

COMMUNICATIONS AND MARKETING: TRACKING FOOD STANDARDS SCOTLAND'S REPUTATION

1 Purpose of the paper

1.1 For information and discussion.

1.2 Food Standards Scotland (FSS) has been monitoring attitudes towards the organisation since its inception in 2015 primarily through the Food in Scotland Consumer Tracking Survey, but also through media and social media monitoring and analysis, and stakeholder and consumer engagement. This paper provides an overview of current perceptions of and attitudes towards FSS, and how those attitudes have changed and evolved over the past four years.

1.3 The Board is asked to:

- **Note** the measures currently in place to track FSS's reputation and the results of engagement and surveys undertaken since April 2015.
- **Discuss and provide a view** on current arrangements for monitoring and reporting on attitudes towards FSS and whether these meet the Board's needs.
- **Discuss and provide a view** on the points raised in this paper and whether there are additional actions the Board feels FSS should take to further enhance its reputation amongst the public, the media and other stakeholders.

2 Strategic Aims

2.1 This work supports all six of FSS's Strategic Outcomes, either directly or indirectly.

3 Background

3.1 Prior to April 2015, as part of the FSA, attitudes towards the Food Standards Agency in Scotland and the issues within its remit were tracked as part of two UK-wide surveys. The option to continue as part of those surveys after April 2015 was considered but rejected for a number of reasons, including the high cost, small sample size in Scotland and the principle of FSS being a completely separate organisation. Kantar TNS were procured and commissioned to develop a bespoke tracking survey for FSS which brought the key measures in those two surveys into one place, and surveyed a robust sample representing the make-up of the adult Scottish population to allow greater confidence in the results from a Scottish perspective.

3.2 The Food in Scotland Consumer Tracking Survey runs biannually (in December and June) amongst a sample of 1000 members of the Scottish public. There have been eight waves of the survey to date, with the two most recent being administered by The JRS Research Consortium.

- 3.3 In addition to the Tracking Survey, FSS monitors and analyses media and consumer attitudes towards the organisation via daily media monitoring and regular social media listening.
- 3.4 The perceptions of key partners and stakeholders are also regularly considered and sought, either informally through meetings and discussion, or formally through stakeholder forums and surveys. Stakeholder feedback is also regularly requested via our quarterly e-newsletter, FSS Newsbites.

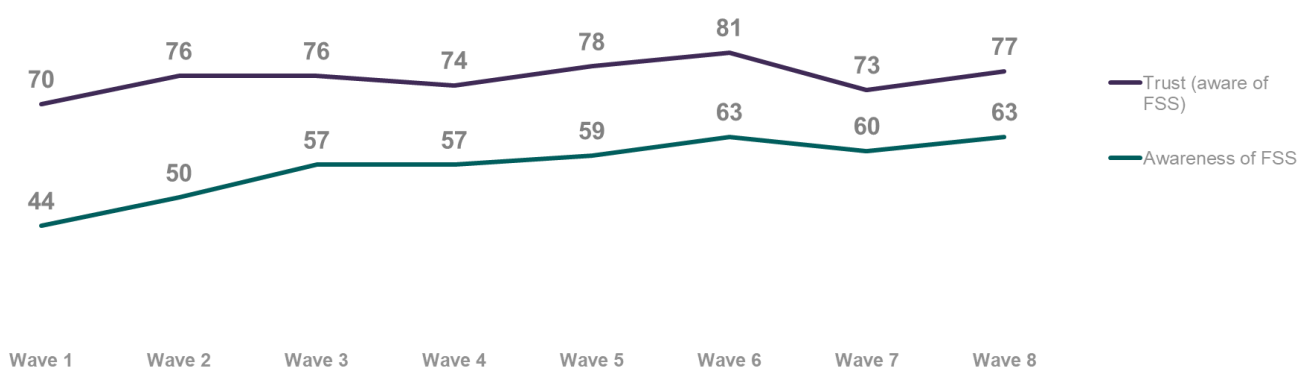
4 Discussion

- 4.1 One widely accepted definition of corporate reputation is that it is “*the overall estimation in which an organisation is held by its internal and external stakeholders based on its past actions and probability of its future behaviour.*” (Dr Charles Fumbrun, Founder, the Reputation Institute). For the purposes of this paper, only external stakeholder views have been sought, as internal perspectives are monitored and reported on via separate mechanisms including the annual Civil Service People Survey.
- 4.2 Reputation is frequently discussed and referred to within the organisation, but it is important to be clear as to why building, maintaining and measuring reputation is imperative for Food Standards Scotland. First and foremost, the organisation’s role is to protect public health. However FSS will not be in a position to effectively fulfil that over-riding strategic aim if the public and others do not have confidence in the organisation, or indeed if they have never heard of FSS. So ongoing work to enhance and protect FSS’s reputation is critical in ensuring the organisation has the public’s trust and ear.
- 4.3 Managing FSS’s reputation is the responsibility of everyone within FSS through all our actions and interactions. In terms of how FSS manages its reputation and raises its profile externally, there are a number of mechanisms in place for both proactive and reactive communications and marketing activity. **Annex A** contains a snapshot of some of the key activities undertaken in the 2018/19 reporting year.
- 4.4 FSS Communications and Marketing has a number of objectives for the 2019/20 financial year: the most relevant of which in this context are:
- Continue to raise awareness of FSS amongst our audiences, so that we are seen as the first port of call for all matters related to our remit.
 - Manage FSS’s reputation externally, promoting our core values, expertise, evidence-based approach and ‘consumers first’ ethos, so that we continue to be trusted by the public.
- 4.5 From an equality impact perspective, the tracking survey sampling methodology ensures participants reflect the diverse make-up of Scotland’s population.
- 4.6 There is increasing recognition of the value of the tracking survey in areas of the organisation outwith communications and marketing, as well as more widely amongst some of our stakeholders, including Scottish Government. The survey monitors knowledge, behaviours and attitudes towards a wide range of topics

FSS is responsible for and many of its findings have been used in policy documents and development, and in communications where a statistic helps underline or underpin an FSS key message. However, this paper focuses solely on those measures relating to awareness of a reputation.

- 4.7 The Board currently receives some of the metrics reported within this paper either informally via the Chief Executive's Board Update, or formally within the Outcome Report and the Annual Report and Accounts.

5 Results from Wave 8 of the Food in Scotland Consumer Tracking Survey (See Annex A for tables)



- 5.1 TRUST: 77% of consumers who were aware of FSS said they trust the organisation. This is up four percentage points from wave 7, but is still a slight decline on wave 6 (81%).

- Males were more likely than females to trust FSS 'a lot' (29% males vs 19% females)
- Females were more likely to say they trust FSS 'a little' (59% females vs 47% males)
- C2s were the socio-economic group most likely to trust FSS 'a lot' (31%)
- Just 1% (8 respondents) said they distrust FSS, with no-one saying they distrust the organisation 'a lot'.

- 5.2 AWARENESS: 63% of those surveyed said they had heard of FSS, which is a slight (3%) increase on wave 7. Awareness levels are higher amongst those:

- With children at home (75% aware)
- In younger age groups (16-34 68% aware; 35-44 70% aware)

