

# FoodWise\*

The Newsletter for **Safer Food Better Business - Norfolk**

**NORFOLK - THE PLACE TO EAT GREAT FOOD SAFELY**



NORWICH  
City Council

Issue 03

Welcome to the third edition of **FoodWise\*** – the newsletter of *Safer Food Better Business – Norfolk*. It's designed for the small independent caterer who wishes to learn more about recent changes in food law and introduces Safer Food Better Business - a new initiative by the Food Standards Agency. **FoodWise\*** is just part of a package of measures that includes FREE training and one-to-one coaching intended to help Norfolk food businesses comply with new EU food hygiene laws in force NOW...

## About Safer Food Better Business - Norfolk

The Safer Food Better Business (SFBB) – Norfolk project is run in partnership by Kings Lynn and West Norfolk, Broadland, North Norfolk and Norwich councils. Checkmate International (CMI) help manage the project and provide coaches from the catering sector. Since the launch of the project in November 2006, SFBB – Norfolk has

individually helped more than 650 small businesses across the region and hopes, by the end of the project in March 2008, to assist over 1300 businesses in their food safety management.

SFBB is a toolkit designed to make introducing a written food safety management system into your food business easy and cheap. In

fact, apart from a little time spent completing the sections, introducing SFBB can be done at NO COST thanks to the free training and one-to-one coaching sessions being provided. Complete the Registration of Interest booking form at the back of this newsletter and send it to your local authority. But places are limited so don't delay.

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### ***Time is running out!***

If you have not booked yourself onto a free **SFBB** seminar yet then time is fast running out. We are into the last six months of the project to deliver **SFBB** FREE to food businesses over the region. Having a documented food safety management plan is now the law. If you haven't taken advantage of this free training and free materials it could cost you £500 to get the equivalent system elsewhere. So do yourself a favour and take up the offer of absolutely guaranteed, free, training while it is still available. Contact your local authority on the back of this newsletter to find the next available seminar nearest you.

# Norwich gets tough on the slackers

Believe it or not there are still some caterers that don't think the new food laws apply to them and haven't got a documented food safety management system in place. Those people without a documented system who do not take up their invitation to a free seminar and free one-to-one coaching in SFBB will be targeted in an effort to get everybody to comply.

Norwich City Council food safety officers have been issued with formal Hygiene Improvement Notices and told to serve them on any food businesses operator failing to comply with the food management laws.

"We take a dim view of food businesses that ignore this law," said Jaan Stanton, food safety team leader for Norwich. "Especially when they have turned down the

opportunity of free training." The formal notices will compel proprietors to introduce written systems and give them a time limit in which to do it. Those that still fail will face prosecution.

However city council officials are keen to emphasise the benefits of the SFBB system. "SFBB is so good that compelling people to use it should be unnecessary," said Jaan. "Time after time proprietors have said how great SFBB is and how their business is much the better for using it. The help is there. Businesses have a simple choice - take the plunge now or be left out in the cold".

Double celebration as restaurant gets a SFBB Champion certificate and five stars!

## Double celebration as restaurant gets a SFBB Champion certificate and five stars

Food business operators who have undertaken the training have sung the praises of SFBB.

Miss Howkins of Pedro's says: "When the new system of SFBB became available we thought it was a very good format that would bring all our different health and hygiene policies together in a step by step daily journal.

"We would certainly recommend the SFBB system to any other catering establishments."



Miss Howkins (right) of Pedro's, Chapelfield Gardens, receives her five star award and 'Champion' SFBB certificate from Councillor Brociek-Coulton

# Business increases by 20%

Landamores Fish Shop in Coltishall was the first business in Broadland to complete the SFBB evaluation process and to be awarded a Certificate of Compliance.

Husband and wife team, Mr and Mrs Mark Landamore have run the successful fish and chip business for several years. They survived a disastrous gas explosion which completely destroyed an adjacent building and badly affected their business. They rely on a mixture of locally established customers, as well as passing trade, to whom they serve traditional fish and chips.

From the start the Landamores were very keen to be involved with the SFBB process and attended one of the very first

seminars in November 2006. They agreed to become a SFBB Champion Business for the Fish and Chip sector. They found the subsequent coaching visit very helpful in implementing the SFBB pack.

A photograph shows the certificate being presented to Mr Landamore, earlier this year. He says: "SFBB is a simple yet highly effective way for small businesses to implement food hygiene regulations and develop best practices".

As a result of the presentation, Mr Landamore arranged for publicity in both the local papers and in Broadland News. This generated a great deal of interest from local people



Ivor Bartram presents Mark Landamore with a SFBB Champion certificate in recognition of their outstanding efforts and contribution to the rollout of the SFBB project in the region

and many new customers visited his premises, particularly to view his certificate and discuss it. He estimates that his turnover has risen by 20% and more importantly, he has retained his new customers.

