

**JOINT MEETING CABINET MEMBER FOR NEIGHBOURHOODS AND  
ECONOMIC REGENERATION AND DEVELOPMENT SERVICES**

**Venue: Town Hall, Moorgate  
Street, Rotherham**

**Date: Monday, 2 October 2006**

**Time: 11.30 a.m.**

**A G E N D A**

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chair is of the opinion should be considered as a matter of urgency.
3. Business Regulatory Partnership - Update for Year Ahead Statement - Key Commitment 45 (Pages 1 - 12)  
- Daniel Swaine, Trading Standards and Business Partnership Manager
4. Modernisation of Regulatory Services - Improvement Plan Update (Pages 13 - 26)  
- Daniel Swaine, Trading Standards and Business Partnership Manager

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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1.	<b>Meeting:</b>	<b>Joint Cabinet Member for Neighbourhoods and Economic Regeneration and Development</b>
2.	<b>Date:</b>	<b>2<sup>nd</sup> October 2006</b>
3.	<b>Title:</b>	<b>Business Regulation Partnership Update for Year Ahead Statement – Key Commitment 45</b>
4.	<b>Programme Area:</b>	<b>Neighbourhoods and Economic Development Services</b>

### 5. Summary

To provide a progress report on the development of the proposed Business Regulation Partnership in line with delivery of Year Ahead Statement Key Commitment 45

### 6. Recommendations

- 6.1 THAT THE POSITIVE PROGRESS IN ESTABLISHING A BUSINESS REGULATION PARTNERSHIP BE NOTED
- 6.2 THAT THE FINANCIAL IMPLICATIONS BE NOTED AND A FURTHER REPORT BE BROUGHT FOLLOWING CONFIRMATION OF THE MECHANISM TO PRIORITISE FUNDING TO THE INITIATIVE

### 7. Proposals and Details

The Service Improvement Review of Regulatory Services was carried out between November 2005 and January 2006. Completion of this review ensured delivery of Key Commitment 67 which was part of 78 commitments within the Council's Year Ahead Statement 2005/06.

The review identified 17 key actions which are outlined in the implementation action plan. This plan is designed to achieve SMART improvements which coincide with the delivery of more efficient and effective services in line with the Governments better regulation agenda. A key action arising from review is the establishment of a 'Business Regulation Partnership'. Implementation of the Partnership is number 45 of the key "Year Ahead" commitments for this business year. The Neighbourhoods Service Plan states that the Partnership has committed to having the partnership in place by December 2006.

The Partnership will provide businesses with a single point of entry to access advice on rules and regulations. Delivery of the Partnership is the responsibility of the Trading Standards and Business Partnership Manager. At the time of writing this report the following external organisations had confirmed participation:

- ACAS
- Business Link
- Commission for Social Care Inspection
- Health and Safety Executive
- HM Revenue and Customs
- Rotherham Chamber of Commerce
- South Yorkshire Fire and Rescue Service
- South Yorkshire Police
- The Environment Agency
- The Federation of Small Businesses
- The National Federation of Meat and Food Traders
- The Red Tape Team
- Valuation Office Agency

The Partnership aims to draw together the Council's regulatory services, external regulators and intermediaries that can support and advise businesses through a web-site providing links to a range of organisations. It is anticipated that once the Partnership is operational more organisations will participate.

In addition to the web-site a telephone contact number will be provided so that business enquires about rules and regulations can be made to one point of contact. This will ensure ownership of enquires and a Partnership protocol will be put in place to ensure enquires are properly signposted, followed up and dealt with. A draft copy of this protocol is provided with this report as Appendix 1.

The protocol document has been circulated to partners who are in the process of approving it. A meeting of partners has been arranged to take place at the Moorgate Crofts on 5<sup>th</sup> October and this will provide an opportunity to co-ordinate comments on the protocol in order that it be endorsed by all participants.

The Partnership will also provide six monthly newsletters to business advising on new rules and changes to regulations. These newsletters will aim to include information from all partners and businesses who wish to receive these documents

will be asked to subscribe to a mailing list coordinated by the Trading Standards Service.

As part of the Partnership approach ‘business rules’ events will also be undertaken, initially on an annual basis. These events will bring together regulators and intermediaries providing an opportunity for business to access face to face advice. These events will also provide an opportunity for organisations to engage with businesses and discuss changes to rules, policies and procedures. Work will continue with RIDO, the Rotherham Chamber of Commerce, the Yorkshire and Humberside Chambers of Commerce and the Federation of Small Businesses to ensure the Partnership and the ‘business rules’ events are marketed effectively.

To deliver the Partnership will incur costs outside current revenue budget. breakdown of these costs is provided the Finance Section of this report.

In conclusion significant progress has been made in the development of the Business Regulation Partnership. This is evidenced by the information provided in this report, the number of partners who have confirmed participation and the draft protocol. In light of the key commitment to deliver the Partnership by December and the funding issues identified it is suggested that interim funding be prioritised.