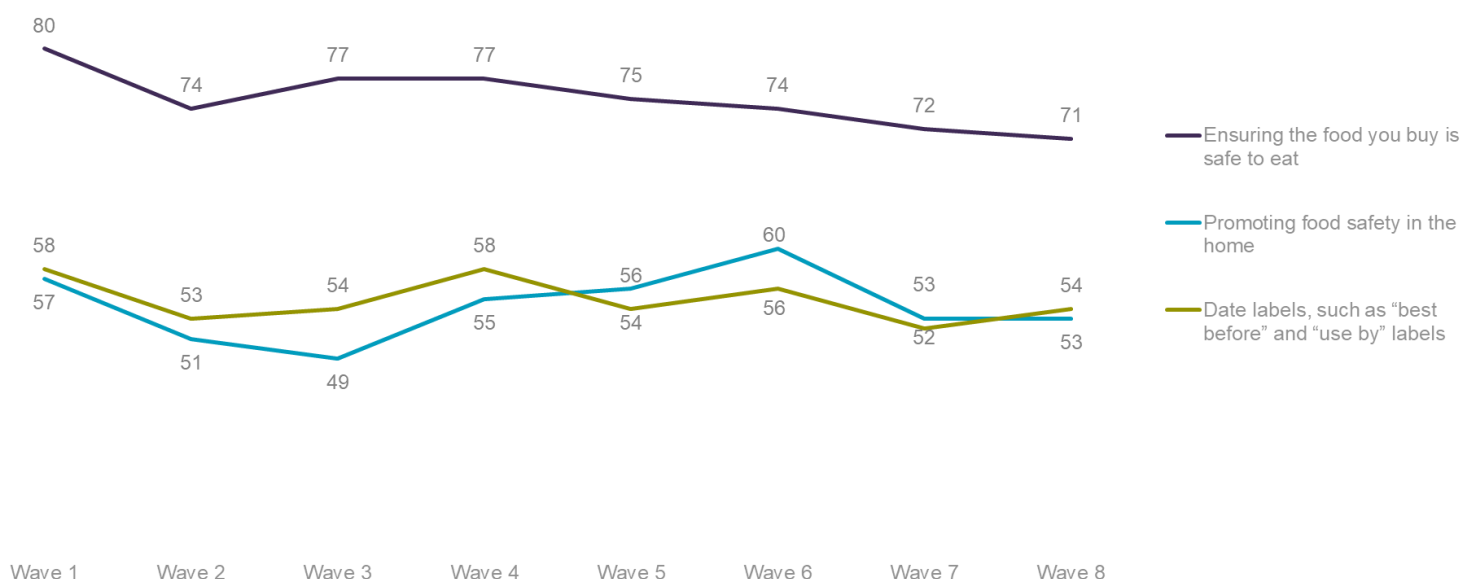
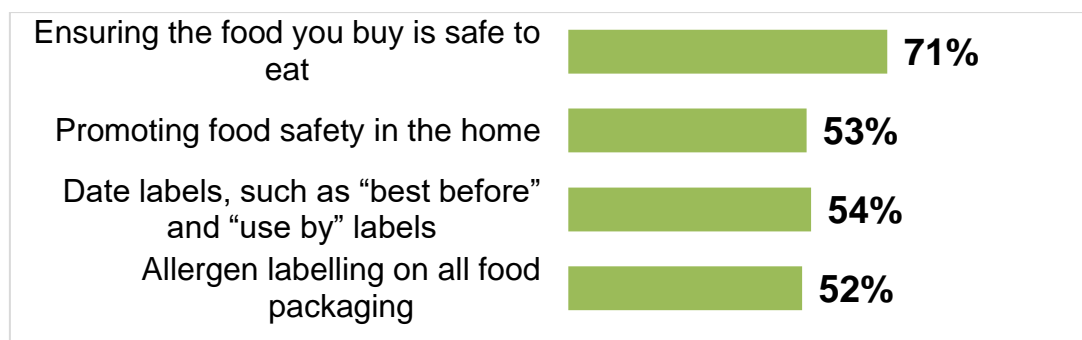
- 5.3 AWARENESS OF FSS AREAS OF RESPONSIBILITY: There has been no significant change in the perceived responsibilities of FSS versus Wave 7. Consumers believe the key areas FSS is responsible for are:

- Ensuring the food you buy is safe to eat (71%)
- Working with the food industry and business to improve standards (66%)
- Food authenticity – i.e. food is what it says it is on the packaging (62%)
- Overseeing inspections of restaurants and other food businesses for food hygiene (62%)

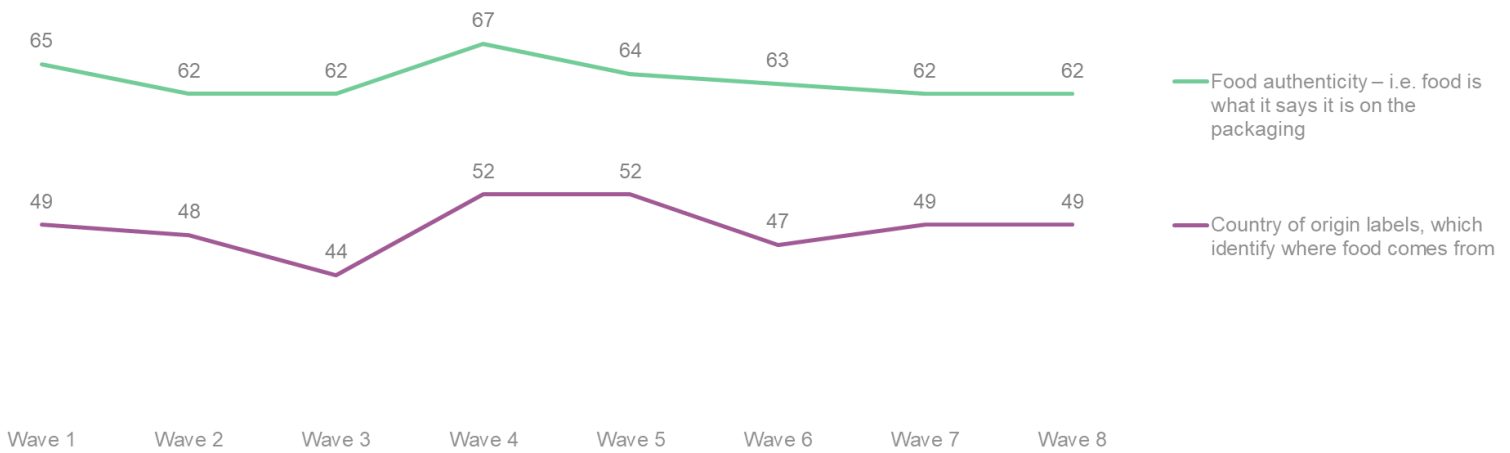
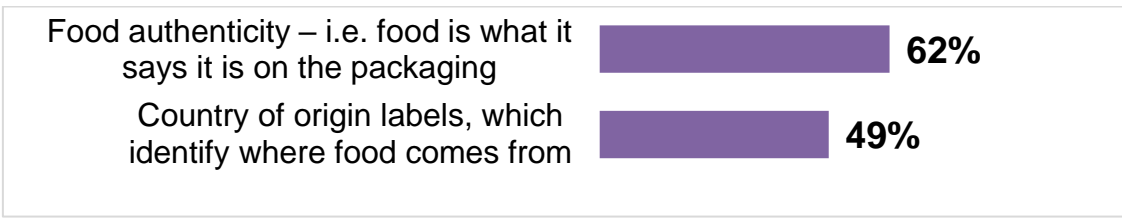
5.4 There are a number of measures within the tracking survey relating specifically to monitoring consumer knowledge of FSS’s role and responsibilities in regard to four of FSS’s six strategic objectives, with results from Wave 8 detailed below. These are in response to the question: ‘Which if these issues do you think FS is responsible for’. In Wave 8, these results are from a base of 669 respondents (aware of FSS) and show no significant change from Wave 7.

5.5 However, three measures: ‘Ensuring the food you buy is safe to eat’. ‘Nutrition labelling information on food packaging’ and ‘Working with the food industry and business to improve standards’ have dipped significantly from Wave 1. One feasible hypothesis for this is that Wave 1 awareness of the organisation’s responsibilities may have been strong as it related to confusion between FSS and FSAS. Uncertainty appears to have crept in as more people become aware of FSS as a separate entity and what people very clearly understood to be our area of responsibility (food safety and standards) has been weakened a little by FSS raising awareness of its wider remit and role, particularly in regard to the nutrition agenda.

