

## **Appendix 2**

### **Item 8 – Fair Work Charter**

#### **Summary Consultation & Communications Plan**

##### **Objectives**

To obtain views on the development of a Fair Work Charter for West Yorkshire. To ensure that people are:

- Aware that the consultation is taking place
- Feel able to contribute to the process
- Are satisfied that their questions, feedback, and concerns are considered and where appropriate feed into the ongoing design and delivery of the Charter
- Aware of the benefits / disbenefits of having a Fair Work Charter will mean for them as employers / employees / stakeholder representatives

##### **Audience**

Stakeholder mapping and consultation and communications reach is in ongoing development. The Mayor's expert steering group provide excellent channels into key audiences, and have provided affirmative and assured support to the consultation. As representatives they cover a broad range of interests including employees, employers of all sizes from micro to big corporate enterprises, and specific interest groups including public health, faith and ethics, Equality, Diversity and Inclusion (ED&I), and best employment practices.

Everyone will be able to have their say, including:

- The public – those who live, work, study, visit or have an interest in West Yorkshire
- Employers – micro to large corporations
- Representatives of partner organisations
- Local elected members and MPs
- Businesses and stakeholders
- Educational institutions
- Voluntary and community sector – representative groups
- Combined Authority and partner council staff

A dedicated workshop is being organised for all Private Sector Committee Members of the Combined Authority to attend as a part of the consultation and engagement process.

##### **Strategy and Implementation**

The consultation will be predominantly carried out digitally, using an online survey hosted on the Combined Authority's Your Voice consultation website:

[www.yourvoice.westyorks-ca.gov.uk/FWC](http://www.yourvoice.westyorks-ca.gov.uk/FWC)

##### **Communications**

To promote as wide as possible a key mayoral pledge, we will include:

- Video from the Mayor
- #TellTracy ... about Fair Work on social media

- Your Voice page
- Press release <https://www.westyorks-ca.gov.uk/all-news-and-blogs/employers-and-employees-asked-to-help-develop-west-yorkshire-s-fair-work-charter/>

### **Inclusive engagement**

To improve our engagement with seldom heard groups we will be informed by the Combined Authority's [Inclusive Engagement Report](#) [internal link]. We will seek provide the consultation materials in accessible format:

- Easy read
- Large print / Word format for screen readers
- Materials in other languages (punjab, urdu and polish – the three top languages spoken after English in West Yorkshire) – to be provided by request
- Other formats – to be provided by request

We will work with the Steering Group Members, and our stakeholders to support in-person events to maximise reach and interest in the Fair Work Charter. Including attendance at meetings, supporting materials (e.g., powerpoint), and other opportunities for pop-up events at community centres / places of interest in each of the districts, and also, online 'town halls'.

### **Other feedback mechanisms**

Online: [www.yourvoice.westyorks-ca.gov.uk/FWC](http://www.yourvoice.westyorks-ca.gov.uk/FWC) a dedicated website which has:

- Online survey  
([https://wh.snapsurveys.com/SURVEY\\_PREVIEW.asp?k=164699513725](https://wh.snapsurveys.com/SURVEY_PREVIEW.asp?k=164699513725) < preview link – this will not collect data, but can be used to navigate the survey)
- Q&A function for questions and includes existing answers in preprepared FAQs

Email: [yourvoice@westyorks-ca.gov.uk](mailto:yourvoice@westyorks-ca.gov.uk)

Telephone: 0113 245 7676 (Metroline)

In writing to: Freepost CONSULTATION TEAM (WYCA) *no stamp required*

### **Promotion**

The promotional strategy will be to ensure maximum visibility of the consultation to the widest possible audience, using a mix of channels including social media (paid and organic), PR, local media advertising, direct emails, and use of partner networks. Responses will be monitored at least weekly, and targeted promotion focusing on groups whose feedback is notably underrepresented will follow if required. There will be three key focal points for activity: launch, mid-point and final week.

A toolkit providing template content and assets has been produced so that others, including steering group members, and partners, to promote and deliver engagement on the Fair Work Charter.