situating small firm regulation
structure of afternoon

- 12.30 Buffet lunch available
- 13.00 Welcome and introductions
- 13.30 Project presentation/discussion
- 15.00 Coffee break
- 15.15 Project focus: your needs/comments/suggestions?
- 16.00 Finish
**The Project**
ESRC study of how small firms receive, understand and respond to *regulation*.

**Why?**
We know a lot about what entrepreneurs say/think, less about the everyday reality.

**Method**
Punctuated/qualitative/longitudinal, three periods, every 6 months.

**Where it's at**
Two regions: EM and NE.
First round empirical stage.
Sectors: bio-business, film and media, security, environmental services.
key objectives

- to understand the spatial and temporal dynamics of how small firms receive, understand and respond to regulatory change

- to understand regulation as a process of *interaction* between agents

- to understand the temporality and life cycle of regulatory initiatives
<table>
<thead>
<tr>
<th>Sector</th>
<th>Firm</th>
<th>Approx size</th>
<th>Location</th>
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<tbody>
<tr>
<td>Bio-Business</td>
<td>Bio 1 (proteomics analysis software development)</td>
<td>30</td>
<td>North East</td>
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<td></td>
<td>Bio 2 (drug manufacture)</td>
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<td>Bio 3 (drug delivery technologies)</td>
<td>15</td>
<td>East Mids</td>
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<td>Bio 4 (Phase I/II clinical trial drug development)</td>
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<td>Environmental Services</td>
<td>ES 1 (domestic waste treatment &amp; composting)</td>
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<td>North East</td>
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<td>ES 2 (environmental testing service)</td>
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<td>ES 3 (odour control solution development)</td>
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<td>ES 4 (renewable energy centre)</td>
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<td>East Mids</td>
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<tr>
<td>Security</td>
<td>S 1 (vision technology security solutions)</td>
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<td>North East</td>
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<td>S 2 (digital imaging solutions)</td>
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<td></td>
<td>S 3 (hi-performance clothing/armour protection)</td>
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<td>East Mids</td>
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<tr>
<td>Film &amp; Media</td>
<td>FM 1 (marketing agency)</td>
<td>10</td>
<td>North East</td>
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methodological approach

- qualitative, longitudinal – 3 main periods
- first round (mainly via interviews)
  - mapping the firm’s context (location, services, market, customers, competitors, networks…)
  - understanding work culture (‘hanging around’ where possible)
  - accessing relevant documents
  - developing understanding of regulatory landscape from multiple perspectives
  - mapping responsibilities for regulatory issues and networks of support
  - trust-building
emerging themes

- sector really matters – impacts on understanding of and response to regulation
- regulation creates business, shapes business models
- proliferation of external regulation “industry” (advice/consultancy)
- regulation a process of interaction: relationships and individual biographies important
- doing business with the public sector – a double-edged sword?
- perception that UK regime is tough in relative terms
1. Are we missing anything?

2. How can this research help you and why?

3. How can you help disseminate, create impact?

4. Who else should we talk to?