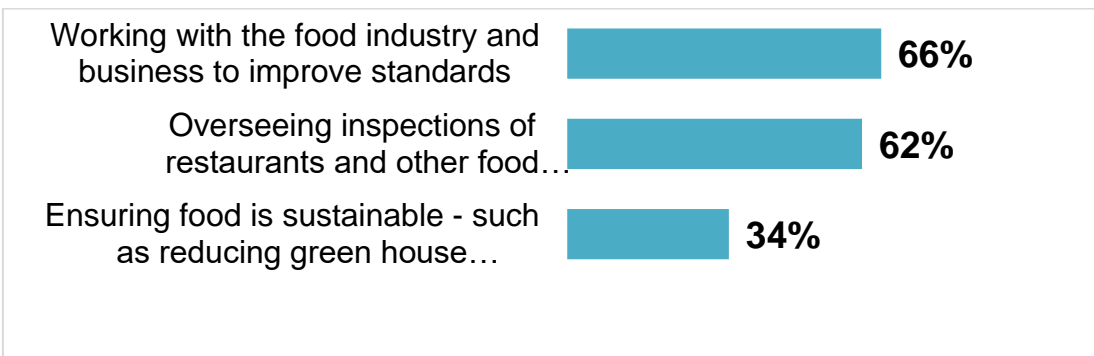
Food is Safe

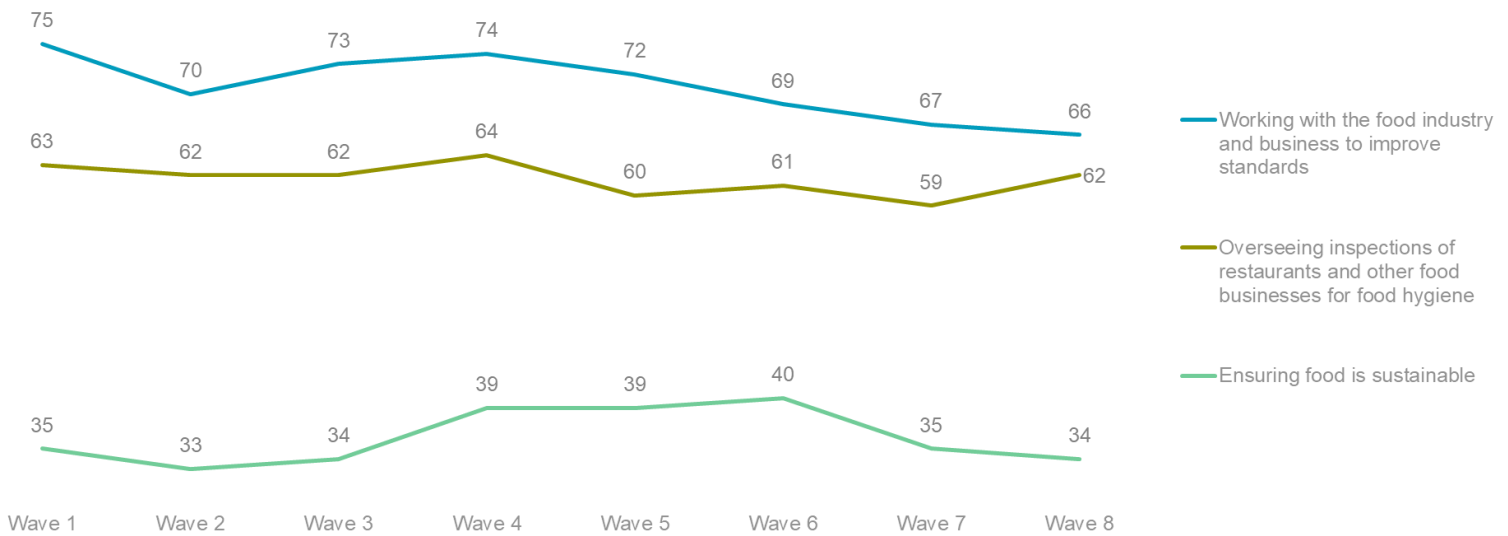


Food is Authentic

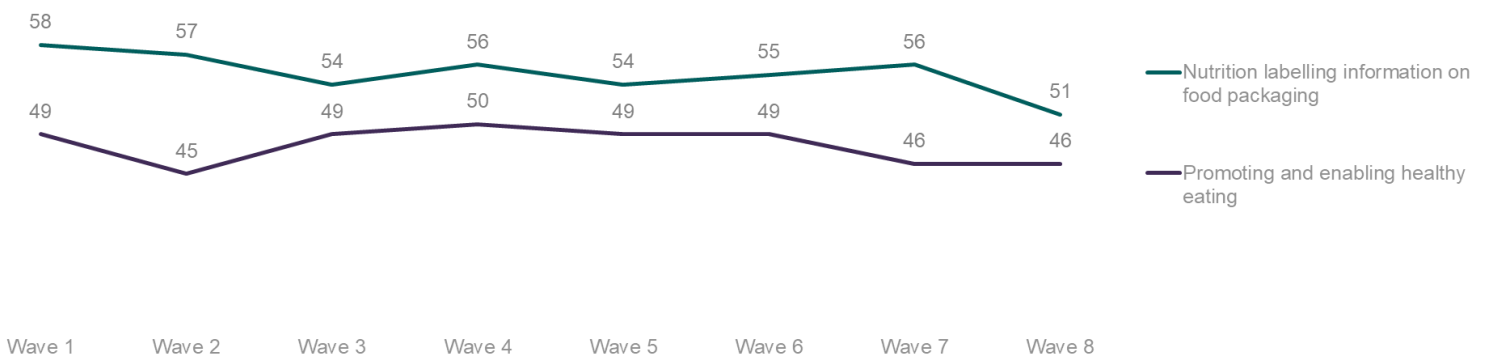
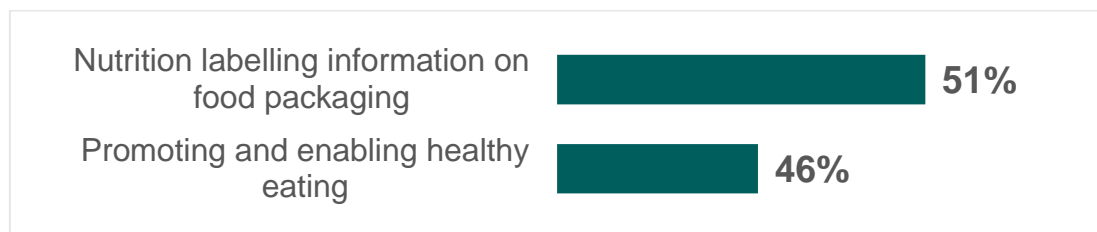


