

Food & Feed Service Plan 2021/2022



Directorate of Public Health & Wellbeing

Environmental Health & Trading Standards

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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 Directorate of Public Health & Well Being 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 Paul Evans, Interim Public Protection Manager/Principal EHO (Food and Trading Standards), who is currently nominated lead officer for food hygiene and food standards, and assisted by the Lead Officer for feed enforcement, Laura Reuben, Interim Public Protection Manager/Principal TSO.

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 Public Protection Manager(s) and reported to senior management.

Service Aims and Objectives

The Authority's aim, through the Borough's vision, Forging the Future 2030, 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 "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 service'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) • 9.3 FTE (Full Time Equivalent) Environmental Health Officers (EHOs) • 0.8 FTE Food Safety Officers <p>*currently under review with proposal to re-designate a Senior EHO post as an additional Principal EHO with lead for food standards and infectious disease</p>		<ul style="list-style-type: none"> • 1 Principal TSO (with lead for feed enforcement) • 2.4 FTE TSOs <p>(However only a small fraction of time spent on feed work). 1.6 FTE TSO post will be vacant from August 2021.</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"> • Covid-19 outbreak management on Dudley Test & Trace cell. 7 days a week since June 2020, primarily dealing with workplace outbreaks in hospitality, leisure, industry, retail and offices. Complex contact tracing of cases and contacts. • Enforcement of Coronavirus legislation relating primarily to hospitality and food sector • Proactive Health and Safety relating to local authority enforced food premises when premises visited for food safety. Includes provision of covid secure advice and enforcement. • Exhumations supervision • Water safety & quality including domestic premises 		<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

	Food Hygiene Service	Food Standards Service	Animal Feed Service
	<ul style="list-style-type: none"> Smoke free compliance and enforcement 		<ul style="list-style-type: none"> Business inspection & advice. Enforcement of Coronavirus restrictions on businesses during lockdown periods
Enforcement Policy	<p>An Enforcement Policy has been produced which has been consulted on and endorsed by elected members. The current Enforcement Policy (March 2019) 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.</p> <p>http://www.dudley.gov.uk/business/environmental-health/enforcement-policy-and-charter/</p>		
Number of Food & Feed Premises by Risk.	<p>The number of premises in each category for food hygiene/safety as of 1st April 2021 is as follows:</p> <ul style="list-style-type: none"> Category A 2 Category B 124 Category C 644 Category D 794 Category E 789 Unrated 165 <p>Total 2,518</p>	<p>The number of premises in each category for food standards as of 1st April 2021 is as follows:</p> <ul style="list-style-type: none"> High (Cat A) 22 Medium (Cat B) 1149 Low (Cat C) 744 Unrated 605* <p>Total 2,520**</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 Assure FSA Code of Practice rating scheme.</p>	<p>The number of premises in each category for feed standards as of 1st April 2021 is as follows:</p> <ul style="list-style-type: none"> Category A- 1 Category B- 4 Category C- 0 Category D- 18 Category E- 19 Unrated- 9 <p>Total 51</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</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</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</p>

	Food Hygiene Service	Food Standards Service	Animal Feed Service
<p>Type of Food & Feed Premises</p>	<p>to Alternative Enforcement Strategy (AES). Categorisation of food premises according to Food Standards Agency (FSA) type is as follows:</p> <ul style="list-style-type: none"> 30 Manufacturers/Producers 36 Distributors/Transporters 393 Small retailers 93 Supermarkets 160 Other retailers 393 Restaurants & Cafes 298 Pubs/Clubs 17 Hotels/Guest Houses 315 Takeaways 131 Schools/Colleges 281 Caring establishments 270 Other caterers 101 Mobile traders <p>There are currently 13 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. 7 approved premises are approved as stand alone cold stores where wrapped meat and dairy products are stored and handled. 3 are rated as Category E (lowest risk) and 4 as Category D. Six approved premises are manufacturers or processors of high risk foods such as meat products, dairy products, and meat preparations, broken down as follows:</p>	<p>Alternative Enforcement Strategy every 5 years.</p> <p>**As for Food Hygiene Service, plus the local 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>Category D: 48 months Category E: 60 months</p> <p>Categorisation of premises using Feed Code of Practice types is as follows:</p> <ul style="list-style-type: none"> 3 Manufacturers of additives 1 Pet food manufacturers 1 Compound feed supplier 1 Storage of feed products 7 Co-product suppliers 3 Livestock Farms (on farm mixers of feed) 3 Livestock Farms (no feed mixing) 32 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)	<ul style="list-style-type: none"> • 2 meat product manufacturers, producing ready to eat foods containing meat, cooking of meat such as hams or other meat products. One is rated as Category B and one as Category C requiring inspections at 12 months and 18 months respectively. • 1 dairy processor, cutting cheeses for wholesale distribution- rated as Category B. • 2 bacon manufacturers- rated as Category C. • 1 meat preparations manufacturer making raw meat preparations- rated as Category 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. However, the business support services, including post, the food laboratory and the public reception is located at the nearby building at 4 Ednam Road, Dudley, DY1 1HL which remains as the postal address for the food and feed service. During the Covid-19 pandemic the public reception has been closed with food officers working predominantly from home. Food complaints have been collected from homes of complainants where necessary		
Hours of Opening	<ul style="list-style-type: none"> • Monday to Friday 9.00am to 5.00pm. Food team duty officer available each week day until 5pm. 		
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

