

Food & Feed Service Plan 2018/2019



People Services

Health and Well Being Division

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Introduction

The Food Standards Agency's Framework Agreement on Official Feed and Food Controls by Local Authorities (April 2010) requires a local authority to produce a food service plan and an animal feed service plan and stipulates what information must be contained within the plans. This document is a combined food and feed service plan and forms part of the Delivery Plans of the Environmental Health and Trading Standards Service within the Health & Well Being Division of the People Services Directorate and must be approved by senior managers and/or members.

It is recommended that the service plan should contain details concerning the authority's area and the organisation of the authority and associated council plans. Information relating to these areas is contained in Appendix 1 and 2.

Since April 2015, the food safety & hygiene service and the food standards service within Dudley has been provided as a holistic service by officers on the Food team, forming part of the Food and Trading Standards service, with food standards transferring from Trading Standards to the food team. This has resulted in a more efficient service as food hygiene and food standards inspections can be combined into a single visit. Feed law enforcement, involving controls on hygiene, composition, labelling and safety of animal feed, however remains as a Trading Standards function due to the baseline qualifications for officers undertaking this work being a trading standards qualification.

The manager with overall responsibility for delivery of official feed and food control within Dudley MBC is Dolores Nellany, Public Protection Manager (Food and Trading Standards), assisted by the Lead Officer for food hygiene and food standards, Paul Evans, Principal Environmental Health Officer, and the Lead Officer for feed enforcement, Laura Reuben, Principal Trading Standards Officer.

The Food & Feed Service Plan is presented annually to elected members of the Cabinet for endorsement, followed by referral to full Council for approval. Performance against the Plan is monitored quarterly by the section manager and reported to senior management.

Service Aims and Objectives

The Authority's aim, through the Cabinet priorities and Council Plan, is to make Dudley Borough a high quality place to live, work and spend leisure time for all of our residents and visitors by supporting a thriving local enterprise economy through effective regulation and ensuring access to safe food.

Aims	Objectives
<ul style="list-style-type: none"> • To enforce and ensure compliance with Food Hygiene, Food Standards and Animal Feed legislation. • To ensure food offered or exposed for sale is fit for human consumption and to expedite the removal of hazardous/risk product from the food chain. • To work to prevent avoidable illness and reduce the spread of communicable disease within the Borough. • To ensure food offered or exposed for sale is fit for human consumption and to expedite the removal of hazardous/risk product from the food chain. • To improve and sustain the health of the local people in the borough by contributing to objectives within public health strategy including the prevention of obesity. • To contribute to the key aims of the Government's "Food 2030" Strategy by protecting food safety, promoting healthy eating and promoting sustainability in food production. • To contribute to the Food Standards Agency Strategy 2015-20 "Food We Can Trust" key priorities and themes. Consumer rights in relation to food is defined as "Food is safe and what it says it is and we can afford enough of it for a healthy life and have choices about what we eat now and in the future". • To ensure that animal feed which is fed to food producing animals produces no risk to animal health and to human health upon consumption. 	<ul style="list-style-type: none"> • To carry out a programme of routine inspection of food premises to provide advice and assistance in complying with legislation. • To investigate where appropriate cases of communicable disease, including the investigation of practices and processes identified as sources of infection at commercial premises. • To investigate service requests relating to food and the conditions of food premises and where appropriate prepare reports for prosecution. • To take emergency action to close food businesses where there is an imminent risk to the public (e.g. rodent infestations) • To raise awareness of the food hygiene and safety performance of food businesses with consumers through the Food Hygiene Rating Scheme. • To implement procedures to ensure compliance with the Food Standards Agency Framework Agreement. • To produce and undertake a food sampling programme and to undertake reactive sampling as required in connection with outbreaks/service requests. • To ensure that all food service work is carried out in accordance with relevant codes of practice, quality systems and the division's enforcement policy. • To encourage food businesses to apply for and gain the Dudley Food for Health Award. • To carry out a risk based programme of controls to ensure animal feed is prepared in hygienic premises, is correctly labelled and does not contain undesirable substances.

Scope of the Food and Feed service

	Food Hygiene Service	Food Standards Service	Animal Feed Service
Officer Establishment	<ul style="list-style-type: none"> • 1 Principal EHO (with lead for food safety and food standards) • 8.2 FTE (Full Time Equivalent) Environmental Health Officers (EHOs) • 1.8 FTE Food Safety Officers 		<ul style="list-style-type: none"> • 1 Principal TSO (with lead for feed enforcement) • 2.2 FTE TSOs <p>(However only a small fraction of time spent on feed work)</p>
Responsibilities of the Food & Feed Service	<ul style="list-style-type: none"> • Food safety and hygiene legislation enforcement • Issues relating to the premises, practices and conditions under which food is prepared stored and handled. • Food sampling for microbiological examination • The investigation of cases of food borne infectious disease, to identify its source and prevent further cases. • Reactive investigations into unsafe food & extrinsic foreign bodies • To register or approve food premises as legislation requires. 	<ul style="list-style-type: none"> • Food Standards legislation enforcement • All regulations relating to the manner of marking and labelling of food, including labelling requirements of regulations relating to specific foods (but not weight). • Food composition • Food sampling for analysis • Issues in relation to food not of the quality, nature or substance demanded under Section 14 of the Food Safety Act (FSA) 1990. • Issues relating to food that is falsely described or presented in contravention of Section 15 of the Food Safety Act 1990. 	<ul style="list-style-type: none"> • Animal feed legislation enforcement, including Agriculture Act 1970 and associated regulations • Registration and/or approval of animal feed premises • Hygiene in animal feed production • Animal feed composition & labelling • Animal feed sampling
Additional non Food & Feed responsibilities	<ul style="list-style-type: none"> • Proactive Health and Safety relating to local authority enforced food premises when premises visited for food safety • Exhumations supervision • Water safety & quality including domestic premises • Smoke free compliance and enforcement 		<ul style="list-style-type: none"> • Weights and measures legislation • Consumer protection legislation • Door step crime/rogue traders • Underage sales legislation • Civil law advice service • Product safety • Business inspection & advice.

