

# Business perceptions of local authority regulatory services

**A survey of businesses conducted for  
the Local Better Regulation Office**

September 2008



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# Introduction



# Introduction

Ipsos MORI was commissioned by the Local Better Regulation Office (LBRO) to research the views and perceptions of businesses and consumers in England and Wales of how local councils and fire services enforce regulations for which they are responsible. The LBRO is a new, national body set up by the Government which aims to improve the effectiveness of local regulation and its impact on businesses and consumers.

The research was split into two parts to reflect the business and consumer issues separately. This report contains the findings of the business element.

In terms of the business community, LBRO wanted to get a better understanding of business' views in relation to the way regulations are enforced by local councils and fire and rescue services, specifically in the areas of trading standards, environmental health, licensing and fire safety.

With the business survey, the aims were threefold:

- To measure business satisfaction with local authority regulatory services and the fire service, where they have had direct experience of them;
- To ascertain businesses' views on the consistency of advice provided where they deal with several local authorities;
- To gauge how easy it is for businesses to comply with different areas of regulation.

A further strand of research was carried out to measure the views of consumers with a view to obtaining a baseline measure of satisfaction and confidence in local authority regulatory services. The results of the consumer survey are presented in a separate volume, which will be published in November 2008.

The fieldwork for both strands of research was conducted separately between mid-June and mid-July 2008 and a description of the methodology employed can be found in the appendix.

This research will play an important role in setting the LBRO's agenda for future work and will act as a baseline measure against which future success can be measured.

## Report Layout

The following pages contain a summary of the key findings from the business survey and the main body of the report looks at the findings for each question picking out the key themes in turn. The consumer survey results are covered in a separate report.

The appendices contain a note on methodology, a technical report, a guide to statistical reliability, a marked-up questionnaire showing the topline results of the survey, and copies of fieldwork materials.

## Interpretation of the Data

When interpreting the findings, it is important to remember that the results are based on the *sample* of respondents who took part in the survey and not the entire population of businesses in Great Britain. Consequently, results are subject to sampling tolerances, and not all differences between subgroups will be *statistically significant*.

Throughout the report, we highlight differences between subgroups of respondents – on the basis, for example, of business size or sector in the business results, or age or gender in the consumer findings. Differences are only commented on where they are statistically significant. A guide to statistical significance is included in the appendices. It is important to note that caution should be exercised with results based on less than 50 respondents, as large differences between data will need to be present in order for these differences to be statistically significant.

Where percentages in the charts or tables in the report do not add up to 100%, it is due to multiple answers, computer rounding and/or the exclusion of neutral, don't know or not stated responses. In addition, where percentages in the charts vary by one percentage point from those in the text, this too is simply due to computer rounding.

In the computer tables and report, reference is made to “net” figures. This represents the balance of opinion on attitudinal questions and provides a useful means of comparing the data for a number of variables. In the case of a “net agree” figure, this represents the percentage of respondents who agree with a particular issue, less the percentage who disagree with it. For example, if 33% of respondents agree that it is easy to comply with regulations and 54% disagree, the resulting “net agree” figure would be -21 percentage points.



Throughout the tables, an asterisk (\*) denotes a value greater than zero, but less than 0.5%.

### **Acknowledgements**

Ipsos MORI would like to thank Ffiona Kyte and Jane Martin at the LBRO for their help and advice throughout this project as well as the respondents who gave up their time to take part in both forms of the survey.

### **Publication of the Data**

As with all our studies, these findings are subject to our Standard Terms & Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of Ipsos MORI. This would only be refused on the grounds of inaccuracy or misinterpretation of the findings.

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# Executive Summary



# Executive Summary

Overall this survey of businesses in England and Wales has found that local authority regulatory services' understanding of business is the weakest aspect of their service, as shown in the chart overleaf in the score against knowledgeable. This gives cause for concern as this could have a knock-on effect of increasing the burden of regulation on business. This and the other findings, summarised below, is set within the context of two thirds of businesses being satisfied with the service they receive.

## Areas of regulation

Of all the regulatory services explored in this survey, businesses are most likely to have had contact with their local fire service regarding fire safety. In terms of contact with local councils, the most common areas of regulation are health and safety, food safety, standards and hygiene, environmental protection and licensing.<sup>1</sup>

The nature or reason for each contact is very much dependant on the area of regulation, for example, contacts involving inspections are most common in the fire safety, food safety and health and safety areas.

## Satisfaction with various aspects of service

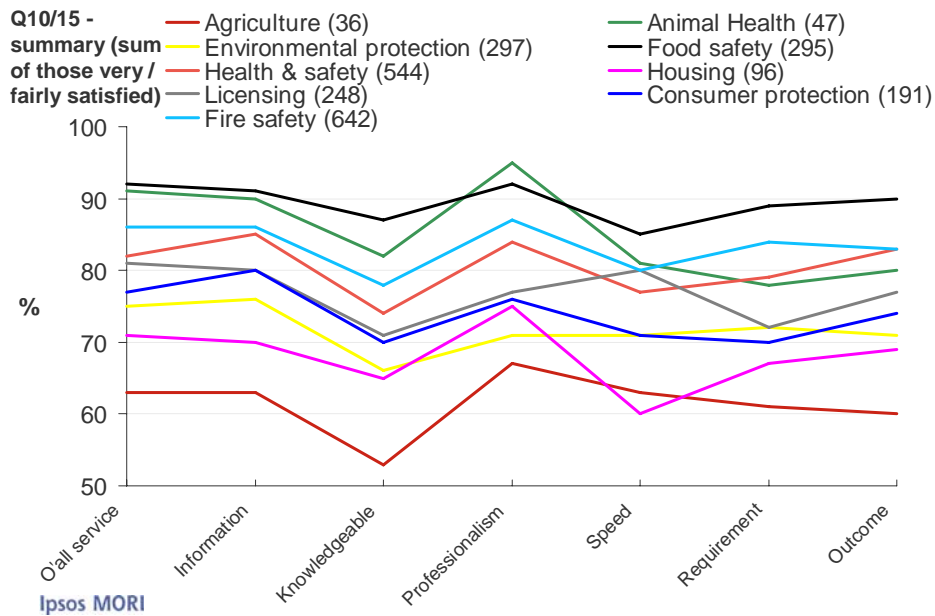
The vast majority of businesses agree that they have been treated fairly, especially in relation to fire safety, animal health, licensing and food safety. Similarly, the majority found the contact helpful.

The chart overleaf provides a summary of how the various areas of regulation fare in comparison to each other as far as customer service to businesses is concerned, and indicates that food safety has the highest ratings on all but one aspect of customer care.

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<sup>1</sup> The main body of the report looks at subgroup differences for these various reasons for contacting local councils but drilling the data down to this level means percentages are based on low numbers and so need to be seen as indicative only.

## Overall satisfaction



An area for potential action on the part of local councils and fire and rescue services is the fact that the vast majority (over 90% in most cases) of businesses say that their opinions have not been sought in relation to enforcement of the various areas of regulation. Housing is the area of regulation that fares best with one in five saying they have been consulted. It is worth noting that this level of consultation is likely to increase with the introduction of statutory surveys in England asking questions in these areas in order for local councils to obtain the data required for BERR's National Indicator 182 on satisfaction of businesses with local authority regulatory services (see below for more information).

### Consistency of advice

Almost all (eight in ten) businesses in this survey are in contact with just one or two councils and very few have been in contact with more than five. Given that in areas where there is both a district and a county council businesses may routinely have contact with two councils, questions regarding consistency of advice between local authorities were only directed at businesses that had contacts with three or more councils. Of these, over a third found the advice they received to be inconsistent.<sup>2</sup> This appears to be a pattern across all areas of regulation and indicates, albeit on the basis

<sup>2</sup> A 2005 survey conducted by the Local Authorities Coordinators of Regulatory Services (LACORS) of business perception of the Home Authority Principle found that 15% of respondents who had an 'agreed' Home Authority relationship believed that their business *may* have been given advice by a local authority

of low numbers of respondents, that there is an issue of inconsistent advice being given across different local councils.

Of those businesses in contact with three or more councils, 89 per cent did not have a home or lead authority relationship. A fifth of those businesses would be likely to enter into a primary authority relationship.

### **Important aspects of service**

In terms of the following aspects of service – providing an advisory service, taking a joined up approach to inspections and maintaining an ongoing relationship – all are seen as important by the majority of businesses. Provision of an advisory service in relation to regulations enforced by local councils receives the most support. The same pattern of results applies to what businesses see as important in relation to their local fire and rescue service.

### **Overall satisfaction and comparison of the burdens of different types of regulation**

Just under two-thirds of businesses are satisfied with the overall service provided by their council and this proportion rises to three-quarters when businesses are asked about their local fire and rescue service.

When asked about how easy (or otherwise) compliance with various areas of regulation is, businesses say that food and fire safety are the most straightforward and agriculture, animal health and housing regulation are rated as the most difficult. It is important to note though that very few respondents gave a view on these areas of regulation, as nearly all businesses (between 80 and 90%) said that they were not applicable to them.

For most businesses, the burden of complying with these areas of local regulation is seen as broadly similar to that imposed by areas of regulation such as planning, tax, employment and company law. One in five say local regulation is less of a burden while one in eight say it is greater.

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which appeared to contradict the advice given to them by their Home Authority. LACORS Business Perception Survey on the Home Authority Principe June 2005.

## Comparison with other survey data

BERR's Trading Standards National Performance Framework (TS NPF) provides comparative data for business satisfaction. The TS NPF has been collecting data annually across England, Wales and Scotland since 2005-06 although in relation to trading standards services only. Each local authority (or local council as they are referred to in this report) is required to consult with a representative sample of local residents and businesses on the service that they provide. The TS NPF provides indices of performance based on customer satisfaction and business satisfaction with trading standards service provided by local authorities. The table below shows the national average **business satisfaction index** score for all local councils compared with those derived from the LBRO/Ipsos MORI survey findings (using a score for consumer protection as a proxy for trading standards).

Measure	BERR's NPF average for local authorities		LBRO/Ipsos MORI survey 2008
	2005/6	2006/7	Consumer protection <sup>3</sup> only score
Business satisfaction Index	89.3	89.8	80.6 <sup>4</sup>

Future comparisons with the data obtained from this LBRO/Ipsos MORI survey will be provided by BERR's National Indicator 182, the data for which are due to be released in 2009 (although this relates to England only). The indicator measures whether businesses think they have been treated fairly and helpfully by local authority regulatory services.

<sup>3</sup> Consumer Protection is used here as a proxy for Trading Standards used for the BERR NPF index to enable comparison

<sup>4</sup> Figure is based on a low number of responses.



Using the calculation spreadsheet currently available on the BERR website<sup>5</sup> we can use the LBRO/Ipsos MORI survey data to obtain an indicator score for satisfaction with each area of regulation – these are shown in the table below.

Area of Regulation	BERR NI 182 equivalent Score
Food Safety	79%
Consumer Protection	72%
Licensing	72%
Animal Health	71%
Health & Safety	70%
Environmental Protection	67%
Housing	63%
Agriculture	59%
<b>Standardised NI182 score across all areas of regulation</b>	<b>69%</b>

At the base of this table is a standardised NI182 score (69%) – this is the mean score calculated from summing the individual scores obtained for the eight areas of regulation that were asked about in this survey, and dividing this figure by eight<sup>6</sup>.

The 2007 NAO/Ipsos MORI Survey of Businesses' Perceptions of Regulation<sup>7</sup> provides further comparative data. Specifically, that survey found that 33% of businesses agreed it is **easy to comply** with regulations in the areas of tax, planning, employment and company law and 55% disagreed. In comparison, this survey found that a majority of businesses found it easy to comply with each of the local areas of regulation<sup>8</sup> summarised in the table overleaf. Overall, this survey found that businesses find these areas of local regulation not as difficult to comply with but that they are a comparable burden to the areas of regulation explored in the 2007 survey.

<sup>5</sup> Please see <http://www.berr.gov.uk/bre/inspection-enforcement/implementing-principles/performance-indicators/page44058.html>

<sup>6</sup> Whilst this method of calculating this standardised NI182 score is the same as that which local councils will use when submitting their NI182 score, local councils will base theirs on the mean average score for **4 areas** of regulation, rather than 8. This is because the questionnaires are structured slightly differently. The 4 areas used for official submission of NI182 are: 'regulatory services'; 'trading standards'; 'environmental health'; and 'licensing'. The 8 specific areas that are used in this study are, however, all included within these 4 broader areas, which makes comparison possible. One exception to this is 'regulatory services', which was not included as a question in the LBRO/Ipsos MORI survey.

<sup>7</sup> For more information see [http://www.nao.org.uk/publications/nao\\_reports/06-07/0607615\\_technical\\_summary.pdf](http://www.nao.org.uk/publications/nao_reports/06-07/0607615_technical_summary.pdf)

Area of Regulation	Base size (N) <sup>9</sup>	% finding it easy to comply
Food Safety	371	85
Fire Safety	891	80
Licensing	362	74
Health & Safety	911	74
Consumer Protection	443	73
Animal Health	100	69
Environmental Protection	567	59
Housing	168	59
Agriculture	89	57

### Links to other surveys

**BERR's survey of small businesses**<sup>10</sup> is a telephone survey of several thousand small and medium sized businesses in the UK, carried out on an annual basis since 2003. It explores a range of areas including obstacles to business success. Of those reporting regulations as being an obstacle to success, a large proportion cited health and safety regulations as the main area of difficulty. Whilst not directly comparable to this survey, the small business survey provides important context for it.

The **UK Business Barometer**<sup>11</sup> shows that Government regulations are the second most severe problem that businesses face, behind the tax burden and shows that a majority disagree that the government consults well before regulatory change. The LBRO/Ipsos MORI survey explored the extent of consultation on how regulations are enforced by local authorities (rather than consultation on regulatory change – which is outside the purview of local authorities), so, whilst not directly comparable with the UK Business Barometer, it is interesting to note that the LBRO/Ipsos MORI survey shows that the proportion saying they had ever been consulted by their council about the enforcement of a particular area of regulation varied from 4% for agriculture to 21% for housing.

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<sup>8</sup> Some areas of regulation only apply to certain types of business and it is likely that some respondents for whom a particular area of legislation did not apply said it was easy to comply for that reason.