	Food Hygiene Service	Food Standards Service	Animal Feed Service
Website	<ul style="list-style-type: none"> • www.dudley.gov.uk/foodsafety 		

Service Delivery 2021/2022

Detailed below are the planned activities for the Food and Feed Service in 2021/2022

FOOD HYGIENE		
Activity	Delivery	Comments
Planned Interventions Programme	<p>Premises are risk assessed in compliance with the FSA system and are split into categories ranging from A to E, Category A being the highest risk premises and Category E being the lowest risk.</p> <p>Due to the food team being heavily involved in the delivery of the Dudley Covid -19 Local Outbreak Management Plan delivery including dealing with workplaces outbreaks of Covid-19 on a 7 day a week basis, carrying out of complex contact tracing, supporting the food and hospitality sector in reopening and recovery & advising on covid secure risk assessments and coronavirus restriction matters, the resource available for delivery of the food hygiene intervention programme is likely to continue to be reduced by up to 50% during 2021-22.</p> <p>The total number of food hygiene interventions falling due in 2021-22 is 2,234 which is made up of inspections due in the year plus outstanding inspections not completed in 2020-21 due to the food law enforcement programme having been suspended by the Food Standards Agency (FSA) from March to September 2020 due to the Covid-19 pandemic. See comment (i)</p> <p>The number of interventions not achieved due to the pandemic in 2020-21 and therefore carried over into 2021-22 are</p> <ul style="list-style-type: none"> Category B: 90 Category C: 361 Category D: 335 Category E: 131 	<p>(i) Many food businesses were closed for 8 months during 2020-21 due to coronavirus restrictions, predominantly hospitality premises including restaurants, cafes, licensed premises and hotels. Access to premises regarded as high risk for covid outbreaks was also restricted on public health advice, e.g. care homes, schools and nurseries. Remote interventions were carried out for the latter, however they do not count as official controls and the missed interventions therefore remain outstanding.</p> <p>At the end of 2019-20, only 38, predominantly low risk, food hygiene interventions were outstanding at the year end, following suspension of the programme in mid-March 2020. This near 100% achievement in 19/20 would have provided a strong starting point for the 2020-21 programme had it not been for the Covid pandemic.</p>

FOOD HYGIENE

Activity	Delivery	Comments
<p>Planned Interventions Programme (continued)</p>	<p>Unrated ; 165 Total carried over; 1082 interventions</p> <p>The inspection programme to be carried out is split between categories as follows: Category A: 4 Category B: 124 Category C: 543 Category D: 670 Category E: 497 Unrated ; 165 New premises: approx 240 Total 2,234 inspections falling due in 2021-22.</p> <p>The Food Standards Agency Recovery Plan for the period July 2021- April 2023 will be implemented in two phases from July to September 2021 and from October 2021 to April 2023.</p> <p>By September 2021, all new food businesses will have been prioritised for inspection, which will clear the backlog of 165 unrated premises plus approx. 120 newly registered businesses expected between April and September 2021.</p> <p>From October 2021 to March 2022, all highest risk category A and B premises inspections will be carried out plus newly registered businesses (approx. 20 a month received). This will result in a further 248 food hygiene inspections being carried out.</p> <p>Hence minimum expected number of food hygiene interventions carried out between April 2021 and March 2022 will be 533. This exceeds the minimum expectation prescribed by the Food Standards Agency in the Recovery Plan.</p> <p>Where intelligence suggests risks have increased – and irrespective of the risk category – interventions would be undertaken to assess and address</p>	

