

Increasing visibility of the FHRs

- Tell businesses about the benefits of displaying their rating at the time of inspection as well as in the follow up letter and emphasise that:
 - displaying the rating will show their customers how seriously they take food hygiene
 - if they have a rating of 4 or 5 to display, they have the most to gain
 - it is a good advertising tool and their competitors may be displaying their rating
 - they can put FHRs images on advertising material or on their website
 - the public are becoming more aware of the scheme and if they don't see a sticker, they may draw their own conclusions

- Make it easy for businesses to display ratings:
 - give every business a sticker with each new rating whatever the rating is
 - if possible, tell the business at the time of inspection what their rating is, give them the new sticker before you leave and encourage them to put it up ideally in a prominent location easily visible from outside (near the entrance is ideal)
 - remove earlier scheme stickers and certificates at any opportunity
 - if notifying them at a later date, make sure the letter tells them up front what their rating is and about the sticker
 - if a premises has more than one entrance, offer additional stickers
 - follow up requests for replacement stickers as soon as you can
 - tell businesses how easy it is to display their ratings on their website using the widget (coding) for their business on food.gov.uk/ratings

- Telling local people about the scheme:
 - put up FSA posters at local authority owned venues and poster sites (there are a variety of these now and you can co-brand them)
 - issue press releases in advance of local and national events when people are likely to be considering eating out (you can use the FSA templates)
 - make use of the FHRs consumer leaflets (free from FSA) at local events, in local tourist offices etc.
 - regularly review your website to make sure the information about the scheme is up to date and that links and downloads work (you can use the FSA template text and there are website banners too), and make sure there is a link to your page of food.gov.uk/ratings
 - regularly ask your website to feature FHRs on the homepage at key eating-out times (ideally a couple of times per year)
 - regularly celebrate high achieving businesses by listing them on your website
 - work with local media and encourage them to run regular features



- Use social media:
 - include FHRS information on Council Facebook pages
 - post FHRS messages on Twitter using #FHRS when talking about the scheme



- Get local authority colleagues to use the scheme and spread the word;
 - use FHRS images in email footers with social media links
 - introduce 'Good Practice Guidance' recommending that staff check ratings before booking venues for council events or eating on expenses when on official businesses and select those with ratings of 3, 4 or 5 (you can use FSA template guidance)