

To: Directors of Public Protection
(South East & South West Wales areas)

7th March 2008

ENF/W/08/013

Dear Director

PILOT BUSINESS REGISTRATION CAMPAIGN

From mid March to mid April the Agency will be piloting a campaign encouraging those setting up a new food business (and also existing businesses) to visit the FSA website for help and advice on how to do things the right way. The overall aim is to make sure all businesses are registered with their Local Authority and they run their businesses safely.

The campaign will focus on major cities in England & Wales, including Cardiff, and will lead with the strap line 'Food Poisoning. Word gets around'. The campaign will comprise local radio advertisements and bus stop posters targeted at areas where there is a high concentration of restaurants. Advertisements will also appear in relevant trade press, including ethnic publications. Both will direct Food Business operators to a dedicated web page www.food.gov.uk/startingup that will draw together various resources that the Agency has available for these operators, including links to Safer Food Better Business, as well as information on how to go about registering with their local authority.

Whilst Cardiff is the focus of this pilot, the radio stations being used (Real and Red Dragon) have a broadcast reach from Pembrokeshire to the Severn Bridges, so this



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activity may have an impact on numbers of enquiries and registrations of new businesses received by your Authority. Agency officials from London will be monitoring and evaluating this campaign, and so will be following this up with Food Law Enforcement officials in Cardiff.

Should you require any further information regarding this pilot campaign, please do not hesitate to contact Caroline Kitson on caroline.kitson@foodstandards.gsi.gov.uk.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rob Wilkins', followed by a long horizontal line extending to the right.

Rob Wilkins
Head of General Enforcement