## 8. Finance

This report identifies the financial implications associated with deliver of the business Partnership. The annual cost for the Business Regulation Partnership is outlined in the following table;

<b>ACTION</b>	<b>COST £</b>
Partnership Co-ordinator post (Scale 6)	28,000
Annual publicity materials including:- newsletters promotional flyers invites to events advertising postage	6,000
Events room booking and refreshments	5,000
Partnership website	6,000
<b>TOTAL</b>	<b>45,000</b>

Discussions with the Rotherham Chamber of Commerce have shown support for the Partnership and this support, together with that demonstrated by the Head of RIDO, has identified the potential to obtain funding to meet the above costs as part of the Authority’s Local Enterprise Growth Initiative (LEGI) bid or as part of Local Area Business Growth Initiative (LABGI) (2 year funding). In addition the Rotherham Chamber has indicated that a financial contribution to the development of a web presence may be available, although this may require a change in original plans for a dedicated web site to one within the Chamber’s own. Decisions as to the external funding streams above will be made in December and the early part of 2007 respectively.

In order to identify if other intermediate funding is available to support the delivery of the Partnership ahead of the funding bid decisions above discussions will continue

with the Executive Director, Corporate Services. In addition, contributions will be sought from the other member organisations of the Partnership.

### **9. Risks and Uncertainties**

The Partnership supports the provision of effective, consistent and value for money service delivery. Failure to implement the Partnership will mean that key commitment 45 is not met. It will also mean that the opportunity to implement measures to deliver more efficient and co-ordinated regulatory services through Partnership working is lost.

Additionally the opportunity to increase business compliance by making it easier for business to engage with regulators and intermediaries will be missed as will the chance to strengthen links between regulators, businesses and intermediaries.

In section 8 above, the financial implications in the delivering the aims of the Partnership are highlighted. Full delivery, at this time is dependant on provision of either LEGI or LABGI funding. The assessment of bids for these funding streams potentially gives a funding gap for development of the Partnership until at least January which could impact on the delivery of the Partnership's aims e.g. web site development. Failure to draw additional revenue monies to fund the scheme will compromise the delivery of the aims of the initiative and contingency arrangements to pare down the scope of the partnership's delivery plan e.g. reduced promotional and advisory media to businesses, are being made to manage this risk.

Implementation of the Partnership will demonstrate the Council's capacity to develop regulatory services in line with the Governments Better Regulation agenda, the Hampton Review recommendations and the Better Regulation Action Plan. Additionally it will support economic growth in Rotherham by identifying ways of reducing the administrative burdens regulation imposes upon business, without compromising public protection.

### **10. Policy and Performance Agenda Implications**

Implementing the Partnership will help to ensure that regulatory services develop in line with the governments better regulation agenda. It will also help to increase public protection through facilitating greater business understanding and compliance. Additionally by making it easier for business to communicate with regulators and intermediaries it will contribute to the viability of commercial concerns and in this way aid economic regeneration and the sustainability of communities.

The delivery of effective and efficient regulatory services in Partnership with external organisations contributes to the Council's overall performance rating through performance indicators within the environmental services assessment framework. Therefore implementing measures aimed at improving these services and facilitating greater data sharing and co-ordinated working supports the drive for an improved CPA rating.

### **11. Background Papers and Consultation**

Key Commitment 67 - Review of Regulatory Services - Service improvement review  
Year Ahead Statement 2006/07 – Making A Difference

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# **APPENDIX 1**

**DRAFT**

**Rotherham Metropolitan Borough Council**

**Business Regulation Partnership**

**Protocol between partners**

**Approved:**

## **Introduction**

The purpose of this protocol is to provide guidance and a common understanding for how the Business Regulation Partnership will operate in Rotherham.

This protocol provides a framework for the scope and style of the Partnership and it will assist in ensuring that it remains consistent with its aims and objectives. Furthermore the experience of all those involved in the Partnership will inform the continued development of this protocol.

This protocol has been endorsed by:- (to be confirmed)

Rotherham Metropolitan Borough Council

ACAS

Business Link

Commission for Social Care Inspection

Health and Safety Executive

HM Revenue and Customs

Rotherham Chamber of Commerce

South Yorkshire Fire and Rescue Service

South Yorkshire Police

The Environment Agency

The Federation of Small Businesses

The National Federation of Meat and Food Traders

The Red Tape Team

Valuation Office Agency

## **Background**

The Council provides a wide range of services that regulate business. Examples of this are the licensing of pubs and clubs, the checking of weights and measures, food and health and safety inspections and the planning and development of buildings.

This 'regulation' can have significant impact on business, because they have to take time to fill in forms, obtain advice and show inspectors around to evidence that they comply. This government has recognised that this time places a significant administrative burden on business and this can impact negatively on their start up, development and expansion.

To identify ways of reducing these administrative burdens the Government published the Hampton report in March 2005. This report makes a series of recommendations which are being taken forward by the Governments 'Better Regulation Executive'. The fundamental driver underpinning this better

regulation agenda is that regulators move away from enforcement led service provision to advice led services working in Partnership with business.

To ensure our regulatory services continue to improve and develop in line with the better regulation agenda we have undertaken a service improvement review. This review specifically focused on services we provide that place administrative burdens on businesses and its findings will shape the way we deliver and develop our regulatory services.

The review made a series of recommendations under four strategic objectives. Each of these recommendations is outlined in an implementation action plan with measures and milestone for the delivery of key actions.

