



Report to:	Business, Economy and Innovation Committee
Date:	31 January 2024
Subject:	Fair Work Charter
Director:	Felix Kumi-Ampofo, Director Inclusive Economy, Skills & Culture
Author:	Jo Wilkinson, Programme Lead

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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No

1. Purpose of this report

- 1.1 To update the Committee on implementation of the Mayor of West Yorkshire's Fair Work Charter.
- 1.2 To provide an opportunity for the Committee to steer the implementation of the Charter.
- 1.3 Call to action to promote the Charter and encourage sign up across networks.

2. Information

Background and Drivers

- 2.1 The Mayor of West Yorkshire pledged to introduce a Charter to recognise the many employers in the region that are committed to Fair Work.
- 2.2 Mission 1 of the West Yorkshire Plan sets out the region's ambition for "a prosperous West Yorkshire – an inclusive economy with well paid jobs". The Fair Work Charter is an important part of achieving this mission by ensuring a fair and just economy that works for everyone. It will help to ensure that everyone employed in West Yorkshire receives the greatest possible employment security, best working conditions, as well as promoting

greater employee wellbeing, workforce diversity, social mobility, and so accelerate Inclusive Growth.

2.3 The rationale underpinning the need to increase access to Fair Work includes the following:

- Too many people are working in poor quality jobs.
- Too many people are not paid enough to make ends meet.
- There are big pay gaps between groups of workers.
- Too many people are suffering from poor mental health.
- Too many working age people are not in work.

The Charter

2.4 The vision for the Charter is: “to promote a thriving economy where businesses of all sizes and sectors can meet their ambitions and work together to ensure all the diverse people and communities of West Yorkshire contribute to, and benefit from, economic prosperity”.

2.5 The Charter is focused around 5 themes which are summarised below:

Opportunity

Employers are working towards an economy where all pathways into employment are inclusive, organisations use the best recruitment practices, and all people have access to flexible working arrangements. Employers enrolling onto the Charter are required to confirm below they have taken at least one recognised 1st step in each of the following 3 areas:

- Inclusive pathways into employment and career progression
- Inclusive recruitment practices
- Flexible working arrangements

Security

Employers are working towards an economy where all organisations go beyond legal minimums to pay staff at least the real Living Wage and maintain working conditions that provide security and dignity to all workers. Employers enrolling onto the Charter are required to confirm below they have taken at least one recognised 1st step in each of the following 3 areas:

- Fair pay and working hours
- Secure contracts and conditions
- Safe working environments

Wellbeing

Employers are working towards an economy where work helps all people to live healthy and happy lives, while contributing to the increased productivity of their employer. Employers enrolling onto the Charter are required to confirm below they have taken at least one recognised 1st step in each of the following 2 areas:

- Fostering good physical and mental health
- Support for wider aspects of wellbeing

Employee Voice

Employers are working towards an economy where all workers are empowered to contribute towards the success of their employer through positive relationships and effective communication. Employers enrolling onto the Charter are required to confirm below they have taken at least one recognised 1st step in each of the following 2 areas:

- Consultation and engagement
- Recognition and support for trade unions, where requested by workers.

Fulfilment

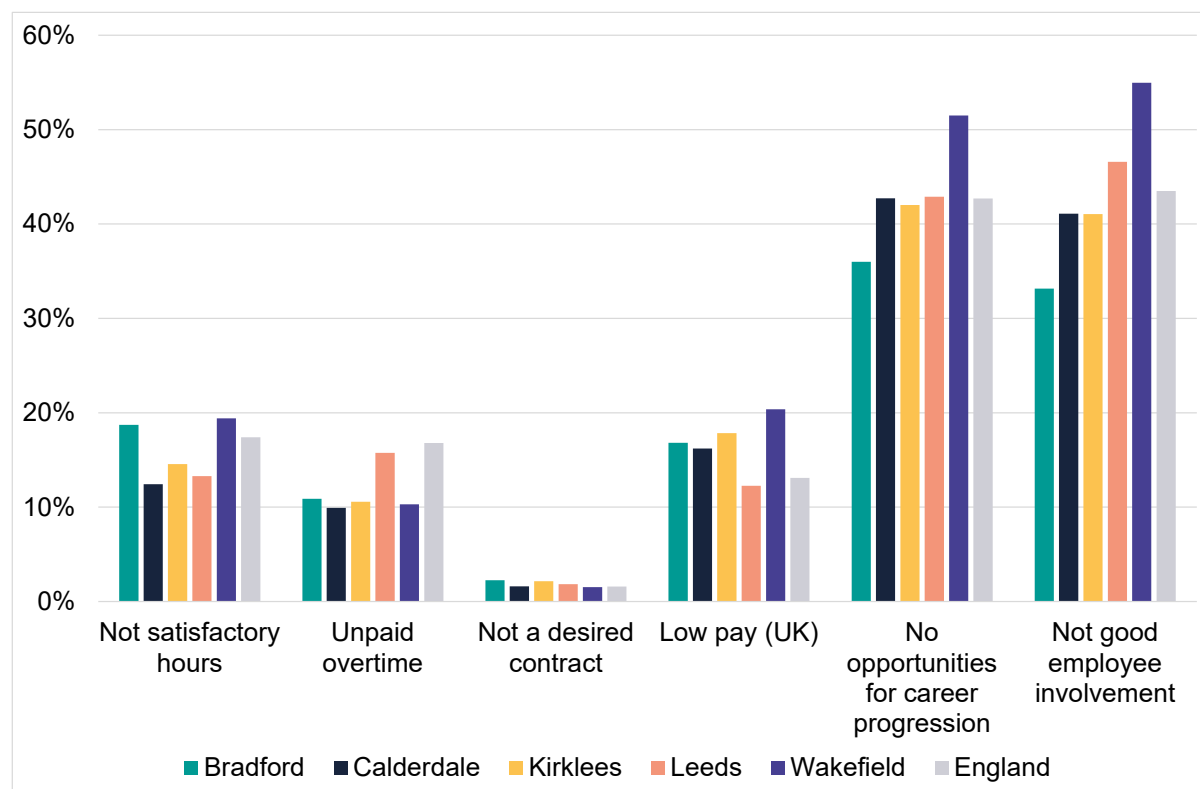
Employers are working towards an economy where work provides all people with the opportunity to learn, develop and meaningfully connect to a purpose that resonates with them. Employers enrolling onto the Charter are required to confirm below they have taken at least one recognised 1st step in each of the following 3 areas:

- Learning and development
- People management
- Supporting communities and good causes

Current regional picture

- 2.6 Latest figures from ONS show that West Yorkshire has a relatively small proportion of workers who indicate that they work unsatisfactory hours or work unpaid overtime or have a contract that does not meet their requirements. Much bigger proportions of workers say that their workplace lacks opportunities for career progression and does not offer good employee engagement.

Figure: Job quality indicators by local authority, January to December 2021



Source: *Jobs quality indicators in the UK - hours, pay, contracts, opportunities, and involvement: 2021*, Office for National Statistics

2.7 Other key points include:

- Female employees and employees aged over 55 are more likely to work satisfactory hours.
- Unpaid overtime working has a higher prevalence among those working in highly paid occupations, and employees aged 35 to 54 years.
- Workers who are disabled, younger, or have lower levels of educational attainment are more likely to be in low pay.
- Men aged 25 to 44 years, employees with an undergraduate degree and those working in the finance and insurance industry are most likely to report good career progression opportunities.
- Employees with higher-level qualifications are more likely to feel involved in decision making in their workplace than those with no qualification. Disabled employees are less likely to report good employee involvement, compared with employees who are not disabled.

- 2.8 The above will be reported on annually via the State of the Region and we will also explore bespoke monitoring approaches that align with each of the themes of the charter.

Progress on implementation

- 2.9 The Charter was formally [launched](#) on 24th November 2023 in Bradford with 50 early adopters and Leaders sharing the stage to promote the benefits of Fair Work to employers and employees alike.
- 2.10 The marketing campaign went live on the 15 January 2024 and includes social media activity; digital (online) advertising; radio and podcast advertising; press/ PR stories. Six video case studies have been created for the website. An audio advert is currently being recorded and refreshed messaging will launch mid-February.
- 2.11 The delivery partner, Greenborough, is now in contract and delivery started on the 8 January 2024. This will run until the end of December 2024. Businesses will be able to sign up by registering on the CA website which will trigger a follow up from Greenborough.
- 2.12 There will be a 2-stage process to achieving the Charter. Those businesses early on in their journey will receive a badge identifying they are on the journey to achieving the Charter (specific wording to be agreed with the marketing agency). There will be minimum requirements set for those that have made significant progress who will then receive the full FWC badge and a certificate.
- 2.12 A dedicated portal is being developed to support the peer to peer aspect of the charter. This will house resources, toolkits and a platform to share best practice.
- 2.13 Various opportunities are being explored to provide additional support to businesses on the journey, including with the TUC and DWP.
- 2.12 A review point has been built into year 1 to evaluate impact and successes. Learning from this will shape future implementation.
- 2.13 All businesses that engage with the CA will be strongly encouraged to adopt the Charter.

Role of private sector members

- 2.14 The Mayor and Combined Authority strongly encourages all private sector members across thematic committees and Boards to consider signing up to the Charter and sharing the opportunity across their own networks and contacts.

3. Tackling the Climate Emergency Implications

- 3.1 There are no climate emergency implications directly arising from this report. However, it is expected that the sign up could positively, indirectly impact of net zero targets.

4. Inclusive Growth Implications

- 4.1 The development of the Charter is driven by the Combined Authority and the Mayor's ambition to deliver a fair and just economic recovery, which is central to promoting Inclusive Growth

5. Equality and Diversity Implications

- 5.1 The Charter has been designed to drive improvements in ED&I, e.g. in terms of inclusive recruitment practices, and ensuring employees have a voice in the workplace.

6. Financial Implications

- 6.1 Funding (£600k) has already been approved for the development and implementation of the Charter and the requirement for any further resources will need to be considered in the context of the business planning process.

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 That the Committee
- notes the progress made to establish the Mayor's Fair Work Charter,
 - endorses and supports the proposed next steps
 - provides any comments on what else could be done to ensure the Charter is successfully implemented.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

Appendix 1 – West Yorkshire Fair Work Charter