

D2N2 Better Business Regulation Case Study

Food Safety Team, Chesterfield Borough Council

Introduction

We wanted to reward businesses and help promote them through social media; encourage food handlers to wear protective clothing and to promote the Food Hygiene Rating scheme. We decided to offer branded aprons and hats to small independent businesses that had made significant effort and improved their food hygiene rating score. We approached the businesses soon after their inspection and offered them the opportunity to participate. Once they agreed we visited the business at a prearranged time with our PR colleagues who made a video of the proprietor carrying out a routine activity, photographs were also taken. The film was edited by the PR team and posted on the Council's and Environmental Health's Twitter accounts and Facebook page.

The promotion is ongoing and businesses are continually being offered the opportunity to take part.





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If you're planning on having a takeaway this weekend, look out for the hygiene rating.

The #Mayflower Chinese takeaway in Loundsley Green has been awarded a level five rating, the maximum that can be given. See more in this video: https://youtu.be/z8cD39W4h_8.



Food hygiene rating - Mayflower Chinese takeaway

Our food safety team carries out regular inspections across the borough. They gave Mayflower Chinese takeaway the maximum level five hygiene rating,...

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Stuart Smith If they have a 5 rating then it's more likely to be expensive. Is there anywhere with a 1 rating that you can recommend?

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Chesterfield Borough Council We would always recommend you use a takeaway with the highest rating. They have the highest standards of hygiene, which should prevent customers falling ill through food poisoning.

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Jon Williams Good work, Rating use to be zero <http://m.matlockmercury.co.uk/.../revealed-the-derbyshire...>



REVEALED: The Derbyshire food outlets with the worst and best hygiene ratings

MATLOCKMERCURY.CO.UK

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Resources Involved

Food Officer and Public Relations team, editing service provided by Public Relations team. Funds for the aprons hats and printing.

Outcomes

Businesses were happy to take part as it has the potential to increase footfall to the business and rewards their hard work. There was the added attraction of five minutes of fame through the video clip too!

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