	Food Hygiene Service	Food Standards Service	Animal Feed Service
Enforcement Policy	An Enforcement Policy has been produced which has been consulted on and endorsed by elected members. The current Enforcement Policy (January 2016) is the Black Country Local Authorities Enforcement Policy, shared with Sandwell, Wolverhampton and Walsall Councils, and forms part of the Black Country Regulators Operating Framework, along with the Regulators and Business Charter and the Black Country Local Authorities Service Standards. This policy is under review at the beginning of 2018-19. http://www.dudley.gov.uk/business/environmental-health/enforcement-policy-and-charter/		
Number of Food & Feed Premises by Risk.	<p>The number of premises in each category for food hygiene/safety as of 1st April 2018 is as follows:</p> <ul style="list-style-type: none"> • Category A 5 • Category B 122 • Category C 550 • Category D 862 • Category E 894 • Unrated 25 <p style="text-align: right;">Total 2,458</p>	<p>The number of premises in each category for food standards as of 1st April 2018 is as follows:</p> <ul style="list-style-type: none"> • High (Cat A) 7 • Medium (Cat B) 686 • Low (Cat C) 353 • Unrated 1415* <p style="text-align: right;">Total 2,461**</p> <p>*Please note that food standards unrated figures are based on a new database since April 2015 and many of these premises would have been rated previously using the national trading standards rating scheme whose ratings are not transferable to the M3 Northgate FSA Code of Practice rating scheme.</p>	<p>The number of premises in each category for feed standards as of 1st April 2018 is as follows:</p> <ul style="list-style-type: none"> • Category A- 0 • Category B- 0 • Category C- 0 • Category D- 18 • Category E- 21 • Unrated- 8 <p style="text-align: right;">Total 47</p>
Details of Food & Feed Premises Risk Assessment	<p>Each food premises is risked in accordance with the FSA Code of Practice risk assessment.</p> <p>Category A: 6 months Category B: 12 months Category C: 18 months Category D: 2 years Category E: 3 years or can be subjected to Alternative Enforcement Strategy (AES).</p>	<p>From April 2015, the Food Standards Agency Code of Practice food standards scoring scheme has been used to replace the National Trading Standards Board scheme previously used:</p> <p>Category A (High risk): 12 months Category B (Medium risk): 24 months Category C (Low risk): Intervention or Alternative Enforcement Strategy every 5 years.</p>	<p>From April 2015, the FSA Feed Code of Practice risk assessment scheme has been used:</p> <p>Category A: 12 months Category B: 24 months Category C: 36 months Category D: 48 months Category E: 60 months</p>
Type of Food &	Categorisation of food premises according to	**As for Food Hygiene Service, plus the local	Categorisation of premises using

	Food Hygiene Service	Food Standards Service	Animal Feed Service
Feed Premises	<p>Food Standards Agency (FSA) type is as follows:</p> <ul style="list-style-type: none"> 32 Manufacturers/Producers 42 Distributors/Transporters 441 Small retailers 67 Supermarkets 163 Other retailers 387 Restaurants & Cafes 312 Pubs/Clubs 15 Hotels/Guest Houses 272 Takeaways 132 Schools/Colleges 282 Caring establishments 232 Other caterers 84 Mobile traders <p>There are currently 18 premises approved under Regulation EC No. 853/2004. Approval rather than registration is required where businesses manufacture, re-wrap or store high risk foods, such as meat and dairy products, to be supplied to retailers and caterers rather than direct to consumers. 8 approved premises are approved as stand alone cold stores where wrapped meat and dairy products are stored and handled. Six are rated as Category E (lowest risk) and 2 as Category D. Ten approved premises are manufacturers or processors of high risk foods such as meat products, dairy products, and meat preparations, broken down as follows:</p> <ul style="list-style-type: none"> • 5 meat product manufacturers, producing ready to eat foods containing meat, cooking of meat such 	<p>authority is responsible for food standards enforcement at 2 slaughter houses and one meat cutting premises in the borough which come under the Food Standards Agency for food hygiene enforcement.</p>	<p>Feed Code of Practice types is as follows:</p> <ul style="list-style-type: none"> 2 Manufacturers of additives 1 Compound feed supplier 6 Co-product suppliers 3 Livestock Farms (on farm mixers of feed) 2 Livestock Farms (no feed mixing) 34 Suppliers of surplus food (Supermarkets supplying food into the feed chain)

	Food Hygiene Service	Food Standards Service	Animal Feed Service
Type of Food & Feed Premises (continued)	<p>as hams or the making of meat products such as pies and faggots. All 5 manufacturers are rated as Category B requiring inspections at least annually.</p> <ul style="list-style-type: none"> • 1 dairy processor, cutting cheeses for wholesale distribution- rated as Cat B. • 2 bacon manufacturers- rated as Cat C and Cat D • 1 meat preparations manufacturers making raw meat preparations- rated as Cat D. • One meat cutting premises- rated as Cat D. <p>Approved premises, other than stand alone cold stores, are resource intensive, requiring an extensive approval process, more frequent and detailed inspections and resources to deal with home authority referrals where products are distributed regionally and nationally. Additionally there is a need for ongoing specialist training for officers who inspect approved premises.</p>		
Service Delivery points	The service is located at 3-5 St James Road, Dudley, DY1 1HZ since September 2017. However, the business support services, including post, and the public reception remains at the nearby building at 4 Ednam Road, Dudley, DY1 1HL which remains as the postal address for the food and feed service.		
Hours of Opening	<ul style="list-style-type: none"> • Monday to Friday 9.00am to 5.00pm 		
Telephone numbers	<ul style="list-style-type: none"> • First line call handling is carried out by Dudley Council Plus (DCP) on 0300 555 2345 • Out of hours emergency calls are received by the Council's emergency number 0300 555 8181 or DCP number 0300 555 2345 and diverted to the 24 hour service 		
E mail	Food.DUE@dudley.gov.uk		tsonline@dudley.gov.uk
website	<ul style="list-style-type: none"> • www.dudley.gov.uk/foodsafety 		

Service Delivery 2018/2019

Detailed below are the planned activities for the Food and Feed Service in 2018/2019

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Activity	Delivery	Resources available (FTE staff)	Additional resources required	Comments
<p>Planned Interventions Programme</p>	<p>Target is to visit 100% of Cat A-C (466 premises) and 70% of Cat D (380 premises) due for inspection plus all unrated/new premises (approx. 250 premises).</p> <p>The number of planned inspections in 2018-19 is therefore 1096*.</p> <p>Premises are risk assessed in compliance with the FSA system and are split into categories ranging from A to E. Annual strategy for Cat D & E may vary- see comment (i).</p> <p>The inspection programme to be carried out is split between categories as follows:</p> <p style="margin-left: 20px;">Category A: 10 Category B: 122 Category C: 334 Category D: 380* Category E: 0 New premises: approx 250 Total: 1096 inspections to be carried out in 2018-19.</p> <p>* 543 Category Ds are due for inspection in 2018-19, including 80 carried over from</p>	<p>5.8 FTE (includes 5.5 FTE for interventions, 0.3 FTE for training & development)</p>	<p>2.0 FTE Additional officers would be required to carry out the remaining 30% of due Category D food inspections (163 premises) and carry out an alternative enforcement strategy for 639 due Cat Es (to include some inspections, e.g. where new proprietor)</p>	<p>* These figures can only be estimated as they include new food businesses which under FSA reporting are included in the programme as due inspections. It is not possible to estimate how many new businesses will register each year but there has been a growth in new small food businesses year on year.</p> <p>(i) Strategy for Category D & E low risk food establishments: On an annual basis during service planning, a decision is made, taking into account resources and priorities, as to whether to include in the planned interventions programme or whether to use non official controls for some Cat D premises and/or an alternative enforcement strategy (AES) for Cat E premises. Some Cat D food premises can receive interventions which are official and non official controls alternatively but those handling open high risk food with 20</p>

