

FHRS and business growth - making the most of your website

The primary aim of the FHRS is to improve public health protection but we also recognise that it has the potential to drive business competition and growth. This is increasingly important locally as well as nationally and these 'Top Tips' aim to help local authorities to maximise the potential of their websites to help local businesses make the most of FHRS.

• **Make it easy for businesses to understand how FHRS works**

- include a brief explanation of FHRS and why it is important to local businesses
- highlight which types of businesses are rated, how ratings are calculated and what the different ratings mean
- highlight how people find out about ratings and provide a link to your page on food.gov.uk/ratings
- ensure the messages you give are consistent with those on food.gov.uk
- save time by using the FSA's template text – you can find this at www.food.gov.uk/fhrsresources

• **Make it easy for businesses to know how to improve their rating**

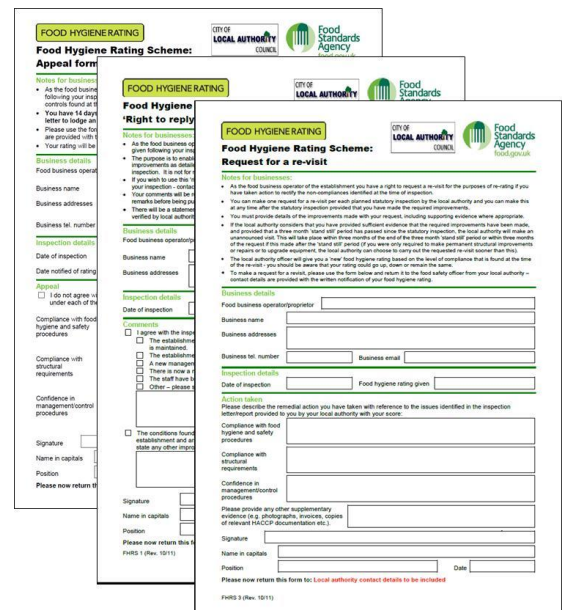
- explain what a business needs to do to get the top rating and what the food safety officer will be looking for when this is assessed
- include top tips on how a business can improve a rating – see what [Ipswich Borough Council](#) is doing
- the FSA template text covers these points

• **Make it easy for businesses to use the FHRS safeguards**

- include links to the FSA template forms (you can customise these by adding your own logo) for making an appeal, requesting a re-visit or submitting a 'right to reply' so that businesses can download them
- make it even easier by providing online forms as [Manchester City Council](#) is doing

• **Recognise and celebrate success**

- include features on individual businesses that achieve a top rating like [Rushcliffe Borough Council](#) is doing
- keep lists of businesses that have achieved a top rating like [Amber Valley Borough Council's](#) 5 Club
- organise events to celebrate with businesses that have achieved/maintained a top rating and feature them on your website – [Fenland District Council](#) did this earlier this year
- use social media and highlight top rated businesses on Facebook and Twitter



The image shows three overlapping forms from the Food Hygiene Rating Scheme. The top form is the 'Appeal form', the middle one is the 'Right to reply' form, and the bottom one is the 'Request for a re-visit' form. Each form includes sections for business details, inspection details, and a signature area for the business operator/proprietor. The forms are branded with the Food Standards Agency logo and the local authority logo.

- **Make it easy for businesses to get the most of their food hygiene rating**

- highlight the advantages to businesses of displaying their ratings at their premises – this is now covered in the FSA template text
- link to the FSA’s [online toolkit](#) which give businesses ideas on how to promote their hygiene standards and includes banners and other downloadable images that they may use.

- **Keep the webpages up to date**

- include web banners provided by the FSA when national advertising campaigns are running – these are available on the [FHRs resources](#) page (and can also be used on email signatures or document footers – see below)



- advertise any courses, presentations or coaching that you are providing or guidance that you make available
- avoid potential confusion by removing references to earlier schemes and terminology associated with them such as ‘star ratings’ or ‘scores on the doors ratings’
- we will alert you if our template text is revised so that you can make the necessary updates