<sup>9</sup> Excludes those responding with “don't know” or “not applicable”

<sup>10</sup> <http://www.berr.gov.uk/whatwedo/enterprise/enterprisesmes/research-and-statistics/research-evaluation/business-surveys/page38370.html>

<sup>11</sup> For more information see <http://www.ukbb.ac/UI/home.aspx>

# Business Survey Findings



# Business Survey Findings

## Contact with local council and fire and rescue service

In order to identify the areas of regulation businesses have had contact with, we first presented them with a list of various services within local councils and fire and rescue services and supplemented this list with the specific areas of legislation for which each service has responsibility. Participants were then asked them whether they have had contact with each. The legislative areas presented were as follows:

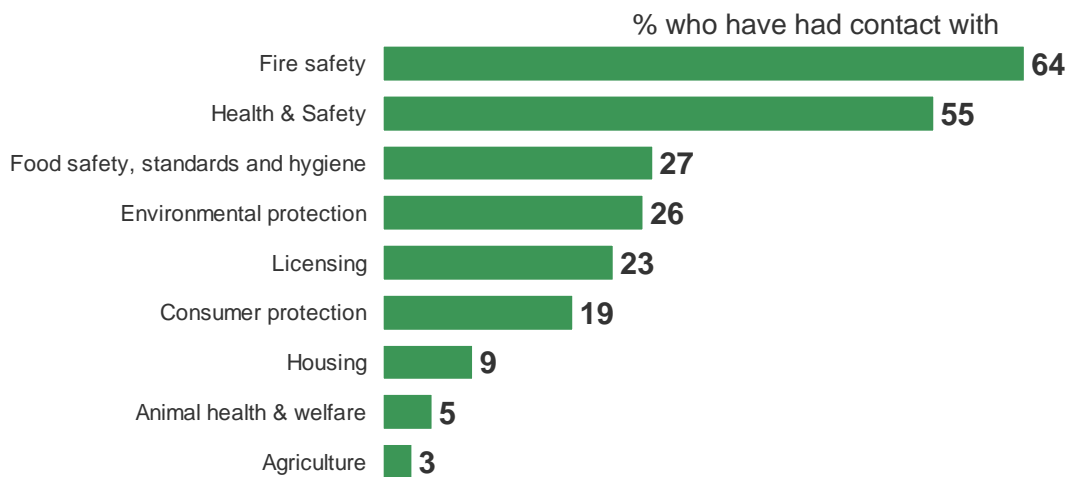
- **Agriculture;** for example fertilizers and feeding stuffs;
- **Animal Health & Welfare;** for example companion animals, farmed animals, animal trade/movement/ diseases and by-products;
- **Environmental Protection;** for example air, land, local environment and pollution;
- **Fire Safety;** for example in public buildings;
- **Food Safety, Standards & Hygiene;** for example marketing, labelling, manufacturing, preparation, importing storage and sale;
- **Health & Safety;** for example enforcement in offices, shops, or inspections done by local councils of commercial/service businesses but not inspections done by the Health and Safety Executive of industrial businesses;
- **Housing;** for example landlords, tenants, safety standards, deposits, multiple tenancy, health & safety;
- **Licensing;** for example regulation of people places and vehicles, alcohol, public entertainment, door supervisors, gambling, animals, under-age sales; and
- **Consumer Protection;** for example regulation of businesses, protection of customers, consumer credit, fair trading, product safety, scams, rogue traders, weights and measures.

## Subject of contact

The two areas businesses are most likely to have had contact with are, by some margin, fire safety and health and safety (64% and 55% respectively saying they had been in contact). This is not surprising as these areas of legislation are likely to apply to the majority of businesses, whereas of course others like animal welfare and agriculture are of course more specific.

## Contact with main areas of regulation

**Q6 - For each of the areas of rules and regulation I am about to read out, please tell me whether or not your business has had contact with a local council or fire service regarding that area of regulation?**



Base: 1,000 heads of business, 16th June - 18th July 2008

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Medium and large companies are far more likely than small companies, and the average, to have been in contact over environmental protection (44% and 56% respectively compared with 24% of small businesses and 26% overall). This trend is also noticeable in contacts over fire safety, with over nine in ten medium businesses (92%) and just under nine in ten large businesses (86%) in contact over this issue compared to six in ten (62%) small businesses. The table overleaf shows percentages of businesses who have had contact with each area of regulation broken down by business size. (Please note due to the low base sizes involved, these results need to be treated as indicative only.) Results highlighted in bold are significantly different from the total sample figure for that area of regulation. Further explanation of statistical significance is given on page 56.

### Proportion of businesses having contact in relation to each area of regulation by business size

Area of regulation	Business size			
	Total	Small (<50 employees)	Medium (50-249 employees)	Large (250+ employees)
Base size (N)	1,000	907	50	29
	%			
Agriculture	3	3	7	1
Animal health and welfare	5	5	3	1
Environmental	26	24	<b>44</b>	<b>56</b>
Fire safety	64	62	<b>92</b>	<b>86</b>
Food safety, standards & hygiene	27	26	36	37
Health and safety	55	55	50	52
Housing	9	10	7	4
Licensing	23	23	24	33
Consumer protection	19	19	24	17
<b>1 area</b>	<b>38</b>	<b>39</b>	<b>23</b>	<b>15</b>
<b>More than 1 area</b>	<b>62</b>	<b>61</b>	<b>77</b>	<b>85</b>

When looking at which sectors are more likely to be in contact with certain areas, the results are largely as one would expect: businesses in the hotels sector (83%) are far more likely than average (27%) to be in contact over food safety. The table below shows percentages of businesses who have had contact with the various areas of regulation broken down by business sector. (Please note again that, due to the low base sizes involved, these results need to be treated as indicative only.) Again, results highlighted in bold are significantly different from the total sample figure for that area of regulation.

Proportion of businesses having contact in relation to each area of regulation by business sector

Area of regulation	Business sector										
	Total	Agriculture	Construction	Hotels	Motor	Other	Production	Property	Public	Retail	Wholesale
Base size (N)	1,000	60*	90	70*	40*	100	70*	280	90	130	70*
* Note: low base size	%										
Agriculture	3	38	2	*	0	0	2	*	2	3	0
Animal health and welfare	5	54	0	2	3	0	0	2	*	5	0
Environmental protection	26	34	28	18	57	19	34	25	24	21	30
Fire safety	64	40	46	62	63	67	76	68	74	64	69
Food safety, standards and hygiene	27	42	4	<b>83</b>	14	<b>38</b>	9	14	31	<b>40</b>	15
Health and safety	55	43	55	<b>69</b>	60	51	50	49	60	<b>67</b>	49
Housing	9	13	<b>16</b>	5	3	4	3	<b>19</b>	4	3	*
Licensing	23	31	14	57	23	25	7	16	33	26	15
Consumer protection	19	16	13	22	<b>35</b>	17	13	17	16	25	28
1 area	38	23	<b>57</b>	17	29	37	45	43	37	31	47
More than 1 area	62	<b>77</b>	43	<b>83</b>	71	63	55	57	63	69	53

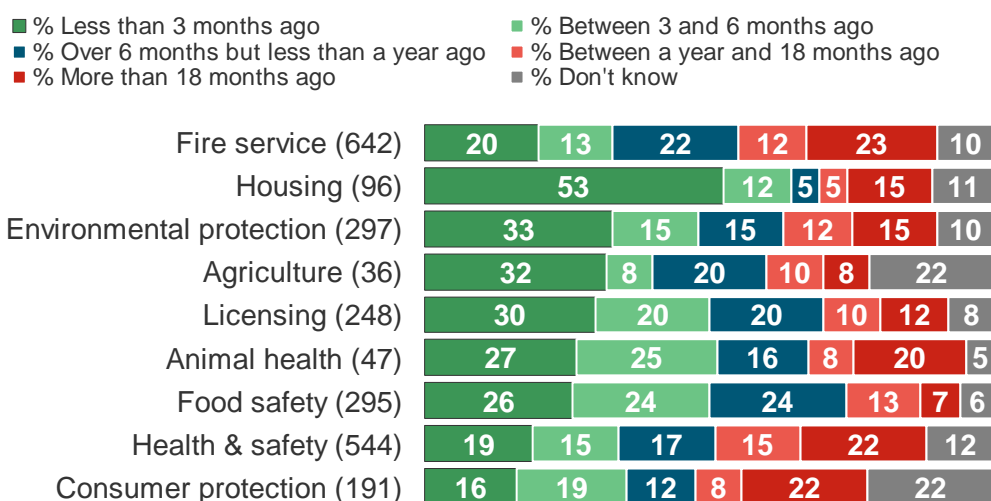


## Recency of contact

Businesses were asked when their most recent contact was for each area of regulation about which the business had contact. Of those making contact in relation to housing regulation over half (53%) had done so within the last three months. Consumer protection and agriculture both elicited the most “don’t know” answers (22%) whilst those citing animal health were the most likely to remember when the contact happened, with only one in twenty (5%) unable to say.

### Most recent contact

Q7/12 - When was your most recent contact with the local council with regard to...?



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At the aggregate level, whilst health and safety has been the subject of contact for more than half of the businesses, they have not necessarily had contact recently. One would expect this to be so, as health and safety compliance is a requirement for the vast majority of businesses. It is also important to note that responsibility for enforcing health and safety legislation is shared between local councils and the Health and Safety Executive (local councils have responsibility for non-industrial business premises, whilst the Health and Safety Executive has responsibility for industrial premises).

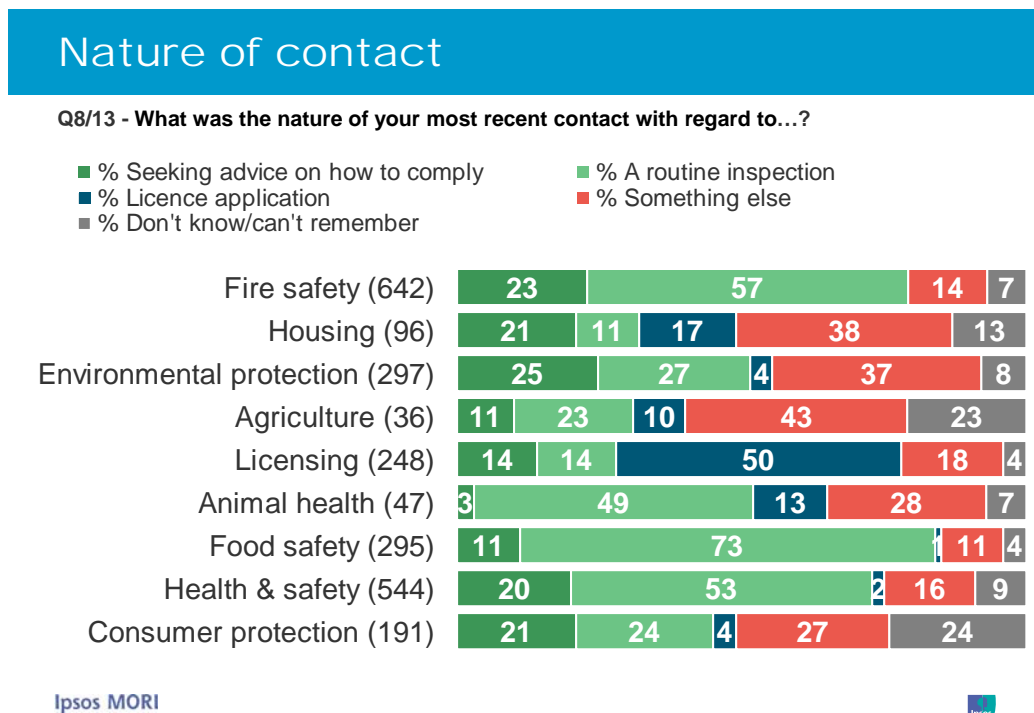
Contact about housing, whilst nowhere near as common as contact about health and safety, is more likely to have been recent.

Out of all the areas of regulation, businesses were most likely to have had contact about fire safety<sup>12</sup>.

### Nature of contact

Businesses were asked about what their most recent contact was about. As one would expect the majority (73%) who had been in contact over food safety said the issue was a routine inspection. The vast majority of contacts over fire safety were to seek advice or a routine inspection (making up 80% of the overall contacts).

As the chart below demonstrates, agriculture, housing and environmental protection produce the most responses that fell into a category other than seeking advice or a routine inspection<sup>13</sup>.



<sup>12</sup> These questions were asked after the ones we have just discussed despite covering the same topics. This was done to ensure the fire and rescue service was seen as a separate entity from the council.

<sup>13</sup> Despite the “something else” category being the largest single one for each of these three areas, the comments are all very particular to a situation and are not easily classified into larger groups. These comments can be seen in full in the data tables which are included as a separate technical volume which accompanies this report.

## View on contact with local councils

### Being treated fairly

Businesses were asked a series of questions about their views on the contact they have had with the council. The vast majority of businesses either agreed or strongly agreed that their business had been treated fairly. However, agriculture and housing were the two with the lowest positive ratings on this aspect – and highest negative ratings too (14% disagreeing for each). It is important to mention that the results for agriculture are based on a relatively small base size (33) and thus need to be interpreted with a degree of caution.

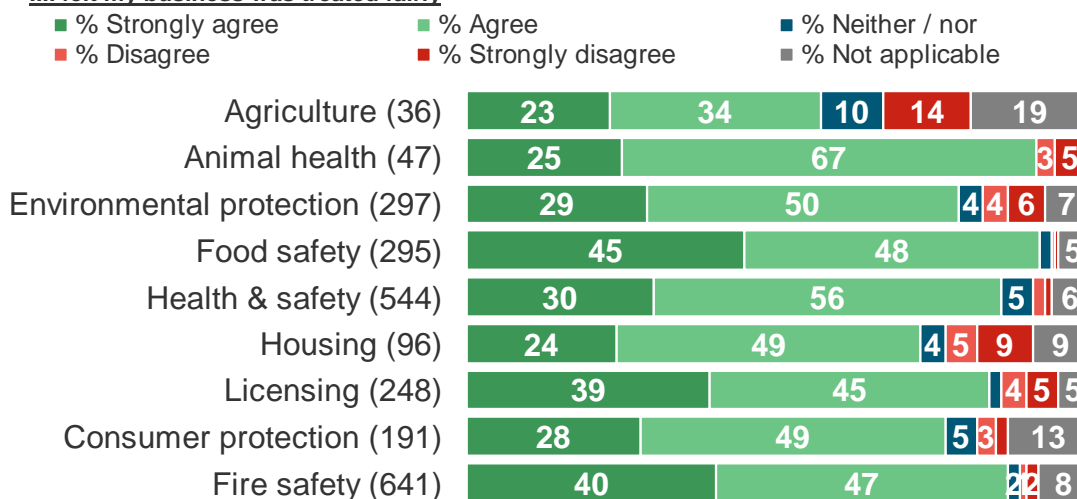
Fire safety was rated consistently well with nearly nine in ten (87%) agreeing their business had been treated fairly. This compares well to the other areas of regulation, with only animal health and food safety being rated higher (92% and 93% respectively). Contacts relating to food safety are seen to be the fairest – less than one percent disagree that they were treated fairly.

The results are remarkably consistent regardless of company size or sector.

