



Asiantaeth
Safonau
Bwyd

food.gov.uk

Food
Standards
Agency

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Local Authority Delivery and
Support Team

Food Hygiene Rating Scheme



The present position



- 21 Welsh LAs already uploading ratings, all 22 will be doing so in a matter of weeks
- Just under 5000 individual ratings uploaded so far
- Publicity campaign, consumer, business and press awareness

History and Development

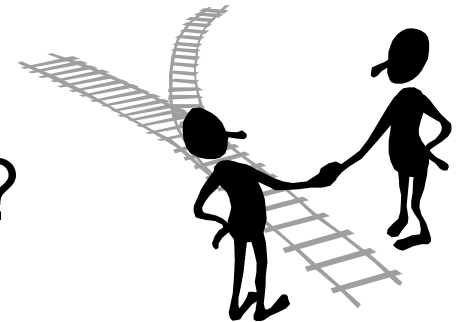
- A star is born



- Good ideas spread
- Confusing picture?

What kind of Scheme?

- The Pilots
- Formation of Steering Group
- Compromise or consensus?
- The Working Groups



FHRS in Wales

- History of working together, Food Hygiene Award scheme, etc



- Formation of the Wales Implementation Group



- Informing business / tourism representatives

FHRS in Wales

- Addressing local authority and business concerns (resources, fairness and consistency)
- Annex 5 Training for local authority officers

The Brand Standard

- Guidance produced for local authorities on the implementation and operation of the Food Hygiene Rating Scheme to ensure consistency

Implementation in Wales

- Implementation rather than launch
- Implementation Group decisions on launch style and date

Incremental implementation from
October 2010

Grants

- 2 rounds of funding

Communications Resources

- Draft information for Members and businesses
- Press releases
- Stickers
- Certificates
- Website- www.food.gov.uk/ratings

Press and consumers

- What about the 0's, 1's and 2's
- 1's 20 CIM score
- Common revisit policy



Publicity Campaign

- Getting support



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

“ Welsh local authorities remain at the forefront of the Food Hygiene Rating Scheme. When Professor Pennington addressed the Health, Wellbeing and Local Government Committee in June 2010, he stated that this scheme would be a relatively inexpensive way of driving quite significant improvements in food hygiene. There was significant cross-party support for the scheme.

Publicity Campaign

- Telephone boxes
- Welsh publications
- Face book

Telephone boxes





Press advertisements

**Mae'n dod yn haws
adnabod hylendid bwyd da**

**Good food hygiene is
getting easier to spot**

**SGŌR HYLENDID BWYD
FOOD HYGIENE RATING**

0 1 2 3 4 **5**

DA IAWN
VERY GOOD

Mae'r Cynllun Sgorio Hylendid Bwyd ar y gorwel. Mae'n sgorio'r manau lle byddwch chi'n bwyta neu'n prynu bwyd, a hynny ar sail safonau hylendid. Mae sgôr o ddim yn golygu bod angen gwella ar frys, a sgôr o bump yn dda iawn. **Cofiwch chwilio am y sticer neu cymerwch gip ar y sgoriau ar-lein drwy food.gov.uk/ratings - cliciwch ar 'Cymraeg'.**

The Food Hygiene Rating Scheme is coming. It rates the places you eat or buy food on hygiene standards. Zero means urgent improvement necessary, five means very good. **Look out for the sticker or check the ratings online at food.gov.uk/ratings**

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Cynhellir y cynllun mewn partneriaeth â'ch awdurdod leol
This scheme is run in partnership with your local authority



International Food Safety & Quality Network



AberdareOnline

an online community at the heart of South Wales

twitter



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

facebook



thegrocer



Welsh Icons

About Wales and all things Welsh

guardian.co.uk

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Local authority Events

Business seminars and publicity



Where to next?

- Greater display and awareness



Where to next?

More publicity

Bannerstands

Review...extension to manufacturers?

Mandatory display/participation?