Responsible Food Businesses Flourish





Consumers Choose Healthier Diets



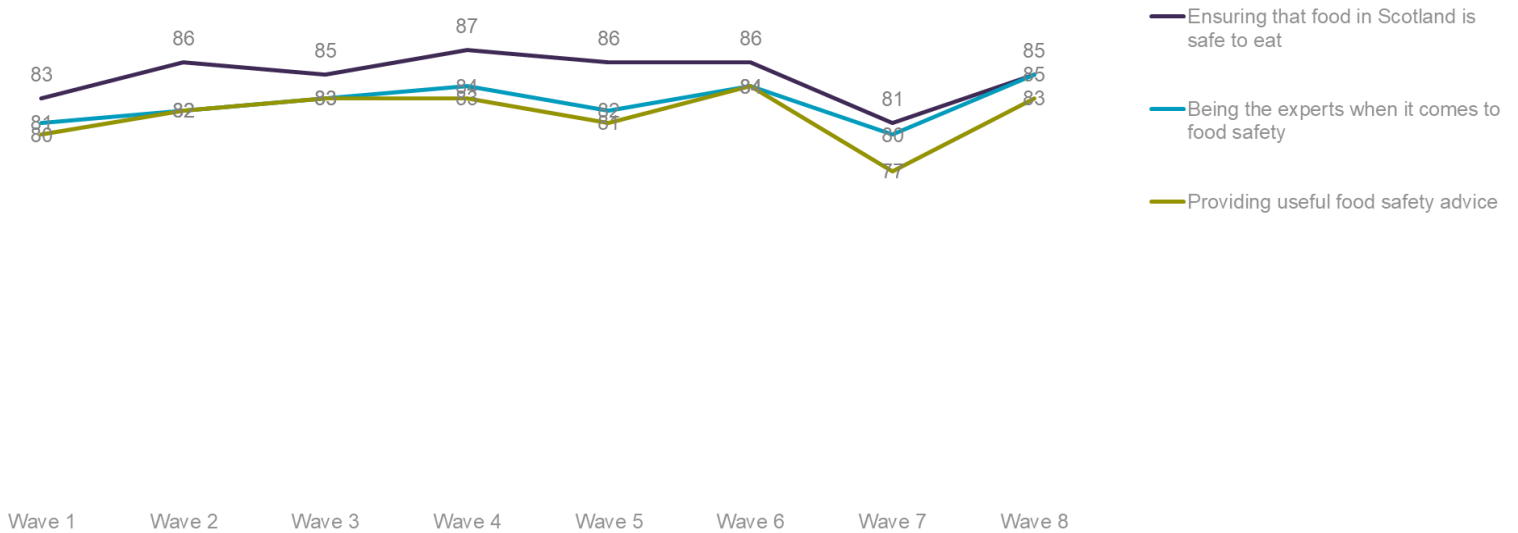
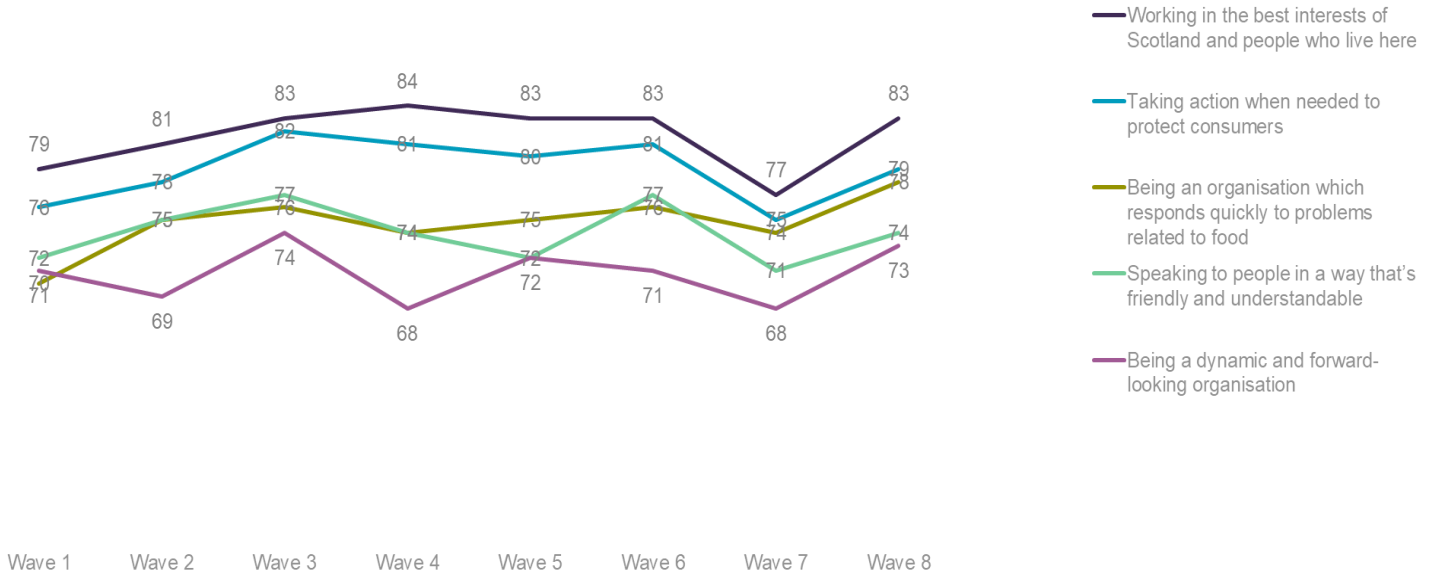
5.6 FSS PERFORMANCE RATING: FSS performance is rated highly across all areas measured. FSS is assessed as good, very good or excellent for the following:

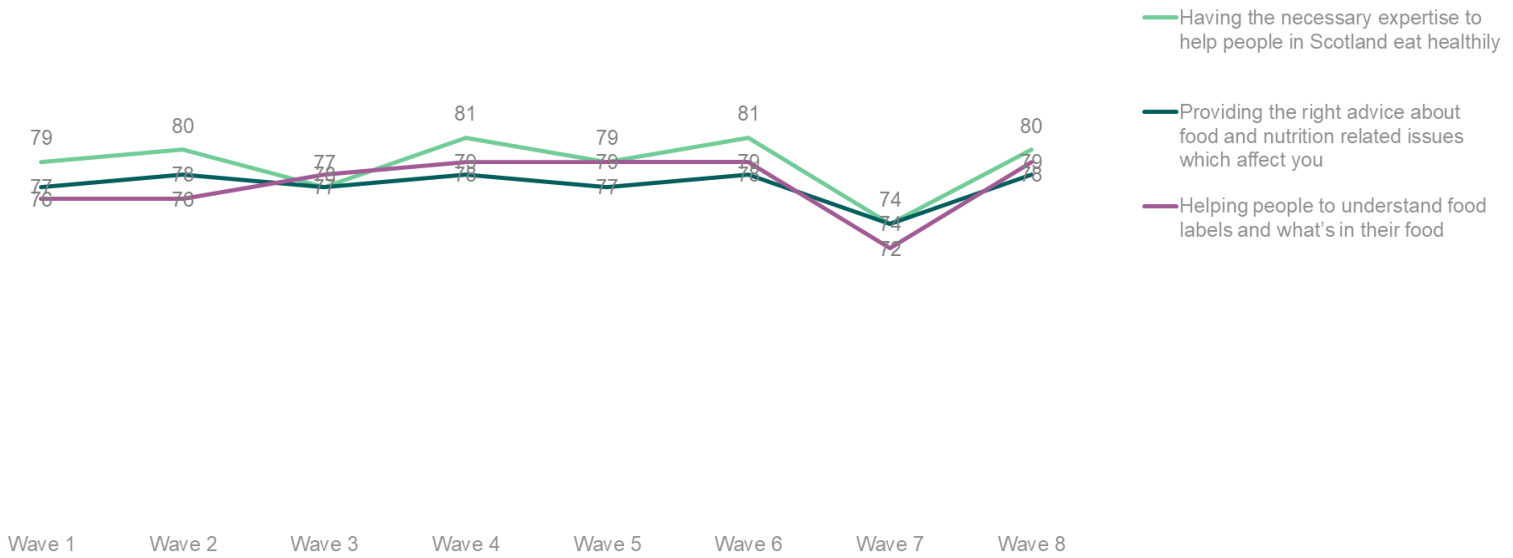
- Ensuring that food in Scotland is safe to eat (85%)
- Being the experts when it comes to food safety (85%)
- Providing useful food safety advice (83%)
- Working in the best interests of Scotland and people who live here" (83%)

5.7 Compared with wave 7, the very highest ranking scores (very good and excellent) have increased across all measures, mostly showing a statistically significant increase, with all apart from one at the highest levels since tracking began.



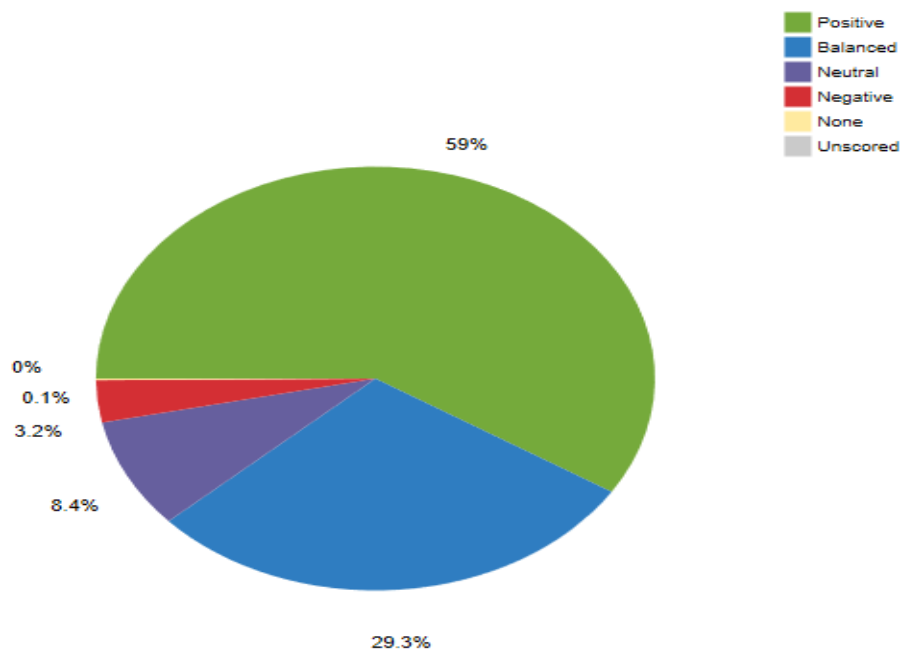
5.8 Brand Attributes – Waves 1-8





6 Media Analysis

6.1 The total number of news items mentioning FSS in financial year 2018/19 was 3305, a significant increase from approximately 900 articles two years previously in 2016/17. Articles are scored according to their sentiment in regards to FSS, according to whether they are positive, balanced, neutral or negative. Balanced means there may be some negative commentary, but this is offset by more positive content, whereas a neutral article does not express any feeling or opinion towards the organisation, whether positive or negative. The breakdown of the 18/19 news items in terms of article sentiment is as follows:



6.2 The main topics generating positive coverage included:

- Social Marketing Campaigns - No to Upsizing (June 18/Mar 19) and Kitchen Crimes (Jan 19)
- Proactive response to Obesity Action Scotland 'Chips to Go' study (Aug 18)
- Consultations – Eating Out of Home (Nov 18) and Allergens (Mar 19)
- Proactive work on DNP seizures (Feb 19)
- Proactive quote re CRUK report on Scottish toddlers consuming 1million sweets per week (June 2018)

6.3 The main topics generating negative coverage were overwhelmingly related to the Errington Cheese legal challenges, plus a small number of articles on Board connections to meat industry.

6.4 Whilst overall engagement with FSS is generally positive, and journalists are increasingly contacting FSS for comment on a wider range of topics than in 2015 it remains the case that speed, accessibility and access are key to maintaining positive engagement with the media.

7. Social Media Analysis

7.1 In 2018/19, followers were up on all accounts year on year. Twitter grew strongly with 20% year on year increase and Instagram had a large increase of 61% year on year. Gaining new followers is always positive and highlights the public's interest in messaging and content from FSS. Instagram has a younger demographic, highlighting the importance of the channel. Key social media metrics can be found at Annex C.

7.2 Twitter had a 23% year on year increase in mentions of @FSScot, highlighting both an increase in conversation between FSS and stakeholders, and a greater awareness of the organisation from stakeholders. For other users to be mentioning @FSScot shows that they are actively discussing the organisation. A 34% year on year increase in impressions on the channel reinforces the increased awareness of FSS and its work. Impressions also increased on Facebook (13% year on year) and Instagram (39% year on year) suggesting a wider awareness of the organisation overall. The Board should note however that large spikes in paid impressions linked to marketing campaigns make fair year on year comparison difficult.

7.3 In the first quarter of 2019/20, Facebook has been had the strongest performer across all metrics. Follower growth and engagement rates are rising, there are more organic impressions (ie the number of times non-paid for content is served) and a 150% increase in post shares, indicating content is resonating with users.

7.4 In a sample review of Facebook for the first quarter of 19/20, the following sentiment has been analysed:

Positive | 32%

Neutral | 44%

Negative | 24%

- 7.5 Neutral comments mostly comprise of users tagging friends and some comments neither antagonise or praise but simply offer a different take, or supplementary advice. The majority of neutral messaging leans towards positive given that they are encouraging awareness around the content and joining in conversation. Positive comments also include wall posts, which can involve pages tagging Food Standards Scotland, this is positive when others share campaign messaging. Many positive comments come from content supporting the Royal Highland Show and a post on the Career Ready intern indicating that the public like to see the people behind the organisation.
- 7.6 Even though there are fewer negative comments overall, they can appear more frequent as they tend to stand out more given their tone. It is also the case that people who have a very positive or very negative experience or view are more likely to comment. It is inevitable that, as a regulator, we will receive some criticism. The Board has recognised that a certain amount of reputational risk 'comes with the territory' and commentary, whether positive or negative, is monitored and reviewed by FSS. Much of the negativity comes from activists, particularly around the meat and dairy industries, while some comes from users who feel patronised.
- 7.7 In a sample review of Q1 on Twitter, following sentiment has been analysed:

Positive | 57% Neutral | 16% Negative | 27%

The majority of mentions are positive highlighting the strength of content, messaging being delivered and the overall perception of @fsscot. Positivity comes in the form of sharing campaign materials and taking part in positive discussion.

- 7.8 There are slightly more negative mentions on Twitter than on Facebook, but they are much lower in comparison to the positive conversation on this channel. Within this particular sample, Errington Cheese contributes disproportionately to a number of the negative mentions.

8 Stakeholder Feedback

- 8.1 A survey of 394 key stakeholders in August 2019 to gauge attitudes towards FSS received 74 responses, equating to a 19% response rate, so the following results represent the views of a minority of potential participants. Responses were anonymous to ensure views expressed are open and honest. Participants come from a variety of sectors:

Supplier/contractor	18	24.32%
Public sector/government	21	28.38%
Third sector	9	12.16%
Industry body	10	13.51%
Retailer/food business	6	8.11%
Local authority	4	5.41%
School/Education sector	6	8.11%

8.2 Full findings can be found at Annex D. Key findings as follows:

8.3 61 respondents (82%) trust FSS to do its job, and a further 63 (85%) believe FSS is doing its job quite well or very well. 5 respondents (7%) feel FSS is doing its job quite poorly.

8.4 Respondents were asked to state which of a list of words they would use to describe FSS. On a positive note, the top three answers were Expert, Trustworthy and Helpful, followed by Approachable, Credible and Authoritative.

8.5 Negative views of FSS largely focused around issues related to action. The bottom three descriptors for FSS amongst key stakeholders are: Proportionate, Decisive and Transparent. FSS is also not seen as being Progressive, Open, Independent or Accountable. Only a small proportion feel FSS is Slow or Old-Fashioned.

8.6 FSS is better known and better regarded in its role to ensure food is safe. Answers around providing leadership in diet and nutrition, in relation to its remit to combat food crime and in taking action to make a difference to public health were more ambivalent.

8.7 An open question asking stakeholders to express any specific experiences of dealing with the organisation generated 21 responses, 50% of which were positive, 23% negative and 27% neutral or balanced.

9 Considerations and Recommendations

9.1 The Reputation Institute's annual RepTrak scores *Understanding Reputation in the UK Public Sector 2018* indicate average reputation score for public sector bodies is 65.8%. Whilst it is not possible to make a direct comparison with FSS scores, trust levels amongst consumer audiences appear relatively high pointing to a generally positive perception of FSS. However, some clear themes are apparent from the work that has been undertaken to better understand attitudes towards FSS.

9.2 **TRANSPARENCY:** The consensus feedback is pointing to a need to ensure we are regularly and openly engaging with all of our audiences to foster greater understanding and land our messages more clearly and succinctly. In practice, this means using language which is neither patronising nor overly complex in media responses, website content, social media posts etc. FSS must continue to talk to its consumer audiences in plain English and aim to avoid patronising the public. Spokespeople must be willing to interact with the media to present the expert, human face of the organisation human face and FSS must continue to endeavour to be more forthcoming and quicker to react etc.

9.3 **AWARENESS OF FSS'S REMIT:** FSS is well-known in its role to uphold food safety and standards, but less well-known in other areas of responsibility such as diet and nutrition and food crime. This will be an area of focus for the Executive.

9.4 ACTION AND ENGAGEMENT: FSS can sometimes be viewed in a passive role with some feedback suggesting more bold and decisive action would be welcomed – or greater awareness of bold and decisive action being publicised more widely. That includes greater engagement and two-way dialogue on social media but also requires greater willingness to engage with the media.

9.5 The Board is asked to:

- **Note** the measures currently in place to track FSS's reputation and the results of engagement and surveys undertaken since April 2015.
- **Discuss and provide a view** on current arrangements for monitoring and reporting on attitudes towards FSS and whether these meet the Board's needs.
- **Discuss and provide a view** on the points raised in this paper and whether there are additional actions the Board feels FSS should take to further enhance its reputation amongst the public, the media and other stakeholders.