## Fairness

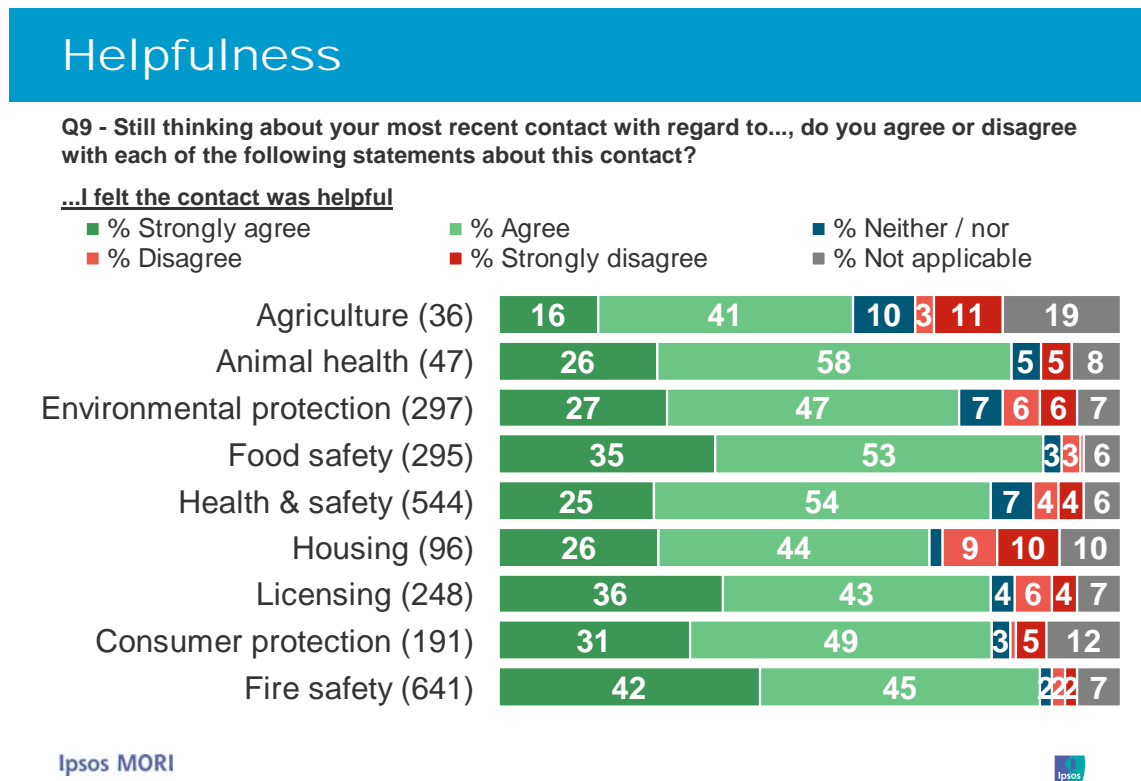
**Q9 - Still thinking about your most recent contact with regard to..., do you agree or disagree with each of the following statements about this contact?**

**...I felt my business was treated fairly**



## Helpfulness

When asked whether they thought the contact was helpful, the same pattern as above was maintained, with food safety and animal health being the most likely to be viewed positively and agriculture and housing the least likely (88% and 84% vs. 57% and 70% agreeing respectively). Fire safety (87%) is second only to food safety when you look at the overall number agreeing that the contact was helpful. However, it is the highest ranking when we look at just those who ‘strongly agree’ – 42%, compared to 36% for licensing and 35% for food safety.



Again, there are few differences between business types, indicating that, although not everyone found the services helpful, it is not the case that certain types of company perceive the service more negatively than others.

## Satisfaction with aspects of contact

Following questions on fairness and helpfulness of staff, businesses were asked to gauge their satisfaction with each of the following aspects of customer care:

- The overall level of service provided;
- That the information given was easy to understand;
- That the officer was knowledgeable about your business's situation;
- The courteousness and professionalism of the officer;
- The speed and timeliness of the service;
- That the officer explained what you needed to do to comply and what was a legal requirement; and
- The final outcome.

For contacts relating to food safety, in all but one of the categories more than half the people profess to be 'very satisfied' with each aspect of the service.

Satisfaction with the various aspects of fire safety service is very consistent. Interestingly, fire safety displays a very high level of 'very satisfied' businesses across all categories but does not quite reach the heights of combined satisfaction seen with animal health and food safety.

One intriguing aspect of the fire safety ratings is the almost complete absence of dissatisfaction. All of these categories are 2% or below, with most being one or less than one percent.

## Overall level of service

In terms of the overall level of service, contacts in relation to food safety and animal health lead the way with more than nine in ten saying they were satisfied (92% and 91% respectively). That is not to say, however, that customer service for other areas of regulation were rated poorly. For example net satisfaction levels (those who are positive minus those who are negative) for agriculture and housing are a little behind the other areas although they are still at 50 or above (50 and 57 respectively).

Businesses in the production sector (68%) and 'other' sector (69%) are significantly more likely than average (55%) to be very satisfied with the overall level of service in

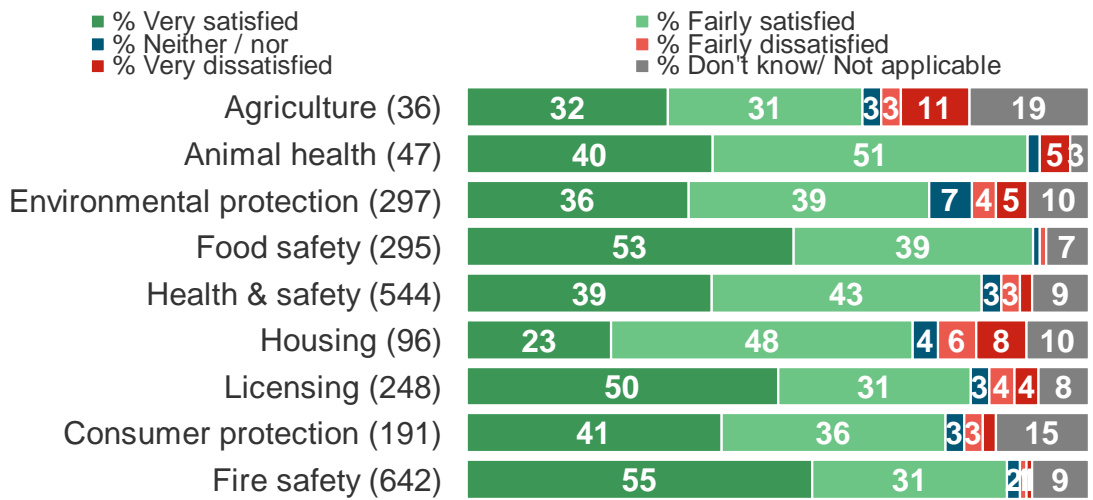
relation to fire safety. Large businesses are also significantly more likely to be very satisfied with this aspect than small businesses (76% vs. 53%).

This pattern is repeated for almost all the aspects of the service provided in relation to fire safety. Businesses in the production sector are most likely to be 'very satisfied' as are large companies.

## Overall service

Q10/15 - Still thinking about your most recent contact with regard to..., how satisfied or dissatisfied were you with the following aspects of service?

...the overall level of service



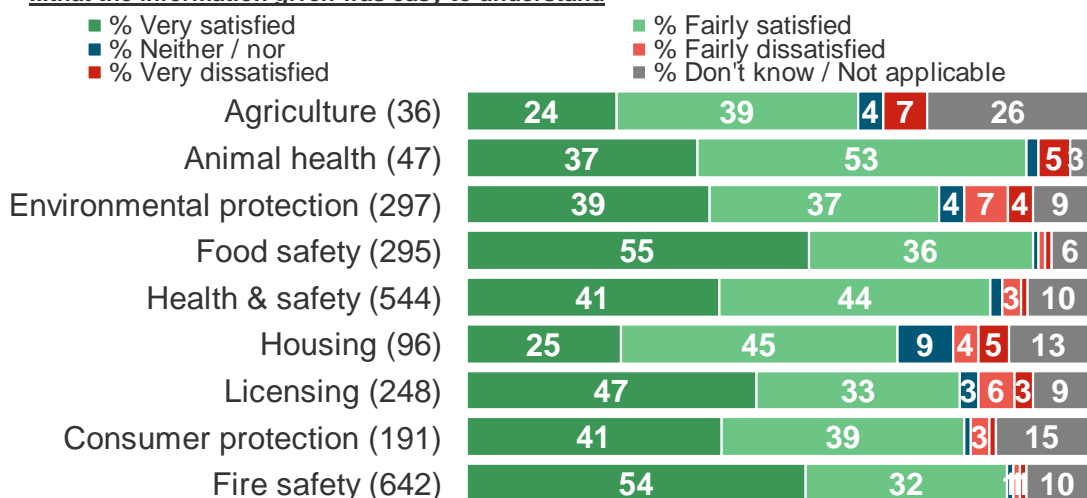
## Ease of understanding information given

The areas of regulation remain in roughly the same ranked order when looking at how easy it was to understand the information provided with food safety once again the most highly rated (91% satisfied). Housing and agriculture are the two worst rated, although, as before, still rated relatively well.

## Ease of understanding the information

Q10/15 - Still thinking about your most recent contact with regard to..., how satisfied or dissatisfied were you with the following aspects of service?

...that the information given was easy to understand



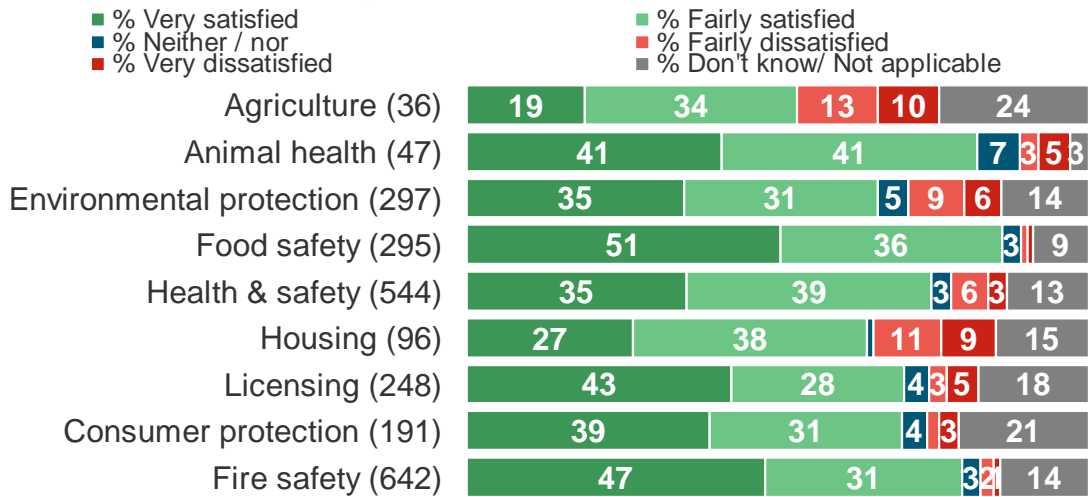
### Knowledge of officers dealing with contact

Whilst the same overall pattern of the areas of regulation is maintained, all the scores are lower when businesses were asked to rate the knowledge of the officer. A drop of between four (food safety) and 26 percentage points (agriculture) could be observed in the net scores between this statement and the preceding one. This is the aspect that businesses are least satisfied about. Local businesses<sup>14</sup> (52%) are significantly more likely to be very satisfied that the fire safety officer was knowledgeable about their situation than either regional companies (39%) or the average (47%).

## Knowledge of officers

Q10/15 - Still thinking about your most recent contact with regard to..., how satisfied or dissatisfied were you with the following aspects of service?

...that the officer was knowledgeable about your business' situation



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<sup>14</sup> 'Local' businesses are defined by all participants who said their area of operation was 'Just in my local area (i.e. town / village)' at Q5 – see page 61 for more detail.



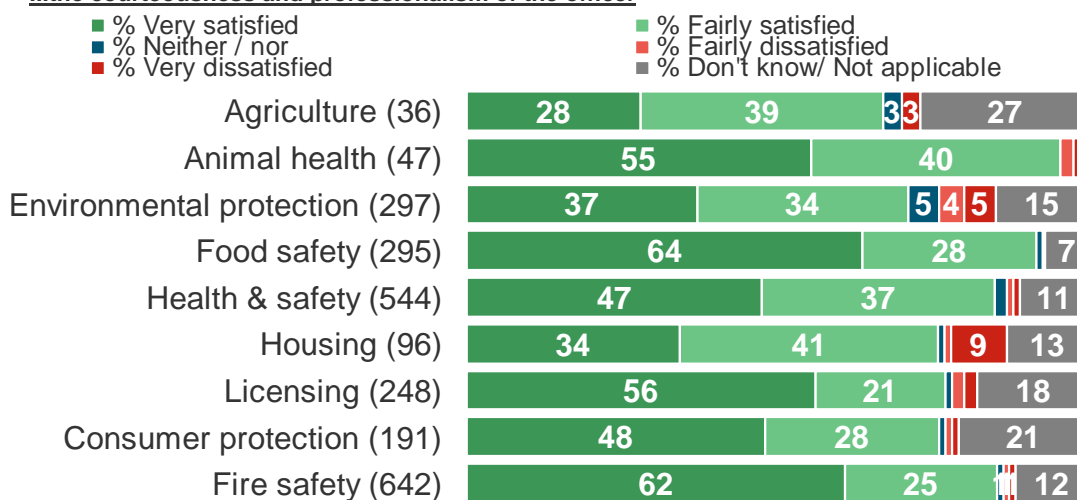
## Courtesy and professionalism

Courtesy and professionalism were generally rated very highly across the board, this aspect being the most highly rated for three of the areas of regulation (animal health, housing and agriculture). Animal health was in fact the highest overall; with nearly everyone (95%) saying they were satisfied with this aspect of service.

## Courtesy and professionalism

Q10/15 - Still thinking about your most recent contact with regard to..., how satisfied or dissatisfied were you with the following aspects of service?

...the courteousness and professionalism of the officer



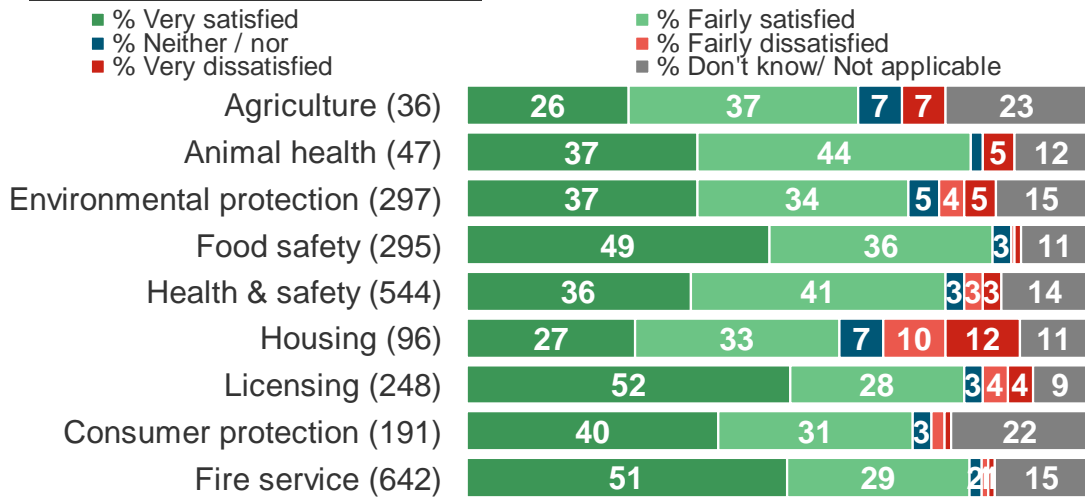
### Speed and timeliness of service

When asked about the speed and timeliness of service provided when contacting their council, those who had made contact with regard to housing are the least positive. Licensing, animal health and food safety are the highest rated in this regard.

