

BUSINESS, ECONOMY AND INNOVATION COMMITTEE

**MEETING TO BE HELD AT 2.00 PM ON TUESDAY, 29 MARCH 2022
IN LARGE MEETING ROOM, WELLINGTON HOUSE, 40-50
WELLINGTON ST, LEEDS, LS1 2DE**

A G E N D A

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATIONS OF DISCLOSABLE PECUNIARY INTERESTS**
- 3. EXEMPT INFORMATION - POSSIBLE EXCLUSION OF THE PRESS AND PUBLIC**
- 4. MINUTES OF THE MEETING HELD ON 14 OCTOBER**
(Pages 1 - 6)
- 5. NOTES OF THE LAST MEETING HELD ON 5 JANUARY**
(Pages 7 - 10)
- 6. ECONOMIC REPORTING**
(Pages 11 - 14)
- 7. MONITORING INDICATORS**
(Pages 15 - 28)
- 8. FAIR WORK CHARTER AND COMMUNITY WEALTH BUILDING**
(Pages 29 - 32)
- 9. MANUFACTURING TASKFORCE AND SMARTY ACTION PLAN**
(Pages 33 - 58)
- 10. CURRENT DELIVERY**
 - (a) BUSINESS SUPPORT**
(Pages 59 - 64)

(b) TRADE AND INVESTMENT
(Pages 65 - 68)

11. FORWARD PLAN

Signed:

A handwritten signature in black ink, consisting of the letters 'BSM' in a stylized, cursive font, followed by a horizontal line.

**Managing Director
West Yorkshire Combined Authority**



**MINUTES OF THE MEETING OF THE
BUSINESS, ECONOMY, AND INNOVATION COMMITTEE
HELD ON MONDAY, 18 OCTOBER 2021 AT NEXUS, DISCOVERY WAY,
UNIVERSITY OF LEEDS, LEEDS, LS2 3AA**

Present:

Councillor Shabir Pandor (Chair)	Kirklees Council
Andrew Wright (Deputy Chair)	LEP
Councillor Jane Scullion	Calderdale Council
Mandy Ridyard	LEP
David Sidlow	BorgWarner Ltd
Philip Wilson	Slipstream Design
Karl Oxford (Advisory Representative)	African and Caribbean Business Ventures Ltd
Sue Cooke (Advisory Representative)	LCR Universities
Simon Mellon (Advisory Representative)	Department for International Trade
Sandy Needham (Advisory Representative)	Chamber of Commerce
Derek Whitehead (Advisory Representative)	West Yorkshire Consortium of Colleges
Dr Martin Stow (Advisory Representative)	Leeds University

In attendance:

Jacqui Gedman	Kirklees Council
Brian Archer	West Yorkshire Combined Authority
Liz Hunter	West Yorkshire Combined Authority
Sarah Bowes	West Yorkshire Combined Authority
Alexander Clarke	West Yorkshire Combined Authority
Henry Rigg	West Yorkshire Combined Authority
Amanda Potter	West Yorkshire Combined Authority
Ben Kearns	West Yorkshire Combined Authority

1. Apologies for Absence

Apologies were received from Councillor Firth, Councillor Pryor, Councillor Byford, Councillor Ross-Shaw, Councillor Waller, Amir Hussain, Martin Booth, Mike Danby, Richard Paxman, Andy Peterson, Simon Wright, Lee Viney, Dr Peter O'Brien, Neville Young and Professor Nick Plant .

2. Declarations of Disclosable Pecuniary Interests

Sue Cooke declared that the University of Huddersfield was a partner in the made smarter bid.

3. Exempt Information - Possible Exclusion of the Press and Public

There were no items which required the exemption of the press or public.

4. Governance Arrangements

Members noted a report which set out the governance arrangements for the Committee as agreed at the Combined Authority at its annual meeting.

Members considered the role of the Committee and it's focus on supporting businesses in the region but also emphasised the importance of other areas such as skills and the need to link up with the other Committees.

Members discussed their shared committee to inclusive growth and the need for it to be interwoven through the work of the committee.

Resolved: That the governance arrangements be noted.

5. Economic Reporting

The Committee considered a report that provided an update on the latest economic and business intelligence in the region.

Members emphasised the importance economic reporting and good data to identify the base performance in the region to target interventions and monitor performance.

Members had the following questions and comments:

- The chance to focus on the retail, leisure and tourism sectors since funding no longer prohibited intervention in the business to consumer sector.
- The need to define part-time work and consider it differently. Some have chosen to work part-time during the pandemic for a better work/life balance.
- The widespread impact of the reversal of the Universal Credit uplift in the region – with up to 56% of families in the region to be affected.
- The need to understand what new working patterns, e.g., hybrid working, will mean for the region.
- The increase in people categorised as 'inactive' – those not employed, not retired, and not looking for employment.
- That the resilience of businesses in the region was vital – particularly the interplay of attracting new staff and promoting a hybrid working offer to become an employer of choice.
- The need to reach BAME businesses with business support offer.

Resolved: That the report be noted.

6. Mayoral Pledges

The Committee considered a report which provided an update in Mayoral pledge activity in relation to the Business Innovation and Economy Committee. £500000 had been approved by the Combined Authority to progress work to support the supporting local businesses pledge.

Members made the following comments:

- Member were very supportive of the Mayoral pledges and looked forward to
- That possible areas to support with development funding was the leisure and tourism sectors.
- Another area for intervention was in improving broadband in towns and rural areas. Broadband was nationally funded, so it required a lobbying function from the committee.
- The interplay between the pledge on supporting business and the prioritise skills and training pledge and consequently the importance of joining up the work of the corresponding committees.
- A focus should be maintained on innovation. It was suggested that work could be undertaken to measure, the uptake of R&D tax credits across the region and broker support to SMEs to aid their application for R&D tax credits .

Resolved: That the Mayoral pledges and the committee's feedback be noted.

7. Business Support Initiatives

The Committee considered a report that provided an update on the delivery of the current business support and innovation programmes.

Members noted that the Business Accelerator Fund was nearing completion of a detailed procurement exercise. The Made Smarter pilot for the Yorkshire and Humber area was also in the process of a procurement exercise and delivery was expected to commence in November 2021.

The Committee also noted the Entrepreneurship Programme with workstreams 1 and 2 in delivery and workstream 3 to commence shortly. The Asian SME Growth Programme which aimed to build capacity and value within an underrepresented group.

Connecting Innovation had been in delivery since April 2020 and 17 applications for funding had been received.

Members made the following comments:

- Whether the region could do more to retain recent graduates and help SMEs recruit graduates.
- That the business support programmes over the last 7 years had been

- a brilliant success and provided a foundation for further interventions.
- It was noted that there was a high level of uncertainty. Particularly around funding, awaiting announcements from the comprehensive spending review and the community renewal fund.
- Members discussed the possibility of looking at other sources of funding to plug any gaps in government funding.

Resolved:

- (i) That the progress on the delivery of Business Support and Innovation services be noted
- (ii) That the position on the development of the West Yorkshire Business Accelerator Fund be noted

8. Business Productivity Programme

Members considered a report that provided an update on the development of a potential new business productivity programme. A strategic outline business case would be developed to secure funding for delivery from April 2022 onwards.

Members supported the continued development of a new business productivity programme. Productivity was a key driver for business growth as well as the creation of strategic and resilient jobs which could provide people in the region with a platform for growth and development.

Resolved: That the report be noted.

9. West Yorkshire Trade Strategy

Members considered a report set out the purpose and scope of an emerging trade strategy.

The strategy would focus on empowering SMEs the region to access international markets. The trade strategy would be presented to the Combined Authority for endorsement

Members discussed the complexity of international trade and the need for specific technical advice. Members also discussed the higher education sector as being a key strength in the region which could be brought out more in the trade strategy.

It was noted that the trade strategy would be supported by individual delivery plans. A wide ranging consultation was ongoing, and members were encouraged to get in touch if there had any further feedback.

Resolved:

- (i) That the West Yorkshire Trade Strategy be endorsed.
- (ii) That the progress made to date on the delivery of trade and investment

activity be noted.

10. Healthtech Strategy

The Committee considered a report that provided an update on the development on the regions Health Innovation agenda and the emerging Healthtech Strategy.

The draft healthtech strategy was attached at appendix 1 to the submitted report and members recognised that the region was well placed because of the strengths of its industry, university, and health assets.

Members discussed the need to narrow in on specific assets to maximise advantage. Members noted the launch of the Healthtech catalyst, a networking programme aimed at providing support across the system and brokering connections across and between the ecosystems.

Resolved: That the report be noted.

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**NOTES OF THE MEETING OF THE
BUSINESS, ECONOMY, AND INNOVATION COMMITTEE
HELD ON WEDNESDAY, 5 JANUARY 2022 AT REMOTE MEETING - TO
BE LIVESTREAMED HERE:
[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCAZJNSGPQZZT41VIBN2
ZK9A/LIVE](https://www.youtube.com/channel/UCAZJNSGPQZZT41VIBN2ZK9A/LIVE) (COPY AND PASTE THE LINK IN YOUR BROWSER)**

Present:

Councillor Shabir Pandor (Chair)	Kirklees Council
Councillor Darren Byford	Wakefield Council
Councillor Alex Ross-Shaw	Bradford Council
Councillor Naheed Mather	Kirklees Council
Councillor Jane Scullion	Calderdale Council
Councillor Andrew Waller	City of York Council
Amir Hussain	LEP
Mandy Ridyard	LEP
Richard Paxman	Paxman Coolers Ltd
Philip Wilson	Slipstream Design
Sue Cooke (Advisory Representative)	LCR Universities
Simon Mellon (Advisory Representative)	Department for International Trade
Sandy Needham (Advisory Representative)	Chamber of Commerce
Lee Viney (Advisory Representative)	Innovate UK
Derek Whitehead (Advisory Representative)	West Yorkshire Consortium of Colleges
Karl Oxford (Advisory Representative)	African and Caribbean Business Ventures Ltd
Martin Stow (Advisory Representative)	Nexus

In attendance:

Brian Archer	West Yorkshire Combined Authority
Sarah Bowes	West Yorkshire Combined Authority
Alexander Clarke	West Yorkshire Combined Authority
Liz Hunter	West Yorkshire Combined Authority
Mitchell McCombe	West Yorkshire Combined Authority
Henry Rigg	West Yorkshire Combined Authority

11. Apologies for absence

Apologies had been received from Councillor Pryor, Martin Booth, Neville

12. Declarations of Disclosable Pecuniary Interests

Sue Cooke declared that the University of Huddersfield and 3MBIC were involved in a consortium in a bid for the innovative entrepreneurship tender for workstream three of the entrepreneurship programme. Martin Stow declared that Nexus was part of the same bid.

13. Exempt Items - Possible Exclusion of the Press and Public

There were no items that required the exemption of the press and public.

14. Minutes of the Meeting held on 18 October

The minutes of the meeting held on 18 October would be approved at the next meeting of the Committee.

15. Economic Reporting

Members considered a report that set out the latest economic and business intelligence in the region.

Members had the following questions and comments:

- That the use of data would be vital as to unpick the short term impacts of the pandemic from the longer term ones.
- That bounce back loans from the government were time based and manufacturers needed patient capital.
- That there were challenges for businesses around supply chains and increasing costs.
- That importance of increasing productivity and for people to invest more and be highly trained and efficient in their work.
- Data around new bank accounts and the use of a sector by sector approach to help to target support.
- That the pandemic had had a disproportionate affect and more information was needed around the equality, diversity and inclusion impacts to provide a strategic context for the region and to help target interventions.

Resolved: That the report be noted.

16. Innovation Challenge Competition

Members considered a report that set out a proposal to launch a pilot innovation challenge competition as part of the West Yorkshire Innovation Festival 2022.

Members were supportive of the competition and had the following questions and comments:

- That the circular economy and health were suggested as themes for future challenges.
- The importance of getting corporate partners involved early on to help design the competition so they are more invested.
- Broaden the competition out to include a wider audience to encourage maximum participation.
- That the suggestion of onward support for ideas stemming out of the competition was a good approach to take.

Resolved: That the report and the committee's comments be noted.

17. West Yorkshire Innovation Festival

Members considered a report that set out plans for the West Yorkshire Innovation Festival

Members were supportive and suggested that the festival should showcase innovation success from businesses in the region as well as be as inclusive and diverse as possible.

Resolved: That the report be noted.

18. Business Support Pipeline

Members considered a report which set out the work underway on development of a future pipeline.

- That training programmes for leadership and management skills were difficult for many SMEs to identify and access.
- Innovation support would be an important area of focus for the pipeline.
- ERDF funding end approach in March – a short term concern for replacement funding.
- That the priorities listed at 2.8 of the submitted report were strong and captured what the Committee had emphasised.
- To identify a target on leverage to evaluate the programmes.
- Members welcomed the commitment to undertake equality impact assessment as part of the scheme developments.

Resolved: That the report be noted.

19. Current Delivery

19a. Entrepreneurship Programme

Members considered a report that provided an update on delivery of the entrepreneurship programme.

Work was underway to deliver 3 interconnected workstreams with an emphasis on supporting business to consumer operators. Members noted the targets on the programme particularly around EDI. Members asked about the referral route and were informed that the website was the best point of entry.

Resolved: That the report be noted

19b. Business Accelerator Fund

Members considered a report that provided an update on the business accelerator fund.

Members discussed how the Committee would interact with the accelerator. The performance of the fund would be reported to the Members. The Committee would also have a role to play in determining how the money be reinvested. Members asked for sight of ongoing invests made to provide comment on the emerging portfolio.

Members also asked about the possibility of leveraging private sector funding in terms of match funding. The Committee noted that the investment criteria would be established as an environmental social governance fund.

Resolved: That the progress on the establishment of the West Yorkshire Business Accelerator Limited Partnership, and the recent endorsements by the LEP Board and approval by the Combined Authority to allocate £21,650,000 of the anticipated £26,000,000 of recovered Growing Places Funding (which represents 83.3% of the total anticipated returned funding) to be invested in the West Yorkshire Business Accelerator Limited Partnership be noted.



Report to: Business, Economy and Innovation Committee

Date: 29 March 2022

Subject: **Economic Reporting**

Director: Alan Reiss, Director of Strategy, Communications and Policing

Author: Tom Purvis, Economic and Transport Analysis Manager

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide an update on the latest economic and business intelligence for the Committee and to update the Committee on the latest activity and intelligence around understanding the impact of COVID-19 and EU Exit.

