



Better Business for All

*A local partnership between Businesses and
Regulatory Services to promote growth*

Tackling regulation together

How better regulation delivery is helping Cornwall's businesses grow, save time and money



Reducing the regulatory burden on business is a priority for the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP). That is why, back in 2013, we were so keen for Cornwall to be one of the 'early adopters' of a new Government initiative, Better Business for All (BBFA).

With Cornwall Council, Cornwall Chamber of Commerce, the Federation of Small Businesses and business representatives we are now setting an example to the rest of the country on how good, supportive regulation can contribute to business growth and competitiveness. In spring 2016, Cornwall was presented with the national Partnership Award in the Government's inaugural BBFA awards, recognising the business benefits we are delivering through genuine collaboration.

We have listened to what businesses have told us makes regulatory compliance difficult, costly and time consuming and we are tackling these issues head on, by creating practical solutions. We have heard from many businesses – from start-ups to some of the county's biggest players – that BBFA is helping them **save time and money, grow and be more competitive.**

Keeping the public safe clearly needs to remain the priority, but Better Business for All is also helping to create the right regulatory environment for businesses to thrive.

Sarah Trethowan,
Board Director, Cornwall and Isles of Scilly LEP

Better Business for All is helping Cornwall Council's regulatory teams meet the challenge of reaching a community of 50,000 businesses, of which 92% are micro-businesses. We are committed to bringing about a culture change within our regulatory teams, which span Environmental Health, Licensing, Trading Standards, Fire, Planning and Building Control, to create an environment that supports business goals and success.

We are very proud that, through BBFA, Cornwall's regulatory business support offer is now held up as an exemplar of best practice to the rest of the country. However, the best feedback we can get is from Cornish businesses- whether it's a timely response that enabled one of our biggest manufacturers to meet a tight deadline to **export its product** to a new continent, or specialist advice that helped a **start-up business** gain the necessary permissions and meet regulatory standards.

Cornwall Council is delighted to be part of the BBFA partnership and we are committed to creating the best possible regulatory environment that promotes business success, at the same time as protecting our communities.

Julian German,
Portfolio Holder for Economy and Culture, Cornwall Council

Changing perceptions to help businesses

One of BBFA's biggest challenges was to change perceptions of regulators. In a 2014 survey by the Cornwall & Isles of Scilly LEP, nearly one in seven (13%) of responding businesses said that they did not make contact with Cornwall Council's regulators because they were afraid of enforcement.

Through communication with businesses, including a series of films, BBFA has shown how good regulatory delivery can help businesses save money, save time and grow. Cornwall Council is also making its written communication more business friendly. A large-scale culture change programme is under way. This includes further staff training so that regulators understand business pressures and needs to provide effective regulatory business support, rather than just enforcement.

Case study: Cornish Pizza Company

The award-winning Cornish Pizza Company needed advice on labelling to **launch a new product** - a 'Make Your Own' pizza kit, which contains pizza dough base mix in a reusable glass Kilner jar.

"The Trading Standards advisor asked some very thorough questions and offered to check my artwork. This gave me **peace of mind** and reassurance."

Vicki Crwys-Williams,
The Cornish Pizza Company, St Agnes

"I welcome the culture change within Cornwall Council, particularly in relation to supporting start-ups as they probably fear regulations (and regulators) the most. If businesses are convinced that regulators are not primarily there to catch out and prosecute, but to help, then they will soon realise that compliance is not as difficult as they believed."

Roland Tiplady, Chairman, Ward Williams Associates

Case study: Nancarrow Farm

The owners of Nancarrow Farm approached Cornwall Council for planning consent to transform a Grade II listed mill house, old piggeries and a former milking parlour into destinations for weddings, corporate events and food and feast experiences. The diversification has **achieved a 12-fold turnover** for the business.

"With the future of the family farm at stake, it was crucial to get the development right and Cornwall Council's planning team took a very collaborative approach. We were very well supported by our planning officer, who recognised the potential for us to **grow our business** and support the local economy."

