

**DRAFT**  
**WLEP & WRS Regulatory and Business Partnership**  
**Converting Charter into Action Plan**

<b>Initiative</b>	<b>Purpose</b>	<b>Actions</b>	<b>Lead</b>	<b>Target Date</b>
<b>First Joint Business and Regulators Workshop</b>	Explore business' and regulators' initial interest, issues and ideas	Scoped out stakeholder process Inclusion of Regulation supporting Growth in WLEP Business Plan	WLEP & WRS	May 2012
<b>Regulators Working Group</b>	Established to co-ordinate and deliver information, guidance and support more effectively to help businesses - WLEP, WRS, Environment Agency, HMRC, HSE, Fire & Rescue Service, ACAS	Terms of Reference agreed Bi-monthly meetings Outcomes of Pathfinder Shared Learning Event considered/applied Priority Actions identified	WLEP & WRS & National Regulators	November 2012
<b>Regulatory and Business Partnership Charter</b>	Charter to establish a strategic framework of principles for regulation supporting business growth. Charter publicizes a firm statement of intent locally, nationally and globally. Charter cross reference to WLEP Business Plan	Charter launched at WLEP Conference "The Outlook is Bright in Worcestershire" (300+ businesses)	WLEP & WRS, businesses, national regulators	November 2012

<b>WLEP Board Champion</b>	Ed Webb, Webbs of Wychbold confirmed as WLEP Board Champion and Chair of WLEP Business and Regulation Sub Group	To champion business needs; steer joint working with local/national regulators; oversee Charter converted to Action Plan	WLEP	November 2012
<b>Business and Regulators Workshop</b>	Worcestershire business community, National Regulators, WLEP and WRS (35 representatives) to shape actions and priorities	Scope out first joint Charter Action Plan, priorities and targets	WLEP & WRS	March 2013
<b>WLEP Business and Regulation Sub Group</b>	<p>Sub Group formed to:</p> <ul style="list-style-type: none"> <li>• lead, co-ordinate, facilitate, monitor and review delivery of Charter and annual Action Plans</li> <li>• encourage an open, honest exchange and constructive challenge between regulators and businesses</li> <li>• facilitate feedback on experiences between businesses and regulators</li> <li>• provide a consultative mechanism to help regulators shape innovative service delivery to meet local business needs and promote business success</li> <li>• build a positive relationship between businesses and regulators that improves compliance and supports business growth</li> </ul>	<p>Business-Led Group LEP Board Champion (Chair) Delivery Focus Bi-monthly meetings</p> <p>Report initial Action Plan outcomes to Annual WLEP Conference and BRDO</p>	WLEP & WRS	<p>April 2013</p> <p>October 2013</p>

<p><b>Wider Business Engagement – stakeholder meetings</b></p>	<p>Charter and Action Plan promotion through generic stakeholders meetings/events as follows:</p> <ul style="list-style-type: none"> <li>• WLEP Board &amp; WLEP Business Board meetings</li> <li>• WLEP Business members/networks</li> <li>• Business membership organisations/networks/events – Chamber of Commerce, FSB, IoD, Mid West Rural Enterprises network</li> <li>• Key Trade Associations events/networks relating to priority business sectors</li> <li>• Seminars/workshops delivered/ attended by WRS/National Regulators prioritising the food chain</li> </ul>	<p>“How we can help your bottom line” - common scripts, texts, messages to adapt/deliver to various audiences. Co-ordinate and share regulator events. Target main audiences/priority networks</p>	<p>WLEP Business &amp; Regulator Sub Group WRS Regulators Working Group Business Member Organisations</p>	<p>April 2013 onwards</p>
<p><b>Communications</b></p>	<p>Target Charter and Action Plan promotion through generic communications channels as follows:</p> <ul style="list-style-type: none"> <li>• WLEP website</li> <li>• WRS website and Worcestershire authorities’ “Business Central”</li> <li>• WLEP Linked in and Twitter Groups</li> <li>• Links to National Regulators’ respective websites and social media channels</li> <li>• WLEP and WRS Press Releases</li> <li>• Co-ordinated relationship management across WRS/National Regulators</li> </ul>	<p>Show “How we can help your bottom line” - common scripts, texts, messages to adapt/deliver to various audiences. Co-ordinate and share regulator events. Target main audiences/priority networks</p>	<p>WLEP Business &amp; Regulator Sub Group WRS Regulators Working Group Business Member Organisations</p>	<p>April 2013 onwards</p>

<b>Business and Regulators Summit</b>	Promote initial Charter principles and strive to attain Action Plan outcomes. Constructive critical challenge of progress and set ambitions for next year	“Sense Check” Charter principles and progress with Action Plan with wider business audience and regulatory interests. Reaffirm/amend Action Plan and priorities	WLEP Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations	October 2013
<b>WLEP Annual Conference</b>	Promote achievements since Charter launch and ambitions for forthcoming year	Engage and sustain wider WLEP business involvement. Use Conference promotional channels to spread messages. “Sense Check” with wider WLEP audience to reaffirm/amend Action Plan and priorities	WLEP Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations	October 2013
<b>Business Needs Survey</b>	Undertake sample survey/analysis of Worcestershire businesses to identify business needs (alongside stakeholder engagement) and shape regulatory support, tools and products	Establish a benchmark for current business experiences of regulation. Establish baseline from which to measure future pace/effectiveness of planned actions and improvements	WRS	February – March 2013
<b>Create a Business</b>	Establish new, innovative Regulatory Delivery	Determining detailed	WLEP	April 2013 –

