This is a charter agreed by local authorities, regulators and the business community within the Stoke-on-Trent & Staffordshire Local Enterprise Partnership area. The partners are committed to working together to provide a regulatory environment that promotes success in business whilst continuing to provide public protection and consistency for business. The charter sets out roles and responsibilities for partners to achieve this aim.

We believe good regulation is essential in promoting fairness and the protection of both the public and environment from harm whilst acting as an enabler to economic growth. Partners to this agreement will work together to provide an environment that will enhance necessary, balanced, well-targeted regulation.

**Local, Regional and National Regulators** will work collaboratively to:

- provide timely support for business in creative and innovative forms.
- be business friendly and engage with businesses in a constructive and positive manner.
- take ownership of any business enquiry and ensure it is dealt with by the appropriate regulator.
- drive up standards of service within their area of expertise, particularly by listening to local businesses.
- be accountable.
- promote efficient and effective approaches to regulation, where ever possible offering advice and guidance in preference to other enforcement activity.
- improve regulatory outcomes without imposing unnecessary burdens on business, the Third Sector and other regulated entities.

**Regulators** will be:

- proportionate – activities will reflect the level of risk to the public and action taken will correspond to the seriousness of the offence.
- accountable – activities will be open to public scrutiny, with clear and accessible policies, and a fair and efficient complaints procedures.
- consistent – advice will be robust and reliable and will respect advice provided by others. Where circumstances are similar, services will endeavour to act in consistent ways.
- transparent – regulators will ensure that those we regulate are able to understand what is expected of them and what they can anticipate in return.
- targeted – regulators will focus their resources predominantly on higher risk enterprises and activities, reflecting local need and national priorities.

**The Business Community** will:

- engage with regulators in a constructive and positive manner.
- be open and direct in their communication with regulators.
- be fair, helpful and transparent when dealing with regulators’ staff.
- provide genuine feedback to regulators.
- engage in business and regulator forums, and other opportunities, to shape regulation delivery in the LEP area, which should help to increase knowledge of regulatory matters affecting their businesses.

This charter is endorsed by