FOOD HYGIENE

Activity	Delivery	Comments
Planned Interventions Programme (cont'd)	<p>those risks</p> <p>Should resources be sufficient and subject to current food team resources dedicated to the covid outbreak response reducing in demand, then interventions in Category C premises would be undertaken, with those premises with less than broadly compliant ratings being prioritised for onsite intervention.</p> <p>It is anticipated that approx 100 revisits to carry out enforcement will be undertaken in 2020/21, including a number of re-visit requests under the Food Hygiene Rating Scheme (FHRS). See comment (ii)</p> <p>Continuing surveillance for premises requiring approval under Regulation (EC) NO. 853/2004, e.g. meat products manufacturers will continue to be a priority as will surveillance for new food businesses that require registration and inspection. See comment (iii).</p>	<p>(ii) Re-visits and enforcement are required to be carried out for all premises which do not achieve a broadly compliant rating. The number of revisits required are difficult to predict as some premises will require more than one re-visit. Enforcement options range from informal enforcement, through formal enforcement including service of notices and /or prosecution in line with the Enforcement Policy. Also under the Food Hygiene Rating Scheme, re-visits requests to review the rating also have to be accommodated. These latter visits are chargeable with the current fee being £179.50</p> <p>(iii) Unregistered businesses are detected through intelligence and surveillance and through information from other council services, such as planning and building control. At initial inspection, new businesses are rated in accordance with the Code of Practice and included in the planned intervention programme.</p>
Complaints	Using previous years as a guide it is anticipated that the service will receive approx. 120 food complaints and 250 complaints relating to hygiene or condition of food premises.	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.	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. To act as Primary Authority for a Dudley based food business would impact to some extent on resources

FOOD HYGIENE

Activity	Delivery	Comments
		available for other priorities; but there is scope for charging for this service.
Advice to Business	<p>Approx 450 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>Advice and engagement with local businesses is carried out via the Dudley Business First website hosted by the Council's Planning & Regeneration service with key messages to local businesses, including food businesses, being disseminated in a weekly business bulletin to over 11,000 subscribers.</p> <p>The Head of Service represents Dudley on the West Midlands Better Business For All (BBfA) partnership between regulatory services, West Midlands Fire and Rescue, the 3 West Midland Growth Hubs and the West Midlands Combined Authority (WMCA), as well as business representation and the Chamber of Commerce.</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.
Food sampling	<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 complaints a year sent for analysis).</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.</p>

FOOD HYGIENE

Activity	Delivery	Comments
		Sampling Policy is published on the website.
Control & Investigation of food related outbreaks	<p>The estimated number of notified cases of food related illnesses that may occur is 650 approx, including 400 campylobacters.</p> <p>Salmonella, E.Coli, Shigella, Typhoid and Paratyphoid cases responded to within 24 hours. Hepatitis A within 2 days.</p> <p>Campylobacter cases are contacted by letter. All risk groups are 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>	<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>After increasing campylobacter figures in 2018-19 and 2019-20, overall figures for all food poisoning including campylobacter reduced in 2020-21. This is likely to be due to the Covid-19 restrictions limiting options for travel and holidays and reducing eating out due to prolonged closure of indoor hospitality during the lockdown periods.</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. 75 food alerts (not including allergy alerts) will be notified in 2021/22 with approx 10 requiring action.</p> <p>Food Alerts are received via ehcnnet.</p>	<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. Dealing with a large scale incident would detract food officer resources away from the planned inspection programme.</p>

FOOD HYGIENE

Activity	Delivery	Comments
<p>Liaison with other authorities</p>	<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 reviewed in March 2019 and includes 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"> • Public Health England staff including Consultants 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 independently or as part of the Food Liaison Group.</p>	<p>* Black Country Local Authorities are Dudley, Sandwell, Walsall and Wolverhampton Councils.</p>
<p>Promotion & Education & other non official controls interventions</p>	<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. A new Dudley Food for Health scheme was piloted in 2019-20 involving businesses carrying out self assessment & verification. However after a small number of initial awards, the scheme was suspended in 2020-21 during the Covid -19 pandemic. It will be re-implemented in conjunction with public health colleagues as soon as resources allow. See comment (i).</p> <p>Press releases will continue to be issued to report on public interest</p>	<p>(i) The new process will be streamlined with food officers advising businesses on all aspects of the award at due inspections and businesses submitting self assessments via the Lets Get website 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>

FOOD HYGIENE

Activity	Delivery	Comments
	<p>information, e.g. outcomes of prosecutions.</p> <p>The Food Service Plan will, as in previous years (except during the pandemic in 2020-21), 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. All correspondence contains short cuts to relevant web addresses.</p> <p>Twitter is used to disseminate public information messages on food safety.</p>	