The Landamores have not only found SFBB a very simple and interesting process to go through, but business has improved for them. What worked for them can work for all other food businesses in the area.

# Cantonese Seminar is a Cracker!

April saw the first SFBB seminar in the region to be given in Cantonese. Aimed specifically at Chinese restaurants and takeaways it proved extremely popular with all those that attended. Delegates were able to benefit from the Chinese cuisine packs having recently been re-published in Cantonese. Mr Howard of the Canton Restaurant, Thorpe Road, Norwich (an SFBB champion business) spoke about how useful SFBB had been for them.

In the interval delegates were given a hand-washing demonstration and invited to view many of the Food Safety Team's more ghastly exhibits. Neville Stone, the seminar tutor working on behalf of

CMi, says: "I was delighted at the level of interest shown by the Chinese community – it was one of the liveliest seminars I've ever run!"

Neville was ably assisted by Mrs Tai Lau who acted as interpreter during the session.

If you missed this seminar don't worry. There will be another chance to attend a Cantonese seminar during November. SFBB-Norfolk also plans to run a seminar in Turkish soon. If you would like to register your interest in these or other seminars please telephone Jaan Stanton using the number at the back of this newsletter. He also has a number of Cantonese SFBB packs to give away.



Neville Stone presides over a full house of Cantonese speaking delegates at a recent SFBB seminar in Norwich

## SFBB saves 15 hours record keeping a month for caravan park

Diane Griib opened the Virginia Lake Caravan Park in 1990 and since then it has grown into a site that is renowned for its friendly atmosphere and excellent facilities - including its own fishing lake. Indeed, as fishing is one of the big attractions on the site, visitors will often stay all day. It's important to the park to have a food facility that guests will want to return to time and again. Food is served in the clubhouse which was first opened in 1996. Not having operated a food business previously Diane recognises the need for quality training and management controls to ensure food is prepared in a hygienic and efficient manner. She had been keeping meticulous records of her fridge and freezer temperatures but was aware of amount of time that

was being taken to thoroughly check and record the temperatures every day. Since she started using SFBB earlier this year Diane reckons that she has saved 30 minutes a day on temperature recording alone – a staggering 15 hours a month! She also sees SFBB as a valuable means of recording instances of good, and occasionally poor, practice by members of staff. Diane uses the first half of the pack to ensure that new members of staff understand the control measures that are specifically relevant to the food operation at the park. She finds the language of the pack particularly useful as it is in such a plain and straightforward style. Indeed when pressed to say if she could find any drawbacks with the pack she said: "No. I think it's brilliant!"

## Focus on Business Link in the East of England - In Norfolk to help you

Business Link East is working in close partnership with SFBB-Norfolk to provide your food business with the best possible support.

Whether you are already running or growing a business or just starting out, Business Link is the place to go. We understand your problems, challenges and goals and provide information and advice to help you make the most of your business opportunities.

All of our support is independent and impartial, and most services are provided free of charge.

Our information service has access to a huge range of resources and experienced staff handle thousands of enquiries about legislation and regulations, company policies, sourcing suppliers of training and business services - and a myriad of other issues.

In Norfolk, two teams of locally based business advisers are ready to call on you, free of charge and help you to clarify your business situation and plans, and then advise on actions needed to achieve your goals. While we do not all claim to be experts in the food industry, every business has common issues to address, such as strategy, finance, sales and marketing, employment matters, and so on. In these areas, we are all highly experienced.

In each of the local authority areas participating in the Safer Food, Better Business programme, we have two local business advisers who work with businesses of all types, large and small.

### So what can we offer you?

- Answers to any business question through our Information and Intelligence Centre.
- Free one-to-one business advice from our experienced Business Advisers.
- Workshops and seminars covering a vast range of business topics.
- Access to the broadest range of solutions that meet your needs.

CALL 08457 17 16 15

CLICK [www.businesslinkeast.org.uk](http://www.businesslinkeast.org.uk)

E-MAIL [info@businesslinkeast.org.uk](mailto:info@businesslinkeast.org.uk)

MINICOM 01707 398390

# FAQs

## I am a caterer - how do I get a SFBB catering pack?

You can either:  
Download a copy of the pack (catering pack) from the Food Standards Agency website.  
Order a hard copy by calling the Food Standards Agency on 0845 606 0667 or by emailing [foodstandards@ecgroup.uk.com](mailto:foodstandards@ecgroup.uk.com)

## I am a retailer - how do I get a SFBB retail pack?

Download a copy of the pack (retail pack) from the Food Standards Agency website.  
Order a hard copy by calling the Food Standards Agency on 0845 606 0667 or by emailing [foodstandards@ecgroup.uk.com](mailto:foodstandards@ecgroup.uk.com)

## How long will it take me to implement the system?

Each of the five sections should take one hour to work through and set up. Completing one section per week should be easy.