## Speed and timeliness

Q10/15 - Still thinking about your most recent contact with regard to..., how satisfied or dissatisfied were you with the following aspects of service?

...the speed and timeliness of the service



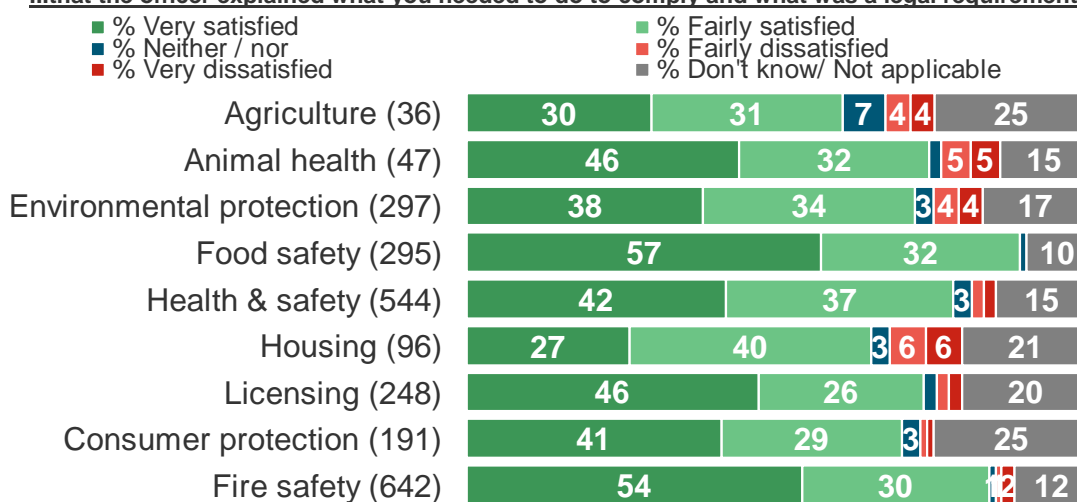
## Officer's explanation of what's required

Satisfaction that the officer explained what was a legal requirement and what needed to be done in order to comply was the aspect that elicited the most don't know or not applicable answers. The reason for this is likely to be that some enquiries and contacts did not have any need for advice to be given in this way.

## Officers' explanations

Q10/15 - Still thinking about your most recent contact with regard to..., how satisfied or dissatisfied were you with the following aspects of service?

...that the officer explained what you needed to do to comply and what was a legal requirement...



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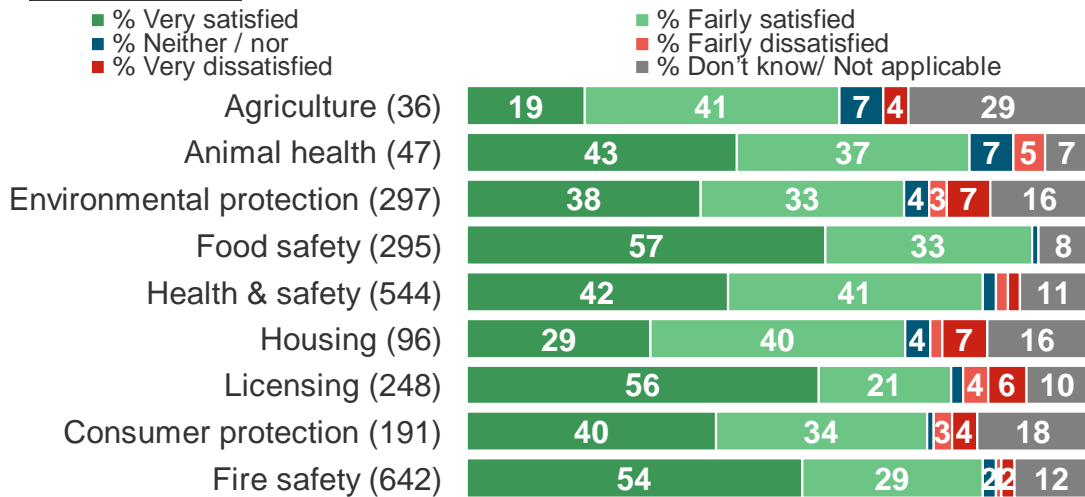
## The final outcome

On the whole, businesses were satisfied with the final outcome from their contact. Food safety was again the most highly rated with nine in ten people (90%) saying they were very or fairly satisfied. More tellingly, the number of people in the 'very satisfied' category exceeds those in the 'fairly satisfied' group. This is the case for virtually all the others with the exception of housing and agriculture.

## The final outcome

Q10/15 - Still thinking about your most recent contact with regard to..., how satisfied or dissatisfied were you with the following aspects of service?

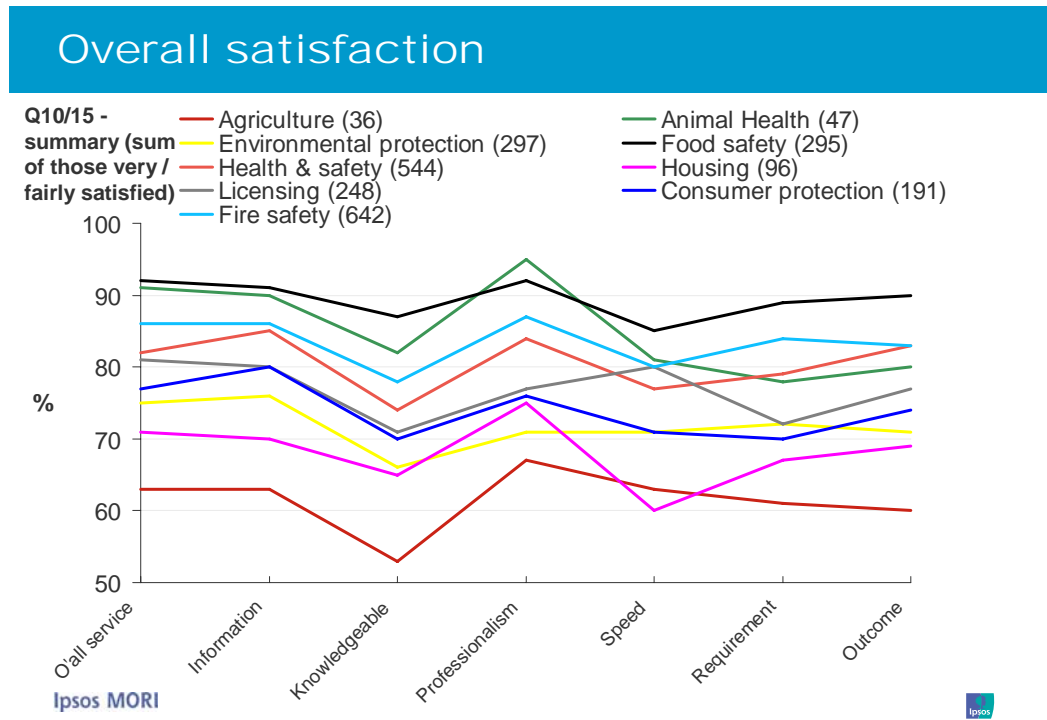
...the final outcome



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The graph below summarises the results across all aspects of customer care for each area of regulation, and shows clearly that in all aspects but one (professionalism), food safety is the most highly rated area of regulation.

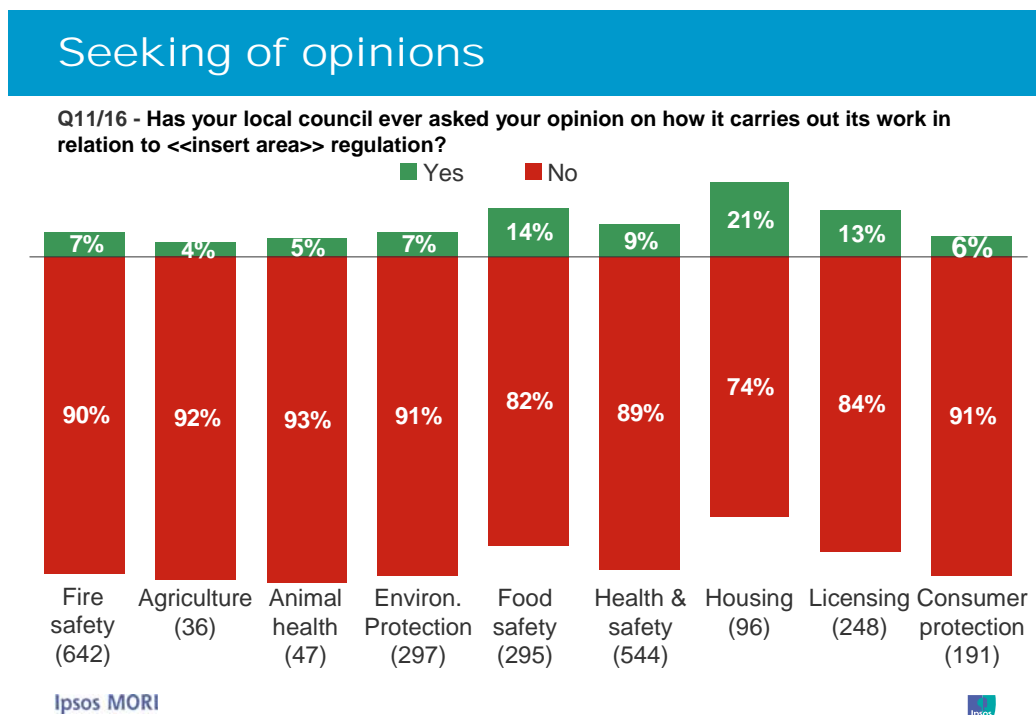


## Working with local councils

### Seeking opinions

The vast majority of businesses state that the council has not sought their opinions on the enforcement of the particular areas of regulation that pertain to them. Compared to its relatively poorer performance in many of the satisfaction measures, housing is the area of legislation that comes out as the most consultative, 21% saying they have been asked their opinion by their local council regarding their work in relation to regulation in this area).

Fire safety is no better or worse than other departments and sits broadly in the middle with only 7% claiming to have been consulted. It is worth noting that in future surveys, the level of consultation with businesses is likely to increase due to the introduction of NI182 and the requirement for local authorities to obtain data from businesses for this.



When we look at the results for the fire service, local and UK-wide businesses are significantly more likely than regional ones to say they have been asked their opinion on how it carries out its work in relation to fire safety regulation (8% and 12% respectively compared to 2%). Those in the public administration sector (14%) are also far more likely to say they have been consulted by the Fire Service than those in the wholesale sector (1%).

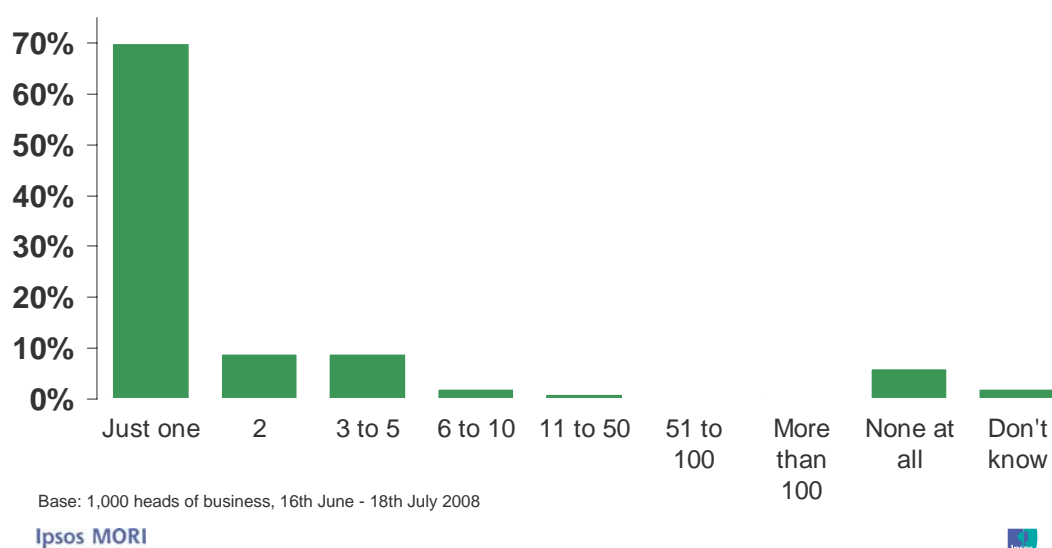
In addition to this, and perhaps not surprisingly, those businesses that have had contact with more than one area of regulation are more likely to have been asked for their views (9% vs. 2%).

### Number of councils dealt with

Seven in ten businesses are in contact with one council, with most of the remainder being in contact with between two and five councils. As can be seen from the chart below, very few businesses are in contact with more than five councils.

## Contact with councils

Q17 - Specifically, how many local councils do you deal with in relation to regulations such as consumer protection law, Health and Safety Act and Food Safety Act?



As one would expect, local businesses<sup>15</sup> are significantly more likely than all other types of business to be in contact with just one council (80% compared to 70% overall). Other subgroup differences are shown below:

- Businesses in the hotels, agriculture and retail sector are more likely than average to say they are in contact with just one council (89%, 82% and 81% compared to 70% overall).
- Construction companies (31%) are significantly more likely to be in contact with 3-5 councils – way ahead of the average (9%) and all other sectors; and

<sup>15</sup> 'Local' businesses are defined by all participants who said their area of operation was 'Just in my local area (i.e. town / village)' at Q5 – see page 61 for more detail.

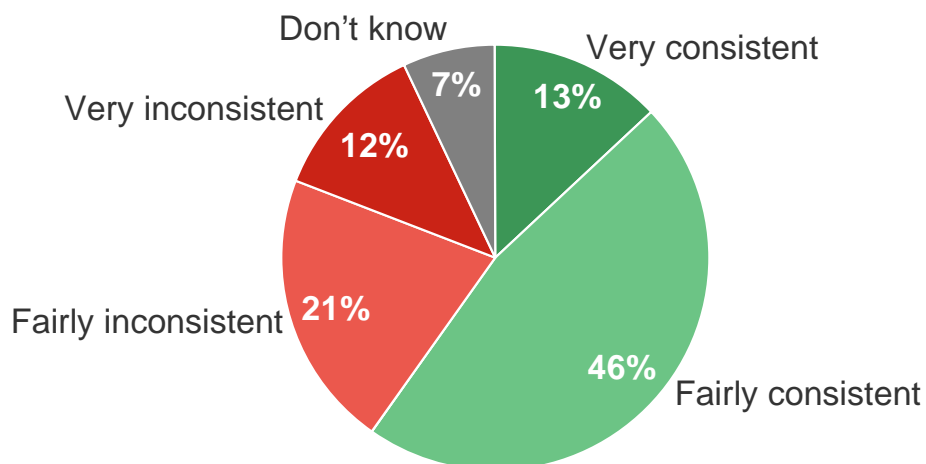
- Those in contact with just one council are also more likely to be satisfied as well. Three quarters (74%) of those who are satisfied with the council are in contact with only one of them.