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<p>Planned Interventions Programme (continued)</p>	<p>2017-18. However resources do not permit all Category Ds to be inspected, hence the target is to inspect 70% of Cat Ds.</p> <p>Within existing resources it is not possible to routinely inspect Cat E premises, the lowest risk category, during 2018-19. No target can be set to deal with due Cat E's by an Alternative Enforcement Strategy (AES) during the year as priority needs be given to dealing with Cat Ds. 639 Cat Es are due to receive an intervention in 2018-19 including 438 carried over from previous years. Cat E premises are typically those handling low risk foods or wrapped foods only and with satisfactory hygiene ratings & compliance. New Category E premises and those which are the subject of complaints or concerns will be inspected.</p> <p>For premises which operate outside of normal office hours, inspections or interventions will be carried out when the business is trading. See comment (ii).</p> <p>It is anticipated that approx 250 revisits to carry out enforcement will be undertaken in 18/19, including a small number of re-visit requests under the Food Hygiene Rating Scheme (FHRS). See comment (iii)</p> <p>Priorities for 2018-19:</p> <ol style="list-style-type: none"> 1. Continuing to support food business proprietors to produce documented food safety management systems such as Safer Food Better Business 			<p>or more patrons/day must be subjected to full or partial inspections or audit under the revised Code of Practice. Non official interventions include information and intelligence gathering.</p> <p>(ii) Planned interventions of premises which trade outside normal office hours (e.g. evening opening restaurants and takeaways, weekend markets) routinely take place out of normal office hours when these food businesses are trading.</p> <p>(iii) The number of re-visits required has risen in the past 2 years as, under the revised Code of Practice, re-visits and enforcement are now required to be carried out for all premises which do not achieve a broadly compliant rating. This is approx 250 re-visits per year to premises due but some premises will require more than one re-visit so numbers are difficult to predict. Enforcement options range from informal enforcement, through formal enforcement including service of notices and /or prosecution in line with the Enforcement Policy. Also under FHRS, re-visits requests to review the rating also have to be</p>
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<p>Planned Interventions Programme (cont'd)</p>	<p>(SFBB) to enable them to comply with The Food Safety and Hygiene (England) Regulations 2013.</p> <ol style="list-style-type: none"> 2. Sustaining the improvement in the proportion of food premises broadly compliant with food hygiene legislation at target 90% or above. 3. Continuing to use the alternative interventions strategy in the Food Code of Practice to give greater focus on premises with ratings of zero to 2. (i.e. not broadly compliant). Premises with ratings of 3 to 5 may receive themed or partial inspections See comment (iv). 4. Continuing to publish the results of food hygiene inspections fortnightly on the national website at www.food.gov.uk/ratings and via a direct link to the Dudley data from the Council's website. 5. Ensuring compliance with the FSA Brand Standard on the Food Hygiene Rating Scheme (FHRS) including dealing with appeals, right to replies and re-visit requests from businesses. 6. Continuing surveillance for premises requiring approval under Regulation (EC) NO. 853/2004, e.g. meat products manufacturers. 7. Continuing surveillance for Imported Food. 8. Surveillance for new food businesses that require registration and inspection. Minimum one 			<p>accommodated. Since October 2016 a charge has been introduced for all requests for re-visits to revise food hygiene ratings where a proprietor seeks a revised rating prior to the next due inspection (approx 20/year requests received). The current charge is £169.30.</p> <p>(iv) Planned interventions strategy for 2018-19: All Cat A premises, all butchers' shops and all approved premises to receive full inspection. Fully compliant Cat B-D premises to alternate between full and themed* inspection. Broadly compliant Cat B- D to alternate between full and partial inspections. Non compliant premises to receive full inspection. Partial inspections to cover elements on previous inspection which did not score in top 2 bands of rating for structure, food hygiene compliance or management assessment.</p> <p>N.B. If new proprietor or any fall in standards from previous inspection, then full inspection will be carried out.</p> <p>* Themed inspections in 2018-19 will cover pest control and cleaning & disinfection.</p>
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<p style="text-align: center;">Planned Interventions Programme (cont'd)</p>	<p>exercise to be carried out identifying unregistered food businesses. See comment (v).</p> <p>9. Ensuring food businesses are aware of and follow FSA guidance on preventing E. Coli contamination, focussing particularly on premises where raw and cooked meats are handled, e.g. butchers, caterers.</p>			<p>(v) Unregistered businesses are detected through intelligence and surveillance and through information from other council services, such as planning and building control. Surveillance in 2018-19 to include at least one exercise to identify unregistered businesses. At initial inspection, new businesses are rated in accordance with the Code of Practice and included in the planned intervention programme.</p>
<p style="text-align: center;">Complaints</p>	<p>Using previous years as a guide it is anticipated that the service will receive approx. 120 food complaints and 350 complaints relating to hygiene or condition of food premises.</p>	<p>0.8 FTE</p>	<p>-</p>	<p>All complaints will be investigated in compliance with current quality procedures and enforcement policy. Anonymous complaints will be dealt with on a risk assessment basis.</p>
<p style="text-align: center;">Home Authority Principle & Primary Authority Scheme</p>	<p>The Home Authority (HA) principle is operated for all referrals from other authorities. There are currently no Primary Authority Partnerships whereby there is a formal agreement to act as the lead authority nationally in advising a food business on compliance with the legislation. However the authority is open to such an invite and has introduced the Primary Authority Scheme into agreed fees and charges on a cost recovery basis.</p>	<p>Included in complaints</p>	<p>To act as Primary Authority for a Dudley based food business would impact to some extent on resources available for other priorities; but there is scope for charging for this service.</p>	<p>There are conditions on LAs implementing enforcement action against companies with a Primary Authority agreement which requires a notification to seek agreement from the Primary Authority.</p>

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<p>Advice to Business</p>	<p>Approx 400 food hygiene and safety advice requests are expected to be received.</p> <p>The Food Standards Agency SFBB packs for small businesses are available to download from the FSA website.</p> <p>Safer Food Better Business (SFBB) packs are available in Cantonese and other languages. The SFBB DVDs are available in 16 languages.</p> <p>The Head of Service represents Dudley on the Better Business for All partnership between regulatory services and businesses with partners including the Black Country Local Enterprise Partnership (LEP), the Chamber of Commerce and the Black Country Growth Hub.</p>	<p>Included in 0.8 FTE for complaints</p>		<p>There is a charge for bespoke business advice of more than one hour introduced in April 2017.</p> <p>New & existing businesses can be referred to the Black Country Growth Hub for access to advice and support including skills sources of grant funding, skills training, growth and development.</p>
<p>Food sampling</p>	<p>An annual sampling programme is produced for microbiological food samples to be taken for examination, to include local priorities and cross regional and national surveys</p> <p>Approx. 312 microbiological examinations will be carried out under the allocation from Public Health England and couriered to the PHE Laboratory in Collindale, London.</p> <p>Sampling in relation to food complaints (such as foreign bodies, chemical contamination or undercooking) will be carried out as necessary via an arrangement with the public analyst at Public Analyst Scientific Services Ltd based in Wolverhampton (approx 10</p>	<p>0.3 FTE</p> <p>Samples have to be purchased from premises and disposable & sterile sampling equipment purchased.</p>	<p style="text-align: center;">-</p>	<p>Samples taken will include samples taken as part of regional and national sampling projects led by Food Standards Agency (FSA) or Public Health England (PHE).</p> <p>Unsatisfactory samples are followed up with advice and re-sampled as necessary.</p> <p>Sampling numbers may be increased as necessary in the event of outbreaks or food safety incidents occurring and in relation to emerging issues. Sampling Policy is published on the website.</p>