2. Information

- 2.1 The **employment** situation in the region continues to improve. Between January and February 2022, there was a net increase in payrolled employees in West Yorkshire of 9,000 (+0.9%). Employment is now 31,000 (+3%) above pre-pandemic levels. Between January and February 2022, employment increased most in Bradford (+1.06%), followed by Leeds (+1.03%), Wakefield (+0.78%), Calderdale and Kirklees (+0.71%).
- 2.2 The **claimant count** for out of work benefits has increased for the first time since March 2021. The latest figures show an increase of 1,100 (+1.5%) out of work benefit claims across West Yorkshire between January and February 2022. Leeds experienced the largest increase in out of work benefit claims (+1.75%), followed by Bradford (+1.63%), Kirklees (+1.36%), Wakefield

(+1.12%) and Calderdale (0.58%). Overall, out of work benefit claims are still 38% above pre-pandemic levels, which may be due to the increased cost of living and more people wanting to enter the labour force to help supplement household incomes.

- 2.3 The **in-work claimant count** has declined across West Yorkshire and all local authorities within it. Between December 2021 and January 2022, in-work benefit claims declined by 3,286 (-4%). Claims fell most in Kirklees (-4.6%), followed by Calderdale (-4.1%), Leeds (-3.8%), Wakefield (-3.2%) and Bradford (-3%). Compared with pre-pandemic levels, in-work claims have increased by 127% across West Yorkshire, so whilst it is good that more people are in work, a lot of those jobs are not paying enough to avoid claiming Universal Credit.
- 2.4 **Recruitment activity** continues to rebound following Omicron. The four-week moving average ending 12 March 2022, shows an increase of 298 job postings (+3%) across West Yorkshire. All West Yorkshire districts experienced a sharp decline in job postings in December 2021, but all have seen a recovery in January and February 2022. The industry which has recovered most is the Hospitality, Food and Tourism sector which was badly hit as a result of the Omicron variant.
- 2.5 **Median pay** across West Yorkshire increased from £1,819 to £1,915 (+5.3%) from January 2021 to January 2022. However, inflation over the same period was 5.5% so overall, it was a wage reduction in real terms. Workers in Wakefield experienced a 6.7% wage increase during this time, the largest of the local authorities. In Bradford, wages went up by 5.4%, in Leeds 5.3%, in Calderdale and Kirklees 4.6%.
- 2.6 Growth in **business bank account openings** remains but has been trending downwards. In December 2021, 745 new business bank accounts were opened in West Yorkshire, which is a 16% decrease compared to the previous month. Calderdale and Leeds experienced the sharpest fall in growth as openings declined by 26% and 23% respectively. In Wakefield, growth in new accounts declined by just 6% relative to the previous month. The sectors experiencing the sharpest decline in business bank accounts include Accommodation & Food Services (-25%) and Construction (-24%). With these figures being from December, the Accommodation & Food Sector decline can likely be explained by concerns around Omicron. The Construction decline may be due to increased input costs putting pressure on business plans.
- 2.7 The impact of the Russia-Ukraine War will take time to fully understand, particularly the humanitarian impacts but there are some indications as to what impact it may have on the economy:
- Inflation was forecast to hit 7% in April 2022 before trending towards the 2% target. New forecasts suggest inflation will hit at least 8% in April with a delay in returning to the 2% target.
 - Commodity prices are proving to be highly volatile, which could have an impact on business confidence, as well as the general cost of living. For example, natural gas futures were around 160p in mid-

February, as of 16 March 2022, they are 270p, but were as high as 540p on the 7 March. Similar volatility can be seen in the markets for oil, wheat and nickel.

- The increased price of food stuff commodities will be felt by the consumer as prices rise. The global wheat market is heavily reliant on Russia and Ukraine. Corn, barley and cooking oils will also face upward price pressures. As will general farming due to the importance of Belarus in the fertilizer market.
- The price consumers pay at the pumps for petrol and diesel have increased significantly. According to the RAC, the average petrol price is 163.71 per litre and diesel is 173.68 per litre. These prices are important for both drivers of cars and public transport users as it will place upward pressure on costs.

2.8 A series of **indicators** have been built up making use of existing publications, such as the State of the Region report. The indicators outlined in the Levelling Up White Paper have also been assessed and there is ongoing work with central government to be able to access more data at a NUTS 2 and 3 level.

2.9 **What does this mean?** It is likely that the economy is heading through a very challenging patch with **inflation being the main cause**. Inflation in the UK has been relatively low since around 2012 and the recent, sharp increases in inflation look likely to push central banks towards increasing interest rates quicker than expected. Whilst it is good that more people across West Yorkshire are in work, it is important that options are available to increase earnings or increase hours, so that the workforce isn't reliant on in-work benefit claims to support them. **The inflation is likely to hit these lowest earners the hardest as they typically spend a larger proportion of their income on energy and food, compared with higher earners.**

3. Tackling the Climate Emergency Implications

3.1 There are no tackling the climate emergency implications directly arising from this report.

4. Inclusive Growth Implications

4.1 The number of people claiming out of work benefits in West Yorkshire remains very high relative to the pre-pandemic position, as is the share of the workforce claiming in-work benefits. These people on lower incomes will be disproportionately hit by the increase in the cost of living, so it is important that these people are able to find jobs that offer higher salaries or increased hours, or there are training opportunities available to increase potential future earnings.

4.2 Energy prices have increased dramatically throughout the pandemic, particularly natural gas. The Russia-Ukraine War has put increased pressure on energy prices, as well as food stuffs due to the importance of those countries in the wheat and fertilizer market. There is a risk that this could

further exacerbate fuel poverty in West Yorkshire, which already sits at a higher rate than the national average (17% versus 13%).

5. Equality and Diversity Implications

- 5.1 National data shows that there has been an increase in the likelihood of over 50s becoming economically inactive throughout the pandemic. This reversed the trend of the previous decade. Reasons for becoming economically inactive were wide-ranging from retiring early to needing to take up additional caring responsibilities. There is a risk that this economic inactivity will remain putting additional pressure on the cost of living for this age group.
- 5.2 The number of part-time jobs fell significantly during the pandemic but numbers have been increasing since April to June 2021. Whilst numbers have been increasing, they have not returned to pre-pandemic levels. Women are more likely than men to be in part-time work, so this sluggish recovery will disproportionately impact them.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

- 8.1 There are no staffing implications directly arising from this report.

9. External Consultees

- 9.1 None

10. Recommendations

- 10.1 The Committee are asked to note the latest intelligence around the economic impacts of COVID-19 and EU Exit and consider how this relates to their work and future work plans.

11. Background Documents

Covid-19 Economic & Transport Recovery Monitor

12. Appendices

None



Report to: Business, Economy and Innovation Committee

Date: 29 March 2022

Subject: **Economic Monitoring**

Director: Alan Reiss, Director of Strategy, Communications and Policing

Author: Peter Glover, Economic Evidence Manager

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To set out the plans for future monitoring indicators and reporting arrangements to support the work of the Committee.
- 1.2 To seek approval for these arrangements subject to any comments from the Committee.

2. Information

Future monitoring arrangements

- 2.1 Under proposals submitted to the Combined Authority in December 2021 it was agreed that a new approach to reporting would be adopted. A key part of this involves the development of a set of socio-economic indicators for each of the seven portfolio committees of the Combined Authority, including the Business, Economy and Innovation Committee. Each committee will be consulted on a set of indicators relevant to its remit and receive regular reporting against these indicators, with this topic becoming a standard item on the Committee's agenda.

- 2.2 The indicators will also be incorporated into the next iteration of State of the Region report, the Combined Authority's annual stock-take of West Yorkshire's socio-economic performance, to be published later this year. The State of the Region indicators are intended to provide a high level, strategic picture of performance against this priority rather than a detailed examination of operational performance of specific projects. However, operational indicators can be mapped against these strategic indicators to show the linkages and contribution of operational activities to identified impact areas.
- 2.3 The analysis will also examine the full range of equality, diversity and inclusion implications, building on the Women and Girls report published in 2021. The main State of the Region report will be supplemented with a series of published interactive dashboards which will allow users to drill down into the available data for each indicator under each priority.

Proposed indicators

- 2.4 State of the Region 2021 assessed performance against a series of indicators linked to the Strategic Economic Framework priority of "Boosting Productivity". These indicators are as follows (see appendix for more detail on these indicators):
- Economic output (GVA)
 - Economic output (GVA) per head
 - Employment rate
 - Productivity
 - Count of private sector businesses and start-up rates
 - Businesses engaging in innovation activity
 - Goods / services exports as % of GVA
 - Cultural sector contribution to employment
 - % of working age population qualified at level 4 and above
 - Gigabit-capable broadband coverage
 - Take-up of superfast (or above) broadband services
 - Mobile coverage (4G and 5G).
- 2.5 It is **proposed to retain these indicators for future reporting** as they remain core measures of West Yorkshire's progress on strengthening its business sector.

Levelling up indicators

- 2.6 The recent Levelling Up white paper also set out a series of indicators linked to 12 levelling up missions. The more than 40 metrics / indicators contained within the White Paper are designed to measure progress in addressing regional and sub-regional disparities in the UK and have some relevance to the CA's own monitoring work. A review of the indicators is provided in the appendix. There are a number of points to note:

- Many of the indicators are already contained within the existing State of the Region indicator bank
- A number of the indicators cannot currently be measured at West Yorkshire level (e.g. R&D expenditure) although there is an intention on the part of government to make more data available in future. These would be treated as supplementary / contextual indicators (with reporting at Yorkshire and the Humber or national level as data allows) until West Yorkshire level data become available.

2.7 The general approach that is recommended is to treat the levelling up metrics (other than those that are already part of the State of the Region basket) as supplementary indicators that will be considered alongside the core indicators (within an appendix to the main report). This is in the interests of keeping the list of indicators to a manageable level and focusing on the metrics that are most directly relevant to our priorities, whilst still reporting on the full range of levelling up indicators, which are clearly of public interest.

Inclusion and equality and diversity

2.6 As noted above, State of the Region 2022 will include a dedicated sub-report on Equality, Diversity and Inclusion, which will analyse key socio-economic indicators by individual characteristics, including ethnicity, sex, disability status and deprivation – the purpose is to highlight specific examples of inequalities.. For the specific indicators set out above, this will include an examination of the diversity of business owners / leaders including start-ups, the diversity of the employment base in the cultural sector, the diversity of people who are highly qualified (level 4+). Access to digital infrastructure across West Yorkshire will be analysed to highlight spatial “cold spots” and levels of access for different population groups will also be considered.

2.7 Looking beyond indicators specifically associated with the BEI agenda, State of the Region will provide further insight by applying inclusive growth and equality and diversity lenses to the following indicators:

- Healthy Life Expectancy
- Employment rate
- Qualification / skills attainment
- Low pay
- Quality work
- Participation in education and training (including apprenticeships)
- Accessibility of jobs by public transport.

2.8 It is proposed that an in-depth presentation of the relevant messages from State of the Region be provided to the Committee following publication.

3. Tackling the Climate Emergency Implications

- 3.1 There are no direct implications from this paper but the wider State of the Region study will enable us to assess West Yorkshire's progress towards a net zero economy.

4. Inclusive Growth Implications

- 4.1 The proposed State of the Region indicators and monitoring arrangements will provide an insight into the degree of inclusion within West Yorkshire's economy.

5. Equality and Diversity Implications

- 5.1 Future reporting will bring out equality and diversity implications across all indicators where data are available, as noted above.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

- 8.1 There are no direct staffing implications directly arising from this report. However, the Committee should note our plans to increase capacity in this area.

9. External Consultees

- 9.1 No external consultations have been undertaken.

10. Recommendations

- 10.1 That the Committee reviews the proposed indicators with a view to approving them and / or amending them or suggesting additional indicators.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Appendix 1: overview of indicators.

Appendix 1

Overview of proposed monitoring indicators for Business, Economy and Innovation Committee

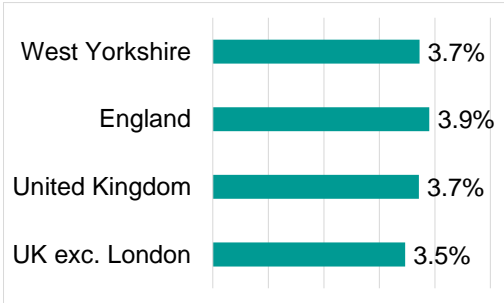
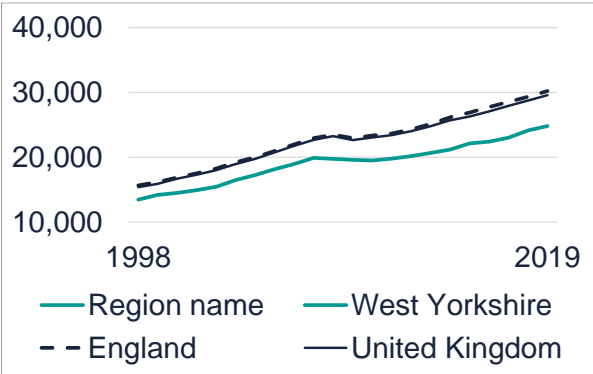
Indicator title	Description	Rationale	Source	Latest available at time of writing	Frequency	Geography for which data is available
Economic output (GVA)	Gross value added (balanced) at current basic prices	Shows trend in overall size of local economy	ONS Regional gross value added (balanced) per head and income components release	2019	Annual Next data expected May 2022	District
Economic output (GVA) per head	Gross value added (balanced) per head of population at current basic prices	Key indicator of local prosperity	ONS Regional gross value added (balanced) per head and income components release	2019	Annual Next data expected May 2022	District
Employment rate	% of 16-64 resident population in employment	Shows extent to which local residents are in jobs.	Annual Population Survey	Oct 2020 to September 2021	Quarterly Next data expected spring 2022	District
Productivity	Nominal gross value added per hour worked	Key indicator of local productivity performance	ONS Subregional Productivity release	2019	Annual Next data expected June 2022	District
Private sector businesses	Number of private sector workplaces per 1,000 resident population	Key indicator of vitality and resilience of local economy	ONS UK business: activity, size and location	2021	Annual Published Dec 2021	District