FOOD STANDARDS

Activity	Delivery	Comments
Planned interventions	<p>The FSA Recovery Plan from July 2021 to June 2022 only requires high risk Category A food standards routine interventions to be carried out, the priority being during the current year to recover the highest risk food hygiene intervention programme.</p> <p>The target for the year will be to carry out the highest risk category A food standards interventions (22 inspections) as many of these are at the highest risk food manufacturers as well as new businesses, i.e. 165 unrated new premises plus approx. 240 new business registrations expected during the current year. Total expected number of food standards interventions will therefore be approximately 427.</p> <p>It is anticipated that only a small number of food standards re-visits will be undertaken in 2021/22 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>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.</p> <p>It is intended, subject to approval, to appoint a lead officer for Food Standards and Infectious Disease control during 2021-22 to provide additional lead officer capacity alongside the lead officer for food hygiene/safety</p>

FOOD STANDARDS

Activity	Delivery	Comments
Planned interventions (continued)	Priority during inspections of catering and takeaway premises will continue to be labelling requirements for allergens and to prepare food business proprietors for the new allergen labelling requirements for products prepacked for direct sale, in force from 1 st October 2021. Enforcement will be carried out where necessary and as a phased approach in line with the Enforcement Policy.	
Complaints	Using previous years as a guide it is anticipated that the service will receive 50 complaints on food standards issues relating to food (e.g. labelling, shelf life, composition, presentation).	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.	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	The service responds to 100% requests for advice on food standards matters. Businesses are advised about apparent food standards matters during food hygiene inspections. Various materials are available and disseminated to business on food standards matters, e.g. allergens leaflets and information for caterers.	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.
Food Standards Sampling	An annual sampling programme and plan is produced with a target of 30 food standards samples (for composition, labelling and contamination).	CEnTSA regional sampling projects are participated in.

FOOD STANDARDS

Activity	Delivery	Comments
	<p>Samples will be analysed by the appointed public analyst at Public Analyst Scientific Services Ltd at Wolverhampton.</p>	<p>In previous years there has been some FSA funding available for food standards sampling for national & regional priorities but not since 2017-18.</p>
<p>Food Standards Incidents</p>	<p>It is anticipated that approx 10 food standards alerts (not including allergy alerts) will be notified in 21/22 with approx 2 requiring action.</p> <p>Approx 80 allergy alerts are expected to be received. All alerts, including allergy alerts, are published on the Council's website.</p>	<p>Procedure to deal with food incidents & hazards in place in compliance with Code of Practice.</p>
<p>Liaison with other authorities</p>	<p>The service actively participates in and works with the following groups</p> <ul style="list-style-type: none"> • CEnTSA Protecting the Food Chain Group • Food Standards Agency. <p>The statutory return to the Food Standards Agency (LAEMS) for food standards is made annually.</p>	
<p>Promotion & Education & other non official controls interventions</p>	<p>No specific promotional and educational campaigns in food standards are planned in 2021-22 as it remains a priority to recover the high risk food hygiene inspection programme post pandemic. 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.</p>	

ANIMAL FEED

Activity	Delivery	Comments
Planned Interventions	<p>Target is to inspect 7 suppliers of surplus food, 1 pet food manufacturer and 1 feed products storage facility- total 9 inspections in 2021-22.</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>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. Officers undertake 10 hours of Continuing Professional Development (CPD) activities per year.</p> <p>Registration and enforcement procedures are in place. Procedures are reviewed and updated bi-annually.</p>
Complaints	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.	A documented feed complaints procedure is in place and will be reviewed and updated during 2021-22.
Advice to Business	Businesses will be advised at all visits and requests for business advice outside of inspections will be met- this is likely to be a very small number of requests.	
Feed Sampling	<p>Samples will be taken where necessary in relation to reactive complaints.</p> <p>The appointed agricultural analyst is based at Public Analyst Scientific Services Ltd at Wolverhampton.</p>	A Feed Sampling Policy and procedure in place and will be reviewed and updated in 2021-22.
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.	Feed Incidents Contingency Plan and Inspection of Feedingstuffs procedures in place and will be reviewed and updated in 2021-22.
Liaison with other authorities	<p>Liaison with the Food Standards Agency on animal feed matters will take place as necessary throughout the year.</p> <p>All meetings and activities of the CEnTSA Feed (part of Protecting the Food Chain) Group will be contributed to & participated in.</p>	
Promotion & Education	No promotional or educational activities for the animal feed service are planned in 2021-22.	

