**Winchester City Council**

**Better Business for All Improvements**

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| Social media | * top tips for businesses regarding regulation etc via Winchester City Council’s Twitter feed #BBfA
 | @WinchesterCity |
| Communication | * ensuring that projects and changes, from across the council, that affect businesses are communicated via press releases, consultations and entrepreneur newsletter
* improvements to web pages (navigation and use of plain English)
 | [www.winchester.gov.uk/business/entrepreneur-newsletter/](http://www.winchester.gov.uk/business/entrepreneur-newsletter/) |
| Training | * social media for food businesses
* targeted training for Chinese restaurants
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| Case studies | * businesses working productively with regulators via the Better Business for All web page
 | [www.winchester.gov.uk/business/better-business/](http://www.winchester.gov.uk/business/better-business/) |
| Business support | * new business support service for businesses via Southern Entrepreneurs. Referrals (through the economy and arts team) are funded by the council
* a new free regulatory advice for smaller independent businesses taking part in Best Bar None
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| Customer journey improvements | * Business insight training for regulators to gain a better understanding of the pressures and barriers that businesses face
* better signposting of businesses to other officers
* planning application process with one single planning case officer dealing with application
* more flexibility in renewing taxi driver licences
* training for staff in handling business rate enquiries
* better advice for buskers to reduce complaints from businesses
* production of a procurement guide for suppliers setting out how small businesses can be considered for council opportunities
* new parking strategy considering allocation of parking spaces where businesses need them
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