In order to accelerate the process of change and improve standards research was undertaken as part of the review on the development of a business Partnership. This approach is supported by the Rotherham Chamber of Commerce and RIDO. The following section of this protocol aims to summarise the Partnerships aims and objectives.

### **Aims and objectives**

The Partnership aims to improve communication between regulators, intermediaries and businesses. It provides the framework to enable the business community, the Council and partners to streamline the regulation process.

It aims to make it easier for businesses to understand and comply with regulation, reducing cost for businesses. It will mean fewer costs for businesses and greater confidence that they are getting it right and complying with the rules.

The Partnership also aims to be the focus for taking forward advice led service provision and making the services and the advice provided easily accessible for businesses. It aims to increase business compliance and public protection through effective, easily accessible advice and support.

The Partnership will support economic growth and foster enterprise by making it easier for business to show how they comply and also by making it easier for them to know who to turn to for advice.

The Partnership also supports the work being undertaken to attract businesses to invest and expand in Rotherham. This is on the basis that the Council and its partners can demonstrate a commitment to working with businesses to help them comply with rules and regulations.



## **Mission and Vision statement**

The Partnerships mission statement is as follows.

**INSERT DRAFT MISSION AND VISION STATEMENT ONCE DRAFTED BY BETTER REGULATION WORKING GROUP**

This statement has been approved by partners as part of the endorsement of this protocol.

## **Coverage**

The Partnership covers all aspects of business advice provided in Rotherham and South Yorkshire. It includes those organisations that regulate businesses and those that provide support to assist in growth and expansion. The range of partners is not exhaustive and new members will be added as the Partnership develops.

It is not the role of the Partnership to performance manage the partner organisations, or to provide any form of alternative advocacy arrangements on behalf of service users.

The Partnership will not require partners to respond to enquires and advice / service requests any quicker than their organisational service standards dictate. However partners will be expected to respond to enquires forwarded to them from the Trading Standards and Business Partnership Manager in a reasonable amount of time.

## **Partnership Board Composition**

The Partnership board will be the strategic body overseeing the development and administration of the Partnership. This board will comprise of representatives, or there deputies nominated by each of the respective partners. It will include representatives from across external partners and also representative from within the Council's regulatory services.

**Draft** terms of reference for the Partnership board are as follows:

*'To oversee the implementation and progression of the business Partnership and the strengthening of links between partners to facilitate co-ordination of activities, joint working and data-sharing'*

It is envisaged that the Board terms of reference will be endorsed by partners are part of the process of approving this protocol.

It is not the role of the Partnership board to performance manage the partners or scrutinise performance data. The role of the Partnership Board is as follows:

- To oversee the development of the Partnership
- To identify and endorse a consistent approach to the branding and identify of the Partnership
- To facilitate greater understanding of roles and responsibilities amongst regulators and intermediaries
- Identify opportunities for joint working
- Identify areas to increase data sharing
- Determination of the scope, format and style of business rules events
- Development and approval of business rules events
- Consideration of the business Partnership website format, style and content

### **Responsibilities**

#### *Partner organisations*

In forming the Partnership it was recognised that each partners has significant pressures placed upon them. These pressures can impact on the level of resources each partner has to contribute to the Partnership. The following outlines the anticipated input from each partner:

- Named contact within their respective organisation to support the Partnership approach
- Brief details of the services they provide to form part of publicity material promoting the Partnership, particularly for inclusion in the business Partnership website
- Links to their respective website from the Partnership web page
- Links from their respective website to the Partnership web page
- Participation in business rules events by providing publicity material, an information stand
- Contributing to business engagement workshops as part of the business rules events
- Giving information for inclusion in the Partnership newsletters
- Attendance at meetings of the Partnership when necessary
- To respond to enquires passed on my the Trading Standards and Business Partnership Manager within their own service standards
- To inform the Trading Standards and Business Partnership Manager of responses to enquires passed through to them

The points above outline the anticipated input of partners. At the time of writing this protocol the number of business rules events and newsletters has not been confirmed. It is anticipated the business rules events and the

newsletters will initially be piloted to measure effectiveness. However the timing of these is yet to be determined.

It is recognised that participation in the business rules events has resource implications for partners and in setting up these events the Councils Trading Standards and Business Partnership Manager will liaise with each Partnership board member to determine the most suitable date and time.

*Rotherham Metropolitan Borough Council Regulatory Services*

The following services from within Neighbourhood Services, Neighbourhoods Programme Area will participate in the Partnership:

- Trading Standards
- Licensing
- Food, Health and Safety
- Neighbourhood Enforcement

The following services from within the Planning and Transportation Service, Economic and Development Services Programme Area will participate in the Partnership:

- Development control
- Building Control

The responsibilities for each of these services will be the same as those outlined for partner organisations.