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13th August 2019

ANNEX A

Overview of Key FSS Communications and Marketing Activities 2018/19

1. Media Relations



1.1 FSS has become increasingly visible via the media, with 3305 media mentions in 18/19. One example of proactive work is the story we developed on DNP – the potentially lethal ‘fat-burning’ pill used in explosives and fertilisers which is banned for human consumption. FSS carried out proactive PR in February 2019 to make people aware of the risks of DNP, We commissioned a survey with Censuswide asking if people in Scotland were aware of DNP, and if they would take it. Ron McNaughton carried out a number of media interviews generated by the stats, including a live appearance on BBC’s Victoria Derbyshire. The story also made the front page of The Herald, and generated 163 mentions.

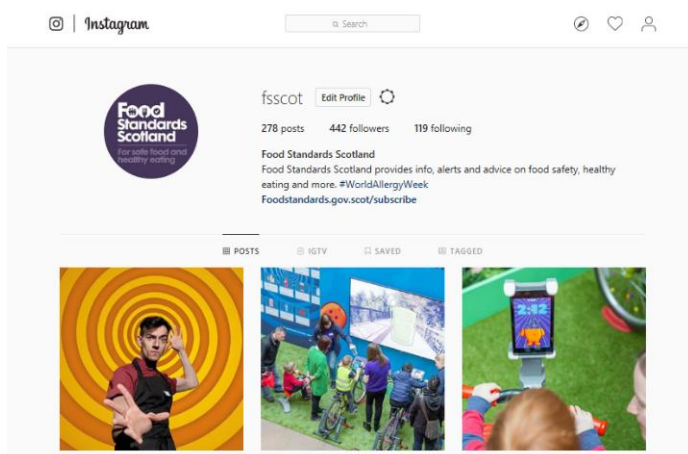
1.2 Our press office has also been busy dealing with reactive_media activity, receiving approximately five media enquiries per week on average. Two examples include the detection of BSE in Aberdeenshire in Oct 2018 (174 mentions), and a quote on food mislabelling in January 2019 (174).

2. Incident Communications



2.1 In response to the Deloitte review and recommendations following the Errington Cheese incident, a new Incident Communications Plan which sits as part of FSS's new Incident Management Framework was developed and agreed by the Board. This not only sets out the principles and protocols of communication during an incident, but also sets out those 'peacetime' actions required on an ongoing basis to ensure the public and media know where to turn for reliable information during food incidents in Scotland.

3. Social Media



3.1 Facebook and Twitter continue to be our main social media channels for engaging with the public and sharing timely information and rich visual content. This includes vox pop clips asking members of the public to share their views on upsizing when eating out; spot the difference style images to encourage engagement with our followers; and the GIFs created to raise awareness of the Out of Home consultation. Instagram followers have increased by over 60% and we successfully worked in

partnership with influencers on recent activity such as the No to Upsizing campaign to further increase awareness among our targeted audiences.

4. No to Upsizing Social Marketing Campaign



4.1 A social marketing campaign was devised by FSS to help tackle the ongoing obesity crisis and in particular address the huge amounts of unnecessary calories the public consumes by just agreeing to offers of upsizing. The campaign ran twice over the time period - June 2018 and March 2019. The campaign comprised of TV advertising, outdoor advertising, field and partnerships, social media and PR coverage all encouraging people to say No to Upsizing and to play our online game. Spontaneous awareness of 'upsizing' as a topic increased significantly over the campaign period (13% pre-campaign v 40% post-campaign), and one in nine people who had seen the campaign said they went on to take action, including 41% who said they had said no to all or some offers of upsizing subsequently. The campaign has been shortlisted for several industry awards for effectiveness.

5. Kitchen Crimes Marketing Campaign



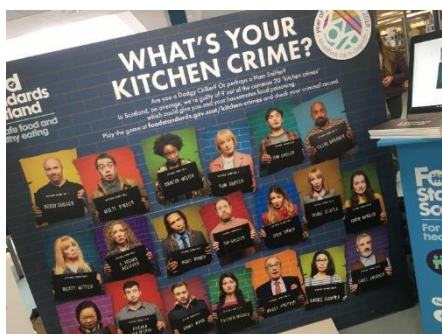
5.1 Evidence from FSS's tracking survey showed there is continued complacency around best practice when cooking at home, and this was the catalyst for the re-run of the Kitchen Crimes campaign during January/February 2019. The campaign ran on TV, social media, PR and partnership work to get our food safety messages out to a large audience. Over half (55%) of campaign recognisers took action as a direct result of seeing the campaign. The campaign won a silver award for effectiveness at the Marketing Society awards 2018.

6. Royal Highland Show



6.1 We attended the Royal Highland Show for the 18th year running last June and our stand took pride of place in the centre of Scotland's Larder Live Hall, Royal Highland Centre. Our stand in 2018 pulled in over 8000 visitors across the four days, allowing colleagues to interact and engage with a huge number of stakeholders and consumers. The stand was filled with educational interactives including the popular Calorie Countdown bikes, handwashing unit, digital games area and the new kitchen crimes treasure hunt.

7. Fresher's Week Roadshows



7.1 FSS staff engaged with students, travelling all over Scotland from Glasgow to Aberdeen, highlighting to students the '20 common kitchen crimes', and communicating key messages that could benefit fresher's in their new independent student life. We distributed 3000 reminder items to students during the event which included fridge thermometers, shopping list pads and recipe cards.

8. Edinburgh Science Festival



8.1 FSS attended the Edinburgh Science Festival in April giving children and families the chance to explore our interactive stand to learn about science, food safety and healthy eating. Our stand took a prime position within 'The Experimentarium' in Summerhall, with the event space pulling in nearly 2000 visitors during the week. The stand was split into two: focussing on food safety with the kitchen treasure hunt, and healthy eating with the Calorie Countdown bike interactive which had over 650 game plays during the week

9. Stakeholder Communications

A screenshot of the Food Standards Scotland Newsbites newsletter. The header features the Food Standards Scotland logo on the left and the word "NEWSBITES" in large white letters on a dark purple background, with "DECEMBER 2018" below it. The main content area has a light blue background and includes a photo of a meeting, a section titled "FSS Board Meetings" with a bulleted list of topics, a link for further information, a section about a brief Board meeting in March, and a photo of a hand holding a smartphone with a section titled "Text alerts for allergy and food recalls have launched".

9.1 Over the past year, Newsbites underwent a revamp, following feedback from a survey that was sent to stakeholders who read the quarterly e-newsletter. Now Newsbites is divided into key topics including Geoff's update, FSS updates, Comms Corner, In the News and Consultations. This allows for readers to focus on areas that are of a particular interest to them. There has also been more focus on making sure each article has a link for readers to find out more information.

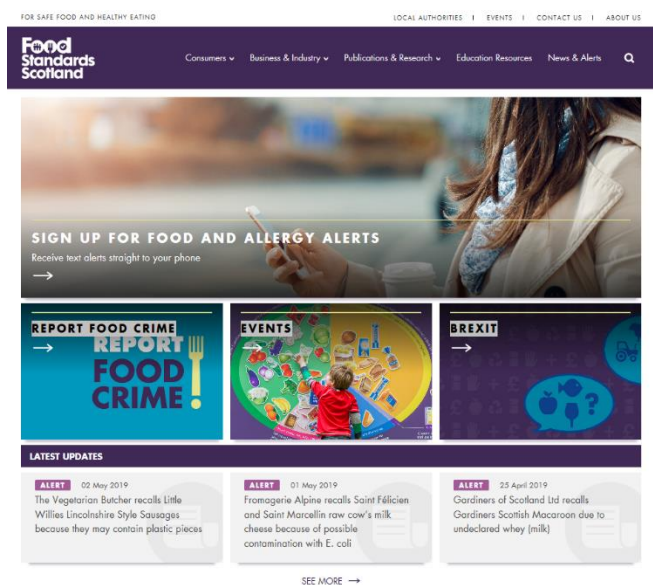
10. Promotion of Scottish Food Crime and Incidents Unit and Hotline



10.1 The Report Food Crime campaign was launched to try and increase the number of calls to the Scottish Food Crime Hotline, as well as increase industry and consumers knowledge about food crime, and awareness of the hotline number. Printed and digital posters, leaflets, website badge & email footer were created to share with partners specifically within the food and drink industry. Altogether 16 partners signed up to support the campaign including Food and Drink Scotland, Scotch Whisky Association, Seafood Scotland and Police Scotland.