Challenges for Dudley MBC Food & Feed Enforcement Service in 2021-22 and beyond

- Recovering the food enforcement service back to normal capacity following the difficult year in 2020-21, when it is estimated that 50% of all food officer capacity on the team was dedicated to meeting the Council's response to the Covid-19 pandemic, will be a challenge in 2021-22 and subsequent years. Food team staff led on providing duty officer cover to the Dudley Test & Trace Cell (DTTC) 7 days a week from June 2020 until July 2021 and continue to provide back up support to staff on the cell dealing with outbreaks, enforcement and contact tracing as well as providing advice and assistance to businesses as they recover from the pandemic and adapt to living safely with Covid. The recovery of the service is however supported by the FSA's Recovery Plan being implemented in 2 phases with Phase 1 from July to September 2021 and Phase 2 from October 2021 to 2023/24.
- At the end of 2019-20, completion of the due food hygiene programme would have been at 100% of all due high and low risk food hygiene inspections had the service not been suspended by the FSA in mid-March 2020 at the beginning of the first Covid -19 lockdown period. Only 38 inspections, predominantly low risk, remained to be completed to achieve the 100% target for 2019-20. Due to suspension of the service for many months during 2020-21 and the closure of much of the hospitality and licensed trade during periods of the year, only just under 200, predominantly new businesses, food hygiene interventions were completed during the year compared to around a total of 1,200 in a normal year. 1,082 outstanding food hygiene interventions have been rolled over into 2021-22 resulting in 2,234 food hygiene interventions due at the beginning of 2021-22.
- The number of small food businesses changing hands and requiring re-registration and inspection each year remains at a steady high level. 538 new food registrations were received in 2019-20 and 447 in 2020-21, 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 increasing the number of registered food businesses in the borough from 2,351 in April 2019 to 2,518 in April 2021. It is not known what number of businesses will change hands or even cease to trade as a result of the prolonged closure during the Covid lockdown periods, although government financial support to Dudley businesses saw good take up in terms of furloughed staff support and uptake of business assistance grants administered by the Council. Advising and assisting new proprietors 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. As businesses recover and adapt to living safely with covid, food officers will increasingly be signposting businesses for assistance from partners for services such as funding for growth & development, training and employment advice. The team will build upon closer working relationships developed with businesses during the pandemic, in conjunction with the Council's Planning & Regeneration service and via the Dudley Business First website. In addition wider regional working with businesses along with partners in the West Midlands Better Business for All (BBfA) partnership, including the 3 West Midland Growth Hubs, the Black Country Chamber of Commerce and the West Midlands Combined Authority, will be ongoing during 2021-22.

- BBfA in conjunction with the Office of Product Safety & Standards (OPSS) will be developing a work programme to prepare for the Commonwealth Games coming to the region in summer 2022. The will concentrate on the regulatory input that will be needed to ensure that there is a safe and healthy Commonwealth Games, ensuring that compliant businesses can make the most of opportunities presented by the Games and that the games go ahead without incident due to regulatory failures, ensuring consistent standards and creating an experience for the significant number of people who will converge into the region during the Games.
- The food service will need to adapt to any changes as a result of trade deals agreed in the future between the UK and other nations following EU Exit, including any revised standards and a potential for a mix of standards across various trade deals yet to be negotiated. There could be potential impacts on the food safety inspection programme if increased work to provide health certificates for export to EU countries arises or food consignments coming into the UK via ports are deferred for inspection at the final destination, such as Dudley based cold stores. More food products may be imported from outside the EU which will increase imported food inspection checks required to ensure compliance with UK legislation on safety, composition and labelling.
- The Food Standards Agency's programme "Regulating Our Future" programme was delayed during the pandemic but is expected to make progress in 2021-22. During 2021-22, local authorities will be preparing their management information systems for the new digital food registration service and working with food business operators to advise them of the changes. A new food standards delivery model is being piloted and expected to be in place by April 2023. A review of the

food hygiene intervention rating scheme is due to commence in 2021-22 with the new system expected to be implemented in 2023-24.

Resources

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

Financial Resources

	Food Service	Animal Feed Service
Staffing	£553,000	
Travel	£3,014	
Phones & Equipment	£1,466	
Sampling Budget	£3,700	
Staff Training	£4,400	
Departmental & Central Service Charges	£122,500	
Income	-£5,000	
Total Budget	£683,080	£11,863

(NB Costs have been calculated based on the re-modelled food service from April 2015, to include 10.9 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 2021-22 in the table on page 18, including all on costs.

