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LBRO
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Our purpose is to improve the application of environmental health, fire safety, licensing and trading standards legislation, making it easier for councils to advise on and apply the rules, and simpler for businesses to understand them.

Following the commencement of the Regulatory Enforcement and Sanctions Act 2008 on 1 October 2008, LBRO now operates as an executive non-departmental public body, accountable to the Department of Business, Enterprise and Regulatory Reform through the Better Regulation Executive.

The organization is governed by an independent Board with extensive experience of business, consumer issues, national regulation, advocacy and local government. Its nine members together provide leadership and act as ambassadors. Our executive, based in central Birmingham, numbers around 25 people, with diverse backgrounds in the public and private sectors.

While we have a remit that covers the whole of the UK, its extent varies, so we liaise with the devolved administrations to ensure our work in Wales, Scotland and Northern Ireland is appropriate to the unique constitutional position of each.



Are your regulatory services adding value?



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Local authority regulatory services have a bearing on all themes of the Local Area Agreements. How many of the top 20 LAA priorities do your regulatory services contribute towards?

Better Health?

Business Support?

Community Involvement?

Cutting Crime?

“I view the creation of LBRO as a very positive development. Local authorities stand to benefit from its brief to reduce the regulatory burden on compliant businesses and to target resources more effectively in order to promote fairness and to influence behaviour. LBRO support for effective local regulation will result in time and cost savings, in terms of service delivery, and will underpin the important link between better local regulation and economic prosperity.”



Trish Haines, President, SOLACE




“We are delighted to be supporting Trish in her year as President and look forward to working closely with SOLACE members to take the better regulation agenda forward at local level.”

Clive Grace, LBRO Chair

Leading authorities recognize the important role of regulatory services in meeting LAA priorities. The following are just some of the many examples that show clear links to at least 11 of the top 20 key national indicators:

National Indicator 112 – Under 18 conception rate

Rank 2 out of 20 – In 107 LAAs

Buckinghamshire / Lewisham: Via a coordinated blend of education, advice and enforcement, regulatory services are curtailing underage sales of alcohol and consequently the incidence of the associated issue of teenage pregnancies.

NI 186 – Per capita reduction in CO₂ emissions

Rank 3 / 103 LAAs

Warrington: Through measures to cut CO₂ levels, such as improving the energy and fuel efficiency of council buildings and vehicles respectively, environmental health is helping to limit the borough's contribution to climate change, in a broad partnership extending to the emergency services, the regional development agency and the local primary care trust.

NI 56 – Obesity among primary school age children in Year 6

Rank 5 / 99 LAAs

Wirral: By conducting in-depth sampling, working with the takeaway sector to reduce risks, and undertaking a long-term educational campaign highlighting the levels of saturated fats and salt in takeaway meals, a partnership between trading standards and the local primary care trust is tackling the issue of obesity, especially in children.

NI 16 – Serious acquisitive crime rate

Rank 7 / 96 LAAs

Bedfordshire: By helping local authorities (free of charge) across England and Wales in confiscating the illegal gains of counterfeiters, an innovative partnership between the council's financial investigations unit and the Federation Against Copyright Theft is removing the rewards of crime, and thus the incentives to commit it.

NI 154 – Net additional homes provided

Rank 8 / 90 LAAs

Leeds: Through its commitment to increasing the amount of good quality but affordable housing, environmental health is making an important contribution to the concept of the sustainable city, as a member of the Leeds Housing Partnership.

NI 123 – Stopping smoking

Rank 9 / 89 LAAs

Leicestershire / Sheffield / Stockton-on-Tees: Via a variety of measures such as campaigns to kick the habit, the prevention of tobacco sales to minors and partnerships with primary care trusts, regulatory services are making a major effort to reduce smoking.

NI 4 – Percentage of people who feel they can influence local decisions

Rank 11 / 83 LAAs

Staffordshire: By giving advice, liaising with businesses, promoting responsible traders and reporting rogue ones, over 600 community-based volunteers support trading standards under the Watchdog scheme, empowering them to shape policy and actions.

NI 120 – All age all cause mortality rate

Rank 12 / 83 LAAs

Nuneaton and Bedworth: By encouraging people to adopt better diets and stop smoking, environmental health is making a key contribution to tackling the issue of health inequalities, helping people to live longer lives.

NI 20 – Assault with injury crime rate

Rank 15 / 80 LAAs

Shropshire: Through its focus on preventing assaults and alcohol-fuelled violence in particular, a broad partnership of trading standards, West Mercia Police and other organizations is reducing the incidence of crime-related injuries.

NI 110 – Young people's participation in positive activities

Rank 18 / 77 LAAs

Birmingham: By initiating and then developing the Consumer Challenge Quiz, which has since grown to become a national event, trading standards has changed the lives of many people with special needs, by giving them more confidence, pride in their achievements, and experience of team-working with fellow students, teachers and council personnel.

NI 39 – Rate of hospital admission per 100,000 for alcohol related harm

Rank 19 / 76 LAAs

Nottingham: Through tough and focused action against off-licences selling alcohol irresponsibly, trading standards is cutting the rate of hospital admissions, as stipulated in the alcohol strategy agreed with other partners.