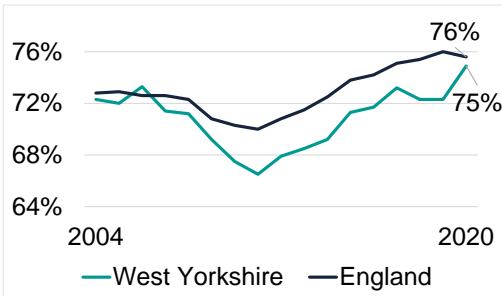
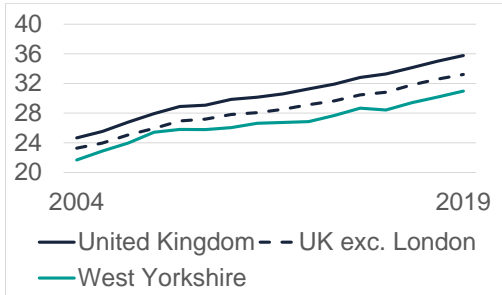
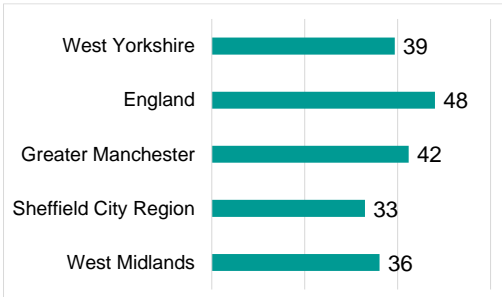
Indicator title	Description	Rationale	Source	Latest available at time of writing	Frequency	Geography for which data is available
Business birth rate	Proportion of active businesses that began trading in reporting year	Key indicator of level of business start-ups and entrepreneurial activity	ONS Business Demography	2020	Annual Published Nov 2021	District
Businesses engaging in innovation activity	% of businesses in the area that have engaged in innovation, including new / improved products or services, new technologies, knowledge transfer etc	Shows extent to which businesses are engaging in the innovation that is crucial to productivity growth	Leeds City Region Business Survey	2020	Annual Next data expected summer 2022	District
Goods / services exports as % of GVA	Value of i) goods and ii) services exports expressed as a proportion of total GVA	Shows contribution of international trade to local economy - trade plays a key role in driving productivity growth	HMRC - Regional trade in goods statistics and International Trade in Services Survey	2020 and 2018	Annual Published Nov 2021 and tbc	District
Cultural sector contribution to employment	% of jobs that fall within cultural activities	Shows contribution of cultural sector to local economy	Business Register and Employment Survey	2020	Annual Published Dec 2021	District
% qualified at level 4 and above	% of population aged 16-64 with highest qualification at Level 4 and above	People qualified at tertiary level are key to driving innovation and productivity growth	ONS Annual Population Survey	Jan - Dec 2020	Annual Next data expected spring 2022	District

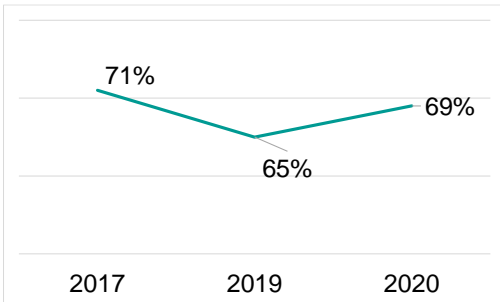
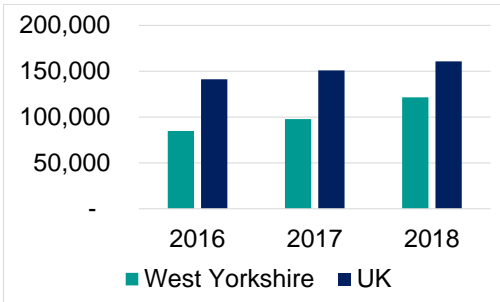
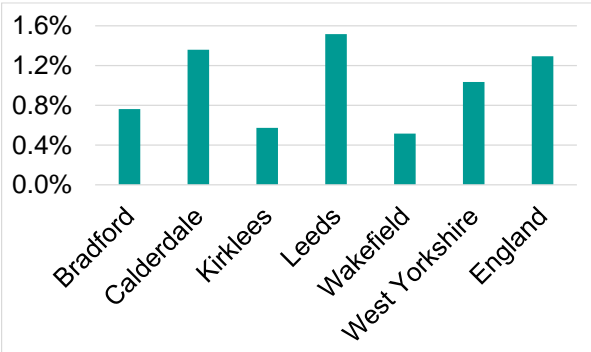
Indicator title	Description	Rationale	Source	Latest available at time of writing	Frequency	Geography for which data is available
Gigabit capable internet coverage	Full-fibre coverage (% premises connected - FTTP or FTTH)	Shows availability of full-fibre connectivity across the area	Thinkbroadband	2022	Real time	District
Take-up of superfast (or above) broadband services	% of properties that use superfast or ultrafast (at least 300 Mbit/s) services in areas where at least superfast broadband is available	Shows whether homes and businesses are taking up the broadband service that is available - important measure of digital inclusion	Ofcom, Connected Nations report	2021	Annual Published Dec 2021	District
Mobile coverage (4G and 5G)	% of areas with access to good 4G and 5G mobile coverage (indoors)	Shows availability of good mobile coverage - key to local economy and digital inclusion	Ofcom, Connected Nations report	2021	Annual Published Dec 2021	District

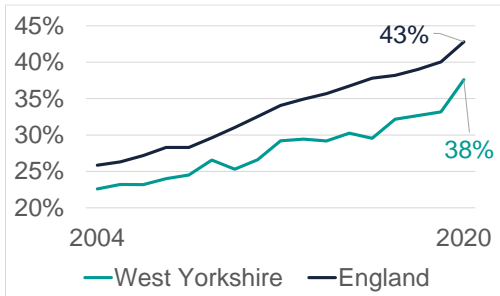
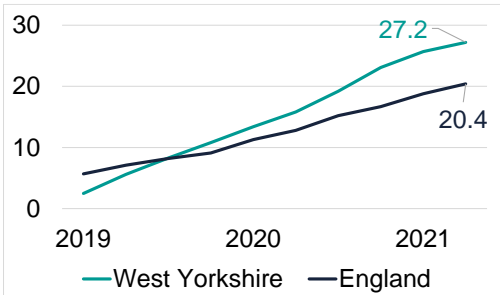
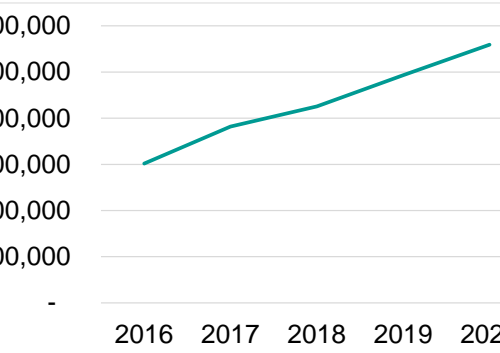
Summary of performance against existing State of the Region indicators

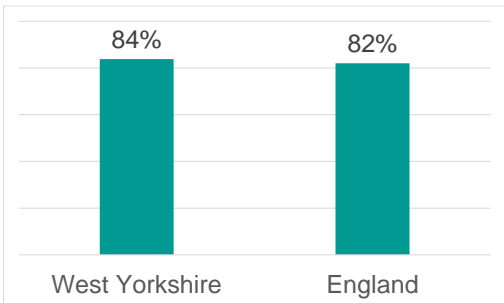
[Link](#) to State of the Region interactive dashboard containing further detail on these indicators

Indicator	Headline chart	Comment												
Boosting Productivity														
Economic output (GVA) <i>GVA (balanced) at current basic prices - compound annual growth rate (%), 2013-19</i> Source: ONS, Sub-regional GVA data	 <table><thead><tr><th>Region</th><th>CAGR (%)</th></tr></thead><tbody><tr><td>West Yorkshire</td><td>3.7%</td></tr><tr><td>England</td><td>3.9%</td></tr><tr><td>United Kingdom</td><td>3.7%</td></tr><tr><td>UK exc. London</td><td>3.5%</td></tr></tbody></table>	Region	CAGR (%)	West Yorkshire	3.7%	England	3.9%	United Kingdom	3.7%	UK exc. London	3.5%	Prior to the pandemic West Yorkshire’s economy was growing at a slightly higher rate than the UK average excluding London.		
Region	CAGR (%)													
West Yorkshire	3.7%													
England	3.9%													
United Kingdom	3.7%													
UK exc. London	3.5%													
Economic output (GVA) per head <i>GVA per head (balanced) at current basic prices</i> Source: ONS, Sub-regional GVA data	 <table><thead><tr><th>Year</th><th>West Yorkshire</th><th>England</th><th>United Kingdom</th></tr></thead><tbody><tr><td>1998</td><td>~15,000</td><td>~18,000</td><td>~18,000</td></tr><tr><td>2019</td><td>~25,000</td><td>~30,000</td><td>~30,000</td></tr></tbody></table>	Year	West Yorkshire	England	United Kingdom	1998	~15,000	~18,000	~18,000	2019	~25,000	~30,000	~30,000	Output per head is below the national average and since 2013 has been growing at a rate similar to the UK and England averages.
Year	West Yorkshire	England	United Kingdom											
1998	~15,000	~18,000	~18,000											
2019	~25,000	~30,000	~30,000											

Indicator	Headline chart	Comment																																																																				
Employment rate <i>Employment rate for all aged 16-64</i> Source: ONS APS	 <table><caption>Employment rate for all aged 16-64 (2004-2020)</caption><thead><tr><th>Year</th><th>West Yorkshire</th><th>England</th></tr></thead><tbody><tr><td>2004</td><td>72%</td><td>72%</td></tr><tr><td>2005</td><td>73%</td><td>73%</td></tr><tr><td>2006</td><td>72%</td><td>72%</td></tr><tr><td>2007</td><td>71%</td><td>71%</td></tr><tr><td>2008</td><td>69%</td><td>69%</td></tr><tr><td>2009</td><td>67%</td><td>67%</td></tr><tr><td>2010</td><td>67%</td><td>69%</td></tr><tr><td>2011</td><td>68%</td><td>70%</td></tr><tr><td>2012</td><td>69%</td><td>71%</td></tr><tr><td>2013</td><td>70%</td><td>72%</td></tr><tr><td>2014</td><td>71%</td><td>73%</td></tr><tr><td>2015</td><td>72%</td><td>74%</td></tr><tr><td>2016</td><td>73%</td><td>75%</td></tr><tr><td>2017</td><td>74%</td><td>76%</td></tr><tr><td>2018</td><td>75%</td><td>76%</td></tr><tr><td>2019</td><td>75%</td><td>76%</td></tr><tr><td>2020</td><td>75%</td><td>76%</td></tr></tbody></table>	Year	West Yorkshire	England	2004	72%	72%	2005	73%	73%	2006	72%	72%	2007	71%	71%	2008	69%	69%	2009	67%	67%	2010	67%	69%	2011	68%	70%	2012	69%	71%	2013	70%	72%	2014	71%	73%	2015	72%	74%	2016	73%	75%	2017	74%	76%	2018	75%	76%	2019	75%	76%	2020	75%	76%	West Yorkshire's employment rate is growing and outperforms many comparator areas; the gap with the national average has narrowed.														
Year	West Yorkshire	England																																																																				
2004	72%	72%																																																																				
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Productivity <i>Nominal unsmoothed GVA per hour worked</i> Source: ONS, Sub-regional productivity data	 <table><caption>Nominal unsmoothed GVA per hour worked (2004-2019)</caption><thead><tr><th>Year</th><th>West Yorkshire</th><th>United Kingdom</th><th>UK exc. London</th></tr></thead><tbody><tr><td>2004</td><td>22</td><td>24</td><td>23</td></tr><tr><td>2005</td><td>23</td><td>25</td><td>24</td></tr><tr><td>2006</td><td>24</td><td>26</td><td>25</td></tr><tr><td>2007</td><td>25</td><td>27</td><td>26</td></tr><tr><td>2008</td><td>26</td><td>28</td><td>27</td></tr><tr><td>2009</td><td>26</td><td>28</td><td>27</td></tr><tr><td>2010</td><td>27</td><td>29</td><td>28</td></tr><tr><td>2011</td><td>27</td><td>29</td><td>28</td></tr><tr><td>2012</td><td>28</td><td>30</td><td>29</td></tr><tr><td>2013</td><td>28</td><td>31</td><td>29</td></tr><tr><td>2014</td><td>29</td><td>32</td><td>30</td></tr><tr><td>2015</td><td>29</td><td>32</td><td>30</td></tr><tr><td>2016</td><td>30</td><td>33</td><td>31</td></tr><tr><td>2017</td><td>30</td><td>34</td><td>32</td></tr><tr><td>2018</td><td>30</td><td>35</td><td>32</td></tr><tr><td>2019</td><td>30</td><td>36</td><td>33</td></tr></tbody></table>	Year	West Yorkshire	United Kingdom	UK exc. London	2004	22	24	23	2005	23	25	24	2006	24	26	25	2007	25	27	26	2008	26	28	27	2009	26	28	27	2010	27	29	28	2011	27	29	28	2012	28	30	29	2013	28	31	29	2014	29	32	30	2015	29	32	30	2016	30	33	31	2017	30	34	32	2018	30	35	32	2019	30	36	33	Productivity is increasing in West Yorkshire but not quickly enough to make significant inroads into the gap with the UK average.
Year	West Yorkshire	United Kingdom	UK exc. London																																																																			
2004	22	24	23																																																																			
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Private sector businesses <i>Businesses per 1k of population</i> Source: ONS, Business activity, size and location, 2020	 <table><caption>Businesses per 1k of population (2020)</caption><thead><tr><th>Region</th><th>Businesses per 1k of population</th></tr></thead><tbody><tr><td>West Yorkshire</td><td>39</td></tr><tr><td>England</td><td>48</td></tr><tr><td>Greater Manchester</td><td>42</td></tr><tr><td>Sheffield City Region</td><td>33</td></tr><tr><td>West Midlands</td><td>36</td></tr></tbody></table>	Region	Businesses per 1k of population	West Yorkshire	39	England	48	Greater Manchester	42	Sheffield City Region	33	West Midlands	36	The number of private sector businesses in West Yorkshire is growing at a similar rate to the national average but the level of business density is relatively low in the region.																																																								
Region	Businesses per 1k of population																																																																					
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Indicator	Headline chart	Comment																
Innovation <i>Proportion of Leeds City Region business engaged in innovation activities</i> Source: Leeds City Region Business Survey	 <table><thead><tr><th>Year</th><th>Proportion (%)</th></tr></thead><tbody><tr><td>2017</td><td>71%</td></tr><tr><td>2019</td><td>65%</td></tr><tr><td>2020</td><td>69%</td></tr></tbody></table>	Year	Proportion (%)	2017	71%	2019	65%	2020	69%	The proportion of businesses engaging in innovation activity has remained largely flat in recent years.								
Year	Proportion (%)																	
2017	71%																	
2019	65%																	
2020	69%																	
International trade <i>Service exports per £m of GVA</i> Source: ONS, International exports of services from subnational areas of the UK (NB: Goods exports covered in main report)	 <table><thead><tr><th>Year</th><th>West Yorkshire (£m)</th><th>UK (£m)</th></tr></thead><tbody><tr><td>2016</td><td>~85,000</td><td>~140,000</td></tr><tr><td>2017</td><td>~95,000</td><td>~150,000</td></tr><tr><td>2018</td><td>~120,000</td><td>~160,000</td></tr></tbody></table>	Year	West Yorkshire (£m)	UK (£m)	2016	~85,000	~140,000	2017	~95,000	~150,000	2018	~120,000	~160,000	Value of exports of goods and services per £m of total GVA in West Yorkshire are both below the national average. Although service exports are increasing strongly relative to GVA, exports of goods have remained flat.				
Year	West Yorkshire (£m)	UK (£m)																
2016	~85,000	~140,000																
2017	~95,000	~150,000																
2018	~120,000	~160,000																
Cultural sector contribution to employment <i>Employment in cultural activities as a proportion of total employment</i> Source: Business Register and Employment Survey, 2019	 <table><thead><tr><th>Local Authority</th><th>Proportion (%)</th></tr></thead><tbody><tr><td>Bradford</td><td>0.8%</td></tr><tr><td>Calderdale</td><td>1.3%</td></tr><tr><td>Kirklees</td><td>0.6%</td></tr><tr><td>Leeds</td><td>1.5%</td></tr><tr><td>Wakefield</td><td>0.5%</td></tr><tr><td>West Yorkshire</td><td>1.0%</td></tr><tr><td>England</td><td>1.2%</td></tr></tbody></table>	Local Authority	Proportion (%)	Bradford	0.8%	Calderdale	1.3%	Kirklees	0.6%	Leeds	1.5%	Wakefield	0.5%	West Yorkshire	1.0%	England	1.2%	Cultural employment is relatively low in West Yorkshire as whole, although the picture varies across local authorities. Employment in the sector has grown at a faster rate in West Yorkshire than nationally in recent years.
Local Authority	Proportion (%)																	
Bradford	0.8%																	
Calderdale	1.3%																	
Kirklees	0.6%																	
Leeds	1.5%																	
Wakefield	0.5%																	
West Yorkshire	1.0%																	
England	1.2%																	