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	complaints a year sent for analysis).			
Control & Investigation of food related outbreaks	<p>The estimated number of notified cases of illnesses that may occur is 600 approx, including 350 campylobacters.</p> <p>Salmonella, E.Coli, Shigella, Typhoid and Paratyphoid cases responded to within 24 hours. Hepatitis A within 2 days. Campylobacter cases are contacted by letter rather than questionnaire. All risk groups continue to be appropriately advised and all outbreaks investigated.</p> <p>The service will use as appropriate powers contained in Health Protection Regulations to deal with health risks associated with an “all hazards” approach, not just disease. See Comment (i)</p>	0.65 FTE	-	<p>Infectious disease protocol and procedure laid down in conjunction with Public Health England.</p> <p>There has been increased scrutiny by PHE in respect of promptly actioning all cases (except campylobacter) and requirements for completing more in-depth investigation forms.</p> <p>Outbreaks are difficult to predict so figures may vary.</p> <p>(i) Health Protection legislation can now be used to deal with chemical and radiological hazards as well as a range of diseases, not just food poisoning. LA powers include the exclusion of children from school (previously a Consultant in Communicable Disease (CCDC) power) and power to apply to a JP for a Part 2A order for wide ranging health protection measures.</p>
Food Safety Incidents	<p>It is anticipated that approx. 60 food alerts (not including allergy alerts) will be notified in 17/18 with approx 10 requiring action.</p> <p>Food Alerts are received via ehcnnet.</p>	0.05 FTE	-	<p>Procedure to deal with food incidents & hazards in place in compliance with Code of Practice.</p> <p>N.B. Resources required to deal with incidents are difficult to predict. In Quarter 4 of 2017-18 a large scale incident investigation was required in conjunction with the FSA</p>

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				which is still ongoing into 2018-19 and has required significant officer resources over approx. 5 months.
Liaison with other authorities	<p>The service actively participates in and works with various groups including</p> <ul style="list-style-type: none"> • Central England Authorities Food Liaison Group • The Food Standards Agency (FSA). Regular communication is held with the Food Standards Agency via the EHCnet system for food safety matters. The statutory return to the Food Standards Agency (LAEMS) for food hygiene is made annually. • Public Health England • Dudley Health Protection Forum • Black Country Local Enterprise Partnership. A Black Country Regulators* Framework was agreed in January 2016 to include a Regulator and Business Charter, Enforcement Policy and Service Standards (currently under review) <p>Officers are in regular communication with:</p> <ul style="list-style-type: none"> • The Consultant in Health Protection /Consultant in Communicable Disease Control (CCDC) • Community Infection Control Nurses • Water companies supplying Dudley borough. <p>Consultation processes via the Food Standards Agency on food safety and hygiene matters and other agencies (e.g. Defra) will be responded to either</p>	<p style="text-align: center;">0.8 FTE (includes all liaison & management)</p>	-	<p>* Black Country Local Authorities are Dudley, Sandwell, Walsall and Wolverhampton Councils.</p>

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	independently or as part of the Food Liaison Group.			
Promotion & Education & other non official controls interventions	<p>In conjunction with the Office of Public Health team the Dudley Food for Health Award (DFFHA) encourages premises to provide a healthy eating choice whilst complying with food hygiene regulations.</p> <p>The target for 2018-19 is 60 businesses to achieve the award under the new scheme involving self assessment & verification. See comment (i).</p> <p>Encourage food businesses who are not eligible for the award yet, as they strive to improve their food hygiene rating, to sign up to a health catering commitment to make small, agreed positive changes, tailored to the business type.</p> <p>Press releases will continue to be issued to report on public interest information, e.g. outcomes of prosecutions.</p> <p>The Food Service Plan will, as in previous years, be reported to members and published on the Council's website.</p> <p>Continuing use of the website to publish advice and assistance on food matters for businesses and members of the public is important. Updating and extending the website information on food safety was commenced in 2017-18 and will be carried on in 2018-19. All correspondence contains</p>	0.1 FTE		<p>(i) From June 2018, the process will be streamlined with food officers advising businesses on all aspects of the award at due inspections and businesses submitting self assessments which generate the nutritional recommendations, which will be supported by a training package for businesses from Public Health. This will involve the need for additional visits by an EHO for verification purposes.</p> <p>A Healthy Catering Commitment is a pledge by a business to make small agreed changes to menus whilst working towards a full Dudley Food for Health Award.</p>

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<p>Promotion & Education & other non official controls interventions (continued)</p>	<p>short cuts to relevant web addresses.</p> <p>Twitter is used to disseminate public information messages on food safety.</p> <p>Food Safety Week in 2018 may be participated in, subject to resources. The dates and theme are not yet known, hence exact contribution not yet determined.</p>			
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FOOD STANDARDS

Activity	Delivery	Resources available (FTE staff)	Additional resources required	Comments
<p style="text-align: center;">Planned interventions</p>	<p>Target is to inspect 100% (7) Cat A (High risk), 78%* (193) Cat B (Medium risk) and 250 unrated premises. Total approx 450 inspections.</p> <p>* 56 due Cat B premises for food standards are not due for food hygiene inspection in 2018-19, hence, as food hygiene and food standards inspections are combined in a single visit (except for high risk Cat A food standards) these 56 Cat B food standards inspections are not part of the planned programme, although if resources did permit during the year, they would be carried out where possible.</p> <p>Approx 1,415 food premises are not yet rated for food standards compliance although many of these would have been rated previously using the national trading standards rating scheme whose ratings are not transferable to the M3 Northgate FSA Code of Practice rating scheme. See comment (i). Unrated premises are mainly small catering businesses and retail shops which are lower risk for food hygiene purposes. All food standards issues arising at unrated premises are dealt with appropriately- e.g. consumer complaints & issues arising when visited for food hygiene purposes.</p>	<p style="text-align: center;">2.0 FTE (includes training & development)</p>	<p style="text-align: center;">2.0 FTE per year</p> <p>Additional officers would be required to clear backlog of approx 1,415 food standards inspections in 3 years (2018-2021)</p>	<p>Up until 2015-16, food standards work was located within the Trading Standards service, utilising a separate database. There was insufficient capacity within Trading standards to inspect premises for food standards apart from high risk premises and a proportion of medium risk. Whilst no additional resources were made available to the food team when food standards work transferred from trading standards in April 2015, the ability to combine food hygiene and food standards visits has resulted in increased food standards work being carried out. However, within existing food team resources the estimated time required to clear the backlog of unrated premises alongside inspecting due premises is likely to be several years.</p>

FOOD STANDARDS

<p>Planned interventions (continued)</p>	<p>Premises will largely be inspected for food standards when visited for due food hygiene inspections, with the exception of high risk premises which will be inspected when due.</p> <p>It is anticipated that up to 10 food standards re-visits will be undertaken in 18/19. Re-visits & enforcement are required for all premises not broadly compliant under the Code of Practice) (i.e. current compliance score of 40 and/or confidence in management score of 30).</p> <p>The CEnTSA* foreign labelled food project will be completed with follow up checks and enforcement including the service of legal notices under the Food Information Regulations.</p> <p>Catering and takeaway premises will continue to be advised about labelling requirements for allergens when visited for food hygiene inspections and revisits. Enforcement will be carried out where necessary and as a phased approach in line with the Enforcement Policy.</p> <p>Larger manufacturers are required since December 2016 to declare nutritional information on labelling, hence ensuring the borough's small number of larger manufacturers comply with the new requirements has been a priority and will continue to be so in 2018-19</p>			<p>*Central England Trading Standards Authorities</p>
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FOOD STANDARDS