*Trading Standard and Business Partnership Manager, Neighbourhood Services and Neighbourhoods Programme Area*

The Trading Standard and Business Partnership Manager will have responsibility for the overall administration of the Partnership this will include:

- Production of the newsletters
- Maintenance and updating of business mailing list
- Arrangement of business rules events
- Administration of business Partnership website
- Arrangement of meetings of the business Partnership when required
- Liaising with partners and internal services in the development of the Partnership
- Co-ordination of joint working and data sharing initiatives through the Partnership board
- Administration and servicing of Partnership board meetings
- To co-ordinate enquires / service requests to the appropriate partners

- To follow up enquires passed through to partners and, where appropriate, inform enquirers of the progress made

### Better Regulation Working Group

The Better Regulation Working Group is a body of Officers from across Council services. This Group was established as a result of the findings of the service improvement review of regulatory services.

The Group oversees the delivery of the findings of the review and the modernisation of the Councils regulatory services in line with the government's better regulation agenda.

The Group will link to the business Partnership board in the following ways:

- Informing the matters to be considered by the Partnership board
- Referring appropriate matters for consideration by the Partnership board
- Enabling Partnership board members to participate in meetings of the group as and when necessary
- Strengthening links between partners and service providers to facilitate data sharing and co-ordinate joint working
- Providing a mechanism for business feedback to inform partners service delivery and service standards

### Elected member 'better regulation champion'

The Elected Member Better Regulation Champion chairs the meetings of the Better Regulation Working Group.

The Champion will also, when required participate on meeting of the Partnership board to advise and inform these meetings and provide an elected member and community leader perspective.

The responsibilities of the Member champion are:

- Attendance, where possible, to launch business rules events
- To assist in raising the profile of the business Partnership
- To foster engagement between partners and a wider range of elected members
- Promoting effective communication and positive working relationships amongst partners
- Foster cross-party co-operation to support the development of the business Partnership

## **Partnership Website**

The Partnership website will provide businesses with a single point of entry to access advice and guidance on rules and regulations. It will also enable business to access advice and support from intermediaries.

The development and implementation of the website will be done in consultation with partners. Updating and revision of the website will be the responsibility of the Trading Standards and Business Partnership Manager.

Changes to the content of the partnership website will be undertaken by the Trading Standards and Business Partnership Manager at the request of partners. Such changes are likely to be required to ensure information on the site stays up to date and remains relevant. Changes will also be made to promote / advertise business rules events and newsletters and any other relevant initiatives being undertaken by partners.

The Trading Standards and Business Partnership Manager will make arrangements for the partnership board to consider any **substantial changes** to the format, style or content of the partnership website. Substantial changes would include changes relating to how the site is branded, the information outlining the services partners provide and the relevant links or contact details.

It is recognised that management of the website is crucial to ensure it remains effective and up to date. This will be the responsibility of the Trading Standards and Business Partnership Manager, who will delegate the necessary administrative duties to appropriate staff.

Once the partnership is operational it is envisaged that development of the website will form of the work of the partnership board and also the better regulation working group.

## **Revision of protocol**

Any suggested changes to this protocol should be forwarded to the Trading Standards and Business Partnership Manager. Changes which are more significant than style or grammatical amendments will require the protocol to be distributed to partners for ratification.

It is acknowledged that this protocol is a working document and therefore the Trading Standards and Business Partnership Manager will work with all partners to ensure a shared understanding of its purpose and value.

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	<b>Joint Cabinet Member for Neighbourhoods and Economic Regeneration and Development</b>
<b>2.</b>	<b>Date:</b>	<b>2<sup>nd</sup> October 2006</b>
<b>3.</b>	<b>Title:</b>	<b>Modernisation of Regulatory Services – Improvement Plan Update</b>
<b>4.</b>	<b>Programme Area:</b>	<b>Neighbourhoods and Economic Development Services</b>

### **5. Summary**

To provide a progress report on the actions determined from the Review of Regulatory Services to modernise our services.

### **6. Recommendations**

- 6.1 THAT CABINET MEMBERS NOTE THE POSITIVE PROGRESS IN DELIVERING THE IMPROVEMENT PLAN TO MODERNISE OUR REGULATORY SERVICES**
- 6.2 THAT CABINET MEMBERS RECOGNISE AND SUPPORT THE ROLE OF COUNCILLOR McNEELY AS THE ELECTED MEMBER CHAMPION FOR “BETTER REGULATION” AND, IN DOING SO, NOTE THE TERMS OF REFERENCE FOR THE ROLE GIVEN IN APPENDIX 2.**
- 6.2 THAT A FURTHER PROGRESS REPORT BE PROVIDED AT A FUTURE JOINT CABINET MEMBER MEETING**

## 7. Proposals and Details

The Service Improvement Review of Regulatory Services was carried out between November 2005 and January 2006. Completion of this review ensured delivery of Key Commitment 67 which was part of 78 commitments within the Council's Year Ahead Statement 2005/06.

The review focused on regulatory services which impact upon business. The following services participated in the review:

- Trading Standards and Consumer Advice
- Licensing
- Neighbourhood Enforcement
- Food and Health and Safety
- Development Control
- Building Control

The following external agencies also participated in the review:

- Rotherham Chamber of Commerce
- South Yorkshire Fire and Rescue Service
- Health and Safety Executive

The review identified 17 key actions which have been captured and presented in the Improvement Plan attached to this report (Appendix 1). This plan is designed to achieve SMART improvements which coincide with the delivery of more efficient and effective services in line with the Government's better regulation agenda.

