



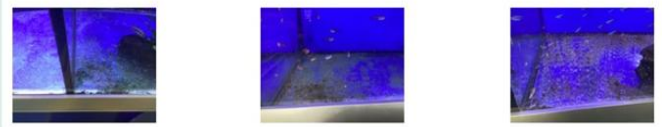
Background

Describe the ONE thing you want to work on
Inconsistent feeding practices—including overfeeding, underfeeding, and incorrect diet formulation—are contributing to system instability, fish health problems, and a decline in the quality of aquatic livestock provided to customers.

Look around you and observe what is happening.
What do you SEE or HEAR that tells us a story about WHY this is a problem worth working on?
The impact of the knowledge around feeding
See – Limited knowledge around proper feeding practices has resulted in excessive uneaten food accumulating in tanks and filter systems. This leads to dirty tanks, poor water quality, and significant negative impacts on fish health. Customers have raised concerns about the welfare of the fish, noting that the current conditions do not reflect good husbandry standards.

Hear – Colleagues are expressing concerns about how dirty the tanks have become, leading to increased scrubbing and siphoning to keep the systems clean. Water-test results show that these conditions can cause significant fluctuations in water parameters, creating an unstable environment for aquatic animals and contributing to higher fish losses. Customers are also commenting on the poor standard of care visible in our aquatics.

Why – We need to provide our team members with the same level of education on aquatics as we do for other pets, ensuring they understand the importance of completing feeding tasks correctly the first time. It is essential they recognise that different fish require different diets, and that feeding incorrectly can significantly affect tank standards, fish health, and ultimately customer confidence and sales.



What did this score in Choose ONE thing? (0-5)
8

Is it a BIG problem? Does it happen hourly, daily, weekly, monthly, rarely?
This is a big problem, and affects the store on a daily basis, it contributes to the care and maintenance of the system, and more importantly the health and wellbeing of our aquatics.

Is it a problem that exists elsewhere? Ask your colleagues, check the evidence base or local audit findings.
Yes – this affects every store in our business, but can also affect the care of the fish in our customers homes by not knowing the proper knowledge.

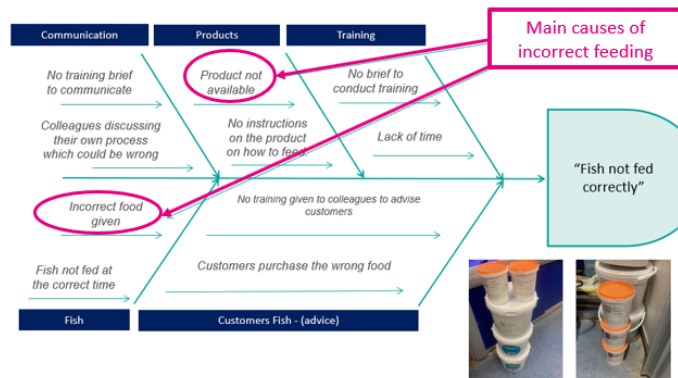
“Year to date we have sold 3.5 million fish, but there is no supporting documents to ensure they are fed correctly, resulting in the poor health and quality of our fish”

Diagnostics

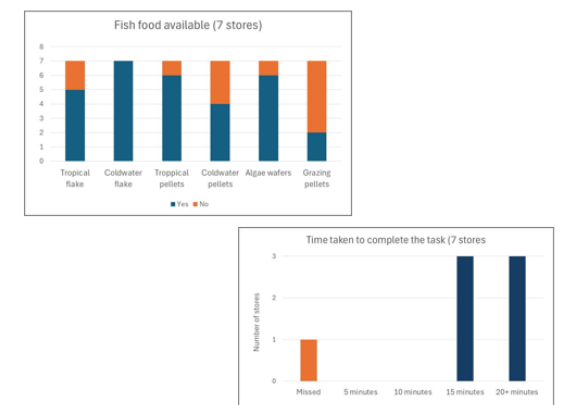
Process Map



Fishbone



Bar charts



Aim & Measurement definition

To ensure Aquatics are fed the correct diet to improve their health and wellbeing.

By the end of June 2026, I want to improve the knowledge around aquatic feeding, and ensure the teams understand the consequences of incorrect practices, reinforcing our commitment to putting the welfare of our fish first for both colleagues and customers.

SPECIFIC
MEASURABLE
ACHIEVABLE
RESULTS FOCUSED
TIME-BOUND

Aim: “To Ensure our teams have the support and knowledge available to ensure the correct feeding to our fish, to improve health and wellbeing” by April 2026

Chosen measure

Observations of feeding on my trial stores
Asked the question to every member of the store team “Do you feel confident feeding our Aquatics?”

I kept it simple with a yes/No answer

Observed the colleagues again after my chosen PDSA to see how the colleagues conducted the task.

Inclusions

To include colleagues signed off their pet training
To Include management

Exclusions

New people who have started their training.