Staffing Allocation

The information detailed below outlines the staffing arrangements and associated qualifications for the food & feed service. The relevant Food Standards Agency issued Codes of Practice stipulate the qualifications and competencies that officers must possess to carry out food & feed law enforcement. 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. During 2021-22, it is intended to convert one senior EHO post on the food team to become a Principal EHO team leader post with lead for Food Standards and Infectious Disease. It should be noted that the Principal Officer team leaders maintain required professional competency standards by undertaking some front line work directly and are actively involved in the more complex cases.

Food Service	
Post	Qualification
0.5 FTE Service Manager	Degree in Environmental Health Registered with EHRB*
*0.5 FTE Principal EHO *intention to increase this by 1 PEHO in 2021-22	Degree in Environmental Health Registered with EHRB
**9.2 FTE Environmental Health Officers **will reduce to 8.2 FTE EHOs with reallocation of 1 post to PEHO	Degree in Environmental Health Registered with EHRB
0.8FTE Food Safety Officers	Food Control Certificate, including Food Standards and Food Inspection Modules. Registered with EHRB

* Environmental Health Officers Registration Board

Feed Service	
Post	Qualification
1 Principal TSO (Feed Lead Officer)	Diploma in Trading Standards

2.4 FTE Senior Trading Standards Officers
(1.6 FTE post currently vacant)

Diploma in Trading Standards

Miscellaneous Resources for provision of service

	Food Safety, Food Standards & Animal Feed	Comments
Database (accurate and up to date)	<ul style="list-style-type: none"> • M3 Assure 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. 	
Up to date legislation	Access to legislation available on www.legislation.gov.uk . 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	IT team located at 4 Ednam Road provide support, including liaison with M3 Assure 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.

Staff engaged in food hygiene and food standards work have completed individual competency assessments under the revised Food Code of Practice and these are reviewed annually at PRDs.

Trading Standards Officers involved in feed enforcement work have undertaken individual officer competency assessments in accordance with the Feed Code of Practice. 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. 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 in-house standardisation exercises at least annually.

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 2019/20 and 2020/21

On an annual basis the services' performance is reviewed against last year's plan. Due to the Covid-19 pandemic, a Service Plan was not produced in 2020-21; hence the table below covers the previous 2 years performance.

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Planned Interventions Programme	2019-20 100% high risk food premises (Cat A-C)	2019-20 96.1% (547/569)	2019-20 100% of high risk food premises (8)	2019-20 6/8 (75%) high risk Cat A food standards inspections carried out	2019-20 Inspect 9 feed premises.	2019-20 8 feed inspections completed.
	100% Cat D & E low risk food premises	97.4%% (628/645)	70% of medium risk Cat B inspections (263)	61% (184/300) medium risk Cat B inspections completed plus 717 previously unrated food standards inspections were carried out.	2020-21 No target due to suspension of programme by FSA	2020-21 No feed inspections carried out
		Total no. of inspections achieved was 1,175 .	240 unrated food premises	Total no. of food standards inspections achieved was 909 .		
	2020-21 No target due to suspension of programme by FSA	2020-21 198 inspections carried out, 77 due and 121 new businesses. All high priority work specified in FSA guidance delivered. In addition, 682 remote interventions made (mainly telephone contact)	2020-21 No target due to suspension of programme by FSA	2020-21 176 inspections carried out, 20 due and 156 new businesses		
Identify and register new food businesses	2019-20 538 new food businesses registered 2020-21 437 new food businesses registered	Continue to advise food business proprietors (FBOs) on compliance with the Food	Completed on all inspections			

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Planned Interventions Programme (continued)	Aim to achieve minimum 90% businesses broadly compliant with food hygiene law.	2019-2020 88.8% 2020-21 85% Based on all food premises in borough, including unrated & those awaiting inspection. Unrated premises are counted as non compliant until inspected.	Information Regulations (FIR) 2014 in relation to allergens labelling	2019-20 Completed project. Complete CEnTSA foreign labelled food project focussing on Eastern European shops		
	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.	Completed. 2,066 food inspections published on 1 st April 2021. 1107 (54%) Rated 5 (Very Good) 512 (25%) Rated 4 (Good) 273 (13%) Rated 3 (Generally Satisfactory) 69 (3%) Rated 2 (Improvement necessary) 100 (4.8%) Rated 1 (Major Improvement necessary) 5 (0.2%) Rated 0 (Urgent Improvement necessary).				