Steve Chamberlain,
Nancarrow Farm, Zelah



Springfields Fun Park and Pony Centre contacted Cornwall Council's Environmental Health team when they took over the visitor attraction. They have now been **awarded a 5 star food hygiene rating.**



“The team were there to help us, not to penalise us or use enforcement powers. Our food safety officer was very supportive and reassuring and that means a lot when you are new to something.”

Laura Cooper, Springfields Fun Park and Pony Centre, Newquay

Helping businesses navigate regulation

A key objective of the BBFA partnership is to make life easier for businesses. Before BBFA launched, more than half of businesses listed difficulties in finding what they need on the Council's website or getting hold of the right person for advice as their top regulation 'gripe'.

In response, Cornwall Council launched its Business Regulatory Support Service in January 2016. For the first time, instead of trawling through several different websites and calling individual teams, businesses now have a single point of contact for regulatory support.

Case study: Great Cornish Food Store

The Business Regulatory Support Service helped Cornwall Food and Drink to launch an ambitious project dedicated entirely to local food and drink. The timely advice meant the Great Cornish Food Store **met its deadline** of opening on the same day as its next door neighbour, Waitrose.

"From licensing to pest control, and food labelling to fire prevention, there was so much to consider and we could easily have become overwhelmed, and possibly spent more than we needed to, had we relied either on doing our own homework or employing a number of different consultants. The fact that the service **joined up the dots** for us was very useful."

Ruth Huxley,
Great Cornish Food Store, Truro



"It is really important for regulators to be approachable and commercially-minded to meet the needs of Cornwall's businesses. It can be very challenging for businesses to find out what licences and approvals they need in order to comply with regulation, so I welcome the move to create one service bringing together a range of regulatory advice."

Sonya Bassett,
Partner and Head of Corporate and Commercial, Coodes Solicitors



The Landlord of The Victoria Inn was one of the first customers of the Business Regulatory Support Service and was given bespoke support and advice on extending the pub kitchen and setting up a new vegetable preparation area.



“ Receiving this one to one advice has saved me time, money and in the long term will help me **grow my business.**”

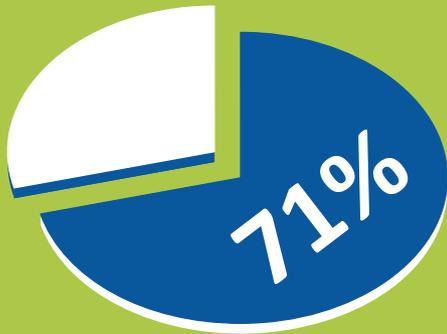
Mark Holden, The Victoria Inn, Threemilestone



45%

Increase

6,000 business calls to Environmental Health, Licensing and Trading Standards in 2015-16 (a 45% increase on 2014-15).



71% of businesses contacting the Business Regulatory Support Service are new enterprises.



★★★★★ 88%

88% of businesses who received Safer Food Direct services have achieved a 5 star hygiene rating (average 4.8).

600 businesses

received advice, support
and signposting in the first
6 months of the new
Business Regulatory
Support Service



of businesses that received Licensing Direct or
Safer Food Direct advice said they were very
satisfied with the service they received.



Cornwall Council regulators
carry out more than 50,000
interactions with
businesses a year.



Fire
Planning
Licensing
Building Control
Trading Standards
Environmental Health

Making licensing work better for businesses

Research by Cornwall Council showed that businesses find Government licensing application forms badly designed and difficult to understand. Up to 90% of licence applications sent to the Council are incorrectly completed.

Through BBFA, Cornwall Council launched Licensing Direct, which offers businesses advice before they apply and while filling out forms, as well as a new 'check and send' service.

At a national level, Cornwall Council is helping the Government with plans to reform outdated licensing laws, supporting a new, simpler approach to help businesses get licences quickly and easily, saving time and money.



Case study: Daddios

The Licensing Direct service helped Daddios, a new family pizza and grill restaurant in Liskeard, secure all the correct licences before opening its doors.

“I spent hours considering how to complete my restaurant government licensing application and looking for online support before I discovered the superb and comprehensive check and send service. Being able to talk to an officer who can help you complete the licensing forms offers **value for money** and, importantly, peace of mind.”