### Consistency of advice

Given that in areas covered by both a district and a county council businesses may routinely have contact with two councils, the analysis of consistency of advice is based on those businesses that have contact with three or more councils. Only one in eight (13%) said the advice was very consistent with a further 46% saying it was fairly consistent. A third (33%) of businesses found the advice to be very or fairly inconsistent.

## Consistency of advice

**Q18 - How consistent or inconsistent is the advice that you receive from the various councils you have contact with?**



Base: All those who have had contact with more than two councils: 119 heads of business, 16th June - 18th July 2008

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Businesses in the property sector were far more likely than average to find the advice very inconsistent (23% vs. 12%). Businesses established for more than 20 years were more likely to state that they 'don't know' in response to this question; 17% of them said this compared to just 7% overall.

The table below shows businesses' views on consistency between local authorities by areas of regulation about which businesses have contacted their local council. Results should be treated as indicative only due to low base sizes.



		Consistency across three or more local councils or fire and rescue services	
Area of regulation		Consistent	Not consistent
	Base size (N)	%	
<b>Total</b>	<b>119</b>	<b>59</b>	<b>33</b>
Agriculture	4	65	34
Animal health and welfare	3	62	0
Environmental protection	48	56	41
Fire safety	79	63	28
Food safety, standards and hygiene	26	62	33
Health and safety	63	62	33
Housing	21	43	57
Licensing	27	60	35
Consumer protection	25	56	39

## Partnerships

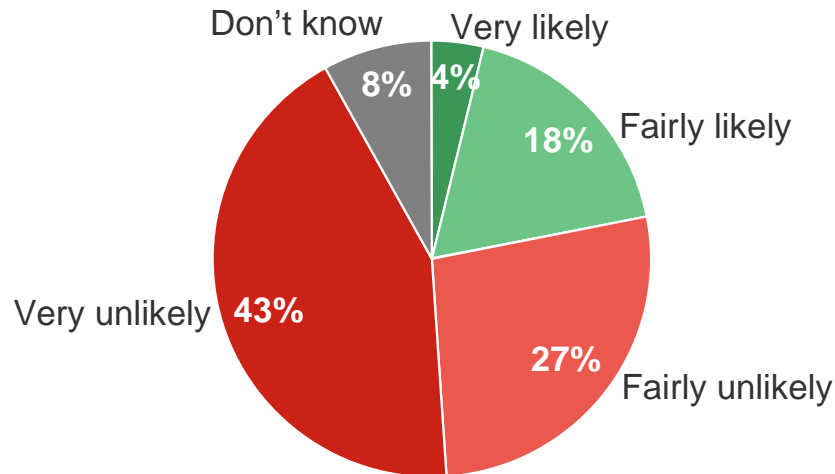
Nearly nine in ten businesses (89%) who are in contact with more than two councils do not have a 'home' or 'lead' authority relationship with a local council. Only 3% (just four businesses in the sample) had a home or lead authority relationship.

## Primary authority relationships

When asked whether their business would be likely to enter into a primary authority relationship, the response was somewhat tepid. Only 4% said it would be very likely with a further 18% deeming it fairly likely. The vast majority, seven in ten (70%), said it would be very or fairly unlikely.

## Likelihood of entering primary authority relationship

Q20 - How likely is it that your business would enter into a primary authority relationship?



Base: All those who have had contact with more than two councils: 119 heads of business, 16th June - 18th July 2008

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Subgroup analysis on likelihood of entering into a primary authority relationship does not produce any significant differences due to the low base size of those who have been in contact with more than two councils. This includes whether or not respondents were based in a branch of a larger business.

Although this analysis suggests relatively low demand for primary authority arrangements, it should be borne in mind that hardly any respondents had experience of the home or lead authority relationship, and relatively little background information about how the primary authority arrangement would work was provided to respondents to inform their response. It may well be the case that a more positive response would have been elicited from respondents if they were better informed, particularly given the issues we have seen in relation to the inconsistency of advice given by different local authorities.

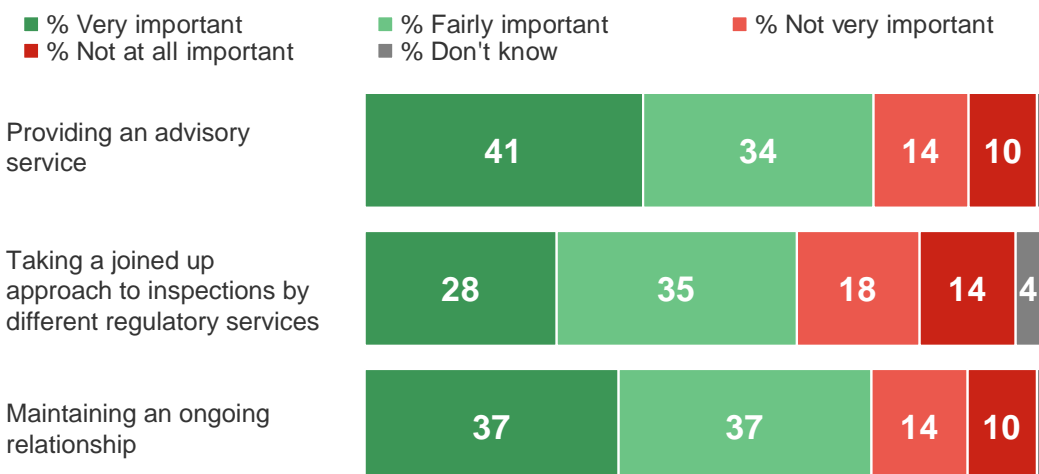
## Delivering a service

### Important aspects of service

Participants were presented with various aspects of regulatory services provided by local councils and were asked to rate the extent to which they felt that each was important, or not. As can be seen from the chart below, providing an advisory service is the most sought after aspect with three quarters (75%) saying it is very or fairly important. The maintenance of an ongoing relationship is also important with 74% viewing this aspect as important. Taking a joined up approach to inspections is seen as the least important with just under two thirds (63%) deeming it to be important. It is also worth pointing out that significant proportions (between a quarter and a third of respondents across the three aspects) think these aspects are not important, possibly indicating a level of passivity towards local regulation among businesses.

### Importance of services

Q21 - I am going to read out a few aspects of the local council's regulatory services. For each one, I would like you to tell me how important it is for your business...



Base: 1,000 heads of business, 16th June - 18th July 2008

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Certain subgroup differences are apparent in this set of questions:

- 58% of those in the hotels sector consider providing an advisory service to be very important, compared to 41% overall. Construction (48%), public admin (51%) and other (45%) are also more likely to say this aspect is very important when compared with agriculture (28%) or production (27%);

- Those who have contact with a council in more than one area (47%) are much more likely to think the provision of an advisory service is very important compared to those who have been in contact with just one area (32%) or overall (41%). However, as we saw earlier having contact with more than one council does not have an effect on likelihood of actually using the primary authority scheme, which again implies the issue around low take up is one of lack of information;
- Just over a half (51%) of UK-wide businesses claim an advisory service is very important compared with 41% overall and 39% of regional businesses;
- Taking a joined up approach to inspection is very important for a range of sectors: agriculture (46%) and public admin (44%) are both significantly higher than many of the other sectors and the average (28%);
- Nearly half (48%) of big businesses think a joined up approach is very important which is significantly higher than the overall average of 28%;
- Medium (54%) and large (67%) businesses both say that maintaining an ongoing relationship is very important compared to just a third (35%) of small businesses and 37% overall who say the same;
- Once again, those in contact over multiple areas of regulation are far more likely than those who aren't to say maintaining a relationship is very important (44% vs. 25%); and
- Hotels and public admin businesses, 50% and 48% respectively, are more likely than average (37%) to say an ongoing relationship is very important.

When given the chance, 15% of businesses chose to mention other aspects of the council's service which they considered important. Of these, the most frequently mentioned were<sup>16</sup>:

- planning (16%)
- waste disposal, management and recycling (10%)
- more / quicker / better communication with businesses (8%)
- environmental and green aspects (7%)
- having a consistent point of contact / knowing who to contact (6%)

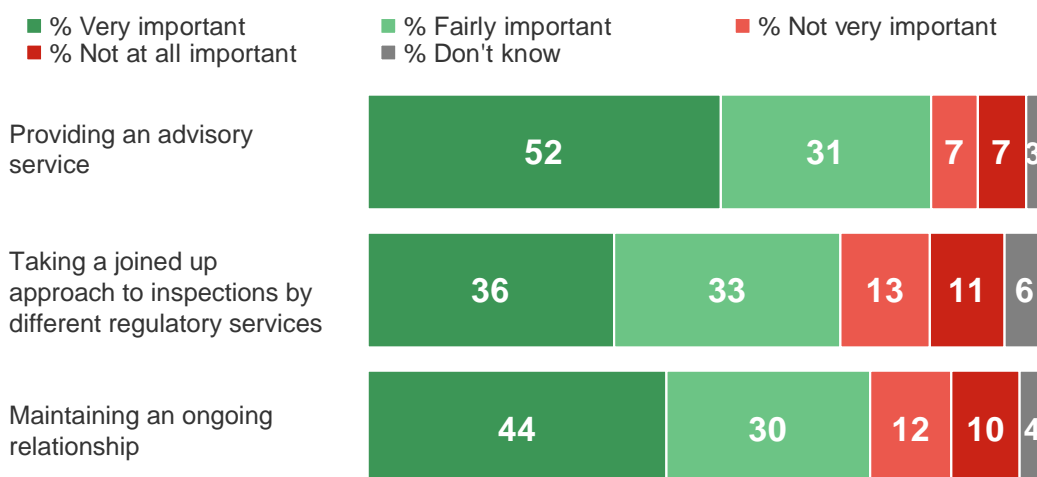
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<sup>16</sup> These results above demonstrate a mixed interpretation of the question. Three of the points mention specific council services which they think are important, while the other two are about ways of working which the businesses think are important.

Ratings for the fire service follow much the same pattern as the other regulatory services but with slightly higher scores for the positive categories:

## Importance of services - Fire service

Q21 - I am now going to read out the same aspects again. This time, can you tell me how important they are in relation to the local fire service?



Base: 1,000 heads of business, 16th June - 18th July 2008

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Providing an advisory service is considered very important by around two thirds of businesses in the hotels sector (64%) and the 'other' category (66%). This is significantly more than the 52% overall and many of the other sectors. Medium and large businesses also think this service is very important in comparison with small businesses (72% and 75% respectively vs. 50%).

For the fire and rescue service to take a joined up approach is very important to large businesses (55%), public admin sector companies (50%) and 'other' sector companies (48%). This is significantly higher than the overall total of 36% who say it is very important.

Maintaining an ongoing relationship is important to many of the same groups. Medium and large businesses, those in contact over more than one area of regulation and those in the hotels and 'other' sectors are all significantly more likely to cite it as 'very important' than their counterparts or the overall total.

One in ten businesses (10%) chose to give an answer when asked about other aspects of the fire service's regulatory services they found important. Within these, the most frequently mentioned were:

- advice / help / support (12%)
- more regular checks and inspections (12%)
- education and training (11%)
- more / quicker / better contact with businesses (11%)
- fire safety / procedures / regulations (9%)
- having more fire stations / not shutting stations down / maintaining a strong presence (7%).

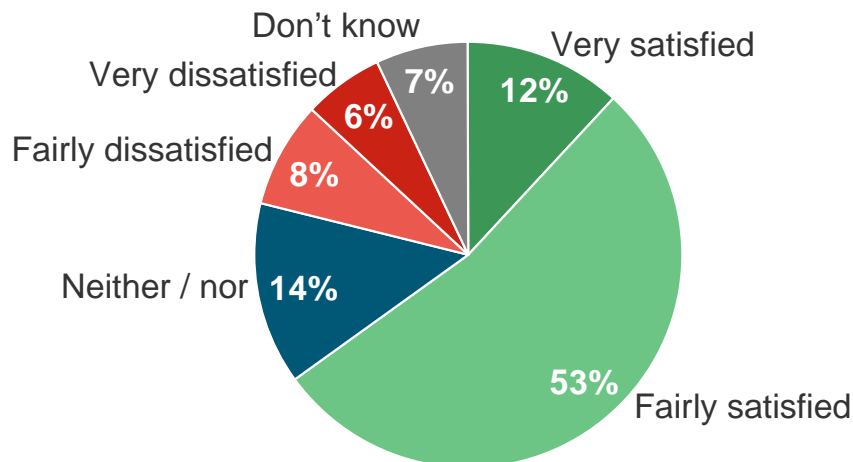
### Satisfaction with service delivery

Just under two thirds (65%) of businesses are satisfied with the overall service provided by their council. Three quarters (75%) say the same about their fire service.

Whilst the fire service is already rated higher than the council, it is telling to note that nearly a third (31%) said they were 'very satisfied' when only 12% said the same about the council's regulatory services.

## The council overall

**Q26 - On the whole, how satisfied or dissatisfied are you with the way your local council regulates businesses to protect consumers, workers and the environment?**



Base: 1,000 heads of business, 16th June - 18th July 2008

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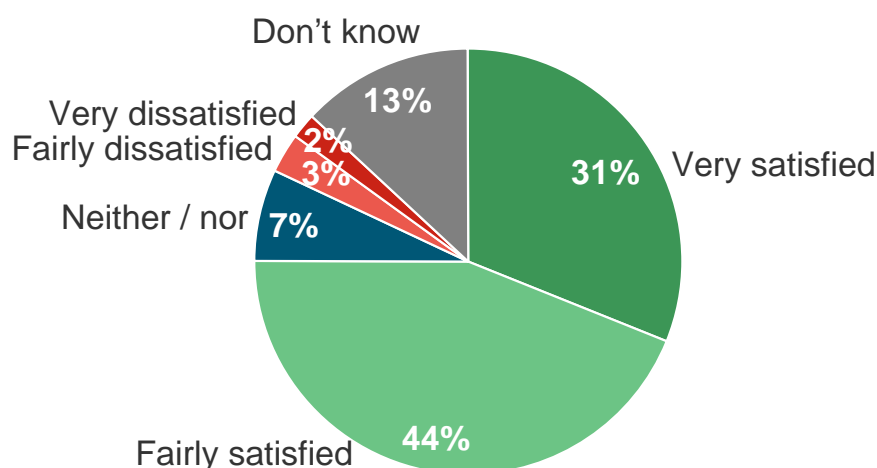


Businesses in the hotels and public admin sectors were far more likely than average to be very satisfied with the council's overall performance; 28% of hotels and 21% of public admin stating this compared to just 12% overall<sup>17</sup>.

Local businesses (15%) are more likely to be very satisfied than regional businesses (8%), whilst those who have contact in relation to more than one regulatory area are once again more likely to be very satisfied than those who only had contact in one area (14% vs. 9%). Satisfaction levels decreased as the number of councils with which the business had contact increased. Only around a half (51%) of businesses in contact with three or more councils were satisfied compared to 69% of this in contact with just one.

## The fire service overall

**Q27 - On the whole, how satisfied or dissatisfied are you with the way your local fire service regulates businesses to ensure the risks from fires are minimised?**



Base: 1,000 heads of business, 16th June - 18th July 2008

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Within the fire service results the following subgroups are apparent:

- Medium and large businesses are much more likely to be very satisfied than their smaller counterparts (46% for each vs. 30%);
- Regional businesses are significantly more likely than average to say “don't know”; one in six (18%) say this compared to 13% overall.

