

**Report to:** West Yorkshire Combined Authority

**Date:** 29 July 2021

**Subject:** **Mayoral Pledge Funding**

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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:	

## 1. Purpose of this report

- 1.1 To approve in principle funding to enable progress to be made against the West Yorkshire Mayor's pledges relating to business support and inclusive growth.
- 1.2 To note this will be undertaken in line with the Combined Authority's Assurance Process.

## 2. Information

### Background

- 2.1 At the Combined Authority in June 2021 the approach to the Single Investment Fund (SIF) and the West Yorkshire Investment Strategy (WYIS) were endorsed.
- 2.2 The SIF and WYIS enable the Combined Authority to prioritise investments in a way that will make a real difference to people and communities in West Yorkshire. It should be noted that the Police Fund is held separately and is therefore not included in the Single Investment Fund.

2.3 During the development of the WYIS, in the last financial year, the Combined Authority allocated gainshare funding, which has subsequently become part of the SIF, to the following programmes to support economic recovery:

- The extension of the existing [re]boot and Employment Hub programmes. £13.5m was allocated 27 November 2020.
- Local economic recovery plans. £5m was allocated 4 February 2021.
- The net zero carbon pipeline, entrepreneurship, and health innovation. £7m was allocated 9 March 2021. This funding is also being used to enable delivery of the Mayor's pledge to **tackle the climate emergency and protect our environment**.
- The use of future gainshare to support the delivery of the higher scenario of the Transforming Cities programme was agreed 27 July 2020.

2.4 In addition, at the June meeting, the Combined Authority indicatively approved funding from the Single Investment Fund to enable progress to be made against some of the Mayor's pledges, namely:

- £500k to support scheme development relating to culture and creative industries and support the Mayor's pledge to **lead a creative new deal**.
- £1m to provide initial resources required to undertake an assessment relating to Bus Franchising and enable the Mayor to **bring buses back under public control**.
- £600k over three years to develop, launch and embed a West Yorkshire Fair Work Charter, part of the Mayor's pledge to **support local businesses**.
- £500k to support scheme development relating to employment and skills support for 16-30 year olds and **create 1,000 well paid, skilled jobs** and **Prioritise skills and training** to ensure everyone in West Yorkshire has the skills they need to secure work.

2.5 Further areas that require immediate investment and action have subsequently been identified to support the Mayor's pledges relating to inclusivity and business support, these are detailed below.

### **Priorities and funding pressures**

2.6 The West Yorkshire Mayor has pledged to **appoint an Inclusivity Champion** to work to ensure that the region's recovery benefits us all. Inclusivity and embedding equality, diversity and inclusion are key aims of the Combined Authority and central to all the Mayor's pledges. At the Combined Authority in March 2021 the Inclusive Growth Framework was endorsed and adopted as part of the Strategic Economic Framework. The framework sets out the Combined Authorities ambitions for Inclusive Growth. In addition, an Inclusive Growth pipeline and 'early wins' were considered by the LEP Board in January and February 2021. In addition, inclusive growth and tackling inequalities are also cross cutting themes within the West Yorkshire Investment Strategy and embedded within the Investment Priorities.

- 2.7 To support the work of the Mayor and Combined Authority, £400k is requested to further progress a pipeline of inclusive growth work and enable recruitment of an Inclusivity Champion.
- 2.8 Recruitment of the Inclusivity Champion is expected to commence as soon as possible. Once recruited their role will include the following:
- Be the Mayor's lead advocate and advisor for ensuring that under-represented groups and individuals, are consulted, heard and included.
  - Practically support the Mayor's work, to ensure that the benefits of West Yorkshire's recovery are shared by us all.
  - Make the compelling and evidence-led case for change and greater diversity and inclusion within the region's institutions and businesses.
- 2.9 Supporting businesses is a high priority for the West Yorkshire Mayor who has pledged to **support local businesses and be champion for our regional economy**. At the Combined Authority in March 2021 the Economic Recovery Plan was endorsed. The plan sets out how we will grow a more inclusive, resilient, sustainable economy with more productive businesses, better levels of skills and entrepreneurialism, less inequality and environmental sustainability. This work links to the Investment Priorities within the WYIS namely, Good Jobs and Resilient Businesses (including entrepreneurialism).
- 2.10 To progress work to deliver this high priority for the Combined Authority and Mayor, indicative funding of up to £500k is requested to enable further scheme development to be undertaken.
- 2.11 Funding will be used to develop a new programme pipeline, focussing on new areas of intervention that will complement the existing and ongoing business support of the Combined Authority and local partners, building on best practice. In line with the WYIS this will be linked especially to the needs of business in economic recovery. Specifically, this will include:
- Designing and piloting new support interventions for businesses to realise key productivity and resilience behaviours for recovery around strategic planning, investment, exporting and delivering good/fair work.
  - Sector priorities and task force development - including initial delivery of a West Yorkshire Manufacturing Taskforce.
  - Stimulating further entrepreneurial innovation with new interventions, by developing a Mayoral Challenge competition and empowering the work of the West Yorkshire Innovation Network.
  - Scoping work to understand what works in support of the growth of co-operative, social enterprise and worker-owned businesses to inform new interventions.
- 2.12 The paper at item 7 of this agenda sets out plans related to the Mayor's pledge to support the **delivery of 5,000 sustainable homes**, including council and affordable. The recommendations from item 7 and this paper if approved mean that all the non-policing mayoral pledges would have funding attached.
- 2.13 If the Combined Authority approves the in principle funding requests, officers will further develop the propositions, with more granular detail on the delivery

