

To: Directors of Public Protection

13 December 2007

Reference: ENF/W/07/066

Dear Director

### **FSA Funding for “Safer Food, Better Business” seminars and coaching**

I refer to my letter of 26<sup>th</sup> October regarding the above matter. Responses have been received from thirteen local authorities to date indicating that they wish to be involved in this project. Participation by the remaining authorities is still very much welcomed though I will need to know “in principle” by 31<sup>st</sup> December.

Since my letter referred to above there has been a further meeting of the joint FSAW / LA Food Safety Management Steering Group and I have met with representatives of CMI. I am now in a position to confirm the opportunities that the Agency and local authorities are jointly able to offer food business operators together with their funding arrangements.

I appreciate that the capacity of individual local authorities to organise seminars in this financial year will vary from one to another. Timing is tight but I am hopeful that a number of seminars (and their subsequent coaching visits by CMI) can be arranged before the end of March 2008 in order to utilise funding that is available during this period. This means the seminars themselves taking place between mid January and the end of February.

I would like to outline the work that local authorities will need to undertake as their role in this project

1. Identification and booking of suitable venue for the seminar. This may be a local authority premises or possibly the location of one of the participating food businesses. The Agency will fund the cost of the venue and appropriate refreshments in addition to the CMI fee.
2. Identification and contact with appropriate businesses that would benefit from the seminar and the one to one coaching session. Experience in England has found that, on average, some 35 businesses need to be invited in order to



INVESTOR IN PEOPLE

Asiantaeth Safonau Bwyd, 11ed Lawr, Ty Southgate, Wood Street Caerdydd CF10 1EW  
Food Standards Agency, 11th Floor, Southgate House, Wood Street Cardiff CF10 1EW

Ffôn / Tel: +44 (0)29 2067 8957 Ffacs / Fax: +44 (0)29 2067 8918

E-bost: Rob.Wilkins@foodstandards.gsi.gov.uk

E-mail: Rob.Wilkins@foodstandards.gsi.gov.uk



ensure that 20-25 actually attend. CMi are able to contact the businesses on behalf of the local authority if they are given accurate and reliable contact details, which the Agency will also fund. However, my discussions with colleagues in England have found that there has been a greater degree of success when local authority officers themselves have been promoting the seminars and providing suitable encouragement to food business operators to attend.

3. I would anticipate at least one local authority officer attending the seminar in order for that local authority to be aware of its contents and what is being delivered.

I view this project as an additional tool that local authorities are able to utilise in securing compliance with food safety management system requirements, particularly in high risk catering establishments. I appreciate that a great deal of valuable work had already been carried out in relation to this matter and that this is an opportunity to build on that.

The costs incurred by CMi will be payable directly by the Agency and we will need to be invoiced in relation to venue and refreshment costs.

As I indicated earlier, I am hopeful that a number of these events can be organised and delivered during this financial year, though I anticipate that they will still be available during the forthcoming year as well.

If you are able to participate in the project this financial year by organising one or possibly two seminars I would ask that the lead or other nominated officer for food safety contacts me in the first instance when I can provide the necessary details for CMi and further progress can be made.

The Agency has been developing a SFBB multi-lingual interactive DVD for use by local authority officers and I anticipate being able to provide these to you in January. This DVD has been pre-viewed by the food safety management steering group and was well received. In order to facilitate and maximise their use during on site visits the Agency will also be providing each local authority with portable DVD players.

I should be grateful if you would bring the contents of this letter to the attention of the authority's lead officer for food safety. Please do not hesitate to contact me if you require any clarification.

Yours sincerely,



Rob Wilkins

Head of General Enforcement

\*CMI is a food safety and assurance company that has been involved in the Safer Food, Better Business project in parts of England