## What happens once I have implemented the system?

Once you have completed the pack and are up and running, you need

to ensure that you and your employees stick to the system. Making a daily record will normally take around a minute. You should then review your diary every 4 weeks and when operations change, such as style of cooking or use of new equipment, etc.

## Will this take up a lot of time and require me to keep lots of records?

No. Most people save time with SFBB. Filling out the diary is the only daily record you will need to complete - which should take no more than a minute. You don't need to keep lots of records. Once you have worked through the safe methods, you will have a record of what your business does to make sure the food is safe to eat. This will only need to be amended if you change the way your food business operates.

## Currently I write down the temperatures of fridges every day, do I need to keep doing this?

Keeping a written record of fridge temperatures is good practice, and helps to highlight problems as they arise. SFBB still requires you to monitor fridge temperatures, but you would only need to record the problems you find and what you have done to correct them. If you want to continue writing down the fridge temperatures and cooking temperatures daily then you can.

## Do I have to use SFBB and what about those businesses that won't be using it?

SFBB is an easy way for small businesses to have a documented food safety management system. We want to acknowledge businesses that have successfully implemented this pioneering scheme and we will publish details of those businesses that have successfully been through the program and are using SFBB. Businesses that do not use SFBB can use an alternative food safety management system but they will have to show that it complies with the new laws.

## I already have a system in place - do I have to change to SFBB?

No. Some premises may already have a documented food safety system in place which has either been provided by their parent company, or has been developed in-house. If you already have one of these systems then it may mean that you already comply with the new requirements. You are however advised to speak to your company or contact us for further advice.

## I am not a caterer - will there be packs for other small businesses like me?

In June 2006 a retail pack was published by Food Standards Agency designed for small retailers who maintain cold chains and use 'bake off' systems. It is not designed for specialist

retailers such as butchers, bakers or fishmongers.

## What happens if I don't implement SFBB?

The new regulations require you to implement a documented food safety system. SFBB has been developed to help food businesses comply with this new requirement. Ultimately, if you choose not to use SFBB and do not implement and maintain any other suitable system, legal action may be taken against you in line with your council's enforcement policy. In view of the information and help available to businesses we hope that such legal action will not be necessary.

## How can I find out more about what's happening in Norfolk?

Get in touch with the environmental health staff at your local council.

## Where can I get more information about the new regulations?

You can:  
Visit the Food Standards Agency website.  
Contact the environmental health staff at your local council.

## Food Standard Agency – SFBB Update

The Food Standards Agency has just launched an interactive DVD to support the SFBB program. Able to be played on either a PC or a DVD player it is an invaluable training tool for caterers and local authorities. Designed to be used alongside the SFBB pack it can be played in 16 languages and so is especially useful for people whose understanding of English is limited. There are film clips to help managers fill out the SFBB pack as well as clips focussing on key food safety messages. Interactive sections have the user

choosing between the right and the wrong way of doing things. Not only is it a fun way to learn about food hygiene but it specifically shows how the SFBB pack supports the business's own food safety management system.

Contact the FSA publications line, EC Group – telephone 0845 606 0667, fax 020 8867 3225 or by email at [foodstandards@ecgroup.co.uk](mailto:foodstandards@ecgroup.co.uk) for further information.

## Contact details for food safety teams at your local council

Agency	Contact	Contact No	Surgery Day/Time
<b>Broadland District Council</b> Thorpe Road, Yarmouth Road Norwich, Norfolk NR7 0DU	Ivor Bartram	T (01603) 431133 F (01603) 701859 <a href="mailto:ivor.bartram@broadland.gov.uk">ivor.bartram@broadland.gov.uk</a>	<b>Wednesday Mornings</b> 9am-12noon
<b>Kings Lynn &amp; West Norfolk Borough Council</b> King's Court, Chapel Street King's Lynn, Norfolk PE30 1EX	Tim Wright	T (01553) 616200 F (01553) 775142 <a href="mailto:mark.baker@west-norfolk.gov.uk">mark.baker@west-norfolk.gov.uk</a>	<b>Thursday Afternoons</b> 2pm-5pm
<b>North Norfolk District Council</b> Council Offices Holt Road, Cromer	Alan Dixon	T (01263) 516008 F (01263) 514627 <a href="mailto:alan.dixon@north-norfolk.gov.uk">alan.dixon@north-norfolk.gov.uk</a>	<b>Thursday Mornings</b> 9.30am-12.30pm
<b>Norwich City Council</b> City Hall, St Peter's Street Norwich, Norfolk NR2 1NH	Jaan Stanton	T (01603) 212306 F (01603) 213002 <a href="mailto:jaan.stanton@norwich.gov.uk">jaan.stanton@norwich.gov.uk</a>	<b>Friday Mornings</b> 10am-1pm

## Seminar - registration of interest form

I wish to register my interest in attending a seminar and being part of the SFBB project.

Name of delegate

Name of business

Address of business

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