10.2 Scotland Food and Drink included an article about the campaign in their member newsletter, and the Scottish Bakers advertorial allowed for the opportunity to provide more information to their readers in the industry. We also worked with the charity Crimestoppers to create a page on their website about food crime, linking back to our website.

11. FSS Website



11.1 A number of updates were made to the FSS website during 2018/19, the biggest being the redevelopment of the homepage to allow us to showcase more content at the top of the page. So, for example, if there's a live campaign we can show this in the main panel, but also highlight any other content that is a priority at the time.

11.2 Over the course of the year, there was a significant year-on-year increase in traffic.

- Page views; 969,177 (30% increase)
- Unique users: 209,708 (41% increase)

The most popular pages on the site were:

- Homepage
- #NoToUpsizing game
- FHIS search page

12. Text and email alert service



12.1 The [food and allergy alert](#) service was redeveloped and is significantly different to the previous service. As well as signing up to receive information about food recalls, consumers can also sign up to immediately receive allergy alerts by text as well as email, and choose to be alerted for specific or all types of allergens. This also allows FSS to have a more tailored approach to communications with consumers, as well as meeting GDPR and best practice guidelines.

13. Year of Young People and Young Scot Partnership



13.1 For the Year of Young People 2018 we partnered with Young Scot to create a branded microsite that targeted young people and gave advice on healthy eating, food safety, as well as a competition where students had to submit their #FreshersFoodFail. In total we had 64 competition entries. We also partnered up with student unions and societies and Edinburgh University displayed the campaign imagery on 44 digital

screens across campus. Young Scot also sent out information on the campaign through their fortnightly e-newsletter which has an extensive database reaching over 80,000+ young people.

14. Publications



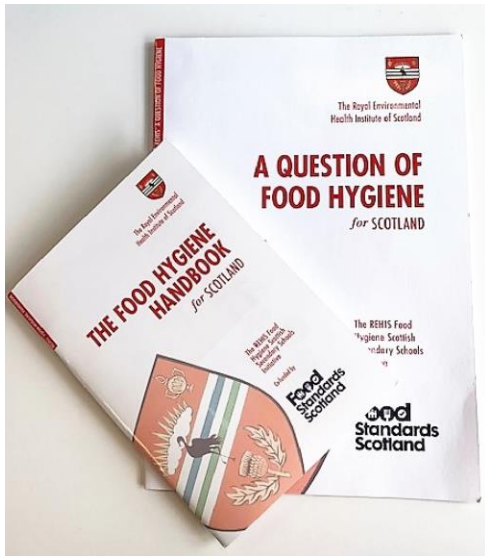
14.1 A number of key FSS publications were delivered during 2018/19, including the Annual Report, Lead on Farm leaflet, Situation Report and Menucal promotional flyer.

15. Education Resources



15.1 “Feeding Minds” was developed to give our education resources a more overarching idea and to house the resources under one banner, along with providing a clear and simple message - “Feeding Minds” with the strapline “Food education resources for teachers who have a lot on their plate”. Insight gathered from teachers at the Scottish Learning Festival event 2018, allowed us to focus on the best delivery platforms to promote our resources to teachers - Google Ads, social media (LinkedIn and Twitter) and YouTube. The campaign started in November 2018 through to the end of March 2019 and in that time our maximum monthly page views increased by 58% (February 2019 compared to October 2018), which is a good indication of the campaign’s success. The resources have also been promoted via email to both Local Authorities, on the recommendation of the FSS Board at the seminar in June 2018, and to NHS Health Boards, as a support tool to encourage consistency of teaching around healthy eating and food safety in schools. We continue to grow our teachers’ Facebook Page audience and promote the resources on the FSS Facebook and Twitter general pages.

16. Secondary Schools Food Hygiene Qualification



16.1 Last year through FSS sponsorship of the FSS/REHIS School Initiative, we gave 12,540 secondary schools pupils in Scotland the opportunity to take the SQA Level 5 National Qualification in Food Hygiene. From the 2018 evaluation, teachers considered that this course would have a medium to high impact on future work opportunities with 93% who undertook the evaluation indicating that their pupils which had put it on their CV had gained part time employment in local businesses. One teacher said *“We have pupils who have gained employment and been at an advantage with the certificate”*.

17. Internal Communications



17.1 We continue to work closely with the Senior Management Team to engage and deliver relevant and timely information to staff based in the office, in the field and those who work remotely. Regular internal communications channels are utilised, including Geoff’s Weekly Update, For the Field, The Standard, as well as arranging and supporting targeted field based staff engagement sessions and circulating key briefs on Brexit. 80% of office and 82% of field based staff think current internal communications are relevant to their role.

18. Brexit Planning



18.1 Communications around Brexit planning and preparations have been sporadic and fluctuating due to the uncertain political situation. However, in this reporting period, FSS developed content for Brexit-related issues with links to other resources on its website. This is constantly under review and more detail and information being added as and when this becomes available. Communications to staff, and in particular our large cohort of EU Nationals in the field, have been ongoing throughout the year in an attempt to provide reassurance and to demonstrate that FSS is preparing for Brexit, if it comes, and in whatever form it may take, so that consumers remain protected.

19. Defenders UK



19.1 The work of FSS was included in five episodes of the BBC Defenders UK programme in November and December 2018. Ian McWatt was the spokesperson and provided an overview of the work we do to protect the public in Scotland. The series was a ratings hit with an audience peaking at 1.6 million viewers and an audience share of up to 35%. In broad terms, a third of those watching TV at that time were watching Defenders UK. This is an exceptionally high percentage, with a volume that was significantly higher than the slot average. The series also scored well above average on Audience Appreciation, which means people not only watched it in large numbers, they also enjoyed what they saw. Due to the success of the programme FSS has been asked to participate in a further three series over the next 2 years. This will focus on FSS front line staff whose work protects the consumer and 2 local authorities to work in partnership on the new programme. Filming is currently underway.

ANNEX B

Food in Scotland Consumer Tracking Survey Waves 1-8: Data Tables Qs 7-8

Please note: cells highlighted in red indicate a positive, statistically significant change, whilst those in blue indicate a negative shift.

Q7: FSS1 SHOW LOGOS – FSS & FSA								
In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely.								
Had you heard of Food Standards Scotland before today?								
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
Base	1003	1000	1000	1000	1000	1002	1046	1069
	%	%	%	%	%	%	%	%
Yes	44	50	57	57	59	63	60	63
No	56	50	43	43	41	37	40	37

Q8: FSS2								
Which of these issues do you think Food Standards Scotland is responsible for?								
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
Base	450	495	562	576	586	624	630	669
	%	%	%	%	%	%	%	%
Net: Any food safety	86	81	82	84	83	82	81	77
Ensuring the food you buy is safe to eat	80	74	77	77	75	74	72	71
Promoting food safety in the home	57	51	49	55	56	60	53	53
Promoting and enabling healthy eating	49	45	49	50	49	49	46	46
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	35	33	34	39	39	40	35	34
Overseeing inspections of restaurants and other food businesses for food hygiene	63	62	62	64	60	61	59	62
Net: Any labelling	76	73	71	75	75	74	71	69
Nutrition labelling information on food packaging	58	57	54	56	54	55	56	51
Date labels, such as "best before" and "use by" labels	58	53	54	58	54	56	52	54
Country of origin labels, which identify where food comes from	49	48	44	52	52	47	49	49
Food authenticity – i.e. food is what it says it is on the packaging	65	62	62	67	64	63	62	62
Working with the food industry and business to improve standards	75	70	73	74	72	69	67	66
Allergen labelling on all food packaging								52
Other	*	*	*	*	1	-	*	-
Don't know	4	5	4	4	5	4	7	7
*note: labelling net does not include new code 'allergen labelling' in order to allow comparison with previous waves								

Q9: FSS3								
How much do you trust or distrust Food Standards Scotland to do its job?								
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8
Base	450	495	562	576	586	624	630	669
	%	%	%	%	%	%	%	%
Net: Trust	70	76	76	74	78	81	73	77
I trust it a lot	19	23	24	23	28	26	22	23
I trust it	51	53	52	52	51	55	51	54
I neither trust it nor distrust it	28	20	21	23	20	15	23	20
Net: Distrust	*	1	2	1	1	1	2	1
I distrust it	*	1	1	1	*	1	1	1
I distrust it a lot	-	*	*	*	*	*	1	0
Don't know	2	3	2	2	1	2	3	2

