

Health and Wellbeing Policy Development Committee

What we said we'd achieve in 2011/12 Priority Outcome: People – Active and Healthy Lifestyles

How are we doing so far?

We said we would: Regulate local food and businesses to protect public health

By:

Completing the required number of food inspections each quarter



Number of enforcement actions undertaken



And as performance measures:

Percentage of premises classes as broadly compliant with legal requirements:

Annual Target 96%; Quarter 2 outturn 91.5%

The broadly compliant figure is normally considered an annual indicator and is measured at 31st March each year. This figure is expected to fluctuate during the year.



Complete the required number of food hygiene inspections each quarter.

Annual Target 100%; Quarter 2 outturn 100%

All inspections have been completed within the allocated timeframe.



Number of enforcement actions taken.

79 enforcement actions were undertaken during the second quarter, mostly by way of advisory letter. As yet the annual target for this measure is to be confirmed. The projected outturns for EH1 and EH2 indicate that an appropriate level of enforcement action is being undertaken.



Making A Real Difference People – Active and Healthy Lifestyles

Ratemyplace

When the Environmental Health Division carries out a food hygiene inspection, the business is given a risk score which determines how often the business is inspected in future. The score is determined by a national method and reflects how well the business complies with the law, standards of cleanliness, hygiene practices and the confidence officers have in the proprietor's ability to control and manage food hazards. The higher the risk score, the more often the business is inspected.

Cannock Chase District Council has worked in partnership with other local authorities in developing and adopting the food hygiene rating scheme Ratemyplace. This scheme links the risk score with a six-tier star rating (from zero to five stars). The higher the risk rating for the premises, the lower the number of stars. Premises are issued with a certificate which they are encouraged to display and details of their star rating are published on the website www.ratemyplace.org.uk. A copy of the report issued by the Environmental Health Division is also uploaded to the website and made publicly accessible.

Since its inception, the Ratemyplace website has received 1.9 million hits (though this figure represents the total for all authorities involved). It is estimated that there have been 250,000 hits over the four years since launch to premises in this District.

Currently (October 2011) there are four premises with zero stars, 14 premises rated as one star, 58 rated two-star, 178 rated three-star, 235 four-star and 268 with five stars. Premises given a zero or one-star rating are either revisited within a short timescale to check improvements have been made, or are subject to enforcement action.

The objectives in adopting the Ratemyplace scheme were to:

- Allow people to make informed choices about where to eat/purchase food
- Reduce the likelihood of food-borne illness
- Reward businesses which comply with food safety legislation
- Act as an incentive for poorer premises to improve and therefore drive up standards
- Encourage businesses to 'get it right first time, all the time', not to wait until an inspector calls
- Provide information accessible to all via the web and at point of sale

The local press have increasingly been using the Ratemyplace website to report on food hygiene standards at premises in the District and naturally focus on zero, one-star and five-star premises.

Businesses featured with low ratings – some examples are in Appendix A – can find it a shock to be featured in the local press, but the coverage certainly helps the Council to achieve the objectives above. Businesses are also able to post a response on the website to explain any improvements made since the inspection and to appeal if they think the rating is unfair.

Businesses who rate highly obviously value the positive media coverage and are keen to gain four or five- star ratings, as shown in Appendix B, which helps to drive up standards.

Ratemyplace is being further developed to allow businesses to post menus and other information on the website. This will give small businesses a web presence that they might not otherwise have been able to get. This shows a very positive business support aspect of Ratemyplace.

Members can visit the [Ratemyplacewebsite](#) to view hygiene ratings and reports for pubs/ restaurants / takeaways in their ward. Ratemyplace can also be accessed on the move from mobile phone browsers at www.ratemyplace.mobi