

Better regulation, better benefits: getting the balance right

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 - End-users want better regulation: UK business, environmental, consumer, trade union groups all support our joint statement
 - Cases show simple good practices help get good results (3 Cs of clarity, commitment, compliance)
 - Reducing irritants, increasing knowledge and communicating effectively can make business perception as positive as possible
- **Results of new perceptions research**
 - Citizens do see a benefit from regulation
 - Irritants are more memorable than benefits
 - Perceptions have complex foundations
- **Further information**

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Background: why we did this

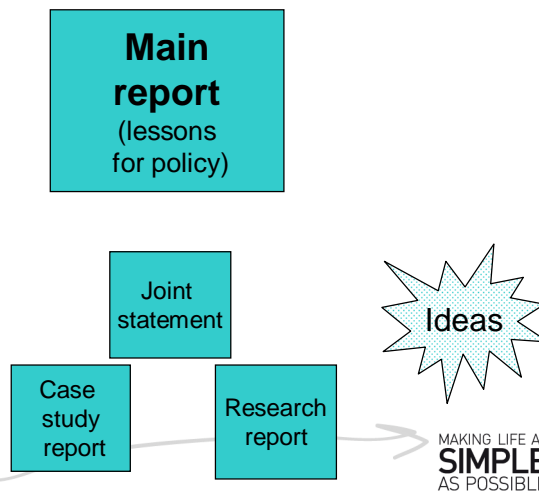
- Benefits are a key part of the equation, and worth thinking and talking about
- Shared interest of BRE and partners, with outsiders keen to get involved
- A way to prompt people to think differently
- Interesting times for regulatory reform, so BRE is devoting effort to thinking about big issues

Background: what we produced, and how

Processes



Outputs



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Better regulation helps secure benefits



On **smokefree law** England learned from others, using targeted interventions, high-profile communication and a summer introduction. Compliance is 98%, similar to Ireland, and burden seems less:
Ireland: 38 dedicated inspections per 100 premises
England: 28 inspections per 100 (often joined-up).

'**Safer food, better business**', a high-quality guidance and record pack, is linked to hygiene improvements, higher profits, less food waste and lower burden (**admin costs down 70%**, £156m value)

On **Control of Major Accident Hazards** regulation, UK won praise from a EU-wide evaluation for its guidance to help small firms comply - working with industry helps get safety standards viewed as world-class

Air quality is improving in the UK with EU regulation – changes since 1990 have brought each citizen 5 days extra life expectancy. A major change to permits means one process for 41 regulations, weight of guidance down 14kg, £76 million savings, and inspectors have more time to check medium and high risk sites

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End-users want better regulation



- We found widespread support for better regulation, so produced a **Joint Statement** stating that regulation has benefits, better regulation can help secure them, and all have a part to play in improving regulation
- Signatory groups represent business (BCC, CBI, EEF, FPB, FSB, IoD), consumers, environment (Aldersgate Group) and workers (TUC) along with Government and regulators

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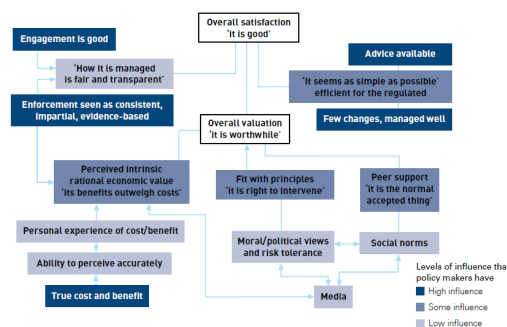
Cases show simple steps are key

All six case studies shared common-sense good practice - the 3Cs

- **Clarity** - of objective for the specific regulation maintained throughout
- **Commitment** – of time and resource to policy development and consultation
- **Compliance** – supporting businesses to comply

For better perceptions; reduce irritants, increase knowledge, communicate well

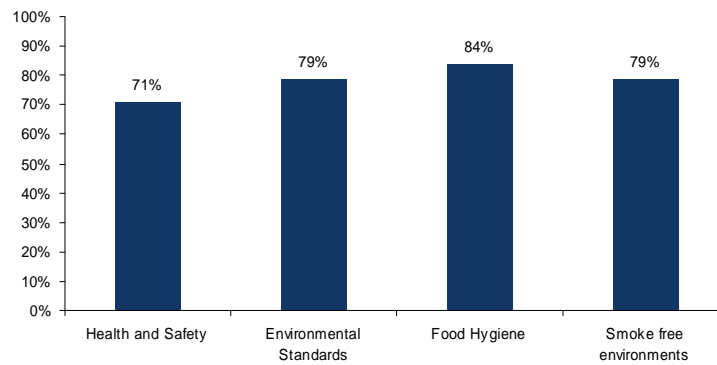
- Report highlights promising steps to improve business perceptions as part of a strategy
 - Irritants are memorable, so its good to remove them
 - Increase knowledge if the myth is worse than reality
 - Communicate: about improvements, with memorable stories, emphasising that compliance is standard
- However, different views on morality/politics/risk mean regulations won't be 'perceived good' by all the people, all the time



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Research: citizens see a benefit

Proportion agreeing that 'overall I think the benefits outweigh the burdens for this regulation'



Research: perceptions have complex foundations

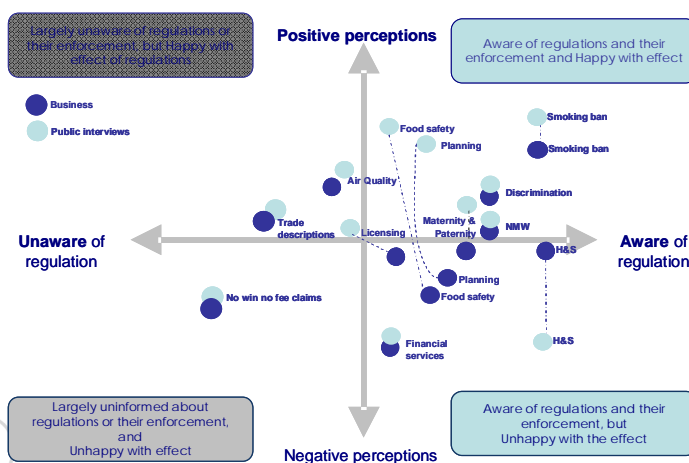


“Well it’s one of those things isn’t it; as a business owner I don’t want to incur the costs if my staff need the time off but do I want the benefits for my wife if she falls pregnant? Yes of course I do!”

(Business, Managing Director, ICT & Media, 0-50 employees)

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Research: ‘irritants’ are memorable



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Further information

Our next steps are:

- Communicating outputs of the project
- Working with the organisations signed up to our joint statement
- Welcoming new signatories
- Reflecting on these new ideas



All project outputs can be found on our website at:

<http://www.berr.gov.uk/whatwedo/bre/benefits/better-benefits/page53245.html>