model and costings, to allow the projects to be assessed in line with the Combined Authority's Assurance Process. This is with a view to delivery taking place as soon as is practically possible.

- 2.14 As referenced in paragraph 2.4 above, at the June Combined Authority £500k of SIF funding was provisionally allocated to support scheme development relating to culture and creative industries and lead a creative new deal. Following this approval, £190k of this funding will be used to fund the Beyond Bronte's programme, subject to Assurance Framework approvals.
- 2.15 The Beyond Bronte's programme was launched in 2019 and is aimed at 18 to 24-year-olds from diverse and disadvantaged backgrounds across the Leeds City Region. It provides them with an opportunity to get a foothold in the industry via work experience placements within some of the region's most prominent independent production companies. It is free to participants, part-time and it is flexible – so it allows participation from those who need to continue to work while following their dream. Funding is due to end in September.
- 2.16 Given the Combined Authority's desire to support the creative industries sector to become more inclusive and the Mayor's on-going campaign to persuade Government against the privatisation of Channel 4, it is imperative the region stands true to its commitment of making sure everyone with a passion and talent for this industry gets the same opportunity. Furthermore, there is now an increasingly commercial imperative, with the BBC, Channel 4 and other broadcasters (rightly) insisting that they won't give commissions to production companies which can't demonstrate a properly balanced team.

### **3. Clean Growth Implications**

- 3.1 Clean growth is at the heart of the SIF and WYIS and tackling the climate emergency is a key investment priority. Decision making in respect of climate change is being strengthened through the development of a carbon impact assessment tool. This will strengthen how clean growth and climate change impacts are considered as part of all schemes that come through the Assurance Framework. All programmes will consider the clean growth implications as they are developed and taken through the Assurance Process.

### **4. Inclusive Growth Implications**

- 4.1 Inclusive growth is core within the Investment Priorities of the West Yorkshire Investment Strategy to ensure everyone benefits from the investments made across the region. As such the schemes which are brought forward will be assessed to ensure they have considered the inclusive growth implications.

### **5. Equality and Diversity Implications**

- 5.1 Reducing inequality is a cross cutting theme within the Investment Priorities of the WYIS to ensure that investments made across the region support equality and diversity. Equality Impact Assessments will be undertaken as part of

scheme development to ensure that at schemes progress through Assurance Framework equality, diversity and inclusion is given due regard.

## **6. Financial Implications**

6.1 Funding sought is intended, at this stage, to be drawn from the Single Investment Fund. This will be confirmed when the projects' full proposals come forward. In the worst-case scenario that this is not secured for any reason, other external funding will be sought or the projects would not progress.

## **7. Legal Implications**

7.1 There are no direct legal implications contained within this report.

## **8. Staffing Implications**

8.1 The additional funding would allow for increased capacity within the Combined Authority. The detail will be costed alongside setting out the delivery model as part of the project change request.

## **9. External Consultees**

9.1 There are no direct external consultation implications contained within this report.

## **10. Recommendations**

10.1 That the Combined Authority indicatively approves funding from the Single Investment Fund to enable progress to be made in key priority areas, with full approval to spend being granted once the project has progressed through the assurance process in line with the Combined Authority's Assurance Process. The indicative funding requested is:

- £500k to support scheme development relating to business support.
- £400k over three years to enable the recruitment of the Inclusivity Champion and further progress a pipeline of inclusive growth work.

10.2 That it is noted that £190k from the £500k of SIF funding which was previously provisionally allocated to support scheme development relating to culture and creative industries and lead a creative new deal, is to be used to fund the Beyond Bronte's programme, subject to Assurance Framework approvals.

10.3 That the Combined Authority delegates to the Finance, Resources and Corporate Committee, the approval for the programmes set out in the report to pass through Decision Point 2, totalling no more than £0.9m of funding from the Single Investment Fund.

## **11. Background Documents**

11.1 There are no background documents referenced in this report.

## **12. Appendices**

Appendix 1 – Single Investment Fund Gainshare Tracker