
Report to: Employment and Skills Committee

Date: 29 October 2021

Subject: **Mayoral Pledge Development**

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1. Purpose of this report

- 1.1 To provide an update on the development of the mayoral pledge workstreams and its alignment with the Employment and Skills Framework.
- 1.2 To seek the Committee's recommendations on the next steps for pledge development.

2. Information

Create 1,000 well paid, skilled, green jobs for young people

Overview

- 2.1 The Mayor pledged to create 1,000 well paid, skilled, green jobs for young people, supporting progress against the Combined Authority's commitment to a net zero carbon economy for West Yorkshire by 2038, with significant progress by 2030. The pledge also recognises the disproportionately negative impact of the COVID-19 pandemic on youth unemployment over the past 18 months.
- 2.2 At their meeting on 24 June 2021, the Combined Authority indicatively approved £500k funding to support scheme development relating to employment and skills support for 16-30 year olds. Following recommendation from the Programme Appraisal Team, final approval for the development funding proposal will be sought from the Combined Authority at their meeting on 22 October 2021.

Green Jobs Taskforce

- 2.3 In August 2021, the Mayor announced the creation of a West Yorkshire Green Jobs Taskforce, which will bring together experts from business, education and training, and the third and public sectors. Its goal is to position West Yorkshire as a leader and set out a roadmap to deliver the skills and jobs needed to address the climate emergency.
- 2.4 It is proposed that the workplan of the Taskforce is considered in two phases.

Phase 1:

- A review of the existing landscape to identify the job opportunities for roles in both the green sector, and in relation to greening the economy. The review will begin with a desktop review of existing evidence and expert interviews, followed by further commissioned research to support the Taskforce in determining the sectors / areas of greatest opportunity in WY and supporting activities in phase 2.
- As part of the review, the Taskforce will agree key definitions and success criteria.
- It is expected that working groups will be formed to explore key areas of opportunity or challenge.

Phase 2:

- The intelligence in phase 1 will inform the development of programmes and activities to support the delivery of the pledge and address the wider skills challenges for creating green jobs for people of all ages.
- Proposals will be developed, including:
 - How can the CA enhance / adapt existing delivery to support the greening of our economy through green skills and jobs?
 - New delivery programmes or activity to tackle challenges and gaps identified in phase 1.
- Additional funding will be sought for new proposals as appropriate, with separate business cases being developed and progressed through the assurance process individually.

Mayoral Green Jobs Gateway

- 2.5 The Mayoral Green Jobs Gateway was also launched in August 2021, providing an online portal for employers wishing to pledge jobs to support the Mayor's pledge of 1,000 well paid, skilled, green jobs for young people.
- 2.6 As part of their proposed workplan, the Green Jobs Taskforce may consider the need for further development of the Mayoral Green Jobs Gateway and potential impacts.

Prioritise skills and training to ensure everyone in West Yorkshire has the skills they need to secure work

Overview

- 2.7 Under this pledge, the Mayor made specific commitments to:
- Spearhead a campaign to make West Yorkshire a Living Wage Region, boosting the number of businesses paying the real living wage.
 - 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.
 - Establish a West Yorkshire **Digital Skills Partnership** to develop digital skills programmes, tackle digital exclusion and maximise the potential of the region.
 - Widen the Leeds **Digital Festival** to a West Yorkshire wide festival, showcasing the talented workforce needed.
 - Support a 'Gold Standard' **West Yorkshire wide Careers** Advice Service delivered in-line and in person, using mentors and businesses to excite and inform the next generation about the exciting opportunities available to them.
- 2.8 Development of the Fair Work Charter for West Yorkshire has begun, supporting a commitment to paying the Living Wage in West Yorkshire.
- 2.9 The West Yorkshire Digital Skills Partnership is established with a high-profile Board membership who have developed key priorities based around social digital inclusion, SME digital inclusion, development of the workforce of the future and building coordinated skills/learning provision. The LDSP partnership will evolve a strategic digital skills plan to support these priorities and publish in early 2022.
- 2.10 Delivery options are in development for a West Yorkshire Digital Festival and Academy, with key partners included in developing proposals. A verbal update on the status of these options will be given at the meeting.