Indicator	Headline chart	Comment									
<p>People qualified at level 4 and above</p> <p><i>People whose highest qualification is at Level 4 or above - all aged 16-64</i></p> <p>Source: ONS APS</p>	 <table><caption>People qualified at level 4 and above</caption><thead><tr><th>Year</th><th>West Yorkshire</th><th>England</th></tr></thead><tbody><tr><td>2004</td><td>~23%</td><td>~26%</td></tr><tr><td>2020</td><td>38%</td><td>43%</td></tr></tbody></table>	Year	West Yorkshire	England	2004	~23%	~26%	2020	38%	43%	<p>The proportion of people qualified at this level is on an upward trend in West Yorkshire but there is still a significant gap with the national average – albeit narrowing.</p>
Year	West Yorkshire	England									
2004	~23%	~26%									
2020	38%	43%									
<p>Gigabit-capable internet coverage</p> <p><i>% of properties with gigabit-capable internet coverage</i></p> <p>Source: ThinkBroadband</p>	 <table><caption>Gigabit-capable internet coverage</caption><thead><tr><th>Year</th><th>West Yorkshire</th><th>England</th></tr></thead><tbody><tr><td>2019</td><td>~3%</td><td>~6%</td></tr><tr><td>2021</td><td>27.2</td><td>20.4</td></tr></tbody></table>	Year	West Yorkshire	England	2019	~3%	~6%	2021	27.2	20.4	<p>West Yorkshire's gigabit-capable internet coverage is growing and is above the national average. West Yorkshire also outperforms the national average on full-fibre coverage.</p>
Year	West Yorkshire	England									
2019	~3%	~6%									
2021	27.2	20.4									
<p>Take-up of superfast (or above) broadband services</p> <p><i>Number of connections ≥ 30 Mbit/s (number of lines) in West Yorkshire</i></p> <p>Source: Ofcom Connected Nations Summer Report 2020</p>	 <table><caption>Take-up of superfast broadband services</caption><thead><tr><th>Year</th><th>West Yorkshire</th></tr></thead><tbody><tr><td>2016</td><td>~300,000</td></tr><tr><td>2020</td><td>~550,000</td></tr></tbody></table>	Year	West Yorkshire	2016	~300,000	2020	~550,000	<p>The number of superfast connections is growing rapidly in West Yorkshire but only a fraction of households covered by these services take them up.</p>			
Year	West Yorkshire										
2016	~300,000										
2020	~550,000										

Indicator	Headline chart	Comment						
<p>Mobile coverage</p> <p><i>4G premises (indoor) coverage from all providers, 2020</i></p> <p>Source: Ofcom Connected Nations Summer Report 2020</p>	 <table><tr><th>Region</th><th>Coverage (%)</th></tr><tr><td>West Yorkshire</td><td>84%</td></tr><tr><td>England</td><td>82%</td></tr></table>	Region	Coverage (%)	West Yorkshire	84%	England	82%	<p>4G coverage is growing in West Yorkshire and exceeds the national average.</p>
Region	Coverage (%)							
West Yorkshire	84%							
England	82%							

Indicators contained in Levelling Up white paper that align with Business, Economy and Innovation remit

Link to CA priority	Indicator	Key indicator in WP	WP Mission	Proposed role in CA reporting
Business, Economy and Innovation	Gross Value Added (GVA) per hour worked	*	1	Existing indicator
Business, Economy and Innovation	Gross median weekly pay (£)	*	1	Supplementary indicator
Business, Economy and Innovation	Gross Disposable Household Income (GDHI)		1	Existing indicator
Business, Economy and Innovation	Business expenditure on R&D	*	2	Only available at regional level currently
Business, Economy and Innovation	Government funding for R&D	*	2	Only available at regional level currently
Business, Economy and Innovation	Total value of UK exports		1	Existing indicator (local export value)
Business, Economy and Innovation	Percentage of businesses that are innovation active		2	Existing indicator
Business, Economy and Innovation	Inward and outward Foreign Direct Investment (FDI)		2	Supplementary indicator

Mission 1: By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top performing and other areas closing.

Mission 2: By 2030, domestic public investment in R&D outside the Greater South East will increase by at least 40%, and over the Spending Review period by at least one third. This additional government funding will seek to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth

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Report to: Business, Economy & Innovation Committee

Date: 29 March 2022

Subject: Fair Work Charter & Community Wealth Building

Director: Liz Hunter, Director Policy & Development

Author: Mitchell McCombe, Policy Officer

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide the committee with an update on the development of the Mayor's proposed Fair Work Charter, and on early-stage work to support the Mayor's commitment to promote the growth of community wealth building and alternative business models.

2. Information

Background & Context

- 2.1 A key ambition of the Mayor is to ensure a fair and just recovery, including by:
- developing a Fair Work Charter for the region that would encourage good pay, fair and flexible working conditions, and promote greater wellbeing, diversity and social mobility within the workplace; and
 - supporting and championing local businesses to explore how to support the growth of co-operative, social enterprise, and worker-owned businesses.

- 2.2 The remainder of this report provides an overview of progress made against these key commitments.

Fair Work Charter

- 2.3 The following is a summary of progress made is developing the Charter:

- Gainshare funding of £600k over three years has been approved by the Combined Authority to enable the development of the Charter and begin its delivery.
- An expert Steering Group has been established by the Mayor, chaired by the LEP Board's Diversity Champion, Kate Hainsworth, and it includes a range of stakeholders representing employer, worker, ED&I, and ethics/faith perspectives. The Steering Group has met twice (in October and November 2021), also via thematic workshops and bilateral discussions to further develop possible Charter content.
- Work is ongoing on securing alignment and added value with the work of others, including through:
 - Regular contact with Greater Manchester CA, Liverpool City Region, South Yorkshire CA and others in terms of ensuring a joined-up pan Northern approach, as far as possible.
 - Local area involvement, with Economic Development Officers, Heads of Human Resources, and Directors of Public Health represented on the Steering Group, and with Chief Executives, Political Leaders, and the LEP Chair briefed on progress.
- A public consultation has now been launched, which is scheduled to run until Easter. The aim of the proposed consultation is to seek views from as many perspectives as possible, including stakeholders, employers, employees and wider communities, to help shape the content of the Charter.
- It is proposed to invite the private sector members of each Combined Authority Committee to attend a workshop during the consultation period.

Community Wealth Building Policy Development

- 2.4 Community Wealth Building ("CWB") is an approach to local economic development. It seeks to "redirect wealth back into the local economy, and place control and benefits into the hands of local people¹".
- 2.5 It is often depicted as having five core elements: finance, land and property, spending, workforce and generative economy². Anchor institutions (such as public sector organisations and other institutions such as universities) are also seen as having key roles to play. There is an emphasis on alternative

¹ Scottish Government Definition of [Community Wealth Building](#)

² Centre for Local Economic Strategies: [Own Futures](#)

business models, including cooperatives, social enterprises and other worker-owned businesses.

- 2.6 The Combined Authority is in the process of developing early-stage policy thinking on community wealth and alternative business models, which it will bring forward to a future meeting of the Committee. The work to date has included engagement with local authorities, as well as with organisations with expertise in this area.

3. Tackling the Climate Emergency Implications

- 3.1 The sustainability and climate implications of our region's economy is an important factor in considerations around community wealth. Encouraging greater circularity within the local economy is one way that this agenda can contribute to tackling the climate emergency.

4. Inclusive Growth Implications

- 4.1 Despite our region's scale and strengths, too few employees in West Yorkshire currently enjoy 'Fair Work' in the sense of a thriving economy where everyone can fully participate, and all our diverse communities can benefit from growth.
- 4.2 The development of a Fair Work Charter is driven by the Mayor's ambition to deliver a fair and just economic recovery, and it is therefore central to ensuring Inclusive Growth.

5. Equality and Diversity Implications

- 5.1 West Yorkshire is characterised by its rich diversity, both in terms of our population and the economy. The Mayor wishes to ensure that the Charter is relevant to and supports all our most disadvantaged communities and groups, including those with characteristics which are protected against discrimination under the 2010 Equalities Act, and others including for example:

- Care leavers
- Ex-offenders
- Those with refugee status
- Unpaid carers
- Social class

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

8.1 There are no staffing implications directly arising from this report.

9. External Consultees

9.1 No external consultations have been undertaken.

10. Recommendations

10.1 That the Committee notes the update on the development of the Fair Work Charter, including the launch of the public consultation, and on progressing the early-stage policy development on Community Wealth Building.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

None



Report to: Business, Economy & Innovation Committee

Date: 29 March 2022

Subject: **Manufacturing Task Force & SMARTY Action Plan**

Director: Liz Hunter, Director Policy & Development

Author: Mitchell McCombe, Policy Officer

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To update the committee on the work of the Manufacturing Task Force and to seek endorsement from the committee on the SMARTY (Smart SMEs for Industry 4.0) Action Plan.

2. Information

Manufacturing Task Force

- 2.1 The Manufacturing Task Force (“the Task Force”) was set up in November 2021 as part of the Mayor’s “supporting local businesses and championing the regional economy” pledge.
- 2.2 The Task Force is chaired by Andrew Wright, Deputy Chair of the Business, Economy and Innovation Committee. It comprises of the four manufacturing alliances in West Yorkshire, Make UK, and nine manufacturing businesses. The purpose of the Task Force is to develop an Action Plan for the region, which is expected in Summer 2022.
- 2.3 The Task Force has so far made strong progress and has established sub-groups to deep dive into particular topics important to the manufacturing

sector: (1) productivity and innovation, (2) attractiveness and trade, (3) sustainability and net-zero, and (4) employment and skills. During these meetings, the Task Force has identified a series of early-stage focuses and objectives, which will develop over the duration of the Task Force's operations.

- 2.4 Recommendations within the Action Plan will be targeted at the Combined Authority, businesses, central government and other regional partners who can support the future resilience and competitiveness of the manufacturing sector.
- 2.5 The Action Plan will be brought to this committee for approval at a later date in 2022. More information on the taskforce can be found [here](#).

SMARTY Action Plan

Overview of the SMARTY Interreg Programme

- 2.6 The Combined Authority is currently part of a European Union funded Interreg Europe Project called SMARTY (Smart SMEs for Industry 4.0)¹, which has been running since 2019 and will conclude in July 2023.
- 2.7 Interreg Europe projects are focussed on policy exchange, where regions come together to share good practice on a particular topic and then look to implement one or more of these good practices, or elements of them, in their own region.
- 2.8 The Combined Authority is working in partnership with the Textiles Centre of Excellence, who are the other West Yorkshire partner involved in SMARTY. Other partners on SMARTY are from other EU countries such as Italy, Belgium, Finland, Slovenia, Spain and Poland.
- 2.9 The Leeds City Region Made Smarter Board is our regional stakeholder group which acts as the governance body for the SMARTY project. Membership of this group is comprised of regional experts spanning industry, business support, and academia. The Board is chaired by Andrew Wright as Deputy Chair of the Business, Economy and Innovation Committee.
- 2.10 SMARTY shares best practices on policy interventions designed to stimulate the adoption and implementation of industry 4.0 practices among SMEs. Industry 4.0 refers to using digital developments, automation and data exchange to improve manufacturing technologies and processes. This could include things like artificial intelligence or cloud computing. SMARTY operates in two phases:
 - Phase I focuses on the learning experience and sharing of best practices from across the regions. On SMARTY, these have focused on: innovation

¹ <https://www.interregeurope.eu/smart/>

ecosystems, strategic partnerships and digital innovation hubs, digitalisation for green the transition and sustainability, and skills for industry 4.0.

- Phase II focuses on the development of a regional Action Plan which will see a region adopt a number of good practices to implement over twelve months.

- 2.11 SMARTY is now entering Phase II and the Combined Authority is now required to submit an Action Plan outlining the actions that will be delivered in the region over the course of twelve months in response to the learning from best practices. This has been a joint exercise completed together with the Textile Centre for Excellence, and with oversight from the Made Smarter Board. The actions in the plan can be actions that the Combined Authority will deliver through policy instruments that it has control over, or it may also be through partners and related to national or other international policy instruments.
- 2.12 The region will also be hosting a physical meeting of the SMARTY project in West Yorkshire from 5-8 April, organised by the Textile Centre of Excellence. Other members of the Committee would also be welcome to participate in these activities and information can be circulated.

