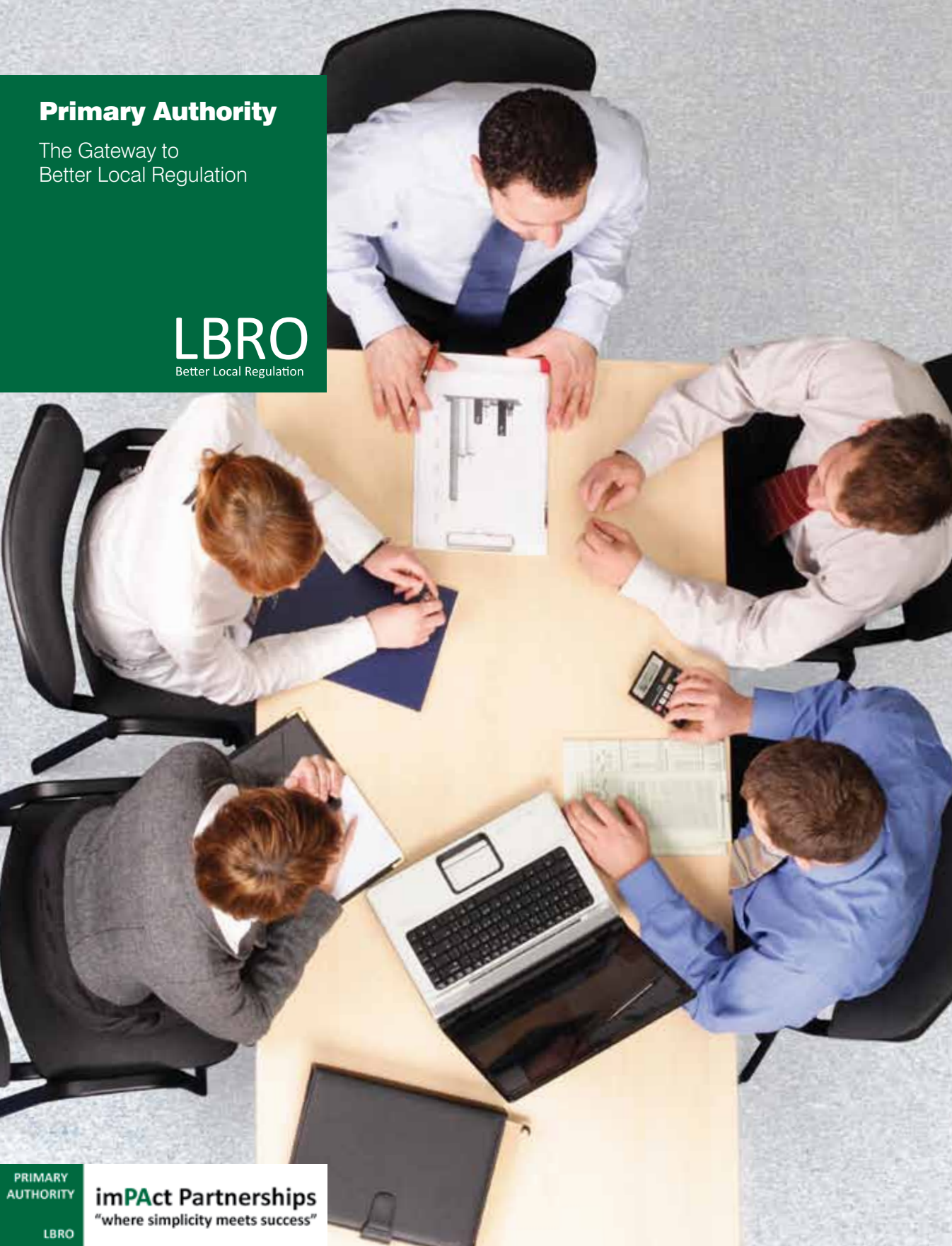


## Primary Authority

The Gateway to  
Better Local Regulation

# LBRO

Better Local Regulation



## Are You Making An Impact?

**Primary Authority is the gateway to simpler, more successful local regulation, based on a new relationship between businesses and local authorities.**