Complaints	Using previous years as a guide it is anticipated that the service will receive 60 complaints on food standards issues relating to food (e.g. labelling, shelf life, composition, presentation).	0.2 FTE	-	All complaints will be investigated in compliance with current quality procedures and enforcement policy Anonymous complaints will be dealt with on a risk assessment basis.
Home Authority Principle & Primary Authority Scheme	The Home Authority (HA) principle is operated for all referrals from other authorities. There are currently no Primary Authority Partnerships whereby there is a formal agreement to act as the lead authority nationally in advising a food business on compliance with the legislation. However the authority is open to such an invite and has introduced the Primary Authority Scheme into agreed fees and charges on a cost recovery basis.	Included in complaints	To act as Primary Authority for a Dudley based food business would impact to some extent on resources available for other priorities; but there is scope for charging for this service.	There are conditions on LAs implementing enforcement action against companies with a Primary Authority agreement which requires a notification to seek agreement from the Primary Authority.
Advice to Business	<p>The service responds to 100% requests for advice on food standards matters.</p> <p>Businesses are advised about apparent food standards matters during food hygiene inspections- approx 150 visits per year where food standards advice is given outside of a full food standards inspection.</p> <p>Various materials are available and disseminated to business on food standards matters, e.g. allergens leaflets and information for caterers.</p>	Included in interventions	-	<p>There is a charge for bespoke business advice of more than one hour introduced in April 2017.</p> <p>New & existing businesses can be referred to the Black Country Growth Hub for access to advice and support including sources of grant funding, skills training, growth and development.</p>
Food Standards Sampling	An annual sampling programme and plan is produced with a target of 30 food standards samples (for composition, labelling and	0.1 FTE		CEntSA regional sampling projects are participated in. In previous years there has been

FOOD STANDARDS

	contamination). Samples will be analysed by the appointed public analyst at Public Analyst Scientific Services Ltd at Wolverhampton.			some FSA funding available for food standards sampling for national & regional priorities. This has now ceased, hence the sampling target has been reduced from 50 to 30 samples/year.
Food Standards Incidents	It is anticipated that approx 10 food standards alerts (not including allergy alerts) will be notified in 18/19 with approx 2 requiring action. Approx 100 allergy alerts are expected to be received. All alerts, including allergy alerts, are published on the Council's website.	0.1 FTE	-	Procedure to deal with food incidents & hazards in place in compliance with Code of Practice.
Liaison with other authorities	The service actively participates in and works with the following groups <ul style="list-style-type: none"> • CEnTSA Protecting the Food Chain Group- see group priorities in comments column • Food Standards Agency. <p>The statutory return to the Food Standards Agency (LAEMS) for food standards is made annually.</p>	0.1 FTE (includes all liaison and management)	-	CEnTSA Protecting the Food Chain Group work for 2018-19 includes: <ul style="list-style-type: none"> • Complete foreign labelled food project. • Increasing use of the intelligence database IDB for food standards work • Producing an intelligence profile on takeaways & actioning recommendations • Prioritising officer training to cover nutritional labelling, meat traceability, allergens, FIRs and use of FHRS for allergen enforcement
Promotion & Education & other non official	No specific promotional and educational campaigns in food standards are planned in 2018-19 as it remains a priority to continue to	0 FTE	-	

FOOD STANDARDS

controls interventions	reduce the backlog of inspections. However emerging issues during the year will be dealt with and use of press releases, the Council's website and social media, such as twitter, will be utilised to disseminate public information.			
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ANIMAL FEED

Activity	Delivery	Resources available (FTE staff)	Additional resources required	Comments
<p align="center">Planned Interventions</p>	<p>Target is to inspect 8 suppliers of surplus food and 4 co-products suppliers- total 12 inspections in 2018-19.</p> <p>Surveillance will be continuing to identify and register new or unregistered premises, through various means, including supermarkets who are suppliers of surplus food identified by food safety staff during food hygiene inspections.</p> <p>Complete competency assessments in animal feed work for 2 staff.</p> <p>Competencies are reviewed at staff annual reviews (PRDs).</p>	<p align="center">0.2 FTE*</p> <p>*Includes estimated resources required for all feed enforcement work by 3TSOs and lead officer during the year, including interventions, complaints, sampling, advice to business and reviewing & updating procedures etc. Also includes 4 officers requiring minimum of 10 hours CPD training (Continuing Professional Development) during the year.</p>	<p align="center">-</p>	<p>In previous years, some feed inspections have been funded by the FSA via a CEnTSA project.11 inspections are expected to be funded in 2018-19. National Enforcement Priorities for England and Wales for Animal Feed in 2018-19 include developing an intelligence led approach to interventions and focussing activity on agreed areas of greatest threat to human and/or animal health.</p> <p>Two Trading Standards Officers carrying out feed enforcement work have been assessed in accordance with the feed competency requirements of the Feed Code of Practice with a further two to be completed in 2018-19.</p> <p>Registration and enforcement procedures are in place. Procedures are reviewed and updated bi-annually.</p>
<p align="center">Complaints</p>	<p>All complaints and requests for service in relation to animal feed will be responded to. This is likely to be a very small number, estimated at less than 5 requests per year.</p>	<p align="center">Included in interventions FTE as above</p>	<p align="center">-</p>	<p>A documented feed complaints procedure is in place which is due for review in 2018-19.</p>

ANIMAL FEED				
Advice to Business	Businesses will be advised at all visits and requests for business advice up to one hour outside of inspections will be met- this is likely to be a very small number of requests.	Included in interventions FTE as above	-	
Feed Sampling	Samples will be taken where necessary in relation to reactive complaints. The appointed agricultural analyst is based at Public Analyst Scientific Services Ltd at Wolverhampton.	Included in interventions FTE as above	-	Feed sampling policy and procedure in place and reviewed & updated for April 2018
Feed Incidents	100% response to animal feed alerts for action will be prioritised. This is likely to be a very small number-less than 5 per year.	Included in interventions FTE as above	-	Feed Alert procedure and Inspection of Feedingstuffs procedures in place and these were reviewed and updated in April 2018.
Liaison with other authorities	Liaison with the Food Standards Agency on animal feed matters will take place as necessary throughout the year. All meetings and activities of the CEnTSA Feed (part of Protecting the Food Chain) Group will be contributed to & participated in.	Included in interventions FTE as above	-	
Promotion & Education	No promotional or educational activities for the animal feed service are planned in 2017-18.	0 FTE	-	