The Improvement Plan provides an up to date and accurate reflection of the progress made against the 17 key actions. Measures and milestones within the original action plan have been revised and this report aims to outline the progress made, areas where further work is required, and the potential costs associated with delivery of the actions.

Performance management of the Improvement Plan falls within the terms of reference of the Better Regulation Working Group. This Group comprises of key Council officers, external representation when necessary, and Councillor Rose McNeely as Elected Member Better Regulation Champion. Also attached to this report is a copy of a briefing note outlining the role of the Member Champion (Appendix 2). The establishment of this Group and the development of a Member Champion are part of the key actions arising from the review. This Group will also lead on the key action to develop a mission and vision statement for regulatory services.

A further key action arising from review is the establishment of a 'Business Regulation Partnership'. This partnership will provide businesses with a single point of entry to access advice on rules and regulations. It aims to draw together the Council's regulatory services, external regulators and intermediaries that can support and advise businesses through a web-site providing links to a range of organisations.

Implementation of the partnership is one of the Chief Executives key commitments for the year. The Neighbourhoods' Service Plan commits to the Partnership being

operational by December 2006. A more detailed report specifically outlining progress on the development of this partnership is a further agenda item.

In addition to the delivery of the Partnership, the Improvement Plan outlines a range of other actions which support the delivery of efficient and effective regulatory services. Key areas of progress are outlined in the following section of this report with the attached copy of the action plan providing overall progress.

To standardise and simplify guidance notes and application forms a pilot project has been undertaken by the Licensing Unit of Neighbourhood Services using 'Crystal Mark'<sup>1</sup>. The project aims to measure if revised documents are easier to complete and if this makes the process more efficient for businesses and Council officers.

This pilot project has identified that 'Crystal Mark' approval can be expensive for detailed documents. Therefore, if the pilot identifies that approval increases efficiency, it has been agreed that the Neighbourhoods Service Quality Champion liaises with the Head of Communications with a view to determining the most cost effective way forward and in doing so set the standardised corporate approach.

As a further part of the Improvement Plan the Trading Standards team of Neighbourhood Services is undertaking a pilot project to measure the impact of pre-notifying businesses of inspections. The results of this project are anticipated in October and subsequently these will inform service delivery and the use of pre-notification in other areas.

In conclusion, significant progress has been made to deliver the findings of the review of regulatory services. This is supported by the information within this report and evidenced by revised Improvement Plan attached. It is recognised that in delivering the review's recommendations further work is required, with a key issue being the availability of resources.

### **8. Finance**

This report identifies the financial implications associated with deliver of the Improvement Plan. The majority of these costs are associated with the key corporate commitment to deliver the 'Business Regulation Partnership'. The costs of which are outlined in a separate progress report that is also an agenda item.

As highlighted in this report costs have been identified regarding the 'Crystal Mark' process and further work is required to determine the most cost effective way to address this issue. At this stage delivery of the other actions within the plan are to be managed within existing revenue resources, however key actions relating to raising the profile of the Planning and Transportation Service and the use of business process re-engineering should form part of future reports to Cabinet Member.

### **9. Risks and Uncertainties**

The delivery of the findings of the Regulatory Review's findings will achieve improvements that support the provision of effective, consistent and value for money service delivery. Failure to implement these improvements would mean that an

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<sup>1</sup> Independent organisation fighting for crystal-clear language and against jargon, gobbledegook and other confusing language



opportunity to implement measures to deliver more effective and efficient regulatory services is lost.

Modernisation of Regulatory Services is critical to develop the Council's capacity to deliver the Government's Better Regulation agenda, the Hampton Review recommendations and the Better Regulation Action Plan. Additionally the opportunity to support economic growth by identifying ways of reducing the administrative burdens regulation imposes upon business, without compromising public protection, will be compromised.

As identified in this report delivery of the Improvement Plan will incur costs and if resources are not available then capacity to effectively deliver service improvements is limited.

### **10. Policy and Performance Agenda Implications**

The delivery of the Improvement Plan will help to ensure that regulatory services develop in line with the Government's better regulation agenda. It will also help to increase public protection through greater business compliance. Additionally by reducing the administrative burdens regulations can impose on businesses it will contribute to the viability of commercial concerns and in this way aid economic regeneration and the sustainability of communities.

Effective and efficient regulatory services contribute to the Council's overall performance rating through performance indicators within the environmental services assessment framework. Therefore implementing measures aimed at improving these services supports the drive for an improved CPA rating.

### **11. Background Papers and Consultation**

- Key Commitment 67 - Review of Regulatory Services - Service improvement review
- Elected Member 'Better Regulation' Champion Briefing note

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# APPENDIX 1

## MODERNISING REGULATORY SERVICES - IMPROVEMENT PLAN – PROGRESS REPORT

The plan outlines the progress made against the key actions for delivering the four strategic objectives arising from the review of regulatory services.

