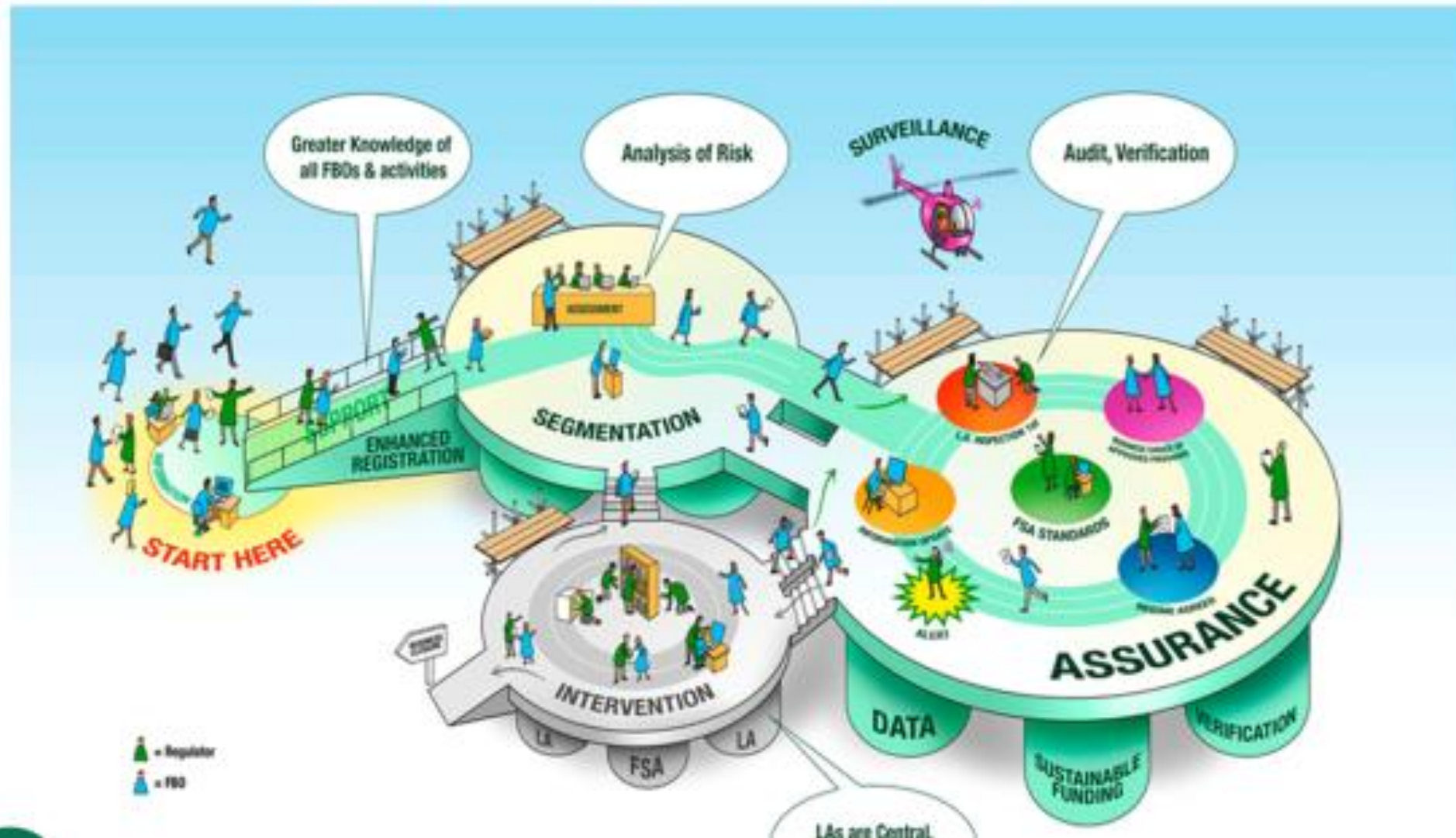




REGULATING
OUR FUTURE

Food Business
Registration

Latest Target Operating Model (TOM)



Key FSA Objective – Oversight





Register a Food Business (RAFB) service

On-line Food Business Registration

Register a Food Business (RAFB)

What it is

- A digital registration service.
- One of the sources of data to provide FSA oversight

Where are we?

- A live service - POC
- 11 LAs fully connected
- 500 registrations received



What's Next?

- Scale up the number of LAs connected
- Offer connection options to LAs according to IT capability
- Carry out user testing
- Continue to develop and improve the service
- Move service to www.food.gov.uk

Benefits and Support



Register a Food Business – Service Demonstration

BETA This is a new service - **your feedback** will help us improve it

Register a food business

When you start a new food business or take over an existing business, you must register with your local authority. You should do this at least **28 days** before trading or before food operations start.

Your registration will be sent to the correct local authority based on your trading location.