SMARTY Action Plan

- 2.13 The region's draft Action Plan produced by the Combined Authority in consultation with the Made Smarter Board (Appendix 1) covers three actions.
- 2.14 Specific elements of these actions will need to be delivered over the next twelve months (April 2023) as part of Phase II of SMARTY, although it is recognised that full project or programme delivery may take place over a longer timescale. The Actions are:
- **Action 1 – Innovation Framework:** how we will develop a regional innovation policy which succeeds the ERDF Operational Strategy for England. The committee should note that while this has been identified as an action, adoption of the Framework already been completed by the Combined Authority.
 - **Action 2 – Innovation Challenge Competition Pilot:** outlining proposals to develop a challenge competition pilot for West Yorkshire. This adopts the best practices which were presented by the Regional Government of Catalonia during Phase I of SMARTY. This action is being led by the Combined Authority.
 - **Action 3 – Industry 4.0 Hub:** detailing proposals to use funds from the Brighthouse Towns Deal to develop an Industry 4.0 Hub – adopting the practice shared in Phase I by partners in Tuscany, Italy. This action is being led by the Brighthouse Towns Deal Board (for the purposes of the

SMARTY action plan the relevant partner lead is the Textiles Centre of Excellence).

- 2.15 Phase II of the project will include regular reporting on progress relating to implementing each action.
- 2.16 The draft Action Plan will be formally submitted to the Interreg Secretariat in April 2022. As such, the committee is asked to provide any comments on the action plan included at appendix 1 and to provide its endorsement subject to any amends for the draft Action Plan to be submitted.

3. Tackling the Climate Emergency Implications

- 3.1 The Manufacturing Task Force has established a sustainability and net-zero sub-group which is looking into the existing challenges for manufacturers surrounding decarbonising operations, supply chains and logistics.
- 3.2 The SMARTY Action Plan includes an action to develop a challenge competition pilot. This pilot will be focused on developing solutions to tackle the climate emergency.

4. Inclusive Growth Implications

- 4.1 The Manufacturing Task Force is investigating a number of challenges facing the sector and will cover some elements of making the sector a more attractive and inclusive place to work.
- 4.2 The SMARTY Action Plan incorporates delivery of the Innovation Framework. The Framework has a central priority to make innovation available to and for, everyone in the region.

5. Equality and Diversity Implications

- 5.1 The Manufacturing Task Force [Terms of Reference](#) outline a commitment to equality, diversity and inclusion. Membership has sought to reflect the diversity of the region's business make-up.
- 5.2 The SMARTY Action Plan details proposals for the Innovation Challenge Competition and Innovation Framework. Both of these will seek to address equality and diversity issues. Challenge competitions are recognised for lowering the barrier of entry to innovation and through solving societal issues that may affect marginalised areas of society.

6. Financial Implications

- 6.1 There are no financial implications directly arising from this report.

7. Legal Implications

- 7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

- 8.1 There are no staffing implications directly arising from this report.

9. External Consultees

- 9.1 The Leeds City Region Made Smarter Board (which acts as the main governance board for SMARTY) has been consulted on the draft Action Plan.

10. Recommendations

- 10.1 That the committee notes the update on the work of the Manufacturing Task Force.
- 10.2 That the committee endorses the SMARTY Action Plan, and delegates approval of any further amendments to the Head of Business, Innovation, Skills & Culture Policy.

11. Background Documents

[Overview](#) of the Manufacturing Task Force

West Yorkshire [Innovation Framework](#)

BEIC Agenda Item on [Innovation Challenge Competitions](#) – 5 January 2022

12. Appendices

Appendix 1 – SMARTY Action Plan

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[DRAFT] Action Plan

SMARTY Interreg Project

March 22

DEVELOPMENT

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Introduction

Partners from regions across Europe have joined forces to exchange best practices on how policies related to Structural Funds can unlock Industry 4.0 to its full potential for their business ecosystems.

The SMARTY project has established a common basis of policy learning among its members to overcome Industry 4.0 adoption barriers through a variety of novel approaches, such as financing mechanisms, innovation hub services, digitalisation road mapping and supply-demand brokerage.

These best practices have been analysed through a project methodology that has graded such approaches based on their measurable impact in their host regions and their potential of transferability and relevance for adoption in other SMARTY regions.

General Information & Approval

Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any). If the same policy instrument is addressed by several partners, only one action plan is required.

Project Name	SMARTY Interreg Programme
Partner Organisation	13PP West Yorkshire Combined Authority
Other Partner Organisations Involved	The Textiles Centre of Excellence
Country	United Kingdom
NUTS 2 Region	Yorkshire & Humber
Contact Person & Details	Mitchell McCombe – Policy Officer
	Mitchell.McCombe@westyorks-ca.gov.uk
	(+44) 0113 251 7487
Policy Context	This Action Plan aims to impact other regional development policy instruments.
Name of Policy Instrument Addressed	West Yorkshire Innovation Framework

Approval & Signature	
Signature: Name: Position: Date:	Stamp of the Organisation (if available):

Policy Context

Background to the West Yorkshire Region¹

The West Yorkshire Combined Authority (the “Combined Authority”) was created in 2014 and covers the West Yorkshire local authority areas of Bradford, Calderdale, Kirklees, Leeds and Wakefield. The Combined Authority also incorporates the Leeds City Region Enterprise Partnership (the LEP) which covers the same local authority areas outlined above, and previously also covered the local authority areas of Craven, Harrogate, Selby, Barnsley and York until early 2021.

The Combined Authority secured an ambitious devolution deal in March 2020 which provides the region with additional powers and funding to deliver a better and more connected regional economy. This included control of the regional Adult Education Budget, control over a new £38 million a year funding allocation where 70% of that funding is dedicated to revenue projects across the region, a new Mayor of West Yorkshire, and strengthening of ties and partnerships with national bodies such as Innovate UK and the Department for International Trade.

West Yorkshire is key to re-balancing the national economy of the UK and enabling the North of England to contribute fully to, and benefit from, national economic growth. It is the UK’s largest economy and population centre outside of London, with an output larger than nine EU countries, and is the biggest contributor to the Northern Powerhouse in economic terms. West Yorkshire is at the centre of the UK, is well-served by East-West and North-South road links and is within one hour’s drive of 7 million people.

We have over 2.3 million residents in West Yorkshire and the population is projected to grow by 8% to more than 2.5 million by 2043. West Yorkshire has an employed workforce of 1.1 million and around 95,000 businesses.

In addition, West Yorkshire is the United Kingdom’s largest regional finance centre and contains more manufacturing jobs than anywhere in the north of England.

Our region has a highly diverse population with many ethnicities, backgrounds and lifestyles represented, bringing great cultural diversity, a diversity which is celebrated.

Economic Conditions of the Region

Productivity

The recession of 2008 opened up a significant productivity gap between West Yorkshire and the UK as a whole. While there is some evidence of recent growth, our productivity levels are around 87% of UK levels (See Figure 1).

¹ Information provided by the West Yorkshire [State of the Region](#) Report 2021.

In response to our productivity challenges, the Combined Authority has developed a [Business Productivity & Resilience Plan](#) that aims to close an £8.5 billion gap in productivity compared to average UK levels.

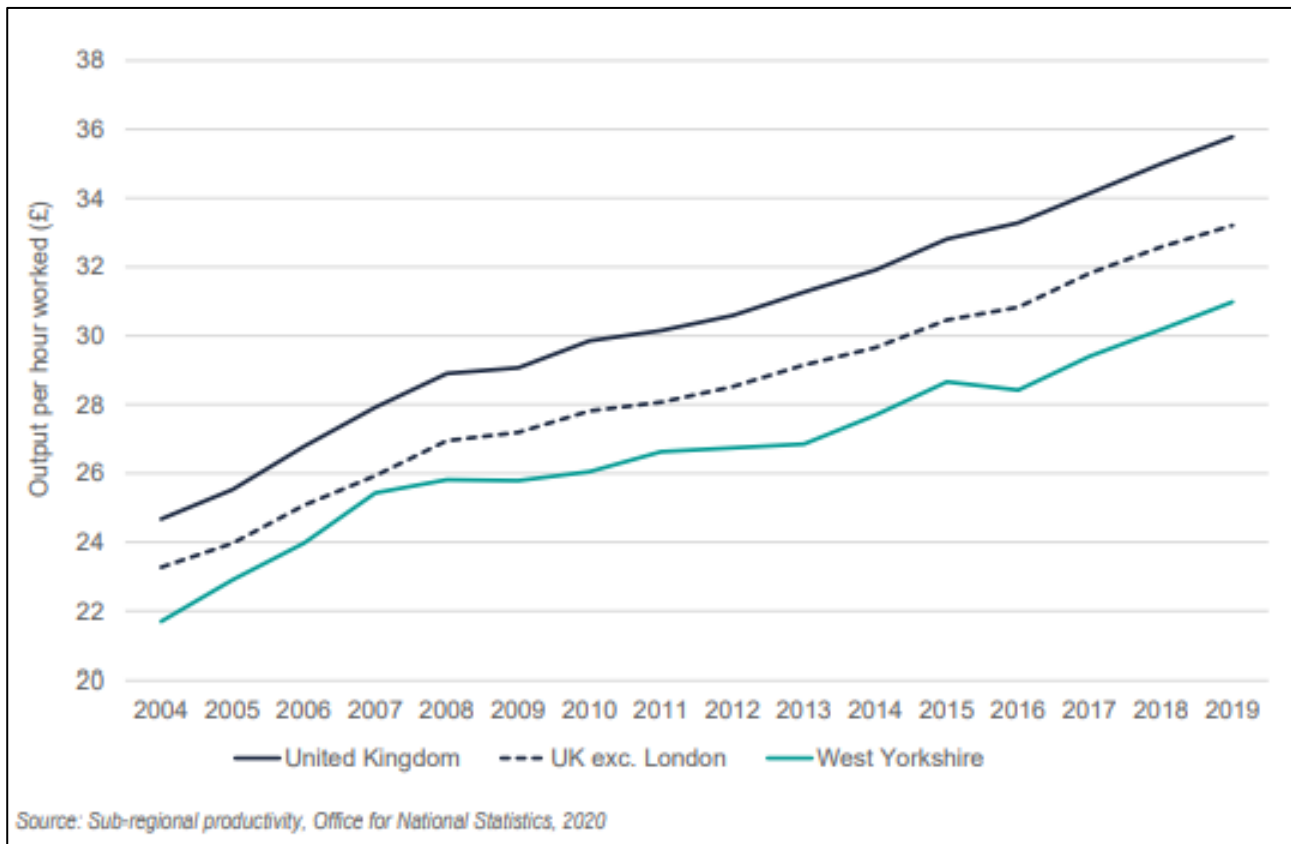


Figure 1: Unsmoothed output per hour worked, West Yorkshire and the UK, 2004-19

Innovation

Around 7 in 10 businesses in Leeds City Region are engaged in innovation, according to the Leeds City Region Business Survey for 2020. A quarter invest in R&D, but national statistics indicate that the level of R&D spend is particularly low in Yorkshire and the Humber.

West Yorkshire has an internationally significant concentration of higher education institutions (HEIs) – helping the area perform well on higher education innovation and research and development spending.

In addition, around a third have introduced new technologies over the last twelve months and a similar number have introduced new or improved processes –the latter down from 45% in 2017. Around a quarter of businesses have invested in R&D, a figure consistent across the last three waves of the survey.

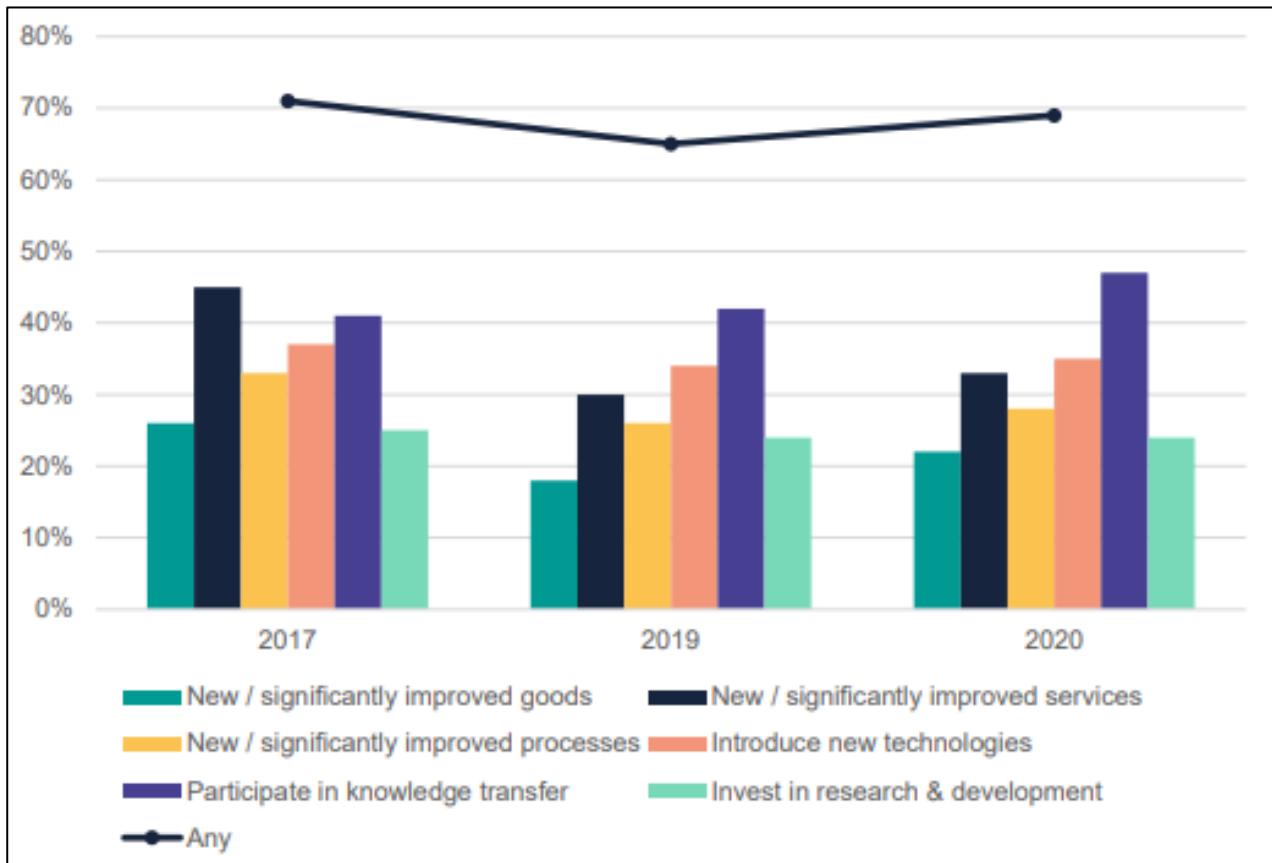


Figure 2: Leeds City Region Business Engaged in Innovation Activities - 2017-20

Other data suggests levels of investment in R&D are lower in Yorkshire and the Humber than elsewhere in the country. The Office for National Statistics analysis on Gross Domestic Expenditure on R&D (GERD), for example, shows the region had the lowest investment in R&D per £1m of GVA of any English region outside London.