**Impact partnerships are formed when businesses and local authorities sign up to one or more primary authority partnerships together.**

**Better relationships between the regulated and the regulators mean better regulation. Primary Authority can increase the prosperity of businesses and communities, and offer protection for vulnerable consumers and traders facing unfair competition.**



PRIMARY  
AUTHORITY  
LBRO

**imPact Partnerships**  
“where simplicity meets success”

April 2010

## What Is Primary Authority?

- Regardless of its size, a business operating across council boundaries can form a primary authority partnership with a single local authority in relation to regulatory compliance. These partnerships can cover all environmental health and trading standards legislation, or specific functions such as food safety or petroleum licensing.
- Once legally nominated by LBRO, partnerships are automatically recognized by all local regulators. A central register of the partnerships provides an authoritative reference source for businesses and councils.
- By working closely with the business a primary authority can apply regulations to their specific circumstances providing robust and reliable advice. This advice must be respected by all local regulators, enabling the business to operate with assurance and confidence.
- A national inspection plan can be produced by the primary authority to improve the effectiveness of inspection, avoid repeated checks, and enable better sharing of information.
- If a problem arises, the primary authority can coordinate enforcement action to ensure that the business is treated consistently and that responses are proportionate to the issue.
- LBRO oversees Primary Authority and operates a dispute resolution procedure.
- A business can choose what level of support it needs from its primary authority. The question of resourcing the partnership is up to the councils and businesses concerned. Where necessary, a primary authority can recover its costs.

*“Why wouldn't businesses want a primary authority? After all, you succeed with regulators by working with rather than against them.”*

**Gary Howells, Safety Advisor, B&Q**

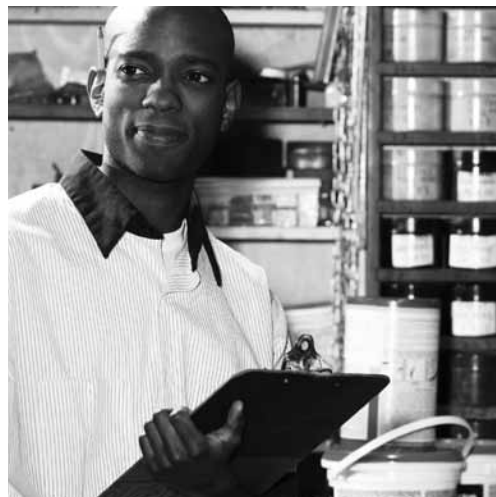
*“We feel this much more efficient way of working is beneficial to consumers, business and local authorities alike, and will help save millions of pounds in the process.”*

**Steve Harrison, Operational Director – Premises Management, Westminster City Council**



## Benefits For Local Authorities

Primary Authority is a means of helping businesses prosper without compromising consumer protection from harm and fraud, by working with those that appreciate the value of the advice they receive. Local authorities willing to deliver tailored expertise can expect to see increased investment and employment within their local communities.



“This is really about sensible risk management: making sure that the things most likely to cause injury or work-related ill-health are prioritized and dealt with in a comprehensive, planned way.”

**Steve Wood, Service Manager,  
Leeds City Council**

As partnerships are established, councils gain from access to better intelligence. Primary Authority makes information on business risks and systems freely available to inspectors at the outset. As a result, they arrive at premises well briefed and confident about what to expect. This enables them to avoid duplication of effort and to target resources on the areas of highest need.

While the flexibility to adapt to local circumstances must be retained, eliminating inconsistent interpretation serves to enhance the credibility of all local regulators, as well as preventing unfair variations in the level of protection that the public receives. This supports the creation of a level commercial playing field, giving businesses more confidence to invest and grow.

“We are happy to work with any organization that believes good health is good business, and is committed to continuous improvement.”

**Councillor Berni Turner, Executive Member  
responsible for Health and Safety,  
Liverpool City Council**

Primary Authority delivers confidence to invest and grow. Businesses have access to a reliable source of information that draws on a detailed understanding of their operations, prevents inconsistent interpretation of regulations, and applies regardless of where stores, factories or offices are based or products are sold.

There are many ways in which this resource can be of help. For example, it can be used to quickly resolve issues relating to the trading of goods on a regional or national basis, either from actual premises or over the internet.