Role of the Committee in Mayoral Pledge Development

- 2.11 The new Employment and Skills Framework overseen by this Committee was launched by the Mayor at the West Yorkshire Consortium of Colleges (WYCC) annual conference.
- 2.12 There is clear alignment between the priorities of the Framework and the ambitions within the mayoral pledges. This is described in detail in Appendix One of Item 8 – the Forward Plan of the Committee
- 2.13 The Combined Authority has committed £500k to the development to the '1,000 skilled, green jobs for Young People' and 'Skills and training' pledges. This includes a proposal to build capacity, commission research and intelligence to support the development of these two pledges. Including the development of a project pipeline for employment and skills to include specific

mayoral manifesto commitments and to deliver the priorities with the strategic Employment and Skills Framework.

- 2.14 The pipeline will focus on new areas of intervention building on evidence based best practice. It will focus on where there is an evidence base for the need for intervention at a regional level. The pipeline should complement existing service delivery and be informed by consultation with key partners in the employment and skills eco-system.
- 2.15 Through the partnership role of the Combined Authority, early consultation and engagement is taking place with key strategic partners in the region to ensure that these principles are adhered to.
- 2.16 This Committee is asked to oversee a pipeline of project and programme development of these two pledges through its forward plan and as a standing item to future Committee meetings. This includes through new and existing programme delivery of employment and skills programmes; adult education budget, adult skills bootcamps, skills for growth, employment hub, and adults and school careers and enterprise education'
- 2.17 The Committee also has an important role in supporting the development of the remaining pledges with regard to the employment and skills elements with further updates provided at future meetings, they are:
- 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
- 2.18 The Committee will play an important role in shaping the delivery of the Fair Work Charter. The preceding Employment and Skills Panel held an in-depth workshop on the Charter at a workshop in May, further progress 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.
- 2.19 The Committee will have the opportunity to consult further on the Fair Work Charter at its meeting in January.

3. Tackling the Climate Emergency Implications

- 3.1 The Committee has a lead role in considering the skills and employment element as a key commitment of the mayoral pledges to tackle the climate emergency.
- 3.2 This includes oversight and support for the development of the Green Jobs Taskforce and Gateway which will provide 1,000 well paid, skilled green jobs for young people.
- 3.3 Addressing tackling the climate emergency through the skills and employment pipeline will also be a key consideration in order to meet the ambitious next zero target by 2038, and support education skills and training organisations and businesses to achieve this.

4. Inclusive Growth Implications

- 4.1 Appointing an Inclusivity Champion is one of the key Mayoral Pledges. The Inclusivity Champion will have a key role in ensuring inclusivity in key strategies and plan including Economic Recovery. The Committee will engage with the Champion, when appointed.
- 4.2 The Green Jobs Gateway launched in August 2021 to support local employers to provide well paid, skilled, green jobs for young people in West Yorkshire, in support of the Mayor's pledge. Young people were disproportionately affected by unemployment during the pandemic. As part of its review, the Green Jobs Taskforce will also consider the development of the Gateway and the potential to maximise impact on disadvantaged or underrepresented communities.
- 4.3 The Fair Work Charter will encourage good pay, fair and flexible working conditions, and promoting diversity and social mobility within the workforce.

5. Equality and Diversity Implications

- 5.1 Equality and Diversity is at the forefront of the Mayoral agenda and manifesto.
- 5.2 Equality Impact Assessments will be undertaken as part of scheme development within the pipeline for the supporting employment and skills pledges to ensure that as schemes progress through Assurance Framework and that 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 At their meeting on 24 June 2021, the Combined Authority indicatively approved £500k funding to support scheme development relating to employment and skills support for 16-30 year olds. Following recommendation from the Programme Appraisal Team, final approval for the development funding proposal will be sought from the Combined Authority at their meeting on 22 October 2021.

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 Committee is asked comment on the approach to delivering against the Mayoral Pledges, in particular the approach to:
- The Green Jobs Taskforce, and its proposed work programme
 - The verbal update on the West Yorkshire Digital Festival
 - The skills and training pledge and any initial thoughts on proposals for pipeline development linked to the manifesto and Employment and Skills Framework
 - How the Committee would like to work on across all the Mayoral pledges as part of its forward work programme, and in supporting other Committees to support all pledges.

11. Background Documents

None.

12. Appendices

None