### KEY OBJECTIVE 1 – More effective regulatory compliance through informed successful business

Task Ref	Key actions	Target Date	Task Manager	Measure / Milestone	Status
1.	A Single point of entry for business to access regulatory advice and guidance	December 2006	Daniel Swaine	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>Established 18 potential participants of 'Business Regulation Partnership' May 06</li> <li>Formally invited participants June 06</li> <li>13 confirmed participation July 06</li> <li>Submitted information to support Local Area Business Growth Initiative / Local Enterprise Growth Initiative bid in consultation with EDS Aug 06</li> <li>Drafted partnership protocol Aug 06</li> <li>Established partnership board Sept 06</li> <li>Protocol circulated to partners Sept</li> </ul> <p><u>Further actions</u></p> <ul style="list-style-type: none"> <li>Meeting of partners to be held Oct 06</li> <li>Establish working group to develop web Sept 06</li> <li>Develop Website Nov / Dec</li> <li>Set up web links to internal and external web site Dec</li> <li>Partnership operational Dec 06</li> <li>Assess feedback to measure effectiveness Apr 07</li> </ul>	On target

## KEY OBJECTIVE 1 – More effective regulatory compliance through informed successful business

Task Ref	Key actions	Target Date	Task Manager	Measure / Milestone	Status
2.	Crystal Mark forms used in business regulation process to standardise and simplify	Licensing Service pilot – completion August 2006  Other Regulatory Services March 2007	David Stockdale  Bob Crosby Karl Battersby	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>Licensing service determined forms for audit Mar 06</li> <li>Revised forms Apr 06</li> <li>Submitted for crystal mark May 06</li> <li>Amendments made in line with 'Crystal mark' suggestions' June 06</li> </ul> <p><u>Further actions</u></p> <ul style="list-style-type: none"> <li>Awaiting 'Crystal mark' approval</li> <li>Complete survey of Crystal Mark effectiveness to commence Oct 06</li> <li>Results to measure impact of pilot Dec 06</li> <li>Development Control Service to implement National Planning application forms July 07</li> </ul>	On target
3.	Simplify regulatory guidance leaflets to produce at a glance guides available from the Council website through links	Trading Standards and Licensing Service pilot – completion – Oct 06  Other Regulatory Services March 2007	David Stockdale Margaret Statham	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>Trading Standards and Consumer advice service determined guidance notes for audit June 06</li> <li>Packaging regulations guide drafted in partnership with Waste Management – July 06</li> <li>Revise further forms July / Oct 06</li> <li>Development Control Service to produce validation checklists in line with Government advice on best practice. Jan - Mar 07</li> </ul> <p><u>Further actions</u></p> <ul style="list-style-type: none"> <li>Submit guidance leaflets for crystal mark if appropriate</li> <li>Consult partners views on revised forms</li> </ul>	Revised measures and milestone determined July 06  Trading standards to lead on revision of guidance notes as per timescale outlined  Further service area to follow subsequent to Trading Standards project – Better Regulation Group to determine appropriate service area

### KEY OBJECTIVE 1 – More effective regulatory compliance through informed successful business

Task Ref	Key actions	Target Date	Task Manager	Measure / Milestone	Status
4.	Website to raise the profile of services provided by the Planning and Transportation Service, particularly, Building Control and Local Land Charges to support continued commercial viability and the provision of business advice.	Sept 2006	Karl Battersby	<u>Progress</u> <ul style="list-style-type: none"> <li>Assess service against PARSOL objectives and set out action plan to achieve “excellent” standard Mar 07</li> </ul>	Revised measures and milestone determined July 06
6.	Improve efficiency and value for money service delivery through Business process re-engineering	Dec 2006	Bob Crosby Karl Battersby	<u>Progress</u> <ul style="list-style-type: none"> <li>Administrative review report presented to Head of Planning and Transportation Service Sept 06</li> </ul> <u>Further actions</u> <ul style="list-style-type: none"> <li>Implementation of recommendations: Mar 07</li> <li>Inclusion of Local Performance Indicators for validation of planning applications Mar 07</li> </ul>	Revised measures and milestone determined July 06

### KEY OBJECTIVE 2 – Efficient and Effective co-ordinated value for money regulatory services

Task Ref	Key actions	Target Date	Task Manager	Measure / Milestone	Status
1.	Increase business compliance through pre-notification of inspections / visits	Sept 2006	Bob Crosby Karl Battersby	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>Identify appropriate application of pre-notification policy June 06</li> <li>Trading Standards Service pilot for Pre-notification of Weights and Measures Inspections Aug 06</li> </ul> <p><u>Further Actions</u></p> <ul style="list-style-type: none"> <li>Analyse results of pre-notification by comparing to previous years compliance Oct 06</li> <li>Apply process to other regulatory services undertaking inspections/ visits – Better Regulation Group to determine appropriate service areas Oct 06</li> </ul>	<p>Revised commencement date of July 06</p> <p>On target for Trading Standards Pilot</p>
2.	Establish customer focus groups to widen consultation and customer engagement mechanisms	Aug 2006	Bob Crosby Karl Battersby	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>Licensing Service to set up customer focus groups as part of Gambling Act consultation</li> <li>Utilised Strategic Services and Chief Executives Department consultation support Apr / May 06</li> <li>4 Groups established June 06 <ul style="list-style-type: none"> <li>Young people</li> <li>Older people</li> <li>BME</li> <li>Multi faith</li> </ul> </li> <li>Agents forum established for Planning and Building Control service (Apr 06)</li> </ul> <p><u>Further action</u></p> <ul style="list-style-type: none"> <li>Trading Standards to liaise with Strategic Services / Rotherham Chamber / Federation of Small Businesses and RIDO to establish focus group for business as part of business partnership Oct 06</li> </ul>	<p>Revised measures and milestone determined July 06</p> <p>Licensing Service to pilot use of customer focus groups for Gambling Act consultation process</p>

