



# Business Charter

**June 2014**

A priority project delivering Creative Hertsmere

**Creative**  
Hertsmere  
Think... Develop... Act...



## Why a Charter...

We are living in difficult economic times where local economies are exposed to global shocks, competition and markets.

The purpose of this **Business Charter** is to establish a new working relationship between **Hertsmere Borough Council** and **local businesses** in order to improve overall economic performance and prosperity across the borough and, as a result, contribute to achieving the vision set out in **Creative Hertsmere** the council's Economic Development Strategy and Action Plan.

## Our commitment in this Charter is to....

- ✓ Champion and support local business
- ✓ Deliver the highest quality of service for businesses and where possible ensure that the particular needs of individual businesses are understood and met
- ✓ Provide value for money, especially within the current economic climate which requires an enterprising and agile approach to delivering public services
- ✓ Analyse needs and seek the views of business to inform service planning
- ✓ Monitor performance to embed a culture of continuous improvement
- ✓ Work in partnership through a range of joint working arrangements
- ✓ Deal with businesses honestly and with integrity
- ✓ Establish an internal Business Champions Group to deal with issues raised by business and ensure that the Charter remains fit for purpose
- ✓ Establish an external Economic Board to provide challenge to and direction for the Charter

The council's new relationship with business will be facilitated through Hertsmere Connect a new working arrangement between the council and the Chamber of Commerce that will be focused around a programme of local events and campaigns.

<http://www.hertsmereconnect.co.uk>

It should be noted that whilst every effort is made by council officers to assist businesses, they are not able to act as private consultants. The council accepts that most of the businesses/organisations that are regulated do not deliberately set out to break the law and any enforcement action should always be transparent, proportionate and have regard to risk of harm and previous track record.

**For further information contact:  
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# The council will support business through its various roles...

| Council role                  | Related council Service  | How we support businesses  | What we ask of businesses   |
|-------------------------------|--|--|---|
| Service provider              | <ul style="list-style-type: none"> <li>Street Scene</li> <li>Partnership and Community Engagement</li> <li>Finance and Business Services</li> <li>Housing</li> <li>Leisure facilities</li> </ul>   | <ul style="list-style-type: none"> <li>Waste Collection, recycling and maintaining public spaces</li> <li>Providing well maintained and clean public spaces</li> <li>Street cleaning</li> <li>Provision of quality sports and cultural services</li> <li>Support for individuals on low incomes</li> <li>Housing and support for those in need</li> </ul>  | <ul style="list-style-type: none"> <li>Keep us informed of any change in contact details</li> <li>Treat our staff with courtesy</li> <li>Encourage staff with housing and care needs to contact the council</li> <li>Keep abreast of waste collection timetable and procedures</li> <li>Champion and make use of leisure facilities</li> </ul>  |
| Major employer                | <ul style="list-style-type: none"> <li>HR and Customer Services</li> <li>Democratic Services</li> <li>Financial &amp; Business Services</li> <li>Shared internal Audit Services</li> <li>Legal Services</li> <li>Partnership and Community Engagement</li> </ul> | <ul style="list-style-type: none"> <li>Pool of skilled labour from which to recruit</li> <li>Advice and support on a range of business related services</li> <li>Support the local labour markets through taking on apprentices and offering work experience and traineeships</li> </ul>   | <ul style="list-style-type: none"> <li>Inform the council how you think their corporate activity could support your business needs</li> <li>Consider taking on apprentices</li> <li>Consider offering work experience and traineeships</li> </ul>   |
| Buyer of goods and services   | <ul style="list-style-type: none"> <li>All Services - Procurement</li> </ul>   | <ul style="list-style-type: none"> <li>Opportunity to bid to supply goods and services to the council</li> <li>Pay bills promptly</li> </ul>   | <ul style="list-style-type: none"> <li>Recognise that the council looks to secure value for money for its customers</li> <li>Attend training to understand how to bid to supply goods and services to the council</li> <li>Register to be alerted to opportunities to supply the council</li> </ul>   |
| Regulator                     | <ul style="list-style-type: none"> <li>Planning and Building Control</li> <li>Environmental Health</li> </ul>  | <ul style="list-style-type: none"> <li>Advice on planning and building regulations, community safety and licensing matters</li> <li>Consideration of applications</li> <li>Enforcement against illegal activity</li> <li>Provide low cost training for food businesses</li> <li>Fully support the Governments initiative "Primary Authority" which provides "assured advice" on a range of regulatory functions to multi-site businesses</li> <li>Working with other regulators to publish a pan Hertfordshire "regulators charter"</li> <li>Support ERWIN "Everything regulation when it is needed" and "Pub Watch" within Hertsmere providing advice and support on licensing and related issues to businesses that sell alcohol.</li> </ul> | <ul style="list-style-type: none"> <li>Follow our advice and guidance to avoid the need for any formal enforcement action</li> <li>Actively participate with initiatives to support better understanding and delivery of regulation</li> </ul>  |
| Policy maker and shaper       | <ul style="list-style-type: none"> <li>Planning and Building Control</li> <li>Partnership and Community Engagement</li> </ul>  | <ul style="list-style-type: none"> <li>Identification of land for employment and housing</li> <li>Making the council business friendly</li> <li>Reducing crime and creating safe places</li> <li>Influencing county and national policy</li> <li>Providing information about the condition of the local economy</li> </ul>   | <ul style="list-style-type: none"> <li>Respond to consultations regarding policy, projects and funding bids which may affect local business</li> </ul>  |
| Landowner and landlord        | <ul style="list-style-type: none"> <li>Asset Management</li> <li>Housing</li> </ul>  | <ul style="list-style-type: none"> <li>Provision of land and premises for business</li> </ul>  | <ul style="list-style-type: none"> <li>Inform the council of your land and accommodation needs</li> </ul>   |
| Tax collector                 | <ul style="list-style-type: none"> <li>Finance and Business Services</li> </ul>  | <ul style="list-style-type: none"> <li>Collection of rates and support for those facing difficulties</li> </ul>  | <ul style="list-style-type: none"> <li>Speak to the council early as possible regarding any problems</li> </ul>   |
| Developer                     | <ul style="list-style-type: none"> <li>Asset Management</li> <li>Planning and Building Control</li> <li>Partnership and Community Engagement</li> </ul>  | <ul style="list-style-type: none"> <li>Improvement to local facilities, infrastructure and spaces</li> <li>Provision of modern business accommodation</li> <li>Making best use of assets to support business</li> </ul>  | <ul style="list-style-type: none"> <li>Show patience when improvement works are underway</li> <li>Help shape and support development proposals</li> </ul>   |
| Community leader and champion | <ul style="list-style-type: none"> <li>Partnership and Community Engagement</li> <li>Environmental Health</li> <li>Democratic Services</li> </ul>  | <ul style="list-style-type: none"> <li>Voice for business on strategic partnerships</li> <li>Development of plans to deal with emergencies</li> <li>Listening and acting on views of local business</li> <li>Securing investment into business infrastructure</li> <li>Galvanising local partners</li> </ul>   | <ul style="list-style-type: none"> <li>Make the council aware of the needs of the business community</li> <li>Think about anything which could disrupt your business (for example bad weather, power cuts, damage to your buildings) and put in place business continuity plans to keep your business going</li> <li>Participate in events and activity aimed at supporting business</li> </ul> |



# At the forefront of creative innovation

Working in partnership...



# At the heart of the film and television industry