Challenges for Dudley MBC Food & Feed Enforcement Service in 2018-19 and beyond

- The food enforcement service has forged closer links with the public health service following its move into the People Directorate under the Chief Officer, Health & Well Being who is also the Director of Public Health. The contributions made to public health outcomes has been recognised by the public health service by supporting the resourcing of two posts on the food team from 2017-18, enabling the team to continue delivering lower risk food premises inspections of category D premises whilst taking on wider public health activities such as leading on the Dudley Food for Health Award by supporting businesses to make nutritional improvements to their menus. All food team staff have been trained in Making Every Contact Count (MECC) to enable them to deliver public health information and signposting as they visit food businesses and consumers to deliver the food service. The food enforcement service already makes significant public health contributions in the areas of obesity prevention, healthy eating and smoke free premises and has important contributions to make to targets in the Public Health Outcomes Framework. Ensuring that the work of the food team continues to have a profile in the Joint Strategic Needs Assessment process is important. It is also important to build on the further opportunities for closer working with public health professionals.
- The Food Standards Agency's programme "Regulating Our Future" is making progress and may result in a fundamental redesign of the way in which the regulation of food businesses is delivered is proposed with a removal of the reliance on physical inspection and passing the cost of the regulatory system to businesses with the most proactive paying less than those who require a higher level of intervention. The consultation with stakeholders has been actively participated in to ensure local authority views on proposed changes to the regulatory system are considered in delivering the FSA's strategic objectives for the benefit of consumers.
- In June 2018 the food team will be taking on all aspects of the delivery of the Dudley Food for Health Award following its transfer from Public Health as part of the Healthy Council Agreement under which Public Health now fund two posts on the food team. Food team officers will be undertaking all required visits to food businesses to promote and monitor the award, in conjunction with a new website to support food business proprietors to undertake training and self assessment for the award. This will require food officers to undergo CPD training on the nutritional aspects of the award and result in a small increase in

the number of visits to food premises outside of the routine inspection programme. It should be noted that whilst food team resources have been maintained at current levels, this work is additional work on top of food standards enforcement work, which transferred from trading standards to the food team in 2015-16. Hence, it is acknowledged that there will be some impact on the proportion of the low risk food hygiene programme work, which can be achieved within existing resources.

- At the beginning of 2018 -19 there are 438 of the lowest risk Category E food hygiene inspections outstanding from previous years plus a further 201 due for intervention in 2018-19. Current resources do not permit Category E premises to be included in the inspection programme. Category E premises should be subject to an intervention at least every 3 years. Due to a large scale food detention incident in quarter 4 of 2017-18, it was not possible to schedule any Category E's to be dealt with by non inspection means which has led to an increasing back log of the lowest risk category interventions.
- There still remains a large number of premises unrated for food standards, approximately 1,415 premises although many of these would have been rated previously using the national trading standards rating scheme whose ratings are not transferable to the M3 Northgate FSA Code of Practice rating scheme. Following the transfer of food standards from trading standards to the environmental health food team in April 2015, the database for food standards is being gradually built up as food standards inspections are being combined with food hygiene inspections. However many of the unrated premises for food standards are retailers who are Category E (lowest risk) for food safety purposes and hence are not a priority for visits. High risk premises, including manufacturers, are still a priority as are medium risk premises due for hygiene intervention as well as premises for which complaints arise and catering premises that need to comply with allergen labelling requirements. It should be noted that food standards inspections of manufacturers and approved premises are carried out when due and increasingly, due to the complexity of these inspections, often need to be visited separately from due food hygiene inspections.
- The number of small food businesses changing hands and requiring re-registration and inspection each year remains at a steady high level. 458 new food registrations were received in 2017-18, made up of new start up businesses and those changing hands with new incoming proprietors, offset to some extent by businesses which cease to trade thereby maintaining the number of registered food businesses in the borough at 2,461 in April 2018. This places an extra pressure

on the inspection programme in terms of additional inspections required for new starts and businesses changing hands which may not have otherwise have been due for inspection and often will require extra support for new proprietors.

- Assisting new businesses to comply with food and trading standards legislation is important but a reduction in resources limits capacity to assist businesses beyond initial start up advice and reactive advice when required. Business advice is a chargeable service after an initial free hour of advice. There has as yet been no Dudley based businesses seeking a Primary Authority agreement. Dudley is a member of the Better Business For All local partnership between businesses and regulatory services. Increasing emphasis needs to be made on signposting businesses for assistance from partners for services outside of legislation enforced by FTS, such as funding for growth & development, training and HR & employment advice. Partners include the Black Country Growth Hub, the Black Country Chamber of Commerce, ACAS and the newly formed Small Business Commissioner.
- Levels of reactive work, such as complaints about food and food premises, food advice requests and food poisoning notifications and incident investigations are difficult to predict when service planning. A rise in reactive work can impact on resources available for proactive inspections and hence achievement of the food inspection programmes. This was experienced in quarter 4 of 2017-18 when a large scale detention of approximately 1,550 pallets of chilled and frozen meat was required at an approved cold store in the borough as part of an investigation by the Food Standards Agency into a national meat supplier. Food team officers have worked continuously over a 5 month period on the examination of the detained products and the supervision of disposal for those meats not complying with food safety legislation and the release of those meats found to be satisfactory upon examination. This reduced the resources available in the final quarter of 2017-18 to achieve the 100% target of inspecting Category D premises.

Resources

Detailed below are the financial and staffing resources of the food service

Financial Resources

	Food Service	Animal Feed Service
Staffing	£494,545	
Travel	£2,898	
Phones & Equipment	£4,578	
Sampling Budget	£3,700	
Staff Training	£4,200	
Departmental & Central Service Charges	£85,198	
Income	-£8,000	
Total Budget	£587,119	£11,183

(NB Costs have been calculated based on the re-modelled food service from April 2015, to include 10.5 FTE (including Principal Officer with food lead) staff engaged in food safety and food standards work)

For Feed enforcement, the cost of the service has been worked out based on the estimated resource of 0.2 FTE Trading Standards Officer required to deliver the service planned in 2018-19 in the table on pages 24 - 25, including all on costs.

Staffing Allocation

The information detailed below outlines the staffing arrangements and associated qualifications for the food service. The Food Standards Agency issued Code of Practice stipulates the qualifications and competencies that food officers must possess to carry out food law enforcement. All officers engaged in food enforcement work have undertaken individual officer competency assessments monitored by the Lead Food Officer which are reviewed annually at PRD (Performance Review and Development) interviews.