### KEY OBJECTIVE 2 – Efficient and Effective co-ordinated value for money regulatory services

Task Ref	Key actions	Target Date	Task Manager	Measure / Milestone	Status
3.	Improve efficiency of IT systems	Commencing June, 2006	Bob Crosby Karl Battersby	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>• Planning and Transportation Service participation in Innogistic User Group Apr 06</li> <li>• Neighbourhood Standards System Administrator left RMBC July 06</li> <li>• Set up users group for Neighbourhood Services July 06</li> <li>• Neighbourhood Services identified System Co-ordinators July 06</li> </ul> <p><u>Further Action</u></p> <ul style="list-style-type: none"> <li>• Group to identify training needs for users Sept 06</li> <li>• Implement training programmes Oct 06</li> <li>• Protocols be revisited regarding data input/fault reporting Oct 06</li> </ul>	<p>Neighbourhood Standards System Administrator left RMBC July 06 target</p> <p>Revised measures and milestone determined July 06</p>
4.	Performance management implementation plan	May 2006	Bob Crosby	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>• Better Regulation Working Group to monitor performance of plan</li> <li>• Group established June 06</li> <li>• Monthly meetings scheduled Jun 06</li> <li>• Progress to be reported to Cabinet Member Neighbourhoods Sept 06</li> </ul> <p><u>Further Action</u></p> <ul style="list-style-type: none"> <li>• Future meeting of business partnership representatives to consider performance management framework for partnership</li> <li>• Develop performance framework to assess impact Jan - Apr 07</li> <li>• Discuss impact with Partners Apr 07</li> <li>• Report progress to PAMT May 07</li> </ul>	<p>Revised measures and milestone determined July 06</p>

**KEY OBJECTIVE 3 – The delivery and development of regulatory services in line with the Governments better regulation agenda**

Task Ref	Key actions	Target Date	Task Manager	Measure / Milestone	Status
1.	Establish Better Regulation Working Group to develop a consistent approach to the better regulation agenda	May 2006	Daniel Swaine	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>• Determined participants and first meeting held June 06</li> <li>• Terms of reference established June 06</li> </ul> <p><u>Further actions</u></p> <ul style="list-style-type: none"> <li>• Group to consider revised implementation plan July 06</li> <li>• External representation to be invited on an ad hoc basis</li> </ul>	Revised measures and milestone determined July 06
2.	Elected Member "Better Regulation" champion to drive forward the findings of the review	May 2006	Bob Crosby	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>• Role, responsibilities and remit of champion determined Apr 06</li> <li>• Champion nominated May 06</li> </ul> <p><u>Further actions</u></p> <ul style="list-style-type: none"> <li>• Champion to lead Better Regulation Working Group</li> <li>• Champion to attend LACORS event Sept 06</li> <li>• Champion to speak at meeting of Partners Oct 06</li> </ul>	On target

## KEY OBJECTIVE 4 - Consistent enforcement and inspection practices and improved regulatory outcomes

Task Ref	Key actions	Target Date	Task Manager	Measure / Milestone	Status
1.	A Clear mission and vision statement for regulatory service to evidence common values and purpose	April 2006	Bob Crosby Karl Battersby	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>Discussions undertaken within regulatory services and with partners to identify possible statement July 06</li> </ul> <p><u>Further actions</u></p> <ul style="list-style-type: none"> <li>Form of draft words to be identified by Better Regulation Group Sept 06</li> <li>Consultation to be undertaken with partners Sept 06</li> <li>Mission and Vision to be endorsed by RMBC Oct 06</li> <li>Business Partnership Board to consider mission and vision statement at meeting Oct 06</li> <li>Business Partnership to endorse statement Dec 06</li> <li>Integrate statement into regulatory services team plans Apr 07</li> </ul>	Revised measures and milestone determined July 06t
2.	The development of Safer Neighbourhood action group for the Town Centre	May 2006	Mark Ford	<p><u>Progress</u></p> <ul style="list-style-type: none"> <li>Terms of Reference agreed with partners July 06</li> <li>SRP Task Groups to be continued</li> <li>Linkage with Rotherham South NAG</li> <li>Schedule of meetings formulated</li> </ul> <p><u>Further Actions</u></p> <ul style="list-style-type: none"> <li>CIU to produce relevant priorities template Aug 06</li> <li>Manager for Town Centre Safety to be considered Aug 06</li> </ul>	Revised measures and milestone determined July 06



