
Report to: Business Innovation and Growth Panel

Date: 19 May 2021

Subject: **Mayoral Manifesto**

Director: Liz Hunter, Interim Director of Policy and Programme

Author: Ian Smyth, Head of Economic Policy

1. Purpose of this report

1.1 To brief the Panel on business related aspects of the Mayor's manifesto.

2. Information

2.1. On 9 May, West Yorkshire held its first mayoral elections and Tracy Brabin was elected as the first West Yorkshire Mayor.

2.2. The mayoral manifesto sets out ten pledges.

- **Create 1,000 well paid, skilled jobs** for young people.
- **Prioritise skills and training** to ensure everyone in West Yorkshire has the skills they need to secure work.
- **Support local businesses** and be champion for our regional economy.
- **Lead a Creative New Deal** to ensure our creative industries are part of the broader recovery strategy.
- **Appoint an Inclusivity Champion** to work to ensure that the region's recovery benefits us all.
- **Recruit 750 more frontline police officers** and staff to fight crime.
- **Put keeping women and girls safe** at the heart of my policing plan.
- **Bring buses back under public control**, introduce simpler fares, contactless ticketing and greener buses.
- **Build 5000 sustainable homes** including council houses and affordable homes
- **Tackle the climate emergency** and protect our environment.

2.3. Further specific commitments, relevant to business and underpinning these pledges, include:

- Refresh the **West Yorkshire Economic Recovery Plan**
- Establish a **Co-operative Development and Community Wealth Building Unit** to support the growth of co-operative, social enterprise and worker-owned businesses.
- Explore the establishment of a **West Yorkshire Community Bank**, to fill the gap and provide loans to sole traders, microbusinesses, and small and medium enterprises.
- Establish a **Manufacturing Task Force**, taking West Yorkshire's manufacturing sector forward with a plan to boost exports, and ensure young people have the skills to become the engineers and designers of the future.
- Establish the **West Yorkshire Innovation Network** to seed organisations in the next generation of our region's industrial base of creative, green, hi-tech and resilient jobs.
- Establish a West Yorkshire **Digital Skills Partnership** to develop digital skills programmes, tackle digital exclusion and maximise the potential of the region.
- Spearhead a **Digital Academy**, supported by business and academics to ensure our young people have the skills required to be the entrepreneurs, innovators, engineers and creatives of the future.
- Spearhead a campaign to make West Yorkshire a **Living Wage Region**, boosting the number of businesses paying the real living wage.
- Encourage investment in the **development of new technologies which will contribute to a green recovery** and promote the transition of carbon intensive industries.

2.4. A verbal update on the Mayor's plans for business growth and innovation will be provided at the meeting.

3. Tackling the Climate Emergency Implications

3.1 The details are emerging; the Mayor is committed to the Region's Net Zero ambition by 2038.

4. Inclusive Growth Implications

4.1 Inclusive Growth implications will be considered as proposals are developed.

5. Equality and Diversity Implications

5.1 Equality and diversity implications will be considered as proposals are developed.

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 The Panel is asked to welcome the Mayor and comment on the mayoral manifesto.

11. Background Documents

None.

12. Appendices

None.