/site visits?
2. How do you take notes and store them?
3. What technologies are you using?
4. What technical constraints do you have?
5. If SFBB were a live, real-time system, what sort of issues might you have in processing the information?
6. Where do you hear about updates to the SFBB packs?

**Concluding:**  
  
Are there any other thoughts or issues that you would like to raise that haven’t been covered?

Thanks again for your time….