This suggests that the level or scale of innovation taking place locally may be lower than elsewhere even if the proportion of businesses engaged is relatively high.

In addition, the region supports numerous research facilities which provide access to equipment, translational research expertise, meeting and business space. This includes:

- **Medical Technologies Innovation and Knowledge Centre (University of Leeds)** brings businesses together with world-class experts from across 35 UK universities to accelerate the commercial development of new medical technology products and services.
- **The National Institute for Health Research (NIHR)** Leeds Musculoskeletal Biomedical Research Centre is a collaboration between Leeds Teaching Hospitals NHS Trust and the University of Leeds.
- **Translate** – Realising Medical Technology Innovation in the Leeds City Region' is a £3m programme focusing on developing nationally leading capability in Medical Technology Innovation.
- **Nexus** provides business workspace and access to equipment, research expertise and relationship manager support at the University of Leeds.

- **3M BIC Huddersfield** facilitates business growth, encourages business to academia collaboration and actively promotes innovation. The centre caters for all business needs, from start-ups, SMEs to large corporates.

Our Regional Manufacturing Sector

West Yorkshire has more manufacturing jobs than anywhere else in the north of England – around 112,000. For every 1 manufacturing job in the rest of the UK, West Yorkshire has 1.3 jobs.

As is demonstrated in the table below, our manufacturing sub-sectoral strengths are centred on textiles, furniture making, chemicals and electrical equipment.

Sector by SIC Code	Employees in West Yorkshire	Location Quotient (England = 1)
Manufacture of textiles	7,500	3.51
Manufacture of Furniture	7,500	2.23
Manufacture of other non-metallic mineral products	6,500	2.12
Manufacture of chemicals and chemical products	6,500	1.99
Manufacture of electrical equipment	4,000	1.61
Manufacture of wearing apparel	3,750	3.88
Manufacture of paper and paper products	3,000	1.69

Table 1: Manufacturing Jobs by SIC Code

Our manufacturing sector is also supported by a strong business support system that provides advice, guidance and funding opportunities for businesses. Some examples are:

- **Manufacturing Champions:** a tailored programme to help SMEs make improvements in their business and remove barriers to growth. Businesses receive support from a trusted growth manager who will develop an action plan for the business and identify opportunities for business improvement and growth and benchmark business performance to hit goals.
- **Resource Efficient Business Programme (ReBiz):** this programme provides advice and support for SMEs to become more resource efficient and adopt circular business models and practices. Support includes efficiency audits, consultancy support, opportunities assessments and business model review, development and planning.
- **Strategic Growth Programme:** a first-class package of bespoke support aimed at ensuring SMEs can realise their potential. Participants in the programme receive mentoring support and assessments to detail actions for growing their businesses.
- **Skills for Growth Programme:** connecting SMEs to local schools, colleges and universities to increase productivity and close the skills gap. Activities can be work experience, developing apprenticeship and graduateship opportunities and engaging with education through work experience and careers fairs.

Departure from the European Union & Development of a New Policy Instrument

Following the UK's departure from the European Union, the UK no longer has access to European Regional Development Fund (ERDF) monies and programmes. As such, the Combined Authority has developed a new policy instrument that was shaped by the good practices and learning experience of the SMARTY Interreg Project and responds to the new policy dimensions for the West Yorkshire region within the wider UK, recognising the continuing importance of dialogue and learning with European partners on support to SMEs on Industry 4.0.

National Policy Triggers

Made Smarter Initiative

In 2017, the UK Government published the [Made Smarter Review](#) which outlined findings on the UK's opportunities and challenges related to industrial digitalisation.

The report outlined three areas which are preventing the UK from fully achieving a vision where the UK becomes a global leader in industrial digitalisation by 2030:

1. *Lack of effective leadership of industrial digitalisation in the UK:* There is currently no cross-sectoral vision or narrative on the opportunities associated with faster development and adoption of IDTs.
2. *Poor levels of adopting, particularly among SMEs:* In comparison to other advanced nations, the UK is behind in overall productivity. This is largely due to lower adoption levels of digital and automation technology. One of the reasons for this is due to the "ineffective and confused landscape of business support".
3. *Under-leveraged innovation assets to support start-ups/scale-ups:* While there is a strong research and innovation offer in the UK, innovation assets are under-leveraged and do not provide enough focus on industrial digital technologies.

In 2021, the Government launched a Made Smarter pilot programme for the Yorkshire and Humber region – providing advice to businesses on switching to advanced and automated technologies as well as improving employees' digital skills².

Plan for Growth

The Government developed a new Plan for Growth³ in March 2021 focused on delivering three pillars of growth: infrastructure, skills and innovation.

The innovation pillar is of particular importance to industry 4.0. and the Government has outlined plans to secure this by:

- Delivering a national Innovation Strategy for the UK

² [Made Smarter Pilot: Yorkshire & Humber](#)

³ UK Government: [Plan for Growth](#)

- Providing more innovative businesses with mentoring and funding as part of the remit of the British Business Bank, and
- Launching schemes to help businesses embrace new technologies and practices to make them more competitive (including “Help to Grow Management” and “Help to Grow Digital” national schemes to help SMEs adopt productivity enhancing software and improve the way they do business).

Contribution to our Policy Instrument

The SMARTY Action Plan will directly contribute to delivery of a priority outlined in the West Yorkshire [Innovation Framework](#).

The Innovation Framework is a regional strategic document which outlines a vision for West Yorkshire to be “globally recognised for developing an open, inclusive, thriving and coherent innovation ecosystem”. It was adopted in March 2021 as our new policy instrument, responding partially to the expiration of the region’s Smart Specialisation Strategy following the UK’s departure from the European Union. It has been influenced by good practices reported during the SMARTY Interreg Project.

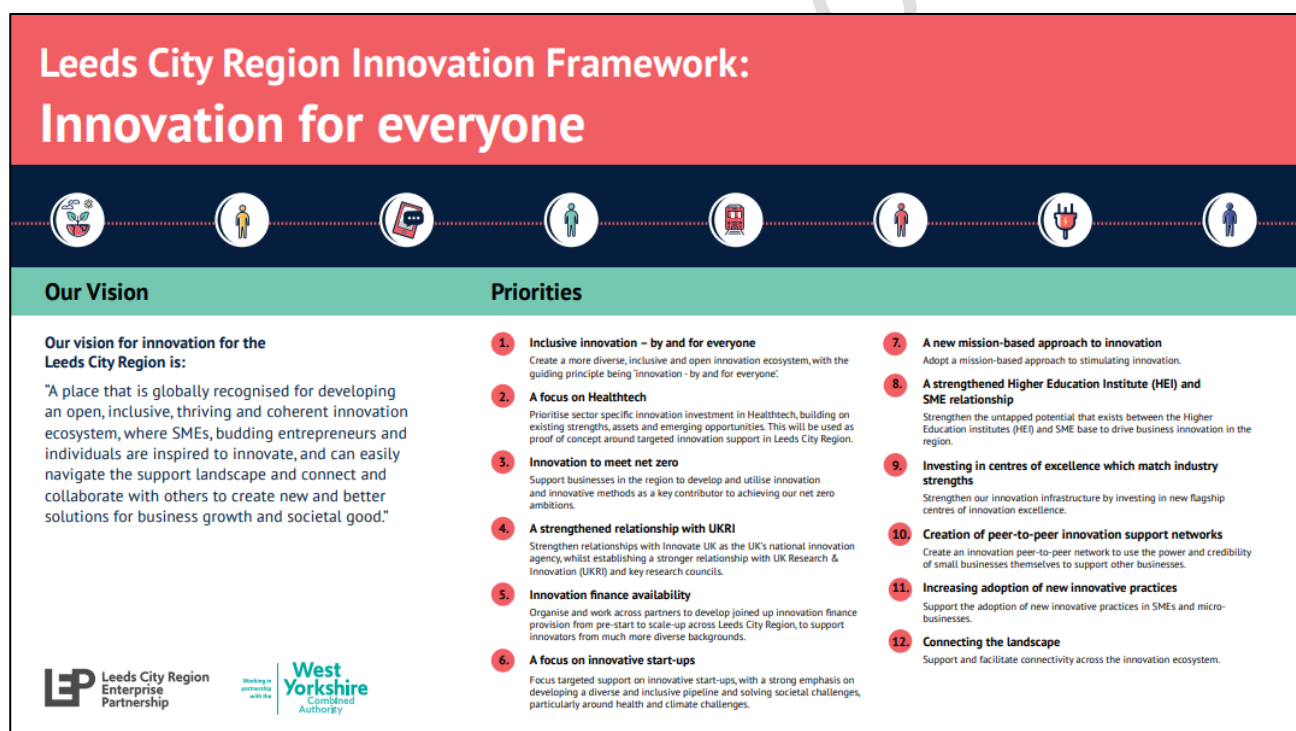


Figure 3: Innovation Framework: Plan on a Page

Priority 7 of our Innovation Framework outlines a vision to adopt a mission-based approach to innovation. We will achieve this through:

- Stimulating the market and building a culture of innovation across our business base by focusing on the biggest challenge the region identifies and using challenge-based competitions for industry and diverse communities to come together and address.

- Utilising the research power of our Higher Education Institutes, Colleges and big business to drive this activity through both institutional expertise and through supply chains.
- Creating linkages to investment opportunities for local investors.
- Concerted effort around communications and markets to support all innovation activity.
- Explore establishing a public engagement accelerator programme which combined small grants, bespoke support and partnering opportunities for innovators and those who need to engage the public on questions of science, research and innovation.
- Shouting much more loudly about innovation and the opportunities for both businesses and individuals.

The Innovation Framework will support SMEs to embrace industry 4.0 by:

- Being proactive in driving forward innovation for net-zero. This can be achieved by supporting SMEs to work collaborative with the research base to develop and utilise technologies that support net-zero.
- Creating the right messages to promote business improvement to SMEs – demonstrating the benefits of industry 4.0 through case studies, communication and marketing.
- Lobbying industrial partners and Government by taking existing learning from programmes the Combined Authority is involved in (such as SMARTY) to seek further funding that supports SMEs to adopt industry 4.0 practices. The best mechanism for this would be through seeking additional funds for the regional Made Smarter programme.

Learning from Phase I of the SMARTY Interreg Project

The Combined Authority has found the learning experience and sharing of best practices on the SMARTY Interreg Project to be a fruitful process. The learning from good practices on the SMARTY project was ever more valuable as the Combined Authority was simultaneously undergoing an ambitious process to secure a regional devolution deal from which future investment decisions will be made.

Therefore, elements of many of the good practices from the SMARTY Interreg Project were incorporated into our new regional Innovation Framework:

Innovation Framework Priorities	Good Practice
Priority 1: Innovation to Meet Net Zero	Territorial Shared Agendas
	Incentives for R&D Projects for Circular Economy
	OIS-AIR Project
Priority 7: Mission-Based Approach to Innovation Priority 8: Strengthened SME-HEI Relationships	Industry 4.0 Alliances
	Centr@Tech
	Go Stop Programme
Priority X: Exploring Opportunities to Establish Demonstrator Facilities	Competency Centre Tuscany
	Factory of the Future

Priority X: Educating and inspiring SMEs around the opportunities to better utilise / use / exploit new technologies.	Gate 4.0
	ProACCIO

Table 2: Interface of Innovation Framework Priorities & SMARTY Good Practices

In addition to this, we have taken away the following lessons from SMARTY good practices presented during Phase I of the project:

- Catalunya Challenge Competition Programme (Semester 3):** This good practice demonstrated the successes of adopting cross-sector and cross-industry mission-led approaches to innovation. The good practice demonstrated that the challenge competitions approach to creatively booster regional levels of innovative activity and bring SMEs and business support services together is showing evidence of success. At a regional level, West Yorkshire does not host any challenge competitions that help SMEs to commercialise their products or services. We would like to use the practice presented on challenge competitions to further increase the number of SMEs engaged in innovation, lower the barrier of entry for challenge prizes and use them to solve societal challenges that affect the day-to-day problems many residents and businesses face in the region. By adopting an approach like this, we are confident that we could generate strong interest in innovation competitions, adopt a mission-led approach to innovation, and bring together SMEs who in many cases are traditionally the laggards when it comes to adopting industry 4.0 practices. By focusing on specific challenges, local innovation ecosystems can collectively pool resources and work together to research, design, test and commercialise new solutions that can come to market.
- The Gate 4.0 Hub in Tuscany (Semester 5):** We want more businesses in West Yorkshire to adopt industry 4.0 practices – whether that be augmented or virtual reality, to robotics and artificial intelligence or big data. We identified the Gate 4.0 good practice as a potential way to achieve this goal. The Gate 4.0 partnership approach, which brings together both academia and businesses, showcased the power of collaboration as a way to increase digital adoption among SMEs across manufacturing. The business to business and business to research approaches to helping business transform their operations was demonstrated through case studies such as using robotics and artificial intelligence to eliminate human presence from hazardous working environments.

We have also taken away the following reflections on our own regional policy interventions, as well as a series of general observations from our participation in SMARTY:

- We have a good innovation ecosystem in West Yorkshire that builds on partnership working but need to maximise the opportunities for SMEs to take advantage of adopting industry 4.0 practices.
- There is no “one size fits all” approach to adoption of industry 4.0 technologies and SMEs. Across the good practices and themes of each semester, different approaches have demonstrated their ability to increase this adoption, whether through direct programme intervention, collaboration across sectors, or through regional ecosystems. The biggest challenge remains supporting those SMEs that are not already engaged in this adoption process, rather than those who have the ability to go further.

Actions

Following the policy brokerage activity over the duration of Phase 1 of the SMARTY Project, partners in West Yorkshire will progress three actions covering, the West Yorkshire Innovation Framework, planning for a series of innovation challenge competition pilots, and development of an Industry 4.0 Hub.

Action 1: West Yorkshire Innovation Framework

The Background

Following departure from the European Union, the Combined Authority needs to develop a regional framework for innovation. In terms of the policy instrument being addressed by the region's involvement in the SMARTY project, this will replace the ERDF Operational Programme for England (2014-2020).