<sup>17</sup> Only statistically significant subgroup differences in terms of business sector are reported here. For more detail, please refer to the data tables which are included as a separate technical volume which accompanies this report.

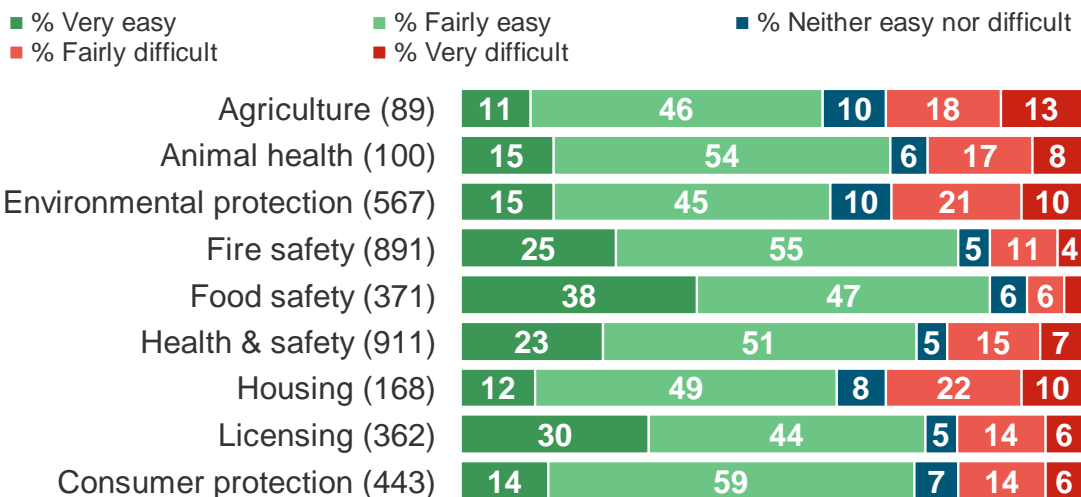
## Burdens of compliance

### Complying with areas of regulation

Each business was asked how easy it was to know how to comply with relation to the nine areas of regulation. As there was a high proportion of 'don't knows' to this question (for example, 91% said they don't know about agriculture, and 90% about animal health), we have excluded these from the overall proportions. The figures in the chart below are based on all who gave a response to the question for each area of regulation (i.e. excluding those who said 'don't know' or 'not applicable').

### Ease of understanding regulations

Q23 - I am now going to read out a list of the different areas of regulation we have been talking about. For each one, can you tell me how easy or difficult it is to know what you have to do to comply with the regulations in that area?



Base: Each area of regulation is re-based by those giving an answer other than N/A or Don't know. 16th June - 18th July 2008

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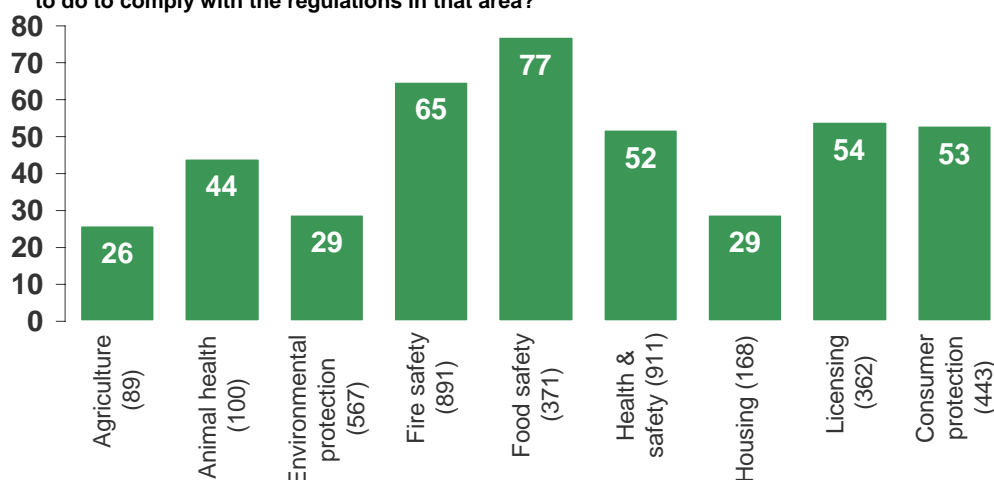
The chart overleaf illustrates responses to this question further by showing the 'Net' scores – i.e. the proportion saying fairly or very difficult subtracted from those saying (fairly or very) easy.

Food safety is clearly the best performing area meaning people find regulations very easy, on the whole, to comply with. Agriculture and housing are again at the bottom signifying the relative difficulty of knowing how to comply in these areas.



## Contact with councils - Net Scores

Q23 - I am now going to read out a list of the different areas of regulation we have been talking about. For each one, can you tell me how easy or difficult it is to know what you have to do to comply with the regulations in that area?



Base: Each area of regulation is re-based by those giving an answer other than N/A or DK. 16th June - 18th July 2008

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The 2007 NAO/Ipsos MORI Survey of Business' Perceptions of Regulation<sup>18</sup> provides useful comparative data. Specifically, that survey found that 33% of businesses agreed it is easy to comply with regulations in the areas of tax, planning, employment and company law and 55% disagreed, giving a net rating of -22 percentage points. While the data here are not directly comparable, the net scores for every area of local regulation were positive, and this does suggest a much more positive view in relation to the ease of understanding of local regulatory areas than national areas such as tax, planning, employment and company law.

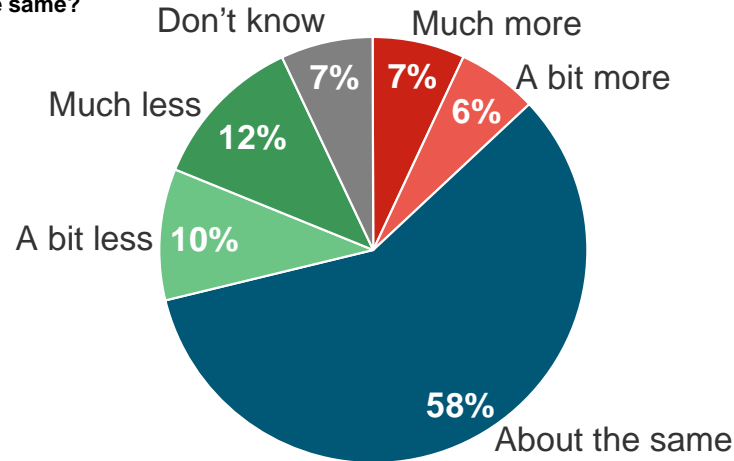
### Comparison of burdens

Nearly a quarter of businesses (22%) think that complying with areas of local regulation is less of a burden than complying with other areas of regulation such as planning, tax, employment and company law. The majority, however, made no distinction (58%) or simply did not know (7%). One in eight businesses (13%) think that complying with areas of local regulation is more burdensome. It is also important to point out that 'burden' was not explicitly defined in this question so these perceptions are based on participants' subjective judgements.

<sup>18</sup> For more information see [http://www.nao.org.uk/publications/nao\\_reports/06-07/0607615\\_technical\\_summary.pdf](http://www.nao.org.uk/publications/nao_reports/06-07/0607615_technical_summary.pdf)

## Comparison of burdens

Q24 - In your experience, how does the burden from complying with the areas of local regulation that we have been discussing compare with the burden from complying with planning, tax, employment and company law? Would you say it is more or less of a burden, or about the same?



Base: 1,000 heads of business, 16th June - 18th July 2008

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The Motor trade appears to find local regulation much more burdensome. Nearly one in five (17%) claim it to be 'much more of a burden' compared to just 7% overall. No businesses in the Motor sector claim it is much less of a burden whereas, most notably, 19% of wholesale businesses do. In fact, over a third of this sector (35%) say it is less of a burden compared to just 22% overall.

UK and multinational companies are also much more likely to say complying is less of a burden. More than four in ten multinationals (42%) and nearly three in ten UK businesses (28%) think local regulation is less of a burden than things like tax and employment law.



# Appendices



## **Appendix A: Methodology – Business Survey**

Ipsos MORI interviewed 1,000 senior managers of England and Wales based companies, such as owners/partners, CEOs, Managing Directors, Finance Directors and other senior members of staff between 16 June and 18 July 2008. The interviews lasted for around 15 minutes and were conducted by telephone, using CATI (Computer Assisted Telephone Interviewing).

### **Pilot stage**

Ipsos MORI undertook a pilot to test the questionnaire, sampling and methodology of the survey. The pilot intended to achieve 50 interviews on the basis of a 5:1 conversion rate, however, a total of 26 interviews were conducted by telephone between 3 and 6 June 2008. A full debrief was conducted on completion of the pilot fieldwork resulting in minor changes to the questionnaire. Due to the changes to the questionnaire, the pilot interviews could not be amalgamated into the mainstage to form part of the final 1,000 base.

### **Sample**

Business leads were bought from an approved Ipsos MORI supplier, 250 for the pilot stage and an initial 4,760 for the mainstage; proportionate to the profile of British businesses by size and sector. All leads received an advance letter prior to fieldwork providing further information about the research and an opportunity to supply Ipsos MORI with an alternative contact name or number if required, or to remove the company from the sample (a copy of the letter is appended).

Following the advance letters, 250 leads were issued to the Ipsos MORI Telephone Centre for the pilot (ratio of 5:1 to achieve 50 interviews) and an initial 4,000 for the mainstage (ratio of 4:1 to achieve 1,000 interviews). Some sample was held in reserve and replacement sample was requested from our suppliers to account for an unusually high level of 'bad' leads. Further sample was fed into the fieldwork at various stages and a full breakdown of this is available in the technical report.

Given the small representative base sizes of medium and large businesses and number of Welsh businesses, the sample was stratified. This was to ensure that subgroup analysis could be conducted by size and sector of business as well as having at least 100 interviews in Wales.

The full stratification can be found in the technical report, along with response rates and statistical reliability.

Quotas were set by industry sector and size of business and fieldwork progress was monitored carefully to ensure these targets were achieved. Within the last few days, a slight over-sample of businesses in the hotels and agriculture sectors was necessary to compensate for a lack of sample in the property sector. The company size quotas all came in as expected with a slight under-sample of 1-4's made up for by a few more in the 5-9 employee range.

### **Questionnaire**

The questionnaire was designed jointly by the LBRO and Ipsos MORI, and finalised in consultation between the two organisations.

### **Data Processing & Computer Tables**

Data have been weighted by company size and sector due to the stratification of the sample. Weights were applied to reflect the profile of Anglo-Welsh-based companies. A separate volume contains the computer tables, with each question analysed by two pages of sub-groups agreed with the LBRO.

## Business survey – technical report

### Sample

A sample of *named* contacts – all senior managers – was obtained from an Ipsos MORI approved sampling supplier. All contacts were sent an advance letter prior to fieldwork providing further information about the research and an opportunity to supply Ipsos MORI with an alternative contact name or number if required, or to remove the company from the sample (a copy of the letter is appended).

Following the advance letters, 4,000 contacts were issued to the Ipsos MORI Telephone Centre (ratio of 4:1 to achieve 1,000 interviews).

The sample size of 1,000 allows plenty of scope for sub-group analysis, for example, between different sectors and sizes of business. It is robust in allowing comparisons between future waves of the research – results are statistically significant to within +/- 5 percentage points at the 95% confidence level. In other words, a 5 percentage point difference between results from this wave and any future waves is sufficient to conclude that the difference is statistically significant.

Quotas were set by industry sector and size of business. While random probability samples are statistically pure, by using a quota approach we can predetermine the number of interviews to be achieved with each type of business. The reason for recommending a quota approach in this case was that there were likely to be considerable variations in response rates between different types of business – for instance, small businesses can be easier to contact than large ones, where receptionists may prevent interviewers from reaching the most appropriate contact. Setting quotas ensures that sufficient interviews are achieved in each category regardless of how difficult it is to achieve them. Conversely, in a random sample, differences in response rates between different types of businesses would be likely to result in some business types being under-represented in the sample and others over-represented.

The main counter-argument for quota surveys is that they introduce too much freedom for interviewers at the contact stage with the result that, within each business type, only those respondents who are easiest to contact and easiest to persuade to participate are included in the survey, with the potential for response bias. However, we reduced



the degree of freedom for interviewers by minimising the pool of contacts they have available to contact, which means they had to work hard on what they had to achieve their targets.

There are fewer large businesses than small businesses in the UK, which means that, in a simple random sample, there would be too few large businesses in the final sample to allow for sufficiently robust analysis by business size (for example, as shown by the table below, we would only expect to obtain around 10 interviews from businesses with 250+ employees). We therefore boosted the number of interviews with larger businesses to ensure that a sufficient number of large businesses were included in the survey (and reduced the number of interviews in the smaller size bands accordingly). The table below shows our sample size for each business size:

	<b>Actual %</b>	<b>Random sample size</b>	<b>Actual sample size</b>
1-4	66%	660	500
5-9	16%	160	150
10-19	8%	80	75
20-49	6%	60	60
50-249	3%	30	125
250+	1%	10	90
	100%	1,000	1,000

Design weights were applied at the analysis stage to match the profile of businesses in the sample back to the actual profile of the population. This introduces a design effect, the impact of which is to reduce the effective sample size. However, the design effect here is quite small and has the result of reducing the effective sample size from 1,000 to around 980 which in turn has virtually no impact on the statistical reliability of the data at aggregate level.

The table below shows our sample size for each business sector:

	<b>Actual %</b>	<b>Random sample size</b>	<b>Actual sample size</b>
Agriculture	6%	60	60
Construction	9%	90	90
Hotels	7%	70	70
Motor	4%	40	40
Other	10%	100	100
Production	7%	70	70
Property	28%	280	280
Public	9%	90	90
Retail	13%	130	130
Wholesale	7%	70	70
	100%	1,000	1,000

As mentioned, sample was provided to the Ipsos MORI telephone centre with a ratio of four contact names for each interview required. The table below shows the resulting number of contacts provided for each sector and business size.

	<b>Leads provided to telephone centre</b>	<b>Leads provided to telephone centre</b>
<i>Base: All respondents</i>	N	%
<b>Sector</b>		
Agriculture	245	6
Construction	352	9
Hotels	283	7
Motor	161	4
Other	396	10
Production	281	7
Property	1122	28
Public	357	9
Retail	522	13
Wholesale	275	7
<b>Size of company</b>		
1-4	1999	50
5-9	600	15
10-19	299	7
20-49	240	6
50-249	514	13
250+	342	9
<b>TOTAL</b>	<b>3,994</b>	<b>100</b>

During the mainstage fieldwork it became apparent that the quality of the sample was quite poor, with a high number of wrong numbers and numbers with no answer (after 15 ring-backs). For this purpose we always keep some sample (758 records in this

case) in reserve to ensure fieldwork can continue uninterrupted. We also requested more sample from our supplier to replace the bad leads provided previously. We were then able to provide a further 1,358 leads to our Telephone Centre.

