

Report to: Business, Economy and Innovation Committee

Date: 18 October 2021

Subject: **Mayoral Pledges**

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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 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 Committee members with an update on Mayoral pledge activity in relation to the Business Innovation and Economy Committee and alignment to broader Strategic Economic Framework activity.

2. Information

Mayoral pledges

- 2.1 The West Yorkshire Mayor has identified 10 pledges that will be prioritised for delivery over the Mayoral term:
- Create 1,000 well paid, skilled, green 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 a champion for our local economy**
 - Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy
 - Appoint an Inclusivity Champion to ensure that the region's recovery benefit's us all

- Put women and girls at the heart of the Mayor's policing plan
- Recruit 750 more frontline police officers and staff to fight crime
- Bring buses back under public control, introduce simpler fares, contactless ticketing and greener buses
- Build 5,000 affordable and sustainable homes
- Tackling the Climate Emergency and protecting our environment

2.2 The pledge to "Support local businesses and be a champion for our local economy" will be an important part of this committee's forward plan. The Committee will also consider pledges led by other committees that have an impact on its terms of reference. For example, the Committee will have a clear interest in the business perspective of the following pledges:

- Creating 1,000 skilled jobs for young people
- Creating a creative new deal
- Tackling the climate emergency

Role of the Committee in supporting businesses and championing the local economy

2.3 In taking a leading role on the Mayor's manifesto commitment to 'support local businesses and be a champion for our local economy', a key task will be to monitor progress and give direction to this pledge. To provide a clear structure for delivery of this pledge, which has the potential to cover a wide range of activity and areas of focus, it is proposed that the pledge is considered as containing four interconnected themes of activity:

1. **Economic Recovery**
2. **Supporting business productivity**
3. **Innovation & R&D**
4. **Community Wealth**

2.4 As well as the headline commitment, the Mayor's manifesto also included a number of specific ideas for action. The Committee will be asked to consider how best to achieve these ideas within the forward plan:

- Refreshing the West Yorkshire Economic Recovery Plan
- Exploring establishing a Co-operative Development and Community Wealth Building Unit
- Establish a Manufacturing Task Force, and explore other taskforces
- Ensuring we close the R&D spending gap in comparison to London and the South East
- Establishing the West Yorkshire Innovation Network

2.5 Bringing together the strategic objectives of the Combined Authority, the four themes of activity and the specific ideas of the Mayoral manifesto, an initial outline of work on Supporting Business and Championing the Region is

outlined in the table below. Feedback from the Committee is requested on this and how it relates to the wider priorities of the Committee.

Economic Recovery Plan			
Business Growth and Productivity Plan			
Trade Strategy (in development)			
Innovation Framework			
Economic Recovery	Supporting business productivity	Innovation and R&D	Community wealth
Refresh the Economic Recovery Plan	Introducing the new brand and identity for the Growth Hub	Establish the West Yorkshire Innovation Network	Establish the Fair Work Charter
Outline priorities to secure recovery funding	Establish a Manufacturing Task Force and further develop sectoral priorities	Implement the innovation framework (including Innovation Challenge competition)	Develop model for supporting cooperatives and other alternative models of ownership
Entrepreneurship programme	Implement the Business Productivity and Resilience Plan	Develop a Health tech strategy	Consider approaches to community wealth building
	Develop Business Productivity Programme	Space Hub Yorkshire	

2.6 The Committee will also oversee **programme delivery** (new and existing) including the Growth Hub, BGP, Connecting Innovation, Investment Readiness, and Trade and Investment activity. Also key aspects of the **Strategic Economic Framework**, including Innovation Framework, Business Productivity and Resilience Plan.