Colleagues employed who are not required to sell pets as part of their contract

Sampling method and frequency

Question was asked to every member of the team prior to the change ideas

Change ideas

List all the ideas you could test:

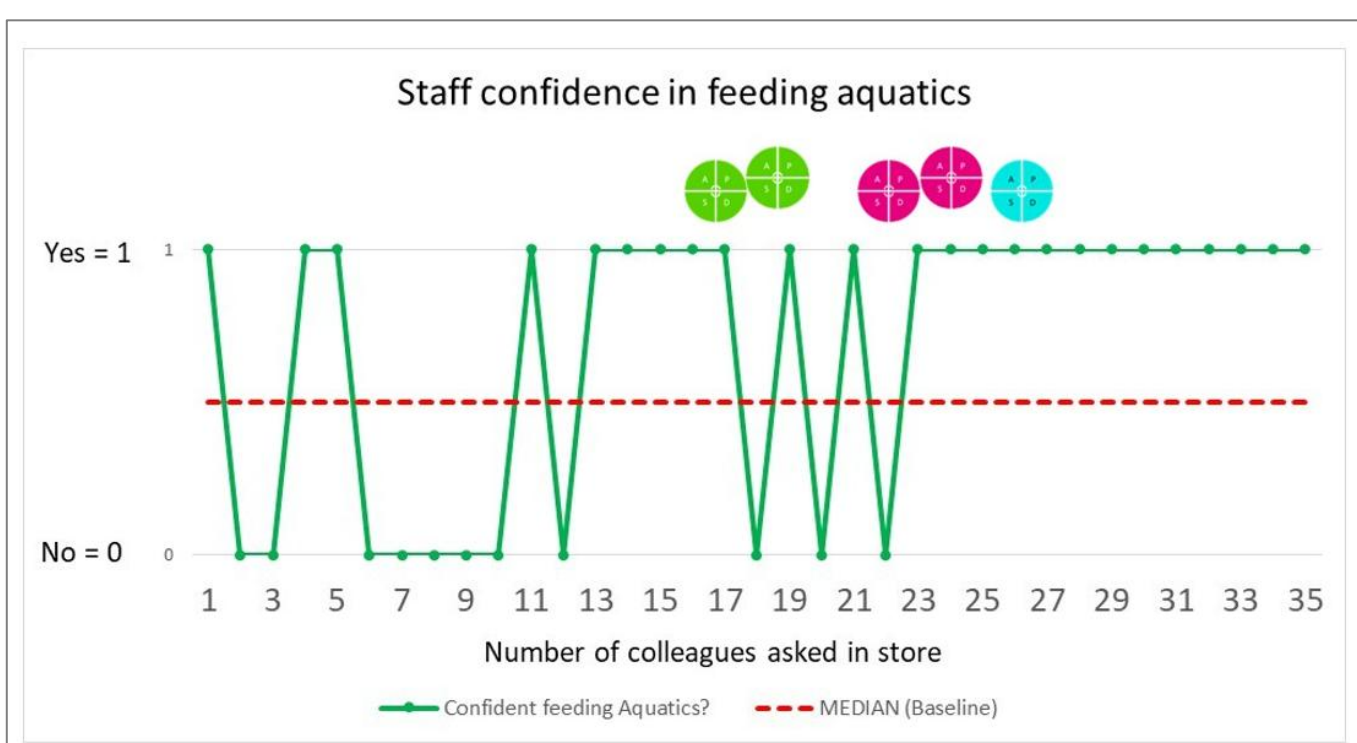
- A Brief to highlight exactly what fish should be fed and how
- In-store training – Face-to-face to ensure the process is communicated correctly
- A quick reference poster to display near aquatics to support as a back up
- An order guide so colleagues know what food should be in stock
- Asking my trial stores to monitor each other to see if the process has improved
- Training video



An iterative process

PDSA Test #	PLAN	Do	STUDY	ACT
1.1	Create a poster to highlight what species are fed what and how much to feed.	Create poster Place on the inside of the aquatic's door access Inform management to brief the team	Colleagues that saw the poster, reacted to the instructions, and fish were fed correctly. Not all colleagues were briefed so some missed the instruction	Decided to print every team member a copy to add to their lockers, so no team colleagues were missed.
1.2	Created poster.	Create poster Attach to colleagues' lockers so that the message is communicated to all	All colleagues were intrigued to see what was attached to their locker, so the brief was landed to everyone.	After seeing the result of this I also decided to revert to my ideas and create labels for the food.
2.1	Create labels for the 7 different varieties of fish feeding	Create each label to attach to each feeding tub as a quick reference guide	Colleagues reacted to the new label and did use it as a quick reference as they were feeding.	I feel that I can colour code the labels to match the
2.2	Amend the label to colour code the fish	Red – tropical Blue – Coldwater Green – Temperate Orange – Grazers	Colleagues mentioned how much easier it was to identify the food, everything was clear and easy to identify	No further actions required, colleagues felt much more confident in feeding.
3.	Create a detailed brief, so colleagues can increase their knowledge further	Detailed brief in the what and why around feeding	This was placed on the colleague room table, so if the team wished to top up on their knowledge during a break this was possible. Colleagues that read it loved the detail	No further action required.

Run chart



Summing up

CONCLUSION & LEARNING

I achieved my aim for all our teams to have the support and knowledge to ensure correct feeding of our fish by April 2026. My run chart clearly highlights the journey from varies levels of confidence with feeding to a statistically significant improvement in staff confidence occurred (13 consecutive data points above the median baseline $p=0.005$).

The team, initially unsure, lacking knowledge, and with little confidence around feeding—has transformed into a fully confident and well-informed group of 18. This was achieved after testing 3 change ideas over 5 PDSA test cycles. The results were confirmed through observation of how they conducted feeding. Everyone engaged with the additional brief I created and broadened their knowledge without needing any prompting. Using the data helped me refine and adjust my original plan. I'm very pleased with the outcomes and with the tools that allowed me to present my progress so effectively.

REFLECTIONS

What a journey this has been. I've learned so much, and using the tools provided to follow the Model for Improvement has given me clear evidence and quick prompts that ensure any future changes I plan are supported by structured steps and solid data. I now feel confident in a clear and organized way of working that not only showcases my plans and actions but also demonstrates that progress can continue even without my constant presence. This experience will support my development and help me continue progressing in my career.

Acknowledgements:

Heather Shearer, QIClearn Mentor