<b>Friendly Environment</b>	<p>Model:</p> <ul style="list-style-type: none"> <li>• accessible advice – Smart Phone, “Ask Reg” Phone app, links to ERWIN website, social media channels</li> <li>• website signposting – WRS/Business Central, WLEP, National Regulators, Business Member Organisations</li> <li>• website/publishable material in practical, simple language and pragmatic steps to aid self compliance</li> <li>• publish simple compliance code for business</li> <li>• “Single point of contact” - co-ordinate streamlined, constructive, synchronized risk-based regulatory support (WRS &amp; National regulators) as an effective, tailored relationship management approach for any one business with web-based support</li> </ul>	actions, tools and products which are responsive to business needs (survey and stakeholder discussions)	Business & Regulator Sub Group WRS Regulators Working Group Business Member Organisations	October 2013
<b>Business Lifecycle Development</b>	Develop business support mapped against the Pathfinder Business Lifecycle Stages – micros/start-ups, expanding existing SME businesses and large/corporates	Preliminary scoping of each business lifecycle stage to formulate consistent streamlined combined offer by all regulators	Business & Regulators Sub Group Local/National Regulators Group	September 2013
<b>Support for Micro/Start Up Businesses</b>	Pilot “First Steps” Model as scoped out under “Business Lifecycle Development” above	WLEP, WRS, National Regulators to test co-ordinated programme of consistent practical advice, information and support	Business & Regulators Sub Group Local/National Regulators Group	October 2013 – February 2014
<b>Support for existing</b>	Pilot “Expanding Business” Model as scoped	WLEP, WRS,	Business &	October 2013

<b>business, particularly SMEs</b>	out under “Business Lifecycle Development” above	National Regulators to test co-ordinated programme of consistent practical advice, information and support	Regulators Sub Group Local/National Regulators Group	– February 2014
<b>Primary Authority</b>	Promotion of advantages of Primary Authority scheme to meet needs of large/corporate businesses in Worcestershire	Host targeted and collective workshop for corporate businesses; Follow up 121s with companies	WRS	April – September 2013
<b>Business Support and Mentor Model</b>	Establishing an individual relationship between a lead regulator contact and business will build trust, confidence, transparency and consistency in providing tailored advice and support to help any business start, thrive and grow.  Businesses which have already achieved compliance as well as business member organisations can facilitate a business-to-business mentoring role to help other businesses comply.	Establish a business support team to coordinate regulatory advice and link with web-based signposts via ‘Business Central’, WLEP, WRS and individual National Regulators  Facilitate a Business Mentoring Scheme where businesses help other businesses with self-compliance	Local/National Regulators Group  Business & Regulators Sub Group	July 2013
<b>“Made in Worcestershire” Horticulture and Food Production Sector Pilot</b>	One of four priority business sectors for Worcestershire in WLEP Business Plan (significant financial output contributing to Worcestershire economy, exports across UK, increased focus on local provenance and food miles, investment in innovative technologies etc)	Identify Sector Working Group of key businesses (local producers/distributors, retailers, caterers) Trade associations (CoC, FSB,	WLEP, WRS, National Regulators, Local Businesses, Trade	July 2013

	Rural economy and “field/farm to fork” supply chain to be focus of Regulation supporting Growth initiatives (farmers, horticulturalists, food producers/manufacturers/distributors, edtailers, caterers, consumers) and innovative solutions (connect to Regulation as a Market Opportunity below)	MWRECIC, NFU etc) and Regulators (Defra, EA, Animal Health, HSE, HMRC etc)  Facilitate Business-led Networking Forum to look at the feasibility of an accreditation scheme  Draft scope of project	Associations, Business Member Organisations	
<b>Regulations as a Market Opportunity</b>	Explore opportunities to create new streamlined Regulatory Frameworks allied to new/emerging business markets. Focus on WLEP priority sectors i.e. Cyber Security, Food & Horticulture Sector (link to Pilot above)	Identify sector focus and key partners to work in collaboration. Draft scope of project	Business & Regulators Sub Group Local/National Regulators Group	July 2013
<b>Regulatory Culture</b>	Ensure regulators are competent, professional and consistent in working with businesses. Regulators intend to fulfill the Charter principles and work with businesses to deliver the Action Plan and individual initiatives. Reinforce consistency, access, knowledge, and awareness across the regulatory system (local and national) while strengthening cross-regulator working and co-ordination	Shared Practice Event for all WRS/National Regulators to update knowledge and experience across all regulatory fields.  Pilot a Worcestershire Trading Places Scheme where businesses and regulators swap places for a day to enhance mutual	Local/National Regulators Group	July 2013

		<p>understanding of barriers and opportunities</p> <p>Individual and team/organisational accountability through performance review and continuing professional development</p>		
<b>Regulatory Charter and Planning Charter Connect</b>	The Regulatory and Business Charter and parallel Planning and Development Charter both provide strategic frameworks and principles to steer culture change and initiatives which support business growth. While both focus on their priority actions, connections need to be made to help businesses receive clear, consistent advice on any development enquiry.	Explore and pilot co-ordinated approach around significant priority development sites as a means to pilot culture change for regulators and planners	WLEP WRS Business & Regulators Sub Group Planning Development Infrastructure Sub Group	April 2013 onwards
<b>Regulation supporting Growth Shared Learning with West Midlands LEPs, BRDO Pathfinders and other Champions</b>	West Midlands LEPs are sharing practical experiences and highlighting strategic issues and solutions about which they can collectively lobby Ministers and Government Departments. Regulation supporting Business Growth is one identified common theme which connects WLEP with one of the National Pathfinders (GBS LEP), BIS/BRDO and other LEP/Regulator Champions	Regular progress to be reported to WM LEP Executive Directors and Chairs	WLEP Business & Regulators Sub Group	April 2013 onwards