Further problems were encountered with the sample and the level of bad leads continued to be high. This was exacerbated by the number of businesses screening out of the questionnaire through ineligibility, the prime example of this being those having no contact at question 6 (794 out of 940 total screen-outs). Full details of this are shown in the table in the response rate section.

With increasing time pressure and a dwindling number of sample, we were provided with a further 5,000 leads to ensure fieldwork did not over-run by more than a week, and try to provide extra leads for quotas that were proving difficult to fill. This meant, in total, we had supplied 10,352 leads which broke down as follows:

	<b>Leads provided to telephone centre</b>	
<i>Base: All respondents</i>	N	%
<b>Sector</b>		
Agriculture	464	4
Construction	1,954	19
Hotels	623	6
Motor	371	4
Other	767	7
Production	603	6
Property	3,088	30
Public	629	6
Retail	1,002	10
Wholesale	851	8
<b>Size of company</b>		
1-4	5,631	54
5-9	1,750	17
10-19	907	9
20-49	723	7
50-249	827	8
250+	514	5
<b>TOTAL</b>	<b>10,352</b>	<b>100</b>

## Business Response Rate

The following table shows the unadjusted and adjusted response rate for the telephone fieldwork. The re-adjusted total removes the large number of appointments and the leads that were rung 15 times with no response.

<b>Mainstage</b>	
Total sample	10,352
Total sample used	10,352
Achieved interviews	1,000
<b>Unadjusted response rate (out of 10,352)</b>	10%
<b>Adjusted response rate (out of 7,206)</b>	14%
<b>Re-adjusted response rate (excluding no response and all appointments – 2,600)</b>	38%
Eligible sample:	
Achieved interviews	1,000
Respondent refusal	1,270
Other refusal	260
No response	2,128
Interview terminated	70
Not available during fieldwork	2,478
<b>Total eligible sample</b>	<b>7,206</b>
Ineligible sample:	
Incorrect/unobtainable telephone number	1,517
Had no contact with any areas of regulation	940
Other ineligible	689
<b>Total ineligible sample</b>	<b>3,146</b>

## Business Sample Profile

The table below shows the sample profile – i.e. the number and percentage of interviews achieved in each of the sub-groups below.

	<b>Number</b>	<b>Unweighted</b>	<b>Weighted</b>
	<i>N</i>	%	%
<b>Total</b>	1,000	100	100
<b>Region</b>			
England	850	85	85
Wales	150	15	15
<b>Sector</b>			
Agriculture	64	6	6
Construction	90	9	9
Hotels	80	8	7
Motor	40	4	4
Other	104	10	10
Production	69	7	7
Property	263	26	28
Public Admin	90	9	9
Retail	130	13	13
Wholesale	70	7	7
<b>Business Size</b>			
Small (1-49 employees)	768	77	91
Medium (50-249 employees)	123	12	5
Large (250+ employees)	97	10	3
<b>Length of time business has been in existence</b>			
Less than a year	12	1	1
1-5 years	115	12	12
6-20 years	379	38	41
More than 20 years	487	49	45

## Statistical Reliability

The respondents to this survey are only samples of the total ‘population’ of the business community. This means that we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the ‘true’ values). We can, however, predict the variation between the sample results and the ‘true’ values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the ‘true’ value will fall within a specified range. The table below illustrates the

predicted range for different sample sizes and percentage results at the '95% confidence interval'.

<b>Overall statistical reliability</b>			
<b>Size of sample on which survey result is based</b>	<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>		
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	$\pm$	$\pm$	$\pm$
200	4	6	7
500	3	4	4
<b>1,000</b>	<b>2</b>	<b>3</b>	<b>3</b>

*Source: Ipsos MORI*

For example, with a sample of 1,000 where 30% give a particular answer, the chances are 19 in 20 that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 3 percentage points from the sample result.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be 'real', or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one – i.e. if it is 'statistically significant', we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. At the 95% confidence interval, the differences between the two sample results must be greater than the values given in the table below:

<b>Statistical reliability between subgroups</b>			
<b><i>Size of sample on which survey result is based</i></b>	<b><i>Approximate sampling tolerances applicable to percentages at or near these levels</i></b>		
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	±	±	±
50 vs. 50	12	18	20
100 vs. 100	8	13	14
100 vs. 250	7	11	12
100 vs. 500	7	10	11
250 vs. 250	5	8	9
250 vs. 500	5	7	8
500 vs. 500	4	6	6
1000 vs. 1000	3	4	4

*Source: Ipsos MORI*

For example, if 42% of respondents from the public admin sector give a particular answer compared with 58% in construction, both with sub-samples of around 100, the chances are 95 in 100 times that this 16 percentage point difference is significant (i.e. greater than 14 points), which could not have happened by chance.

## Appendix B - Copy of Advance Letter for businesses

Contact  
 Position  
 Company  
 [Address 1]  
 [Address 2]  
 [Address 3]  
 [Address 4]  
 [Town] [Postcode]

X June 2008  
 Ref:

[Salutation]

### **Business views of local councils and fire services in relation to enforcement of regulations**

The Local Better Regulation Office (LBRO) is working with Ipsos MORI – the independent opinion research company - to research business' views and perceptions of how local councils and fire services enforce regulations. The LBRO is a new, national body set up by the Government which aims to improve the effectiveness of local regulation and its impact on businesses and consumers.

LBRO would like to get a better understanding of business' views in relation to regulations enforced by local councils, specifically in the areas of trading standards, environmental health, licensing and health and safety. LBRO would also like to understand business' views in relation to fire safety regulations which are enforced by local fire services. This research will play an important role in setting the LBRO's agenda and will help measure its success.

As part of this work, we are interviewing a broad representative selection of Senior Managers of companies across the country.

We hope that you can spare the time to take part in this very important survey. It is vital that we know what businesses think so we can analyse and track attitudes towards these areas of regulation. If your company is keen to participate but you do not think that you are the most appropriate person to speak to about these aspects of regulation, we would be very grateful if you could let us know the details of the best person to contact. You can either do this when we contact you or by emailing [larssurvey@ipsos-mori.com](mailto:larssurvey@ipsos-mori.com).

We will be contacting companies by telephone to request interviews from 16 June 2008. The interview will be conducted by telephone and will last no more than 15 minutes. We would like to stress that your views will remain strictly confidential to Ipsos MORI, and that no individual names or companies will be passed to LBRO or any other organisation. If you do not wish to participate in the study, you can inform the Ipsos MORI interviewer when they telephone.

Thank you in advance for your help with this important study. If you have any queries about the research, please feel free to call Adam Palenicek or Alex Plumb at Ipsos MORI on **020 7347 3000**.

Yours sincerely



Richard Davis, Research Director



## Appendix C – Copy of marked up business questionnaire

### LBRO Business Perceptions of Local Authority Regulatory Services Topline Results – 29 July 2008

This topline shows results for a telephone survey conducted by Ipsos MORI between 16<sup>th</sup> June and 18<sup>th</sup> July 2008, among a representative sample of English and Welsh businesses.

Results are based on responses from 1,000 respondents (850 from England and 150 from Wales).

Where percentages do not add up to 100, this is due to computer rounding or that respondents were able to give more than one response.

An asterisk (\*) indicates a percentage of less than 0.5% but greater than zero.

Data are weighted to the known profile of business size and sector.

Responses are based on all respondents, unless otherwise stated.

- Q1. **As far as you know, roughly how many people are there in the organisation you work for? Please include anyone who works for the organisation, even if they work in a different location or plant to you. IF NECESSARY: This does not include sub-contractors**

	Total %	England %	Wales %
1 - 4	48	47	56
5 - 9	21	21	17
10-19	12	12	11
20 - 49	10	10	9
50 - 99	3	3	3
100 - 249	2	2	1
250-999	2	2	1
1,000+	1	2	*
Don't know	1	1	1

- Q2. **Roughly how long has your business been in existence?**

	Total %	England %	Wales %
Less than a year	1	1	1
1-3 years	5	4	6
4-5 years	8	7	10
6-20 years	41	41	39
More than 20 years	45	45	44
Don't know	1	1	-

Q3. **What is your specific job title?**

	Total %	England %	Wales %
Owner/Partner	40	40	39
Managing Director	22	23	18
Manager of premises/branch	5	5	4
Office Manager	4	4	3
Manager – other	4	4	3
Company Secretary	3	2	2
Health & Safety Manager	3	3	2
Operations Director/Manager	3	3	3
Finance Director/Manager	2	1	2
Senior Director	2	1	2
Chief Executive	1	1	2
In-house lawyer	1	-	-
Facilities Director/Manager	1	1	*
Technical Director/Manager	1	1	2
Administrator	1	1	1
Farmer/farm manager	1	1	1
Landlord/landlady/licensee	1	1	-
Secretary/PA	1	1	1
Other	5	4	7
Don't know	*	*	2

Please see data tables for responses below 1%

Q4. **Are you based in a branch of a large business?**

	Total %	England %	Wales %
Yes	12	13	11
No	88	87	89
Don't know	*	*	-

Q5. **Thinking of [branch] / [company as a whole], where geographically do you operate?**

	Total %	England %	Wales %
Just in your local area (i.e. town / village)	47	47	45
Just in your region	24	24	26
England	7	7	2
Wales	3	1	10
Scotland	1	1	-
Whole of UK, including Northern Ireland	11	11	10
Europe	3	3	5
Worldwide	8	8	7
Don't know	*	*	-

Q6. For each of the areas of rules and regulation I am about to read out, please tell me whether or not your business has had contact with a local council or fire service regarding that area of regulation?

	Total Yes %	England Yes %	Wales Yes %
A Agriculture for example fertilizers & feeding stuffs	3	3	5
B Animal Health & Welfare for example pets, farmed animals, animal trade/movement/ diseases & by-products	5	4	6
C Environmental Protection for example air, land, local environment & pollution	26	26	29
D Fire Safety	64	64	66
E Food Safety, Standards & Hygiene for example marketing, labelling, manufacturing, preparation, importing storage & sale	27	26	30
F Health & Safety for example enforcement in offices, shops, or inspections done by local councils of commercial/service businesses but not inspections done by the Health and Safety Executive of industrial businesses.	55	54	55
G Housing for example landlords, tenants, safety standards, deposits, multiple tenancy, health & safety	9	9	10
H Licensing for example regulation of people places and vehicles, alcohol, public entertainment, door supervisors, gambling, animals, under-age sales	23	22	29
I Consumer Protection regulation of businesses, protection of customers, consumer credit, fair trading, product safety, scams, rogue traders, weights and measures	19	18	25

Q7. When was your most recent contact with the local council with regard to [insert option from Q6]?

	% Agriculture (36)	Animal health % (47)	Environ. % Protection (297)	Food safety % (295)	Health & % safety (544)	% Housing (96)	Licensing % (248)	Consumer % protection (191)
Less than 3 months ago	32	27	33	26	19	53	30	16
Between 3 and 6 months ago	8	25	15	24	15	12	20	19
More than 6 months but less than a year ago	20	16	15	24	17	5	20	12
Between a year and 18 months ago	10	8	12	13	15	5	10	8
More than 18 months ago	8	20	15	7	22	15	12	22
Don't know/can't remember	22	5	10	6	12	11	8	22

Q8. What was the nature of your most recent contact with regard to [option from Q6]?

	% Agriculture (36)	Animal health % (47)	Environ. Protection % (297)	Food safety % (295)	Health & safety % (544)	% Housing (96)	% Licensing (248)	Consumer protection % (191)
Seeking advice about how to comply with those rules and regulations	11	3	25	11	20	21	14	21
A routine inspection by the local council	23	49	27	73	53	11	14	24
Investigation by the local council of a complaint made against your business	1	8	3	1	1	*	1	5
Investigation of an accident by the local council	-	-	1	*	1	-	*	-
Taking samples and monitoring of systems by the local council	-	-	3	1	*	1	*	1
Test purchasing by the local council	-	-	*	-	*	-	*	*
Licence application	10	13	4	1	2	17	50	4
Reporting non-compliance by another business or making a complaint against another business	-	-	2	1	*	-	-	2
Other (specify)	32	21	16	5	8	12	9	15
Don't know/can't remember	23	7	8	4	9	13	4	24

Q9. Still thinking about your most recent contact with regard to [insert option from Q6], do you agree or disagree with each of the following statements about this contact PROMPT WITH – is that (dis)agree or strongly (dis)agree?:

	Agriculture (36) %	Animal health (47) %	Environ. Protection (297) %	Food safety (295) %	Health & safety (544) %	Housing (96) %	Licensing (248) %	Consumer protection (191) %
<b>A I felt my business was treated fairly:</b>								
Strongly agree	23	25	29	45	30	24	39	28
Agree	34	67	50	48	56	49	45	49
Neither agree nor disagree	10	-	4	2	5	4	2	5
Disagree	-	3	4	*	2	5	4	3
Strongly disagree	14	5	6	*	1	9	5	2
Not applicable	19	*	7	5	6	9	5	13
<b>B I felt the contact was helpful:</b>								
Strongly agree	16	26	27	35	25	26	36	31
Agree	41	58	47	53	54	44	43	49
Neither agree nor disagree	10	5	7	3	7	2	4	3
Disagree	3	-	6	3	4	9	6	1
Strongly disagree	11	5	6	*	4	10	4	5
Not applicable	19	8	7	6	6	10	7	12

- Q10. Still thinking about your most recent contact with regard to [insert option from Q6], how satisfied or dissatisfied were you with the following aspects of service?  
1) PROMPT WITH - Is that very (dis)satisfied or fairly (dis)satisfied?

	Agriculture (36) %	Animal health (47) %	Environ. Protection (297) %	Food safety (295) %	Health & safety (544) %	Housing (96) %	Licensing (248) %	Consumer protection (191) %
<b>The overall level of service:</b>								
Very satisfied	32	40	36	53	39	23	50	41
Fairly satisfied	31	51	39	39	43	48	31	36
Neither satisfied nor dissatisfied	3	2	7	1	3	4	3	3
Fairly dissatisfied	3	-	4	1	3	6	4	3
Very dissatisfied	11	5	5	-	2	8	4	2
Don't know	8	3	3	3	3	2	2	3
Not applicable	11	-	7	4	6	8	6	12
<b>That the information given was easy to understand:</b>								
Very satisfied	24	37	39	55	41	25	47	41
Fairly satisfied	39	53	37	36	44	45	33	39
Neither satisfied nor dissatisfied	4	2	4	1	2	9	3	1
Fairly dissatisfied	-	-	7	1	3	4	6	3
Very dissatisfied	7	5	4	1	1	5	3	1
Don't know	8	*	2	2	4	3	2	3
Not applicable	18	3	7	4	6	10	7	12
<b>That the officer was knowledgeable about your business' situation:</b>								
Very satisfied	19	41	35	51	35	27	43	39
Fairly satisfied	34	41	31	36	39	38	28	31
Neither satisfied nor dissatisfied	-	7	5	3	3	1	4	4
Fairly dissatisfied	13	3	9	1	6	11	3	2
Very dissatisfied	10	5	6	1	3	9	5	3
Don't know	5	*	4	4	5	2	3	3
Not applicable	19	3	10	5	8	13	15	18
<b>The courteousness and professionalism of the officer:</b>								
Very satisfied	28	55	37	64	47	34	56	48
Fairly satisfied	39	40	34	28	37	41	21	28
Neither satisfied nor dissatisfied	3	-	5	1	2	1	1	1
Fairly dissatisfied	-	2	4	*	1	1	2	1
Very dissatisfied	3	2	5	*	1	9	2	1
Don't know	9	*	5	3	4	4	3	5
Not applicable	18	-	10	4	7	9	15	16

- Q10. Still thinking about your most recent contact with regard to [insert option from Q6], how satisfied or dissatisfied were you with the following aspects of service?  
 (part 2) PROMPT WITH - Is that very (dis)satisfied or fairly (dis)satisfied?