2.7 As outlined above, the Committee will play an important role in shaping the delivery of the Fair Work Charter, with detail to be presented at the next meeting in January. Progress to date includes:

- The Combined Authority in June approving £600,000 over three years to support development and implementation of the Charter.
- Establishing a Steering Group of partners and stakeholders chaired by the LEP Diversity Champion Kate Hainsworth.
- The proposed terms of reference of the Steering Group, which meets for the first time on 11 October, are:
 - To lead the development of a West Yorkshire Fair Work Charter through co-design, consultation and research into appropriate measures to enhance fairness in the workplace.
 - To take such steps as are necessary to enable its launch and implementation by March 2022.

- The draft Charter will be developed over the coming months, including through a public consultation to be undertaken later in the year.

Development Funding for the Supporting Local Businesses Pledge

- 2.8 To progress work to deliver this pledge, funding of up to £500,000 was approved by the Combined Authority in July 2021 to enable further scheme development to be undertaken.
- 2.9 Funding will be used to develop capacity to identify a new programme pipeline, focussing on new areas of intervention complementing ongoing business support delivered by the Combined Authority and local partners, building on best practice and enhancing the evidence base. It will also provide dedicated resource to lead on this pipeline development, based in the Combined Authority but working across partners in the business support ecosystem (particularly Local Authorities) and engaging with businesses to understand the gaps, the needs and opportunities. In line with the West Yorkshire Investment Strategy, this will be linked especially to the needs and opportunities of business in economic recovery.
- 2.10 The Committee's input is requested to help develop this pipeline, but as an initial starting point it is expected to 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 cooperative, social enterprise and worker-owned businesses to inform new interventions.

Next steps

- 2.11 Feedback from the Committee is sought on these initial ideas on supporting local businesses, and how the Committee wishes to also consider the wider set of pledges. This feedback will be used to develop the work programme, and this will be brought back to the next meeting of the Committee.
- 2.12 The £500,000 development funding for the pledge is subject to scheme approval from the Combined Authority's assurance process. The feedback of the Committee on the use of this funding will be fed into this process, and it is anticipated that delivery should commence by January 2022.

3. Tackling the Climate Emergency Implications

- 3.1 Tackling the Climate Emergency and protecting our environment is one of the Mayoral Pledges. The Business, Economy and Innovation Committee will have a key role to play in ensuring that this pledge is considered from the perspective of business and the impact and opportunities for the economy.
- 3.2 In delivering the specific pledge around Supporting Local Business, it will be critical to ensure that any support makes a positive contribution to Tackling the Climate Emergency. It is therefore expected that any activity developed as part of this pledge will demonstrate a positive impact on this pledge.

4. Inclusive Growth Implications

- 4.1 Appoint an Inclusivity Champion to ensure that the region's recovery benefit's us all is one of the Mayoral Pledges. Once this appointment has been made the Committee will seek to engage the Champion on Committee activities.
- 4.2 In delivering the pledge around Supporting Local Business, specific focus will be given to the importance of community wealth for inclusive growth. This includes considering the development of the Fair Work Charter, as well as the business support needs of social enterprises. Inclusive Growth is also central to the West Yorkshire Economic Recovery Plan.

5. Equality and Diversity Implications

- 5.1 Reducing inequality is a key cross cutting theme across the Mayoral Pledges and is at the forefront of the role of the proposed Inclusivity Champion.
- 5.2 Equality Impact Assessments will be undertaken as part of scheme development within the pipeline for the supporting business pledge to ensure that as schemes progress through Assurance Framework equality, diversity and inclusion is embedded. This will also ensure that engagement takes place prior to commencement of delivery, and involve engagement with potential end user beneficiaries from underrepresented groups.

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 specific consultation has occurred in relation to this report.

10. Recommendations

- 10.1 That the Committee notes the update on the Mayoral Pledges, and provides feedback and views on the following:
- The proposed approach to the Supporting Local Business pledge and outline of planned activity
 - The £500,000 development funding for the Supporting Local Business pledge and if there are any initial thoughts on areas to prioritise as part of pipeline development
 - How the Committee would like to engage with the Mayoral pledges as part of its forward work plan, including those that will be led on by other Committees of the Combined Authority.

11. Background Documents

None.

12. Appendices

None