Liz Akkos, Daddios, Liskeard

Case study: Arc Live

Through Licensing Direct, event production company Arc Live secured the right licences for The Masked Ball in Porthleven, their most ambitious event ever, which featured DJs, live performances, food and drink and a village fete.

“Using the service meant we could talk to someone and understand exactly what information was required, resulting in us **getting it right first time**. It saved us lots of time and hassle.”

Alec Short, Arc Live, Truro



John and Lek Brady used Licensing Direct to ensure they had their correct licence in place before launching their **new start-up business** - Camborne's first Thai restaurant and takeaway.



“Using Licensing Direct meant we had our licence in plenty of time before opening and it was great to have the reassurance we were filling out the forms correctly. This service **saved me time, money and hassle** and importantly has given me and my family peace of mind in the first year of running our business.”

John Brady, Thai in Town, Camborne

Giving businesses more

A quarter of businesses that responded to a LEP BBFA survey said the Council's regulatory services should give more advice and information.

Good regulation delivery is not just about enforcement. It is also about helping businesses meet standards to save time, money and grow. Through its new Business Regulatory Support Service, businesses can now get a 'same day' service from advisors with a range of expertise.

Case study: St Enodoc Hotel

Former Masterchef winner James Nathan implemented the list of recommendations identified through the new Safer Food Direct service and the St Enodoc Hotel subsequently **achieved a five-star hygiene rating.**

"The Safer Food Direct advice was **really practical** and helped me to look at new ways of approaching tasks, allowing our business to save time, money and be more environmentally friendly with our use of labels too."

James Nathan, St Enodoc Hotel, Rock



Case study: Adrenalin Quarry Adventure Centre

Advice from Cornwall Council's Food Safety team is helping Adrenalin Quarry Adventure Centre's Retox Cafe **grow and improve.**

"We particularly appreciated the insight into future proofing what we built to allow for increased menu and custom. The food safety officer understood our needs and challenges in a practical way, and could see solutions that we would only be able to guess at. We are grateful to them for helping us to **get it right first time.**"

**Will Sneyd, Retox Café,
Adrenalin Quarry Adventure Centre, Liskeard**

Crantock Bakery contacted Cornwall Council for help with productivity issues as a result of a high number of false fire alarms. They followed advice to change some alarms to smoke detectors and heat detectors, which greatly reduced false alarms and **boosted productivity** in the factory.



“The officer helped us to understand what was happening and how to address it. Having him come on site has allowed us to focus on the things we needed to change and we have put all of his advice to good use. It has been a real success to link up with the Fire Service, not just for us but also to save the emergency service from having to attend unnecessary and costly false alarms.”

Tracey Weeks, Operations Manager, Crantock Bakery

What next?



Continuous improvement:

We will ensure the Business Regulatory Support Service continues to help businesses to succeed, becoming more productive and competitive



Accessible and streamlined support:

We will work closely with business support providers and integrate our business regulatory services into the Cornwall and Isles of Scilly Growth Hub



Supportive regulatory culture:

Through a deeper understanding of business pressures and needs, we will strive to develop better relationships between regulators and local businesses





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Better Business for All is a national initiative led by Regulatory Delivery, part of the Government's Department for Business, Energy and Industrial Strategy.

Better Business for All Cornwall is driven by the Cornwall & Isles of Scilly Local Enterprise Partnership, which is managing the programme along with small and large regulated businesses in Cornwall, the Federation of Small Businesses, Cornwall Chamber of Commerce, and representatives from a cross-section of regulatory services at Cornwall Council (including Environmental Health, Licensing, Trading Standards, Fire, Planning and Building Control).

Businesses can access regulatory advice from Cornwall Council on **0300 1234 212** or **businessadvice@cornwall.gov.uk**
Or visit the Cornwall and Isles of Scilly Growth Hub: **www.ciosgrowthhub.com**



**CORNWALL &
ISLES OF SCILLY**
LOCAL ENTERPRISE PARTNERSHIP