Learning from Good Practices

This action has been included in response to the UK's departure from the EU and the region being required to develop a successor policy instrument to the England ERDF Operational Programme. It therefore incorporates a number of good practices that have been presented during Phase I of SMARTY such as the industry 4.0 vouchers and challenge competitions presented in Semester 2 by Catalunya, and the good practices presented during Semester 4 on the green transition such as Lapland's Green New Deal.

Action(s)

The Combined Authority will develop an Innovation Framework for West Yorkshire with a vision for the region to be "a place that is globally recognised for developing an open, inclusive, thriving and coherent innovation ecosystem, where SMEs, budding entrepreneurs and individuals are inspired to innovate, and can easily navigate the support landscape and connect and collaborate with others to create new and better solutions to business growth and societal good".

Action 1A: Develop an Evidence Base

The Combined Authority will undertake evidence gathering and gap analysis to bring forward potential priorities for the region.

Action 1B: Engage with Stakeholders & Interested Parties

The Combined Authority will hold stocktake sessions with the regional innovation ecosystem to capture views and needs. In addition to this, an external consultation will take place with members of the public and other stakeholders.

Action 1C: Seek Endorsement on the Innovation Framework

We will take a developed Innovation Framework to governance committees of the Combined Authority for approval.

Action 1D: Launch a Regional Innovation Festival

The Combined Authority will host a regional innovation festival which will bring together the innovation ecosystem, businesses and academia over a week of events and forums.

Players Involved

The following organisations and/or groups are involved in the delivery of this action:

- *West Yorkshire Combined Authority (incorporating the Leeds City Region Enterprise Partnership)*: the regional governing body accountable for the development and delivery of the Innovation Framework.
- *West Yorkshire Innovation Network*: a network of group of businesses, academia and partners in West Yorkshire.

Timeframes

The following breakdown is an indicative timeframe for the delivery of the pilot:

Milestone	Completion Date
Evidence & Gap Analysis	September 2020
Consultation on Framework	October / November 2020
Hold a West Yorkshire Innovation Festival Event	March 2021
Approval by Combined Authority & LEP	March 2021

Costs (if relevant)

Costs will be secured on an ongoing basis through multiple funding streams.

Funding Sources (if relevant)

Funding for this policy intervention will be secured through multiple streams such as:

- The Combined Authority's Single Investment Fund
- The UK Shared Prosperity Fund (a UK national fund)

Action 2: Innovation Challenge Competition Pilot

The Background

In March 2021, the West Yorkshire Combined Authority approved the [Innovation Framework](#). This strategic document outlined the vision for our region to be “globally recognised for developing an open, inclusive, thriving and coherent innovation ecosystem”. To achieve this vision, twelve priorities have been developed, including, adopting a mission-led approach to innovation.

The adoption of mission-led approaches to innovation includes proposals to run challenge competitions which will encourage greater innovation. These have been successfully implemented by one of the SMARTY partners (Catalunya) as well as UK local government bodies such as the Greater London Authority.

The Catalunya good practice demonstrated how challenge competitions were able to develop sectoral demand, work across sectors and institutions (such as public and private bodies) and also provide access to innovation support for SMEs who would traditionally be unable to secure large challenge projects set up by major corporations.

Learning from Catalunya Good Practice

Our action around challenge competitions incorporates learning from the Catalunya Challenge Competition good practice. In particular, we were impressed with the fact that large companies are approached to sponsor challenge competitions and provide support or funding to SMEs to develop their products, services or technology. We plan to include this particular element of the Catalunya good practice into our own pilot, should we be able to secure interest from large regional businesses.

Action(s)

The Combined Authority will run a Mayoral Innovation Challenge Competition Pilot over the timeframe of 2022-2023. This will focus on tackling societal issues such as the climate and environment emergency.

A number of actions will be undertaken to deliver this pilot which are detailed below.

Action 2A: Appoint a Delivery Provider

To complete this action, the Combined Authority will need to appoint an experienced and capable supplier through our procurement framework. The supplier will be responsible for the day-to-day management of the challenge competition as well as support the Combined Authority to design the competition.

Action 2B: Competition Design

In collaboration with our supplier, we will design the challenge competition pilot. While it has already been agreed with the Mayor of West Yorkshire that any competition as part of this pilot should focus on tackling the climate emergency, we will need to identify a specific focus

for the competition. To develop this specific focus, we will schedule a focus session and/or workshop with stakeholders, the supplier and Combined Authority colleagues in 2022.

Action 2C: Launch the Competition & Marketing Exercises

Following the design phases of the competition, it will be formally announced at the 2022 West Yorkshire Innovation Festival which is being organised by the Combined Authority and partners. The festival is a week-long event that brings together innovation bodies, businesses and academia.

Action 2D: Competition Delivery – Phase 1: Applications & Sifting

The first phases of the competition will include reviewing submissions to the challenge competition. The submissions will be reviewed by a steering group or panel which will compose of innovation specialists from across the region. From the submissions, a shortlist will be created for each competition. The shortlisted participants will be invited to participate in Phase 2.

Action 2E: Competition Delivery – Phase 2: Developing of Products and/or Services

Shortlisted applicants will be tasked with developing their product or service ahead of a final event which will award the best innovation. Here, participants will receive either financial or business development support to help scale up and test their ideas.

Action 2F: Competition Delivery – Phase 3: Awards Event & Project Close

The shortlisted applicants will showcase their products or services at an awards event which will include a judging panel of regional experts. The winners (first, second and third place prizes) will receive financial rewards or additional business support to further commercialise their idea.

During the set-up of the competition, we also plan to engage with the good practice owner to capture any feedback and lessons learned exercises that we can incorporate into the planning of our competition.

Players Involved

The following organisations are involved in the delivery of this action:

- *West Yorkshire Combined Authority (incorporating the Leeds City Region Enterprise Partnership)*: the regional governing body accountable for the development and delivery of the pilot. The Combined Authority will commission a delivery provider to run the day-to-day management of the challenge competition.
- *Commissioned Delivery Provider*: the Combined Authority will undertake a procurement exercise to appoint an experienced challenge-competition delivery provider to run the day-to-day management of the pilot.

- *Corporate Sponsor [if secured]*: the Combined Authority will seek to secure corporate sponsorship with a private sector organisation who will either provide bespoke business support to competition participants or contribute to the financial award.
- *Participants*: teams and/or individuals who are participating in the challenge competition and seeking to secure funding to develop their products or services.

Timeframes

The following breakdown is an indicative timeframe for the delivery of the pilot:

Milestone	Anticipated Completion Date ⁴
Consideration at the Combined Authority's Business, Economy & Innovation Committee	5 January 2022
Appointment of a Delivery Provider	May 2022
Competition Design	June 2022 – August 2022
Launch at the West Yorkshire Innovation Festival	September 2022
Phase 1: Applications and Sifting	October 2022 – November 2022
Phase 2: Development of Products/Services	November 2022 – March 2023
Phase 3: Awards Event & Project Close	March 2023
Lessons Learned Exercises & Next Steps	March 2023

Costs (if relevant)

Funding to delivery this action will likely cost no more than £150,000.00 (EUR c. 179,094.00).

Funding Sources (if relevant)

Funding for this policy intervention will be secured through the following funding streams:

- £50,000.00 from West Yorkshire Combined Authority as part of development funding to deliver mayoral manifesto pledges.
- £50,000.00 from the ESF-funded Skills for Growth Programme.
- £50,000.00 from the Enterprise Programme.

⁴ Please note: these dates are currently indicative and may change over the year.

Action 3: Industry 4.0 Hub

The Background

On 6 September 2019 the UK Government invited 100 places across England to develop proposals for a Town Deal, as part of a £3.6 billion 'Towns Fund'. The Government invited local Town Boards to develop proposals for Town Investment Plans to drive long term economic and productivity growth through investment in connectivity, land use, economic assets including cultural assets, skills and enterprise infrastructure, becoming part of the county's recovery plan to address the impact of Covid-19.

Each Town Deal will be an agreement between the Government, the lead Council (local government) and the Town Deal Board. It will set out a vision and strategy for the town, and what each party agrees to do to achieve this vision. It will be signed by the Secretary of State for Levelling Up, Housing and Communities on behalf of UK Government along with the leader of the lead Council and the chair of the Town Deal Board. Town Deals will cover a period of up to five years with a value of up to £25 million from the Towns Fund, primarily capital funding.

Of the six towns in West Yorkshire which were included in the Towns Fund programme, Brighouse has included a proposal to develop an 'Industry 4.0 Hub' in their Town Investment Plan which is now in the 'business planning' stage. The Hub structure and operation will be based upon the 'Gate 4.0' project which was shared through the SMARTY project as an example of good practice from the region of Tuscany.

While the I 4.0 Hub will contribute towards the objectives of the West Yorkshire Innovation Framework, the funding is as part of the national Towns Fund programme and therefore development and operation of the Hub will be the responsibility of the accountable body (Calderdale Council) and the Brighouse Town Board. On that basis therefore the monitoring of the actions in relation to this element of the SMARTY action plan will be the responsibility of those actors, who will provide updates to the West Yorkshire Combined Authority as part of the wider stakeholder ecosystem.

Learning from Gate 4.0

The Industry 4.0 Hub plans to adopt similar structures of the Gate 4.0 project in Tuscany. In particular, case studies presented on this good practice have inspired us to incorporate the business to business and business to finance elements which we believe will be fundamental to helping our SMEs increase the digital skills and industry 4.0 capabilities. As well as this, we will seek to replicate the close working relationships established between the support teams and the businesses or research centres. Bilateral conversations will be arranged during the period 22/23 to draw further learning from the Gate 4.0 project.

We will engage with the Gate 4.0 to further understand their operating model in detail.

Proposed Activities

In common with Tuscany's Gate 4.0 project, it is proposed that the Industry 4.0 Hub in Brighouse will bring together companies, researchers, solutions providers and financial operators to stimulate the adoption of new, digital technologies to encourage growth and develop the skills base of local manufacturing companies. The Hub will aim to:

- Provide a Brighouse-based facility for educating apprentices up to degree level in cutting edge technology and processes, upskilling the workforce of the future.
- Demonstrate a new, innovative model for skills delivery, providing inter-sector upskilling best practice and knowledge transfer.
- Establish Brighouse as an exemplar centre for skills and modern methods training, creating a definitive, high impact area for skills development, and manufacturing and engineering excellence.
- Increase innovation among local firms and facilitate increased collaboration across the City Region, through co-location of enterprises, industry bodies and academia at the Hub, utilising the state-of-the-art equipment to enable research, product and process innovation.
- Deliver growth in local and regional employment in manufacturing and engineering sectors.
- Drive inward investment and attract new companies - both to invest in and take advantage of the new skills and enterprise infrastructure, and the newly upskilled talent pool.
- We will engage with the Gate 4.0 to further understand their operating model in detail.

The Hub will aim to achieve the following outcomes:

- 50 apprentices in the first year, growing year on year with total capacity for 250 learners.
- 5 companies utilising the new Industrial Hub in the first year, increasing year on year.
- 14 companies supported to innovate new products and processes.

In terms of wider impact, the development of the Industry 4.0 Hub will support the development and retention of highly skilled labour, increased linkages between learners, firms and academia across the City Region, and to retain Brighouse's track record of success in the provision of sector leading products and services through staying ahead in the face of technology change, to drive the long-term economic growth and resilience of Brighouse.

Players Involved

The key players involved in the development and delivery of the Hub will be the Brighouse Town Board and Calderdale Council working with a partnership of key cross-sector bodies including Calderdale and Kirklees Manufacturing Alliance, the University of Huddersfield, the Textile Centre of Excellence and West Yorkshire Manufacturing Services in Brighouse where the Hub will be located. The project will be managed by an industry-led Steering Group.

Timeframes

The following breakdown is an indicative timeframe for the delivery of the project:

Milestone	Anticipated Completion Date
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Heads of Agreement for Brighouse Town Investment Plan	June 2021
Project funding levels agreed	September 2021
Business planning commences	February 2022
Final Business Plan submission	June 2022
Contracting	August 2022
I 4.0 Hub Launch	September 2022

Costs

The total cost for the initial establishment of the I 4.0 Hub is £1 million. A detailed cost profile will be developed as part of the business planning process which will take place between February and June 2022.

Funding Sources

The Towns Fund will contribute £500,000 towards the establishment of the Centre. A further £500,000 will be sought from partners, additional UK Innovation funds and companies through the provision of services.

Find out more

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Report to: Business Economy and Innovation Committee

Date: 29 March 2022

Subject: **Current Delivery, Business Support**

Director: Brian Archer, Director of Economic Services

Author: Henry Rigg, Head of Business Support

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide an update on the delivery of Business Support services, particularly the Entrepreneurship Programme, the Business Accelerator Fund and new programmes in development.

2. Information

Enterprise Programme

- 2.1 In June 2021, the Combined Authority approved a new £6 million Enterprise Programme to be delivered as a major contribution to the West Yorkshire (WY) Economic Recovery Plan. The programme is focused on a 'ladder of enterprise support' across three inter-connected workstreams that help individuals in the region to explore, establish and grow new businesses. A primary focus of the programme is Equality, Diversity and Inclusion and clear 'minimum floor' targets have been set to ensure that the support available is taken up by females, people from BAME backgrounds and people with disabilities, as well as people from our more disadvantaged communities and localities.

- Workstream One - promoting enterprise as a career option (i.e. is enterprise / business start-up right for you?)
- Workstream Two – a universal business start-up support programme to help anyone who has made the decision to start a business. There is a primary focus on engaging people from equality groups and from the more disadvantaged communities of West Yorkshire.
- Workstream Three – support for innovative entrepreneurs by providing intensive and targeted support for those with the potential to become successful, innovative and investable entrepreneurs and businesses. Societal and environmental impact of the new-starts will be a primary consideration in the support made available, as will the diversity of the entrepreneurs participating to ensure that they reflect the West Yorkshire population.

2.2 The Exploring Enterprise workstream has launched a ‘people like me’ marketing campaign using local people from West Yorkshire as case studies to inspire others to start a business. These case studies have been presented in a range of formats, such as static adverts, full length videos and shorter videos. Case studies have been carefully selected to ensure representation of a diverse range of people-based scenarios, including:

- Mum of three who works in mental health and has a therapy business alongside her full-time work. Business was set up during the pandemic.
- Ethnic minority businessman who has set up an enterprise in Bradford during the pandemic selling household products in both retail and wholesale with scale-up plans to employ 30 people by end of 2024.
- Man with high performing autism who struggled with the interview process to secure employment and has successfully set up his own business.

2.3 Alongside the marketing campaign, the Exploring Enterprise course provides individuals access to five live webinars which include: basics of writing a business plan, how to overcome challenges and access support, how to identify and engage customers, and sessions on practical considerations, such as insurance and finance. To date, 57 individuals have been enrolled on the course. To improve accessibility for those people who require flexible learning, the course format has been adapted to include both live cohort delivery and an on-demand option for those requiring more flexible learning.