	Agriculture (36) %	Animal health (47) %	Environ. Protection (297) %	Food safety (295) %	Health & safety (544) %	Housing (96) %	Licensing (248) %	Consumer protection (191) %
<b>The speed and timeliness of the service:</b>								
Very satisfied	26	37	37	49	36	27	52	40
Fairly satisfied	37	44	34	36	41	33	28	31
Neither satisfied nor dissatisfied	7	2	5	3	3	7	3	3
Fairly dissatisfied	-	-	4	*	3	10	4	2
Very dissatisfied	7	5	5	1	3	12	4	1
Don't know	12	*	5	4	4	2	3	4
Not applicable	11	12	10	7	10	9	6	18
<b>That the officer explained what you needed to do to comply and what was a legal requirement, as opposed to guidance or best practice:</b>								
Very satisfied	30	46	38	57	42	27	46	41
Fairly satisfied	31	32	34	32	37	40	26	29
Neither satisfied nor dissatisfied	7	2	3	1	3	3	2	3
Fairly dissatisfied	3	-	3	*	1	4	4	1
Very dissatisfied	4	5	4	*	2	6	2	1
Don't know	11	3	4	4	4	3	2	3
Not applicable	14	12	13	6	11	18	18	22
<b>The final outcome:</b>								
Very satisfied	19	43	38	57	42	29	56	40
Fairly satisfied	41	37	33	33	41	40	21	34
Neither satisfied nor dissatisfied	7	7	4	1	2	4	2	1
Fairly dissatisfied	-	5	3	*	2	2	4	3
Very dissatisfied	4	*	7	-	2	7	6	4
Don't know	8	*	6	3	3	*	2	4
Not applicable	21	7	10	5	8	16	8	14

- Q11. Has your local council ever asked your opinion on how it carries out its work in relation to [insert option from Q6] regulation?

	Agriculture (36) %	Animal health (47) %	Environ. Protection (297) %	Food safety (295) %	Health & safety (544) %	Housing (96) %	Licensing (248) %	Consumer protection (191) %
Yes	4	5	7	14	9	21	13	6
No	92	93	91	82	89	74	84	91
Don't know	4	3	2	4	2	4	3	3

Q12. **When was your most recent contact with the local fire service with regard to fire safety?** Base: All those who have had contact with the fire service (Eng: 543, Wales: 99)

	Total %	England %	Wales %
Less than 3 months ago	20	19	24
Between 3 and 6 months ago	13	12	18
More than 6 months but less than a year ago	22	23	14
Between a year and 18 months ago	12	12	14
More than 18 months ago	23	24	21
Don't know/can't remember	10	10	9

Q13. **What was the nature of your most recent contact with regard to fire safety?** Base: All those who have had contact with the fire service (Eng: 543, Wales: 99)

	Total %	England %	Wales %
Seeking advice about how to comply with fire safety rules and regulations	23	22	29
A routine inspection by the local fire service	57	59	48
Regulations/changes in regulations/new legislation	2	1	3
Business had a fire/following a fire on premises	1	1	3
Investigation by the local fire service of a complaint made against the business	*	*	1
Other (specify)	6	5	9

Q14. **Still thinking about your most recent contact with regard to fire safety, do you agree or disagree with each of the following statements about this contact PROMPT WITH – is that (dis)agree or strongly (dis)agree?** Base: All those who have had contact with the fire service (Eng: 543, Wales: 99)

	Strongly agree %	Agree %	Neither / nor %	Disagree %	Strongly disagree %	Not applicable %
<b>I felt my business was treated fairly:</b>						
Total	40	47	2	1	2	8
England	40	48	2	*	2	8
Wales	41	44	-	2	1	12
<b>I felt the contact was helpful:</b>						
Total	42	45	2	2	2	7
England	42	46	2	2	2	7
Wales	46	40	-	4	1	9

- Q15. **Still thinking about your most recent contact with regard to fire safety, how satisfied or dissatisfied were you with the following aspects of service? PROMPT WITH - Is that very (dis)satisfied or fairly (dis)satisfied?** Base: All those who have had contact with the fire service (Eng: 543, Wales: 99)

		Very satisfied %	Fairly satisfied %	Neither / nor %	Fairly dissatisfied %	Very dissatisfied %	DK %	N/A %	
A	The overall level of service	Tot	55	31	2	1	1	2	7
		Eng	55	32	2	1	1	2	7
		Wal	56	28	1	4	1	2	7
B	That the information given was easy to understand	Tot	54	32	1	1	1	3	7
		Eng	55	32	1	1	1	3	7
		Wal	54	32	2	2	3	2	4
C	That the officer was knowledgeable about your business' situation	Tot	47	31	3	2	1	3	11
		Eng	47	32	3	3	1	4	11
		Wal	51	28	3	1	3	3	12
D	The courteousness and professionalism of the officer	Tot	62	25	1	1	1	4	8
		Eng	60	26	1	*	1	4	8
		Wal	69	17	-	3	-	4	7
E	The speed and timeliness of the service	Tot	51	29	2	1	1	3	12
		Eng	51	29	1	1	1	3	13
		Wal	55	25	3	3	1	4	9
F	That the officer explained what you needed to do to comply and what was a legal requirement.	Tot	54	30	1	1	2	3	9
		Eng	54	29	1	2	2	3	9
		Wal	52	31	3	-	1	4	9
G	The final outcome	Tot	54	29	2	1	2	3	9
		Eng	54	30	2	1	2	3	8
		Wal	50	26	4	3	1	4	13

- Q16. **Has your local fire service ever asked your opinion on how it carries out its work in relation to fire safety regulation?** Base: All those who have had contact with the fire service (Eng: 543, Wales: 99)

	Total %	England %	Wales %
Yes	7	7	8
No	90	90	91
Don't know	2	3	1

- Q17. **Specifically, how many local councils do you deal with in relation to regulations such as consumer protection law, Health and Safety Act and Food Safety Act?**

	Total %	England %	Wales %
Just one	70	68	78
2	9	11	2
3-5	9	9	9
6-10	2	2	2
11-50	1	1	-
51-100	*	*	-
More than 100	*	*	-
None at all	6	7	5
Don't know	2	2	3



- Q18. **How consistent or inconsistent is the advice that you receive from the various councils you have contact with? PROMPT WITH - Is that very (in)consistent or fairly (in)consistent?** Base: All those who have had contact with more than two councils (Eng: 102, Wales: 17 – figures not shown for regions given small base)

	Total %	England %	Wales %
Very consistent	13		
Fairly consistent	46		
Fairly inconsistent	21		
Very inconsistent	12		
Don't know	7		

**READ OUT: Currently, a common method employed to co-ordinate local council regulation of trading standards, food safety and health and safety is through the “Home Authority” or “Lead Authority” principle. This involves building a relationship between a local council (often the council in whose area the business HQ is located) and a business that trades across council boundaries. The resulting partnership aims to help local councils work in a more consistent and coordinated way with businesses and with each other by reducing duplication of effort and improving communications, as well as providing businesses points of contact for advice and guidance. It encourages local councils to liaise with the Home Authority before taking enforcement action against a business. The schemes are voluntary.**

- Q19a **Does your business have a “Home Authority” or Lead Authority partnership with a local council?** Base: All those who have had contact with more than two councils (Eng: 102, Wales: 17 – figures not shown for regions given small base)

	Total %	England %	Wales %
Yes	3		
No	89		
Don't know	8		

- Q19b **How useful is the Home Authority or Lead Authority partnership in ensuring the advice you receive from Local Councils is the same and/or consistent?** Base: All those who have a Home or Lead Authority partnership (Eng: 3, Wales: 1 – numbers in each category shown given small base)

	Total N	England %	Wales %
Very useful	1		
Fairly useful	1		
Not very useful	-		
Not at all useful	1		
Makes no difference to me	-		
Don't know	1		

- Q19c. **Do you think the Home Authority or Lead Authority partnership reduces the burden for your business of complying with the relevant regulations?** Base: All those who have a Home or Lead Authority partnership (Eng: 3, Wales: 1 – numbers in each category shown given small base)

	Total N	England %	Wales %
Yes	2		
No	1		
Don't know	1		

**READ OUT: As part of its statutory duties, the Local Better Regulation Office has been asked to implement a more formalised successor scheme, which is called “Primary Authority”. Businesses will be entitled to a primary authority partnership with one local authority. The key difference with the Home Authority/Lead Authority schemes is that all Environmental Health and Trading Standards Departments will then be legally required to consult the primary authority before taking enforcement action against a company. The primary authority will have the power to block the enforcement action of other local authorities if it is not consistent with the advice given by them. Local authorities will be able to charge businesses for their costs in administering the primary authority scheme. It is intended that this will reduce inconsistency between different local authorities.**

- Q20. How likely is it that your business would enter into a primary authority relationship?**  
Base: All those who have had contact with more than two councils (Eng: 102, Wales: 17 – figures not shown for regions given small base)

	Total %	England %	Wales %
Very likely	4		
Fairly likely	18		
Fairly unlikely	27		
Very unlikely	43		
Don't know	8		

- Q21a I am going to read out a few aspects of the local council's regulatory services. For each one, I would like you to tell me how important it is for your business, using the following scale:**

		Very important %	Fairly important %	Not very important %	Not at all important %	DK %	
A	Providing an advisory service	Tot	41	34	14	10	1
		Eng	41	33	15	10	1
		Wal	45	36	6	11	2
B	Taking a joined up approach to inspections by different regulatory services	Tot	28	35	18	14	4
		Eng	29	34	19	14	4
		Wal	28	37	17	15	3
C	Maintaining an ongoing relationship	Tot	37	37	14	10	1
		Eng	36	37	15	11	1
		Wal	37	41	10	10	1

- Q21b Are there any other aspects of the local council's regulatory services that you consider important?** Base: All giving an answer: 153 (Eng: 127, Wales: 25 – figures not shown for regions given small base)

	Total %	England %	Wales %
Planning	16	-	-
Waste disposal / management / recycling	10	-	-
More / quicker contact / better communication with businesses	8	-	-
Environmental / green aspects	7	-	-
Consistent point of contact / know who to contact	6	-	-

Q22a I am now going to read out the same aspects again. This time, can you tell me how important they are in relation to the local fire service?

		Very important	Fairly important	Not very important	Not at all important	DK	
		%	%	%	%	%	
A	Providing an advisory service	Tot	52	31	7	7	3
		Eng	52	32	7	7	3
		Wal	52	27	6	11	4
B	Taking a joined up approach to inspections by different regulatory services	Tot	36	33	13	11	6
		Eng	36	34	14	10	6
		Wal	34	32	12	18	4
C	Maintaining an ongoing relationship	Tot	44	30	12	10	4
		Eng	43	31	12	10	4
		Wal	48	26	11	13	3

Q22b Are there any other aspects of the local fire service's regulatory services that you consider important? Base: All giving an answer: 103 (Eng: 86, Wales: 17 – figures not shown for regions given small base)

	Total %	England %	Wales %
Advice / help / support	12	-	-
Checks / inspections / annual checks / more regular checks	12	-	-
Education / training	11	-	-
More / quicker contact / better communication with businesses	11	-	-
Fire safety / procedures / regulations	9	-	-
More fire stations / not to shut stations down / maintain a strong presence	7	-	-

Q23. I am now going to read out a list of the different areas of regulation we have been talking about. For each one, can you tell me how easy or difficult it is to know what you have to do to comply with the regulations in that area? PROMPT WITH: Is that very/fairly easy/difficult?

		Very easy	Fairly easy	Neither / nor	Fairly difficult	Very difficult	N/A	DK	
		%	%	%	%	%	%	%	
A	Agriculture	Tot	1	4	1	2	1	90	1
		Eng	1	4	1	2	1	90	1
		Wal	2	4	-	1	1	91	1
B	Animal Health & Welfare	Tot	2	5	1	2	1	89	1
		Eng	2	5	1	2	1	89	1
		Wal	1	7	1	1	1	89	1
C	Environmental Protection	Tot	8	26	5	12	6	41	2
		Eng	8	26	5	12	6	40	3
		Wal	10	23	5	10	4	47	1
D	Fire Safety	Tot	22	49	5	10	3	9	2
		Eng	23	49	5	10	3	9	2
		Wal	20	48	3	12	3	12	1
E	Food Safety, Standards & Hygiene	Tot	14	17	2	2	1	62	1
		Eng	14	17	2	2	1	62	1
		Wal	14	20	2	4	1	58	1
F	Health & Safety	Tot	21	46	4	14	6	8	1
		Eng	20	46	5	14	6	9	1
		Wal	25	46	3	12	7	6	1
G	Housing	Tot	2	8	1	4	2	82	1
		Eng	1	8	1	4	2	82	1
		Wal	6	10	-	1	1	82	1
H	Licensing	Tot	11	16	2	5	2	63	1
		Eng	11	15	2	5	2	64	1
		Wal	12	24	3	4	2	55	1
I	Consumer Protection	Tot	6	26	3	6	2	52	3
		Eng	5	26	4	6	3	52	4
		Wal	9	27	1	8	1	51	2

Q24. In your experience, how does the burden from complying with the areas of local regulation that we have been discussing compare with the burden from complying with planning, tax, employment and company law? Would you say it is more or less of a burden, or about the same? PROMPT WITH Is that much more/less or a bit more/less?

	Total	England	Wales
	%	%	%
Much more of a burden	7	7	6
A bit more of a burden	6	6	5
About the same	58	57	63
A bit less of a burden	10	10	12
Much less of a burden	12	12	10
Don't know	7	7	5

- Q26. **On the whole, how satisfied or dissatisfied are you with the way your local council regulates businesses to protect consumers, workers and the environment? PROMPT WITH – Is that very or fairly (dis)satisfied?**

	Total	England	Wales
	%	%	%
Very satisfied	12	12	11
Fairly satisfied	53	53	56
Neither satisfied nor dissatisfied	14	14	15
Fairly dissatisfied	8	8	7
Very dissatisfied	6	6	6
Don't know	7	8	5

- Q27. **On the whole, how satisfied or dissatisfied are you with the way your local fire service regulates businesses to ensure the risks from fires are minimised? PROMPT WITH – Is that very or fairly (dis)satisfied?**

	Total	England	Wales
	%	%	%
Very satisfied	31	31	33
Fairly satisfied	44	44	42
Neither satisfied nor dissatisfied	7	7	9
Fairly dissatisfied	3	3	3
Very dissatisfied	2	2	2
Don't know	13	13	10

