

# CORNWALL & ISLES OF SCILLY

## LOCAL ENTERPRISE PARTNERSHIP

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**15 September 2014**

### **Cornish businesses play starring role in the future of regulation**

Cornish businesses are supporting a project to shape the future of regulation in the Duchy, by appearing in a series of videos commissioned by the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP).

The six videos, which were filmed in businesses around Cornwall, will be released over the coming weeks, from 8<sup>th</sup> September, on [www.business-pulse.co.uk](http://www.business-pulse.co.uk).

The films show how companies, including clotted cream producer Rodda's, construction consultancy Ward Williams Associates and Wadebridge eatery Little Plates, work with their local regulators. The videos were commissioned to support Better Business for All, an initiative between businesses and regulatory services at Cornwall Council.

The series launches with a film featuring Rodda's Export Executive Julian Hughes explaining how the company ships its clotted cream products around the world. Julian describes how Cornwall Council's regulators help the business navigate changing rules and regulations to meet each country's stringent export requirements.

Julian Hughes said: "Our customer supply demands our product delivers the best quality whether it's two or 2,000 miles away. Working with our local regulators means peace of mind for our customers, wherever they are in the world. It shows that we have been through the correct process, we've used the correct authority and delivered our product on time, in full and with the required standard."

Better Business for All aims to take a business-led approach to improving regulation and show how working with regulators can save businesses time and money, improve competitiveness and help them grow.

It will also encourage more businesses in Cornwall to seek advice from regulators without fear of enforcement activity.

Regulation takes many forms. It includes trading standards, environmental health, animal health, licensing, planning, building control and fire and community safety.

Better Business for All will make it quicker and easier for businesses to comply with the law and will ensure that regulatory staff better understand how businesses operate and the pressures they face. Plans include easier access to information, single points of contact, training for regulatory staff and lobbying Government on behalf of the business community to change legislation.

LEP Board Director Simon Tregoning said: "Reducing the regulatory burden on business is a priority for the LEP. Better Business for All is about business-led improvements to create a regulatory environment that promotes business success and provides public protection.

"I would like to thank all the businesses who are supporting our project by taking part in these videos. The films show how a good relationship between a business and regulators can save time and money and help a business to grow."

Mark Luxton, Assistant Head of Public Protection & Business Support (Environmental Health, Trading Standards and Licensing), said: "We are committed to improving and making it easier for businesses to access guidance and advice from Cornwall's regulatory services. Through these videos we are sharing how our staff are helping businesses to be successful in Cornwall.

"One of the aims of the films is to encourage more businesses in Cornwall to seek our advice without fearing enforcement activity. The videos show how regulators and businesses can work together and we hope they will inspire others to find out how we can support their growth."

Better Business for All is being managed by a steering group which includes small and large regulated businesses in Cornwall, the Federation of Small Businesses, Cornwall Chamber of Commerce, the LEP and representatives from a cross-section of regulatory services at Cornwall Council (including Environmental Health, Licensing, Trading Standards, Fire, Planning and Building Control).

Cornwall and Isles of Scilly LEP has been selected as one of just 11 early adopters of Better Business for All in the UK, a national initiative endorsed by the Better Regulation Delivery Office, part of the Department for Business, Innovation and Skills.

The films were made by Cornish media production company KernowPods.

### **Copy ends**

**Picture caption:** Rodda's is one of the Cornish businesses to take part in a series of LEP-commissioned videos focusing on regulation.

**Note to editors:**

**Cornwall and Isles of Scilly Local Enterprise Partnership**

The Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) was launched in May 2011. Private sector-led, it is a partnership between the private and public sectors and is driving the economic strategy for the area, determining local priorities and undertaking activities to drive growth and the creation of local jobs. [www.cornwallandislesofscillylep.com](http://www.cornwallandislesofscillylep.com)

Follow the LEP on Twitter @LEPCornwall\_IoS

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