



WE'RE HERE TO HELP

WHY NOT WHAT

IMAGINE



Business Friendly

“Explicit attempts by local government and their partners (including central government) to reduce the regulatory and non-regulatory barriers, costs, risks uncertainties in all forms of commercial activity to stimulate and support local business growth, local business retention and the attraction of new business to the local area.”

More simply put, building a platform off which future business can be successful.



1.

**Build excellent
relationships and
partnerships**

2.

Context matters





3.

**Provide certainty
and clarity for
business
decision-making**



4.

**Make every
interaction with
business count**



5.

**Be proactive and
look for
opportunities to
support
businesses**



6.

**Respond rapidly
and flexibly to
business after
major
emergencies**

We prefer tinkering
at the edges.

COMPREHENSIVE
REFORM

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What others are doing

It often falls to a specific person within the organisation to account manage the key pain points.

While this is obviously better than doing nothing, it may not be the best response over time.

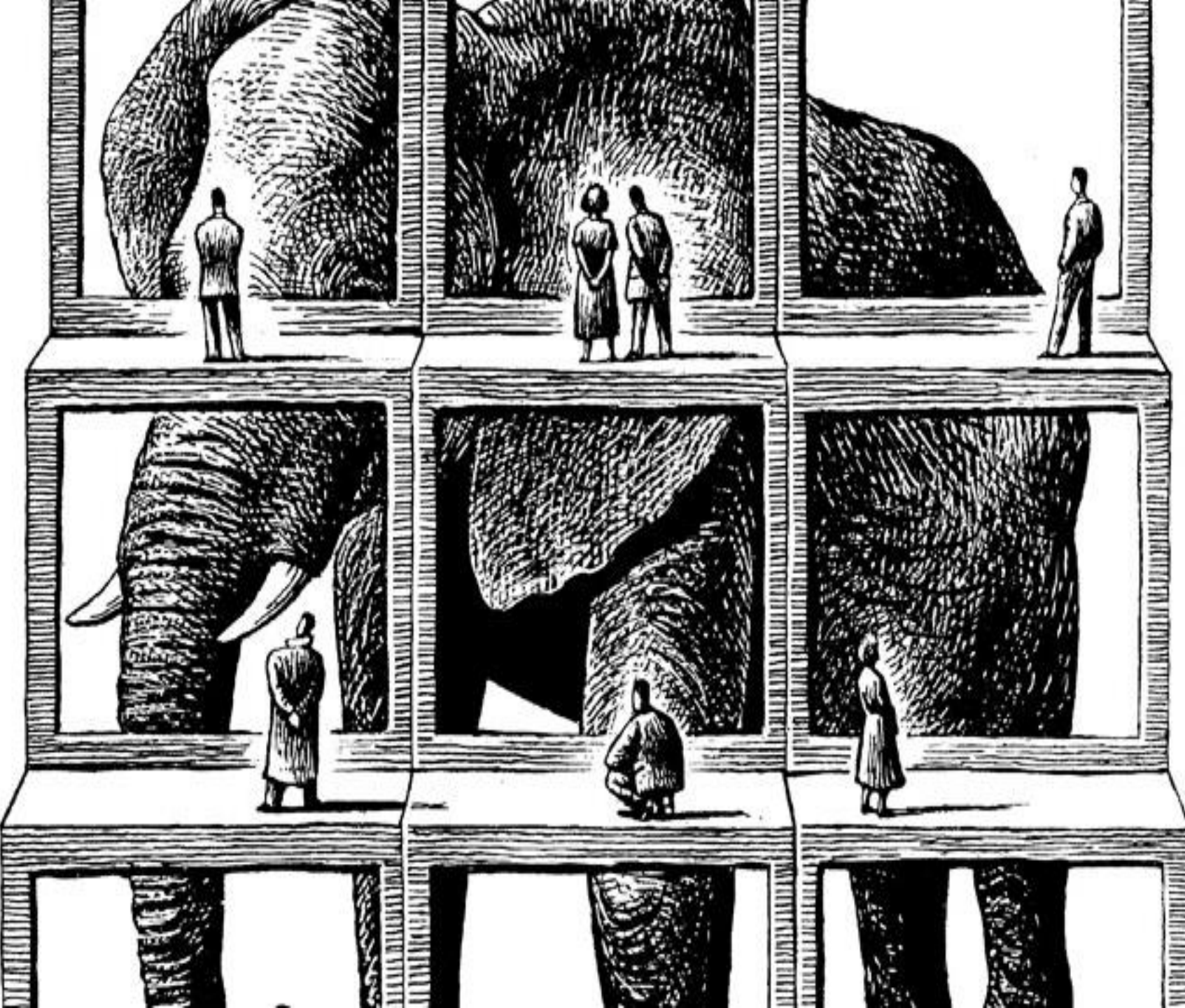


Potential actions



Organisational Assessment

Create a platform
off which
businesses can be
successful





Culture and Capability

Embedding business friendly principles in council activities is likely to be the most impactful change the organisation could make.

“What if we don’t change at all ...
and something magical just happens?”



QUESTIONS