3.	Review and revise General Enforcement Policy in line with the LABREG Regulatory Compliance Code once the Better Regulation Executive have revised this code	2006 when guidance published	Bob Crosby Karl Battersby	<ul style="list-style-type: none"> <li>• <u>Progress</u> <ul style="list-style-type: none"> <li>• Obtain LABREG Regulatory Compliance code once published</li> <li>• Undertake review of Enforcement Policy</li> <li>• Produce revised code</li> <li>• Present to appropriate Cabinet members for Cabinet approval</li> </ul> </li> <li>•</li> </ul>	Awaiting publication of regulatory compliance code
4.	Cross service inter-working and greater co-ordination through increased awareness	April / May 2006	Daniel Swaine	<ul style="list-style-type: none"> <li>• <u>Progress</u> <ul style="list-style-type: none"> <li>• Better Regulation Group to develop awareness raising programme July 06</li> <li>• Programme commenced Aug 06</li> </ul> </li> <li>•</li> <li>• <u>Further action</u> <ul style="list-style-type: none"> <li>• South Yorkshire Fire and Rescue Service to provide presentation to RMBC officers on Risk assessment process Oct 06</li> </ul> </li> </ul>	Revised measures and milestone determined July 06
5.	Established key contacts for better data-sharing	March 2006	Daniel Swaine	<ul style="list-style-type: none"> <li>• <u>Progress</u> <ul style="list-style-type: none"> <li>• Established key contacts Feb 06</li> <li>• Circulated formal list Mar 06</li> <li>• Establish list of external contacts through development of business partnership July 06</li> <li>• Circulated external list to all key contacts Aug 06</li> </ul> </li> </ul>	Completed
6.	OPDM E-Government Priority Seven (planning / licensing functions integration) be met by the use of Regalion software	March 2006	David Stockdale	<ul style="list-style-type: none"> <li>• <u>Progress</u> <ul style="list-style-type: none"> <li>• Determined best method to meet target G7 and confirmed Regalion preferred option Feb 06</li> <li>• Revise application forms Feb 06</li> <li>• Confirm support costs Feb 06</li> <li>• Factor support costs into budget Mar 06</li> <li>• Implemented Regalion Mar 06</li> </ul> </li> </ul>	Completed

# APPENDIX 2

## **Terms of Reference**

### **ELECTED MEMBER 'BETTER REGULATION' CHAMPION**

The way that Council's regulate businesses is changing. A major Government policy drive is steering the way forward in line with the Better Regulation agenda.

The Council is responding to this and has recently completed a service improvement review of regulatory services; its recommendations providing the starting point for raising the quality and effectiveness of regulation without compromising public protection. The review covered services in both Neighbourhoods and Economic & Development Services that impact on businesses:- Trading Standards, Licensing; Food Safety, Workplace Health & Safety, Pollution Control, Building Control and Development Control. An Officer Task Group will take on the delivery of the review's action plan and implement of further improvements.

In addition the Cabinet has concurred that an Elected Member 'Better Regulation' Champion be sought to drive forward the review's findings. This document aims to provide guidance on the role and responsibilities of the Champion.

### **Eligibility**

The role of Champion is open to any Elected Member who has experience of, or an interest in, local authority regulatory services and a willingness to work with the relevant Cabinet Portfolio holders or other Scrutiny Members that oversee regulatory services.

It should be noted that the Local Authorities Co-ordinators of Regulatory Services (LACORS) is delivering a 'Member Champion' Scheme for regulatory services. A half day seminar is being held in London on 31<sup>st</sup> May by LACORS to launch the scheme and it is advised that attendance at this event would be helpful for the nominated Champion.

### **Potential role**

It is anticipated that the role of the Member Champion complements rather than impinges upon the responsibilities of Cabinet Portfolio holders, Lead Scrutiny Members and other elected Members with designated responsibilities.

The following outlines the potential role of the Member Champion and draws upon the LACORS guidance.

- To champion the development of regulatory services
- To raise the profile of better regulation signalling the Council's commitment to the issue
- To foster the engagement of a wider range of Members in the development of better regulation
- Promoting effective communication and positive working relationships both within the Council and amongst partners, stakeholders and community groups
- Promoting the positive work that is being undertaken, both at a regional and national level
- Providing positive support, and on occasions constructive challenge, to officers in driving forward the better regulation agenda within the Council

- To work with colleagues in other similar roles in local government to help co-ordinate policy development nationally (including participation in relevant events organised by the Local Authority Associations, LACORS and professional bodies)
- To support other Elected Members to deliver key strategies and better regulation
- To keep abreast of legal and policy implications of local authority regulatory work

### **Potential responsibilities**

The main responsibility of the Champion is to encourage communication, positive action, and to provide a focus with businesses and other partners to move the change plans forward. There is potential for the Champion to chair the proposed Business Regulation Partnership.

To fulfil their role the Champion needs to be able to:

- Foster cross-party co-operation and be able to positively engage businesses and community groups
- Understand and express the opinions and priorities of business and the community
- Recognise, understand and promote the Council priorities
- Lead and respond to the whole range of issues

It is recognised that the development of the 'Better Regulation' Champion needs to be linked to any Council wide Member champion initiative in furtherance of a consistent approach. It is suggested that the Champion provides an opportunity to raise the profile of regulatory services and evidence the Council's commitment to the Government's Better Regulation agenda.

Bob Crosby, Head of Neighbourhood Services

31<sup>st</sup> March 2006