
Report to: Inclusive Growth and Public Policy Panel

Date: 4 December 2018

Subject: **Good Work**

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1. Purpose of this report

- 1.1 To provide an overview of a number of current activities across the City Region in relation to good work, to provide members with a related presentation on the Great Jobs Agenda, and to seek a steer on the Panel's future focus.

2. Information

- 2.1 In addition to considering good work at the September Panel meeting, it was also considered at the Workshop, as set out in Appendix 1.

Existing activities to promote good employment in the Leeds City Region

- 2.2 **Business Growth Programme Grant criteria** - The Leeds City Region Enterprise Partnership (LEP) is incentivising business to promote good employment and pay the real Living Wage through its Business Growth Programme. Core criteria recipients are expected to meet are provided in Appendix 2.
- 2.3 **Raising career aspirations** - The Combined Authority / LEP helps to raise the career aspirations of young people and enable them to develop career readiness and employability skills to links to good employers and pathways into high quality jobs. It does this through a number of programmes:
- Enterprise Adviser Network - connecting senior leaders in business to Senior leaders in schools, to influence the schools' career and enterprise strategy and curriculum and give students regular and relevant access to employers. An enhanced offer will be delivered to

12,000 disadvantaged students across the City Region in 2018/19. **The spend for the programme will be confirmed shortly.** <http://www.the-lep.com/support/search/?searchtext=Enterprise+Adviser+Network+&searchmode=anyword>

- Kirklees Careers Hub - transforming careers education in the district by providing training for careers leaders in schools, developing teacher professional development, facilitating employer encounters, developing pathways to apprenticeship, HE & FE, and engaging with parents/carers and influencers. **The spend for the programme will be confirmed shortly.**
- Futuregoals careers campaign – inspiring young people about the career opportunities available in the City Region with engaging content based on robust labour market evidence. We aim to reach 10,000 people through our careers campaigns in 2018/19. **The spend for the programme will be confirmed shortly.**
- Bradford Opportunity Area – supporting the ‘Access to Rewarding Careers’ strand by developing a ‘Cornerstone Employer’ engagement plan, providing support for careers leadership, facilitating employer encounters and improving access to quality careers provision. **The spend for the programme will be confirmed shortly.**

2.4 The **Business Rate Pool** Committee recently made funding available for a range of inclusive growth related projects to drive good work. On a City Region level, projects include:

- Apprenticeship/Employment Hubs (Total funding £1,350,000 until 2020/21) - The project will support inclusive growth by ensuring that: links between business and education are strengthened; apprenticeships are championed and promoted in schools; apprenticeships are targeted in the right areas which benefits the local economy and businesses; and support young people who are disadvantaged in the labour market to gain meaningful employment.
- Raising poverty of aspiration (Total funding £400k over next 2 years) – This project will complement the work of the enterprise coordinators. A pilot will be conducted at schools with high numbers of disadvantaged pupils. Funding will be used to employ a consultant to develop a funding pot which will support an increase in activity to raise aspirations amongst disadvantaged pupils by strengthening engagement with employers, widening pupils experiences of jobs beyond their home communities and engagement with young role models working in priority sectors, apprenticeships etc. Schools in disadvantaged areas will apply for funding (from September 2018), using criteria developed by the initial phase of the project.
- Poverty proofing the school day (Total funding £50k over next 2 years) The project aims to pilot approaches to poverty proof the school day by supporting schools to identify and overcome the barriers to learning that children and young people from families with less financial resources face. The project is anticipated to go above and beyond what districts are already doing to date. There is a need to identify how the project will fit with Academy Schools and their sometimes different approach to

take-in and attainment and how the Core Group will be able to support schools locally with applications and to ensure their buy-in. The Combined Authority's Skills and Employment Team will work closely with their counterparts across the districts to ensure local knowledge is closely incorporated into the project.

2.5 Business Rate Pool funding was also made available for Local Authorities across the City Region. Projects related to good employment include:

- **Calderdale 'Delivering Inclusive Growth'** (Total funding £835,468)
This project aims to bring together anchor institutions, community anchor organisations and individual community champions to work together to improve the life chances and employment opportunities of specific cohorts of people who are furthest from the jobs market. This project will work in Park, Calderdale's most deprived ward, using an intervention model to address issues around poverty, including employability, engagement into services and social value. The project will also provide the opportunity to develop a better understanding of joint procurement and commissioning and explore alternative opportunities in procurement and commissioning. It is anticipated that this model can be prototyped.
- **Kirklees 'Investment Programme'** (Total funding £350,000)– This project seeks to pursue work across a number of areas in Business and Skills including:
 - Inward Investment - Selling the 'story of Kirklees' to businesses and individuals, providing a coherent self-service and targeted support offer for start-ups, scale-ups and high growth businesses and the reasons why Kirklees is the place to work, live and play.
 - Good Growth through Planning, Procurement and Supply Chains/Collaboration Networks, working to develop the model and approach to signposting and monitoring good growth and the Kirklees Pound so that we maximise the reach of investment in the District to those who most need it most.
 - Skills Accelerator Pilot –stimulate demand for skills associated with increasing productivity in firms, automations and succession planning linked to the ageing workforce and removal of the default retirement age.
 - The programme also has a digital inclusion angle based on the needs assessment which builds upon the Tech Partnership Study which highlighted that Kirklees is rated as 'high' for likelihood of digital exclusion.

2.6 Bill Adams will provide a presentation on the TUC's 'Great Jobs Agenda' to provide a further perspective around good employment.

3. Financial Implications

3.1 None directly as a result of this report.

4. Legal Implications

4.1 There are no legal implications directly arising from this report.

5. Staffing Implications

5.1 None directly as a result of this report.

6. External Consultees

6.1 There are no implications directly arising from this report.

7. Recommendations

7.1 For the Panel to note the current range of activity across the City Region and discuss a future focus around good employment.

8. Background Documents

8.1 None

9. Appendices

9.1 Appendix 1 – Workshop report on Good Work

9.2 Appendix 2 – Business Growth Programme Grant Criteria