**Safer Food, Better Business - Trade Associations 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 your members, any insights you may be able to share and any ideas you may have for improving the service.

*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**

1. Ask the interviewee to provide some context about their organisation and the service they offer/provide to their members
2. For what purposes do new members and/or new businesses join your organisation?
3. Do you provide specific support to help new businesses onboarding, particularly with their food safety management service?
4. Do you currently recommend SFBB to your users? If not, what other systems are you recommending? [explore details of alternatives]
5. What do you perceive to be the primary purpose of the SFBB service?
6. How well do you think it meets this purpose?
7. What is your current involvement with SFBB and your members e.g. they ask for information, they ask us where they can get the packs etc.
8. How are you able to respond to their needs?
9. If you are answering questions to members relating to the SFBB packs, how do you stay informed and updated about any changes?
10. How would you describe their experiences with the SFBB service?
11. Are there any particular pain points, challenges or issues with the current service/process they experience that you can share?
12. Do different user groups (or types of members) have different needs regarding the pack? How well are these needs met?
13. Have you seen any changes or recent trends in how your members are using the packs?
14. Do you have any insights regarding members with accessibility challenges or may work more ‘off line’ that you can share?
15. From your experience of the SFBB, are there any opportunities for improving the service that you are able to share?

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

Thanks again for your time….