Food Service	
Post	Qualification
0.5 FTE Service Manager	Degree in Environmental Health Registered with EHRB*
1 Principal EHO	Degree in Environmental Health Registered with EHRB
8.2 FTE Environmental Health Officers	Degree or Diploma in Environmental Health Registered with EHRB
1.8 Food Safety Officers	0.8 with Food Control Certificate, EHRB registered and including Food Standards and Food Inspection Modules. 1 with Higher Certificate in Food Premises Inspection with Food Standards Module but not Food Inspection

* Environmental Health Officers Registration Board

Feed Service	
Post	Qualification
1 Principal TSO (Feed Lead Officer)	Diploma in Trading Standards
2.6 FTE Senior Trading Standards Officers	Diploma in Trading Standards

Miscellaneous Resources for provision of service

	Food Service (Food Safety, Food Standards & Animal Feed)	Comments
Database (accurate and up to date)	<ul style="list-style-type: none"> • M3 Northgate software system in use. • Several officers authorised to administer system in addition to limited IT support. • All officers have been trained in updating work sheets and actions and to input inspections. • All documentation stored electronically with signatures within M3, removing the need for paper copies. • There is a full audit trail within M3 for all data entry. 	There has been some difficulty with LAEMS reporting for food standards as the NTSB scheme previously used by Trading Standards is not part of M3 EH and data cannot be transferred due to differences between the 2 schemes. The FSA have raised concern but the matter continues to improve as more premises are rated for food standards by the food team.
Up to date legislation	Access to legislation available on the opsi website. Legislation access also available via subscription to Police National Legal Database (PNLD).	
Admin Support	No dedicated support within the food team. Business support provided by Business Support team at 4 Ednam Road, for typing of inspection reports & correspondence and for some M3 data entry and admin.	
IT support	Central IT team located at 4 Ednam Road provide support, including liaison with M3 Northgate and technical support, e.g. production of crystal reports.	
Technical Equipment	Range of equipment available, e.g. calibrated thermometers, data loggers etc. Reference thermometers and data loggers calibrated annually.	Documented procedure in place for the maintenance of equipment.

Staff Development

The Environmental Health and Trading Standards service operates a staff development programme, which includes the use of annual Performance Review and Development (PRD) interviews with six monthly reviews. A training plan is completed from the information gathered.

All staff engaged in food law enforcement are able to achieve the minimum ongoing/update training consisting of at least 20 hours per year (up from 10 hours under revised Code of Practice from April 2015) based on the principles of continuing professional development (CPD) to ensure compliance with the Food Standards Agency issued Code of Practice. Training is provided either in house at dedicated food training sessions or externally on FSA, CEnTSA or other suitable providers' courses. Use is also made of on-line training provided by FSA and other suitable providers. New or returning officers receive additional CPD training and monthly monitoring visits before being considered for formal enforcement powers.

All staff engaged in food hygiene and food standards work have completed individual competency assessments under the revised Food Code of Practice and updated authorisations have been issued to all staff. Competency assessments are to be reviewed at annual PRDs.

Two Trading Standards Officers involved in feed enforcement work have undertaken individual officer competency assessments in accordance with the Feed Code of Practice with a further two officers to complete assessments in 2018-19. All officers involved in feed enforcement undertake a minimum of 10 hours CPD per year in line with the Feed Code of Practice (2014). This is provided by a combination of in-house training sessions led by the Lead Feed Officer (e.g. on new or revised procedures), by shadowing visits with an experienced officer and by attendance on external training courses.

Quality Assessment

The service is committed to quality and uses a variety of mechanisms to monitor the work of officers. The Manager undertakes a quarterly assessment of the Service's work.

Food Hygiene

The monitoring of officers is included in the Authorisation and Monitoring of Officers documented procedure, due for review in 2018-19. Officers partake in annual (monthly for new or returning officers) monitoring of a food hygiene inspection, one food complaint, a food hygiene premises complaint, an infectious disease investigation, a food safety alert and a sampling activity. Monitoring includes assessment against the appropriate documented procedure as well as routine checks of paperwork and inspection reports and accuracy of data entry. In addition, there is 100% checking of all formal notices served, a check of 10% of all inspections on the M3 database, and an annual food standardisation exercise. Officers also participate in regional standardisation exercises and peer review visits as organised through the Central England Food Liaison Group.

Food Standards

The monitoring of officers for food standards work is included in the Authorisation and Monitoring of Officers documented procedure. Officers partake in annual (monthly for new or returning officers) monitoring of a food standards inspection, a food standards complaint and a food standards sampling activity. Monitoring includes assessment against the appropriate documented procedure as well as routine checks of paperwork and inspection reports and accuracy of data entry. In addition, there is 100% checking of all formal notices served and a check of 10% of all inspections on the M3 database.

Animal Feed

The monitoring of officers for animal feed work is included in the Authorisation and Monitoring of Officers documented procedure. Officers partake in annual (monthly for new or returning officers) monitoring of a feed premises inspection, a feed complaint and, where carried out, a feed sampling activity. Monitoring includes assessment against the appropriate documented procedure, routine checks of paperwork and inspection reports as well as checks on accuracy of data entry. In addition, there is 100% checking of all formal notices served and a check of 10% of all inspections on the M3 database.

Service Review 2017/2018

On an annual basis the services' performance is reviewed against last year's plan.

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Planned Interventions Programme	100% high risk food premises (Cat A-C)	99.6% (534/536)	100% of high risk food premises (7)	7(100%) high risk Cat A food standards inspections carried out	Inspect 12 feed premises.	13 Completed.
	100% Cat D low risk food premises	81.3% (348/428)	64% (95) medium risk Cat B inspections	61% (91) medium risk Cat B inspections completed plus 552 previously unrated food standards inspections were carried out.	Implement Feed Registration module on M3 Northgate system.	Completed
	Cat E- new premises only to be inspected	101 Cat Es inspected	250 unrated food premises	Total no. of food standards inspections achieved was 650.	Review and update Feed Inspection Procedure.	Completed April 2018
		Total no. of inspections achieved was 983.	Total target: 202 food standards inspections	125 additional food standards advisory visits were made to food businesses to advise on allergen labelling.	Carry out officer Feed competency Assessments.	Completed for 2 officers.
		Overall Cat D & E carried out of those due was 449/978 (46%)	Continue to advise food business proprietors (FBOs) on compliance with the Food Information Regulations (FIR) 2014 in relation to allergens labelling.	Total number of food standards interventions carried out was 775.	Produce & implement Procedure for checking the accuracy of the Feed Database	Completed.
	Carry out exercise to identify unregistered food businesses from business directories	Trawl of business directories identified several unregistered businesses and all followed up. 458 new food registrations dealt with.	Take part in			
	Aim to achieve minimum 90% businesses broadly compliant with food hygiene law.	91% of 2,458 food premises in the borough broadly compliant with food hygiene legislation.				

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Planned Interventions Programme (continued)	Continue to publish results of food hygiene inspections on national Food Hygiene Rating Scheme (FHRS) consumer website with link from the Council's website directly to the Dudley listings.	Based on all food premises in borough, including unrated & those awaiting inspection. Unrated premises are counted as non compliant until inspected. Completed. 2,128 food inspections published on 1 st April 2018. 1112 (52%) Rated 5 (Very Good) 556 (26%) Rated 4 (Good) 268 (12.6%) Rated 3 (Generally Satisfactory) 62 (2.9%) Rated 2 (Improvement necessary) 126 (6%) Rated 1 (Major Improvement necessary) 4 (0.2%) Rated 0 (Urgent Improvement necessary).	CEN TSA foreign labelled food project focussing on Eastern European shops	9 shops visited, advice offered and proprietors required to label foods in English. Follow up visits carried out and enforcement action taken in respect of one premises where Improvement Notices were issued.		
	Ensure compliance with the FSA Brand Standard on the Food Hygiene Rating Scheme (FHRS) including dealing with	4 appeals dealt with, 17 re-visits requests received, no right to replies received.				