Q10: FSS4										
How do you rate Food Standards Scotland in terms of?										
Base W1 450 / W2 495 / W3 562 / W4 576 / W5 586 / W6 624 / W7 630 / W8 669										
			Top 3 box	Top 2 Box	Excellent	Very good	Good	Fair	Poor	Don't know
Working in the best interests of Scotland and people who live here %	Wave 1	450	79	45	15	30	34	9	1	11
	Wave 2	495	81	47	20	27	34	9	1	9
	Wave 3	562	83	53	21	32	31	9	1	7
	Wave 4	576	84	53	19	34	31	8	1	7
	Wave 5	586	83	53	20	33	30	7	2	8
	Wave 6	624	83	52	21	31	31	10	2	6
	Wave 7	630	77	48	18	30	29	7	2	14
	Wave 8	669	83	59	20	39	24	5	2	9
Providing the right advice about food and nutrition related issues which affect you %	Wave 1	450	77	42	11	31	34	12	1	10
	Wave 2	495	78	44	13	31	34	11	2	10
	Wave 3	562	77	47	16	31	30	13	2	9
	Wave 4	576	78	43	14	29	35	11	2	10
	Wave 5	586	77	47	16	31	30	10	2	11
	Wave 6	624	78	48	16	32	31	11	2	9
	Wave 7	630	74	44	15	29	30	8	3	16
	Wave 8	669	78	51	17	34	27	9	1	12
Being an organisation which responds quickly to problems related to food %	Wave 1	450	70	39	11	27	31	13	2	15
	Wave 2	495	75	42	15	26	33	11	1	14
	Wave 3	562	76	50	18	32	26	13	2	10
	Wave 4	576	74	44	16	28	30	10	1	14
	Wave 5	586	75	47	18	29	28	9	2	14
	Wave 6	624	76	46	18	29	30	11	1	12
	Wave 7	630	74	45	15	30	29	6	2	18
	Wave 8	669	78	54	16	38	24	5	2	16
Helping people to understand food labels and what's in their food %	Wave 1	450	76	42	10	31	34	12	2	10
	Wave 2	495	76	43	14	29	32	13	2	9
	Wave 3	562	78	48	14	34	31	13	2	8
	Wave 4	576	79	43	14	29	36	10	2	9
	Wave 5	586	79	46	16	30	33	11	2	8
	Wave 6	624	79	49	15	34	30	11	2	8
	Wave 7	630	72	43	15	28	29	10	3	15
	Wave 8	669	79	52	16	36	27	8	3	11
Ensuring that food in Scotland is safe to eat %	Wave 1	450	83	49	16	32	35	9	*	7
	Wave 2	495	86	53	21	33	32	8	1	6
	Wave 3	562	85	54	21	33	31	8	1	6
	Wave 4	576	87	57	20	37	30	7	1	6
	Wave 5	586	86	58	20	38	28	7	*	6
	Wave 6	624	86	55	21	34	31	8	1	5
	Wave 7	630	81	52	18	34	29	6	0	12
	Wave 8	669	85	59	20	39	26	6	1	8
Being the experts when it comes to food safety %	Wave 1	450	81	46	13	32	35	9	1	9
	Wave 2	495	82	52	21	31	31	11	1	6
	Wave 3	562	83	52	18	34	31	10	2	6
	Wave 4	576	84	52	20	32	32	8	1	7
	Wave 5	586	82	57	21	36	25	9	1	9
	Wave 6	624	84	56	22	34	28	9	1	6
	Wave 7	630	80	52	19	33	28	6	1	13
	Wave 8	669	85	58	23	35	27	5	1	9
Speaking to people in a way that's friendly and understandable %	Wave 1	450	72	37	11	26	36	11	1	16
	Wave 2	495	75	41	12	28	35	11	1	13
	Wave 3	562	77	44	15	28	34	9	3	12
	Wave 4	576	74	38	15	24	36	11	1	14
	Wave 5	586	72	42	15	27	30	12	2	15
	Wave 6	624	77	45	17	28	32	10	1	11
	Wave 7	630	71	41	14	27	30	8	1	19
	Wave 8	669	74	45	14	31	29	9	1	16

Being a dynamic and forward-looking organisation %	Wave 1	450	71	36	11	25	35	12	2	15
	Wave 2	495	69	35	12	22	34	13	1	18
	Wave 3	562	74	40	16	24	34	13	1	13
	Wave 4	576	68	36	14	22	32	14	1	16
	Wave 5	586	72	44	14	30	29	10	2	16
	Wave 6	624	71	41	13	29	30	13	2	14
	Wave 7	630	68	41	14	27	27	9	3	20
	Wave 8	669	73	46	16	30	27	8	2	17
Taking action when needed to protect consumers %	Wave 1	450	76	43	14	29	33	9	2	13
	Wave 2	495	78	47	17	29	31	12	*	9
	Wave 3	562	82	51	19	31	31	9	2	8
	Wave 4	576	81	48	20	28	33	9	1	10
	Wave 5	586	80	51	19	32	29	9	1	10
	Wave 6	624	81	52	19	32	29	10	1	8
	Wave 7	630	75	47	17	30	28	8	2	15
	Wave 8	669	79	54	19	35	25	6	1	14
Having the necessary expertise to help people in Scotland eat healthily %	Wave 1	450	79	41	14	26	38	9	2	10
	Wave 2	495	80	46	19	30	33	10	1	10
	Wave 3	562	77	47	15	32	30	14	3	7
	Wave 4	576	81	51	17	35	30	9	2	8
	Wave 5	586	79	51	18	33	28	9	2	10
	Wave 6	624	81	49	19	31	32	10	1	8
	Wave 7	630	74	48	14	34	26	9	3	15
	Wave 8	669	80	53	19	34	27	8	1	10
Providing useful food safety advice %	Wave 1	450	80	44	13	31	36	10	1	8
	Wave 2	495	82	47	18	30	34	11	1	7
	Wave 3	562	83	51	18	34	32	10	1	7
	Wave 4	576	83	50	16	34	33	8	1	7
	Wave 5	586	81	49	16	33	31	10	1	8
	Wave 6	624	84	53	20	33	31	9	1	6
	Wave 7	630	77	49	18	31	28	8	2	13
	Wave 8	669	83	55	18	37	28	7	1	8

ANNEX C

Social Media – Channel Data

	17/18 FY	18/19 FY	Change	April – Present 18	April – Present 19
TWITTER					
followers	3,169	3,848	Up 20%	3,429	4,025
net	897	652		233	177
engagements	13,517	10,970	Down 19%	3,740	2,595
Engagements per post	25.7	18.0		21.4	14.5
RT + RT with comment	1,620 + 211	889 + 190		259 + 45	203 + 55
replies	128	130		30	21
Impressions	706,672	947,406	UP 34%	289,414	193,500
Engagement rate	1.9	1.1		1.3	1.3
Sent	524	608	Up 16%	174	178
Received	1590	1960	Up 23%	548	297
FACEBOOK					
Page likes	10,231	10,712	Up 4.7%	10,392	10,875
net	822	536	Down 35%	136	186
engagements	112,538	68,656	Down 39%	19,733	12,237
Engagement per post	239.9	152.9		140.9	94.8
shares	6,863	1,565	Down 77%	407	1,019
comments	1,876	1,198	Down 36%	274	258
impressions	13,649,384	15,422,009	Up 13%	5,768,138	517,562
Engagement rate	0.8	0.5		0.3	2.3%
Organic impressions	1,192,886	843,873	Down 29%	207,532	372,351
sent	469	449	Down 4.3%	140	129
INSTAGRAM					
followers	262	424	Up 61%	282	464
net	104	162	Up 56%	20	40
engagements	531	1161	Up 119%	338	202
Engagement per post	9.5	7.3		10.9	4.2
impressions	15,356	39,459	Up 39%	8,560	8,015
	3.5	2.9		3.9	2.5
sent	56	157	Up 180%	31	47

Annex D

Stakeholder Survey – August 2019