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Planned Interventions Programme (continued)	<p>Ensure compliance with the FSA Brand Standard on the Food Hygiene Rating Scheme (FHRS) including dealing with appeals and re-visit requests from businesses.</p> <p>Carry out re-visits to all premises with food hygiene ratings of 0-2.</p>	<p>1 appeal dealt with in 2019-20 and 3 in 2020-21. 52 re-visits requests received in 2019-20 and 13 in 2020-21.</p> <p>All premises rated 0-2 were subject to re-visits in line with CoP. 300 revisits in 2019-20 and 70 in 2020-21</p>				
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>119 food complaints dealt with in 2019-20 and 135 in 2021-22.</p> <p>370 food premises complaints dealt with in 2019-20 and 245 in 2020-21.</p>	Respond to all food standards complaints appropriately.	Dealt with 52 complaints in 2019-20 and 32 in 2020-21.	Respond to all animal feed complaints appropriately.	X feed complaints dealt with in 2019-20 and X in 2020-21
Advice to business and others on food matters	Respond to requests for food safety advice from businesses and members of the public.	429 food advice requests dealt with in 2019-20 and 575 in 2020-21 (includes all food advice requests	Respond to requests for advice	All requests for advice responded to	Respond to requests for advice	Figures included in complaints (see above)

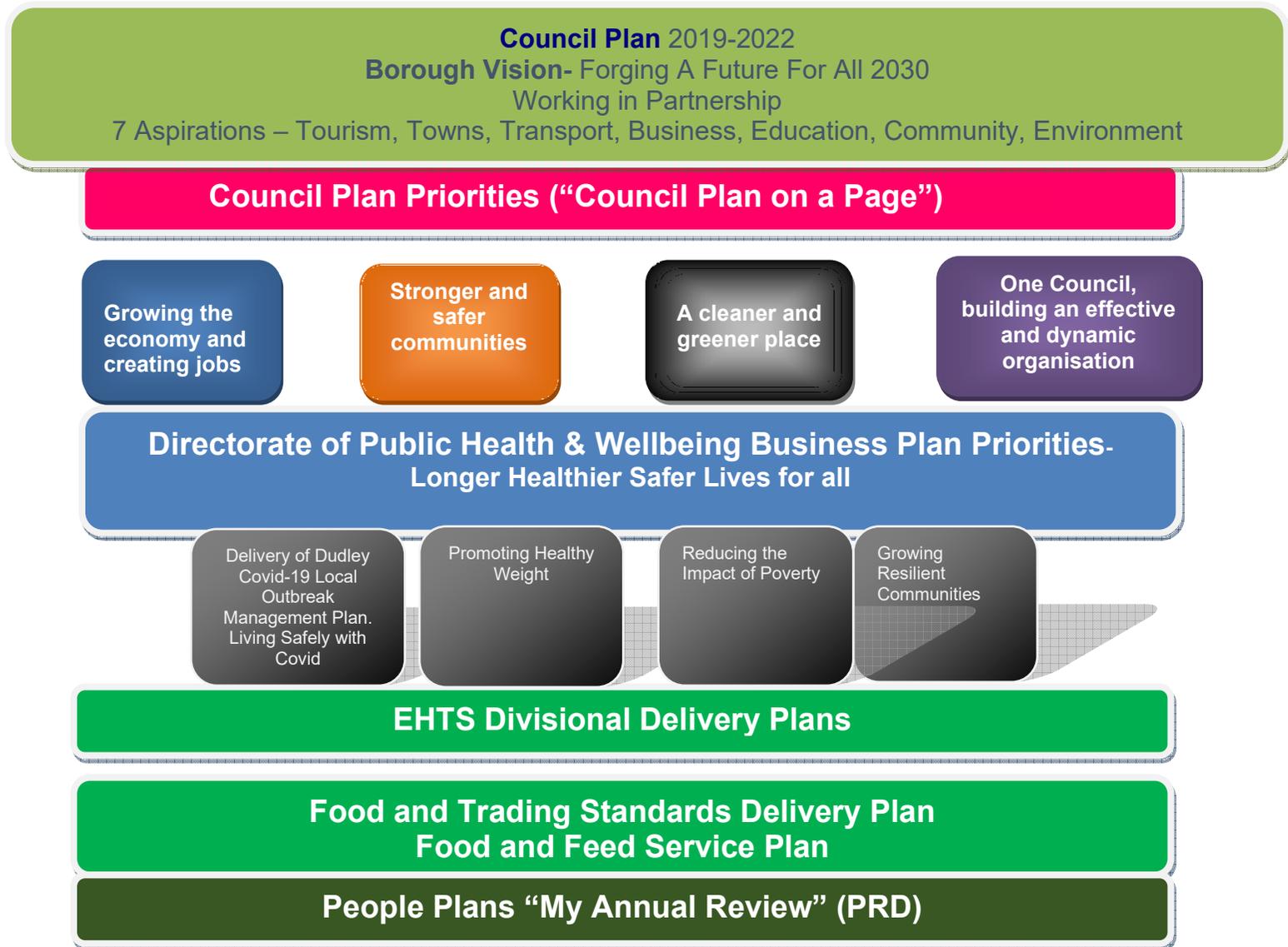
Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
		including hygiene and standards).				
Food and Feeding Stuff Inspection and Sampling	<p>2019-20 312 samples taken for microbiological examination.</p> <p>2020-21 No target due to suspension of sampling programme</p>	<p>2019-20 279 microbiological food samples taken. 17 (6%) unsatisfactory and received follow up. None were unacceptable.</p> <p>2020-21 5 samples taken in relation to reactive complaints. All satisfactory</p>	<p>2019-20 30 samples</p> <p>2020-21 No target due to suspension of sampling programme</p>	<p>2019-20 20 samples taken, 7 were unsatisfactory and received appropriate follow up.</p> <p>2020-21 2 samples taken in relation to reactive complaints, both satisfactory</p>	No animal feed sampling target in 2019-21, except complaint samples where necessary	No samples taken. No feed complaints required analysis.
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.</p>	<p>276 infectious disease notifications requiring 24 hour response in 2019-20 and 69 in 2020-21.</p> <p>544 campylobacter notifications responded to in 2019-20 and 365 in 2020-21.</p>	N/A			