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Planned Interventions Programme (continued)	<p>appeals, right to replies and re-visit requests from businesses.</p> <p>Carry out re-visits to all premises with food hygiene ratings of 0-2.</p>	All premises rated 0-2 were subject to re-visits in line with CoP (277 re-visits carried out).				
Complaints	<p>Investigate all complaints relating to the sale of food which does not comply with food safety requirements.</p> <p>Investigate all complaints as appropriate relating to food premises which do not comply with food safety requirements.</p>	<p>120 food complaints dealt with.</p> <p>326 food premises complaints dealt with.</p>	Respond to all food standards complaints appropriately.	Dealt with 58 complaints.	Respond to all animal feed complaints appropriately.	3 complaints dealt with
Advice to business and others on food matters	Respond to requests for food safety advice from businesses and members of the public.	430 food advice requests dealt with (includes all food advice requests including hygiene and standards).	Respond to requests for advice	All requests for advice responded to	Respond to requests for advice	Small number received & responded to.

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Food and Feeding Stuff Inspection and Sampling	312 samples taken for microbiological examination.	<p>230 microbiological food samples taken. Reduced number of food samples taken due to a non food microbiological survey being participated in which reduced overall PHE allocation of sample analysis.</p> <p>29 (12.6%) unsatisfactory and received follow up. None were unacceptable. Sampling projects included takeaway chicken meals, chilled and ready to eat products from Eastern European and other retailers and environmental sampling of re-useable bottles for anti bacterial sanitising sprays.</p>	30 samples	<p>25 samples taken, 16 for composition, 6 for labelling and 3 others including a small number in relation to consumer complaints.</p> <p>5 (20%) unsatisfactory & followed up.</p> <p>Sampling projects included allergens in restaurant meals, takeaway meals for meat species, colourings and rice authenticity and meat species in manufacturers and butchers products.</p>	<p>No animal feed sampling target in 2017-18.</p> <p>Review & update Feed Sampling Procedure</p>	<p>No samples taken.</p> <p>Completed April 2018.</p>

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Control and Investigation of outbreak and food related infectious diseases	<p>100% food related illness notifications responded to within 24 hours</p> <p>100% campylobacters within 5 days Respond to potential outbreaks of food borne related illness in conjunction with CCDC and in line with Outbreak Plan</p> <p>Use as appropriate powers contained in Health Protection Regulations to deal with health risks associated with an "all hazards" approach, not just disease.</p>	<p>251 infectious disease notifications requiring 24 hour response</p> <p>362 campylobacter notifications responded to. Small number of suspect outbreaks investigated. No outbreaks confirmed as food poisoning. Two were due to norovirus.</p> <p>No cases required use of these powers in 2017-18.</p>	N/A			
Food & Feed Alerts	100% Food Alerts responded to appropriately	44 Food Alerts (not including allergy alerts) received, all actioned as necessary.	Respond to all food alerts appropriately	<p>All alerts responded to appropriately.</p> <p>93 allergy alerts received.</p>	<p>Respond to all animal feed alerts appropriately.</p> <p>Review & update Feed Alert Procedure.</p>	<p>One animal feed alert received during the year, for information only, not for action.</p> <p>Completed April 2018.</p>

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Promotion and education	<p>Continue to support FBOs to produce documented food safety management systems, such as SFBB.</p> <p>Promote and deliver Dudley Food for Health Award. Target 60 high street businesses to receive the award.</p>	<p>Covered on all inspections</p> <p>42 Awards made. No awards were issued in quarters 3 & 4 due to contract with Fit Food, Fit Life ceasing in Sept 2017. Food officers will be taking over delivery of the scheme from June 2018</p>	No target		No target	-

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Communication and Liaison	Attend meetings of Central England Food Liaison Group.	All meetings attended	Attend all meetings of relevant organisations, e.g CEnTSA Protection of the Food Chain Group	All meetings attended.	Attend CEnTSA Feed Group.	All meetings attended.
	Make annual statistical food hygiene return to the FSA using LAEMS web based system.	Completed May 2017	Make annual statistical food standards return to the FSA using LAEMS web based system	Completed May 2017	Make returns to FSA via CEnTSA on feed visits undertaken	Completed.
	Publish Food Service Plan 2017-18 on website	Food & Feed Service Plan published on the website Sept 2017	Publish Food Service Plan 2017-18 on website	Food & Feed Service Plan published on the website Sept 2017.	Produce & publish Food & Feed Service Plan.	Completed. Reported to Cabinet & Full Council & published.
	Report Food Service Plan to elected members for endorsement	Reported to Cabinet & Full Council	Report Food Service Plan to elected members for endorsement	Reported to Cabinet & Full Council		
	All food law enforcement cases progressed in accordance with the Enforcement Policy.	10 premises served with Improvement Notices, 4 premises closed using Emergency Prohibition powers, 8 prosecutions concluded with fines totalling £43,870 and £12,862 costs.	All food law enforcement cases progressed in accordance with the Enforcement Policy.	No food standards prosecutions taken.		

Appendix 1-The Food Service contributing to Council and Divisional priorities

Golden Thread



Council Plan 2016-2019
A Community Council
Delivering services in partnership- Helping communities to help themselves

Council Plan Priorities (“Council Plan on a Page”)

Growing the economy and creating jobs

Stronger and safer communities

A cleaner and greener place

One Council, building an effective and dynamic organisation

Divisional Chief Officer Service Plan Priorities

Deliver Must Dos inc. mandated services

Healthy Children & Young People

Healthy Adults

Healthy Ageing

Healthy Places

Improving health via health & social care services

Protecting Health

EHTS Divisional Delivery Plan

Food and Trading Standards Delivery Plan

People Plans “My Annual Review” (PRD)

APPENDIX 2: Dudley M.B.C. Profile

- Dudley Borough covers 38 square miles or 98 square kilometres. The borough is made up of four main town centres, Brierley Hill (new strategic centre) Dudley, Halesowen and Stourbridge.
- Dudley has a population of 312,925 (*source: 2011 Census*), an increase of 2.5% from the 2001 Census population. Nearly a quarter of the population are aged over 60. There has also been a 25% increase in the number of people aged over 80.
- In terms of ethnicity, 11.5% of the Dudley population are from ethnic groups other than White British compared with 7.5% in 2001. However, the proportion of food business proprietors in the borough whose first language is not English is approximately 25%, which presents significant challenges in assisting and supporting small businesses to comply with the law.
- In terms of deprivation the areas most affected are situated in close proximity to Dudley town centre, around Halesowen and Lye town centre(s) and Coseley, some of which are in the 10% most deprived areas in England. Norton is the least deprived area in the borough.
- Over the last 30 years the borough economy has been transformed; and whilst manufacturing continues to be important, the borough now boasts a strong and diverse service sector, including distribution and retail, all of which have the potential to impact on the authority's food service work in relation to inspections, service requests and incidents and has increased the overall regulatory workload for the food service.
- Dudley borough has strong transport links with the region via the M5 motorway, and by rail to Birmingham and Wolverhampton. Rural Staffordshire and Worcestershire lie in close proximity to the west and south.
- As a member of West Midlands Combined Authority, Dudley MBC shares the economic vision of Business, Place & People by supporting business start ups and improving their survival rates to meet a key objective of growing the number of businesses in the West Midlands by 20,000 to 150,000 by 2030.
- There are 2,461 food premises in the Dudley Borough on 1st April 2018.