During this registration, you may come across a few specialist terms, which we have described below:

Food business operator

RECORDED WITH SCREENCAST MONITOR
The operator is the person, charity or company who makes the decisions

Feedback from LAs participating in the Proof of Concept

It's more efficient

Not having to deal with illegible handwriting

Initial inspection dates are now calculated by the MIS, based on the opening or trading date given by the food business operator

All information received digitally, less chance of operator error

Future positive: all the information we require will be on the online form, so all the details are auto populated on the MIS (opening times, seasonal)

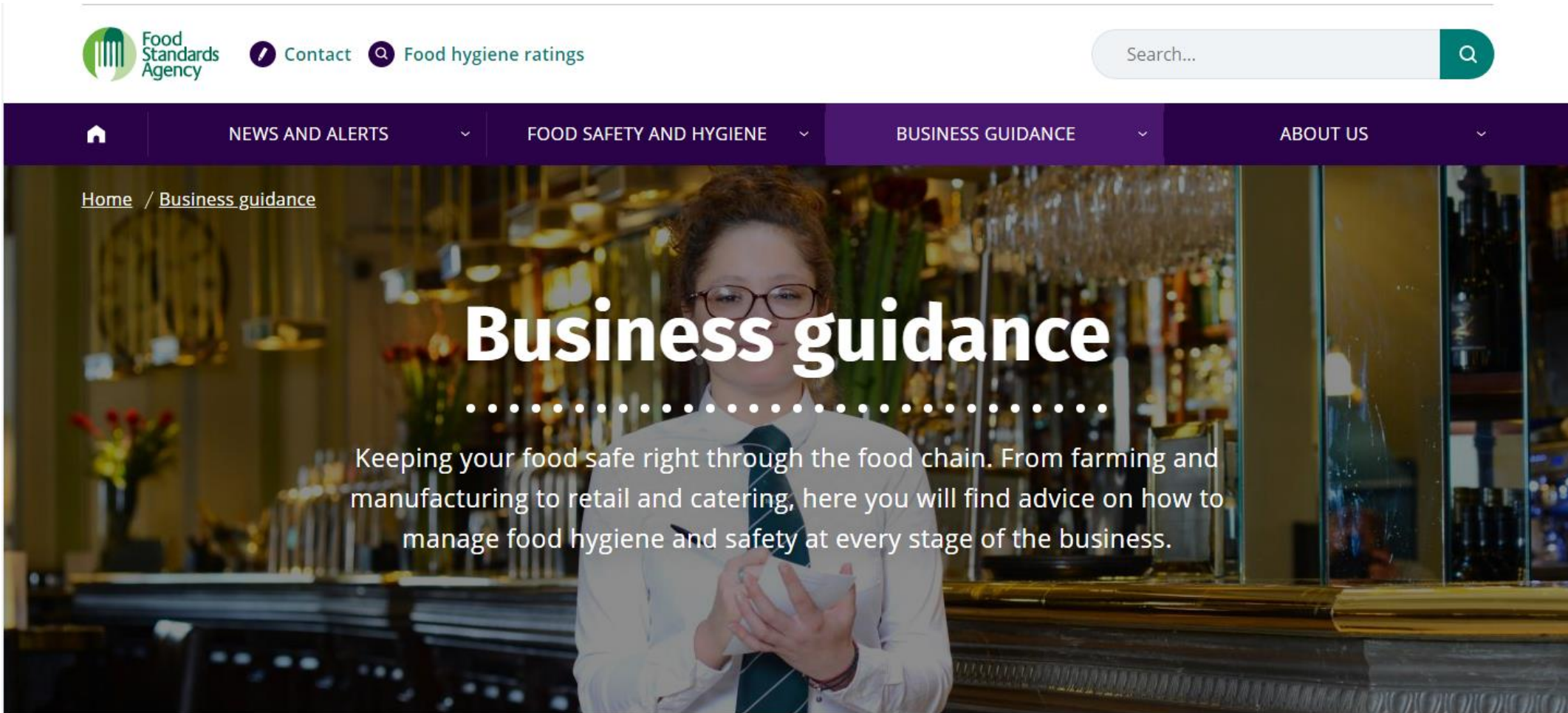
It is a definite time saving and it also takes the issue of misspelling names. Overall, I have been pleased with the way it's gone so far definitely think that we will continue to use the system in the long term

More efficient and effective than other methods

Wider Registration work



Website review



- Reviewing existing content for Business guidance.
- Ensuring the content under the Business guidance section is informative, easy to find, structured and customer-focused.
- Improving navigation to aid customer journey

Focus on 4 main groups

- Food stall owner at a local market
- Takeaway owner
- Owner of a food-based retailer
- Home-based cupcake maker



Raising awareness

- Live action
- Real people
- Social media
- Videos
- Ecards
- Comms toolkit



Q&A

Further information

1. Link to our monthly newsletter and podcast: <https://www.food.gov.uk/about-us/about-the-fsa/regulating-our-future/regulating-our-future-newsletter> where you can also sign up to received regular updates and communication on the ROF programme.
2. Join conversations #foodregulation
3. Email directly: FutureDelivery@food.gov.uk

Thank you