2.4 In terms of Equality, Diversity and Inclusion outcomes to date, 49% (27 people, with another seven ‘preferring not to say’ and one opting for ‘self-identify’) of participants are females (target 50%), 55% (25 people, with another seven ‘preferring not to say’) are from Ethnic Minorities (target 20%) and 9% (five people with two ‘preferring not to say’) are people self-identifying as Disabled (target 3%). Of the current individuals enrolled onto the course, 34% are currently unemployed.

2.5 Workstream Two’s Start-Up West Yorkshire programme is providing pre-start and start-up businesses (up to 12 months old) with a blended package of

support covering the key topics required to establish and develop a new enterprise. This includes: - business and financial planning; business structure and tax; sales and marketing (including social media); access to finance and recruiting staff. There are no sector or growth-related restrictions and there is a focus on the business-to-consumer sectors that have faced some restrictions on previous funding sources.

- 2.6 To date, Start-Up West Yorkshire has registered over 150 pre-start and start-up enterprises, 105 of which have received a diagnostic and commenced on the workshops and coaching. Over 20 workshops have been delivered to date and attendance is at 86%, which is particularly high from experience of delivery on previous programmes of this nature. Attendance on the workshop, 'Knowing Your Numbers' is currently at 100%. Outreach promotion and delivery of the support available is taking place, or has been planned, with several community-based organisations, including Airedale Enterprise Services, Barca Leeds, Inspiring Neighbourhoods, the Paddock Trust and Aspire i-Gen. In addition, partnership activity is planned with the business libraries across West Yorkshire, along with Housing Associations (via Great Places), Leeds Beckett University, Enterprise Nation and DWP / JobCentre Plus.
- 2.7 In terms of Equality, Diversity and Inclusion outcomes to date, 57% (58 people) of the onboarded clients are Female (target 50%), 32% (34 people) are from BAME groups (target 20%) and 13% (13 people) are people who self-identify as Disabled (target 3%). Work will continue to improve on achievement against these targets by engaging with local networks, organisations and key influencers with reach into, and established trust with, these groups and communities.
- 2.8 Furthermore, five Start-Up Managers (two currently in post) are being recruited by the West Yorkshire Local Authorities to work alongside the existing SME Growth Managers. These posts are coordinating enterprise support activity at the district level and delivering some direct one-to-one support to early-stage micro firms with growth potential. The resource is focussed on the business-to-consumer sectors where the impact of the pandemic has been most severe, and where there is a clear link to the High Street renewal agenda. The managers will also work with local community partners to deliver support in some of the most disadvantaged parts of their districts.
- 2.9 Workstream Three issued a tender in late 2021 for a programme of high intensity, tailored support for Innovative Entrepreneurs – in this context, the term refers to individuals or teams with potentially unique ideas that address a problem with a large market, and that has the potential to develop, scale-up and be financially sustainable. This strand also has stretching targets to engage equality groups in the provision, but with a higher one of 30% for people from BAME backgrounds, and to engage with people from more disadvantaged parts of the region who have not previously accessed support. It also focusses on new ventures that have clear potential to positively impact on societal and/or environmental challenges and opportunities. The decision

on the award of the tender was pending at the time of writing (mid-March 2022), and a verbal update will be provided at the meeting.

Business Accelerator Fund (BAF)

- 2.10 The £20m debt, equity and mezzanine fund will commence investments in early 2022/23 and will be officially launched by the Mayor of West Yorkshire, Tracy Brabin, on 9 June 2022. The aim is to achieve an evergreen fund which will increase in value over the next ten years, enabling the Combined Authority to assist more SMEs in West Yorkshire to realise their high growth ambitions through access to equity and loan finance from £50k up to £2m.

Other Business Support Programme

- 2.11 Delivery of the core Growth Service continues with over 3,300 different SMEs supported in the current financial year, over 1250 of which have had intensive support from the team of 20 SME Growth Managers and from the range of schemes focussed on resource efficiency, active and sustainable travel, strategic business growth and the development of new products and processes. The majority of these are available via EU funding through to the end of March 2023, and work to design and develop successor programmes is now underway in partnership with the Local Authorities and other key stakeholders. The Committee will be kept abreast of this work over the coming weeks and months, and given the opportunity to shape and inform future delivery via consultation workshops.
- 2.12 In addition, and subject to funding approval from the CA, the new Business Productivity Programme will commence in early 2022/23. It will provide SMEs with an integrated package of advice and grant investment to embed and monitor productivity improvements at the firm level. The grant element will be determined by a detailed diagnosis and will only be available to SMEs that engage with the advisory element of the programme. It is also anticipated that the Government will fund a three-year Made Smarter Yorkshire programme from April 2022, following on from the success of the current pilot programme. This will support SME manufacturers across the wider region to adopt Industry 4.0 digital technologies into their production and business operations, and also benefit from bespoke leadership and management training and investment grants.

Case Studies

- 2.13 Several case studies of SMEs supported through advice and/or funding are available via the following link: - [Case Studies - LEP | Business support and finance \(the-lep.com\)](https://the-lep.com/case-studies-lep-business-support-and-finance)
- 2.14 More recent examples of SMEs supported include: - an Asian-led manufacturing business in Kirklees supported with advice and funding to

invest in a new wood waste heater and variable speed drive compressor to reduce energy use and carbon emissions, and a female-led health technology firm in Leeds supported with advice and funding to progress the development of its digital platform. This enables children aged between 3 and 12, and their guardians / carers, to gain improved patient outcomes and experiences during medical treatment.

3. Tackling the Climate Emergency Implications

- 3.1 All of the new-start and micro businesses on the Enterprise Programme and other CA/LEP business support programmes, are being made aware of, and where relevant referred into, the full range of advice, guidance and funding available in the region on Net Zero-related support. As and when workshops and events can be delivered safely in-person, these will take place in venues that are well-served via public transport links.
- 3.2 Work is underway on the design and development of a new programme to be delivered from April 2023 that will provide a more integrated and universal support offer to SMEs on Net Zero. It is envisaged at this stage that the new programme will build on the best and most impactful elements of REBiz (the CA's current resource efficiency programme that runs until end of March 2023 and supports SMEs to reduce energy and water use, and to increase recycling and reuse of waste), building them into a broader offer that includes a diagnostic/canvas covering aspects of business sustainability, circular economy, active and sustainable transport, climate readiness, skills and training, and deeper-level consultancy support to embed learning and action. Crucially, this would be available to all sectors, including those currently unable to access some EU-funded schemes, and will broker into other support that is available locally, regionally and nationally.

4. Inclusive Growth Implications

- 4.1 As referenced throughout the report, the above programmes are being proactively promoted through a range of existing networks, organisations and key influencers, including those that support business and enterprise support activity within certain equality groups and within certain more disadvantaged areas. This will continue to be a key focus of all programmes over the coming months, and all businesses, including new ones, will be supported to make Inclusive Growth contributions. For example, recruiting someone who has been out of the employment market for a long period, upskilling their lowest paid staff, working with a local school or becoming a Real Living Wage employer. It is envisaged that the enterprises supported on Workstream Three of the Enterprise Programme will be particularly well-placed to make more substantial contributions to the Inclusive Growth agenda due to the focus on positive economic, societal and environmental outcomes.

5. Equality and Diversity Implications

- 5.1 The Enterprise Programme has specific targets to engage with females (50% of participants), people from ethnic minority backgrounds (20%) and people

with disabilities (3%). Furthermore, and to highlight the target demographic of Workstream Three being those individuals who, due to certain societal / situational barriers would not be able to progress without the support of the programme, stretch targets have been applied specific to this workstream. These include:- entrepreneurs from an ethnic minority background (30%) and entrepreneurs self-identifying as disabled (5%). In addition, the CA / LEP is working with the BAME Committee of the West & North Yorkshire Chamber of Commerce to raise awareness of all publically-funded business support available in West Yorkshire amongst BAME businesspeople and entrepreneurs. This will also include the co-design of new programmes and of the access routes for them.

6. Financial Implications

6.1 There are no financial implications directly arising from this report.

7. Legal Implications

7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

8.1 There are no staffing implications directly arising from this report.

9. External Consultees

9.1 None on this report, but the design, development and ongoing improvement of current and new programmes has been informed by consultation and engagement with a wide range of key stakeholders in the businesses and enterprise support eco-system.

10. Recommendations

10.1 To note progress on the development and delivery of Business Support programmes and services.

11. Background Documents

None.

12. Appendices

None



Report to: BUSINESS, ECONOMY, AND INNOVATION COMMITTEE

Date: ERROR! UNKNOWN DOCUMENT PROPERTY NAME.

Subject: Trade and Investment

Director: Brian Archer, Director of Economic Services

Author: David Shepherd, Head of Trade, and Investment

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide an update on Trade and Inward Investment activity since the last Panel meeting.

2. Information

Trade & Investment Activities and Performance

- 2.1 The Trade & Investment team have supported 21 investment project successes so far this financial year, accounting for over 1,500 new jobs and £100m private sector investment. These projects represent a mixture of new investors setting up in the City Region for the first time, as well as existing investor expansions supported through our Key Account Management programme. Our enquiry pipeline is extremely healthy and demonstrates the resilience of the Leeds City Region economy, with 115 projects recorded to date, including six major investments looking to create over 100 jobs each.
- 2.2 An example of a recent project success is the expansion of global IT solutions provider Mastek, who plan to create 300 graduate roles in Leeds over the next three years. Headquartered in India, Mastek have been supported by our Key Account Management programme since their establishment in the region five

years ago. The team provided introductions to several universities, intermediaries, and specialist recruiters to help promote the company's graduate programme and also helped to develop and deliver a bespoke recruitment event that was attended by over 50 graduates from across the region.

Trade & International Markets

- 2.3 The West Yorkshire Trade Strategy will be presented at the Combined Authority Board meeting on 17th March, seeking their approval and endorsement of the priorities and approach. Once approved the Strategy will provide a framework over the next 5 years for international trade support activity for the region.
- 2.4 Working in partnership with the Department for International Trade and the Growth Service, a West Yorkshire Export Academy will be launched shortly to support businesses to build their knowledge and understanding of selling to international markets. Themed session will take place throughout April & May.
- 2.5 A new export showcase document on the Health & Life Sciences sector in this region has been developed. This document provides a platform to promote both the region and businesses based here to an international audience, highlighting the strengths and innovation in this particular sector. The showcase document will be supported by a yearlong programme of PR & comms activity. Further showcases on creative industries & food & drink are now also in development.
- 2.6 There is a lot of activity taking place between the region and the Indian subcontinent in March including:

4 March: "Global Outlook of Indian Industries @ 75 Conclave" – organised by the University of Leeds and the Consulate General of India. We are one of the key partners of this event which will focus on Trade, Technology, and Tourism. Cllr Pandor will provide the keynote speech alongside the Consul General of India, Dr Vikram. Key businesses from the region will be in attendance as well as Indian investors from across the UK.

15 March: Northern Asian Powerlist 2022 launch - Hosted by Baroness Warsi and Lord Bilimoria at The House of Lords. We are one of the key partners of the Northern Asian Powerlist which shines a spotlight on the significant and sustained contribution of the Asian business community across the Northern Powerhouse. Speakers at the launch event will include Sir Roger Marsh, key partners of the Powerlist, previous winners and judges, and the Northern Asian Power Group.

15 March: Global Opportunities: Women who Trade – organised by Northern Asian Power and the Yorkshire Asian Business Association and hosted by

International Trade Minister, Anne Marie Trevelyan. Anne Marie Trevelyan will host a roundtable discussion with the High Commissioners of India, Sri Lanka, and Bangladesh. We have been invited to attend alongside key stakeholders from business, academia, and government.

22-23 March: High Commissioner of India visit to Leeds City Region. H.E. Gaitri Issar Kumar, High Commissioner of India, and her team will visit Leeds City Region in March to meet with key stakeholders to explore opportunities to strengthen Leeds City Region-India links. Mayor Brabin and Sir Roger Marsh will welcome the High Commissioner of India to the region, with activity including roundtable discussions focussed on business, education, and sports and culture, a celebration of the Indian business and diaspora community, and an inspiring women in leadership lunch.

Activity with other key strategic international markets and partners also continues with events planned with Alibaba and the Hong Kong government in April and May.

April (date TBC): Alibaba business roundtables. We are working in partnership with Alibaba to help local businesses grow global export sales. Alibaba sees strong potential for more UK businesses to sell on their global B2B marketplace, which serves more than 26 million active buyers in over 200 countries. There will be two sector-focused roundtable discussions with pre-booked 121 meetings to discuss export opportunities.

May (date TBC): Director-General of Hong Kong visit to Leeds City Region. Gilford Law, Director-General of Hong Kong will visit the region in May. He is keen to host a roundtable lunch focused on the creative and cultural industries. The creative and cultural industries sector has overtaken FPS to become the largest export from the UK to Hong Kong and represents a huge opportunity for businesses in our region.

Creative Catalyst

- 2.7 The accelerator strand of the programme, “Indielab West Yorks: Creative Accelerator”, is now in delivery with the first two workshops delivered in February. Aimed at helping regional businesses benefit from the increased commissioning spend in the Nations and Regions, the programme will provide support to 26 TV, film production and gaming businesses across the region.

The export strand of the programme will begin delivery in July and is aimed at supporting the wider creative industries across screen, culture, and the arts. The programme will work in conjunction with the existing export provision in the region to support businesses to produce an export plan, understand relevant sector exporting issues including licensing and Intellectual Property and create introductions to international buyers.

Creative Catalyst is also overseeing delivery of “Beyond Brontës: The Mayor's Screen Diversity Programme”, a training initiative that aims to increase diversity in the screen industries. Delivery began in January with the first cohort and was 5 times over-subscribed. Recruitment specifically targeted disadvantaged groups including gender, ethnicity, disability, and social class, as well as a district split of participants. A second cohort will follow in the second half of the year.

3. Tackling the Climate Emergency Implications

3.1 There are no climate emergency implications directly arising from this report.

4. Inclusive Growth Implications

4.1 There are no inclusive growth implications directly arising from this report.

5. Equality and Diversity Implications

5.1 There are no equality and diversity implications directly arising from this report.

6. Financial Implications

6.1 There are no financial implications directly arising from this report.

7. Legal Implications

7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

8.1 There are no staffing implications directly arising from this report.

9. External Consultees

9.1 No external consultations have been undertaken.

10. Recommendations

10.1 That the report be noted.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

None.