Activity	Food Safety & Hygiene		Food Standards		Animal Feed	
	Target	Achievement	Target	Achievement	Target	Achievement
Food & Feed Alerts	100% Food Alerts responded to appropriately	74 Food Alerts (not including allergy alerts) received in 2019-20 and 73 in 2020-21, all actioned as necessary.	Respond to all food alerts appropriately	All alerts responded to appropriately. 82 allergy alerts received in 2019-20 and 71 in 2020-21	Respond to all animal feed alerts appropriately.	No feed Alerts received.
Promotion and education	Continue to support FBOs to produce documented food safety management systems, such as SFBB. Promote and deliver Dudley Food for Health Award. Annual Target 60 high street businesses to receive the award.	Covered on all inspections New scheme piloted in 2019-20 and 1 award made. No awards in 2020-21 due to covid pandemic.	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	All meetings attended.	2019-20 Attend CEnTSA Feed Group.	All meetings attended.
	Make annual statistical food hygiene return to the FSA using LAEMS web based system	Completed May 2019 and May 2020 for previous year	Protection of the Food Chain Group		Make returns to FSA via CEnTSA on feed visits undertaken	Completed.
	Report Food Service Plan to elected members for endorsement	Reported to Cabinet & Full Council for 2019-20.	Make annual statistical food standards return to the FSA using LAEMS web based system	Completed May 2019 and May 2020 for previous year	Produce Food & Feed Service Plan.	Completed. Reported to Cabinet & Full Council.
	All food law enforcement cases progressed in accordance with the Enforcement Policy.	2019-20 5 premises served with Improvement Notices, 3 premises closed using Emergency Prohibition powers, 5 prosecutions concluded with fines totalling £10,810 and £6,575 costs. 2020-21 1 premises served with Improvement Notices, 2 premises closed using Emergency Prohibition powers, 3 prosecutions concluded with fines totalling £10,000 and £4,607 costs.	Report Food Service Plan to elected members for endorsement	Reported to Cabinet & Full Council for 2019-20	All feed law enforcement cases progressed in accordance with the Enforcement Policy.	No formal feed enforcement required during the year.
		All food law enforcement cases progressed in accordance with the Enforcement Policy.	2019-20 10 Food Standards Improvement Notices served. No prosecutions taken. 2020-21 1 Food Standards Improvement Notice served. No prosecutions taken.	2020-21 No feed work programmed due to suspension of the programme by FSA		

APPENDIX 1: FTS contributing to Council and Divisional priorities

Golden Thread



APPENDIX 2: Dudley M.B.C. Profile

- Dudley Borough covers 38 square miles or 98 square kilometres of which 14% is publically available green space. The borough is made up of four main town centres, Brierley Hill (new strategic centre) Dudley, Halesowen and Stourbridge.
- Dudley has a population of 319,419 (2017). Over 20% of the population are aged 65 or over (64,683). Average life expectancy is 82.9 years for women and 78.6 years for men.
- 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.
- There are 10,675 businesses in the Dudley 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. The retail sector is the top employment sector in the borough (13,000 people)
- In recent years, over 5 million day trips were made to Dudley each year, contributing £177million to the local economy.
- 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 2,518 food premises in the Dudley Borough on 1st April 2021.