Whether businesses seek to confirm that their existing procedures accord with the rules or simply want to know what to do to comply, tailored advice is available from their primary authority – with the assurance that it is respected by all local regulators.

“The formation of partnerships by companies is a positive step, showing their intention to improve their standards and level of compliance.”

**Stephen Dean, Health and Safety Manager,  
Iceland Foods**

## Benefits For Business

By assessing the feedback from inspections conducted across the UK, primary authorities can provide other councils with evidence of compliance – thus avoiding repeated information requests and unnecessary checks – and recommendations about how best to tackle broad issues quickly and effectively at a local level. Both aspects serve to drive down costs for companies in partnerships. The Government estimates that across the UK businesses could save £48 million per year through Primary Authority.



“We now make changes with confidence, knowing that they will be supported by our partner.”

**Jonathan Hayes, Head of Risk  
Management, Moto**

Primary Authority has consistently exceeded expectations. The impact partnerships created after just one year extend to 17,000 premises and over 275,000 employees.

If you would like to make an impact, there are plenty of resources on our website. These include a simple application form with a step by step guide to the key points to be agreed at the outset, setting the ground for your primary authority relationship to develop to meet your changing needs.

Many businesses and local authorities are currently meeting to discuss and refine consistent approaches to regulatory compliance. The benefits of Primary Authority start as soon as a partnership is registered by LBRO. From then on it has legal status and is recognized by all councils when they undertake inspection and compliance activities.



“At the end of the day, we all have the same ultimate goal: to provide a safe place to shop and work. Reputable businesses are generally well-intended and well-informed, and if enforcing officers are freed to focus on high-risk businesses, persistent offenders and rogue traders then this is a win-win situation”

**Stuart Wiggans,**  
Trading Law Manager, Asda

“We can see many benefits of this partnership – not least being able to work closely with businesses, support economic prosperity and protect our communities by ensuring public health and safety is as good as it should be.”

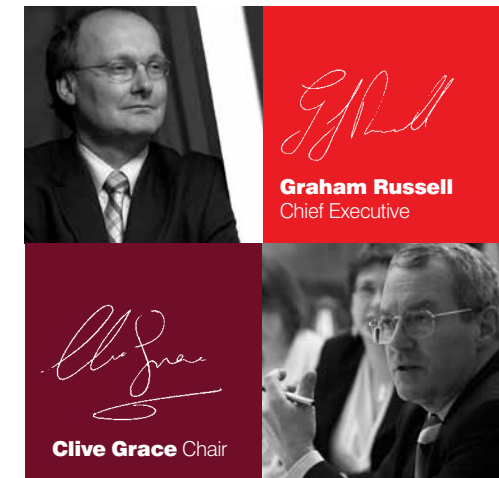
**Peter Box, Leader, Wakefield Council**

Effective local regulation requires confidence and mutual trust. Businesses should be able to rely on the environmental health, licensing and trading standards advice received from local authorities, in the knowledge that it is expert opinion, applicable across the UK, and a secure basis for investment and operational decisions. This forms the basis for Primary Authority, which was launched on 6 April 2009. Its operation is a statutory responsibility of LBRO. Our role is to register partnerships, issue guidance and resolve disputes.

As the public body for better local regulation, LBRO reduces unnecessary red tape for law-abiding businesses, to allow greater focus on targeting the rogue traders who harm vulnerable people and damage our communities. By making it easier for councils to advise on and apply the rules, and simpler for companies to understand them, we help to ensure that local regulation delivers both prosperity and protection.

LBRO was established under the Regulatory Enforcement and Sanctions Act 2008 as a non-departmental public body, accountable to the Department for Business, Innovation and Skills (BIS) through the Better Regulation Executive.

We are governed by an independent Board and operate across the United Kingdom from our base in central Birmingham.



**For further information about Primary Authority and LBRO, please visit [www.lbro.org.uk](http://www.lbro.org.uk). Alternatively, contact Duncan Johnson at [duncan.johnson@lbro.org.uk](mailto:duncan.johnson@lbro.org.uk) or on 0121 226 4000.**



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